

# **A STUDY ON PUBLIC PERCEPTION ON FITNESS STUDIO**

Submitted in partial fulfillment of the requirements for the award of

**Bachelors of Business Administration**

By

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**SCHOOL OF BUSINESS ADMINISTRATION**

# **SATHYABAMA**

**INSTITUTE OF SCIENCE AND TECHNOLOGY**  
**(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE**  
**Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

**April – 2021**



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## **SCHOOL OF BUSINESS ADMINISTRATION**

### **BONAFIDE CERTIFICATE**

This is to certify that this Project Report is the bonafide work of  
**KIRAN.G.S (38280055)** who have done the Project work entitled "**A STUDY ON  
PUBLIC PERCEPTION ON FITNESS STUDIO**" under my supervision from January  
2021 to March 2021

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Submitted for Viva voce Examination held on \_\_\_\_\_.

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with signature)

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(Name in Capital Letters  
with signature)

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**KIRAN.G.S**

## **DECLARATION**

I **KIRAN.G.S. (38280055)** hereby declare that the Project Report entitled **A STUDY ON PUBLIC PERCEPTION ON FITNESS STUDIOS** done by me under the guidance of Mrs.M.JAYASEELY is submitted in partial fulfillment of the requirements for the award of Bachelors of Business Administration degree.

**DATE:**

**PLACE:**

**SIGNATURE OF THE CANDIDATE**

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## **ABSTRACT**

Customer experience as a contemporary strategic tool in marketing has its importance because marketing is more challenging than ever due fragmented media, cleaver and articulated consumers, and the rise of the freely thinking consumer.

Now–a-days many organizations putting focus on customer and customer experience. Some organization used customer experience as tool to create their customer forum. Customer experience is the internal and subjective response customers have to any direct or indirect contact with a company.

Direct contact generally occurs in the course of purchase, use, service and usually initiated by the customer. Indirect contact most often involves unplanned encounters with representations of a company's products, services, or brands and takes the form of word-of-mouth recommendations or criticisms, advertising, news reports, reviews, and so forth.

Customer experience is became a strategy to increase number of customer, gaining more profit and to create good position in market. With help of this tool, organization can analyses its customer and understand their demand.

If organization is able to understand its customer then it is easy to understand consumption in the market. This paper highlights the importance of customer experience as a new marketing strategy. This study will help to understand customer, their consumption and their loyalty towards the organization.

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# CHAPTER 1

## INTRODUCTION

### 1.1 INTRODUCTION

Physical fitness is a state of health and well-being and, more specifically, the ability to perform aspects of sports, occupations and daily activities. Physical fitness is generally achieved through proper nutrition, moderate-vigorous physical exercise and sufficient rest.

Before the industrial revolution, fitness is defined as the capacity to carry out the day's activities without undue fatigue. However, with automation and changes in lifestyles physical fitness is now considered a measure of the body's ability to function efficiently and effectively in work and leisure activities, to be healthy, to resist hypokinetic diseases, and to meet emergency situations.

Fitness is defined as the quality or state of being fit and healthy. Around 1950, perhaps consistent with the Industrial Revolution and the treatise of World War II, the term "fitness" increased in western vernacular by a factor of ten.

The modern definition of fitness describes either a person or machine's ability to perform a specific function or a holistic definition of human adaptability to cope with various situations.

This has led to an interrelation of human fitness and attractiveness that has mobilized global fitness and fitness equipment industries. Regarding specific function, fitness is attributed to persons who possess significant aerobic or anaerobic ability, i.e. endurance or strength. A well-rounded fitness program improves a person in all aspects of fitness compared to practicing only one, such as only cardio/respiratory endurance or only weight training.

A comprehensive fitness program tailored to an individual typically focuses on one or more specific skills, and on age or health-related needs such as bone health. Many sources also cite mental, social and emotional health as an important part of overall fitness.

This is often presented in textbooks as a triangle made up of three points, which represent physical, emotional, and mental fitness. Physical fitness can also prevent or treat many chronic health conditions brought on by unhealthy lifestyle or aging. Working out can also help some people sleep better and possibly alleviate some mood disorders in certain individuals.

Developing research has demonstrated that many of the benefits of exercise are mediated through the role of skeletal muscle as an endocrine organ. That is, contracting muscles release multiple substances known as myokines, which promote the growth of new tissue, tissue repair, and various anti-inflammatory functions, which

Physical activity has been identified as a key contributor to people's quality of life. Physical activity is defined as movement of the body that results in energy expenditure; this can be freely chosen and/or integrated into one's routine.

Exercise is similarly defined but is more restrictive in that it refers to movement that is planned, structured and repetitive with an objective of maintaining/improving fitness. Although many studies in the domain of interest have been carried out referring to structured exercise, we will employ the more global physical activity term for our purposes and data in order to capture a broader spectrum of physical activities. More specifically, physical activity can benefit individuals by improving their mental health and well-being.

Women have also been found to accrue unique benefits from physical activity in terms of reducing the negative affect symptoms of anxiety and depression and improving levels of positive affect.

In this literature, experimental designs and cross sectional approaches have been prevalent. For instance, in a repeated-measures laboratory study with female runners, Guérin and Fortier found an increase in positive affect after 30-minutes of running versus a control task.

However, it is difficult to examine physical activity and affect fluctuations over time when participants are confined to a laboratory and/or have to recall their affective states over several hours, days, or weeks. The Experience Sampling Method (ESM), or Ecological Momentary Assessment, can alleviate these methodological difficulties.

In short, the ESM allows for standardized examination of participants' thoughts, feelings and behaviours in their daily lives. In particular, ESM is ideally suited to collect data on daily physical activity and affect taking into account participants' naturalistic contexts.

Yoga is essentially a spiritual discipline based on an extremely subtle science, which focuses on bringing harmony between mind and body. It is an art and science of healthy living. The word 'Yoga' is derived from the Sanskrit root 'Yuj', meaning 'to join' or 'to yoke' or 'to unite'. As per Yogic scriptures the practice of Yoga leads to the union of individual consciousness with that of the Universal Consciousness, indicating a perfect harmony between the mind and body, Man & Nature. According to modern scientists, everything in the universe is just a manifestation of the same quantum firmament. One who experiences this oneness of existence is said to be in yoga, and is termed as a yogi, having attained to a state of freedom referred to as

mukti, nirvana or moksha. Thus the aim of Yoga is Self-realization, to overcome all kinds of sufferings leading to 'the state of liberation' (Moksha) or 'freedom' (Kaivalya). Living with freedom in all walks of life, health and harmony shall be the main objectives of Yoga practice."Yoga" also refers to an inner science comprising of a variety of methods through which human beings can realize this union and achieve mastery over their destiny. Yoga, being widely considered as an 'immortal cultural outcome' of Indus Saraswati Valley civilization – dating back to 2700 B.C., has proved itself catering to both material and spiritual upliftment of humanity. Basic humane values are the very identity of Yoga Sadhana.

Now-a-days, millions and millions of people across the globe have benefitted by the practice of Yoga which has been preserved and promoted by the great eminent Yoga Masters from ancient time to this date. The practice of Yoga is blossoming, and growing more vibrant every day.

A gym - physical exercises and activities performed inside, often using equipment, especially when done as a subject at school. Gymnasium is a large room with equipment for exercising the body and increasing strength or a club where you can go to exercise and keep fit. A gym is a gymnasium, also known as health club and fitness centre. Gymnasiums have moved away just being a location for gymnastics. Where they had gymnastics apparatus such as bar bells, parallel bars, jumping boards and running path etc. A health club, fitness centre is now commonly referred to as a gym.

## **1.2 INDUSTRY PROFILE**

In an industry report on weight management, The Hartman Group, a food industry marketing and research firm, reported that weight management is the most common health concern among U.S. consumers. According to a report on U.S. health and wellness, the firm's analysts found that 58 percent of consumers were taking active measures related to weight management. While 26 percent of consumers were treating a weight management condition, another 32 percent were involved in preventing one. Of those trying to prevent becoming overweight, 56 percent relied on exercise, according to the report.

