EFFECTIVENESS OF CONTENT MARKETING THROUGH SOCIAL MEDIA TOWARDS THE GROWTH OF THE FITNESS INDUSTRY IN NAIROBI

BY

WAINAINA ALEX KAMAU

UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA

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WAINAINA ALEX KAMAU

A Research Project Report Submitted to the Chandaria School of Business in Partial Fulfillment of the Requirement for the Degree of Masters in Business Administration (MBA)

UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA

SPRING 2019
STUDENTS DECLARATION

I, the undersigned, declare that this is my original work and has not been submitted to any other college, institution or university other than the United States International University in Nairobi for academic credit.

Signed: ________________________ Date: _________________________

Wainaina Alex Kamau (ID: 652488)

This research report has been presented for examination with my approval as the appointed supervisor.

Signed: ________________________ Date: _________________________

Dr. Peter Kiriri

Signed: ________________________ Date: _________________________

Dean, Chandaria School of Business
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ABSTRACT

The purpose of the study is to determine the effectiveness of content marketing through social media on the growth of fitness industry in Nairobi. The study was guided by the following research questions: How can channel promotion influence growth of the fitness industry in Nairobi? What impact does content creation have on growth of the fitness industry in Nairobi? What effect does customer experience have towards the growth of the fitness industry in Nairobi?

The study employed an explanatory research design. The population consisted of personal trainers in the selected fitness centers covered who were on average 15 and the 90 clients totaling to 105. Simple random sampling was utilized to give every respondent an equivalent chance in participating in the study and 15 trainers and 73 clients were sampled. Primary data was collected using structured questionnaires. Statistical Package for Social Sciences (SPSS) version 24 that helped in creating frequencies, mean, standard deviation and percentages, in addition inferential statistics which include regression and correlation was used to interpret results. The findings from the study were presented in the form of tables and figures.

A review of the first objective revealed that clients agreed that personal trainers create content that is easily shareable, likable and talked about. Study established that majority of respondents were attracted to the videos and a majority of clients rely on search engines prior to making any decision on fitness. A review of the trainers confirmed that quality of a post is very important on social media and posting informative fitness related content leads to more customer engagement.

The second objective set to establish impact of channel promotion on growth of fitness industry. The findings revealed that clients agreed that content shared on social media inspires them to work out and live a healthier lifestyle. The study also indicated that the clients are mostly loyal to personal trainers that cross promote content on different social media platforms and they mostly rely on social media as the main source of information. Trainers agreed that use of social media has helped build fitness communities through attracting new members and uploading content consistently helps grow the number of followers.
The last objective set to establish impact of customer experience on growth of fitness industry. Clients agreed that actively engagement by personal trainers on social media will strengthen customer trust. Results also show that fitness centers operating through social media consider online customers as valuable assets and personal trainers utilize customer interactions on social media to address problems or complaints.

The study concluded that in order to keep clients up to date personal trainers are constantly updating content relating to fitness on social media. Use of social media sites like Instagram has proved to be the most popular social networking tool being used for content creation and posting informative fitness related content leads to more customer engagement and leads to more followers. Secondly, content shared on social media inspires clients to work out and live a healthier lifestyle. Lastly, when clients are actively engagement by personal trainers on social media they develop trust towards the services offered and in order to maintain the relationship, questions and needs are responded to quickly and efficiently on social media and this helps in improving the products and services being offered.

The study recommended that personal trainers need to continuously create content that is easily shareable, likable and talked about this should be done regularly, so as to keep the clients more engaged in the various social media platforms. Secondly, fitness clubs should be encouraged to undertake continuous content sharing on their various social media platforms in order to inspire clients. For better feedback from clients, more user generated content should be highly encouraged although there is a need to adopt strategies to counter any negative feedback posted on social media. Lastly, to increase client trust on the services offered, the fitness centers should actively engage them on social media. Content created should be customer-oriented and easily shared to allows user to repost online hence help promote the services offered.
ACKNOWLEDGEMENT

I would like to appreciate my supervisor Dr. Peter Kiriri for the wise counsel and guidance in my academic accomplishment. I would like to also acknowledge all the respondents who took time from their busy schedules to fill in the questionnaires. I would like to acknowledge Mr & Mrs Wainaina for their support and prayers, my brothers and friends for their assistance and encouragement in undertaking my MBA program. Thank you all!
DEDICATION

I dedicate this project to all health and fitness enthusiasts and to future researchers who are more than welcome build on my findings.
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study
Content marketing is one of the biggest trends in marketing being considered as the present and the future of marketing (Content marketing institute, 2014). The new digital era started in 2005, known as Web 2.0, which actively encouraged participation between companies and potential customers (Cosh, Burns & Daniel, 2008). Content marketing has increased immensely because of social media. Social media offers a great option to distribute a company’s message. It is easy to direct this message at the right focus group in order to increase brand awareness, customer loyalty and brand credibility. Even though most of the companies already have presence on social media, the deep understanding of contents is still missing.

The fitness industry is one of the volatile industries in the world where it started off as recreational fitness in the early 1970s (Smith, 2016). The rise of the fitness industry and staying fit with a well sculptured body is dated back to what was then referred to as the physical culture of the late 19th century. This fitness culture was brought to the public eye by renowned body builder Arnold Schwarzenegger in the 1970s with the popular documentary called Pumping Iron that featured him in the late 1970s. The documentary was filmed weeks before the Mr. Olympia event contest first held in 1975 in South Africa. Pumping Iron production team admitted that it had a huge impact on the influence it had on sport bodybuilding and the increased interest it brought to physical fitness (Rosbon, 2016).

In the early 1980s the fitness industry started growing at a very fast pace. Fitness centers upgraded their appearances with high end fitness equipment in well-designed halls. A steady growth of the culture then grew between 1960s and 2000s through the change in culture during the 1970s and 80s. These changes assisted millions of people in the United States as it quickly spread to Europe and other Continents (Stern, 2008). After the 1980s with a high speculation of steroids in bodybuilding, physical fitness emerged as a separate entity where most people embraced the culture (Andreasson & Johansson, 2016).
In the 1990s the women started embracing physical fitness as it was considered a male dominated culture where women slowly found their way to most parts of the gym (Andreasson & Johansson, 2016). By this time, gyms become a successful business venture for many Americans where both male and female would workout. Furthermore physical fitness first began in America where it was later spread to different continents and a global market was born. The worldwide ascent of Physical wellness is seen in North America, Australia and even Western Europe. In 2014, in excess of 63 million Americans enlisted for participation in the wellness focuses. This is a huge 2.3% ascent from 2013, with 62.1 million enrolled individuals. (IHRSA, 2015), for the second year in succession, add up to visits to wellness focuses has surpassed 5 billion check. These figures demonstrate the development and acknowledgment of wellness internationally and the significance of wellness focuses in helping customers enhance their general wellbeing and prosperity.

Developing wellbeing mindfulness, unpleasant current living and expanding optional pay have invigorated the development and worldwide extension of the wellness business (Andreasson & Johansson, 2016). With the end goal that heading off to the rec center presently rates second in the wake of strolling for support for Australian people (ABS, 2015). The gathering wellness classes offered by rec centers and wellness focuses are progressively mainstreamed representing more than 50 percent of all visits to rec centers (Andreasson & Johansson, 2016). While ladies overwhelm assemble wellness classes (Fitness Australia, 2016), the social predisposition of this type of activity is probably not going to speak to all ladies who dwell in a multi-social nation, for example, Australia. One gathering under-spoke to in this type of activity, and in physical movement for the most part, is of Muslim ladies living in Australia (Australian Sports Commission, 2017).

Notwithstanding the historical backdrop of shopper inquire about with regards to rec centers and (Sassatelli, 2010; Andreasson & Johansson, 2016), examination of the effect of culturally diverse elements and religiosity on wellness support has gotten away academic consideration. Minimizing the multifaceted nature of this issue, and underestimating the issue to one of sex or dress has brought about rec centers and wellness focuses sitting above Muslim ladies as a potential market portion. Muslim ladies are thought to be not inspired by, or blocked from, practice and physical action because of their religious practices (Hamzeh & Oliver, 2012; Walseth, 2006). We battle these over-
rearrangements of the underrepresentation of Muslim ladies in Australia for exercise disregards existing examination on exercise inspiration and the effect of religiosity on basic leadership. Australian Muslim ladies could speak to an undiscovered market open door for rec centers and wellness focuses in Australia if more were thought about the genuine effect of religiosity on their activity inspirations (Fitness Australia, 2016).

Expanding rivalry in the wellness business has tested specialist organizations to meet the changing requests of their clients (Teik, 2015). Servicescape separation, focusing on the requirements of specialty fragments, enables exercise centers to engage new markets (Tombs & McColl-Kennedy, 2010; Nguyen, 2012; Teik, 2015). The Muslim people group and specifically Muslim ladies are one such gathering with particular needs that could profit by this methodology. Muslims when all is said in done are an under-examined advertise fragment for the wellness business, and investigation of chances for religious division in the more extensive administrations segment is insufficient.

In accordance with comparable patterns in other Western European nations, (for example, the Netherlands, Denmark and Sweden) the quantity of individuals effectively associated with games in Belgium has fundamentally expanded over the previous decades. The developing effect of revenue driven game suppliers especially alludes, among others, to the overall achievement of the wellness business. Since the most recent two decades, there has been an expansion in the scope of administrations offered by wellness and wellbeing clubs. After some time, a significant number of wellness clubs have moved from working out and weight preparing clubs to full administration clubs offering wellness, wellbeing and mind-body offices (Scheerder & Vos, 2010a).

As indicated by an examination by the (International Health, Racquet and Sport Club Association, 2008) the aggregate number of wellness clubs overall adds up to 108,059. Europe and North America unmistakably lead this field. (IHRSA, 2008), revealed an expansion of 111 percent in the quantity of wellness and wellbeing clubs in the USA somewhere in the range of 1998 and 2008. A comparative advancement was found in the Netherlands by (Lucassen & Van Schendel, 2008), the UK (Minton & Stanley, 2008), and Belgium. While toward the finish of the 1990s Belgium tallied roughly 600 wellness clubs their number expanded to 842 out of 2007 (IHRSA, 2008), positioning Belgium in the midfield of Europe.
As noted over, the wellness business encountered a huge overall development since the most recent many years of the twentieth century (Minton & Stanley, 2008; Scheerder & Vos, 2010). As indicated by an investigation by the International Health, Racquet and Sport Club Association (2008) the aggregate number of wellness clubs overall adds up to 108,059. Europe and North America obviously lead this field.

IHRSA (2008) uncovered an expansion of 111 percent in the quantity of wellness and wellbeing clubs in the USA somewhere in the range of 1998 and 2008. A comparative advancement was found in the Netherlands by Lucassen and Van Schendel (2008), the UK (Minton & Stanley, 2008), and Belgium. While toward the finish of the 1990s Belgium checked roughly 600 wellness clubs their number expanded to 842 of every 2007 (IHRSA, 2008), positioning Belgium in the midfield of Europe.

As rivalry prompts development the revenue driven area is likewise frequently observed as the most powerful division of the game market (Gratton & Taylor, 2000). This is unquestionably valid for the wellness business. Beside the continuous improvement of new preparing projects and wellness hardware, additionally the rise of low spending wellness clubs is run of the mill (Scheerder & Vos, 2010a), offering, as opposed to full administration focuses, just essential wellness administrations at decreased costs (Scheerder & Vos, 2010a). As in most profoundly focused markets, associations enhance to keep up their market position.

Another ongoing pattern in the wellness scene is the development of supposed "mergers," "takeovers" and "chains." A chain is ordinarily portrayed by a focal control of the central command, reflected by an equivalent methodology concerning supply, promoting, HR strategy, and so on (Scheerder & Vos, 2010b). Toward the finish of 2010 the biggest Belgian wellness chain Passage Fitness was assumed control by his rival Health City, making the last the market pioneer in the Benelux.

As indicated by information for the Netherlands, parts of chains are by and large littler than autonomous wellness clubs. They utilize, be that as it may, more staff and have a bigger part database. Surprising is likewise that membership expenses for chain branches are almost twice as high contrasted with their free partners (Lucassen & Van Schendel,
Likewise in the UK ties seem to have the benefit of more individuals and higher membership expenses making free wellness clubs, with just a little piece of the overall industry, battle forever.

1.2 Statement of the Problem

Online networking is incredibly appended into individuals' day by day wellness and health lives. It enables online shoppers with the capacity to share and access data that is generally accessible on the diverse internet based life channels including work out recordings and the present wellness patterns. Not at all like in the past where wellness devotees would be compelled to buy magazines or discover a rec center mate to remain roused, these days can inspiration be specifically discovered on the web (Stevens, 2016).

A few organizations go above and beyond in their substance promoting exercises, rather than talking only about their items or administrations. For example, Barclays set up an online entryway, where rich substance is distributed as instructive material for business aptitudes (Barclays, 2014). Another fascinating model is the IBM Institute for Business Value that every now and again conveys industry experiences for nothing out of pocket to business officials (IBM, 2014). It is important to address how such exercises affect the client impression of brands.

The consequences of an ongoing exploration by IPG Media Lap demonstrate that 28% of the clients, presented to content distributed by brands, will probably have positive perspective of the brand (Adweek, 2013). Consequently, professionals appear to have generally grasped substance promoting in various structures and the acknowledgment of its significance to internet marking is developing.

A few scientists examine content in connection to altered data that organizations convey to the purchaser and notice the significance of giving pertinent substance (Christodoulides & de Chernatony, 2004). Moreover, later investigations on web based marking perceive the basic job of substance and investigate its connection to understanding buyers, showcasing interchanges and cooperation (Simmons, 2007).

Notwithstanding, the issue is that these investigations basically relate substance to the web architecture, giving certain usefulness includes that empower clients to scan for substance catchphrases, find substance of premium and explore effortlessly
(Christodoulides & de Chernatony, 2004; Simmons, 2007). In such manner, understanding about substance so far has been restricted to planning intelligent and quality sites and sorting out and gathering the substance with the end goal to encourage route.

