

**A STUDY ON WOMENS' ATTITUDE TOWARDS FITNESS  
CENTRE IN COIMBATORE CITY**

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**ABSTRACT**

The study explores the Women's attitude towards fitness centre in Coimbatore city, Tamil Nadu. The main objectives of the study were to find the level of awareness of women towards fitness centre, to find the purpose of going to fitness centre and to analyze the satisfaction and problems faced by women in fitness centre. The study based on convenience sampling method. The study was carried out of 200 women respondents who are going to the fitness centre. The study was carried out for the period of 4 months. The data which were collected from the respondents were analyzed by Percentage analysis, Chi-square test and weighted average score. The conclusion is that in Coimbatore town women have low level of awareness and low level of attitude towards fitness centre.

**KEYWORDS: Attitude, Fitness centre, Women.**

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## INTRODUCTION

Health and beautiful body is desired by everyone. Earlier, akhadas (traditional wrestling centres) were the local point of body building and similar activities but as time changed, gymnasiums and health clubs have replaced them. Men have been attracted towards health clubs/ gym mainly for body building purpose while women seek a slim and trim body that is fit in all sense. This is the reason why health clubs for women are often called as slimming centres or body shaping centres. Today, body shaping and fitness has attained scientific approach, with machines and exercises being prescribed for different parts of the body. Individual attention and personalized treatment according to the needs by professionally trained instructor and glitter to the service industry. Customers are not only told and shown the right way to use machines and exercise, they are also prescribed the right kind and amount of exercises depending upon individual needs and capacity. Since the objective of health clubs of men and women are different, men need health clubs for body building while women go to health clubs for weight reduction, the machinery used in both are different. Fitness is required not only by athletes for better performance, but also by non-athletes for maintenance of a healthy body and healthy mind. Fitness is generally considered to have five components: aerobic capacity, muscle strength, muscular endurance, flexibility, and body composition. Today health living has become a philosophy of living for many people in the world. As a result, numbers of the people who attend to the fitness centres has dramatically increased. Another result was the increasing numbers of fitness centres and the growing competition amongst them.

## FITNESS TREND IN INDIA

Last decade has been a decade where not only infrastructure development has been noticed on other hand people lifestyle has also developed and has brought a trend of Fitness, it's not limited to urban areas but effect can be noticed in rural India. The reason was tremendous growth in fitness and health care industry as Indians have become more and more health concerned. Fitness industry is growing @ 15%. There aren't many international health clubs in the Indian fitness industry, today they are targeting Indians living in urban areas who are interested in improving their health and wellness and who have money to burn. These fitness clubs are usually well provisioned in terms of equipment, services and operate usually very smoothly. Almost all the fitness centres in India have instructors and trainers, who guide the

people to do exercise in most methodical manner. They also suggest trainee exercises according to their physical structure and needs.

### **FACILITIES OFFERED BY THE FITNESS CENTRE**

- Group exercise
- Personal training
- Aerobic exercise
- Weight gain/ loss services
- Flexibility improvement program

### **STATEMENT OF THE PROBLEM**

In ancient times, no modern means of technologies replacing human work so women had more physical work. Therefore, there was no fitness centre in those times. Due to globalization and advanced technology new machines were introduced. Due to this majority of the women do not have physical work and they become fat faster. The cells get concentrated in hip and lower abdomen and also it leads to anemia, thyroid and obesity. It creates lack of fitness and health condition. To avoid such type of health problems and to improve their physical fitness, they have to depend fitness centers. Regular exercise can help to maintain their health and fitness. But majority of the women are not much aware of fitness centre. The study focuses on the women's attitude towards fitness centre in Coimbatore city.

### **OBJECTIVES OF THE STUDY**

- ❖ To find the level of awareness of women towards fitness centre in Coimbatore city.
- ❖ To find the purpose of going to fitness centre.
- ❖ To analyze the satisfaction and problems faced by women in fitness centre.

### **REVIEW OF LITERATURE**

- R. Srikanth in The Hindu has reported in his article that for the first time in the district, a women self help group (SHG) has opened a gym meant for women with a view to create and spread fitness consciousness among them. The Hindu-Feb 20, 2011.
- Mohammad Ehsani revealed that the motives behind corporate purchase of fitness clubs and attraction of women towards fitness centres. The results of the study showed that

women's motivation to participate in fitness centre were 65.8% for health keeping, 60.8% for fitness and 42.5% for losing weight.

### **SCOPE OF THE STUDY**

The study was mainly undertaken to identify the level of awareness and attitude of women towards fitness centre. The study has covered only form the point of women who are going to the fitness centre. This study can be helpful to know the satisfaction and problems faced by women in fitness centre.

### **SAMPLE SIZE**

The sample size consist of 200 women respondents who were selected on the basis of convenience sampling method from Coimbatore Town.

### **METHODOLOGY**

The study is based on convenience sampling method. The researchers have collected Primary data has been collected from the customers of various fitness centre using interview schedule method and secondary data has been collected from websites, books and journals with regard to the fitness centre.

### **LIMITATIONS OF THE STUDY**

- ❖ The study is restricted to Coimbatore city only.
- ❖ Only 200 respondents were considered as sample for the study.
- ❖ The data was obtained through questionnaire and it has its own limitations.

### **ANALYSIS & INTERPRETATION**

The data collected are classified and tabulated and further the following statistical measures are also employed aim fulfilling the objective of the study.

