

## **Chosen marketing and public relations techniques used by Ewa Chodakowska in promoting a healthy lifestyle - study on opinions of respondents on the Ewa Chodakowska method**

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**A**- Conception and study design ; **B** - Collection of data; **C** - Data analysis; **D** - Writing the paper; **E**- Review article; **F** - Approval of the final version of the article; **G** - Other

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### **ABSTRACT**

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**Purpose:** To assess the opinions of people, using, or familiar with Chodakowska's method, on her marketing strategy and public relations.

**Materials and methods:** The research was conducted between the 31st of March and the 4th of April 2014. A questionnaire, consisting of 31 questions was created and uploaded at website. All internet users, interested in Chodakowska's method, were able to take part in the research. The study group consisted of 1005 respondents.

**Results;** The vast majority of respondents familiar in any way with Chodakowska used her workout programs. The Chi-squared test indicated statistically significant dependency between the place of residence and using Chodakowska's workout programs. Among the ways of getting to know Chodakowska's workout programs, friends proved to be the most common and the official Facebook fan page took second place. Among all

respondents, who use the workout programs have never used any program, before they learned about Chodakowska and her method. The majority of respondents declare that the popularity of Chodakowska is due to the free of charge YouTube movies, then the regularly updated Facebook fan page, building a community of physically active people.

**Conclusions:** The results of the study it is possible to state that using a customized approach and creating a positive image in relations with society can be adopted in promoting physical activity and a healthy diet. In addition, one can state that when developing future obesity prevention campaigns, the achievements and experience of Chodakowska should be taken into account.

**Key words:** Marketing, social marketing, health promotion, social media

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