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Motivations behind Attending Fitness Clubs in Bangladesh: A Survey Study on Clubs' Members in Sylhet

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Abstract:

Fitness club is a place where people join to have physical exercise. Though it has been practicing from the ancient nomadic lifestyles, the fitness industry is experiencing the boom when Dr. Ken H. Cooper in 1968 released his concepts to prevent the growth of chronic diseases, regular exercise and fitness is essential. This study is descriptive in nature and aims to know the reasons for which the fitness club members attend fitness clubs in Sylhet. 200 members were asked several questions, 99 of whom seems physical exercise improves their health conditions, 81 thinks it develop their self-control, 49 found it as an way to gain status, 79 beliefs it helps to stay away from diabetes. The study will helpful to different individuals interested to practice physical exercise, operators and trainers of fitness clubs and also future researchers.

Key words: Fitness club, Motivation, Physical Exercise, Physical Accord.

1.0 Introduction:

Now the current world people more conscious than past by considering the career, income, living standard and physical fitness also. Fitness club is a place where last group of people try to attain their physical fitness through exercise. Again, the fitness industry has been contributing in a great deal in various economies in terms of generating revenues, employment and physical accord of the nations. Since long time psychologists observe that, individual have wanted to act things and have been capable to do things. Being able to do one thing does not mean wanting to do it rather it is drive by the motivation of individuals, physical exercise is not exceptional. Peoples join fitness clubs to for different reasons. Motivations for physical exercise behavior has been measured using Sports Motivation Scale (SMS) by Pelletier et al (1995) and found three types of both intrinsic and extrinsic motives drives individuals to practice physical exercise.

From the observation We have found that, in Sylhet, the north eastern divisional town of Bangladesh has a mentionable number of fitness clubs which are operating and their number is also increasing every year where a great range of different individuals are joining. Present study aims to explore the main motivational factors to join fitness clubs of these peoples. The study is descriptive in nature. 200 of different gymnasium goers are surveyed through a questionnaire as well as some secondary elements also used to know their profile and main reasons to join the fitness clubs, some descriptive statistics are used to analyze the findings. The fitness club operators are reluctant to provide the information and some times respondent also found busy enough on the survey time to provide the information.

The study is divided into few parts. The first part of the study defines the fitness clubs, its functions and areas of operation. Then a brief history of fitness industry is presented followed by the contribution of fitness industry in different economies of the world. The literature review is divided into two parts, first, a brief review is done on motivation and second, literature review on motives behind joining in fitness clubs is presented. Then the survey data are presented and analyzed and the findings are presented with identifying the beneficiaries of this study. Finally some concluding remarks are made on the study.

2.0 World wide fitness industry at a glance:

Fitness industry has great contribution in the world economy. It is one of India's largest sectors, in terms of income and employment, and the sector is escalating rapidly. During the 1990s, Indian healthcare grew at a compound annual rate of 16%. Today the total value of the sector is more than \$34 billion. This translates to \$34 per capita, or roughly 6% of GDP. By 2012, India's healthcare sector is projected to grow to nearly \$40 billion.² In UK, The market continues to be dominated by membership and joining fees, which have increased their share of total revenues from 78% to 80% between 2006 and 2010. The health and fitness clubs market in the UK is likely to reach a value of £2.66 billion in 2011, an increase of 17.3% compared to 2006. Numbers of members have increased at a slightly slower rate of 15% during this period, to 5.39 million, the stronger value growth reflecting an increase in average yield per member.³ Australia's fitness centers contributed a total of \$872.9 million to the Australian economy in 2007-08. This comprises a direct value added contribution of \$486.5 million, with \$374.2 million being paid in wages and \$112.3 million returned to capital owners as operational profits. The indirect component of the industry's value added in 2007-08 was \$386.4 million. This represents the additional economic activity generated by the fitness industry across the broader economy. The industry's total employment contribution in 2007-08 is estimated to be 17,081 on a full time equivalence basis. This comprises around 13,021 direct employees and 4060 in indirect employment (Fitness Australia, 2009). US health clubs have been increasing successfully. As of 2001, 16983 clubs were operating in this country generating the revenues for the year 2000 was totaled \$11.6 billion, member in the same period summed to 32.8 million.⁴ An unpublished thesis titled 'Case Study: Adaptation of Marketing plan in salute-a private fitness club in Greece' of University of Jyvaskyla In Greece found there are around 600 fitness clubs offering services like aerobics, fitness equipments, free weights, sauna, massage and health spa and sales of these fitness clubs are nearly as the US. Thus it is evident that the fitness industry is contributing in a great deal in the world economy.

