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## MOTIVATIONAL AND VALUE PREFERENCES OF TOWNSPEOPLE IN THE FIELD OF FITNESS

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**Abstract.** The article presents the results of a survey of Odessa (Ukraine) residents as part of a study of the motivational and value preferences of townsfolk in the field of fitness. It has been established that the determining motives for choosing a place for fitness are the individual trainer's approach to the client, personal comfort and convenient location of the fitness club. It was revealed that respondents have an interest in innovative training, but it has not yet acquired the character of a trend. We also obtained data about the significance of playing sports under the supervision of a personal trainer and sports physician. The collected empirical material served as the basis for revealing the behavioral patterns of townspeople and allowed to identify three groups of city residents who are characterized by different motivational and value preferences in the field of fitness. The first ones are focused on personal achievements, the second – on health, good physical form, good time among like-minded people, the third – on the development of special skills, achievements and opportunities to escape from problems. Based on the survey, it was also revealed that the overall physical development of the child is the leading physical motivation for children to do sports, and despite the fact that children may have certain achievements in sports, parents do not attach much importance to them.

**Keywords:** city, preferences of townspeople, values, homo exercens, motivation, lifestyle, sports, fitness, factor analysis, correlation analysis, behavioral patterns.

## **Introduction**

Raising the level of education in society, increasing economic prosperity and security are the main factors that lead to constant changes in the lifestyle of a modern city residents. The changes have led to the fact that person has at his disposal more free time and more freedom in satisfying his needs for education, entertainment, communication, new methods of treatment and forms of physical activity. Researchers note that the ideology of hedonism, which was characteristic, for example, for the society of the 60s of the XX century, has now undergone significant changes. Today, success is associated not with possessing things, but with the quality of life [1]. Idle pastime and unlimited sensual enjoyments are not hedonistic pleasures for a modern city resident, but there is a completely new reference point – regular and appropriate exercises in fitness clubs, following proper nutrition and a healthy lifestyle. «The purpose of such consumption is not only hedonism, but also information, interest – not only to enjoy life, but also to internal renewal, and the result is the emergence of an informed and responsible individual, a permanent own “dispatcher”» [2, p.165].

Against the background of the observed changes, the field of fitness is becoming one of the priority tasks of urban studies. Today, the concept of «fitness» includes a wide range of attributes and phenomena, which reflects not only the trends of social changes, but also the motivational and value transformations that occur in the personal structure of modern urban residents. Quite possible that it is worth talking about the formation of modern homo exercens (lat. – a person, who training, consciously improving himself), who demonstrates new sociocultural lifestyles based on their own motivational-value structure.

Thus, the main **purpose** of the presented sociological survey was to identify relevant motivational and value preferences of city residents in the field of fitness. The main **tasks** that were set and solved:

- 1) the development of the basis for a typology of behavioral patterns in the field of sports;
- 2) the highlighting of types of fitness clubs consumers on the base of criteria for choosing a place for sports.

## **Materials and methods**

The empirical basis of the study was the results of a sociological survey aimed at analyzing the current motivational and value preferences of townspeople in the field of fitness. Investors of residential complexes in which a new concept of residential

space is being implemented, were selected as respondents. New concept assumes a number of commercial functions, unlike typical apartment buildings. Thus, the survey involved people who set and accept new urban trends and determine the demand of the latest trends in organizing the urban environment. The survey was conducted from January to February 2020 in Odessa by the research group of Think Tank Prostranstvo (Vystavkina, Marchenko & Shymko [3]).

The total number of respondents is 35 people. During the sociological survey, 18 women and 17 men were interviewed. Age distribution of respondents: from 19 to 25 years old – 2 people, 26-35 years old – 12 people, 36-49 years old – 16 people, 50-65 years old – 3 people, older than 65 – 2 people. 26 respondents have children. Age distribution of children: up to 6 years – 15 children; 7-12 years old – 11 children; over 13 years old – 8 children.

