INTRODUCTION

It is noticed that, currently, the branch of martial arts academies is an increasing development, there factors that have contributed to the demand of the population in these modes, one such factor is the great media exposure today. Along with that marketing has proved a highly effective tool in the fight against evasion of the companies customers.

To outperform the competition in the sports industry, it is important for professionals and managers not only in the area of martial arts, but everyone who wants to succeed, understanding the concept of market demand. Market demand is related to consumer expectations regarding the attributes of the main product, three factors are critical for decision-makers: game attraction, economic consideration and convenience.

These three factors must be the basis of decision making to determine the short- and long-term company, the professional qualifications of those involved is required for this, so they have basis in preparing and implementing the necessary measures.

A billion dollar industry responsible for a considerable share of GDP gross domestic product, which in recent decades, the stock market turned to the sport registered an average growth of 12.3%, directly employing over 300 000 people, martial arts fall as part of the culture since the beginning.

Contrary to popular belief, the martial arts are not exclusively Asian, they occur in almost all cultures, in all social classes and across all historical periods. All martial art organizes its fighting techniques into a coherent and effective system. This has attracted for a long time, avid and loyal users, but they represent only a small portion of this market.

To add students and retain them innovation efforts of the academies sector are essential, being necessary to understand the intensity of innovation activities developed. It was therefore necessary to obtain more details about what activities are developed, what level of innovation and the degree of professionalism and involvement of managers. These indicators serve as powerful discriminators of behavior and strategies of the companies analyzed, enabling the creation of profiles.

One factor that should be worked thoroughly by service companies to obtain success in implementing the necessary changes to achieve the desired goals, in the case of this article, to achieve customer loyalty, it is necessary, above all loyalty and commitment of its employees to understand, accept and support the innovations proposed herein.

DEVELOPMENT

MATERIALS AND METHODS

This research was conducted in the course of Physical Education at the Assis Gurgacz College (FAG), located in Cascavel, PR, October 2014.

The sample consisted of 27 teachers from different martial arts academies, who responded individually to the questionnaire containing 67 questions related to nine subjects, this is a descriptive study of transversely in 25 martial arts academies in the city of Foz do Iguaçu, western state of Parana - Brazil's south region. This study was conducted with professionals in the fields of martial arts on innovation in marketing services martial arts academies. For its completion were requested martial arts teachers duly registered in their federations, each in their respective sport martial art.

A sample of the assessed was obtained by simple random sampling, collection being conducted with both teachers, both managers in martial arts academies, according to their availability, being conducted by students of the School Assisi Gurgacz previously trained to apply the assessment instrument.

The evaluated answered a questionnaire developed for this purpose. Each teacher took the time to approximately 20 minutes to complete the questionnaire. Issues relating to the strategies adopted for dissemination of marketing services martial arts academies in the city of Foz do Iguaçu - PR were evaluated to know which one is the perspective of professional martial arts as a marketing and promotion and how they develop this service.

The perception of the quality of services provided by the facility was measured using our own questionnaire, the answers to the following Likert scale with values 1-5, which indicate better quality of services for higher scores.

Before filling, the participants were briefed on the content of the questions contained in the questionnaire, the need to answer to all questions, choosing the most appropriate alternative for each question and the understanding of the suitability for categorical responses, whose options ranged from 15.

From the responses of 27 teachers, the degree of association between the mean values of each of the issues subject to report on issues concerning the relationship between the quality of services offered by the academies, was estimated by Spearman correlation analysis. The significance of sample correlation coefficients was verified by t test. Statistical analyzes were performed using the R Development Core Team (2013).

Data were stored in SPSS for Windows version 15.0. Being performed to calculate percentage and construction of absolute and relative frequency tables. Everyone involved in the survey were aware about the objectives of the study and properly clarified.

RESULTS

The following results of the analyzes presented through tables reflect information obtained after the application of the questionnaire to the entire survey population, consisting of 27 managers / teachers of martial arts academy in Foz do Iguaçu.

Table 1: Percentage and frequency (in parentheses) of responses from practitioners of martial arts on the subject 'professionalization' of academies in 2014, according to the questions found in the questionnaire on the subjects listed below.