To the best of the creators' information, the substance promoting writing and its connection to wellness is as yet a tremendously unexplored zone in the scholarly field. Professionals regularly utilize advanced substance as a marking apparatus and show that content fills in as an affiliation and separation instrument for some online brands, in this manner adding to their image value. Along these lines, these reasons legitimize the need to investigate content advertising and its viability on the wellness business.

1.3 Purpose of the Study

The purpose of the study was to determine the effectiveness of content marketing through social media on the growth of fitness industry in Nairobi.

1.4 Research Questions

1.4.1 What impact does content creation have on growth of the fitness industry in Nairobi?
1.4.2 How can channel promotion influence growth of the fitness industry in Nairobi?
1.4.3 What effect does customer experience have towards the growth of the fitness industry in Nairobi?

1.5 Significance of the Study

1.5.1 Fitness clients

Fitness clients will benefit from the findings of this study by informing them on ways they can use social media to maximize their level of engagement with Personal trainers online. Fitness clients will be informed on the need of owning a social media account and which social media platforms will work best for their needs. They will be informed on the importance of electronic word of mouth marketing through social media to help grow the fitness industry in Nairobi.

1.5.2 Fitness centers
Fitness centers will benefit from the findings of the study by informing them more on the benefits of using social media. Fitness centers will therefore be in a position of throwing out traditional forms of marketing. In return fitness centers will be able to maximize on cost saving methods in helping them attract more clients through the help of social media.

1.5.3 Personal trainers
Personal trainers will be the beneficiaries of the findings from this study. The findings from the study will enlighten them on ways to stay more engaged with customers and also attract more clients in order to boost their customer retention strategy. In relation to this brand awareness will be present for the growth of the fitness industry.

1.5.4 Researchers and Academicians
The study will allow researchers and academicians to gather knowledge and information for future research on content marketing in the fitness Industry. The findings will be resourceful in providing concrete information to the researchers and academicians on how content marketing may affect the growth of an Industry in particular Fitness.

1.6 Scope of the Study
The study was aimed at investigating the effectiveness of content marketing through social media on the growth of the fitness industry in Nairobi. The target was 90 clients. This study took place within Nairobi County the capital city of Kenya, between the months of September 2018 to May 2019. One of the limitations to this study was that the entire industry was not sampled since most fitness centers using content marketing are not well documented, while others still use traditional methods of marketing such as handing out flyers. To mitigate this problem, the study primarily focused on fitness centers that are well known to use content marketing through social media.

1.7 Definition of Terms

1.7.1 Content Marketing
Content marketing is the structuring of substance that is pertinent, dazzling significant and engaging that is reliably given to customers with the end goal to change their practices (Mandloys Digital Agency, 2013).

1.7.2 Content
Content is characterized as a base of substantive, sensibly target data, created by or for a specific organization (Gagnon, 2014).

1.7.3 Social Media
Social media is defined as a gathering of web constructed applications that work with respect to the ideological and specialized establishments of Web 2.0, and that permit the creation and trade of client produced content (Kaplan & Haenlein, 2010).

1.7.4 Customer Experience
Customer experience in a retailing setting as a multi-dimensional build and particularly express that the client encounter develops is all encompassing in nature and includes the client's intellectual, full of feeling, passionate, social, and physical reactions to the retailer (Verhoef, 2009).

1.7.5 Fitness Industry
Fitness Industry is defined as a sector that promotes health in gyms and fitness centers by providing customers with products and services (Kratzman & Stamford, 2002).

1.8 Chapter Summary
This chapter provides an introduction to the study and it has presented the conceptual and contextual arguments. Some of the gaps identified in this study include, slow growth in the adoption of customer relationship management due to economic challenges that have affected Information technology and marketing budgets, lack of cross channel promotion in promoting content has affected the way customers engage, videos and podcasts are a largely untapped form of content marketing because people think it is very expensive and hard due to the high cost of equipment and skills required.

The second chapter on literature review examines secondary data documented by several authors and researchers to brief the current study. Chapter three focuses on the research methodology. Chapter four analyzes the data collected to come up with the results and findings with the help of SPSS and finally chapter five discussed the results and findings. In addition, the conclusions and recommendations to of the study will also be reviewed.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter presents the theoretical literature review of my thesis. It is divided into three sections mainly addressing the three research questions formulated around my research problem. The chapter discusses fully how can channel promotion influence growth of the fitness industry in Nairobi, what impact does content creation have on growth of the fitness industry in Nairobi, what effect does customer experience have towards the growth of the fitness industry in Nairobi.

2.2 The Impact of Content on the growth of the Fitness Industry in Nairobi

2.2.1 Content Creation

Making and overseeing internet based life content that can speak with customers is viewed as a critical need in online networking promoting to-date (Evans, 2012). Online commitment to a blog or gathering can have a long haul effect on the picture of their organization considering command over substance creation in internet based life is a basic issue for advertisers (Ryan & Jones, 2009). Content creation includes the availability of customers to participate in exercises identified with co-creation, network and self-idea (Christodoulides, 2012). Brand value has been interlinked with substance creation in this manner online life interchanges impacts mark pictures (Bruhn, 2012).

Intelligence, straightforwardness and memory are the primary variables supporting the advancement of Internet innovation for advertising communications (Gurău, 2008). Informal organization locales permit correspondence with their clients for making client esteem, fabricating and empowering important relationships (Michaelidou, 2011). Therefore, brands can impact content creation through the reception of a maker or a pundit team up with different individuals from networks. This is an immediate strategy to impact content creation.

North America has the biggest offer of substance creation then Europe despite the fact that Asia and Latin America foresee openings in substance creation because of
the headway of innovation in the districts. Computerized content makers are expecting for colossal open doors in Countries, for example, India and Brazil that are focusing on building their Internet foundation and advanced innovation.

96% of Italian advertisers control their advanced substance and 94.6% of Spanish advertisers used substance promoting. Making more connected with substance is the main need for over 84% of Australian advertisers. In this day and age shoppers’ exclusively depend on past client's audits previously settling on the choice to buy an item or administration via web-based networking media particularly on Instagram (Brown, 2003).

2.2.2 Content Types

The Chief Marketing Officer of Visa, Kevin Burke explains that with the end goal to execute media's objective of producing enormous association of client, it is important to make compelling select substance (Light, 2014). The clients need to peruse content that discussions about their necessities and that talks specifically to them in a way that finds their unsolved issues. Realizing that substance also will give the organization leverage according to the buyers (Copyblogger, 2013).

To make content intuitive, web based life should be all around coordinated with substance creation. A decent substance via web-based networking media is constant and predictable (Stone & Woodcock, 2014). Brand proprietors ought not recount mark stories and substance alone but rather co-make them as a team with the shoppers (Singh & Sonnenburg, 2012).

Instructive and Interactive substance draws in the guest with an opportunity to advance through the business thought cycle to the point where they will probably buy the item or administration (Scott, 2013). The substance ought to be valuable to the point that an individual imparts it to his associates and companions on the web and disconnected, reacts to brand's messages, in - reality it ought to be so helpful for buyer that they are notwithstanding needing to pay for it. Over an investigation of 800 video crusades that has been contemplated, 65% of battles see an expansion in client premium. The clients will in general be more responsive and consequently share more among their companions and associates.
Likes are full of feeling reaction, remarks as dynamic and open thought and offers as improvement in viral reach for each Facebook content post subsequently Facebook's strategy to enlist likes, remarks and offers bolsters assessment of buyer mark correspondence (Gerlitz & Helmond, 2013). Ad of existing items improves more shopper connections when contrasted with data content characterized as data on deals area.

Photograph and video content as the real substance types delivered more purchaser communications than content just, clarifying that in gathering customer reactions visual substance is more incredible than content just substance (Cvijikj, 2011; Cvijikj & Michahelles, 2013). It is assessed that, more than 3 out of 5 shoppers will in any event take an additional 2 minutes viewing a video that instructs them about an item or administration they are intending to buy (Marketingcharts, 2012).

2.2.3 Search Engine Optimization

Search Engine Optimization (SEO) is defined as a means that enables a searcher to discover fitting aftereffects of his online hunt (Lavene, 2010). By enhancing the quality score on query item pages rankings of ads can be updated all together make them more critical and in this manner more web crawler good (Sen, 2005). Locales enrolled on the principal page of results are for the most part clicked by buyers when contrasted with destinations enlisted on the third page that are infrequently clicked.

Web optimization technique is the vital component that characterizes the accomplishment of the SEO execution to accomplish the advertising objective. Making the technique begins even before the improvement of the site. In a circumstance, when a site is internet, making a viable SEO system will encourage the two clients and web crawlers to all the more likely comprehend the substance of the site. It helps the web positioning of the site when a client makes the hunt with catchphrase or expression (Ledford, 2008).

In web crawler publicizing it is basic to pull more movement to your website to accomplish a high remain in web file results (Luh, Yang, & Huang, 2016). Web search tool's prohibitive positioning counts enable advertisers to amplify on SEO to shape the situation of their postings in the recorded query items. Website design
enhancement help to change the rankings of a webpage for the inquiry results for given catchphrases. Amit Singhal (Singhal, 2011) recommended that low quality substance in the site can affect the general positioning of the site. Along these lines, blending or enhancing the substance of the pages to enhance the quality could help the positioning of the higher-quality substance.

Web optimization and web based life advertising are natural and part of inbound techniques to pull in guests to the site normally. Social signs are not part of the inquiry positioning, calculations nearness of social signs can effect to enhance seek rankings (DeMers, 2015).

As indicated by the examination from HubSpot 58% of advertisers utilizing internet based life for more than year have seen enhanced pursuit rankings while in excess of 84% of members found the expanded in web movement by contributing around 6 hours of the week via web-based networking media (Kusinitz, 2014) and over 84% of members discovered that expanded activity happened with as meager as 6 hours out of each week put resources into web based life marketing (Kusinitz, 2014). Internet based life posts can be optimized with expressive content to enhance common list items.

2.2.4 Customer Engagement

According to Algesheimer (2005), characterized customer engagement as inspiration to connect and team up with similarly invested purchasers. Drawn in buyers regularly fill in as brand advocates because of abnormal amounts of connection. This propensity of shoppers connecting with and reacting with brands results to the conviction of buyer commitment (Hollebeek, 2014).

The components of customer engagement include: Sharing of substance, ides and encounters with different individuals: Sharing encourages the joint effort and cooperation that is vital to network's prosperity. Learning: Members search for help, exhortation and valuable assets from others through the network. Embracing: This expresses the significance of connected customers as brand advocates in endorsing network related exercises and substance as prior seen through preferences or remark empowered by Facebook.
Internet based life has enabled associations to include clients in producing content as a methods for better serving clients and fulfilling their necessities. Brand correspondence and client cooperation via web-based networking media is invigorated by brand pages. Brand pages every now and again enable brands to acquire a boundless number of supporters and distribute to the point mark messages consistently (Lipsman, 2012).

This substance created formally known as brand posts is the primary channel through which brands draw in with customers via web-based networking media (Ashley & Tuten, 2015). Commitment between customers with brand posts is upheld by worked in reactions, for example, preferences and comments (Kabadayi & Price, 2014) and through the preferring/following of brand pages buyers are demonstrating their ability to additionally develop their associations with the brand (Palazon, 2015).

According Hollebeek (2014), positive purchaser commitment can be advantageous for a brand or organization. In this way, brands endeavor to build the purchaser commitment. Engaging substance seems to prompt more shopper commitment, and is prudent as to developing an association with purchasers (Cvijikj & Michahelles, 2013).

2.3. Influence of Channel Promotion on the Growth of Fitness Industry

2.3.1 Channel Promotion

The research question contemplated here is what channel qualities should brands consider and evaluate while choosing the best channels for conveying their messages and will be helped by noting the accompanying inquiries: (1) Does the medium offer the collector the capacity to send criticism and how rapidly? (2) Can the medium impart different signals? (3) Does the medium offer dialect assortment and the open door for common dialect? What's more, (4) Does the medium have an individual core interest?

In the UK Instagram represents around 10% of web based life minutes, hence using Instagram advertisements is an absolute necessity. Divert qualities are based off from the viewpoint of the group of onlookers in helping the brand build up its message (Shafrir & Yuan, 2012). As these inquiries are tended to, the typology here will
suggest the accompanying proper channel coordinate. Online Video Sharing: A great model is YouTube that permits client labeling, watcher rating, remarking and positioning.

Online Social Networking: Include Facebook and Google+. The key factor to effectively run a systems administration page is to refresh it and take part in the social condition to keep your supporters (Waters, 2009). The brand messages achieve clients quicker through companion systems than through clients who visit the brand pages specifically (Lipsman, 2012).

Weblogs: Is a channel that enables clients to remark on blogposts (Kent, 2008) and helps shape dialog among supporters (Gilpin, 2010). Microblogs: Is a type of blogging for instance Twitter which enables clients to "retweet" posted updates (Scanfeld, Scanfeld, & Larson, 2010) and enables the clients to augment on marked hashtags in their own messages weakening the planned brands message. Versatile Applications: Brands can structure custom uncommon reason applications (Klasnja & Pratt, 2012), which give purchasers a more useful way to deal with getting data.

2.3.2 Social Media

Social Media is defined as a gathering of web constructed applications that work with respect to the ideological and specialized establishments of Web 2.0, and that permit the creation of content by users (Kaplan & Haenlein, 2010). Internet based life is a basic region of enthusiasm for advertising researchers and specialists. Ongoing examination has demonstrated that 88 percent of advertisers are utilizing online life and that they are spending over $60 billion every year via web-based networking media publicizing (Gil-Or, 2010).

Effectively reaching purchasers through social media is anticipated to indicate incredible returns for advertisers in the coming years (Okazaki, 2007). Regardless of the significance of social media, there is small comprehension of how and why buyers utilize social media. Social media incorporates different new wellsprings of online data that are made, started, circled and utilized by buyer’s expectation on teaching each other about items, brands, administrations, identities and issues (Blackshaw & Nazzaro, 2004).

Users of social media activities are customers as well as supporters and makers of
such substance (Arrigara & Levina, 2008). Social media has turned into a vital wellspring of substance for all market members. It is as of now a standout amongst the most imperative and most dependable wellsprings of data for buyers and undertakings (World Internet Project, 2013).

