

## FEATURES OF FITNESS AS SERVICES

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The services sector has now become a sustainable sector of the national economy with sustained growth. Trends in the digitalization of social and economic relations in society contribute to this process, changing the nature of service activities, saturating the market with new services, providing wide opportunities for the use of new management methods [1, p. 107].

Today, fitness acts as a specific sector of the economy and is considered in our research as a branch of the fitness services sector and as a commercial product.

Despite the fact that in modern economic literature there is no single and absolutely complete definition of the concept of "service," however, each of them, to one degree or another, characterizes it as an object of sale to satisfy the needs of people [2, p. 78].

As for the definition of "fitness service, it should be understood as the performer's activity to meet the needs of people in a healthy lifestyle, increase functional capabilities with fitness tools and in order to profit the producer" according to S.I. Smirnov [3, p. 216]. Based on this, an important condition for the provision of fitness services is that physical education needs must be met, improving the quality of life of people and improving their health.

These definitions give us the opportunity to highlight the specific features of fitness services. Firstly, the fitness service is intangible until the moment of acquisition, the consumer can evaluate its quality exclusively at the time of delivery and most often after a certain amount of time. Therefore, as a rule, the client must believe the manufacturer that he will receive the expected effect.

Secondly, the quality of this service is unstable. The effect of its consumption depends on many factors: place, time, conditions. You need a cyclical, constant and regular consumption of fitness services by the client to obtain the expected effect.

Thirdly, the fitness service is inseparable from the sources that provide and consume it. For example, replacing an instructor in the gym can significantly change the demand for this service. At the same time, the result

that the client will receive after using this service depends directly on his own efforts.

Fourth, fitness services are unsaved in time: it is impossible to procure them in advance and store them as a material product in anticipation of an increase in customer demand. Indeed, if there is no demand from the consumer, for example, no one came to a group class in callanetics, then this service simply disappears.

Fifth, fitness service is seasonal (cyclical) in consumption. The number of customers varies depending on the time of year: the greatest demand for services is noted in the autumn-winter and especially spring seasons, and in summer, holidays or vacations there is a significant outflow of fitness services consumers [4, p. 100].

Thus, the described characteristics of a fitness service not only reveal its commercial properties, but can also explain the features of consumer practices in a given market. The consumers' demand in fitness and the customer's making repeated purchases directly depends on how properly and fully fitness clubs take into account these features of the service during sales.

### References

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