In a 2015 report on health club consumers, the IHRSA said total U.S. health club revenue reached \$25.8 billion in 2015, a 6.1 percent increase over 2014. While weight management is a primary reason for attendance, people also join gyms to increase activity, maintain wellness or achieve athletic goals. Where "big-box gyms" like LA Fitness were once the norm among franchises in this industry, smaller gyms and studios with unique and specialized regimes are more on-trend. This newer

approach offers a more personal experience and allows trainers to establish a closer connection with clients.

According to Entrepreneur magazine, some of the most successful fitness franchises are part of the "boutique fitness franchise" trend.

The trend includes franchises that offer workouts based on a wide range of special-interest programs such as pole dancing, Bikram yoga, trampolines or boot camps. Other novel approaches in fitness franchises include: Group training at Fitness Revolution and GymMatrix, in which a certified personal trainer works with more than one person at a time to offer value-based group workouts

- Kickboxing-themed workouts at iLoveKickboxing.com and 9Round
- High-intensity interval training (HIIT) at Orangetheory Fitness
- Workouts for new moms and their babies at Stroller Strides
- 24/7 gym access at Workout Anytime and Snap Fitness
- Automated personal training at Koko Fit Club

Gyms that offer age-based services also are gaining popularity and profits. A May 2016 report by IBISWorld reported annual revenue of \$550 million for U.S. children's fitness center franchises. Children's fitness center franchises reached annual growth of 2 percent between 2011 and 2016, according to the report. These franchises offer activities such as sports leagues, martial arts and swimming for children.

The same growth opportunities exist for gyms that serve the other end of the age spectrum as well. Though millennials surpassed baby boomers as the largest generation in 2015, the population of 74.9 million baby boomers remains a significant source of potential fitness clients. With longer lifespans and an anti-aging attitude, empty nest baby boomers are willing to invest their larger discretionary incomes in keeping themselves as healthy as possible for the long-term. Taking advantage of this lucrative opportunity, gyms like Welcyon's Fitness After 50 franchise offer "non-intimidating" settings geared to make baby boomers feel comfortable while working out to a personalized program.

The Yoga industry has found a strong footing in the wellness industry. 2018 has ensured that Yoga and associated terms have made it to the top of web search results. Over the years, the number of practitioners has increased and the trend continues, making a conscious shift towards Yoga, meditation and personal well-being. These statements stand true as a global testament to this industry. According to global statistics, the number of Yoga practitioners is predicted to rise to a staggering 55 million people, by 2020 in the USA alone.

According to a study conducted in 2017, over half of the 200 million Yoga practitioners are of Indian origin. India, the birthplace of this ancient practice has resurfaced for the global market. The demand for yoga instructors, private lessons and yoga therapy has risen in the last two years, indicative of a healthy forecast for the industry in 2019.

The increase of interest in yoga has largely been fuelled by the healthcare industry. Yoga has increasingly been used as therapy, for both physical and mental ailments. We gather from research and self-reports that the benefits that Yoga seems to elicit are unmatched by any other wellness practice.

This multi-billion dollar industry is growing and making strides in its own accord. Its capacity to support and enhance the remedy of a varied spectrum of illnesses along with preventive capabilities makes it the poster of the Wellness Industry. The many health benefits that Yoga offers are said to be effective for treating a majority of ailments, like hypertension, insomnia, diabetes, gastrointestinal afflictions, depression, anxiety, PTSD, sleep disorders, psychosis etc. Yoga also holds a very important position when it comes to prevention of diseases, regulation of blood pressure, blood sugar, hormonal changes and balancing bodily fluids.

### **1.3 NEED FOR STUDY**

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer experience base for the product. This time research methodology is framed for the purpose of finding the level of customer satisfaction and changing trends of the customer expectations.

### **1.4 Scope of the Study**

The present research work is conducted within the district of Chennai. According to 2011 census, Chennai district have a population of 4,110,956. At a population growth rate of 13.39%, the district has a population density of 1,158 inhabitants per square kilometre. The census statistics also indicates a sex ratio of 1096 females for every 1000 males and a literacy rate of 93.55% in this district

### **1.5 Objectives Of Study**

#### **Primary objective:**

To study the Public Perception on Fitness Studios

**Secondary Objectives Of The Study:**

- To Analyze the clients satisfaction towards the fitness studios
- To Analyze the needs and suggestions of the clients
- To understand Clients satisfaction towards the methods of training given
- To study the Public views on Fitness Studios
- To do a comparison on the types of fitness studios
- To study about the health consciousness of the Public

## CHAPTER 2

### REVIEW OF LITREATURE

#### 2.1 INTRODUCTION

In this Chapter, the researcher has made attempt to study and understand the complex concepts of Customer experience. This attempt includes, understanding the basic concepts of Customer experience, analysing research studies made by earlier researchers in respect of Customer experience in Fitness Studios. In this the researcher has used various books, research Journals and websites. The detailed list had elaborated in the Bibliography. Through this Literature Survey researcher wants to find out which are the important parameters of Public Perception On Fitness Studios.

#### 2.2 LIST OF REVIEWS

**Corbin & Lindsey (2007)** states that Physical fitness is the ability of the body systems to work together efficiently to allow people to be healthy and effectively perform activities of daily.

**Caspersen et al. (1985)** states that Physical fitness can be classified into health-related and skill-related fitness. Health-related fitness consists of five components: cardiorespiratory endurance, muscular endurance, muscle strength, flexibility, and body composition and is determined by a combination of regular activity and genetically inherited ability. The amount of physical fitness ranges is from low to high

**Hoeger & Hoeger (2005)** states that . On the other hand, skill-related fitness is divided into six components: agility, balance, coordination, power, reaction time, and speed. In terms of prevention of diseases, the main emphasis of any fitness programs should be placed on the health-related fitness as skill-related fitness is crucial for success in sports and athletics, and it also contributes to wellness

**Taylor & Johnson (2007)** states that Benefits of improved anaerobic fitness include increased resistance to fatigue during high-intensity exercise and increased capacity for and performance in high-intensity work. The most important benefit of anaerobic training is that it builds muscle mass, muscle strength, and muscle power to a greater extent than aerobic training.

**Reiman and Manske (2009)** stated that Aerobic testing utilizes various test procedures that determine a client's fitness level. Fitness encompasses many variables, including cardiorespiratory levels. One of the most common methods of determining one's fitness level is to measure what is known as VO<sub>2</sub> max. Moreover,

**McArdle et al (2001)** defined VO<sub>2</sub> max as a person's capacity for aerobic resynthesis. Aerobic power referred to as aerobic capacity, measures a person's capacity for aerobic synthesis of ATP and so indicates the ability to perform sustained, high-intensity exercise. During exercise of increases intensity, oxygen consumption increases.

**Bouchard and Shephard (1994)** According to the Toronto model presented by Bouchard and Shephard (1994), the components of health-related fitness are defined as morphological, muscular, motor, cardiorespiratory and metabolic fitness. Morphological fitness refers to body composition and bone strength. Body composition describes the amount of fat mass and fat free mass and considers also whether body fat is peripherally or abdominally distributed. Muscular or musculoskeletal fitness refers to muscular strength, muscular endurance and flexibility, and motor fitness refers to postural control. Cardiorespiratory fitness reflects the ability of cardiovascular and respiratory systems to supply oxygen to the working muscles during heavy dynamic exercise. And direct measurement of maximal oxygen uptake (VO<sub>2</sub> max) during a maximal exercise test is regarded as the gold standard for the evaluation of cardiorespiratory fitness.

**Plowan and Smith (2008)** stated that skill-related physical fitness is portion of physical fitness which is directed toward optimizing athletic performance. Skill-related physical fitness is less related to good health and more related to ability to learn sport and other kinds of physical skill.