Social media incorporates a huge number of wellsprings of online data that are made, coursed and utilized by customers to teach each other about items, administrations, and brands accessible in the commercial center (Murugesan, 2007). Current models of social media stages incorporate informal communication destinations like Facebook, photograph sharing sites like Flickr, video sharing sites like YouTube, business organizing destinations like LinkedIn, microblogging sites like Twitter, and various others. Online networking sites are reasonable and, as a general rule, totally allowed to utilize.

An examination by Smith (2011), demonstrated that an aggregate of 88% of advertisers are presently using the diverse social media channels as a device and that an amazing aggregate of USD 60 billion is spent every year via web-based networking media promotions in the U.S. alone. The relationship worked among organizations and clients through social media platforms is seen to expand returns for advertisers. Other than the various points of interest, online life promoting gives verifiable advantages to organizations use minimization.

2.3.3 Community creation

Organizations can utilize online networks to assemble connections and speak with their clients (Bruhn, 2012). Asking of purchaser sentiments and breaking down their responses to changes in the business and friends can be bolstered by websites which are viewed as a decent divert in creating discussions with clients (Ryan & Jones, 2009). Web based life discussions can either have a positive effect or damage the status of the organization through how they are directed (Ryan & Jones, 2009).

A substance network additionally gives the two clients and a brand the perfect chance to recount a story. The organization could make content that refines its image and interfaces with the intended interest group by demonstrating a comprehension of their needs and issues. Also, clients could co-make a story that fortifies an ideal impression of the brand (Johnston, 2017).
This investigation goes for featuring a portion of the internet based life destinations that best suit for building brand networks. It is hence critical for brands to comprehend what principally draws in a purchaser in needing to join a brand network. Connecting with buyers in a brand network has appeared to demonstrate positive outcomes for the brand and an expansion in customer buy conduct (Liang & Turban, 2011).

Similarly invested buyers can locate each other in the online world through web based life whose essential goal is to associate individuals in an intelligent constant visit (Judson, 2012). Numerous organizations are effectively utilizing web-based social networking locales in supporting the formation of brand networks (Kaplan & Haenlein, 2010). Network creation prompts more fulfilled clients and internet based life influencers ought to expand on making an incentive towards their brands. Online life advertisers should utilize diverse locales for various purposes to manufacture a solid brand network of fulfilled clients.

Social media-based based networks that encompass cause brands contrast from those concentrated on a central business mark by their motivation (i.e. social great), the nature of significant worth created and their character, which mixes parts of both brand and more nonexclusive utilization networks (Breitsohl, 2015). Cause associations likewise utilize social media networks to fabricate imperative supporter connections that fortify their ability to convey administrations to the reason's beneficiaries and accomplish longer-term manageability (Guo & Saxton, 2014; Lovejoy & Saxton, 2012; Saxton & Waters, 2014).

2.3.4 Electronic Word Of Mouth

Roughly 50% of the advanced web based life clients will scan for client produced content before settling on a buy choices. Numerous buyers like to settle on buy choices dependent on the remarks and suggestions made by others via web-based networking media (Harris & Rae, 2009). After suggestions of loved ones, purchaser audits in web-based social networking are the second most confided in asset of brand data (Nielsen, 2012).

Prior to making a buy, 81% of buyers look for guidance from social destinations and 74% of those accepting such exhortation observed it to be compelling in choosing to
buy (Wegert, 2010). Electronic verbal exchange has turned into a key stage for the assessment of shoppers and because of the high reach and availability ease, purchasers view it as more successful when contrasted with disconnected Word of mouth correspondence (Chatterjee, 2001). The Internet together with connections framed by customers is the components that have affected the development of this insurgency (Castronovo, 2012).

Surveys joined online by buyers is one of the fundamental ways electronic verbal correspondence happens (Sen & Lerman, 2007), and online item audits are progressively being finished amid assessment of choices in customer buy. Facebook, blogs and Twitter are among the best web-based social networking stages that have made it less demanding for getting the message out electronically for example shoppers can have the capacity to achieve a great many individuals with posting a solitary post (Seranovitz, 2006).

Electronic informal exchange can be a standout amongst the best showcasing specialized device yet in the meantime be the hardest to oversee. According to Whitler (2014), 64% of promoting administrators admit to electronic verbal exchange as the best fruitful advertising instruments, yet just 6% have aced it. This is on the grounds that shoppers have a colossal power at directing how successful the verbal exchange will be.

Shoppers can therefore choose whether to exhibit negative or positive criticism towards an item or administration being advanced by an organization. Verbal showcasing is about the best client benefit and not just about advertising (Seranovitz, 2006). Incredible client benefit enables customers to decidedly discuss an item or an administration which over the long haul prompts shopper reliability and expanded deals (Whitler, 2014; Seranovitz, 2006).

2.4 Effects of customer experience towards the growth of the Fitness Industry.

2.4.1 Customer Experience

It is exceptionally basic for organizations to make an important client involvement in accomplishing an upper hand and satisfied clients (Bolton, 2014; Verhoef, 2009). Customer experience can in this manner be characterized as the impact of staff, other
client reference gatherings and a more extensive informal community on a client's experience with a brand (Verhoef, 2009). A customer can be seen in different routes in the client encounter. For instance, they might be considered as a "buyer", "client", "member", "co-maker" (Bolton, 2014), "visitor" or "performer" (Lusch, 2011).

Administration configuration inquire about perceives the criticalness of experience when structuring another administration (Mager, 2009). Administration configuration joins fields, for example, showcasing, HR, activities, hierarchical structure, and innovation disciplines. This implies that benefit components, for example, the physical condition, individuals (clients and representatives), and administration conveyance process help clients co-create their longed for encounters.

During the time spent making client encounter, Verhoef (2009) analyzed the manner by which clients act in gatherings and how firms can energize communications face to face or on the web. In detail, they bring up the issue of whether the social condition is effectively structured and overseen in a way that makes it conceivable to plan measurements to assess its execution. Clients are in this manner considered as co-makers and essential determiners of significant worth and not as latent recipients to associations as they were seen previously (McColl-Kennedy, 2012).

Today's customers logically give thoughts to benefit advancements that is plan, co-create and convey client encounters (Witell, 2014) fundamentally affecting other clients' choices (McColl-Kennedy, 2012) and even shape associations' inner procedures (Jaakkola & Alexander, 2014). The cutting edge shopper will in general be unpredictable in their inclinations, needs and needs because of the accessibility of choices and data via web-based networking media. The focal point of fitting an item or administrations ought to be structured towards the customers' needs and needs (Smith, 2010).

2.4.2 Customer Service

According to Hoffman and Bateson (1997), customer service is the arrangement of help to current and would be customers on issues that are identified with the items and administrations of an organization. It includes helping clients in making right utilization of an item or administration. It is taken a gander at as a progression of exercises that are intended to improve the consumer loyalty level.
Mechanized administrations have conveyed to the fore the issue of managing undetectable online clients. (Disney, 2006) states that online clients can be duped candidly due to the absence of visual and material nearness. It is in any case vital that specialist co-ops make a feeling of individual and human-to-human association with clients on the web.

Tuning in to discussions in social media spaces has made a general acknowledgment in checking brand notoriety, and essentially, reacting to clients and drawing in with them. A decent model is Twitter that has enabled associations to effectively address client’s worries as a channel for administration recuperation. It has been distinguished that Twitter is undeniably powerful in settling administration levels and has quicker outcomes when contrasted with client benefit hotline. The dimension of fulfillment will be impacted by the purchaser states of mind or feeling towards the brand dependent on their mentalities and reactions for the brand (Grace & O'Cass, 2005; Voss, 2003).

In the meantime, it is vital in this period of electronic correspondence to keep up positive client evaluations for your item and store with your shoppers. Innovation created benefit is a standout amongst the most important administration today as it empowers buyers the capacity to "serve" themselves to the business on the web (Fitsimmons, 2011). The point of attempting to enhance client administration ought to be made best need over the diverse online networking stages that the business utilizes and different web based life channels have an unmistakable method for conveying client benefit.

2.4.3 Consumer Loyalty

Social media enables purchasers to create, alter and share online data in regards to organizations, items and administrations which may urge online clients to impart it to their interpersonal organizations (Akar & Topçu, 2011). With the computerized transformation, it is feasible for buyers to pursue their most loved brands via web-based networking media to remain educated of their most recent items, get limits, to access to exceptional advancements and become more acquainted with more news in regards to the organization.

Today, shoppers can pursue their most loved brands via web-based networking media
destinations, for example, Facebook and Twitter, to remain educated of the most recent items, to get limits, to access to exceptional advancements and to become acquainted with more news concerning the organization. This implies advertisers can upgrade their image dependability by reinforcing customer mark connections. Significant shopper mark relationship results to advantages, for example, item or administration quality, cost and uncommon treatment to the buyer (Liao, 2014).

Positive informal exchange can be experienced from these connections and help fabricate mark devotion through brand network because of consumer loyalty. Therefore social media marketing exercises add to mark faithfulness as clients esteem ordinary correspondence from the brand. The look for data by purchasers has developed as they favor online networking to hotspot for data since it is considered as more reliable than the conventional showcasing techniques utilized by organizations (Mangold & Faulds, 2009).

A decent case of a social media platform is Instagram that enables organizations to share recordings and photographs that draw intensely the client's regard for the brand and animate cooperation and exchanges from buyers and which at last add to mark brand loyalty. The quality that a brand gives its buyers essentially strongly affects the dependability of a client. According to Martina F. and Ana W (2013), states that mark quality as the establishment of the brand steadfastness development process gives an immediate association with consumer loyalty, along these lines this being said organization's should go for fortifying their image quality to in order to develop their piece of the overall industry through giving legitimate consumer loyalty that will in the end continue client devotion.

2.4.4 Customer Relationship Management

Therefore, organizations following a multi-channel client administration approach (Neslin, 2006; Neslin & Shankar, 2009) put vigorously in online networking by building up brand fan pages on which organizations pass on brand-related substance (i.e., mark posts) that clients can like, remark on, or share, and the organization can respond with remarks of their own (De Vries, 2012; Labrecque, 2014). These open, social media empowered connections between an organization and its clients help make a network that rotates around the brand and encourages the brand relationship (McAlexander, 2002; Muniz & O'Guinn, 2001).
Customer relationship management is a subcomponent of relationship showcasing (Gummesson, 2004). Relationship marketing centers on creating associations with all partners, client relationship administration centers particularly around the associations with the client (Harrigan, Ramsey & Ibbotson, 2011). Because of its improvement from relationship promoting, client relationship administration has a solid accentuation on client dependability (Lovelock & Wirtz, 2011).

However, as customer relationship management keeps on building up, the accentuation of client relationship administration moves past client dependability and investigates different advantages of shaping profitable client connections. Organizations are progressively utilizing customer relationship management projects to construct important associations with their clients (Coltman, 2007). According to Harrigan (2011), points out that customer relationship management is a standout amongst the most basic exercises of an association, and the capacity of client relationship administration to increment hierarchical execution through significant connections is broadly perceived.

The execution advantages of customer relationship management incorporates enhanced client devotion, expanded personalization of connections, upgraded client benefit, expanded deals, and expanded general profitability (Harrigan, Ramsey & Ibbotson 2011). According to Gummesson (2004), points out the significance of estimation of connections by utilizing relationship measurements to compute the Return on Relationships (ROR). This empowers associations to decide the long haul cost of building up and looking after connections

2.5 Chapter Summary

This chapter is a literature review of existing theoretical literature of content creation, channel promotion and customer service. The discussion tackles the research questions briefly stated in the Introduction segment of this chapter. This chapter primarily discusses the components of content marketing and how a company, brand or marketer can maximize on the use of social to grow a business and retain customers in the fitness Industry. The following chapter focuses on the research methodology that was carried out to collect data which was analyzed to draw a conclusion on the research topic.
3.0 RESEARCH METHODOLOGY

3.1 Introduction

Research methodology is the procedure used to gather data and information where this procedure decides the apparatuses chosen by the researcher (Leedy & Ormrod, 2005). Therefore this section is centered on the research design, population, sampling design where specific subsections of the sampling frame, sampling technique and sample size addressed. Data collection method, research procedure and data analysis methods are addressed in this section.

3.2 Research Design

Explanatory Research design was applied for the study, Kumar (2011) indicates that explanatory research is conducted for a problem which was not well researched before, demands priorities, generates operational definitions and provides a better-researched model. Descriptive research design was also applied and Mugenda and Mugenda (2003) defines descriptive research as a technique which helps a researcher summarize and organize data in an effective and meaningful way. This study utilized a descriptive research structure because it helps the analyst gather inside and out data in regards to the population being studied. Quantitative research was used to decide connection between variables. According to Mathews and Ross (2010), states that quantitative research approach are likewise used to gather information that is organized, and which can be represented numerically. The dependent variable for the study was effectiveness of content marketing through social media while the independent variables of the study were content creation, channel promotion and customer experience.

3.3 Population and Sampling Design

3.3.1 Population

Cox (2008) characterizes a population as an all-around characterized gathering of individuals or articles that share normal attributes. For the purpose of this study, the population was drawn from two sets that are the personal trainers that work in this fitness centers and their clients. The population size of the personal trainers in the
selected fitness centers covered was on average 15 and the clients were 90 totaling to 105. The clients were mainly monthly regular clients who had signed up for training in this respective fitness centers.

