



Analysis Of Consumers' Awareness Level In Usage Of Fitness Centres, With Special Reference To Karur City

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Abstract:

There are a variety of approaches to stress management that can assist you in better coping with stress and life's challenges (adversity). When faced with a difficult situation, stress is an automatic physical, mental, and emotional response. It's a typical piece of everybody's life. A study was undergone to analyze Consumers' Awareness Level in Usage of Fitness Centres, With Special Reference to Karur City. A sample of 110 respondents were taken using convenient sampling method. 58.2% of the respondents are Male. 65.5% of the respondents belong to small family (2-4). 68.2% respondents are UG/PG graduates. Annual income is below Rs.2 lakhs to Rs.3 lakhs for 52.7% of respondents. 70% of the respondents visits fitness centres daily. 63.6% of the respondents do not have any health issues while using fitness centres. Pressure in workplace and Organizational changes are ranked I. Suggestions revealed that organizations need to support employees in balancing work and personal life and should provide flexible measures to reduce congestion by establishing clear policies and administrative support. Also, they should adjust workload according to available task completion items.

Index Terms - Fitness products, Health, Physical fitness, Consumer's awareness level, Lifestyle, Exercises

I. INTRODUCTION

Physical fitness is the state of health and well-being, and above all, the ability to perform things related to sports, occupations and daily activities. Physical fitness is usually achieved through proper nutrition, moderate-vigorous exercise and adequate rest, and formal recovery. Before the Industrial Revolution, fitness was defined as the ability to perform daily tasks without excessive fatigue or lethargy. However, thanks to automation and lifestyle changes, physical fitness is now considered a measure of the body's ability to function effectively and efficiently in work and leisure activities, to be healthy, to withstand hypokinetic diseases, to improve the immune system and to respond to emergency situations. The current

study aimed at Analysis of Consumers' Awareness Level in Usage of Fitness Centres, With Special Reference to Karur City

2. REVIEW OF LITERATURE

Wen Zhang et al. (2014) researched that Commercial health & fitness clubs are providing an important kind of sporting service. On the basis of questionnaires and interviews with relevant research results, consumers of health & fitness clubs in Liverpool area are studied about their structures including ages, genders, etc., motivation of consumption, and consumption level as well as demand characteristics. Through impressing on the wheel of consumer behaviour model, the factors affecting consumer behaviour are also analyzed. The most predictable and accessible segments like young adult, affluent, health or appearance conscious consumers are concluded; their lifestyles easily integrate to lei-sure activities, and time pressure or financial costs are their key concerns.

Celina et al. (2016) studied the relationship between weekly frequency of use, expectations and satisfaction. Maintain fitness club membership. Understanding the characteristics of loyal members is essential in this market Address each segment appropriately. Therefore, how often a member goes to the gym per week, the member's expectations, Satisfaction and retention are important variables to understand. Data were collected from her sample of 146 members. The relationship between satisfaction and retention (63%) was positive and significant. As a result, fitness clubs Managers must act to retain those who are less likely to stay, rather than those who are less likely to stay and go to the club less frequently during the week. Low satisfaction and consequently low retention.

Japhet et al. (2019) analyzed that Regular service quality and rates are generally recognized as key factors in customer retention. The objectives of this study were to determine the effect of service quality on service satisfaction and fitness customer behaviour, to determine the effect of fees on fitness customer behavioural loyalty, and to determine the effect of satisfaction on fitness customer behavioural loyalty. The results showed that service quality had a significant impact on satisfaction, while the effect of service quality on behavioural fidelity was largely indirect. Ticket prices negatively impact satisfaction and behavioural loyalty. Although this study lacks generalizability, service quality and rates are powerful management tools to support sports management.

