

Market Research Report: Burn Boot Camp

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Motivation/Research Question

Burn Boot Camp, a leading provider of high-intensity, community-based fitness classes, is at a crossroads in its marketing strategy. They are facing a decision on how to expand its current market presence without disrupting, or alienating, its current targeted audience. While its current target audience, and core demographic, consists primarily of women aged 25-45, the brand recognizes an opportunity to reach broader audiences, such as older adults, men, and fitness beginners. This diversification raises important questions about whether these new audiences will connect with the workout program they offer, and if so, how the brand should market to them effectively.

Market research is crucial to understand how both new and existing members will perceive this broader outreach. This study will gather insights into customer behaviors and preferences, particularly focusing on how potential new members view the intensity and community aspect of Burn Boot Camp. It will also assess how current members might respond to a more diverse membership base and whether they see this as a positive change or a threat to the brand's identity.

The key research question guiding this study is: Should Burn Boot Camp broaden its target market to include new demographics, or should it focus on deepening engagement with its existing target market? Understanding the potential responses to this shift will help Burn Boot Camp make informed decisions about its marketing strategy and future growth (see Appendix A).

Methodology

To investigate whether Burn Boot Camp should broaden its target market to include new demographics, such as older adults, beginners, and men, I developed a survey which questions range through three categories: perceptions, behaviors, and demographics. The goal of the research is to understand how these new groups might perceive Burn Boot Camp's program, as well as how current members might respond to a more diverse membership base.

The survey was distributed online via Burn Boot Camp's social media, reaching both current Burn Boot Camp members and potential new audiences, as well as individuals who represented various demographics, including women aged 25-45 (the core audience), older adults (45+), fitness beginners, and men. This approach allowed for a balanced sample of both current loyal members and individuals who fall outside the current target market but could be potential new members. The goal was to gather feedback from these groups to explore differences in perceptions and preferences.

A total of 39 people responded to the survey. The survey was structured in three sections (see Appendix B-1):

1. Behaviors: The survey began with 3 behavioral questions - questions to understand if an expansion would create any tensions, increase or decrease loyalty, and others of the like. Respondents were asked about their frequency of attending Burn Boot Camp classes, their likelihood to recommend the brand, and their preferred methods of engaging with Burn Boot Camp outside of their classes (e.g., social media, events, newsletters).
2. Perceptions: The second section of the survey included 4 questions that examined their perceptions - perceptions on if the expansion would bring any negative thoughts (such as:

overcrowded classes or member disconnection) or positive thoughts (such as: a sign of growth or a testament to effectiveness). This section assessed how respondents viewed the intensity and inclusivity of Burn Boot Camp workouts, as well as their opinions on whether expanding the target audience to include new demographics would affect their view of the brand.

3. Categories: The last section of the survey included 3 questions to capture the respondents characteristics. Demographic information, such as age, fitness level, and how respondents first heard about Burn Boot Camp, was collected to understand which groups responded differently to the proposed market expansion.

All individuals received the same survey, and the short ten question survey was conducted entirely online. This allowed for quick, widespread participation, making it accessible to all. By collecting data from a diverse range of respondents, I was able to gather insights into how Burn Boot Camp's workout offerings might appeal to a broader demographic, as well as how this expansion might impact the perceptions of the existing community.