Table 3.1 Population Distribution

<table>
<thead>
<tr>
<th></th>
<th>Personal Trainers</th>
<th>Clients</th>
<th>Personal Trainers Percentage</th>
<th>Client Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cross fit Kwetu</td>
<td>2</td>
<td>15</td>
<td>13</td>
<td>17</td>
</tr>
<tr>
<td>Alpha fit Ltd</td>
<td>4</td>
<td>20</td>
<td>27</td>
<td>22</td>
</tr>
<tr>
<td>Racing Sport Gym(Parklands)</td>
<td>4</td>
<td>20</td>
<td>27</td>
<td>22</td>
</tr>
<tr>
<td>Smart Gyms Ke</td>
<td>2</td>
<td>20</td>
<td>13</td>
<td>22</td>
</tr>
<tr>
<td>Penthouse Gym</td>
<td>3</td>
<td>15</td>
<td>20</td>
<td>17</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
<td><strong>90</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Osiemo (2019)

3.3.2 Sampling Design

3.3.2.1 Sampling Frame

A sampling frame is a rundown of components in the population from which the example is really attracted to sufficiently represent the number of inhabitants in study (Cooper & Schindler, 2011). In this study the sampling frame was drawn from the top fitness centers currently trending in Nairobi. The rankings of this fitness centers have not been documented based on popularity. Zablon Osiemo who was the primary source of this information assisted the researcher in identifying the mentioned fitness centers for this study. This was used to ensure that the sampling frame was up to date, complete and relevant for achieving the objectives of the study.

3.3.2.2 Sampling Technique

According to Cooper and Schindler (2014), defines sampling technique as the procedure that a researcher uses to choose the sample size. The study applied stratified random sampling. According to Shui, Hai, Bush and Ortinau (2009), stratified random sampling is a technique used to divide the target population into samples then collect data from all these groups or strata.

The use of stratified sampling ensured a high level of representativeness of the considerable number of strata or layers in the population. Simple random sampling was utilized to give every respondent an equivalent chance in participating in the
3.3.2.3 Sample Size

According to Yin (2003), the sample size of a sample can be defined as the number of observations that amount to it. As indicated by Lacobucci and Churchill (2005), sample sizes can either be fixed (when they are resolved ahead of time of the examination) or sequential (when more data can be collected if the initially collected data does not answer the research question). Yamane (1967) formula was used to determine the sample size that was used for this study.

\[ n = \frac{N}{1+N(e)} \]

Where \( n \) = number of samples, \( N \) = total population and \( e \) = error margin / margin of error

**Personal Trainer Sample Size:**

\[ 15/ [(1+15(0.05)^2)] \]

=14

**Client Sample Size:**

\[ 90/ [(1+90(0.05)^2)] \]

=73

<table>
<thead>
<tr>
<th></th>
<th>Total Personal Trainers population</th>
<th>Total Client Population</th>
<th>Personal Trainers Percentage</th>
<th>Client Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cross fit Kwetu</td>
<td>2</td>
<td>12</td>
<td>13</td>
<td>17</td>
</tr>
<tr>
<td>Alpha fit Ltd</td>
<td>4</td>
<td>16</td>
<td>27</td>
<td>22</td>
</tr>
<tr>
<td>Racing Sport Gym(Parklands)</td>
<td>3</td>
<td>16</td>
<td>27</td>
<td>22</td>
</tr>
<tr>
<td>Smart Gyms Ke</td>
<td>2</td>
<td>16</td>
<td>13</td>
<td>22</td>
</tr>
<tr>
<td>Penthouse Gym</td>
<td>3</td>
<td>13</td>
<td>20</td>
<td>17</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>14</td>
<td>73</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

3.4 Data Collection Methods

According to Christensen, Johnson, Turner, and Christensen (2011), information gathering is the accumulation of crude and natural data that can be changed into important data. This research aimed at collecting primary data using questionnaires. According to Kothari and Garg (2014), essential information is unique data that is collected for the first time.
Primary data was collected using structured questionnaires. The structure of the questionnaires will comprise of closed ended questions where part A of the questionnaire will be the General Information then part B, C and D covered the components of the research questions. This allowed respondents to understand the purpose of the research and enabled them to answer the questions till the end (McGuirk & O’Neill, 2005) as each question in the questionnaire had been formulated to address the research questions (Mugenda & Mugenda, 2003).

Kothari (2014) noticed that poll is the most proper instrument because of its capacity to gather a lot of data in a sensibly quick span of time. Structured questionnaires are questionnaires where a respondent are required to browse a list of options. The questionnaire followed the 5-point Likert scale where 1= Strongly Disagree, 2 = Disagree, 3= Neutral, 4= Agree and 5 = Strongly Agree. Questionnaires as the main data collection instrument will preserve confidentiality of the respondents and was easy to administer (Wilkinson & Birmingham, 2003).

3.5 Research Procedures

According to Cooper and Schindler (2014) research procedure describes the process that highlights the details of the task about to be undertaken with prominence on the data to be obtained and the sources. According to Mugenda and Mugenda (2003), a pilot test is a procedure used to test the plan, techniques or instrument before doing the research (Sekaran, 2010). The pilot study was required for analyzing the dependability and legitimacy of the information collection tool. As indicated by Orodho (2009), piloting guarantees clarity and productivity of instruments before the genuine research is completed. The study conducted a pilot study using 10 questionnaires.

The pilot questionnaires were self-administered to the respondents. To ensure confidentiality and anonymity of the respondents the researcher made it clear to the respondents that the research was purely academic and they were not required to give out their personal details. Self-administering of the pilot questionnaires allowed the chosen respondents to ask any questions and have ample time to fill them out.

According to Kothari (2014), noticed that an instrument is dependable if it yields predictable outcomes over a period. Results of the investigation are viewed as
dependable if predictable outcomes have been obtained identical situations but different circumstances (Twycross, 2006).

Feedback from the questionnaire was used to adjust the questionnaire for effectiveness. The findings from the pilot were also subjected to a Cronbach Alpha to determine reliability of the findings. Reliable studies have to have a Cronbach Alpha value above 0.7. The questionnaires were then delivered to the target audience who filled and sent back the response. To ensure a good response rate, the questionnaires were offered using a google form which is a digital format that allowed for the questionnaire to be sent via email, whatsapp through internet links, thus respondents were able to fill the questions at their convenience from wherever they were. It also allowed for easy data collection as the response were automatically populated on an excel data base.

3.6 Data Analysis Methods

According to Leedy (2005), describes data analysis as the processes that begin right after data is collected and finalizes during interpretation and processing of the results. Data analysis comprises of studying, classifying, arranging, or otherwise recombining the evidence to address the actual statement of a study (Yin, 2003). Data preparation was done on the completed questionnaires through editing, coding, entering and cleaning the data before processing the replies in order to obtain answers to the research questions.

The collected data was then examined and interpreted through editing, coding and entering it into computer for analysis using descriptive statistics with the aid of Statistical Package for Social Sciences (SPSS) version 24 that helped in creating frequencies, mean, standard deviation and percentages that was used to interpret results. Frequency, mean, percentage and standard deviation will be used to interpret results. Inferential statistics was done through use of correlations and regression analysis and findings from the study were presented in the form of tables and figures.

3.7 Chapter Summary

This chapter covered the research methodology of my study. The population of the study was collected from two sets of population that is the personal trainers and the fitness clients highlighted in the population. Structured questionnaires will be used as the main tool of collecting data. SPSS version 24 was used in the analysis then
presented in the form of tables and figures. The next chapter presents data analysis and findings of the research acquired from the collected data in the filled in questionnaires.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

In this section the researcher presents the findings of the study. This chapter aims at providing the data analysis and interpretation of the data collected from the questionnaires filled during the study. The purpose of the study was to determine the effectiveness of content marketing through social media on the growth of fitness industry in Nairobi.

4.2 Response Rate

The data was collected using a structured questionnaire. The questionnaire was issued to 72 clients and 15 trainers out of whom 70 clients and 15 trainers filled and returned the questionnaires as indicated in Table 4.1.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Clients</th>
<th></th>
<th></th>
<th>Trainers</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>Percentage</td>
<td>Frequency</td>
<td>Percentage</td>
<td></td>
</tr>
<tr>
<td>Filled &amp; returned</td>
<td>70</td>
<td>97</td>
<td>15</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Non-response</td>
<td>2</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>72</td>
<td>100</td>
<td>15</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

4.3 Demographic Information

4.3.1 Respondent Age

An analysis of the respondents age groups revealed that majority of the clients accounting for 81.4% were aged between 21-30 years while those aged 34-40 accounted for 12.9%, and those aged below 21 represented 5.7%. A review of the trainers age groups revealed that majority of them were aged between 21-30 years and those aged between 31-40 years represented 33.3%. The results also indicated that 6.7% were aged between 41-50 years. Generally the clients and trainers are young and therefore form the right age group with regards to social media use.
Table 4.2: Respondent Age

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Clients Frequency</th>
<th>Percent</th>
<th>Trainers Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 21</td>
<td>4</td>
<td>5.7</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>21-30</td>
<td>57</td>
<td>81.4</td>
<td>9</td>
<td>60.0</td>
</tr>
<tr>
<td>31-40</td>
<td>9</td>
<td>12.9</td>
<td>5</td>
<td>33.3</td>
</tr>
<tr>
<td>41-50</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>6.7</td>
</tr>
<tr>
<td>Total</td>
<td>70</td>
<td>100.0</td>
<td>15</td>
<td>100.0</td>
</tr>
</tbody>
</table>

4.3.2 Respondents Gender

An analysis of the respondents gender revealed that majority of clients accounting for 64.3% were females while 35.7% were males. The results also indicated that 73.3% of the trainers were male while 26.7% were female. This implies that the study was unbiased as far as gender was concerned.

Table 4.3: Respondents Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Clients Frequency</th>
<th>Percent</th>
<th>Trainers Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>45</td>
<td>64.3</td>
<td>4</td>
<td>26.7</td>
</tr>
<tr>
<td>Male</td>
<td>25</td>
<td>35.7</td>
<td>11</td>
<td>73.3</td>
</tr>
<tr>
<td>Total</td>
<td>70</td>
<td>100.0</td>
<td>15</td>
<td>100.0</td>
</tr>
</tbody>
</table>

4.3.3 Membership

The study sought to establish the duration the clients have been members at their respective fitness centers and the findings revealed that 58.6% have been training for less than a year while 41.4% have been training at the fitness center for more than a year as shown in Figure 4.1.

Figure 4.1: Clients Membership
The study also sought to establish the duration the trainers have worked at their respective fitness centers and the findings revealed that 86.7% have been training for more than a year while 13.3% have been training at the fitness center for less than a year as shown in Figure 4.2.

**Figure 4.2: Trainers Experience**

4.3.4 Clients Work Out Period

Analysis of the duration clients work out in a week established that those who work out once a week were 10%, at the same time 7.1% worked out twice a week. Results also indicated that majority used the facility three times a week and accounted for 25.7%, this was closely followed by those who did four times a week and they accounted for 24.3%. The findings indicated that 20% exercised five times a week while those who did six times a week were 7.1%. Clients who exercised daily were only 5.7% as shown in Figure 4.3.

**Figure 4.3: Clients Work Out Period**
4.3.5 Knowledge about the Fitness Centre

The study sought to establish how the clients knew about the fitness center and the results indicated that 58.6% was through friends and 30% through social media while 5.7% knew about the fitness center through websites. Those who knew about the center through Mall, Poster, School and neighbors accounted for 1.4% respectively.

![Knowledge about the Fitness Centre](image)

**Figure 4.4: Knowledge about the Fitness Centre**

4.3.6 Social Media account

The study sought to establish whether the clients and trainers owned a social media account and the results indicated that all trainers and 97.1% of the clients had social media accounts as shown in Table 4.4.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Clients</th>
<th>Trainers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>Percent</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
<td>2.9</td>
</tr>
<tr>
<td>Yes</td>
<td>68</td>
<td>97.1</td>
</tr>
<tr>
<td>Total</td>
<td>70</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**Table 4.4: Social Media Account**
4.3.7 Social Media Account Followed

The findings indicated that Facebook followers were 22.8%, WhatsApp had the majority at 54.3%, and Instagram had 11.4%, YouTube 5.7%, Twitter 2.9% while Pinterest had 1.4%. At the same time respondents with no particular account represented 1.4% of the total as indicated.

![Social Media Account Followed](chart)

Figure 4.5: Social Media Account Followed

4.3.8 Response to Inquiries from Online Clients

The study sought to establish how often the trainers respond to inquiries from online clients and it was established that 6.7% responded once a week and 5 times a week respectively, at the same time 13.3% responded to clients inquiry thrice a week and 6 times a week. The study revealed that a majority accounting for 60% responded daily as shown in Figure 4.6
4.3.9 Social Media Platform used by Trainers

The study sought to establish which social media platforms trainers use to actively engage with online clients. The study revealed that a majority accounting for 73.3% use Instagram while 26.7% prefer Facebook as shown in Figure 4.7.

Figure 4.7: Social Media Platform used by Trainers

4.4 Impact of Content Creation on Growth of Fitness Industry

The first objective set to establish impact of content creation on growth of fitness industry. Respondents were asked a set of questions to indicate to what extent they agree or disagreed with statement using a five point Likert scale where 1 - Strongly Disagree 2 - Disagree 3 - Neutral 4 - Agree 5 - Strongly Agreed.
4.4.1 Clients Response to Impact of Content Creation on Growth of Fitness Industry

Clients agreed that personal trainers create content that is easily shareable, likable and talked about (M=4.07, SD=1.062). It was also agreed that videos are the main content type being utilized by personal trainers (M=3.91, SD=0.935) and use of hashtags increases customer engagement on social media (M=3.91, SD=1.046). The clients also indicated that personal trainers are constantly updating content relating to fitness on social media (M=3.88, SD=0.963). The findings also indicated that Kenyan personal trainers are putting up fitness related content on social media (M=3.87, SD=0.999).

Majority of the clients agreed that personal trainers are posting updates on latest fitness news, products and services on their social media platforms (M=3.71, SD=1.072) and the fitness center provides engaging content on social media (M=3.69, SD=1.11). There was however uncertainty if personal trainers are integrating blogs into their websites (M=3.26, SD=1.208) and the results are shown in Table 4.5.