3.0 Literature Review:

Motivation is a widely discussed issue in the society. Generally, motivation refers to an organism's drive to a specific behavior. This effortful behavior is mostly directed to a particular result. Motivation refers to "the reasons underlying behavior" (Guay et al., 2010, p. 712). Most of the scholars agree that the needs are the basis of motivation which produces a sort of tension within individuals that drives them to do particular behavior to fulfill the need. Maslow's (1970) hierarchy of needs shows how humans have fundamental psychological needs beginning with food and shelter, and once these primary needs are achieved they are ready to carry through the next level-safety needs- includes security, stability and protection. After the achievement of the safety needs, then it continues with social needs such as love, affection and belonging are followed by fourth level, esteem needs or ego needs, including the feeling of self-confidence, with strength and capability and finally, self actualization has been stated that humans strive to achieve the most, as it is about being the best that they can be and achieving their own personal goals. Hierarchy of needs provides a concrete ground to realize and assess the aspects that motivating the consumers.

It may be positive or negative in direction. People may feel a driving force toward some object or condition or driving force away from some object or condition. It may be rational or emotional again. (Schiffman and Kanuk, 2005). Researchers often contrast intrinsic motivation with extrinsic motivation, where intrinsic motivation refers to an individual who take part in an action simply for the pleasure of doing so (Fortier, et al., 1995). Another study shows (Deci and Ryan, 1985) intrinsic motivation is an outcome of the needs for competence, autonomy, and relatedness, and also empowers engagement and enjoyment. Extrinsic motivation explained as to involving in a specific behavior for external rewards and reinforcements whereas intrinsic motivation to be more desirable and to result in better learning outcomes than extrinsic motivation (Deci et al, 1999). Motivation also

² Health Care in India, Emerging Market Report 2007, Price Water House Coopers.

³ Health and Fitness Clubs - UK - June 2011, Mintel Group Ltd, www.oxygen.mintel.com

⁴ International Health Racquet and Sports clubs Association (IHRSA), www.ihrsa.org

explored with the concern of locus of control theory, where individual should be more motivated to the extent that he feels he is in control of his own achievements and collapses and the values individuals hold for participating in various types of activities (Eccles & Wigfield, 2002). Individual's motivation may be related with the performance goals related to his or her reasons for engaging with tasks such as achieving external rewards (Broussard & Garrison, 2004). Another approach to motivate people, cognitive behavior modification (CBM) recognizes that the results of reward contingencies are reconciled by cognitive variables, such as verbal ability and the goal of CBM is to change explicit behavior by directing cognitive processes (Stipek 1996). Bandura explained (Bandura, 1982) self-efficacy (self-efficacy - "judgments of how well one can execute courses of action required to deal with prospective situations" p. 122) theory of motivation in this regard where he found efficacy is the key determinant of effort, persistence, and goal setting and Pintrich & DeGroot supported, self-efficacy tend to be more motivated and successful on a given task (Pintrich & DeGroot, 1990). Thus from this discussion it is evident that motivation is the driving forces in individuals while these forces are different. It is important to know these to understand individual's particular behavior. Physical immobility often referred to as a risk factor (WHO, 2001) and concern arising about the growth in sedentary lifestyles for many people (SPARC, 2003; USCDC, 2001), understanding intention to exercise and following devotion is increasingly in the public interest. Although a number of factors allied with exercise practice have been identified (Buckworth & Dishman, 2002; Eyster, Brownson et al, 1999), but what persuade or discourage people to have exercise habits long term is far from absolute.

