

“A Study of Ambiance and Service Convenience as Key Determinants of Servicescape”

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Introduction

The fitness industry in India is to a great extent chaotic and does not have an unmistakable structure to separate between various item and administration portions. Until a couple of years back, the fitness industry was ruled by a bunch of enormous players, be it regarding gyms and fitness centers or even fitness equipments. Be that as it may, this circumstance is changing bit by bit with the passage of new little players in the market, who are utilizing innovation to make and convey varieties of products and services.

A few new businesses in the fitness segment are presently focusing on urban consumers across different age gatherings to market a scope of arrangements dependent upon what they need. This incorporates everything from wearable fitness gadgets, computerized stages where individuals can pursue open gym participations, to try and best in class fitness equipment. With the passage of innovation and digitization in the wellness area, the present structure of the market is in the middle of a significant redesign, clearing a path for more combination in the market.

Access to fitness through the web and cell phones has been one of the most genuine factors in the flood popular for wellbeing and fitness services and products. Portable application based administrations permit individuals to plan their preparation and exercise meetings at the gym, and the hour of day that they like. This degree of adaptability is provoking an ever increasing number of people to engage in wellness in spite of occupied timetables and at a much lower cost than they would for the most part pay for ordinary gym participation. There is additionally an expansion in quality, vitality and endurance that accompanies turning out consistently, making wellness and quality preparing incredibly mainstream among youthful urban ladies and men.

Another corporate culture wherein organizations give completely prepared exercise centers and gyms to representatives in the workplace is empowering numerous individuals to take a gander at wellness in another light—as a pleasant method to trouble in the wake of a difficult day at work instead of an assignment that must be finished. The accommodation business is likewise following the pattern, with inns in littler urban communities giving exercise center offices to visitors. Empowered by this pattern of more prominent interest for wellness comforts, gyms, health clubs have become practically standard highlights at new private edifices that are being manufactured, in metros and level 1 urban community, yet in level 2 urban communities too. Simultaneously, there is likewise a more noteworthy interest among purchasers for home gym equipment and administrations being sold through online entryways and portable applications, alongside the capacity to get to exercise center mentors, wellness specialists, and nutritionists and so forth.

Sorted out players, worldwide organizations, and home-developed new companies in the wellness fragment are influencing more noteworthy combination in the market and offering ascend to more up to date plans of action and income streams. The special mix of digitization and wellness is permitting Indian buyers today to appreciate simpler access to advantageous tech-driven administrations and items. In addition, individuals are likewise progressively getting mindful of the numerous benefits of turning out routinely, for example, diminishing pressure, nervousness, and sadness, and keeping different sicknesses under control. The entirety of this focuses towards a more promising time to come for India's wellness industry, while empowering shoppers to have more beneficial existences.

Mahatma Gandhi said "It is wellbeing that is genuine riches and not bits of gold and silver". For a long time, individuals have been uninformed to dealing with themselves. Ladies were as yet touchy to wellness issues however men viewed themselves as increasingly tough and overlooked any exhortation to fare thee well. In any case, today men are similarly aware of their wellbeing and wellness.

Individuals today pay visits to gym and dieticians all the time nowadays. This provides a major business opportunity. In India being fit is not any more an urban convention it has spread to the Tier 2 and Tier 3 urban areas too. The business isn't only a lot of associations, there are numerous players included.

The players can be classified as

1. Customers: Generally, youngsters are increasingly worried about their wellness and structure target bunch for organizations.
2. Suppliers: They give services and products to address the issues of clients.
3. Nearby Industries: It isn't exceptional to see other industry players offering wellness services and products. A portion of these ventures are medicinal services, media, retail and gaming.
4. Facilitators: Gyms are opening in each association particularly IT organizations and they assume a key job in empowering wellness mindfulness.
5. The Government: As is the situation in any business government is the controller and structures the rule to direct business.