Table 4.5 Clients Response to Impact of Content Creation on Growth of Fitness Industry

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Personal trainers are creating content that is easily shareable,</td>
<td>69</td>
<td>4.07</td>
<td>1.062</td>
</tr>
<tr>
<td>likable and talked about</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Videos are the main content type being utilized by personal</td>
<td>69</td>
<td>3.91</td>
<td>.935</td>
</tr>
<tr>
<td>trainers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Kenyan personal trainers are putting up fitness related</td>
<td>69</td>
<td>3.87</td>
<td>.999</td>
</tr>
<tr>
<td>content on social media</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. The fitness center provides you with engaging content on social</td>
<td>70</td>
<td>3.69</td>
<td>1.110</td>
</tr>
<tr>
<td>media</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. The use of hashtags increases customer engagement on social</td>
<td>70</td>
<td>3.91</td>
<td>1.046</td>
</tr>
<tr>
<td>media</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Personal trainers are constantly updating content relating to fitness</td>
<td>69</td>
<td>3.88</td>
<td>.963</td>
</tr>
<tr>
<td>on social media</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Personal trainers are integrating blogs into their websites</td>
<td>69</td>
<td>3.26</td>
<td>1.208</td>
</tr>
<tr>
<td>8. Personal trainers are posting updates on latest fitness news,</td>
<td>69</td>
<td>3.71</td>
<td>1.072</td>
</tr>
<tr>
<td>products and services on their social media platforms</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4.4.2. Content for Engagement

The study sought to establish what type of content made clients engage in social media and 1.4% of the clients revealed that they did so based on their Interest level and text, 5.7% indicated the picture, while 91.4% were attracted to the video.

<table>
<thead>
<tr>
<th></th>
<th>Interest level</th>
<th>Picture</th>
<th>Text</th>
<th>Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>1</td>
<td>4</td>
<td>1</td>
<td>64</td>
</tr>
<tr>
<td>Percentage</td>
<td>1.4</td>
<td>5.7</td>
<td>1.4</td>
<td>91.4</td>
</tr>
</tbody>
</table>

Figure 4.8: Content for Engagement

4.4.3 Reliance on Search Engine

The study sought to establish how often clients rely on search engines prior to making any decision on fitness and the results indicated that 30% always did, while 55.7% frequently rely on search engines prior to making any decision on fitness. At the same time 1.4% never and 12.9% rarely.

<table>
<thead>
<tr>
<th></th>
<th>Always</th>
<th>Frequently</th>
<th>Never</th>
<th>Rarely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>21</td>
<td>39</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>Percentage</td>
<td>30</td>
<td>55.7</td>
<td>1.4</td>
<td>12.9</td>
</tr>
</tbody>
</table>

Figure 4.9: Reliance on Search Engine
4.4.4 Progress of Search Engine

The study sought to establish how often clients progress to the 2nd page of search engine after seeing results from the 1st page. The results revealed that 20% always progress to the 2nd page of search engine after seeing results from the 1st page. At the same time 11.4% never while 68.6% indicated that they sometimes do.

![Figure 4.10: Progress of Search Engine]

4.4.5 Posting Fitness Related Content

The study sought to establish if clients post fitness related content on their personal social media accounts and while 54.3% indicated they did not post fitness related content on their personal social media, 45.7% indicated they did.

![Figure 4.11: Posting Fitness Related Content]
4.4.6 Trainers Response to Impact of Content Creation on Growth of Fitness Industry

Trainers confirmed that Instagram is the most popular social networking tool being used for content creation (M=4.73, SD=0.458) and use of viral content creates customer awareness (M=4.67, SD=1.047). It was also established that quality of a post is very important on social media (M=4.53, SD=0.915) and posting informative fitness related content leads to more customer engagement (M=4.53, SD=1.06).

It was also agreed that valuable content leads to more followers (M= 4.53, SD=1.125) and valuable fitness related content uploaded on social media increases client loyalty (M=4.2, SD=1.146). It was also agreed that personal trainers that engage their clients in coming up with content have more success on their social media platforms (M=4.13, SD=1.187). The result in addition, promoting user-generated content result in better responses from consumers (M=4, SD=1.069). Result also indicated that there was uncertainty about personal trainers mastering a niche in posting fitness related content on social media (M=3.4, SD= 1.352).

Table 4.6: Trainers Response to Impact of Content Creation on Growth of Fitness Industry

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Instagram is the most popular social networking tool being used for content creation</td>
<td>15</td>
<td>4.73</td>
<td>.458</td>
</tr>
<tr>
<td>2. Viral content creates customer awareness</td>
<td>15</td>
<td>4.67</td>
<td>1.047</td>
</tr>
<tr>
<td>3. Promoting user-generated content will result in better responses from consumers</td>
<td>15</td>
<td>4.00</td>
<td>1.069</td>
</tr>
<tr>
<td>4. Quality of a post is very important on social media</td>
<td>15</td>
<td>4.53</td>
<td>.915</td>
</tr>
<tr>
<td>5. Posting informative fitness related content leads to more customer engagement</td>
<td>15</td>
<td>4.53</td>
<td>1.060</td>
</tr>
<tr>
<td>6. Valuable fitness related content uploaded on social media increases client loyalty</td>
<td>15</td>
<td>4.20</td>
<td>1.146</td>
</tr>
<tr>
<td>7. Personal trainers have mastered a niche in posting fitness related content on social media</td>
<td>15</td>
<td>3.40</td>
<td>1.352</td>
</tr>
<tr>
<td>8. Personal trainers that engage their clients in coming up with content have more success on their social media platforms</td>
<td>15</td>
<td>4.13</td>
<td>1.187</td>
</tr>
<tr>
<td>9. Valuable content leads to more followers</td>
<td>15</td>
<td>4.53</td>
<td>1.125</td>
</tr>
</tbody>
</table>
4.4.7 Effect of Search Engine Optimization on Marketing

Trainers were asked about their opinion with regard to whether Search Engine Optimization leads to successful marketing. Majority accounting for 93.3% agreed that indeed Search Engine Optimization leads to successful marketing while 6.7% did not agree with the statement.

![Figure 4.12: Effect of Search Engine Optimization on Marketing](image)

4.4.8 Channel Platform and Customer Engagement

Trainers were asked to indicate what channel platforms had the highest level of customer engagement and the results indicated that 46.7% indicated Facebook to have the highest engagement levels, this was followed by You tube at 40%, while Instagram and Twitter were the least at 6.7% respectively as follows.

![Figure 4.13: Channel Platform and Customer Engagement](image)

4.4.9 Posting Fitness Related Content

Trainers were asked if they post fitness related content on their social media accounts and the result showed 100% confirmation that all trainers do post fitness related content on their social media accounts.
4.4.10 Business Growth through Social Media Marketing

Trainers were asked to indicate whether fitness influencers planning to grow their businesses could benefit from social media marketing. The result indicated that all trainers agreed that fitness influencers planning to grow their businesses could benefit from social media marketing.

Table 4.8: Business Growth through Social Media Marketing

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>15</td>
<td>100.0</td>
</tr>
<tr>
<td>No</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>100</td>
</tr>
</tbody>
</table>

4.5 Impact of Channel Promotion on Growth of Fitness Industry

The second objective set to establish impact of channel promotion on growth of fitness industry. Clients and trainers were asked a set of questions to indicate to what extent they agree or disagreed with statement using a five point Likert scale where 1 - Strongly Disagree 2 - Disagree 3 - Neutral 4 - Agree 5 - Strongly Agreed.

4.5.1 Client response on Impact of Channel Promotion on Growth of Fitness Industry

The findings revealed that clients agreed that content shared on social media inspires them to work out and live a healthier lifestyle (M= 4.23, SD=0.972) and the clients are more influenced to follow a fitness influencer or try out a service with positive reviews promoted through Electronic word of mouth (M=4.01, SD=1.015). The study also indicated that the clients are mostly loyal to personal trainers that cross promote content on different social media platforms (M=3.79, SD=1.166) and they mostly rely on social media as the main source of information (M=3.77, SD=1.139).
It was also agreed by a majority that personal trainers are promoting content enough (M=3.71, SD=1.03) and personal trainers are diverse at using different channels to promote content (M= 3.69, SD=0.981). There was however lack of certainty about the client likelihood to participate in online fitness communities (M= 3.36, SD=1.236) and clients failed to agree on how often they give feedback online relating to either good or bad products and services (M=3.13, SD=1.271).

Table 4.9: Client response on Impact of Channel Promotion on Growth of Fitness Industry

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Personal trainers are promoting content enough</td>
<td>69</td>
<td>3.71</td>
<td>1.030</td>
</tr>
<tr>
<td>2. I mostly rely on social media as the main source of information</td>
<td>69</td>
<td>3.77</td>
<td>1.139</td>
</tr>
<tr>
<td>3. Content shared on social media inspires me to work out and live a</td>
<td>69</td>
<td>4.23</td>
<td>.972</td>
</tr>
<tr>
<td>healthier lifestyle</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. I like to participate in online fitness communities</td>
<td>69</td>
<td>3.36</td>
<td>1.236</td>
</tr>
<tr>
<td>5. I am more influenced to follow a fitness influencer or try out a</td>
<td>68</td>
<td>4.01</td>
<td>1.015</td>
</tr>
<tr>
<td>service with positive reviews promoted through Electronic word of mouth</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. I often give feedback online relating to either good or bad products</td>
<td>69</td>
<td>3.13</td>
<td>1.271</td>
</tr>
<tr>
<td>and services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Personal trainers are diverse at using different channels to promote</td>
<td>68</td>
<td>3.69</td>
<td>.981</td>
</tr>
<tr>
<td>content</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. I am mostly loyal to personal trainers that cross promote content</td>
<td>68</td>
<td>3.79</td>
<td>1.166</td>
</tr>
<tr>
<td>on different social media platforms</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4.5.2 Amount of Time Clients used Researching on Social Media

The study sought to establish the how much time clients spend on social media per day researching on fitness and the results indicated that 35.7% spent less than 30 minutes on social media research while 32.9% spent 30-60 minutes, at the same time 20% spent 61-90 minutes while those who spent more than 90 minutes represented 11.4% as shown in Figure 4.14.
Trainers agreed that use of social media has helped build fitness communities through attracting new members ($M=4.47$, $SD=1.125$) and uploading content consistently helps grow the number of followers ($M=4.4$, $SD=1.121$). It was also agreed that the type of content uploaded on social media strongly determines the success of creating a fitness community on social media ($M=4.27$, $SD=1.163$). Majority also believe electronic word of mouth messages is reliable in the fitness industry ($M=4.13$, $SD=1.302$).

**Table 4.10: Trainers Response on Impact of Channel Promotion on Growth of Fitness Industry**

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I do not believe channel promotion of content creates brand awareness</td>
<td>15</td>
<td>2.20</td>
<td>1.424</td>
</tr>
<tr>
<td>2. I believe social media is the SAFEST at promoting content</td>
<td>15</td>
<td>4.07</td>
<td>1.033</td>
</tr>
<tr>
<td>3. Social media has helped build fitness communities through attracting new members</td>
<td>15</td>
<td>4.47</td>
<td>1.125</td>
</tr>
<tr>
<td>4. Uploading content consistently helps grow the number of followers</td>
<td>15</td>
<td>4.40</td>
<td>1.121</td>
</tr>
<tr>
<td>5. The type of content uploaded on social media strongly determines the success of creating a fitness community on social media</td>
<td>15</td>
<td>4.27</td>
<td>1.163</td>
</tr>
<tr>
<td>6 I believe electronic word of mouth messages is reliable in the fitness industry</td>
<td>15</td>
<td>4.13</td>
<td>1.302</td>
</tr>
<tr>
<td>7. Negative feedback posted on social media affects the growth of a brand</td>
<td>15</td>
<td>3.53</td>
<td>1.356</td>
</tr>
<tr>
<td>8. Promoting user generated content will result in better feedback from clients</td>
<td>15</td>
<td>4.13</td>
<td>1.246</td>
</tr>
</tbody>
</table>
Study also show that promoting user generated content will result in better feedback from clients (M=4.13, SD=1.246) and they believe social media is the SAFEST at promoting content (M=4.07, SD=1.033). Trainers agreed that negative feedback posted on social media affects the growth of the brand (M=3.53, SD=1.356). Trainers disagreed that in the type of business the channel promotion of content creates brand awareness (M=2.2, SD=1.424).

4.5.4 Amount of Time Trainers use Researching on Social Media

The study sought to establish the how much time trainers spend on social media per day researching on fitness and the results indicated that 13.3% spent 30-60 minutes researching on fitness, at the same time 26.7% spent 61-90 minutes while those who spent more than 90 minutes were the majority and represented 60% as shown in Figure 4.15

![Figure 4.15: Amount of Time Trainers use Researching on Social Media](image)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>30-60</th>
<th>61-90</th>
<th>More than 90 minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>13.3</td>
<td>26.7</td>
<td>60</td>
</tr>
</tbody>
</table>

4.6 Impact of Customer Experience on Growth of Fitness Industry

The last objective set to establish impact of customer experience on growth of fitness industry. Respondents were asked a set of questions to indicate to what extent they agree or disagreed with statement using a five point Likert scale where 1 - Strongly Disagree 2 - Disagree 3 - Neutral 4 - Agree 5 - Strongly Agreed.

4.6.1 Clients Response on Impact of Customer Experience on Growth of Fitness Industry

Clients agree that actively engagement by personal trainers on social media will strengthen customer trust (M=4.24, SD=0.939). Personal trainers are constantly creating
customer-oriented content (M=3.93, SD=0.997). It was also established that fitness influencers generate content that is easily shared and allows a user to repost online (M=3.91, SD=1.018). Clients also indicated that they feel a sense of loyalty with personal trainers that actively use social media (M=3.87, SD=1.215) and questions and needs are responded to quickly and efficiently on social media (M=3.76, SD=0.979).

The study also revealed that personal trainers are increasingly engaging with clients to find out ways on how to improve products and services being offered (M=3.76, SD=1.028). The clients also indicated that they have a more effective relationship with online fitness centers and personal trainers because of their constant use of social media expertise (M=3.5, SD=1.248). There was uncertainty that Twitter is the most effective tool at resolving service levels (M=3.03, SD=1.103) as shown in Table 4.11.