**The methodological** basis of the study was:

- method of expert assessments, as a result of which, statements were made regarding the alleged motives for playing sports among city residents. Also, based on expert assessments, a list of the most significant criteria that can serve as a basis for choosing a fitness club was compiled;
- method of sociological questioning (Vystavkina & Ivanova [4]);
- Mathematical and statistical tools «SPSS: IBM», which were used to conduct correlation and factor analysis.

## **Results and discussion**

The fitness industry is aimed primarily at adults who are not included in institutionalized systems (schools, universities), where sports are mandatory. At the same time, fitness clubs are not focused on professional athletes and people who need special rehabilitation physical exercises. Therefore, at first sight it seems that the main target group of sports institutions is people who strive for maintain a high level of physical activity, health and workability. Sports practices are described by objective and subjective parameters.

So, the regularity of doing sports (regularly, periodically and occasionally), as well as the direct focus on the types of sports activities, relates to an objective parameter (Table 1).

As a result of the survey, it was revealed that the majority of respondents involved in sports regularly (28 people), periodic exercise is in the second place (20 people).

Table 1.

Regularity / Sport status	Regularly	Periodically	Occasionally	Total
Professional	0	1	0	1
Exercises in the fitness club, sports hall	9	7	1	17
Practices of yoga, qi-gong, relaxation	6	2	1	9
Treatment and rehabilitation programs	2	0	0	2
Independently, own system	6	5	0	11
Under the guidance of a professional instructor	1	2	0	3
Independently, using gadget instructions	0	1	0	1
Amateur sport	4	2	2	8
Not doing exercises, but active	0	0	2	2
Total	28	20	6	54

The most popular types of exercise are training in fitness clubs and gyms (17 people), as well as self-study according to own system (11 people), harmonization and relaxation practices are in the third place (9 people).

To the open question about what kind of sport the townspeople are involved, the following answers were received: games (football, tennis, athletics) – 10 people, exercises with gym equipment in a fitness club – 6 people, group fitness classes, yoga – 6 people.

The following objective criteria are the demand for innovative training and special professional support, as well as the demand for children's fitness. In general, the study showed not high importance of innovative training, on what the average significance of training, which are regulated by special software, points (5.97 out of max. 10). The desire to track indicators during training using wearable gadgets is in the second place in importance (Table 2).

These results indicate the active development of new areas of sports activities that involve using of specialized programs, technologies and techniques, but a pronounced trend has not formed yet. Exactly the fitness industry contributes to the development of these trends. Innovative means and forms of fitness expand the range of exercises offered by sports clubs, including those related to program control, both for the behavioral patterns of trainings people and for the physical condition of the body. The popularity and active use of such applications as a fitness trainer, fitness

planner, motion tracker, calorie, sleep, drinking water counters and so on are a reflection of the transition process from the informational stage of social development to the post-informational and prognostic one. And if the information stage is characterized by such phenomena as wearable sensors, environmental friendliness, health monitoring, a variety of training types, individualization and personalization, so the post-information stage, that will replace it, will be characterized by increasing in such trends as life planning, disease forecasting and prevention, biohacking , adding new body functions, revealing the hidden capabilities of your body, etc.

Table 2.

	The importance of training innovation	Significance, max. 10
1	Workouts from software	5,97
2	Tracking workout metrics	5,00
3	Interest in training in virtual reality	3,70
4	Interest in remote competitions	3,25

The study showed the high significance of playing sports under the supervision of a personal trainer (Table 3).

Table 3.

	Sports and Health	Significance, max. 10
1	Importance of observing a trainer	7,15
2	Importance of observing a sports physician	6,47
3	Importance of observing a nutrition specialist	5,56

This result indicates that the time of mass and unified approaches is a thing of the past, and a well-established culture of individual preferences has come to replace it. «As more and more basic needs of customers are satisfied, – notes E. Toffler, – it can be firmly predicted that the economy will be more energetic in meeting the delicate, diverse and deeply personal needs of the buyer, the needs for beautiful, prestigious, individualized and sensually pleasing products for him» [5, p. 248].