Literature review

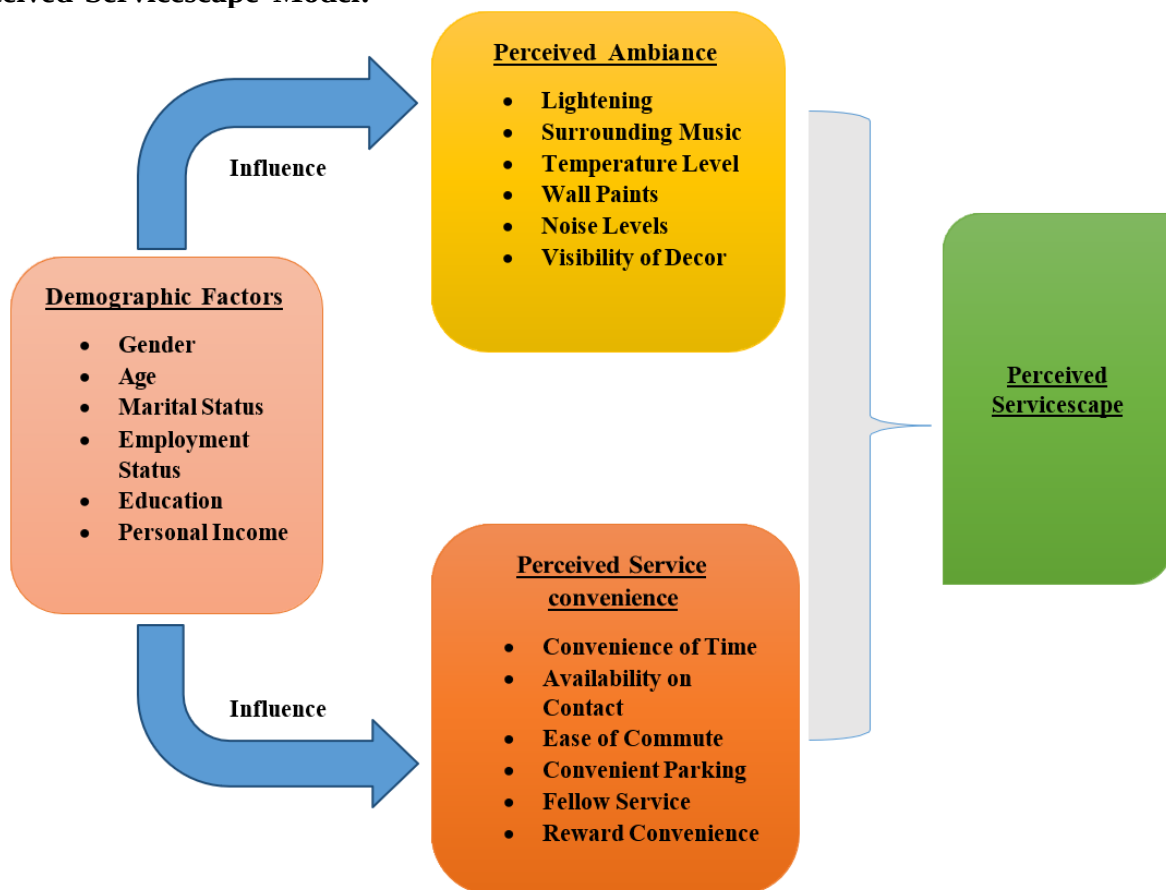
In such exceptionally serious assistance enterprises, circulation of remarkable help is an essential for endurance and achievement (Parasuraman et al., 1985). Various examinations have demonstrated that gainfulness and maintenance of consumers are the key advantages of conveying administration of incredible quality (Fornell and Wernerfelt, 1987; Parasuraman et al., 1988; Philip and Hazlett, 1997). A fulfilled consumer is bound to keep purchasing the services, include in positive informal exposure, and increment the volume of buys (Howat et al., 1999). Moreover, business profit increment because of customer unwaveringness, marked down use required in drawing in new customers, and the readiness of customers to follow through on a greater expense for unrivaled quality services (Kim and Kim, 1995).