Table 4.11: Clients Response on Impact of Customer Experience on Growth of Fitness Industry

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Fitness influencers generate content that is easily shared and allows a user to repost online</td>
<td>68</td>
<td>3.91</td>
<td>1.018</td>
</tr>
<tr>
<td>2. Questions and needs are responded to quickly and efficiently on social media</td>
<td>68</td>
<td>3.76</td>
<td>.979</td>
</tr>
<tr>
<td>3. Twitter is the most effective tool at resolving service levels</td>
<td>70</td>
<td>3.03</td>
<td>1.103</td>
</tr>
<tr>
<td>4. Actively engagement by personal trainers on social media will strengthen customer trust</td>
<td>70</td>
<td>4.24</td>
<td>.939</td>
</tr>
<tr>
<td>5. I feel a sense of loyalty with personal trainers that actively use social media</td>
<td>70</td>
<td>3.87</td>
<td>1.215</td>
</tr>
<tr>
<td>6. I have a more effective relationship with online fitness centers and personal trainers because of their constant use of social media expertise</td>
<td>70</td>
<td>3.50</td>
<td>1.248</td>
</tr>
<tr>
<td>7. Personal trainers are increasingly engaging with clients to find out ways on how to improve products and services being offered</td>
<td>70</td>
<td>3.76</td>
<td>1.028</td>
</tr>
<tr>
<td>8. Personal trainers are constantly creating customer-oriented content</td>
<td>70</td>
<td>3.93</td>
<td>.997</td>
</tr>
</tbody>
</table>
4.6.2 Social Media Feedback

The study sought to establish whether clients have ever inquired anything on social media to a fitness center or personal trainer and they responded back quickly and 40 clients representing 57.1% agreed that they have ever inquired anything on social media to a fitness center or personal trainer and they responded back quickly, 30 clients representing 42.9% disagreed.

![Figure 4.16: Social Media Feedback](image)

4.6.3 Social Media Platform used mostly to Interact with Fitness Centers

The study also sought to establish which social media platform clients mostly use to interact with fitness centers or personal trainers and it was established that 22.9% use Facebook, while a majority accounting for 58.6% used Instagram. The result also shows that 15.7% used none and only 2.9% used Twitter.

![Figure 4.17: Social Media Platform used mostly to Interact with Fitness Centers](image)
4.6.3 Client Interaction with Fitness Centers or Personal Trainers

The study sought to establish how clients interact with fitness centers or personal trainers on social media. The findings revealed that those who like Commenting accounted for 27.1%, at the same time those who do not interact were 12.9%, those who opt to liking accounted for 40%, at the same time clients who prefer private messaging represents 11.4% and those who opt for sharing were 8.6% of the total respondents as shown in Figure 4.18

![Figure 4.18: Client Interaction with Fitness Centers or Personal Trainers](image)

4.6.4 Trainers Response on Impact of Customer Experience on Growth of Fitness Industry

Trainers agreed that brand quality determines whether consumers will be loyal or not to a service or product offered by a company (M=4.4, SD=1.121). It was also agreed that consumers are increasingly relying on social media to share their experiences (M=4.33, SD=1.113). They also agreed that they believe the quality of customer service is higher when a fitness center embraces social media into its business (M=4.33, SD=1.175).

When asked if trainers consider marketing on social media important for customer relationship management a majority agreed (M=4.33, SD=1.234). It was also agreed that custom tailored programs and meal plans are being designed to suit clients’ needs (M=4.27, SD=1.1). Findings also indicated that personal trainers and training centers are actively measuring customer satisfaction and loyalty (M=4.2, SD=1.146).

Results also show that fitness centers operating through social media consider online customers as valuable assets (M= 4.07, SD=1.1) and personal trainers utilize customer
interactions on social media to address problems or complaints (M=4, SD=1.363). Majority agreed that 24 Hour email support is available to clients (M=3.87, SD=1.125) and coupons and discounts for new products and services are available to clients (M=3.8, SD=1.265) results also show that Facebook support group is available for clients (M=3.53, SD=1.125). There was uncertainty about Twitter being the most effective tool at resolving service levels (M=3, SD=1.069).

Table 4.12: Trainers Response on Impact of Customer Experience on Growth of Fitness Industry

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Consumers are increasingly relying on social media to share their experiences</td>
<td>15</td>
<td>4.33</td>
<td>1.113</td>
</tr>
<tr>
<td>2. Twitter is the most effective tool at resolving service levels</td>
<td>15</td>
<td>3.00</td>
<td>1.069</td>
</tr>
<tr>
<td>3. I believe the quality of customer service is higher when a fitness center embraces social media into its business</td>
<td>15</td>
<td>4.33</td>
<td>1.175</td>
</tr>
<tr>
<td>4. Personal trainers and training centers are actively measuring customer satisfaction and loyalty</td>
<td>15</td>
<td>4.20</td>
<td>1.146</td>
</tr>
<tr>
<td>5. Brand quality determines whether consumers will be loyal or not to a service or product offered by a company</td>
<td>15</td>
<td>4.40</td>
<td>1.121</td>
</tr>
<tr>
<td>6. Do you consider marketing on social media important for customer relationship management?</td>
<td>15</td>
<td>4.33</td>
<td>1.234</td>
</tr>
<tr>
<td>7. Personal trainers utilize customer interactions on social media to address problems or complaints</td>
<td>15</td>
<td>4.00</td>
<td>1.363</td>
</tr>
<tr>
<td>8. Fitness centers operating through social media consider online customers as valuable assets</td>
<td>15</td>
<td>4.07</td>
<td>1.100</td>
</tr>
<tr>
<td>9. Coupons and discounts for new products and services are available to clients</td>
<td>15</td>
<td>3.80</td>
<td>1.265</td>
</tr>
<tr>
<td>10. 24 Hour email support is available to clients</td>
<td>15</td>
<td>3.87</td>
<td>1.125</td>
</tr>
<tr>
<td>11. Facebook support group is available for clients</td>
<td>15</td>
<td>3.53</td>
<td>1.125</td>
</tr>
<tr>
<td>12. Custom tailored programs and meal plans are being designed to suit clients’ needs</td>
<td>15</td>
<td>4.27</td>
<td>1.100</td>
</tr>
</tbody>
</table>
4.7 Inferential Statistics

4.7.1 Correlation analysis on Clients data

A Pearson correlation analysis was done on client’s feedback to establish the relationship between the dependent variable (Growth of fitness clubs) against content creation, channel promotion and customer experience and the result established a strong positive relationship between Growth of fitness clubs and content creation ($r=0.795$, $p$ value=0.000), channel promotion ($r=0.865$, $p$ value=0.000) and customer experience ($r=0.874$, $p$ value=0.000). Therefore, an increase in combined variables of content creation, channel promotion and customer experience lead to an increase Growth of fitness clubs.

Table 4.13: Correlation analysis on Clients data

<table>
<thead>
<tr>
<th></th>
<th>Growth</th>
<th>Content</th>
<th>Channel Promotion</th>
<th>Customer Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth</td>
<td>Pearson Correlation</td>
<td>1</td>
<td>.795**</td>
<td>.865**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>Content</td>
<td>Pearson Correlation</td>
<td>.795**</td>
<td>1</td>
<td>.650**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>Channel</td>
<td>Pearson Correlation</td>
<td>.865**</td>
<td>.650**</td>
<td>1</td>
</tr>
<tr>
<td>Promotion</td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>Customer</td>
<td>Pearson Correlation</td>
<td>.874**</td>
<td>.761**</td>
<td>.770**</td>
</tr>
<tr>
<td>Experience</td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>70</td>
<td>70</td>
<td>69</td>
<td>70</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

4.7.2 Regression Analysis of Client Data

A Regression analysis was done on client’s feedback to establish the relationship between the dependent variable (Growth of fitness clubs) against content creation, channel promotion and customer experience. The results showed that the adjusted $R^2$ value was 0.871 hence 87.1% of the variation in content creation, channel promotion and customer experience as illustrated in Table 4.14
An ANOVA analysis was done between the dependent variable (Growth of fitness clubs) against content creation, channel promotion and customer experience at 95% confidence level, the F critical was 153.802 and the P value was (0.000) therefore significant and the results are illustrated below in Table 4.15

### Table 4.15: Anova Analysis of Client Data

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>3</td>
<td>11.790</td>
<td>153.802</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>65</td>
<td>.077</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>68</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: growth  
b. Predictors: (Constant), customer experience, content, channel promotion

The F calculated at 5% level of significance

\[
F = \frac{Ms\ Regression}{Ms\ Residual}
\]

\[
11.790/.077 = 153.117
\]

F value in a test (153.802) is larger than the F calculated (153.117) we can therefore conclude that there is a significant relationship between content marketing through social media and growth of fitness industry as shown in Table 4.15

The regression equation illustrated in Table 4.16 established that all other factors held constant growth of fitness clubs declines by 2.2%. The findings presented also showed that with all other variables held at zero, a unit change in content creation would lead to
27.2% increase in growth of fitness clubs, and a unit change in channel promotion would lead to 44% increase in growth of fitness clubs. Moreover, the study also showed that a unit change in customer experience would result in 34.9% increase in growth of fitness clubs. All variables were significant (p<0.05), therefore content creation, channel promotion and customer experience are all significant in determining growth of fitness clubs.

### Table 4.16: Coefficient Analysis of Client Data

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>-.022</td>
</tr>
<tr>
<td>Content</td>
<td>.272</td>
<td>.074</td>
</tr>
<tr>
<td>channel promotion</td>
<td>.440</td>
<td>.069</td>
</tr>
<tr>
<td>customer experience</td>
<td>.349</td>
<td>.084</td>
</tr>
</tbody>
</table>

### 4.7.3 Correlation analysis on Trainers Data

A Pearson correlation analysis was done on trainers feedback to establish the relationship between the dependent variable (Growth of fitness clubs) against content creation, channel promotion and customer experience and the result established a strong positive relationship between Growth of fitness clubs and content creation (r=0.945, p value=0.000), channel promotion (r=0.929, p value=0.000) and customer experience (r=0.939, p value=0.000). Therefore, an increase in combined variables of content creation, channel promotion and customer experience lead to an increase Growth of fitness clubs.
Table 4.17: Correlation analysis on Trainers Data

<table>
<thead>
<tr>
<th></th>
<th>Growth</th>
<th>Content</th>
<th>Channel</th>
<th>Customer Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>growth</td>
<td>Pearson</td>
<td>.945**</td>
<td>.929**</td>
<td>.939**</td>
</tr>
<tr>
<td></td>
<td>Correlation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>content</td>
<td>Pearson</td>
<td>.945**</td>
<td></td>
<td>.917**</td>
</tr>
<tr>
<td></td>
<td>Correlation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>channel</td>
<td>Pearson</td>
<td>.929**</td>
<td>.894**</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Correlation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>Customer</td>
<td>Pearson</td>
<td>.939**</td>
<td>.917**</td>
<td>.924**</td>
</tr>
<tr>
<td>experience</td>
<td>Correlation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>15</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

4.7.4 Regression Analysis of Trainers Data

A Regression analysis was done on trainer’s feedback to establish the relationship between the dependent variable (Growth of fitness clubs) against content creation, channel promotion and customer experience. The results showed that the adjusted $R^2$ value was 0.919 hence 91.9% of the variation in content creation, channel promotion and customer experience as illustrated in Table 4.18

Table 4.18: Regression Analysis of Trainers Data

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Std. Error of the Estimate</th>
<th>R Square Change</th>
<th>Adjusted R</th>
<th>Change Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.968 a</td>
<td>.937</td>
<td>.919</td>
<td>.26690</td>
<td>.937</td>
<td>54.221</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), customer experience, content, channel

An ANOVA analysis was done between the dependent variable (Growth of fitness clubs) against content creation, channel promotion and customer experience at 95% confidence level, the F critical was 54.221 and the P value was (0.000) therefore significant and the results are illustrated below in Table 4.19
Table 4.19: Anova Analysis of Trainers Data

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>11.587</td>
<td>3</td>
<td>3.862</td>
<td>54.221</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>.784</td>
<td>11</td>
<td>.071</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>12.371</td>
<td>14</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: growth  
b. Predictors: (Constant), customer experience, content, channel promotion

The F calculated at 5% level of significance

\[ F = \frac{MSE_{Regression}}{MSE_{Residual}} = \frac{3.862}{.071} = 54.394 \]

F value in a test (54.221) is smaller than the F calculated (54.394) we can therefore conclude that from the trainer’s perspective there is no significant relationship between content marketing through social media and growth of fitness industry as shown in Table 4.19

The regression equation illustrated in Table 4.20 established that all other factors held constant growth of fitness clubs declines by 33.7%. The findings presented also showed that with all other variables held at zero, a unit change in content creation would lead to 47.7% increase in growth of fitness clubs, and a unit change in channel promotion would lead to 32.7% increase in growth of fitness clubs. Moreover, the study also showed that a unit change in customer experience would result in 31% increase in growth of fitness clubs. All variables were significant (p<0.05), therefore content creation, channel promotion and customer experience are all significant in determining growth of fitness clubs.

Table 4.20: Coefficient Analysis of Trainers Data

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>-.337</td>
</tr>
<tr>
<td></td>
<td>content</td>
<td>.477</td>
</tr>
<tr>
<td></td>
<td>channel</td>
<td>.327</td>
</tr>
<tr>
<td></td>
<td>Customer experience</td>
<td>.310</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), customer experience, content, channel promotion promotion
4.8 Chapter Summary

This chapter presents the results obtained from the data analysis done. This includes results relate to the respondents’ demography and the specific research objectives of this study based on the research questions which include impact of content creation, channel promotion and customer experience have towards the growth of the fitness industry in Nairobi.

The research utilized descriptive statistics for example mean and standard deviation to indicate data distribution. Then again, inferential statistics which incorporates correlation and regression was also set up to establish the connection between the variables. This information is presented in tables and figures. In the next chapter the conclusion, discussion and recommendations as per the objectives of this study are presented.
CHAPTER FIVE

5.0 DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This section offers the discussion, conclusions and recommendations made based on the research questions of the study which sought to establish effectiveness of content marketing through social media on the growth of fitness industry in Nairobi. The study was guided by three research questions which sought to establish the impact does content creation have on growth of the fitness industry in Nairobi. How can channel promotion influence growth of the fitness industry in Nairobi and what effect does customer experience have towards the growth of the fitness industry in Nairobi?

