



A Study on Customer Satisfaction Among Cult.Fit Gym Members in Bengaluru

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Abstract

The fitness industry in India has experienced rapid growth, especially in urban cities like Bengaluru, due to increasing health awareness, changing lifestyles, and the popularity of digital fitness platforms. As competition among fitness service providers continues to rise, understanding customer satisfaction has become important for improving service quality and customer experience. Cult.fit has emerged as one of the leading fitness platforms by offering gym facilities, group workouts, and digital fitness services.

This study aims to examine the level of customer satisfaction among Cult.fit gym members in Bengaluru and identify the major factors influencing their satisfaction. The research is based on a descriptive research design with a quantitative approach. Primary data was collected from 55 respondents using a structured questionnaire through convenience sampling. The collected data was analyzed using percentage analysis to understand customer opinions regarding trainer quality, cleanliness, pricing, workout programs, and digital features.

The findings of the study indicate that most respondents are satisfied with the overall services provided by Cult.fit. Trainer support, workout variety, cleanliness, and digital convenience were identified as important factors contributing to customer satisfaction. However, some respondents expressed concerns regarding pricing and consistency in service quality across different centres. The study highlights the importance of maintaining high service standards and improving customer experience to achieve higher satisfaction levels.

The study concludes that factors such as trainer quality, cleanliness, pricing, and digital features play a significant role in influencing customer satisfaction among Cult.fit members in Bengaluru. The findings may help fitness service providers improve their services and develop better customer-focused strategies in the fitness industry.

INTRODUCTION

In recent years, the fitness industry has experienced rapid growth, especially in urban cities like Bengaluru,

where people are becoming more health-conscious and aware of physical well-being. Changing lifestyles, work pressure, and increasing awareness about fitness and mental health have encouraged individuals to adopt regular workout routines and healthier habits. This growth has led to the expansion of gyms, wellness centres, and digital fitness platforms across the country. Among these fitness service providers, Cult.fit has emerged as one of the leading fitness platforms by combining technology with fitness services to provide a convenient and engaging experience for customers.

Customer satisfaction has become an important factor in the success of fitness service providers. In a highly competitive market, customers expect good service quality, professional trainer support, clean facilities, modern equipment, flexible workout programs, and easy-to-use digital features. When these services meet customer expectations, satisfaction levels increase and customers develop a positive opinion about the fitness centre. Therefore, understanding customer satisfaction helps fitness companies improve their services and provide a better customer experience.

Several factors influence customer satisfaction in fitness centres. These include trainer quality, cleanliness and maintenance of facilities, pricing, workout variety, availability of equipment, and digital features such as mobile applications and online booking systems. Customers are more satisfied when fitness centres provide comfortable workout environments, supportive trainers, and convenient fitness solutions. As customer expectations continue to change, fitness companies must regularly improve their services to maintain customer satisfaction.

Cult.fit, established in 2016, has gained popularity in cities like Bengaluru by offering gym workouts, group fitness classes, wellness programs, and digital fitness services. The company focuses on providing a modern fitness experience through professional trainers, well-equipped centres, and technology-based services. However, factors such as pricing concerns, service consistency, and changing customer expectations continue to affect customer satisfaction levels.

Therefore, it becomes important to study customer satisfaction among Cult.fit gym members in Bengaluru. This research aims to understand the level of customer satisfaction and identify the major factors influencing customer opinions regarding Cult.fit services. The findings of the study will help in understanding customer expectations and provide useful insights for improving service quality and overall customer experience in the fitness industry.

LITERATURE REVIEW

Sharma and Rao (2023) studied customer satisfaction in digital fitness platforms and found that service quality, trainer support, and digital convenience strongly influence customer experience. Their research highlighted that customers prefer fitness services that provide flexible workout options, easy booking systems, and personalized fitness support. The study concluded that customer satisfaction increases when fitness platforms maintain consistent service quality and user-friendly digital features.

Kumar and Iyer (2023) examined the impact of digital engagement on customer experience and found that interactive communication and personalized services improve customer satisfaction levels. Their findings showed that customers value brands that understand their preferences and provide convenient service experiences. The study emphasized that customer satisfaction is essential for building a strong brand image in service industries.

Dubey and Gupta (2024) focused on digital service platforms and observed that convenience, accessibility, and reliability are major factors affecting customer satisfaction. Their research indicated that customers are more satisfied when services are easy to access and time-efficient. The study also highlighted the growing importance of technology in improving customer experience.