Findings

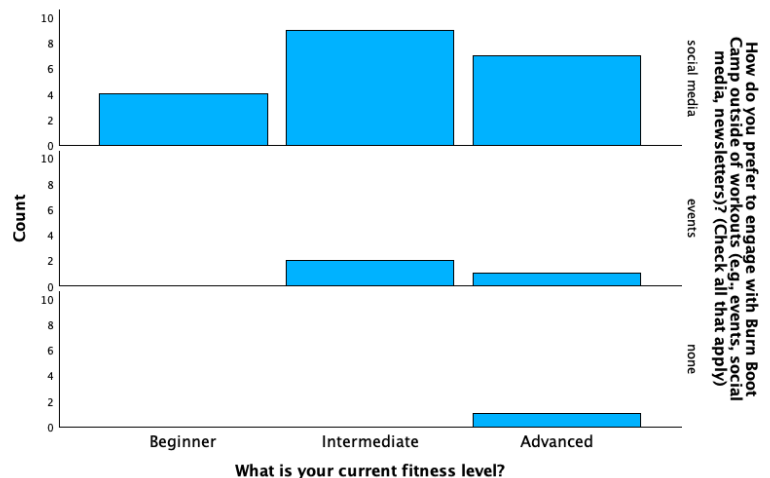
The following findings are based on the survey responses from 39 participants, covering behaviors, perceptions, and characteristics, with a focus on helping Burn Boot Camp decide whether to expand its target market or focus on deepening engagement with its existing target market (see Appendix B-2).

1. Behaviors

- **Class Attendance:** On average, respondents attend Burn Boot Camp classes 2.87 times per week (SD = 0.978). This is higher for the 35-44 age group (mean = 3.05) and lower for beginners (mean = 1.40), suggesting that more experienced individuals attend classes more frequently.
- **Likelihood to Recommend:** Respondents reported a very high likelihood of recommending Burn Boot Camp to others, with an average score of 92.62 (SD = 13.98). The likelihood was highest among those who learned about Burn Boot Camp through social media (mean = 100) and lower among beginners (mean = 72.00).
- **Engagement Outside of Workouts:**

Most respondents preferred engaging with Burn Boot Camp via social media and newsletters. The average score for this was 1.25 (SD = 0.676), with advanced fitness participants engaging the most (mean = 1.44). See Figure 1.

Figure 1:

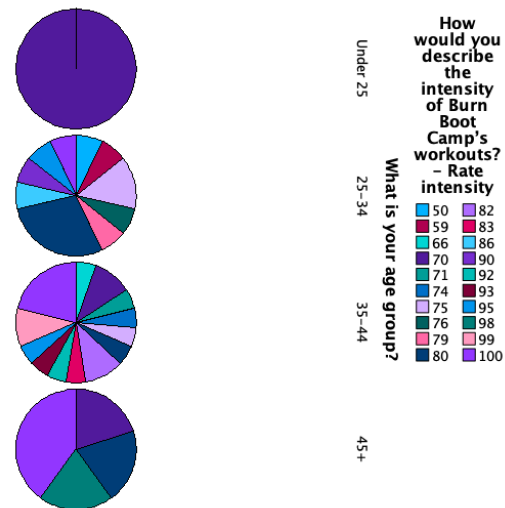


2. Perceptions

• Intensity of Workouts:

Respondents rated the intensity of Burn Boot Camp's workouts as high, with an average score of 83.44 (SD = 13.03). The 45+ age group had the highest rating (mean = 89.60), while the beginner group rated the intensity slightly lower (mean = 82.40). See Figure 2.

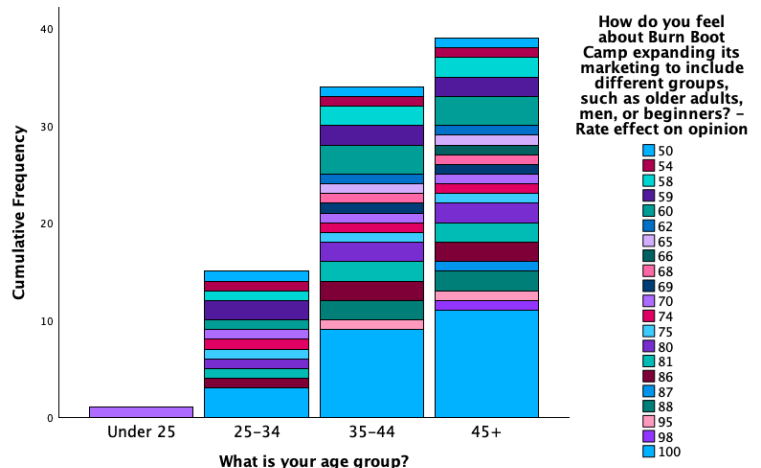
Figure 2:



• Impact of Expanding to New Demographics: On average, respondents were supportive of expanding Burn Boot Camp's marketing to include new demographics (older adults, men, and beginners), with a score of 79.92 (SD = 17.01). This was highest among the 45+ age group (mean = 90.20), indicating stronger support for expanding to diverse groups. See Figure 3.

• Suitability for Older Adults and Beginners: Respondents generally agreed that the current workout offerings could meet the needs of older adults (mean = 1.64, SD = 0.584) and fitness beginners (mean = 1.41, SD = 0.498), though these perceptions were more positive among intermediate and advanced fitness participants.

Figure 3:



3. Demographics

- Age: The majority of respondents were aged 35-44 (48.7%) or 25-34 (35.9%). There was a smaller representation of individuals aged 45+ (12.8%) and under 25 (2.6%).

- Fitness Level: Most respondents considered themselves advanced (51.3%) or intermediate (35.9%), with 12.8% identifying as beginners. This trend aligns with the frequent class attendance and high intensity ratings, suggesting that Burn Boot Camp currently appeals to more experienced fitness participants. See Figure 4.

- Source of Information: Most respondents heard about Burn Boot Camp through word-of-mouth (69.2%), followed by social media (15.4%) and online searches (7.7%). See Figure 5.

Figure 4:

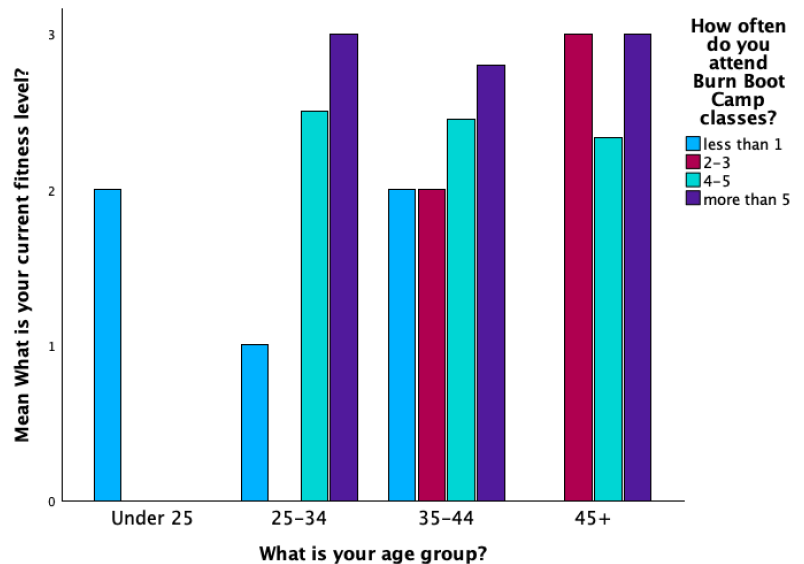
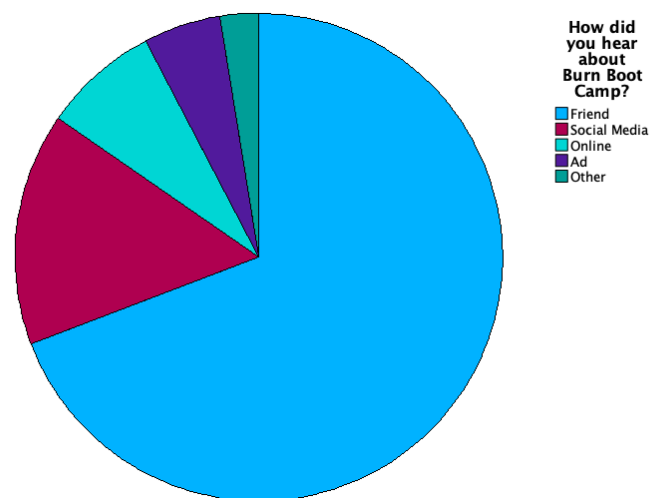