5.2 Summary

The purpose of this study was to establish effectiveness of content marketing through social media on the growth of fitness industry in Nairobi. The study was guided by the following research questions that assisted in determining the effectiveness of content marketing through social media on the growth of fitness industry in Nairobi. Impact of content creation on the growth of the fitness industry in Nairobi, how can channel promotion influence growth of the fitness industry in Nairobi and to what effect does customer experience have towards the growth of the fitness industry in Nairobi?

The study employed an explanatory research design. The population consisted of personal trainers in the selected fitness centers covered who were on average 15 and the 90 clients totaling to 105. Simple random sampling was utilized to give every respondent an equivalent chance in participating in the study and 14 trainers and 73 clients were sampled. Primary data was collected using structured questionnaires. Statistical Package for Social Sciences (SPSS) version 24 that helped in creating frequencies, mean, standard deviation and percentages, in addition inferential statistics which include regression and correlation was used to interpret results. The findings from the study were presented in the form of tables and figures.

A review of the first objective revealed that clients agreed that personal trainers create content that is easily shareable, likable and talked about. It was also agreed that videos are the main content type being utilized by personal trainers and use of hashtags increases customer engagement on social media. The clients also indicated that personal trainers are constantly updating content relating to fitness on social media. The findings also
indicated that Kenyan personal trainers are putting up fitness related content on social media. Majority of the clients agreed that personal trainers are posting updates on latest fitness news, products and services on their social media platforms and the fitness center provides engaging content on social media. Study established that majority of respondents were attracted to the videos and a majority of clients rely on search engines prior to making any decision on fitness. Findings also show that a few clients often progress to the 2nd page of search engine after seeing results from the 1st page. In addition, clients post fitness related content on their personal social media accounts.

A review of the trainers confirmed that Instagram is the most popular social networking tool being used for content creation and use of viral content creates customer awareness. It was also established that quality of a post is very important on social media and posting informative fitness related content leads to more customer engagement. It was also agreed that valuable content leads to more followers and valuable fitness related content uploaded on social media increases client loyalty. It was also agreed that personal trainers that engage their clients in coming up with content have more success on their social media platforms. The result in addition, promoting user-generated content result is better responses from consumers. Majority agreed that Search Engine Optimization leads to successful marketing and use of Facebook had the highest engagement levels. All trainers post fitness related content on their social media accounts and they also agreed that fitness influencers planning to grow their businesses could benefit from social media marketing.

The second objective set to establish impact of channel promotion on growth of fitness industry. The findings revealed that clients agreed that content shared on social media inspires them to work out and live a healthier lifestyle and the clients are more influenced to follow a fitness influencer or try out a service with positive reviews promoted through Electronic word of mouth. The study also indicated that the clients are mostly loyal to personal trainers that cross promote content on different social media platforms and they mostly rely on social media as the main source of information. It was also agreed by a majority that personal trainers are promoting content enough and personal trainers are diverse at using different channels to promote content. The study sought to establish the how much time clients spend on social media per day researching on fitness and the results indicated that majority spent 30-60 minutes. Trainers agreed that use of social media has helped build fitness communities through attracting new members and uploading content consistently helps grow the number of followers. It was also agreed
that the type of content uploaded on social media strongly determines the success of creating a fitness community on social media. Majority also believe electronic word of mouth messages is reliable in the fitness industry. Study also shows that promoting user generated content will result in better feedback from clients and they believe social media is the SAFEST at promoting content. Trainers agreed that negative feedback posted on social media affects the growth of the brand. The study sought to establish the how much time trainers spend on social media per day researching on fitness and the results indicated majority spent 61-90 minutes.

The last objective set to establish impact of customer experience on growth of fitness industry. Clients agreed that actively engagement by personal trainers on social media will strengthen customer trust. Personal trainers are constantly creating customer-oriented content. It was also established that fitness influencers generate content that is easily shared and allows a user to repost online. Clients also indicated that they feel a sense of loyalty with personal trainers that actively use social media and questions and needs are responded to quickly and efficiently on social media. The study also revealed that personal trainers are increasingly engaging with clients to find out ways on how to improve products and services being offered. The clients also indicated that they have a more effective relationship with online fitness centers and personal trainers because of their constant use of social media expertise. Majority agreed that fitness center or personal trainer responded back quickly when asked questions on social media. Clients mostly use to interact with fitness centers or personal trainers using Instagram.

The study sought to establish how clients interact with fitness centers or personal trainers on social media. The findings revealed that majority opt to liking comments. Trainers also agreed that brand quality determines whether consumers will be loyal or not to a service or product offered by a company. It was also agreed that consumers are increasingly relying on social media to share their experiences. They also agreed that they believe the quality of customer service is higher when a fitness center embraces social media into its business. When asked if trainers consider marketing on social media important for customer relationship management a majority agreed and majority custom tailored programs and meal plans are being designed to suit clients’ needs. Findings also indicated that personal trainers and training centers are actively measuring customer satisfaction and loyalty. Results also show that fitness centers operating through social media consider online customers as valuable assets and personal trainers utilize customer
interactions on social media to address problems or complaints. Majority agreed that 24 Hour email support is available to clients and coupons and discounts for new products and services are available to clients. It was also revealed that Facebook support group is available for clients.

5.3 Discussion
5.3.1 Impact of Content Creation on Growth

The findings showed that videos are the main content type being utilized by personal trainers. Photograph and video content as the real substance types delivered more purchaser communications than content just, clarifying that in gathering customer reactions visual substance is more incredible than content just substance (Cvijikj & Michahelles, 2013). It is assessed that, more than 3 out of 5 shoppers will in any event take an additional 2 minutes viewing a video that instructs them about an item or administration they are intending to buy while most retailers have officially encountered a 35% expansion in change while conveying recordings to showcase their items and administrations (Content Marketing Institute, 2014).

It was also established that quality of a post is very important on social media. This is in line with previous findings website design enhancement help to change the rankings of a webpage for the inquiry results for given catchphrases. Singhal (2011) in his study recommended that low quality substance in the site can affect the general positioning of the site. Along these lines, blending or enhancing the substance of the pages to enhance the quality could help the positioning of the higher - quality substance.

Posting informative fitness related content leads to more customer engagement. Other studies have indicated that internet based life has enabled associations to include clients in producing content as a methods for better serving clients and fulfilling their necessities. Brand correspondence and client cooperation via web-based networking media is invigorated by brand pages (De Vries, 2012). Brand pages every now and again enable brands to acquire a boundless number of supporters and distribute to the point mark messages consistently (Lipsman, 2012).

It was also agreed that personal trainers that engage their clients in coming up with content have more success on their social media platforms. To make content intuitive, web based life should be all around coordinated with substance creation. A decent
substance via web-based networking media is constant and predictable (Stone & Woodcock, 2014). Brand proprietors ought not recount mark stories and substance alone but rather co-make them as a team with the shoppers (Singh & Sonnenburg, 2012).

A Pearson correlation analysis was done on client’s feedback to establish the relationship between the dependent variable (Growth of fitness clubs) against content creation established a strong positive relationship between growth of fitness clubs and content creation. Therefore, an increase in content creation leads to an increase Growth of fitness clubs. Making and overseeing internet based life content that can speak with customers is viewed as a critical need in online networking promoting to-date (Evans, 2012). Online commitment to a blog or gathering can have a long haul effect on the picture of their organization considering command over substance creation in internet based life is a basic issue for advertisers (Ryan & Jones, 2009). Content creation includes the availability of customers to participate in exercises identified with co-creation, network and self-idea (Christodoulides, 2012). Brand value has been interlinked with substance creation in this manner online life interchanges impacts mark pictures (Bruhn, 2012).

The regression also showed that with all other variables held at zero, a unit change in content creation would lead to an increase in growth of fitness clubs. This substance created formally known as brand posts is the primary channel through which brands draw in with customers via web-based networking media (Ashley & Tuten, 2015). Commitment between customers with brand posts is upheld by worked in reactions, for example, preferences and comments (Kabadayi & Price, 2014) and through the preferring/following of brand pages buyers are demonstrating their ability to additionally develop their associations with the brand (Palazon, 2015).

5.3.2 Effect of Channel Promotion on Growth

Clients agreed that content shared on social media inspires them to work out and live a healthier lifestyle. The key factor to effectively run a systems administration page is to refresh it and take part in the social condition to keep your supporters. The brand messages achieve clients quicker through companion systems than through clients who visit the brand pages specifically (Lipsman, 2012).

Clients mostly rely on social media as the main source of information. Effectively reaching purchasers through social media is anticipated to indicate incredible returns for
advertisers in the coming years (Okazaki, 2007). Regardless of the significance of social media, there is small comprehension of how and why buyers utilize social media. Social media incorporates different "new springs of online data that are made, started, circled and utilized by buyers expectation on teaching each other about items, brands, administrations, identities and issues" (Blackshaw & Nazzaro, 2004). Users of social media activities are customers as well as supporters and makers of such substance (Arrigara & Levina, 2008). Social media has turned into a vital spring of substance for all market members. It is as of now a standout amongst the most imperative and most dependable springs of data for buyers and undertakings (World Internet Project, 2013).

It was also agreed that the type of content uploaded on social media strongly determines the success of creating a fitness community on social media. An examination by Smith (2011) demonstrated that an aggregate of 88% of advertisers are presently using the diverse social media channels as a device and that an amazing aggregate of USD 60 billion is spent every year via web-based networking media promotions in the U.S. alone. The relationship worked among organizations and clients through social media platforms is seen to expand returns for advertisers. Other than the various points of interest, online life promoting gives verifiable advantages to organizations use minimization. Clients are more influenced to follow a fitness influencer or try out a service with positive reviews promoted through Electronic word of mouth.

It was also agreed by a majority that personal trainers are promoting content enough. Organizations can utilize online networks to assemble connections and speak with their clients (Bruhn, 2012). Asking of purchaser sentiments and breaking down their responses to changes in the business and friends can be bolstered by websites which are viewed as a decent divert in creating discussions with clients (Ryan & Jones, 2009). Web based life discussions can either have a positive effect or damage the status of the organization through how they are directed (Ryan & Jones, 2009).

A Pearson correlation analysis was done on client’s feedback to establish the relationship between growth of fitness clubs and channel promotion and the result established that an increase in combined variables of channel promotion lead to an increase. Social media incorporates a huge number of springs of online data that are made, coursed and utilized by customers to teach each other about items, administrations, and brands.
accessible in the commercial center (Murugesan, 2007). Current models of social media stages incorporate informal communication destinations like Facebook, photograph sharing sites like Flickr, video sharing sites like YouTube, business organizing destinations like LinkedIn, micro blogging sites like Twitter, and various others. Online networking sites are reasonable and, as a general rule, totally allowed to utilize.

Results revealed that personal trainers are diverse at using different channels to promote content. A substance network additionally gives the two clients and a brand the perfect chance to recount a story. The organization could make content that refines its image and interfaces with the intended interest group by demonstrating a comprehension of their needs and issues. Also, clients could co-make a story that fortifies an ideal impression of the brand (Johnston, 2017).

5.3.3 Effect of Customer Experience towards Growth

Clients agreed that actively engagement by personal trainers on social media will strengthen customer trust. It is exceptionally basic for organizations to make an important client involvement in accomplishing an upper hand and satisfied clients (Bolton, 2014; Verhoef, 2009). Customer experience can in this manner be characterized as the impact of staff, other client reference gatherings and a more extensive informal community on a client's experience with a brand (Verhoef, 2009). A customer can be seen in different routes in the client encounter. For instance, they might be considered as a "buyer", "client", "member", "co-maker" (Bolton, 2014), "visitor" or "performer" (Lusch, 2011).

Findings show that personal trainers are constantly creating customer-oriented content. According to Hoffman and Bateson (1997), customer service is the arrangement of help to current and would be customers on issues that are identified with the items and administrations of an organization. It includes helping clients in making right utilization of an item or administration. It is taken a gander at as a progression of exercises that are intended to improve the consumer loyalty level. Mechanized administrations have conveyed to the fore the issue of managing undetectable online clients. It is in any case vital that specialist co-ops make a feeling of individual and human-to-human association with clients on the web.

It was also established that fitness influencers generate content that is easily shared and allows a user to repost online. Social media enables purchasers to create, alter and share
online data in regards to organizations, items and administrations which may urge online clients to impart it to their interpersonal organizations (Akar & Topçu, 2011). With the computerized transformation, it is feasible for buyers to pursue their most loved brands via web-based networking media to remain educated of their most recent items, get limits, to access to exceptional advancements and become more acquainted with more news in regards to the organization.

The results also indicated that clients feel a sense of loyalty with personal trainers that actively use social media. During the time spent making client encounter, Verhoef (2009) analyzed the manner by which clients act in gatherings and how firms can energize communications face to face or on the web. In detail, they bring up the issue of whether the social condition is effectively structured and overseen in a way that makes it conceivable to plan measurements to assess its execution. Clients are in this manner considered as co-makers and essential determiners of significant worth and not as latent recipients to associations as they were seen previously (McColl-Kennedy, 2012; Vargo & Lusch, 2008).

The findings also indicated that questions and needs are responded to quickly and efficiently on social media. Mangold and Faulds (2009) indicated that positive informal exchange can be experienced from these connections and help fabricate mark devotion through brand network because of consumer loyalty. Therefore social media marketing exercises add to mark faithfulness as clients esteem ordinary correspondence from the brand. The look for data by purchasers has developed as they favor online networking to hotspot for data since it is considered as more reliable than the conventional showcasing techniques utilized by organizations (Mangold & Faulds, 2009).

5.4 Conclusion

5.4.1 Impact of Content Creation on Growth

Due to the nature of the business, personal trainers have been able to create content that is easily shareable, likable and talked about. In order to practice the activities, clients prefer use of videos for content delivery. In order to keep clients up to date personal trainers are constantly updating content relating to fitness on social media, this includes posting updates on latest fitness news, products and services on their social media platforms. Use of social media sites like Instagram has proved to be the most popular social networking
tool being used for content creation. Viral content creates customer awareness although quality of a post is very important. It was also concluded that posting informative fitness related content leads to more customer engagement and leads to more followers.