Research regularly concur need to the administration experience to expand deals and benefits and clients' joy. However little research concentrates have been put around the effect of servicescapes on clients' observation and assessment of these settings. Servicescapes are a significant tangible part of the administration item that give signals to customers and make a prompt perceptual picture in customers' psyches (Kotler, 1973). Levitt (1981) takes note of that when customers assess impalpable items (e.g., administrations), they generally depend somewhat on both appearance and outer impression; servicescapes, in this unique circumstance, incorporate the appearance and impression of the administration association's general items and administrations. In view of Levitt's explanation, since the neighborliness business gives a high

level of impalpable item levels like administrations, shoppers are probably going to utilize substantial angles like appearances to make decisions and assessments.

Servicescapes, for this situation, are not just a significant segment of a client's impression development, yet additionally huge wellspring of proof in the general assessment of the services cape itself and the administration association by and large. Especially in the hotel division of the friendliness business, visitors associate with the physical condition more than with the administration operator. That is, buyers interface with the administrations cape preceding encountering the administration in a trade with an assistance operator. Consequently, it is different ecological prompts and physical parts that assist people with framing an all-encompassing image of the general administrations cape. A person's subjective discernments invigorate their enthusiastic reactions (e.g., delight, excitement, and strength (Mehrabian and Russell, 1974)). Lazarus (1999) noted, perception goes before feeling when people are evaluating the administrations cape.

Perceived Servicescape Model: -



Proposed Hypothesis for the Study

H1 = Perception towards Ambiance (Servicescape) of Fitness Centre is dependent on Demographic factors of Fitness Centre Members

H2 = Perception towards Service Convenience (Service Scape) of Fitness Centre is dependent on Demographic factors of Fitness Centre Members

RESEARCH METHODOLOGY:

Sample

The exploration depends on information accumulated from fitness centers situated in Gujarat. Oneself regulated instrument was conveyed to customers of the focuses. An impediment of this examination is the way that the example of focuses was advantageous instead of factual. This was on the grounds that there is no official database with a total rundown of wellness focuses in Gujarat.

Research Design: - Descriptive and exploratory research design adopted to conclude the Study. **Data sources:** - With the end goal of the investigation both the Primary information and auxiliary information used to accomplish the reason for the examination. Essential information gathered from the respondents straightforwardly and optional information gathered through the different sources like Websites, Magazines and past researches in this area.

Sampling method: - As study watched distinctive gathering of the different areas, which are different in the characters, so Cluster sampling method used to collect the samples from the population.

Sample size: - 90 samples were taken in the form of different clusters from the different fitness centers of the areas of Gujarat.

Research Approach: Survey method is utilized to gather the essential information from the respondents

Research Instrument: - Close Ended Questionnaire used to gather the information research territory - different Regions of Gujarat

Objectives of the Study

The Study primarily focus on the influence of the Demographic variables on the Ambiance and the Services Convenience, both the variables are tested in this research based on the servicescape model given by the Booms, BH; Bitner, MJ (1981), so here primary reason for the examination is to apply two variables of the same model in Testing the influence of the demographic variables on the servicescape (Ambiance and Service Convenience), Thus the study seeks to fulfill the following objectives.

- ✓ To Investigate the Influence of Demographic Variable on the Ambiance
- ✓ To Investigate the Influence of Demographic Variable on the Service Convenience

Analysis and Discussion: - Demographic Analysis: -

Gender of the Respondents				
Category	Male		Female	
Frequency	60		30	
Percent	66.7		33.3	
Marital Status				
Category	Single		Married	
Frequency	51		39	
Percent	56.7		43.3	
Age				
Age Group	18 – 25	26 – 35	36 – 45	46 and above

Frequency	37	34	15	4	
Percent	41.1	37.8	16.7	4.4	
Personal Income					
Income Category	less than 10,000	10,000 – 30,000	30,001 – 50,000	More than 50,000	
Frequency	31	22	15	22	
Percent	34.4	24.4	16.7	24.4	
Employment status					
Category	Service	Student	Housewife	Unemployed	Business
Frequency	29	4	19	11	27
Percent	32.2	4.4	21.1	12.2	30.0

The mentioned table shows the demographics of the respondents, which indicate that, out of the total responded surveyed, approx.66.7% respondents, were male. Moreover, to that 56.7% respondents were single. The highest response was collected from the age group of 18 -25 Years which was 41.1%. Income category of the maximum respondents was Less than 10,000 Rs. which was 34.4%. Further, 32.2% was the highest response received from the Service Class Employees who visit the Fitness center in Routine.