Patel and Mehta (2024) conducted a study on fitness centres and found that trainer behavior, gym environment, and cleanliness significantly affect customer satisfaction. The research showed that professional trainer support and well-maintained facilities create a positive workout experience for gym members. Customers were more satisfied when gyms provided proper guidance and hygienic facilities.

Jain and Patel (2025) analyzed the role of trainer interaction in gyms and concluded that personalized attention and motivation from trainers improve member satisfaction. Their study revealed that customers appreciate trainers who provide encouragement, workout guidance, and continuous support during fitness sessions.

Reddy and Sharma (2025) studied customer satisfaction in urban fitness centres and found that pricing, workout variety, and digital features play an important role in shaping customer opinions. The study highlighted that customers expect value for money along with modern facilities and convenient digital services. The research concluded that fitness centres should continuously improve service quality to maintain higher customer satisfaction levels.

Ramesh and Kulkarni (2026) studied customer satisfaction in premium fitness centres and found that modern equipment, personalized workout programs, and supportive staff positively influence customer experience. Their research revealed that customers are more satisfied when fitness centres provide a comfortable environment, flexible membership options, and quality fitness services. The study also emphasized that maintaining consistency in service delivery is important for improving overall customer satisfaction.

RESEARCH GAP

Aspect	Past Research	Present Research
Focus Area	Previous studies mainly focused on customer satisfaction in general service industries.	The present study focuses specifically on customer satisfaction among Cult.fit gym members in Bengaluru.
Industry Context	Earlier studies covered sectors such as retail, banking, hospitality, and e-commerce.	This study concentrates on the fitness and wellness industry, particularly gym and digital fitness services.
Brand-Specific Analysis	Most previous studies were industry-wide and lacked brand-specific analysis.	The present research provides a specific study on Cult.fit services and customer satisfaction.
Variables Examined	Earlier research examined factors such as service quality, pricing, or digital experience separately.	This study combines factors such as trainer quality, cleanliness, pricing, workout programs, and digital features together.

Geographic Context	Majority of studies were conducted at global or national levels.	The present study specifically focuses on Bengaluru and the preferences of local gym members.
Customer Experience Analysis	Previous studies discussed customer satisfaction generally without focusing on fitness-related experiences.	This research examines customer satisfaction in the context of gym facilities, trainer support, and workout experience.
Customer Expectations	Earlier studies gave limited focus to changing customer expectations in fitness services.	The present study examines customer expectations regarding service quality, trainer support, cleanliness, pricing, and digital convenience at Cult.fit.
Technology/Digital Role	Limited importance was given to digital fitness features in earlier studies.	The present study emphasizes the role of mobile applications, online booking systems, and digital features in customer satisfaction.

OBJECTIVES OF THE STUDY

1. To study the level of customer satisfaction among Cult.fit gym members in Bengaluru.
2. To identify the major factors affecting customer satisfaction at Cult.fit.
3. To analyze customer opinions on services and facilities offered by Cult.fit.

RESEARCH METHODOLOGY

1. The study is based on descriptive research, which is used to describe and analyze customer opinions, experiences, and satisfaction levels regarding Cult.fit services. This type of research helps in understanding customer perceptions about trainer quality, cleanliness, pricing, workout programs, and digital features. It focuses on observing and analyzing actual responses collected from customers without controlling any variables. The method is useful for identifying patterns and trends related to customer satisfaction.
2. The research is based on both primary and secondary data to ensure better accuracy and reliability. Primary data is collected directly from Cult.fit members through a structured questionnaire using Google Forms. The questionnaire includes questions related to overall satisfaction, trainer quality, cleanliness, pricing, workout programs, and digital features. Secondary data is collected from books, journals, research articles, company websites, and online sources to support the study and provide theoretical understanding of customer satisfaction in the fitness industry.
3. The study uses convenience sampling, where respondents are selected based on their availability and willingness to participate. This method is simple, time-saving, and suitable for the study due to limited resources. The sample size consists of 55 respondents who are Cult.fit gym members in Bengaluru, ensuring that all participants have experience with the services provided by the company. Although convenience sampling may involve some limitations, it provides useful insights into customer satisfaction levels.
4. The collected data is analyzed using percentage analysis, which helps in presenting responses in a simple and understandable manner. The results are represented through tables and charts for better interpretation and clarity. Percentage analysis helps in identifying customer opinions and satisfaction levels regarding various aspects of Cult.fit services such as trainer support, cleanliness, pricing, workout variety, and digital features.