5.4.2 Effect of Channel Promotion on Growth

Based on the findings we can conclude that content shared on social media inspires clients to work out and live a healthier lifestyle. Clients are also more influenced to follow a fitness influencer or try out a service with positive reviews promoted through Electronic word of mouth as such mostly rely on social media as the main source of information. In order to reach a wide audience, personal trainers are diverse at using different channels to promote content and this has helped build fitness communities through attracting new members and uploading content consistently helps grow the number of followers. Although, negative feedback posted on social media affects the growth of the brand.

5.4.3 Effect of Customer Experience towards Growth

When clients are actively engagement by personal trainers on social media they develop trust towards the services offered as a result, personal trainers are constantly creating customer-oriented content that is easily shared and allows a user to repost online. In order to maintain the relationship, questions and needs are responded to quickly and efficiently on social media and this helps in improving the products and services being offered. Majority of the clients opt to liking comments and also use social media to share their experiences. In order to determine customer satisfaction levels, most personal trainers and training centers actively measure customer satisfaction and loyalty. For effective service delivery, 24 hour email support and discounts for new products and services are always available to clients.

5.5 Recommendation

5.5.1 Recommendation for Improvement

5.5.1.1 Impact of Content Creation on Growth

Personal trainers need to continuously create content that is easily shareable, likable and talked about this should be done regularly, so as to keep the clients more engaged in the various social media platforms. Based on the nature of the fitness industry more video content should be utilized by personal trainers. For education and awareness creation
purposes, there is a need to post updates on latest fitness news, products and services on the social media platforms. To increase the client base, current users should be encouraged to share fitness related content on their personal social media accounts in order to market the enterprise to their followers. So as to maintain customer loyalty, the fitness centers should offer quality videos and content. At the same time to encourage customer engagement, there should be continuous feedback from clients for the success of their social media platforms.

5.5.1.2 Effect of Channel Promotion on Growth

Fitness clubs should be encouraged to undertake continuous content sharing on their various social media platforms in order to inspire clients. Trainers agreed that use of social media has helped build fitness communities through attracting new members therefore the content offered on the various platforms should be easily shareable. There is also a need to encourage the trainers to consistently upload content. In addition, the type of content uploaded on social media determines the success of creating a fitness community therefore should be engaging and attractive at the same time. For better feedback from clients, more user generated content should be highly encouraged although there is a need to adopt strategies to counter any negative feedback posted on social media.

5.5.1.3 Effect of Customer Experience towards Growth

To increase client trust on the services offered, the fitness centers should actively engage them on social media. Content created should be customer-oriented and easily shared to allows user to repost online hence help promote the services offered. Questions asked should be responded to quickly and efficiently on social media in order to create a good relationship between the fitness center and its clients, this will also help the firm on creating strategies on how to improve products and services being offered. Brand quality determines consumers loyal to a service or product offered by a company, therefore the fitness centers should strive to have good brand quality in order to sell the service more. It is of great essence to encourage consumers to increasingly use social media to share their experiences; this is because uses of such avenues enables the firm not only reach a wide audience but also grow the brand name. There is a need for regular surveys to
measure customer satisfaction and loyalty, this will also aid in improving the service
gility by addressing any problems or complaints arising.

5.5.2 Recommendation for Further Studies
The study sought to determine the effectiveness of content marketing through social
media on the growth of fitness industry in Nairobi. In order to generalize the findings
there is a need to undertake a similar study in other towns in the country.
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APPENDICES

Appendix 1: Introductory Letter to Clients

Alex Kamau Wainaina,
United States International University – Africa,
P.O BOX 14634, 00800,
Nairobi.

RE: Client Survey Questionnaire

Dear Respondent,

I am a post graduate student of the Master in Business Administration program at the United States International University. The purpose of the study is to determine the effectiveness of content marketing through social media on the growth of fitness industry in Nairobi.

You are part of the selected sample of respondents whose views I seek on the above mentioned matter. Your honest answers will be completely anonymous and very confidential, your views and others are extremely important in this research. Please answer the questions as accurately as possible. Please tick the appropriate answer for each question and answer ALL the questions.

Thank you for your cooperation.

Sincerely,

Alex Wainaina.
Appendix 2: Client Questionnaire

PART A: GENERAL INFORMATION

Please tick one

1. Age
   - Below 20 Yrs. [ ] 21-30 [ ]
   - 31-40 [ ] 41-50 [ ]
   - Above 50 Years [ ]

2. Gender
   - Male [ ]
   - Female [ ]

3. How long have you been a member of this fitness center?
   - Less than a year [ ]
   - More than a year [ ]

4. On average how often do you work out in a week?
   - Once a week [ ]
   - Twice a week [ ]
   - 3 times a week [ ]
   - 4 Times a week [ ]
   - 5 times a week [ ]
   - 6 times a week [ ]
   - Daily [ ]

5. How did you know about the fitness center?
   - Social Media [ ]
   - Website [ ]
   - Friend [ ]
   - Other. Specify ..........................................................

6. Do you have a social media account
   - Yes [ ]
   - No [ ]

7. On which of the following social media platforms do you actively follow brands?
   - Facebook [ ]
   - Instagram [ ]
   - Twitter [ ]
   - YouTube [ ]
   - None [ ]
   - Other. Specify ..........................................................
PART B: THE IMPACT OF CONTENT ON THE GROWTH OF THE FITNESS INDUSTRY IN NAIROBI

To what extent do you agree? On a scale of 1=Strongly Disagree, 2= Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

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</table>

9. What type of content makes you want to engage in it?
   - Videos [ ]
   - Pictures [ ]
   - Text only [ ]
   - Other, Specify: ________________________________

10. How often do you rely on search engines prior to making any decision on fitness?
    - Always [ ]
    - Frequently [ ]
    - Rarely [ ]
    - Never [ ]

11. How often do you progress to the 2nd page of search engine after seeing results from the 1st page?
    - Always [ ]
    - Sometimes [ ]
    - Never [ ]
12. Do you post fitness related content on your social media accounts?
   Yes [ ]  No [ ]

**PART C: THE INFLUENCE OF CHANNEL PROMOTION ON THE GROWTH OF THE FITNESS INDUSTRY IN NAIROBI**

To what extent do you agree? On a scale of 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

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</table>

9. How much time do you spend on social media per day researching on fitness?
   Less than 30 minutes [ ]
   30-60 minutes [ ]
   61-90 minutes [ ]
   More than 90 minutes [ ]
PART D: EFFECTS OF CUSTOMER EXPERIENCE TOWARDS THE GROWTH
OF THE FITNESS INDUSTRY

To what extent do you agree? On a scale of 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

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<tbody>
<tr>
<td>1</td>
<td>Fitness influencers generate content that is easily shared and allows a user to repost online</td>
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<tr>
<td>2</td>
<td>Questions and needs are responded to quickly and efficiently on social media</td>
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<tr>
<td>3</td>
<td>Twitter is the most effective tool at resolving service levels</td>
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<td>4</td>
<td>Actively engagement by personal trainers on social media will strengthen customer trust</td>
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<tr>
<td>5</td>
<td>I feel a sense of loyalty with personal trainers that actively use social media</td>
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<td>6</td>
<td>I have a more effective relationship with online fitness centers and personal trainers because of their constant use of social media expertise</td>
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<tr>
<td>7</td>
<td>Personal trainers are increasingly engaging with clients to find out ways on how to improve products and services being offered</td>
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<tr>
<td>8</td>
<td>Personal trainers are constantly creating customer-oriented content</td>
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</table>

9. Have you ever inquired anything on social media to a fitness center or personal trainer and they responded back quickly?
   Yes [ ]
   No [ ]

10. On which social media platform do you mostly interact with fitness centers or personal trainers?
    Facebook [ ]
    Instagram [ ]
    Twitter [ ]
    None [ ]

11. How do you interact with fitness centers or personal trainers on social media?
    Commenting [ ]
    Liking [ ]
    Sharing [ ]
    Private messages [ ]
    I do not interact [ ]

THANK YOU!
Appendix 3: Introductory Letter to Trainers

Alex Kamau Wainaina,
United States International University – Africa,
P.O BOX 14634, 00800,
Nairobi.

RE: Personal Trainer Survey Questionnaire

Dear Respondent,

I am a post graduate student of the Master in Business Administration program at the United States International University. The purpose of the study is to determine the effectiveness of content marketing through social media on the growth of fitness industry in Nairobi.

You are part of the selected sample of respondents whose views I seek on the above mentioned matter. Your honest answers will be completely anonymous and very confidential, your views and others are extremely important in this research. Please answer the questions as accurately as possible. Please tick the appropriate answer for each question and answer ALL the questions.

Thank you for your cooperation.

Sincerely,

Alex Wainaina.
# APPENDIX 4: Trainers Questionnaire

## PART A: GENERAL INFORMATION

Please tick one

### 1. Age

<table>
<thead>
<tr>
<th>Age</th>
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<td>Below 20 Yrs.</td>
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<td>21-30</td>
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<td>31-40</td>
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<td>41-50</td>
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<tr>
<td>Above 50 Years</td>
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### 2. Gender

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<td>Male</td>
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<tr>
<td>Female</td>
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</table>

### 3. How long have you been a personal trainer?

<table>
<thead>
<tr>
<th>Duration</th>
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<tbody>
<tr>
<td>Less than a year</td>
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<tr>
<td>More than a year</td>
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</table>

### 4. On average how often do you respond to inquiries from online clients?

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<tr>
<th>Frequency</th>
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<tr>
<td>Once a week</td>
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<td>Twice a week</td>
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<td>3 times a week</td>
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<td>4 Times a week</td>
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<td>5 times a week</td>
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<td>6 times a week</td>
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<td>Daily</td>
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### 5. Do you have a social media account?

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<tr>
<th>Account</th>
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<td>Yes</td>
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<td>No</td>
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### 6. On which of the following social media platforms do you actively engage with online clients?

<table>
<thead>
<tr>
<th>Platform</th>
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<tbody>
<tr>
<td>Facebook</td>
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<td>Instagram</td>
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<td>Twitter</td>
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<td>YouTube</td>
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<tr>
<td>None</td>
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Other. Specify .................................................................
PART B: THE IMPACT OF CONTENT ON THE GROWTH OF THE FITNESS INDUSTRY IN NAIROBI

To what extent do you agree? On a scale of 1=Strongly Disagree, 2= Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

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<td>1</td>
<td>Instagram is the most popular social networking tool being used for content creation</td>
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<td>Viral content creates customer awareness</td>
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<td>3</td>
<td>Promoting user-generated content will result in better responses from consumers</td>
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<td>4</td>
<td>Quality of a post is very important on social media</td>
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<td>5</td>
<td>Posting informative fitness related content leads to more customer engagement</td>
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<td>6</td>
<td>Valuable fitness related content uploaded on social media increases client loyalty</td>
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<td>7</td>
<td>Personal trainers have mastered a niche in posting fitness related content on social media</td>
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<td>8</td>
<td>Personal trainers that engage their clients in coming up with content have more success on their social media platforms</td>
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<td>9</td>
<td>Valuable content leads to more followers</td>
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10. Do you think Search Engine Optimization leads to successful marketing?
   Yes [ ]  No [ ]

11. What channel platforms has the highest level of customer engagement?
   - Instagram [ ]
   - YouTube [ ]
   - Facebook [ ]
   - Twitter [ ]
   - Other, Specify.................................................................

12. Do you post fitness related content on your social media accounts?
   Yes [ ]  No [ ]

13. Can fitness influencers planning to grow their businesses benefit from social media marketing?
   Yes [ ]  No [ ]
PART C: THE INFLUENCE OF CHANNEL PROMOTION ON THE GROWTH OF THE FITNESS INDUSTRY IN NAIROBI

To what extent do you agree? On a scale of 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

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<tbody>
<tr>
<td>1</td>
<td>I do not believe channel promotion of content creates brand awareness</td>
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<td>2</td>
<td>I believe social media is the SAFEST at promoting content</td>
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<td>3</td>
<td>Social media has helped build fitness communities through attracting new members</td>
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<tr>
<td>4</td>
<td>Uploading content consistently helps grow the number of followers</td>
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<td>5</td>
<td>The type of content uploaded on social media strongly determines the success of creating a fitness community on social media</td>
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<td>6</td>
<td>I believe electronic word of mouth messages is reliable in the fitness industry</td>
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<td>7</td>
<td>Negative feedback posted on social media affects the growth of a brand</td>
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<td>8</td>
<td>Promoting user generated content will result in better feedback from clients</td>
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</tbody>
</table>

9. How much time do you spend on social media per day researching on fitness?
   - Less than 30 minutes [ ]
   - 30-60 minutes [ ]
   - 61-90 minutes [ ]
   - More than 90 minutes[ ]

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**PART D: EFFECTS OF CUSTOMER EXPERIENCE TOWARDS THE GROWTH OF THE FITNESS INDUSTRY**

To what extent do you agree? On a scale of 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

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<tbody>
<tr>
<td>1</td>
<td>Consumers are increasingly relying on social media to share their experiences</td>
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<td>2</td>
<td>Twitter is the most effective tool at resolving service levels</td>
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<td>3</td>
<td>I believe the quality of customer service is higher when a fitness center embraces social media into its business</td>
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<td>4</td>
<td>Personal trainers and training centers are actively measuring customer satisfaction and loyalty</td>
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<td>5</td>
<td>Brand quality determines whether consumers will be loyal or not to a service or product offered by a company</td>
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<td>6</td>
<td>Do you consider marketing on social media important for customer relationship management?</td>
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<td>7</td>
<td>Personal trainers utilize customer interactions on social media to address problems or complaints</td>
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<td>8</td>
<td>Fitness centers operating through social media consider online customers as valuable assets</td>
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<td>9</td>
<td>Coupons and discounts for new products and services are available to clients</td>
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<td>10</td>
<td>24 Hour email support is available to clients</td>
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<td>11</td>
<td>Facebook support group is available for clients</td>
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<td>12</td>
<td>Custom tailored programs and meal plans are being designed to suit clients’ needs</td>
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</table>

THANK YOU!