**Lavy and Hastad (2007)** mentioned components of skill-related physical fitness as following: **Agility** is the ability to rapidly and accurately change the position of the body in space. **Balance** is the maintenance of equilibrium while stationary or moving. **Coordination** is the ability to simultaneously perform multiple motor tasks smoothly and accurately. **Power** is the ability to exert maximum force in a minimum length of time. **Reaction time** is the duration between the stimulation and the response to the stimulation. **Speed** is the ability to perform a movement in a short period of time. **Heyward (2010)** states that It is imperative carefully screen the clients for exercise testing, classify their disease risk, identify any contraindications to exercise testing, and obtain their informed consent to exercise before conducting

any physical fitness tests. It can use laboratory and field tests to assess each component of physical fitness and to develop physical fitness profiles for the clients.

**Sharkey & Gaskill (2007)** states that Aerobic fitness has three important dimensions. The first lactate threshold defines the level of effort that person can sustain for prolonged periods. Expressed as a percentage of VO<sub>2</sub> max, it may be lower or high, depending on the person's level of activity and training. People can increase all dimensions of aerobic fitness by training according to the principles.

**Gupta N, Khera S, Vempati RP, Sharma R, Bijlani RL (2006)** states that Short educational program for stress management and lifestyle modification based on yoga leads to reduction in anxiety. The research subjects had a history of hypertension, coronary artery disease, diabetes mellitus, obesity, psychiatric disorders and thyroid disorders. The intervention consisted of asanas, pranayama, relaxation techniques, group support, individualized advice, lectures and films on philosophy of yoga, and the place of yoga meditation in daily life, meditation, and stress management.

**Janakiramaiah N, Gangadhar BN, Naga Venkatesha Murthy PJ, Harish MG, Subbakrishna DK (2000)** states that Once daily practice of Sudarshan Kriya yoga (SKY) was found to be equally effective to medication and nearly as effective as electro-shock therapy in the remission of depression among patients. Yoga Type: Sudarshan Kriya yoga was used with some changes. To make it widely acceptable to patients and the medical profession, some of the adventitious components (e.g., briefing about positive attitudes to life 'living in the present', etc.) were dropped as were the meditative aspects. The physiological technique consisting of only specified rhythms of breathing. This adaptation for clinical purposes was designated Sudarshan Kriya Yoga. There were three sequential components interspersed with normal breathing while sitting with eyes closed. The procedure closed with 10-15 minutes of Yoga Nidra (tranquil state) in supine position. Yoga Frequency/Duration: Six 45-minute sessions during mornings per week.

**Marlow (2003)** states that Anaerobic fitness is also the athlete's body ability to deal with lactic acid and recover. Better anaerobic fitness means the athletes can sprint, quickly change direction, accelerate and jump more throughout the game.

**Mendelson T, Greenberg, MT, Dariotis, JK, Gould, LF, Rhoades (2010)** states that A 12-week intensive yoga program improved involuntary stress responses in 4th and 5th graders. Yoga Type: Yoga-inspired postures and movement series,

including bending, stretching, and fluid movement. Poses were selected to enhance muscle tone and flexibility, and students were taught the health benefits of the poses. Students also practiced breathing, starting with beginner exercises and gradually moving to more advanced ones. These exercises trained the youths to use their breath to center and calm themselves. At the end of each class, youth lay on their backs with their eyes closed while the instructors guided them through a mindfulness practice, which involved attending to a specific focus for several minutes, such as paying attention to each breath or sending out positive energy to others. The brief period of discussion prior to the guided mindfulness practice in which instructors offered didactic information about topics such as identifying stressors, using mindfulness techniques to respond to stress, cultivating positive relationships with others, and keeping one's mind and body healthy. This information was often woven into the subsequent guided mindfulness practice

**Kristal AR, Littman AJ, Benitez D, White E (2005)** states that Individuals with a BMI less than 25 who practiced yoga for four or more years had a 3.1 lb. lower weight gain than those who had not practiced yoga. Individuals who were overweight and practiced yoga for four or more years showed an 18.5 lb. lower weight gain. All models were adjusted for other physical activity, dietary factors, and other obesity-related variables.

**Wansink & Sobal (2007)** states that Eating and food are important to people. Even when we are not actually consuming food, thinking about food and longing for food play a key role in our lives with people making more than 200 food decisions daily and food desires making up about one-third of our desires during the day.

**Evers & Carol (2007)** states that Because of the large amount of information coming from a variety of media, it becomes more difficult to distinguish scientifically proven food facts (if any) from misinformation about healthy food choices. This may lead to consumers getting puzzled about healthy diet and at least for part of them to indifference to healthy eating. It is also problematic that whereas at least a significant proportion of the population has sufficient knowledge about the elements of a healthy diet, this does not necessarily mean that they actually eat a healthy diet. In the aforementioned survey amongst European consumers it was found that a majority of participants believe they do not need to alter their diets, because they perceive them to be already healthy enough.

**Featherstone (2010)** states that in contemporary Western societies, the body is understood as a reflection of one's inner self so that one may argue that body modification technologies and body enhancement regimes can be understood as

attempts to construct not only a beautiful, strong and fit appearance but also a beautiful, strong and fit self. One may then ask if people work out at gyms for more than body-related reasons, that is to say, if gyms also function as places in which people seek to alter and “re-invent” themselves in a more general sense.

**Goffman (1961)** states that institutions fulfil certain functions in society. They serve either the majority - the general public comprising normal, healthy and well-functioning citizens - or they are designed to contain malfunctioning, deprived, sick or threatening minority groups. Schools, army barracks, work camps, and ships are only a few examples of the first mode of functioning whereas prisons, psychiatric hospitals, orphanages, retirement homes and hospitals are illustrative of the second. These localities are in some cases established to protect the majority from a threatening minority or, in other cases, to support an underprivileged population.

## **2.3 Conclusion**

A literature review may constitute an essential chapter of a thesis or dissertation, or may be a self-contained review of writings on a subject. In either case, its purpose is to place each work in the context of its contribution to the understanding of the subject under review. Describe the relationship of each work to the others under consideration. Identify new ways to interpret, and shed light on any gaps in, previous research. Resolve conflicts amongst seemingly contradictory previous studies. Point the way forward for further research.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

The researcher had to decide which methodology or combinations of methodology were going to be most practical and yield the best results from the primary research. There are two types of methodological approach that can be used. These two are qualitative and quantitative. Quantitative research can be utilized as a research strategy if the emphasis of the research is on quantification in the collection and analysis of the data. Quantitative analysis involves using a deductive approach to the relationship between theory and research, where the emphasis is placed on testing the theories. Quantitative analysis also incorporates common practices and norms of the natural science model and of positivism in particular. Quantitative analysis represents a view of social reality as an external objective reality. Qualitative analysis on the other hand is utilized as a research strategy, where the researcher is looking to emphasize words instead of trying to look for quantification in the collection and analysis of data.

### **3.1 RESEARCH DESIGN**

#### **3.1.1 Descriptive Research Design**

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

#### **3.1.2 SOURCES OF DATA**

Data collection is the term used to describe a process of preparing and collecting data. The data collected for this project work was from two sources

1. Primary Source
2. Secondary Source

### **3.1.3 Primary Data**

Primary data is collected from people by using structured questionnaire.

### **3.1.4 Secondary Data**

Secondary data was collected by company website, books, internet and Wikipedia

## **3.2 STRUCTURE OF QUESTIONNAIRE**

Questionnaire was divided into three sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about clients requirements and third part contained the respondents opinion about the service quality of fitness studios.

## **3.3 SAMPLING TECHNIQUE:**

### **3.3.1 Convenience sampling method:**

A convenience sample is one of the main types of non-probability sampling methods.

A convenience sample is made up of people who are easy to reach.

## **3.4 POPULATION:**

The overall population size is infinite.

## **3.5 SAMPLE SIZE:**

The sample of 140 responded was taken into consideration for my study and the data was collected.

## **3.6 ANALYTICAL TOOLS:**

Techniques are used to obtain findings and arrange information in logical sequence from the raw data collected. After the tabulation of data the tools provide a scientific and mathematical solutions to complex problems. The present study uses the following statistical tools for analyzing the collected data.