A good number of researchers emphasize that recreational activity, including exercise undertaken as a leisure activity, represents a form of self-expression (Shamir, 1988) and a symbol of the self-concept (Dimanche and Samdahl, 1994). Motivations for consumption of sport and physical activity also have been found as to affiliate with others, the chance to spend time with friends, the arty value of sport, the amusement, role model, pleasure, and drama (Eastman & Land 1997; Gantz & Wenner 1995; Weiller & Higgs 1997). Exercise behavior has been measured by the Sport Motivation Scale (SMS) and three types of intrinsic motivation (to know, to accomplish and to experience stimulation), as well as three forms of regulation for extrinsic motivation (identified, interjected and external) are found (Pelletier et al. 1995). Studies have been done on gender related participation in physical activity and their different types of motivation and found that, the females' scores high in interjected regulation in weight training in gyms and higher scores in external regulation in males (Arbinaga and García, 2003).

Some qualitative studies have found that: self-efficacy, social support, being with friends, fun, enjoyment, learning and improving skills are associated with children's motivation to engage in physical activity (Mutrie, & Biddle, 2008; Weiss, 1993 whether some quantitative studies have identified various modifiable personal, social, and environmental correlates of children's physical activity together with: self-efficacy, perceptions of competence, interest, enjoyment of physical activity, parental encouragement, parental modeling, friends and family support, access to facilities, community program time outdoors (Garcia et al, 1995; Trost et al. 1997; Zakarian et al, 1994) though Self-efficacy is the strongest predictor of physical activity among elementary school-aged children (Trost et al, 1999). Studies also found on Teenagers as a set have been exposed different motivations to adults when appears to partaking in sport and physical activities and they are motivated more by self-esteem and belongingness needs than adults (Zollo, 2000) Though motivations for playing sport and physical activities, watching those as good entertainment, playing of sport related computer games are also been observed (Kanoyangwa et al, 2004). In link with exercise length, it is found that, those who exercise less had more possibilities of discard the exercise in the first stage of attaining exercise behavior. (Maltby & Day, 2001). A study on 537 Romanian adults' done and found main motivational factor for practicing physical exercise is to maintain one's health (34.72%), to improve physical condition (24.28%), to lose weight (18.8%), to keep one's physical balance 16.35% where as 38.45% prefer the areas nearest to their homes to practice physical exercise, 27.24% chose based on the modern endowment; 22.84% are interested in the quality of the training staff and favorite sportive activities were: aerobic gymnastics (27.27%), fitness (20.73%), dancing (15.61%), winter sports (10.17%), and tourism (26.22%). (Constantin and Cristian, 2007). Another study on Ho Chi Minh City of Vietnam found

that, the majority of residents of Ho Chi Minh City exercise in order to improve their health (66%), to improve body image (17%), to have social influences (16%), and to follow the trends (1%) where 48% males and 39% females prefer morning hours to have the exercise, as well as 58% of the people exercises in the parks, 33% at the gyms (Quang et al, 2007). Thus it is evident that people engage in physical activities and fitness clubs for different motivation which has been partly revealed and it is important to know their motivation as to keep pace with the growing tendency of fitness industry as a whole.

4.0 Objectives of the study:

The main objective of the study is to find motivational factors behind attending fitness club of the different people. The major objectives of the present study are:

- To study the social impacts of fitness club in Bangladesh.
- To measure the satisfaction level of members of fitness club
- To recommend some guidelines to ensure quality services of PCBs in Bangladesh.

5.0 Methodology of the Study:

Research methodology mainly focused on quantitative method and survey study considered as a research technique.

5.1 Population and Sample:

As the study is to finding motivational factors behind joining fitness club, the population included mainly members of the different fitness clubs in Sylhet city in Bangladesh. In this study 200 members were selected randomly throughout the Sylhet city.

5.2 Method of Data Collection:

The sample was selected using random sampling technique and primary data were collected from the members of the 20 fitness club in Sylhet city. The available literature would be used through reviewing different articles, books, periodicals, journals, magazines, published reports, and relevant websites.