<table>
<thead>
<tr>
<th>Question</th>
<th>Totally agree</th>
<th>Partially disagree</th>
<th>Neutral</th>
<th>Partially agree</th>
<th>Totally disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Development</td>
<td>55.56%</td>
<td>11.11%</td>
<td>18.52%</td>
<td>7.41%</td>
<td>12.54%</td>
<td>27</td>
</tr>
<tr>
<td>Certification Class</td>
<td>29.63%</td>
<td>11.11%</td>
<td>0%</td>
<td>48.15%</td>
<td>11.11%</td>
<td>27</td>
</tr>
<tr>
<td>Related studies</td>
<td>7.41%</td>
<td>0%</td>
<td>48.15%</td>
<td>25.93%</td>
<td>18.52%</td>
<td>27</td>
</tr>
<tr>
<td>Personal update</td>
<td>0%</td>
<td>0%</td>
<td>11.11%</td>
<td>11.11%</td>
<td>82.95%</td>
<td>27</td>
</tr>
<tr>
<td>Technical Qualification</td>
<td>48.15%</td>
<td>11.11%</td>
<td>0%</td>
<td>48.15%</td>
<td>11.11%</td>
<td>27</td>
</tr>
<tr>
<td>Teachers qualification</td>
<td>22.22%</td>
<td>0%</td>
<td>0%</td>
<td>48.15%</td>
<td>29.63%</td>
<td>27</td>
</tr>
</tbody>
</table>
DISCUSSION OF RESULTS

This research aimed to better understand the services on innovations in martial arts academies in the city of Foz do Iguaçu, west of the State of Paraná - Brazil's southern region, performing with professionals in the fields of martial arts directed interviews using a questionnaire. 27 teachers of martial arts academies with a sizeable sample of different martial arts academies in the city.

There is a total lack of market information in the marketing of martial arts services specifically. Although numerous studies have examined the motivational aspects of the sport in other sectors, the marketing efforts in martial arts fall short of other business industries, little has been researched on the variables of market demand (Yang and Ko, 2008 Ko and Valacich 2004).

Regarding the information contained in Table 1, was observed with great resistance from respondents about professionalization, legalization and investments to upgrade the manpower involved, especially for the cost to be invested and the difficulty of obtaining a return on investment in the short term, since the majority of enterprises in the sector is characterized by lawlessness and family and informal structure, often constituting unfair competition.

Table 2 contradict the information contained in Table 1 in the sense that there is no intention of investing without the guarantee of financial return, however realize the intention to monitor the market and make the necessary changes to ensure their existence.

As the results presented in the previous paragraphs, we can certainly predict an improvement of the services offered by the academies if they deploy more commercial professional managements and invest in professional development, which certainly will lead to customer loyalty and growth, expected by any entrepreneurial goals.

This work allowed us to check the services on innovations with teachers of martial arts academies in Foz do Iguaçu-Pr. However, it is suggested that further studies be conducted with other teachers in different regions of Brazil, so you can see which are the best in services innovations in martial arts academies in different regions in order to endorse or oppose the data obtained in this study.

We also believe that this study will contribute to an expansion of ideas and suggestions within the realm of martial arts academies and understanding the changes that appeal to everyone and increasingly motivate managers to adhere to service innovations, promoting training and professionalization of the sector.

Analyzing the result as a whole, the equivalences between proportions for responses indicating agreement with the proposals and answer questions indicating high quality also demonstrate the need for greater attention from academia to the topics discussed in this article since there is no consensus for either items both for high quality, both for low quality.

CONCLUSION

Considering all the results obtained in this study, it appears that the lack of innovation, professionalization and specialization of teachers prevents martial arts academies in Foz Iguaçu, know your shortcomings, weaknesses and especially not get to know their strengths and unexplored possibilities, mainly because of lack of knowledge and application of accurate diagnostic tools that enable decision making of local managers.

It can be argued that by investing in poor areas is possible the growth not only of the individual, as a person in terms of income, profit, but also in the entire community. In this sense, it is important to establish financial and human resources for the development of the region.

Observe market updates, and mostly accompany them, becoming the benchmark for innovation and quality, is the great challenge of the surveyed companies, as well as the key to its success.

REFERENCES


Rua Bartolomeu de Gusmão, 1249 – Centro Foz do Iguaçu, Paraná, Brasil.
EXCEED expectations to retain customers and become professional, an increasing challenge to martial arts academies. Introduction: In an increasingly globalized environment, where each individual has specific needs, and the martial art academies increasingly become standardized, the challenge will be how to differentiate and gain advantage, offer quality of life and innovation to customers. Objective: To identify the factors causing the evasion of customers, levels of managerial preparation of teachers and proprietors of academies and provide solutions for threat identification and development of management improvements. Methodology: The sample consisted of 27 teachers from different martial arts academies, who responded individually to the questionnaire containing 67 questions related to nine subjects, expressed as services, promoting services, outreach/promotion, social identity, professionalism, physical structure, management, compliance and sociability, in order to assess the quality of services offered by the public academies, totaling a database with 1809 records. Results: the results indicated a low level of preparedness of both professionals and managers, poor infrastructure as well as low innovation in the sector. Conclusion: It was determined that the high evasion is given by the technical inability of the administrators and teachers in improving their facilities and make the constantly dynamic activity.

KEYWORDS: Martial Arts, management, quality of life.