Scale Reliability

The scale reliability of the Qualitative data has been tested by using the Cronbach's Alpha, the result of the same is as under

Reliability Statistics	
Cronbach's Alpha	N of Items
0.924	16

The calculated value of the Cronbach's Alpha is 0.924, which is greater than 0.750, which further indicates that, scale used for the collection of data was highly reliable and further analysis can be performed on the data.

❖ Chi Square Statics for the Servicescape and Demographics of the Respondents

✓ Servicescape (Ambiance and Service Convenience) and Gender of the Respondents

Variables (Ambiance)	Pearson Chi Square Value	Asymp. Sig. (2-sided)
The temperature level in this fitness center is comfortable for me.	12.209 ^a	0.018
I would prefer that, fitness center would play music.	19.668 ^a	0.015
The lightning in this fitness center is appropriate.	25.967 ^a	0.029
Colors used in this fitness center are pleasant.	4.783 ^a	0.310
Air quality in this fitness center is pleasant.	4.647 ^a	0.634
The noise level in this fitness center is acceptable for me.	14.585 ^a	0.031
Variables (Service Convenience)	Pearson Chi Square Value	Asymp. Sig. (2-sided)

It is easy and takes minimal time to get the information I need to decide which fitness center to use.	15.042 ^a	0.028
It is easy to contact the fitness center.	19.000 ^a	0.041
I am able to get to the fitness center's location quickly.	14.123 ^a	0.039
Local roads make it easy to get to fitness center.	20.390 ^a	0.036
Fitness center parking is conveniently located.	5.211 ^a	0.266
Fitness center has ample parking.	4.783 ^a	0.310
Fitness center makes it easy for me to conclude my purchase.	5.115 ^a	0.276
I am able to get benefits of the services with minimal effort.	17.115 ^a	0.013
The time required to receive the benefits of the service is appropriate.	7.317 ^a	0.120
Fitness center takes effort to arrange follow up service.	3.030 ^a	0.553

The mentioned table shows the relationship between the Servicescape variables (**Ambiance and Service Convenience**) and Demographic factor of the respondents (**Gender of the Respondents**). Further, calculated value of the Chi Square Statics of the Variables of Ambiance like, temperature level (12.209^a), music (19.000^a), lightening (25.967^a), and Noise level (14.585^a). Further, all these variables show the Asymp. Significance (2-sided) which is less than 0.05 which further indicates that there is a significant influence of **Gender of the Respondents** on the **Ambiance** as a Servicescape variable.

Apart from above, further chi-square stats of the Variables of **Service convenience** like, Minimum time to Acquire Information (15.042^a) Contact of Fitness Centre (19.000^a), Convenient to reach at fitness centre (14.123^a), Fitness centre transportation reach (20.390^a), and benefits of the services with minimal effort (17.115^a). The entire mentioned variable having the Asymp. significance (2-sided) level which is less than 0.05, which further indicates that, there is a significant influence of **Gender of the Respondents** on the **Service Convenience** as a Servicescape variable.