Regarding children's fitness, the study showed the high importance of pool training, gymnastics, dance and recreational activities for children (Table 8).

Parents called the main motives for playing sports for their children: general physical development (7 people), participation in amateur competitions (5 people),

participation in professional level competitions (4 people). The remaining respondents said that children do not play sports (6 people).

Table 8.

Service for Children	N	Mean	Std. Deviation
The importance of the pool	4	9,75	1,032
The Importance of Martial Arts	4	6,13	3,927
The importance of gymnastics and dance	4	8,33	2,200
The importance of exercise therapy	3	8,17	2,839

These results indicate that the development of children's fitness is aimed not so much at the recreational task as at preventive and general health goals. The negative consequences of modern children hypo dynamic lifestyle will lead to a general deterioration in health, which is already manifested as an urgent need for professional fitness programs for children and adolescents. Training in the pool, as the most complex type of sports activity in terms of its effect on the body, is especially popular.

The subjective parameters that describe the practice of fitness include the value orientations of the respondents. Thus, a cluster analysis of fitness practices allowed us to distinguish three groups of city residents, who are characterized by different value orientations and lifestyles (Table 7).

Table 7.

Values	Cluster		
	1	2	3
<i>The number of observations:</i>	<i>10</i>	<i>2</i>	<i>19</i>
The value of winning and reaching the heights	8	2	8
To be in good physical form	1	10	4
The value of a beautiful body, looking good	2	10	5
The value of being healthy	1	11	1
The value of harmony of body and soul	2	7	5
To become better and overcome yourself	3	9	6
The value of positive emotions	2	11	6
Spend free time with benefit in the social circle	3	8	7
Disease prevention	3	7	6
To form a special skills	4	6	9
An opportunity to distract from problems	3	7	9

**The first group** is united by the desire to be the first at any costs, to achieve goals, not paying attention to other factors (health, harmony, positive emotions). Leading motivational-value attitudes: to win and reach the heights.

For **the second group**, it is important not only to take care of health and appearance, but also to receive positive emotions from training and the desire to become better, overcoming yourself. Leading motivational-value attitudes: to be healthy, to receive positive emotions, to be in good physical form, to have a beautiful body and to look good, as well as to become better and overcome yourself, to spend free time with benefit in the social circle.

**The third group**, like the first, seeks to win, but important to personal development, the formation of skills and enjoying sports are also important for them. Leading motivational-value attitudes: the formation of special skills, the ability to escape from problems, the ability to win and reach the top.

If we accept the established point of view that all social behavioral strategies can be distinguished by two polar attitudes regarding to the relation of the individual and the group: either the interests and values of the individual are associated with the interests of the group («we»-direction), or the interests of the individual are not related to the interests of the group («I»-direction), then we can notice its apparent insufficiency, as empirical data evidences.

There are probably many intermediate states between these extreme options. So, for example, American researchers say that cultural behavioral patterns «differ in the degree of cooperation, competition, or individualism» [6]. That is, cooperation supposes a positive solution to the question of the relationship between values of the individual and the group, when competition involves a negative connection, individualism, respectively, the lack of connection [7, p.37]. This view broadens possible options for analyzing the behavioral strategies of townspeople in the field of fitness, which is confirmed by the results obtained in the course of a sociological survey of the preferences of townsfolk.

The study of the importance of the fitness club selection criteria showed that the most significant parameters are: the trainer's ability to find an individual approach, personal comfort during exercises, as well as the convenience of the fitness club location (Table 4), which also indicates the priority of individual choices instead of standardized approaches and established technologies.

