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# Impact of Marketing Actions on Relationship Quality in the Health and Fitness Sector in Jordan and Its Implications for Social Marketing: A Field/Analytical Study

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## **Abstract**

This field/analytical study examined the marketing actions (antecedents) and performance (consequences) of relationship quality in a health and fitness setting. To analyze data collected from a random sample of 542 members drawn from fitness centers in Amman, Jordan, the linear structural relationship model was used to identify structural characteristics of relationship management among fitness centers' employees, including physical fitness and health experts, administrative staff, and members. The empirical results of this study were fourfold. First, greater employees' relational and member orientation resulted in higher relationship quality. Second, better health and fitness providers' (employees') attributes resulted in higher relationship quality. Third, higher relationship quality resulted in better relationship continuity. Fourth, committed member relationships resulted in member satisfaction, loyalty, positive word of mouth, and promotion. These in turn contributed to the enhancement of fitness center image. Within the past 20 years, social marketing application to health and fitness problems has grown rapidly. A number of social marketing implications and recommendations are highlighted.