#### **Tools used**

- **Simple percentage analysis**
- **Chi-square test**
- **Weighted average score**

TABLE NO: 1

TABLE SHOWING PERSONAL FACTORS

Personal factor		Level of awareness	
		No of respondents	Percent
Marital status	<b>Single</b>	<b>107</b>	<b>53.5</b>
	Married	93	46.5
Age	Below 20 years	22	11
	<b>21-30 years</b>	<b>83</b>	<b>41.5</b>
	31-40 years	68	34
	41-50 years	27	13.5
Educational qualification	No formal education	13	6.5
	School level	17	8.5
	Diploma level	36	18
	<b>Graduate level</b>	<b>77</b>	<b>38.5</b>
	Post graduate	57	28.5
Occupation	<b>Student</b>	<b>62</b>	<b>31</b>
	Working women	42	21
	Business	23	11.5
	Profession	23	11.5
	Home maker	50	25

Source: Primary data

The above table observed that the majority of the respondents are single (53.5%) and in the age group of 21-30 years (41.5%). Majority of the respondents are completed graduate level (38.5%) and belongs to students (31%).

TABLE NO: 2

TABLE SHOWING THE MODE OF AWARENESS OF THE FITNESS CENTRE

Mode of Aware		Yes	No	Total
By Self	No.	79	121	200
	%	39.5	60.5	100
Friends & Relatives	No.	83	117	200
	%	41.5	58.5	100
Neighbours	No.	40	160	200
	%	20	80	100
Newspaper	No.	40	160	200
	%	20	80	100
Television	No.	34	166	200
	%	17	83	100
Radio	No.	38	162	200
	%	19	81	100
Magazines	No.	49	151	200
	%	24.5	75.5	100
Pamphlets / Banners	No.	71	129	200
	%	35.5	64.5	100

Source: Primary data

With regard to awareness majority of the respondents are not aware of fitness centres through their friends and relatives, neighbours and the Medias such as news paper, television, radio, magazines and pamphlets / banners.

TABLE NO: 3

TABLE SHOWING THE RELATIONSHIP BETWEEN OCCUPATION OF THE RESPONDENTS AND PURPOSE OF GOING TO FITNESS CENTRE

**HYPOTHESIS (H<sub>0</sub>):** “There is no significant relationship between occupation of the respondents and purpose of going to fitness centre”.

Particulars		Purpose of going to fitness centre					Total
		To keep body fit and healthy	To reduce weight	To gain weight	To reduce stress	Passion	
Occupation	Student	19	12	6	8	18	63
	Working women	15	21	0	1	3	40
	Business	10	10	0	2	0	22
	Profession	7	4	2	12	1	26
	Home Maker	15	29	0	5	0	49
<b>Total</b>		<b>66</b>	<b>76</b>	<b>8</b>	<b>28</b>	<b>22</b>	<b>200</b>
<b>Chi-Square Tests</b>							
Particulars		Value	Df	Asymp.Sig. (2-sided)			
Pearson Chi-square		80.804 <sup>a</sup>	16	.000			
Likelihood Ratio		82.484	16	.000			
Linear- by- Linear Association		7.748	1	.005			
N of valid cases		200					

Source: Computed value

According to the Chi-Square table the p value is .000 which is lesser than significant value (.000<0.05). Hence there is a significant relationship between occupation of the respondents and purpose of going to fitness centre. **Hence, the hypothesis is rejected.**

TABLE NO: 4

TABLE SHOWING THE LEVEL OF SATISFACTION RELATED TO OPERATION OF THE FITNESS CENTRE

(HS- Highly Satisfied S- Satisfied N-Neutral DS- Dissatisfied HDS- Highly Dissatisfied)

LEVEL OF SATISFACTION	HS	S	N	DS	HDS	SCORE	RANK
Knowledge of staff	81	94	20	5	0	4.25	1
Variety of programs	79	83	32	4	2	4.16	3
Safety lockers	54	42	71	20	13	3.51	6
Pleasantness of environment	60	104	28	6	2	4.07	4
Quality & Safety of equipment	71	108	13	5	3	4.195	2
Consultation by specialist (doctors ,nutritionists)	31	79	67	14	9	3.545	5

Source: Computed value

It is concluded that the majority of the respondents are satisfied with knowledge of staff, variety of programs, pleasantness of environment, quality and safety of equipment, consultation by specialist and neither satisfied nor dissatisfied with safety lockers.

### SUGGESTIONS

- ❖ Fitness centre has to create more awareness among women by advertisement through Television and other Medias.
- ❖ The customers prefer additional services such as, child care, meditation, massage, refreshment facilities, high tech environment and variety of equipments. So, these facilities can be provided by the fitness centre.
- ❖ Fitness centre should locate in good area with enough parking facility and availability of transport can attract more customers.
- ❖ Appointment of lady trainer encourages women to prefer fitness centre.



## CONCLUSION

Fitness is required not only by athletes for better performance, but also by non-athletes for maintenance of a healthy body and healthy mind. Exercising is very important because it helps to maintain body metabolism, reduce stress and keep the body in shape. Thus, Women fitness centre will help every woman to set and achieve the goal and active life for a healthy living. To conclude, fitness centre must provide highly customized fitness products and experienced trainer to attract more consumers.

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