5.3 Data Analysis technique:

Collected data analyzed by using some selected statistical tools based on cross tabulations and descriptive statistics method.

6.0 Findings of the Study:

6.1 Main sources of information regarding fitness club

Respondents are asked to identify the main sources of information they gathered regarding the fitness clubs and the answer options were a) Specialist's suggestion b) Doctor's recommendations c) Radio/TV programs d) Press editorial / Article e) Focused literature f) Participation in physical education and sport themes g) Self Awareness h) Information obtained from other people i) Other, specify.

Table 1: Sources of information (Appendix –A)

6.2 The Reasons behind joining fitness clubs:

The respondents are asked to mention the reasons to join fitness clubs and found that most of them belong in the age group 20 to 24 (65 respondents) of whom 32 attends fitness clubs to improve their health condition where 99 of total respondents finds the same. People also attend fitness clubs for maintaining their physical accord, they think it's a healthy lifestyle and also join here to pass their leisure.

Table 2: The Reasons behind attending fitness clubs (Appendix –A)

6.3 Age and Impact of physical exercise on psychological condition:

To know the impact of physical exercise in fitness clubs on the psychological condition of the respondents are given some options as their answers: fighting stress, developing courage, self control, fighting

depression etc .Among them, 81 respondents found developing self control and 45 respondents found positive emotional and affective feelings as the psychological benefit.

Table 3: Age and Impact of physical exercise on psychological condition (Appendix –A)

6.4 Social Impact of physical exercise in fitness clubs:

Various social Impacts of physical exercise in the fitness clubs are found such as: gaining status, making friends, environmental adaptations, personality expression etc where most of the respondents thinks to join a fitness club enhance their status.

Table 4: Social impact of physical exercise in fitness clubs (Appendix –A)

6.5 Age, Gender and Physical Condition:

It is interesting to find that, among 164 male respondents 60 respondents identifies their physical condition is moderately healthy where answers options were healthy, moderately healthy and unhealthy.

Table 5: Age, Gender and Physical condition (Appendix –A)

6.6 Age, Gender and disease:

Some times the peoples practices physical exercise being advised by the physicians to get rid of particular diseases like Obesity, diabetes, cardiovascular diseases, respiratory diseases, osteoporosis etc and 79 of the total respondents thinks that practicing physical exercise is helpful to stay away from diabetes.

Table 6: Physical exercise and Diseases (Appendix –A)

6.7 Gender and Benefit of physical exercise:

It is important to know that practicing exercise in fitness club is beneficial to the members or not. Interestingly, 19 of the total respondents do not know whether it is beneficial to them or not.

Table 7: Physical exercise in fitness club and its benefit on health (Appendix –A)

6.8 Age, Gender and Choice of Area:

It is significant to the members of the fitness club members to choose the club considering its location. Sometimes they also choose the club where special trainer is available. Other considerations are low price, modern equipments or even they choose the club randomly.

Table 8: Choice of Location of the fitness club (Appendix –A)

6.9 Age, Gender and Feelings about physical exercise:

Is the member feeling bore or stressful or pleasant to practice physical exercise in a club? All the three answers are found from the respondents.

Table 9: Physical exercise and customers feeling (Appendix –A)

6.10 Age, Gender and Types of exercise:

Customers' preferences to practice free hand exercise or instrumental exercise or other types of exercise some time depend on the trainers or physicians instructions. However, it is observed both free hand and instrumental exercise customers prefer.

Table 10: Members preference to types of exercise (Appendix –A)

7.0 Analysis of the Findings:

Fitness club members attend fitness clubs through obtaining information from different sources. Majority of the respondents are self aware (61), 36 of whom are of age group 20-24 whereas 46 of the respondents attend fitness clubs being recommended by the doctors or physicians 24 of whom are fall in age group 40 to above. On the other hand, 30 of the total respondents collect information from the specialists and 20 members are influences by other members, 16 got information from Radio/ TV programs. Thus the fitness industry people should carefully promote their business through different communication vehicles