DATA COLLECTION

The present study is based on both primary and secondary data collection methods to ensure a comprehensive and reliable analysis. Primary data is collected directly from respondents through a well-structured questionnaire designed using Google Forms. The questionnaire consists of multiple-choice and Likert-scale questions focusing on various aspects such as overall customer satisfaction, trainer quality, cleanliness and maintenance of facilities, pricing and value for money, variety of workout programs, and digital features such as mobile applications and online booking systems. The survey is conducted among Cult.fit gym members in Bengaluru, as they have direct experience with the services provided by the company. The use of online data collection helps in reaching respondents easily and enables quick and efficient gathering of information.

In addition to primary data, secondary data is collected from reliable sources such as books, academic journals, research articles, company websites, and previous studies related to customer satisfaction and the fitness industry. The secondary data provides theoretical support and helps in understanding existing concepts, models, and research findings related to customer satisfaction in service industries.

The data collection process is carried out within a limited period of time, and a total of 55 valid responses are collected for analysis. Care is taken to ensure that the responses are complete and relevant to the study. After collection, the data is organized, classified, and tabulated for proper analysis and interpretation. This structured approach helps in generating meaningful insights regarding customer satisfaction among Cult.fit gym members in Bengaluru.

ANALYSIS METHODOLOGY

The analysis methodology of the study is based on the data collected from 55 respondents who are Cult.fit gym members in Bengaluru. The responses obtained through the questionnaire are first organized, classified, and tabulated for proper analysis. The study uses percentage analysis as the main statistical tool to interpret the collected data. This method helps in converting responses into percentages, making the results simple, clear, and easy to understand.

The analyzed data is presented through tables and charts for better clarity and visual representation. Percentage analysis helps in identifying patterns and trends related to customer satisfaction regarding various aspects such as trainer quality, cleanliness, pricing, workout programs, and digital features offered by Cult.fit. The methodology helps in understanding customer opinions and satisfaction levels based on their experiences with the services provided.

The overall analysis methodology is simple, effective, and suitable for the objectives of the study. It helps in drawing meaningful conclusions about customer satisfaction among Cult.fit gym members in Bengaluru.

HYPOTHESIS FORMULATION

H₀₁ (Null Hypothesis): Trainer quality has no significant impact on customer satisfaction.

H₁₁ (Alternative Hypothesis): Trainer quality has a significant impact on customer satisfaction.

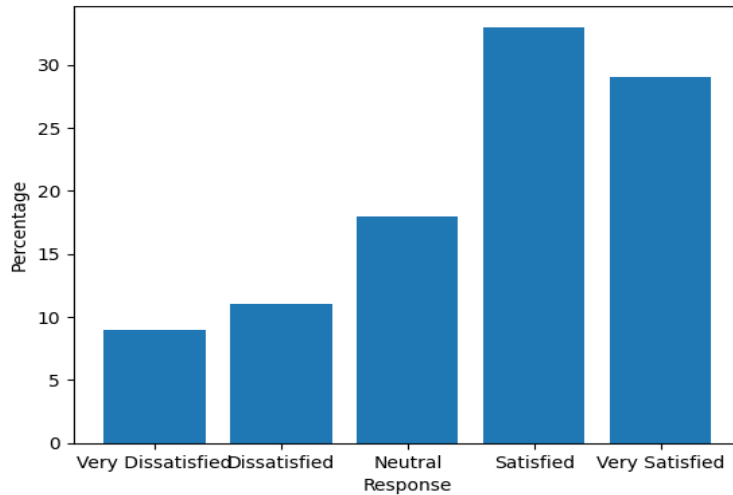
H₀₂ (Null Hypothesis): Cleanliness and maintenance have no significant effect on customer satisfaction.

H₁₂ (Alternative Hypothesis): Cleanliness and maintenance have a significant effect on customer satisfaction.

H₀₃ (Null Hypothesis): Pricing and digital features have no significant impact on customer satisfaction.

H₁₃ (Alternative Hypothesis): Pricing and digital features have a significant impact on customer satisfaction.

DATA ANALYSIS



The data analysis of the present study is based on the responses collected from 55 Cult.fit gym members in Bengaluru. The collected data is analyzed using percentage analysis to understand the level of customer satisfaction among members. The bar graph presents the distribution of responses across different satisfaction categories. It is observed that 32% of respondents fall under the “Satisfied” category, indicating that most customers are satisfied with the services provided by Cult.fit. In addition, 29% of respondents fall under the “Very Satisfied” category, which reflects a high level of customer satisfaction among gym members.

Around 18% of respondents fall under the “Neutral” category, suggesting that some customers feel the services are satisfactory but still expect improvements in certain areas. A smaller percentage of respondents fall under the “Dissatisfied” category at 11% and the “Very Dissatisfied” category at 9%, indicating that a few customers are not completely satisfied with the services provided by Cult.fit.