Rahul Chowdhary (2020) argued that Awareness of healthy lifestyle is increasing day by day in Indian society. Strong growth should therefore be expected Competition is fierce in the fitness industry and fitness centers. Therefore, fitness centers are highly motivated to focus on it these business opportunities. Therefore, it is important for businesses to understand how to retain and satisfy their customers. Consumer. It is the customer who creates the demand, so it is very important for the company to create value for the customer. Of a product or service on the market. Therefore, the purpose of this study is to investigate the

factors that influence loyalty to local customers. Fitness centers are based on: Customer Satisfaction, Customer Value, Physical Environment, Switching Costs, and Customers Loyalty.

Wei Sun et al. (2021) found that Fitness has become one of the most popular projects for many people these days, and people are willing to spend time and money on it. Physical fitness not only promotes a good lifestyle, but can also be used as an active leisure activity that enriches recreational and cultural activities. In this article, we consider student behaviour as a subject of research that will drive the development of fitness economics. College students are a major and important consumer group in society, and it is very important to investigate their fitness consumption and attitudes. The results suggest that independence, social influence, favourable conditions, expectations of achievement, and expectations of effort are factors that motivate young people to become interested in fitness.

3. STATEMENT OF THE PROBLEM

Physical fitness is the state of health and well-being, and above all, the ability to perform things related to sports, occupations and daily activities. Physical fitness is usually achieved through proper nutrition, moderate-vigorous exercise and adequate rest, and formal recovery. Before the Industrial Revolution, fitness was defined as the ability to perform daily tasks without excessive fatigue or lethargy. However, thanks to automation and lifestyle changes, physical fitness is now considered a measure of the body's ability to function effectively and efficiently in work and leisure activities, to be healthy, to withstand hypokinetic diseases, to improve the immune system and to respond to emergencies. The current study aimed at Consumers' Awareness Level in Usage of Fitness Centres, With Special Reference to Karur City. For the data collection, both primary sources and secondary sources were used. Questionnaire was used to collect data from 110 respondents taken out as sample using convenient sampling technique. The study has further scope to individually analyze the factors affecting usage of fitness centres by rural populations.

4. RESEARCH METHODOLOGY & OBJECTIVES OF THE STUDY

The study used data from both primary and secondary sources. The primary data were collected through structured questionnaires. The secondary data were collected from websites, books and journals. Sample size of the study constitutes 10 respondents covering fitness centres in Karur district. Non Random sampling method was adopted and requested the respondents to fill the questionnaire. Convenient sampling was adopted to draw out samples. The specific tools also be employed for the study are: Percentage Analysis, Rank Analysis, Chi-square and Correlation.

Following were the undertaken objectives for the study.

- ❖ To understand the socio economic profile of the respondents.
- ❖ To explore the factors influencing stress management in line with work life balancing.
- ❖ To analyze the relevance of stress management and work life balancing.

5. THEORETICAL FRAMEWORK

Fitness

The term “fitness” is defined as the “quality” or “state” of being “fit and healthy”. In the 1950s, probably in response to the Industrial Revolution and a treatise of the Second World War, the term ‘fitness’ gained ten-fold in Western vernacular. Today’s definition of fitness refers to either a person’s or a machine’s ability to perform a particular function, or a ‘holistic definition’ of human ability to adapt to different situations. The relationship between human fitness and physical attraction has stimulated global fitness and fitness gear industries. As far as specific function is concerned, fitness is assigned to people who have significant aerobic (or anaerobic) ability (e.g. endurance or strength). Practicing a “well-rounded fitness program” improves a person in every aspect of fitness, as opposed to practicing only one (e.g., only cardio / respiratory or only weight training).

Fitness Program

A well-structured fitness program is tailored to a person’s specific skill set or age or to health needs like bone health. Many sources also mention mental, social & emotional health as a key component of overall fitness. Physical fitness is often presented as a triangle in textbooks, with three points representing physical, emotional & mental fitness. Physical fitness has been proven to prevent ill health and assist recovery from injuries or illnesses. In addition to physical health benefits, fitness has also been proven to improve mental health by helping to treat anxiety and depression. Exercise can prevent or treat a wide range of chronic health conditions caused by poor lifestyle habits or aging. It is often listed as one of most popular and beneficial self-care strategies. Working out can also improve sleep quality in some people by increasing sleep pressure and possibly alleviating some mood disorders.