The main reason of practicing physical exercise found is to improve health condition (99). Other includes representation of healthy lifestyle (52), maintaining physical accord (41) and enjoying leisure (06). Total 65 of respondents found on age group 20 to 24 of who 32 thinks they practice exercise to improve their physical health, 22 thinks healthy lifestyle, 7 joins to maintain physical accord, 3 for pass their leisure. 54 of the total respondent found on age group 30 to 34 of whom 29 for improving health condition, 13 to maintain physical accord, 9 represents healthy lifestyle and 3 joins to spend their leisure. Only 2 of the respondents attend fitness clubs to have new friends. 30 of the respondents fall on age group 40 to above 17 of who motivates to improve their health condition, 8 thinks healthy lifestyle and 4 to maintain the physical accord and 1 to find new friends. Thus it is portrays that the different dynamic reasons are behind to attend fitness clubs.

Physical exercise also has a great impact on people's psychological condition. 81 of total 200 respondents think that practicing physical exercise in fitness clubs enhances their ability of self control and creativity, 45 think it create positive and affective emotional feelings, 40 think it enhance their courage, 21 fights against stress and 13 think it fight against depression and solitude. 25 of age group 20 to 24, 20 of age group 25 to 29, 19 of age group 30 to 34, 5 of age group 35 to 39 and 12 of age group 40 to above practices exercise to develop imagination and self control. On the other hand, 15 of age group 20 to 24, 8 of age group 25 to 29, 13 of age group 30 to 34, 4 of age group 35 to 39 and 4 of age group 40 to above join to create positive emotional and affective feelings. 18 respondents of age group 20 to 24 and 9 of age group 40 to above practice exercise in fitness clubs to develop their courage.

Social impact of attendance of fitness clubs also found. 49 of total interviewee think membership of any fitness club enhances their social status, 37 hangs out with friends while practice exercise in fitness clubs, 31 joins to accept the health related mistakes, 30 to express their personality, 26 to adapt the requirement of their present environmental settings, 15 find maintain social communication easy through fitness clubs and 12 knows social norms and values by being present at any fitness club.

While we asked about the physical condition of the respondent, 94 of 164 males found themselves healthy, 60 are moderately healthy and 10 are unhealthy, and among 36 women 16 are healthy, 18 are moderately healthy and 2 are unhealthy. 18 males of age group 20 to 24 found themselves moderately healthy and five females of age group 25 to 29 found the same. 65 of 164 males think they can stay way from diabetes, 34 thinks it helps to prevent obesity and cardiovascular diseases, 19 get rid of different infections and 10 respiratory diseases; On the other hand 14 of 36 females stay away from diabetes, 7 from cardiovascular diseases and 6 from obesity by practicing physical exercise in the fitness clubs. 29 of total respondents in age group 30 to 34 think exercise is a way to beat diabetes, where 79 of the total think same. Whether the attending of fitness clubs is beneficial to them or not; in this situation 140 males of 164, 30 of 36 female find physical exercise is beneficial to their health; 15 of 164 males, 4 of 36 females do not know whether it is beneficial or not; only 1 male and 2 female found no benefit of exercise to their health.

73 of the total respondents practice free hand exercise where 119 of them use instruments for the same and 8 uses others to have their exercise. 65 of age group 20 to 24 found irrespective of gender of who 28 practice free hand exercise and 35 use different instruments. 7 women of age group 30 to 34 use instrument where total women are 36 interesting to find total 22 women use instruments. On the other hand, 21 males found in age range 40 to above of whom 14 use instruments, 56 of age range 20 to 24 of whom 30 use instruments. It is evident that, age range 30 to 34 and 20 to 24 prefers instrumental exercise (38) and (35) respectively. Practicing exercise is pleasant to 90 of total respondents, stressful to 63 and boring to 47. Exercise is pleasant age range 20 to 24 and 30 to 34 (32) and (20) respectively. On the other hand, most females found it is stressful (13) and boring (12) of total 36 female respondents.