### **3.7 PERCENTAGE ANALYSIS:**

Percentage analysis shows that entire population on terms of percentage. It reveals the number of belonging in the particular category of the number of people preferring a particular thing in terms of percentage. In this study, the number of people who responded in a particular manner is interpreted in terms of percentage. Each table has been calculated on the basis of percentage

### **3.8 PERIOD OF STUDY**

The duration of study is 3 months which is from January 2021 to March 2021

## CHAPTER 4

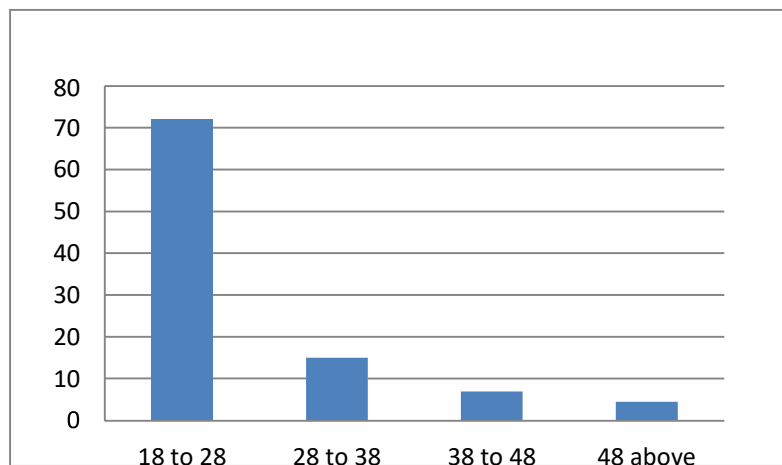
### DATA ANALYSIS AND INTERPRETATION

#### 4.1 PERCENTAGE ANALYSIS

**TABLE 4.1.1 Age Of The Respondent**

| S.NO  | PARTICULARS  | NO.OF RESPONDENTS | PERCENTAGE |
|-------|--------------|-------------------|------------|
| 1     | 18 TO 28     | 96                | 72         |
| 2     | 28 TO 38     | 20                | 15         |
| 3     | 38 to 48     | 9                 | 7          |
| 4     | 48 and above | 8                 | 6          |
| TOTAL |              | 133               | 100        |

**Source :Primary Data**



**CHART 4.2.1 Age Of The Respondents**

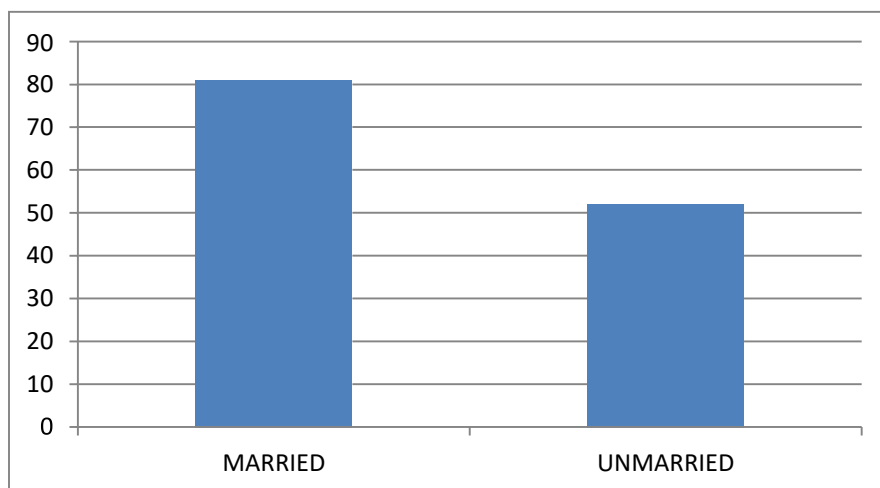
**INTERPRETATION:**From the above table it is interpreted that the number of respondents between 18 to 28 age respondents are 72%, between 28 to 38 respondents are 15%,between 38 to 48 age respondents are 7%,48 to above age respondents are 6%.

**INFERENCE:** Majority (72%) of the respondents are age between 18 to 28 years

#### 4.1.2 MARITAL STATUS OF THE RESPONDENT

| S.NO  | PARTICULARS | NUMBER OF RESPONDENTS | PERCENTAGE |
|-------|-------------|-----------------------|------------|
| 1     | Married     | 81                    | 60         |
| 2     | unmarried   | 52                    | 40         |
| TOTAL |             | 133                   | 100        |

**SOURCE : PRIMARY DATA**



**CHART 4.2.2 MARITAL STATUS OF THE RESPONDENT**

#### **INTERPRETATION:**

From the above table it is interpreted that the number of respondents who are married are 60% and unmarried are 40%.

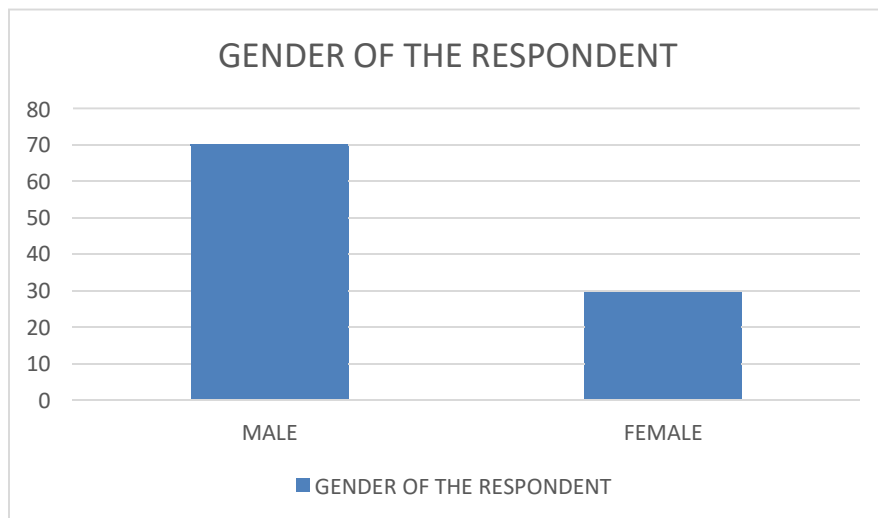
#### **INFERENCE:**

Majority (60%) of the respondents are married.

**TABLE 4.1.3 GENDER OF THE RESPONDENT**

| S.NO  | PARTICULARS | NO.OF RESPONDENTS | PERCENTAGE |
|-------|-------------|-------------------|------------|
| 1     | MALE        | 96                | 72         |
| 2     | FEMALE      | 37                | 28         |
| TOTAL |             | 133               | 100        |

**SOURCE: PRIMARY DATA**



**CHART 4.2.3 GENDER OF THE RESPONDENT**

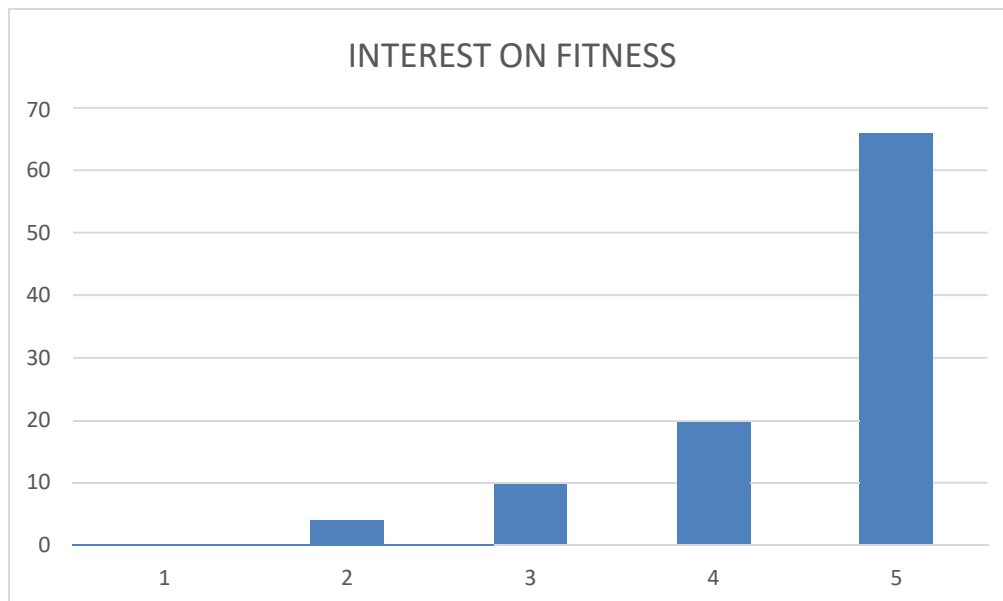
**INTERPRETATION:** From the above table it is interpreted that 72% of the respondents are Male and 28% of the respondents are Female