✓ Servicescape (Ambiance and Service Convenience) and Age of the Respondents

Variables (Ambiance)	Pearson Chi Square Value	Asymp. Sig. (2-sided)
The temperature level in this fitness center is comfortable for me.	15.681 ^a	0.020
I would prefer that, fitness center would play music.	15.829 ^a	0.019
The lightning in this fitness center is appropriate.	11.265 ^a	0.050
Colors used in this fitness center are pleasant.	10.832 ^a	0.543
Air quality in this fitness center is pleasant.	10.614 ^a	0.562
The noise level in this fitness center is	18.585 ^a	0.045

acceptable for me.		
Variables (Ambiance)	Pearson Chi Square Value	Asymp. Sig. (2-sided)
It is easy and takes minimal time to get the information I need to decide which fitness center to use.	23.921 ^a	0.032
It is easy to contact the fitness center.	17.175 ^a	0.014
I am able to get to the fitness center's location quickly.	14.441 ^a	0.027
Local roads make it easy to get to fitness center.	10.981 ^a	0.531
Fitness center parking is conveniently located.	10.953 ^a	0.533
Fitness center has ample parking.	17.779 ^a	0.035
Fitness center makes it easy for me to conclude my purchase.	9.524 ^a	0.658
I am able to get benefits of the services with minimal effort.	7.465 ^a	0.825
The time required to receive the benefits of the service is appropriate.	27.880 ^a	0.012
Fitness center takes effort to arrange follow up service.	19.030 ^a	0.046

The mentioned table shows the relationship between the Servicescape variables (**Ambiance and Service Convenience**) and Demographic factor of the respondents (**Age of the Respondents**). Further, calculated value of the Chi Square Statics of the Variables of Ambiance like, temperature level (15.681^a), music (15.829^a), lightening (11.265^a), and Noise level (18.585^a). Further, all these variables show the Asymp. significance (2-sided) which is less than 0.05, which further indicates that, there is a significant influence of **Age of the Respondents** on the **Ambiance** as a Servicescape variable.

Apart from above, further chi-square stats of the Variables of **Service convenience** like, Minimum time to Acquire Information (23.921^a) Contact of Fitness Centre (17.175^a), Convenient to reach at fitness centre (14.441^a), Fitness centre parking facilities (17.779^a), benefits of the services with in appropriate time (27.880^a) and follow up service (19.030^a). The entire mentioned variable having the Asymp. significance (2-sided) level which is less than 0.05, which further indicates that, there is a significant influence of **Age of the Respondents** on the **Service Convenience** as a Servicescape variable.

✓ Servicescape (Ambiance and Service Convenience) and Income of the Respondents

Variables (Ambiance)	Pearson Chi Square Value	Asymp. Sig. (2-sided)
The temperature level in this fitness center is comfortable for me.	6.681 ^a	0.250
I would prefer that, fitness center would play music.	10.890 ^a	0.197
The lightning in this fitness center is appropriate.	15.265 ^a	0.041
Colors used in this fitness center are pleasant.	10.832 ^a	0.543
Air quality in this fitness center is pleasant.	18.614 ^a	0.025

The noise level in this fitness center is acceptable for me.	11.585 ^a	0.450
Variables (Ambiance)	Pearson Chi Square Value	Asymp. Sig. (2- sided)
It is easy and takes minimal time to get the information I need to decide which fitness center to use.	23.641 ^a	0.043
It is easy to contact the fitness center.	19.151 ^a	0.021
I am able to get to the fitness center's location quickly.	8.321 ^a	0.270
Local roads make it easy to get to fitness center.	14.091 ^a	0.049
Fitness center parking is conveniently located.	7.543 ^a	0.533
Fitness center has ample parking.	18.267 ^a	0.035
Fitness center makes it easy for me to conclude my purchase.	6.204 ^a	0.080
I am able to get benefits of the services with minimal effort.	5.650 ^a	0.825
The time required to receive the benefits of the service is appropriate.	23.792 ^a	0.012
Fitness center takes effort to arrange follow up service.	15.322 ^a	0.046

The mentioned table shows the relationship between the Servicescape variables (**Ambiance and Service Convenience**) and Demographic factor of the respondents (**Income of the Respondents**). Further, calculated value of the Chi Square Statics of the Variables of Ambiance like, lightening (15.265^a), and Air Quality of the Fitness Centre (18.614^a). Further, these variables show the Asymp. significance (2-sided) which is less than 0.0 which indicate that there is a significant effect of **Income of the Respondents** on the **Ambiance** as a Servicescape variable.