Types

Aerobic exercise: It is a type of exercise that involves movement that increases your heart rate. This type of exercise is a popular way to stay and improve your physical fitness. For example, lawn tennis is a popular sport for people who want to stay fit. In this image, you can see an example of an international tennis player. Aerobic exercise can be measured by measuring the amount of oxygen your body can take in and use. For example, you can measure your VO2 max, which is a measure of how much oxygen your body is able to absorb and use. Aerobic exercise can improve your cardio fitness and increase your stamina. Whether you are a professional athlete or just a regular person, aerobic exercise is an essential part of your training regimen.

Anaerobic exercise: It involves high-intensity movements in a short amount of time. It’s a rapid, high-intensity workout that doesn’t require the body to use oxygen to generate energy. Anaerobic exercise promotes strength, endurance, quickness, and power; it’s a popular workout for bodybuilders to increase workout intensity. Anaerobic exercises are believed to increase your metabolic rate, which means you’ll

burn extra calories as your body recovers from exercise because your body temperature will rise and you'll consume more oxygen after the workout is over.

Mental Health

Physical activity has been proven to improve mental health and wellbeing. This is because exercise increases blood circulation to the brain, which releases hormones and decreases stress hormones (e.g. cortisol, adrenaline) in the body. Exercise also stimulates the human body's mood boosters and natural pain killers. Exercise not only releases feel-good hormones but also relieves stress and helps build confidence. Just like exercise helps people live a healthier life, so too does exercise improve sleep quality. According to studies, just 10 minutes of exercise a day can help with insomnia. These trends improve as exercise is performed on a regular basis, which makes it more effective in relieving depression and anxiety symptoms. Exercise has also positively impacted mental health and brought about several other benefits.

6. HYPOTHESIS OF THE STUDY

Following hypothesis is to be tested in the study.

H₀: There is no significant relationship between annual income and awareness of using fitness centres.

7. ANALYSIS OF DATA

SOCIO-ECONOMIC PROFILE

Factor	Components	No. of Respondents	Percentage (%)
1. Gender	Male	64	58.2
	Female	46	41.8
2. Family size	Small (2-4)	72	65.5
	Medium (5-7)	24	21.8
	Large (8 and Above)	14	12.7
3. Level of Education	Upto school level	15	13.6
	Diploma	20	18.2
	Graduation (UG/PG)	75	68.2
4. Annual Income	Below Rs.150000	17	15.5
	Rs.150001 to Rs.200000	13	11.8
	Rs.200001 to Rs.300000	58	52.7
	Above Rs.300000	22	20
5. Area of Residence	Rural	21	19.1
	Urban	79	71.8
	Semi-urban	10	9.1
6. Usage of fitness	Daily	77	70

centres	3-5 times in a week	23	20.9
	1-2 times in a week	10	9.1
7. Health issues	Yes	6	5.5
	Normal	34	30.9
	No	70	63.6

Source: Primary Data

The above table shows the socio-economic profile of the respondents. 58.2% of the respondents are Male. 65.5% of the respondents belong to small family (2-4). 68.2% respondents are UG/PG graduates. Annual income is below Rs.2 lakhs to Rs.3 lakhs for 52.7% of respondents. 71.8% of the respondents resides in urban area. 70% of the respondents visits fitness centres daily. 63.6% of the respondents do not have any health issues while using fitness centres.