The analysis further highlights that factors such as trainer quality, cleanliness and maintenance, workout variety, pricing, and digital features play an important role in influencing customer satisfaction. Overall, the findings show that customer satisfaction levels among Cult.fit members are generally positive, although improvements in service consistency and pricing strategies can further enhance customer experience and satisfaction levels.

INFERENCES

- The majority of respondents are satisfied with the services provided by Cult.fit, indicating a positive overall customer experience.
- Trainer quality is considered one of the major factors influencing customer satisfaction among members.
- Cleanliness and maintenance of facilities are rated positively, although consistency across centres requires improvement.
- Customers are generally satisfied with the workout environment and facilities offered by Cult.fit.

- Pricing and value for money received mixed responses, showing that some customers are price-sensitive.
- Digital features such as mobile applications and online booking systems play an important role in improving customer convenience and satisfaction.
- Variety in workout programs and fitness classes helps in improving customer experience and engagement.
- Trainer support and personalized guidance contribute positively to customer satisfaction levels.
- Most respondents expressed positive opinions regarding the overall quality of services provided by Cult.fit.
- Improving service quality, maintaining consistency, and offering better pricing options can further enhance customer satisfaction among Cult.fit members.

FINDINGS

The findings of the study reveal that the majority of respondents are satisfied with the services provided by Cult.fit, indicating a positive overall customer experience. Trainer quality is identified as one of the major strengths of the company, as most respondents rated trainers positively. Customers are also generally satisfied with the cleanliness and maintenance of facilities, although some respondents feel that consistency across centres can still be improved.

The study further shows that trainer support plays an important role in improving customer satisfaction. Variety in workout programs and fitness classes helps in keeping customers engaged and motivated during their fitness journey. Digital features such as mobile applications, booking systems, and workout tracking also contribute significantly to customer convenience and satisfaction. However, pricing and value for money received mixed responses, indicating that some customers are price-sensitive.

The findings also suggest that factors such as trainer quality, cleanliness, workout variety, pricing, and digital convenience strongly influence customer satisfaction levels among Cult.fit members. Overall, the study concludes that improving service quality, maintaining consistency across centres, and enhancing customer experience can further improve customer satisfaction among Cult.fit gym members in Bengaluru.

RECOMMENDATIONS

The study suggests that Cult.fit should focus on improving consistency in service quality across all centres to provide a better customer experience. Personalized trainer support and regular interaction with members can help in increasing customer satisfaction and motivation. The company should also conduct regular training programs for trainers to maintain high service standards. Cleanliness and maintenance of facilities should be monitored continuously to ensure a comfortable workout environment for customers. Flexible membership plans, discounts, and better pricing strategies can help in improving customer satisfaction, especially among price-sensitive customers.

In addition, Cult.fit should improve its mobile application and digital features to provide greater convenience to users. Features such as easy booking, workout tracking, and personalized fitness plans should be enhanced further. Introducing a wider variety of workout programs and fitness classes can help in improving customer engagement and workout experience. The company should also collect customer feedback regularly and respond quickly to complaints and suggestions. Organizing fitness challenges and wellness activities can

further improve customer involvement and overall satisfaction. Overall, Cult.fit should focus on customer-centric strategies and continuous improvement to enhance customer satisfaction and overall service experience among gym members.

CONCLUSION

The present study was conducted to examine customer satisfaction among Cult.fit gym members in Bengaluru. The findings show that most respondents are satisfied with the services provided by Cult.fit. Factors such as trainer quality, cleanliness, workout programs, pricing, and digital features positively influence customer satisfaction. Customers also expressed positive opinions regarding trainer support and overall workout experience. However, pricing and consistency in service quality across centres require improvement. The study suggests that improving service quality, maintaining cleanliness, and enhancing digital features can further increase customer satisfaction. Overall, the study concludes that customer satisfaction plays an important role in improving customer experience in the fitness industry.

SCOPE FOR FURTHER RESEARCH

The present study focuses on customer satisfaction among Cult.fit gym members in Bengaluru using a limited sample size. Future research can be conducted with a larger sample size to improve the accuracy and reliability of the findings. The study can also be extended to other cities and regions to understand differences in customer preferences and satisfaction levels. Comparative studies between Cult.fit and other fitness centres may provide deeper insights into customer expectations in the fitness industry. Future researchers can include additional factors such as lifestyle, motivation, mental wellness, and brand image for broader analysis. Advanced statistical tools and techniques may also be used for more detailed analysis. Overall, future research can contribute to a better understanding of customer satisfaction in the fitness industry.

Declaration of Conflicting Interests

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