On the other hand, chi-square stats of the Variables of **Service convenience** like, Minimum time to Acquire Information (23.641^a) Contact of Fitness Centre (19.151^a), Convenient transportation to reach at fitness centre (14.091^a), Fitness centre parking facilities (18.267^a), benefits of the services within appropriate time (23.792^a) and follow up service (15.322^a). All the mentioned variable having the Asymp. Significance (2-sided) level which is less than 0.05, which indicates that, there is a significant impact of **Income of the Respondents** on the **Service Convenience** as a Servicescape variable.

✓ Servicescape (Ambiance and Service Convenience) and Education of the Respondents

Variables (Ambiance)	Pearson Chi Square Value	Asymp. Sig. (2- sided)
The temperature level in this fitness center is comfortable for me.	9.068 ^a	0.250
I would prefer that, fitness center would play music.	7.189 ^a	0.197
The lightning in this fitness center is appropriate.	21.126 ^a	0.041
Colors used in this fitness center are pleasant.	11.321 ^a	0.543

Air quality in this fitness center is pleasant.	21.140 ^a	0.025
The noise level in this fitness center is acceptable for me.	18.180 ^a	0.034
Variables (Ambiance)	Pearson Chi Square Value	Asymp. Sig. (2-sided)
It is easy and takes minimal time to get the information I need to decide which fitness center to use.	22.410 ^a	0.001
It is easy to contact the fitness center.	14.205 ^a	0.007
I am able to get to the fitness center's location quickly.	5.201 ^a	0.567
Local roads make it easy to get to fitness center.	16.01 ^a	0.003
Fitness center parking is conveniently located.	9.423 ^a	0.634
Fitness center has ample parking.	13.671 ^a	0.021
Fitness center makes it easy for me to conclude my purchase.	2.241 ^a	0.967
I am able to get benefits of the services with minimal effort.	4.540 ^a	0.469
The time required to receive the benefits of the service is appropriate.	3.925 ^a	0.749
Fitness center takes effort to arrange follow up service.	0.322 ^a	0.635

The mentioned table shows the relationship between the Servicescape variables (**Ambiance and Service Convenience**) and Demographic factor of the respondents (**Education of the Respondents**). Further, calculated value of the Chi Square Statics of the Variables of Ambiance like, lightening (21.126^a), Air Quality of the Fitness Centre (21.140^a) and noise level in this fitness center (18.180^a). Further, these variables show the Asymp. significance (2-sided), which is less than 0.05, which indicates that, there is a significant effect of **Education of the Respondents** on the **Ambiance** as a Servicescape variable.

On the other hand, chi-square stats of the Variables of **Service convenience** like, Minimum time to Acquire Information (22.410^a) Contact of Fitness Centre (14.205^a), convenient transportation to reach at fitness centre (16.01^a) and Fitness centre parking facilities (13.671^a). The entire mentioned variable having the Asymp. Significance (2-sided) level which is less than 0.05, which indicates that, there is a significant impact of **Education of the Respondents** on the **Service Convenience** as a Servicescape variable.

Conclusion: -

Servicescape plays a crucial role in the development of the existing service quality and attract the consumer for the particular service. Here in this research it can be clearly observed that, Servicescape variables like Ambiance and Service Convenience both play a crucial role and the chi square analysis shows the significant relationship between the demographic variables of the respondents and Servicescape variables.

The most influencing variable of Ambiance are temperature level, music, Lightening), Air Quality of the Fitness Centre and Notice levels of the Fitness centre. Whereas on the other hand, the Service Convenience factors like, Acquire Information, Contact of Fitness Centre, Convenient transportation to reach at fitness centre, and Fitness centre parking facilities plays a crucial role and influenced by the demographics of the respondents.

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✓ **Links: -**

<http://oysterconnect.com/sites/default/files/Health%20and%20Fitness%20Industry%20Analysis%20By%20Nikhil%20Chhabra.pdf>