**INFERENCE:** Majority (72%) of the respondents are Male

**TABLE 4.1.4 THE RESPONDENTS INTEREST ON FITNESS**

| S.NO  | PARTICULARS | NO.OF<br>RESPONDENTS | PERCENTAGE |
|-------|-------------|----------------------|------------|
| 1     | 5           | 88                   | 66         |
| 2     | 4           | 26                   | 19         |
| 3     | 3           | 12                   | 9          |
| 4     | 2           | 6                    | 4          |
| 5     | 1           | 3                    | 2          |
| TOTAL |             | 133                  | 100        |

**SOURCE: PRIMARY DATA**



**CHART 4.2.4 RESPONDENTS INTEREST ON FITNESS**

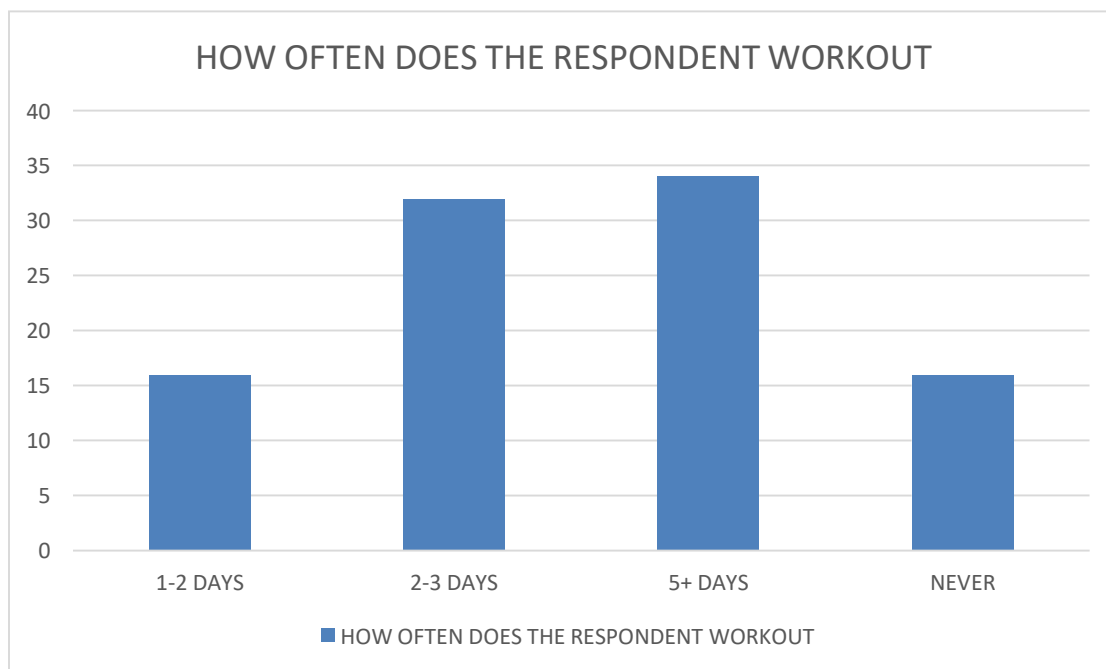
**INTERPRETATION:** From the above table it is interpreted that 66% have the interest level 5, 19% have 4, 9% have 3, 4% have 2 and 2% have 1.

**INFERENCE:** Majority (66%) of the respondents has choose 5 in level of interest in fitness.

**TABLE 4.1.5 HOW OFTEN DOES THE RESPONDENT WORKOUT**

| S.NO  | PARTICULARS | NO.OF RESPONDENTS | PERCENTAGE |
|-------|-------------|-------------------|------------|
| 1     | 1-2 DAYS    | 22                | 16         |
| 2     | 2-3 DAYS    | 44                | 32         |
| 3     | 5+ DAYS     | 46                | 34         |
| 4     | NEVER       | 21                | 18         |
| TOTAL |             | 133               | 100        |

**SOURCE: PRIMARY DATA**



**CHART 4.2.5 HOW OFTEN DOES THE RESPONDENT WORKOUT**

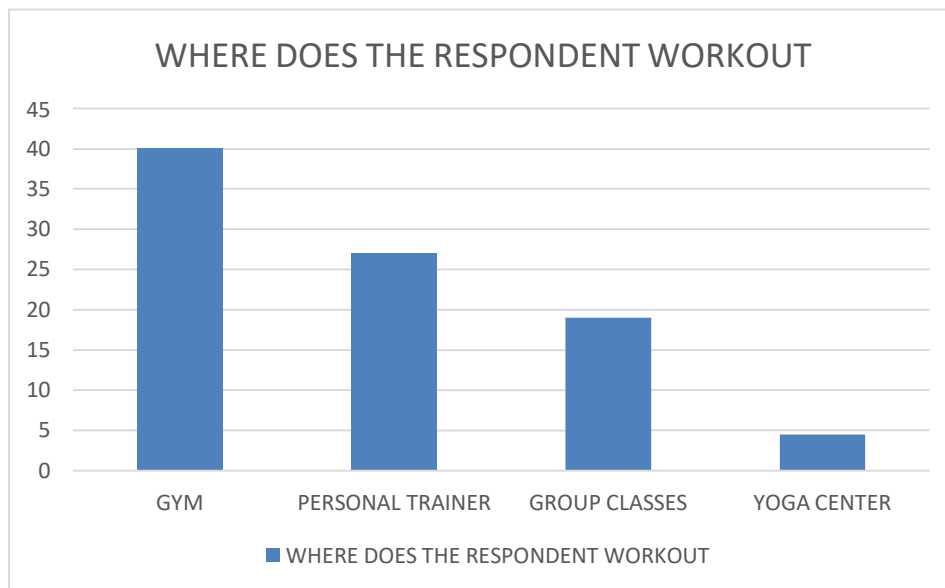
**INTERPRETATION:** From the above table it is interpreted that 16% workout 1-2 days, 32% workout 2-3 days, 34% workout 5+ days and 18% never workout

**INFERENCE:** Majority (34%) workout 5+ days

**TABLE 4.1.6 WHERE DOES THE RESPONDENT WORKOUT**

| S.NO  | PARTICULARS      | NO.OF RESPONDENTS | PERCENTAGE |
|-------|------------------|-------------------|------------|
| 1     | GYM              | 52                | 40         |
| 2     | PERSONAL TRAINER | 36                | 27         |
| 3     | GROUP CLASSES    | 25                | 19         |
| 4     | YOGA CENTER      | 17                | 14         |
| TOTAL |                  | 133               | 100        |