RANK ANALYSIS

AWARENESS OF BENEFITS DERIVED FROM FITNESS CENTRES

Benefits	Total	Mean Score	Rank
Fitness maintenance	405	3.68	I
Weight maintenance	377	3.43	II
Diet maintenance	328	2.98	V
Health maintenance	365	3.32	III
Activeness maintenance	352	3.20	IV

Source: Primary Data

With the help of the primary data, the benefits derived using fitness centres are ranked. Fitness maintenance is ranked I. Weight maintenance is ranked II. III rank is given to Health maintenance. Activeness maintenance is given rank IV. Diet maintenance is ranked V.

CHI-SQUARE ANALYSIS

(i) There is no relationship between annual income and awareness of using fitness centres.

Annual income and awareness of using fitness centres are compared. The calculated chi-square value is 3.528 and table value at five percent level is 12.592 at DOF 6. Since the calculated Chi-square value is lower than the table value at five percent level, there is no significant association between annual income and awareness of using fitness centres. Therefore, the null hypothesis is accepted.

CORRELATION ANALYSIS

Expectations of Users	Awareness of Users
17	21
14	20
18	22
21	11
13	12
15	13
12	11

Source: Primary Data

The above table depicts the correlation between the Expectations of Users of fitness centres and Awareness of Users of fitness centres. The correlation value arrives at 0.1943 which is the positive value. It interprets that there is a direct relationship between the Expectations of Users of fitness centres and Awareness of Users of fitness centres.

8. SIGNIFICANT FINDINGS

58.2% of the respondents are Male. 65.5% of the respondents belong to small family (2-4). 68.2% respondents are UG/PG graduates. Annual income is below Rs.2 lakhs to Rs.3 lakhs for 52.7% of respondents. 71.8% of the respondents resides in urban area. 70% of the respondents visits fitness centres daily. 63.6% of the respondents do not have any health issues while using fitness centres. Fitness maintenance is ranked I. Weight maintenance is ranked II. III rank is given to Health maintenance. Activeness maintenance is given rank IV. Diet maintenance is ranked V. There is no significant association between annual income and awareness of using fitness centres. 70% of the respondents are punctual to fitness centres on time. 64% of the respondents stated that they do not feel tired or annoyed for using fitness centres. 81% of the respondents stated that they are able to cope up with the exercises on daily basis. 11% of the respondents tried and acquired some light weighted exercise equipment at their home.

9. SUGGESTIONS

Members want complete assurance that they are safe to return to the gym. This means improved cleaning and new security measures to create a safe fitness environment. As vaccines continue to roll out around the world, it is important to provide members with that certainty to create the right environment. Online fitness will continue to play an important role, as convenience and flexibility continue to be key factors in the member experience. In recent years, the acceptance of home fitness as an effective form of fitness is likely to continue.

Smart fitness brands that launched at-home fitness models not only survived the pandemic, but also thrived during it. These online options have to compete in a growing market where the digital experience is just as important as the in-person experience. The fitness world will see more contactless gyms, digital fitness, flexible gym memberships, and overall convenience. With new perceptions of the spread of germs and concerns over crowded group fitness classes, the membership experience must adapt to changing consumer behaviours and mind-sets.

Health and safety will be an integral part of the future member experience. Health and hygiene are facing significant impacts as consumer priorities and behaviors change. As we continue to emerge from the COVID-19 crisis, businesses must move from crisis management to eventual recovery management of their gym business. Hygiene, safety and cleaning procedures play a large part in the Member experience. By recognizing how your target market has changed, you can adapt your current offerings and accelerate your digital transformation.

10. CONCLUSION

To conclude, outstanding member experiences increase member retention, keep customers who are already loyal to you, and help your business expand. You can enhance the member experience and continue to adjust to a world that is changing quickly by taking the time to implement fresh ideas and approaches. Create the kind of environment that draws in new members, cultivates a devoted following, and promotes wholesome relationships in your fitness community. It is crucial that you continue to provide a fantastic member experience even as your business changes and your members' priorities shift. Designing a fitness centre that is flexible is essential because sports and classes are constantly evolving along with equipment technology. The study has further scope to analyze the factors influencing the usage of fitness centres and it can be segregated gender wise also.

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