The observed phenomena indicate that the established cultural environment forms the main motive for the social activity of townspeople, expressed not in the satisfaction of needs, but in the subjective orientation to the satisfaction of desires (wants). However, this type of activity is not truly individualized and reflective. In

many ways, «this is the activity of the subject, carried out according to civilizational patterns. Civilizationally determined and normalized activity of an individual included in a situation of cooperation... Even when the subject, by virtue of circumstances, acts autonomously or in isolation, i.e. outside the explicit cooperative context, such a context is implicitly present» [8]. However, the next necessary and natural step in the transformation of civilizational unification is the transition to a post-civilizational model of values, where the individual assumes genuine responsibility for his life and work.

Table 4.

	Criteria	Significance, medium
1	Trainer's ability to find an individual approach	8,35
2	Personal comfort	8,17
3	Location convenience	8,15
4	Staff qualifications	8,00
5	Opportunity of individual growth	7,59
6	Multifunctionality of club	7,66
7	Training apparatus	6,34
8	Service quality	6,00
9	Healthy lifestyle information place	6,00
10	Classic workout	5,88
11	Individual approach (schedule)	5,76
12	Systematic training	5,41
13	Innovative workouts	5,06
14	Budget of service	5,00
15	The atmosphere in the group	4,66
16	Club as a place for dating	4,29
17	Team results	2,88
18	Club status	2,86
19	Design criterion	2,74
20	Professional achievements of trainer	2,71
21	Club specialization	2,60
22	Habitual place of club	2,38



The relationship of the criteria with individual values and with other criteria for choosing a fitness club is reflected in linear regression models (Table 5). This work presents only models with a high degree of accuracy.

Table 5.

Criterion	Model accuracy, %	Coefficient	Positive Relationships		Negative Relationships	
			Criterion	Coefficient	Criterion	Coefficient
Service quality	8,7	1,874	Spend free time with benefit in the social circle.	0,997	Club specialization.	-0,568
			Innovative workouts.	1,050	The value of positive emotions.	-0,682
			Classic workouts.	0,652	The value of winning and reaching the heights.	-0,470
					Systematic training.	-0,400
Opportunity of individual growth	6,8	6,292	Individual approach (schedule).	0,322	The atmosphere in the group.	-0,503
			Disease Prevention	0,468	Value to form special skills.	-0,573
			Club as a place for dating.	0,279		
			An opportunity to distract from problems.	0,321		
The atmosphere in the group	2,2	6,709	Service quality.	0,388	Design.	-0,509
			Team results.	0,359	Value to form special skills.	-0,357
					The value of a beautiful body, looking good.	-0,371
Club specialization	2,2	2,683	Spend free time with benefit in the social circle.	0,555	Service quality.	-0,322
			Habitual place of club.	0,382	To become better and overcome yourself.	-0,296
			Club as a place for dating.	0,232	Classic workouts.	-0,257

**Criterion of service quality.** The accuracy of the model is 68,7%. It is positively associated with both innovative and classical training, as well as with the value of «spending time with benefit in the social circle». Negative connection: the value of positive emotions, the value of winning and reaching the heights, systematic training, and club specialization.

**Criterion of opportunity for individual growth.** The accuracy of the model is 56,8%. It is positively associated with individual approach (personal schedule), the ability to distract from problems, a place for dating and disease prevention. Negative connection is noted with the atmosphere in the group and the formation of special skills.

**Criterion of atmosphere in the group.** Linear regression with an accuracy of 52,2%. It is positively related to the criteria «service quality» and «team results». Negative relationship is observed with the design, the values of a beautiful body and the formation of special skills.

**Criterion of club specialization.** The accuracy of the model is 52,2%. A positive connection is with the criteria «habitual place of club», «place for dating» and the value of spending free time with benefit in the social circle. Negative connection: service quality, classical training and the value to become better and overcome yourself.

The factor analysis of the criteria for choosing a fitness club by townspeople made it possible to distinguish the following three types of fitness club consumers (Table 6).

1) Innovators (describes 15% of dispersion). The atmosphere in the group, the quality of services and the innovativeness of training are important for them. Motivational-value aspects of their fitness activity are aimed at finding new information, a rational approach to training and the effective application of gained knowledge.