**SOURCE: PRIMARY DATA**



**CHART 4.2.6 WHERE DOES THE RESPONDENT WORKOUT**

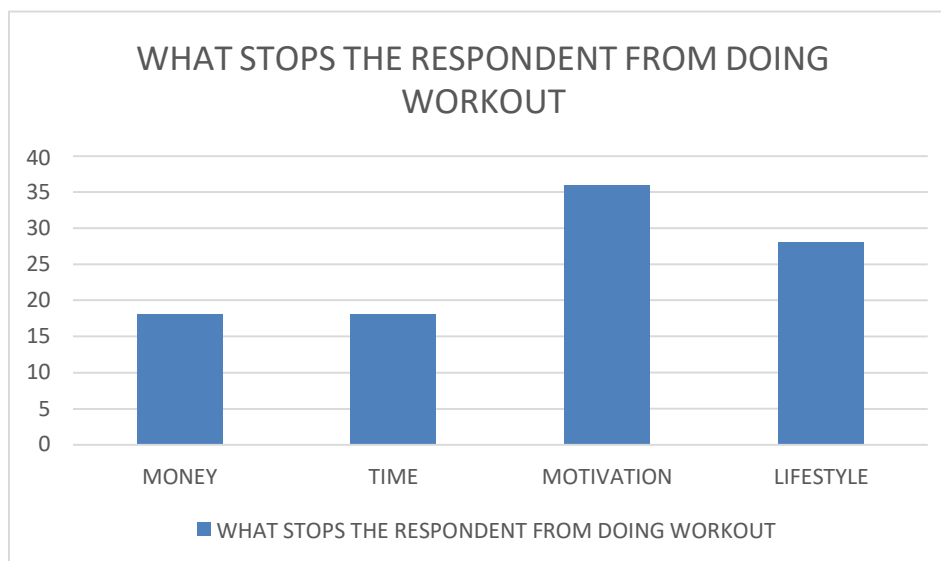
**INTERPRETATION:** From the above table it is interpreted that 40% of them workout at Gym, 27% with Personal Trainers, 19% at Group classes and 14% at Yoga Centers.

**INFERENCE:** Majority (40%) of the respondents workout at the Gym

**TABLE 4.1.7 WHAT STOPS THE RESPONDENT FROM DOING WORKOUT**

| S.NO  | PARTICULARS | NO.OF<br>RESPONDENTS | PERCENTAGE |
|-------|-------------|----------------------|------------|
| 1     | MONEY       | 25                   | 18         |
| 2     | TIME        | 25                   | 18         |
| 3     | MOTIVATION  | 45                   | 36         |
| 4     | LIFESTYLE   | 36                   | 28         |
| TOTAL |             | 133                  | 100        |

**SOURCE: PRIMARY DATA**



**CHART 4.2.7 WHAT STOPS THE RESPONDENT FROM DOING WORKOUT**

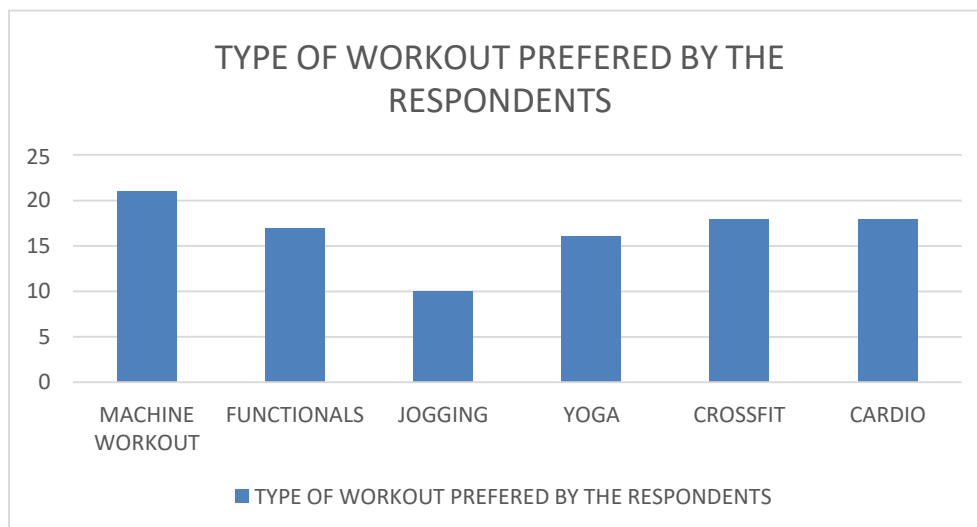
**INTERPRETATION:** From the above table it is interpreted that 18% of respondents chooses both money and time, 36% chooses motivation and 28% chooses lifestyle.

**INFERENCE:** Majority (36%) of the respondents chooses Motivation.

**TABLE 4.1.8 TYPE OF EXERCISE PREFERED BY THE REpondENTS**

| S.NO  | PARTICULARS     | NO.OF<br>RESPONDENTS | PERCENTAGE |
|-------|-----------------|----------------------|------------|
| 1     | MACHINE WORKOUT | 28                   | 21         |
| 2     | FUNCTIONALS     | 23                   | 17         |
| 3     | JOGGING         | 14                   | 10         |
| 4     | YOGA            | 19                   | 16         |
| 5     | CROSSFIT        | 24                   | 18         |
| 6     | CARDIO          | 25                   | 18         |
| TOTAL |                 | 133                  | 100        |

**SOURCE: PRIMARY DATA**



**CHART 4.2.8 TYPE OF WORKOUT PREFERED BY THE RESPONDENTS**

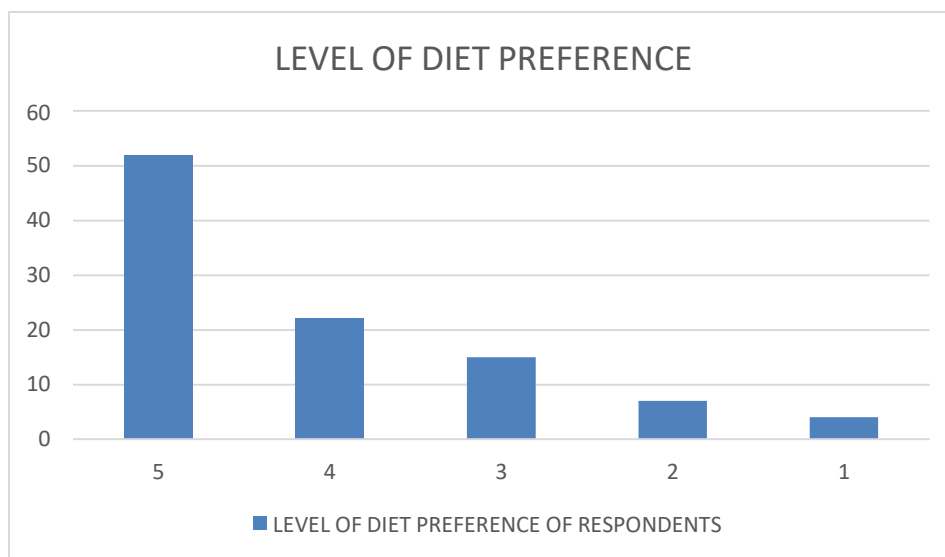
**INTERPRETATION:** From the above table it is interpreted that 21% has choose machine workout, 17% has choose functional, 10% has choose jogging, 16% has choose yoga, both CrossFit and cardio are choose by 18% of respondents.