8.0 Significance of the study:

Present study will be beneficial to different stakeholders like the fitness club members, the fitness industry, the manufacturers of fitness products, the fitness trainers, the government policy makers and future researchers. The members of the fitness clubs will be benefited by getting the output of the study which will

give them depth knowledge about the contribution of the fitness clubs in their health status and its psychological and social impact on their life. The fitness club operators will understand the motives of their customers which will give them significant input in formulating their marketing strategies attract and retain the members. Manufacturers of fitness goods will have insight that the consumers always do not prefer the instrumental exercise and they should know specific reasons for practicing physical which sometimes related with members physical illness. So keeping all these things in mind, particular product they can design. Fitness trainers also can arrange the fitness programs that match with customers' preferences in instrumental or free hand exercise practice of the members. The government policy makers also should have inputs in formulating health policy for the people remembering the peoples need for fitness clubs which are used as a center for keeping citizens physically and mentally fit as well as the contributions of the industry in generating revenues, employment and for their entertainment values. Future researcher will get direction to further studies on the topic to discover the socio-economic impact of the fitness clubs in an economy as well as the relationship among different variables relating with fitness. Thus the study has great significance in many sector and different people.

9.0 Concluding Remarks:

Physical exercise is not a new concept. Since the beginning of human civilization, physical exercise are being practiced and got preferences to maintain the harmony of human body. Early researcher found the industry is contributing a lot to different economy and many reasons behind practicing exercise the present study found that the members join in the fitness club helps to improve their physical condition as well as it have psychological and social impact on their life. Self control and confidence enhances of the members by joining the clubs. Members of the clubs prefer to join the clubs which is nearby to their locations and feel pleasant to practice physical exercise. The study has great significance to the different stakeholders of the industry such as the members, the operators of fitness clubs, the producers of the fitness products and future researcher will have some cue to further study.

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Appendix-A: Table and Figure of the paper.

Table 1: Sources of information

Sources of Information	Age						Total
	15-19	20-24	25-29	30-34	35-39	40-above	
Specialist's suggestion	0	11	7	4	2	6	30
Doctor's recommendations	0	4	3	11	4	24	46
Radio/TV broadcasts	0	6	7	0	3	0	16
Press articles	0	0	3	5	0	0	8
Participation in reunions on physical education and sport themes	0	1	0	5	0	0	6
self awareness	0	36	11	12	2	0	61
Information gathered from other people	0	3	6	11	0	0	20
Other	1	4	2	6	0	0	13
Total	1	65	39	54	11	30	200

Table 2: The Reasons behind attending fitness clubs

Age	Motivational factors to attend fitness club					Total
	Maintaining Physical accord	Leisure	Making new friends	It represents a healthy lifestyle	improving health condition	
15-19	1	0	0	0	0	1
20-24	7	3	1	22	32	65
25-29	14	0	0	7	18	39
30-34	13	3	0	9	29	54
35-39	2	0	0	6	3	11
40-above	4	0	1	8	17	30
Total	41	6	2	52	99	200

Table 3: Age and Impact of physical exercise on psychological condition

What is the impact of physical exercises on your psychological condition?	Age						Total
	15-19	20-24	25-29	30-34	35-39	40-above	
Fighting stress	0	7	0	11	0	3	21
Developing courage, will and responsibility in action	0	18	6	5	2	9	40
Creating positive emotional and affective feelings	1	15	8	13	4	4	45
Fighting depression and solitude	0	0	5	6	0	2	13
Developing imagination, creativity and self-control	0	25	20	19	5	12	81
Total	1	65	39	54	11	30	200

Table 4: Social impact of physical exercise in fitness clubs

What is the social impact of attending the fitness club on you?	Age						Total
	15-19	20-24	25-29	30-34	35-39	40-above	
Gaining status	1	18	12	8	2	8	49
Making friends	0	12	14	5	0	6	37
Adaptation to the requirements of the environment	0	9	2	12	0	3	26
Knowing the social norms and values	0	2	4	2	2	2	12
Accepting your personal mistakes, as well as the mistakes of your friends and colleagues	0	8	1	17	1	4	31
Expressing your personality	0	7	6	7	4	6	30
Easy communication and social integration	0	9	0	3	2	1	15
Total	1	65	39	54	11	30	200