Figure 5:



Overall, there is a clear relationship between perceptions of workout intensity and class attendance. Individuals who rated the intensity of Burn Boot Camp workouts highly tended to attend more frequently, particularly those in the 35-44 age group and advanced fitness level participants. Additionally, respondents who felt positively about expanding to new demographics also reported higher engagement outside of workouts, suggesting that those open to broadening the community may be more active in promoting the brand.

Recommendations

Based on the data collected, I recommend that Burn Boot Camp move forward with expanding its marketing to target new demographics, specifically older adults, fitness beginners, and men. The data supports this decision in two key ways:

1. **High Support for Expanding Marketing:** Across all age groups, respondents showed strong support for Burn Boot Camp expanding its reach to include older adults, beginners, and men. The average rating for the idea of expanding was 79.92, with the 45+ age group rating it even higher at 90.20. This suggests that both current members and potential new members are open to more diversity in the gym's community.
2. **Workout Intensity Appeals to Current Members and New Demographics:** The perceived intensity of Burn Boot Camp's workouts was rated highly across all age groups, with an average score of 83.44. Even older adults rated the intensity favorably (mean = 89.60), suggesting that the current offerings can appeal to this new demographic without the need for significant modifications. Furthermore, respondents generally agreed that the current workouts can meet the needs of older adults (mean = 1.64) and fitness beginners (mean = 1.41), reinforcing the idea that the existing classes are flexible enough to attract and retain new members.

By expanding its marketing to target new demographics, Burn Boot Camp can expect several benefits. Those benefits include:

- **Increased Membership and Revenue:** Reaching out to older adults and fitness beginners opens up entirely new segments of potential customers, leading to a broader membership base and, consequently, higher revenue.

- **Stronger Brand Perception:** Expanding the target audience without changing the core offerings will enhance Burn Boot Camp's image as an inclusive, community-focused gym that caters to various fitness levels and ages, attracting individuals who value diversity and support.
- **More Frequent Visits:** New members, particularly beginners, may initially attend fewer times per week but will likely increase their frequency as they become more comfortable. This will contribute to higher overall class attendance over time.

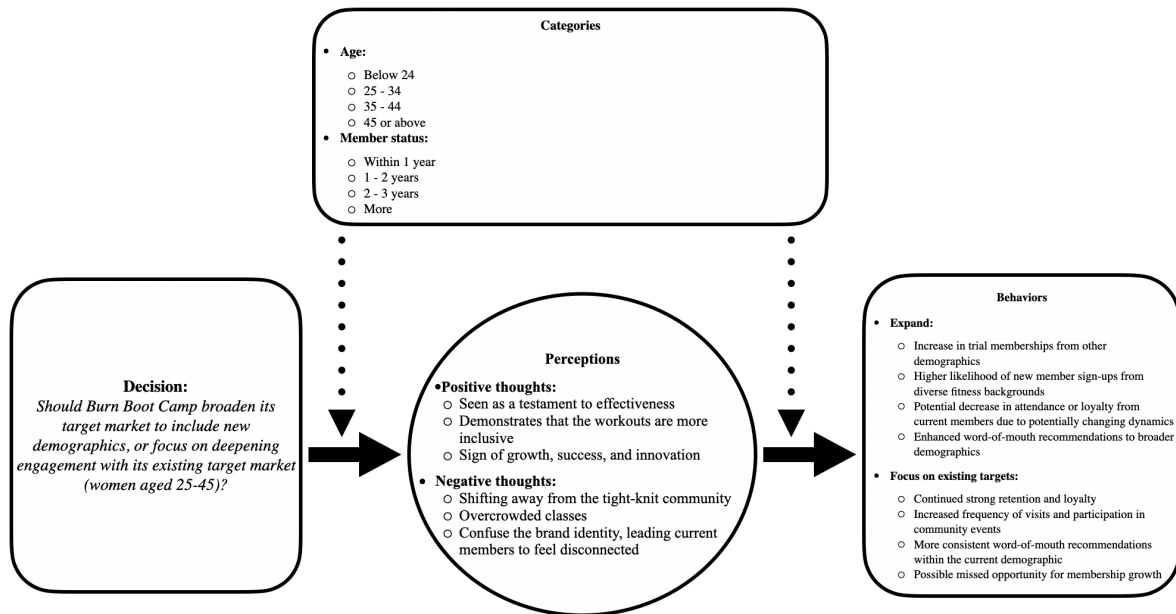
However, if Burn Boot Camp decides to pursue this recommendation, several key considerations should be addressed. Those considerations include:

- **Marketing Campaigns:** The company will need to invest in targeted marketing campaigns to reach older adults and fitness beginners. This could include digital advertising, partnerships with community organizations, and messaging that highlights inclusivity and support for all fitness levels.
- **Community Engagement:** Burn Boot Camp should continue to actively foster a welcoming environment to ensure that new members feel comfortable integrating into the existing community. This could involve more community events, mentorship programs, or beginner-friendly orientation classes.
- **Potential Resources:** While no major changes to the workouts are required, Burn Boot Camp may need to allocate resources toward staff training to ensure trainers are equipped to support the varying needs of new members. Also, Burn Boot Camp may need to allocate resources toward new equipment to ensure adequate amount of equipment for all class attendees, as well as equipment with the necessary weight and resistance for all levels.

In conclusion, expanding to new demographics offers a clear path for growth without compromising the gym's core values or current community. With strategic planning, Burn Boot Camp can successfully appeal to a wider audience, grow its membership, and continue to strengthen its brand.

Appendix

Appendix A: Conceptual Model



Appendix B-1: Survey



https://drexel.qualtrics.com/jfe/form/SV_cUwFDqkNsnoUvHw

Q1. How often do you attend Burn Boot Camp classes?

- Once a week or less
- 2-3 times a week
- 4-5 times a week
- More than 5 times a week

Q2. How likely are you to recommend Burn Boot Camp to a friend or family member?

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely

Q3. How do you prefer to engage with Burn Boot Camp outside of workouts (e.g., events, social media, newsletters)? (Check all that apply)

- Social media (e.g., Instagram, Facebook)
- In-person community events
- Email newsletters
- None of the above

Q4. How would you describe the intensity of Burn Boot Camp's workouts?

- Not Intense At All
- Somewhat Intense
- Moderate Intensity
- Somewhat Intense
- Extremely Intense
- Not Applicable (Have not attended)

Q5. How do you feel about Burn Boot Camp expanding its marketing to include different groups, such as older adults, men, or beginners?

- Extremely worsen my opinion
- Somewhat worsen my opinion
- It wouldn't affect my opinion

- Somewhat improve my opinion
- Extremely improve my opinion

Q6. Do you think the current workout offering can meet the needs of older adults?

- Yes, the current workout can meet the needs of older adults
- Yes, but only with modifications
- No, the current workout is not suitable for older adults

Q7. Do you think the current workout offering can meet the needs of fitness beginners?

- Yes, the current workout can meet the needs of fitness beginners
- Yes, but only with modifications
- No, the current workout is not suitable for fitness beginners

Q8. What is your age group?

- Under 25
- 25-34
- 35-44
- 45+

Q9. What is your current fitness level?

- Beginner
- Intermediate
- Advanced
- Elite athlete

Q10. How did you hear about Burn Boot Camp?

- Friend/word of mouth
- Social media
- Online search
- Advertisement (online, TV, radio)
- Other
- Not aware of Burn Boot Camp