2) Demonstrators (describes 12% of dispersion). Design of fitness club, trainer`s professional achievements, status and habitual location of the club are important for them. Motives of their sports activities are demonstrative behavior, aesthetics and elitism, which can be expressed not only in the selection of a suitable sports club, but also in the purchase of fashionable sportswear, accessories, passion for selfies during training, etc.

3) Profile-oriented (describes 10% of dispersion). This group includes such criteria as team results, club specialization, staff qualifications and budget of service. Motivational and value reference points of these townspeople are aimed at belonging to a group of interests, sports achievements and profile training. For such residents,

not multifunctional fitness clubs will be more attractive, but for example, a martial arts club or a dance school.

Table 6.

Criterion	Rotated Component Matrix <sup>a</sup>		
	1	2	3
Habitual place of club	-,590	,483	-,004
Location convenience	,214	,400	,124
Club specialization	-,085	,106	,760
The atmosphere in the group	,735	,125	,246
Innovative workouts	,720	,012	,272
Service quality	,713	,318	-,204
Classic workout	-,592	,279	-,051
Budget of service	-,577	,073	,417
Design	,050	,842	-,047
Professional achievements of trainer	,043	,779	,274
Club status	-,076	,673	-,146
Personal comfort	,115	-,533	,395
Team results	,266	,114	,816
Opportunity of individual growth	-,185	,181	-,712
Individual approach (schedule)	,226	,151	-,560
Staff qualifications	,225	-,356	,464

## Conclusions

The fitness industry has become an integral part of the modern urban paradigm. One of the significant characteristics of a modern city is the presence in the environment a huge number of services focused on the development, strengthening and improvement of the human body – beauty salons, medical centers, fitness clubs, etc. Therefore, the study of this sphere is necessary for understanding the observed phenomena and predicting future changes.

Thus, the results of the presented study are preliminary and suggest further analysis and interpretation, and considering the nature of the sample, which is not representative for all Odessa residents, the findings of the empirical study cannot be extrapolated to other groups than those presented in this paper.

The main results of the presented study include the following:

1) The objective grounds for the description of behavioral patterns in the field of sports are the intensity of activities and their orientation, the actualization of the need for innovative approaches and the need for professional support, as well as the demand for children's fitness. A pilot study showed that:

- Regular sports training can take place in fitness clubs and gyms, as well as independently according to the developed individual system. Also, respondents are interested in sport games, relaxation and harmonization practices.
- Innovative workouts and exercises, which are regulated by special sports applications, are just starting to gain popularity. At the same time, playing sports under the supervision of a personal trainer is highly significant for respondents.
- Parents call the general physical development the main motive for playing sports with children.

The subjective grounds for describing behavioral patterns in the field of fitness include a cluster analysis of respondents' value orientations. The most numerous cluster is represented by respondents for whom sport is an opportunity to win and reach the top, to form special skills, as well as a way to distract from problems.

According to the results of a pilot study, the motivational and value preferences of townspeople in the field of fitness are characterized by such parameters as the trainer's ability to find an individual approach, comfort during exercises, as well as a convenient location of fitness club.

2) Factor analysis, based on analysis of the criteria for choosing a place for sports, allowed to distinguish three groups of townsfolk, which are characterized by different preferences in the field of fitness. The first ones are focused on the sport achievements, the second – on health, physical form, good time among like-minded people, and the third – on the development of special skills, achievements and distraction from problems.

The prospect of further research is ensuring of representativeness of the sample, as well as the construction of qualitative and quantitative models of the fitness environment of the city. The results of this research can be used to further study the motivational-value aspect of the fitness phenomenon in the modern world, to analyze the needs of townspeople in physical education and sports, as well as to develop concepts for the fitness clubs activities, which cannot be formed without relying on empirical data on relevant behavioral motives and lifestyles of city residents.

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