**INFERENCE:** Majority (21%) of respondents are preferring machine workout

**TABLE 4.1.9 LEVEL OF DIET PREFERENCE**

| S.NO  | PARTICULARS | NO.OF RESPONDENTS | PERCENTAGE |
|-------|-------------|-------------------|------------|
| 1     | 5           | 70                | 52         |
| 2     | 4           | 30                | 22         |
| 3     | 3           | 20                | 15         |
| 4     | 2           | 5                 | 7          |
| 5     | 1           | 7                 | 4          |
| TOTAL |             | 133               | 100        |

**SOURCE: PRIMARY DATA**



**CHART 4.2.9 LEVEL OF DIET PREFERENCE**

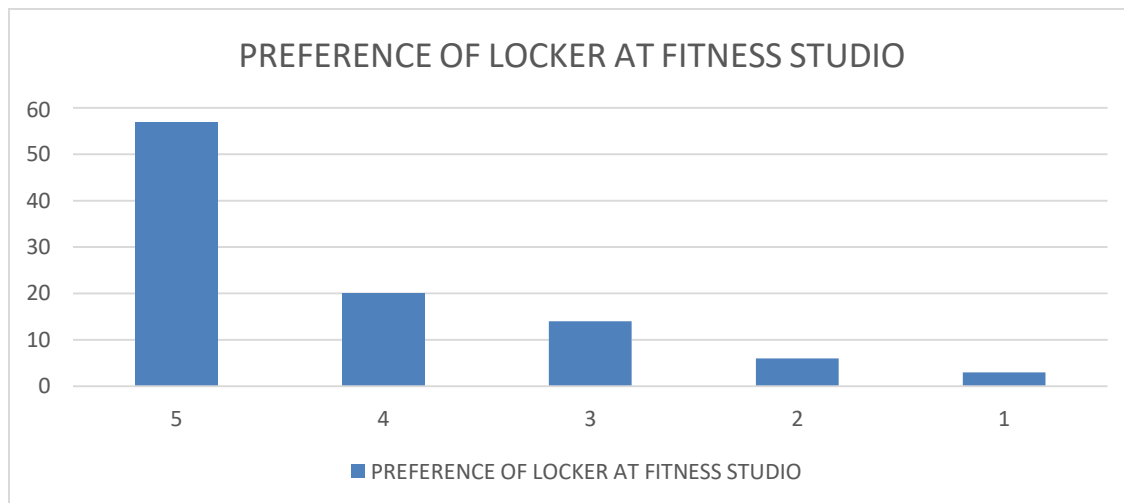
**INTERPRETATION:** From the above table it is interpreted that 52% has choose 5, 22% has choose 4, 15% has choose 3, 7% has choose 2 and 4% has choose 1

**INFERENCE:** Majority (52%) has choose 5 in level of diet preference.

**TABLE 4.1.10 PREFERENCE OF LOCKER AT FITNESS STUDIO**

| S.NO  | PARTICULARS | NO.OF RESPONDENTS | PERCENTAGE |
|-------|-------------|-------------------|------------|
| 1     | 5           | 77                | 57         |
| 2     | 4           | 27                | 20         |
| 3     | 3           | 19                | 14         |
| 4     | 2           | 5                 | 6          |
| 5     | 1           | 3                 | 3          |
| TOTAL |             | 133               | 100        |

**SOURCE: PRIMARY DATA**



**CHART 4.2.10 PREFERENCE OF LOCKER AT FITNESS STUDIO**

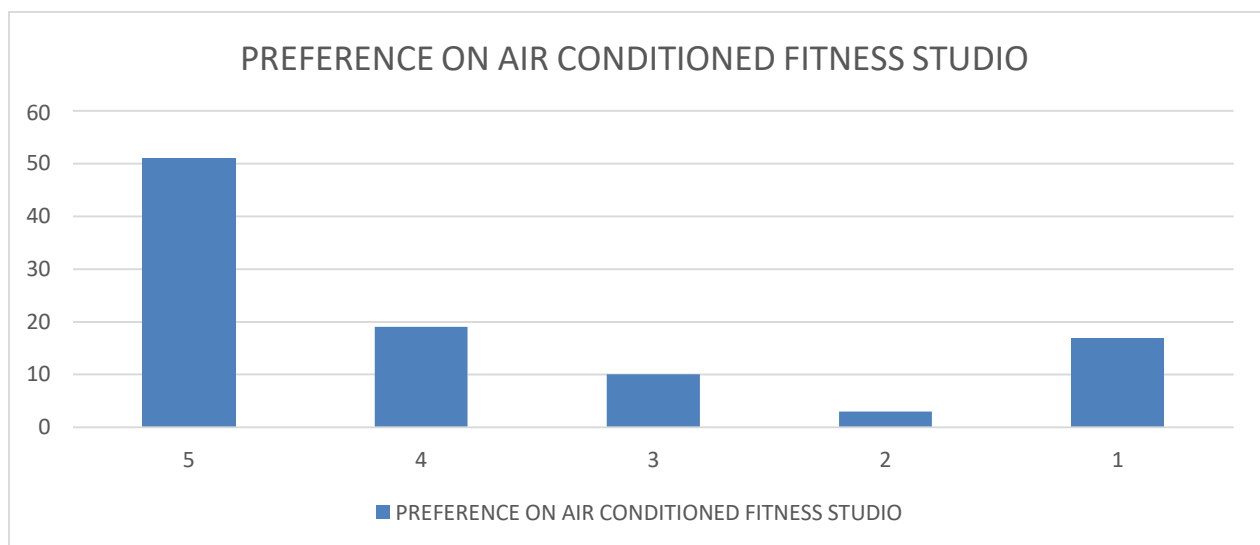
**INTERPRETATION:** From the above table it is interpreted that 57% has choose 5, 20% has choose 4, 14% has choose 3, 6% has choose 2 and 3% has choose 1.

**INFERENCE:** Majority (57%) has choose 5 in level of preference for locker at fitness studio.

**TABLE 4.1.11 PREFERENCE ON AIR CONDITIONED FITNESS STUDIO**

| S.NO  | PARTICULARS | NO.OF RESPONDENTS | PERCENTAGE |
|-------|-------------|-------------------|------------|
| 1     | 5           | 68                | 51         |
| 2     | 4           | 21                | 19         |
| 3     | 3           | 17                | 10         |
| 4     | 2           | 5                 | 3          |
| 5     | 1           | 20                | 17         |
| TOTAL |             | 133               | 100        |

**SOURCE: PRIMARY DATA**



**CHART 4.2.11 PREFERENCE ON AIR CONDITIONED FITNESS STUDIO**

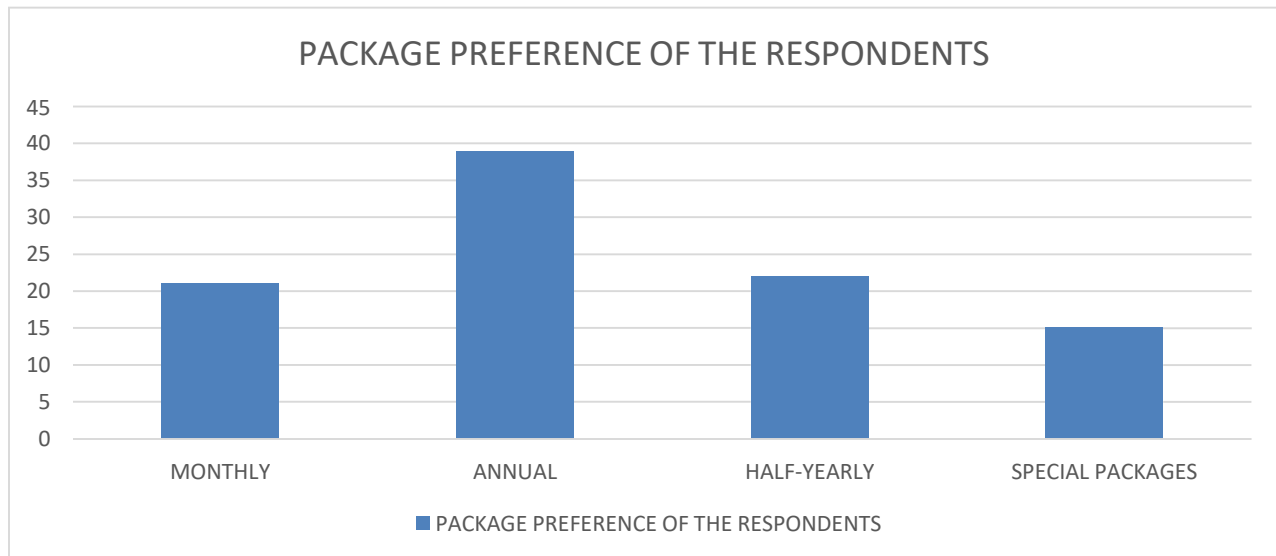
**INTERPRETATON:** From the above table it is interpreted that 51% has choose 5, 19% has choose 4, 10% has choose 3, 3% has choose 2, 17% has choose 1.