Table 5: Age, Gender and Physical condition

Gender			How do you appreciate the level of your physical condition?			Total
			Healthy	Moderate healthy	Unhealthy	
Male	age	15-19	0	0	1	1
		20-24	35	18	3	56
		25-29	20	12	0	32
		30-34	26	13	6	45
		35-39	5	4	0	9
		40-above	8	13	0	21
		Total	94	60	10	164
Female	age	20-24	4	4	1	9
		25-29	2	5	0	7
		30-34	5	4	0	9
		35-39	1	1	0	2
		40-above	4	4	1	9
		Total	16	18	2	36

Table 6: Physical exercise and Diseases

Gender		Which of the diseases enumerated below can be avoided by taking part in individual or collective physical activities?						Total
		Obesity	Diabetes	Cardiovascular diseases	Respiratory diseases	Osteoporosis	Different infections	
Male	age 15-19	1	0	0	0	0	0	1
	20-24	12	14	17	5	2	6	56
	25-29	8	14	3	1	0	6	32
	30-34	10	22	8	2	0	3	45
	35-39	2	1	2	2	0	2	9
	40-above	1	14	4	0	0	2	21
	Total	34	65	34	10	2	19	164
Female	age 20-24	1	3	2	1	1	1	9
	25-29	2	2	2	0	0	1	7
	30-34	1	1	3	3	0	1	9
	35-39	0	1	0	0	0	1	2
	40-above	2	7	0	0	0	0	9
	Total	6	14	7	4	1	4	36

Table 7: Physical exercise in fitness club and its benefit on health

gender			Is practicing physical exercises beneficial for your health in fitness club?			Total
			Yes	No	I don't know	
Male	age	15-19	0	0	1	1
		20-24	50	0	6	56
		25-29	25	4	3	32
		30-34	36	4	5	45
		35-39	9	0	0	9
		40-above	20	1	0	21
		Total	140	9	15	164
Female	age	20-24	8	0	1	9
		25-29	6	0	1	7
		30-34	8	0	1	9
		35-39	2	0	0	2
		40-above	6	2	1	9
		Total	30	2	4	36

Table 8: Choice of Location of the fitness club

			Choices of Location of fitness club					Total
			Location of the fitness club nearby	Modern training equipments	Specialized personnel coordinating the training and demonstrating professionalism	Low prices	Randomly	
male	age	15-19	1	0	0	0	0	1
		20-24	28	19	4	5	0	56
		25-29	14	9	3	3	3	32
		30-34	23	13	5	0	4	45
		35-39	5	3	1	0	0	9
		40-above	11	7	2	1	0	21
		Total	82	51	15	9	7	164
female	age	20-24	3	4	1	1	0	9
		25-29	2	3	1	1	0	7
		30-34	5	4	0	0	0	9
		35-39	0	1	1	0	0	2
		40-above	5	3	0	0	1	9
		Total	15	15	3	2	1	36

Table 9: Physical exercise and customers feeling

gender		How do you find the activities of practicing physical exercises in fitness club?			Total
		Boring	Stressful	Pleasant	
Male	age 15-19	0	0	1	1
	20-24	13	14	29	56
	25-29	8	8	16	32
	30-34	9	18	18	45
	35-39	2	2	5	9
	40-above	3	8	10	21
	Total	35	50	79	164
Female	age 20-24	2	4	3	9
	25-29	3	0	4	7
	30-34	4	5	0	9
	35-39	0	1	1	2
	40-above	3	3	3	9
	Total	12	13	11	36

Table 10: Members preference to types of exercise

gender			What type of exercise do you practice?			Total
			Free hand exercise	Instrumental exercise	Others	
Male	age	15-19	1	0	0	1
		20-24	24	30	2	56
		25-29	12	17	3	32
		30-34	13	31	1	45
		35-39	4	5	0	9
		40-above	6	14	1	21
		Total	60	97	7	164
Female	age	20-24	4	5	0	9
		25-29	3	4	0	7
		30-34	2	7	0	9
		35-39	1	1	0	2
		40-above	3	5	1	9
		Total	13	22	1	36

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