**INFERENCE:** Majority (51%) has choose 5 in the level of preference on Air conditioned Fitness Studio.

**TABLE 4.1.12 PACKAGE PREFERENCE OF THE RESPONDENT**

| S.NO  | PARTICULARS      | NO.OF RESPONDENTS | PERCENTAGE |
|-------|------------------|-------------------|------------|
| 1     | MONTHLY          | 28                | 21         |
| 2     | ANNUAL           | 53                | 39         |
| 3     | HALF-YEARLY      | 30                | 22         |
| 4     | SPECIAL PACKAGES | 20                | 15         |
| TOTAL |                  | 133               | 100        |

**SOURCE: PRIMARY DATA**



**CHART 4.2.12 PACKAGE PREFERENCE OF THE RESPONDENTS**

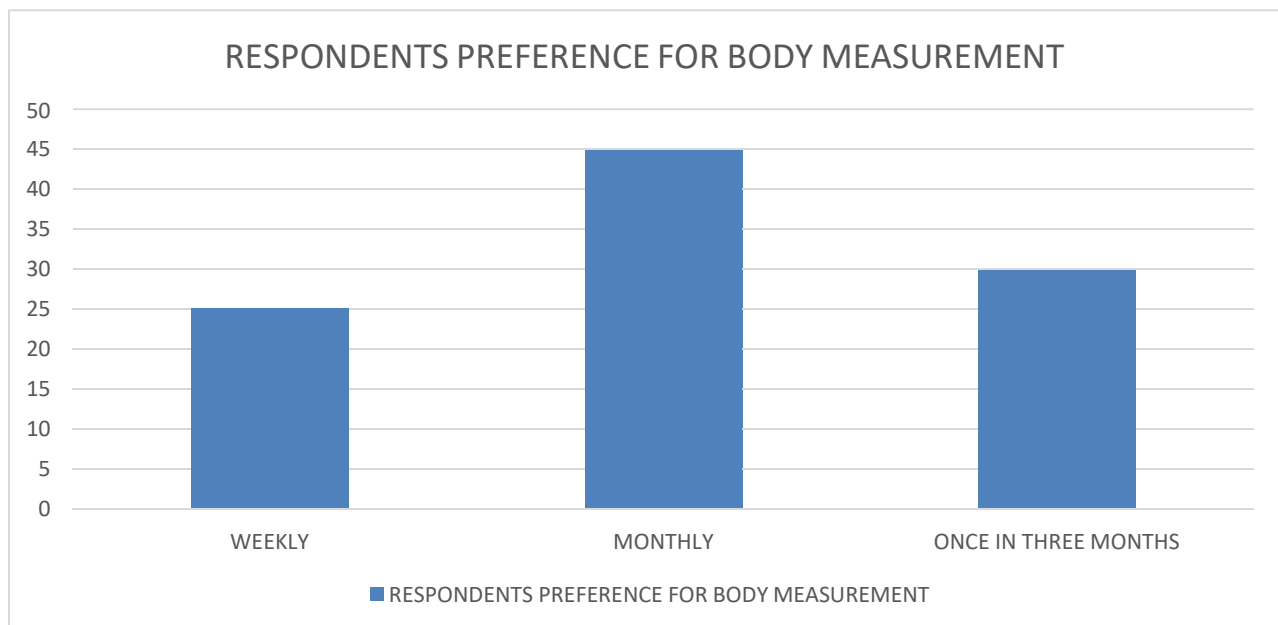
**INTERPRETATION:** From the above table it is interpreted that 21% has choose monthly, 39% has choose annual, 22% has choose half yearly, 15% has choose special packages.

**INFERENCE:** Majority (39%) of respondents has choose annual package.

**TABLE 4.1.13 RESPONDENTS PREFERENCE FOR BODY MEASUREMENT**

| S.NO  | PARTICULARS          | NO.OF RESPONDENTS | PERCENTAGE |
|-------|----------------------|-------------------|------------|
| 1     | WEEKLY               | 35                | 26         |
| 2     | MONTHLY              | 60                | 45         |
| 3     | ONCE IN THREE MONTHS | 37                | 29         |
| TOTAL |                      | 133               | 100        |

**SOURCE: PRIMARY DATA**



**CHART 4.2.13 RESPONDENTS PREFERENCE FOR BODY MEASUREMENT**

**INTERPRETATION:** From the above table it is interpreted that 26% has choose weekly measurements, 45% has choose monthly measurements, 29% has choose once in three months.

**INFERENCE:** Majority (45%) has choose monthly measurement.

## **CHAPTER 5**

### **5.1 FINDINGS:**

1. Majority (72%) of the respondents are age between 18 to 28 years.
2. Majority (60%) of the respondents are married.
3. Majority (72%) of the respondents are Male.
4. Majority (66%) of the respondents has choose 5 in level of interest in fitness.
5. Majority (34%) workout 5+ days.
6. Majority (40%) of the respondent workout at the Gym.
7. Majority (36%) of the respondents chooses Motivation.
8. Majority (21%) of respondents prefer machine workout.
9. Majority (52%) has choose 5 in level of diet preference.
10. Majority (57%) has choose 5 in level of preference for locker at fitness studio.
11. Majority (51%) has choose 5 in the level of preference on Air conditioned Fitness Studio.
12. Majority (39%) of respondents has choose annual package.
13. Majority (45%) has choose monthly measurement.

### **5.2 SUGGESTIONS:**

Physical exercise has many health benefits and the evidence for this continues to accumulate. Health care professionals should incorporate counselling to patients for physical exercise in their daily clinical practice, while health policy makers and community physicians should see to implementation of this at the community level. Physical inactivity is now considered a risk factor for Cardiovascular diseases (CVD). Regular exercise results in an increase in exercise capacity and lower myocardial oxygen demand leading to cardiovascular benefits, including lower mortality rates. Physically active individuals suffer from fewer ailments than do less-active individuals. Physical activity reduces cardiovascular risk through lowering of blood pressure, improved glucose tolerance, reduced obesity, improvement in lipid profile, enhanced fibrinolysis, improved endothelial function and enhanced parasympathetic autonomic ton

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## APPENDIX – I (Questionnaire)

1. NAME

---

2. AGE

---

3. Date of birth

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*Example: January 7, 2019*

4. Marital status

*Mark only one oval.*

☐

Married

☐

Un Married

5. GENDER

*Mark only one oval.*

☐

Female

☐

Male

☐

Other:

---

6. YOU INTREST ON FITNESS *Mark only one oval.*

| 1                     | 2                     | 3                     | 4                     | 5                     |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

7. How often do you work out?

*Mark only one oval.*

☐ 1-2 DAYS

☐ 2-3 DAYS

☐ 5+ DAYS

☐ NEVER

8. Where do you workout? *Mark only one oval.*

☐ GYM

☐ GROUP CLASSES

☐ PERSONAL TRAINER

☐ YOGA CENTER

9. What stops you from working out more often?

*Mark only one oval.*

☐ MONEY

☐ TIME

☐ MOTIVATION

☐ LIFESTYLE

☐ Other:

10. What kind of Workout do you prefer?

*Mark only one oval.*

- ☐ Machine workouts
- ☐ CrossFit
- ☐ cardio
- ☐ jogging
- ☐ yoga

11. Your Level of Diet preference

*Mark only one oval.*

| 1                     | 2                     | 3                     | 4                     | 5                     |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

12. Your preference on Personal Locker at our Fitness studio?

*Mark only one oval.*

| 1                     | 2                     | 3                     | 4                     | 5                     |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

13. would you prefer A/C in our fitness studio?

*Mark only one oval.*

| 1                     | 2                     | 3                     | 4                     | 5                     |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

14. What type of package do you prefer?

*Mark only one oval.*

- ☐ monthly
- ☐ halfyearly
- ☐ annual special
- ☐ packages

15. How often would you like to take body measurement?

*Mark only one oval.*

- ☐ montly
- ☐ weekly
- ☐ once in three months