



WOMEN'S ATTITUDE TOWARDS FITNESS CENTRE IN COIMBATORE CITY

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Abstract: The present study focuses on women's attitude towards fitness centre in Coimbatore city. The study was conducted through a survey of 150 women's towards fitness centre. The findings indicate that most of the consumers are highly satisfied with the service quality of fitness centre. The study also revealed that customer level of satisfaction was influenced by their age, marital status, and Income level. Overall, the study suggests that women's attitude towards fitness centre has been successful made for women's fitness.

KEY WORDS –Women's fitness, quality of fitness centre

INTRODUCTION

Women get caught up in their busy lives and neglect to take care of their fitness. Whether the women are at home or at work, the situation is the same. To keep in shape, we don't always need to go to the gym. Women's fitness today, exercise plays a big part in our daily lives. However, most Women can increase their self-confidence by remaining healthy. Given our toxic lifestyle, it is crucial for everyone to pay attention to their health, but women in particular. So, regular exercise is necessary for maintaining one's health. Even when at rest, you burn more calories when you maintain a healthy weight. You can engage in greater physical activities if you are fit. And you may workout longer and harder without exerting as much effort. You can control your weight with its assistance. Fitness is important for all women, regardless of their occupation. Whether reaching up while stacking shelves or bending down to pick up children, women use large and small muscles throughout their bodies to do everyday tasks. Staying physically fit can aid in every move made throughout the day.

SCOPE OF THE STUDY

The Scope of the study is tremendously due to the growing attitude and culture of fitness especially among females. Exercise not only helps live longer it helps you live better. In addition, making the heart and muscles stronger and fending off host of diseases, it can also improve the mental and emotional functioning and even bolster productivity and close relationships. Being active also can help women maintain or lose weight.

STATEMENT OF PROBLEM

Lost amidst the daily buzz of homely activity and official duties, women entrepreneurs and homemakers alike tend to ignore their busy lifestyles have on their health. Fitness has become a factor that has most likely to have been forgotten due to busy schedules and timing in front of us. Awareness amongst the today's generation regarding the fitness is mandatory. Especially among women, as they tend to forget about the fitness as the life catch up on them especially the busy lifestyles and it isn't just the case of the working women, it is also happening among the home makers Awareness can bring a better attention and hence the study is undertaken with reference to women's attitude towards fitness.

OBJECTIVES

- To determine the level of awareness regarding fitness among women
- To study the female's attitude towards exercise and gym.
- To analyses the factors that influence the females regarding fitness

RESEARCH METHODOLOGY:

SAMPLING SIZE

The number of items to the selected from the universe that constitute a sample. The study covers the women's towards fitness centre in Coimbatore city. Here the size of the population is 150 respondents.

PERIOD OF STUDY

The period of study is 3 months -January- 2023 to March-2023.

PRIMARY DATA:

The study is mainly based upon the primary data: Primary data collected through questionnaires.

SECONDARY DATA:

It has been collected from Magazines, Journals, Websites, Report, Research studies, etc.

STATISTICAL TOOLS USED FOR DATA ANALYSIS

The rule of statistical in research is to function as a tool in designing research analysis the data, and drawing its conclusion form. Most research studies result in large volumes of new data that must be suitable reduced so that the same can be read easily and can be used for further analysis.

The tools used are:

1. Percentage Analysis
2. Weighted Average Method
3. Chi-square Analysis
4. Correlation Analysis
5. Regression

LIMITATIONS OF THE STUDY

- ❖ The study is confined to respondents in Coimbatore city only.
- ❖ The sample size is limited to 150 Respondents.
- ❖ The time period for the research is limited.
- ❖ The data is collected only from female respondents.

REVIEW OF LITERATURE

- **Sharon-David et al. (2020).** With Messaging around the importance of physical training to health and wellbeing is increasingly prevalent, and between growing awareness of the benefits of moderate intensity and weight-bearing exercise to physical and mental wellness, and the increasing importance of the reflexive body in contemporary society.
- **Leisure DB, (2019).** Yet despite this normalization of gym training, concerns remain over the accessibility of gyms, and perceived barriers to entry for those not fitting the mould of the stereotypical muscle-bound women's fitness.
- **Coen et al., (2018)** This paper seeks to contribute to understanding in this area through an in depth exploration of 18 women's experiences accessing training in four gyms, grounding findings in their experiential realities of these spaces, to help facilitate more critically-guided policy.
- **Hakim (2013),** growing numbers of women are accessing gyms as both a health and leisure activity. Rates of gym membership have grown considerably in recent years, with participation in weight training becoming a routine activity, and part of the everyday.

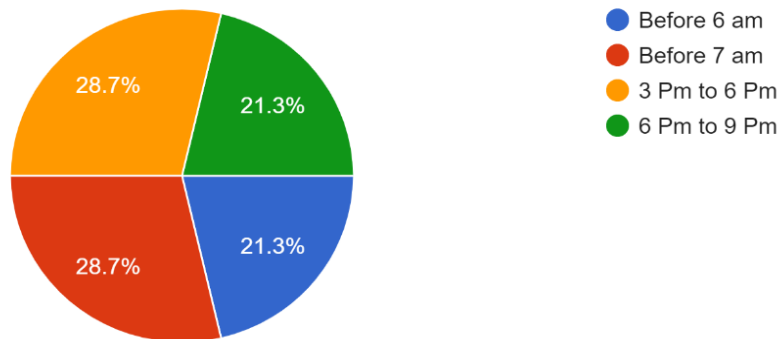
DATA ANALYSIS AND INTERPRETATION**SIMPLE PERCENTAGE ANALYSIS:****TIME PREFER TO EXERCISE**

S.No.	Prefer to exercise	No. of Responses	Percentage
1	Before 6 am	32	21.3
2	Before 7 am	43	28.7
3	3 pm to 6 pm	43	28.7
4	6 pm to 9 pm	32	21.3
	Total	150	100

SOURCE: Primary Data

INTERPRETATION

The above table shows that 21.3% of the responses belongs to Before 6 am, 28.7% of the responses belongs to Before 7 am, 28.7% of the responses belongs to 3 pm to 6 pm and 21.3% of the responses belongs to 6 pm to 9 pm.

**WEIGHTED AVERAGE METHOD:****LEVEL OF SATISFACTION**

Particulars	Not at all aware	Slightly aware	Moderately aware	Aware	TOTAL	MEAN SCORE
Factors	1(4)	2(3)	3(2)	4(1)		
Energy	44	27	62	17	150	2.65
	176	81	124	17	398	
Nutrients	32	62	45	11	150	2.76

	128	186	90	11	415	
Proteins	34	40	64	12	150	2.64
	136	120	128	12	396	
Carbohydrates	16	37	74	23	150	2.28
	64	111	148	23	343	

SOURCE: Primary data

INTERPRETATION

The above table shows the various level of satisfaction towards in the women's fitness centre. The highest mean score 2.76 for the nutrients for the women's fitness. The lowest mean score 2.28 for the carbohydrates for the women's fitness.

CHI SQUARE ANALYSIS:

RELATIONSHIP BETWEEN THE AGE OF THE RESPONDENTS AND TIME SPEND FOR EXERCISE IN A DAY.

AGE OF THE RESPONDENTS	TIME SPEND FOR EXERCISE IN A DAY				TOTAL
	Does not exercise	Upto 1 hour	2 hours	More than 3 hour	
18-25 years	9	13	3	7	32
25-30 years	6	13	14	2	35
31-35 years	9	8	21	1	39
Above 35 years	20	5	4	15	44
Total	44	39	42	25	150

FACTORS	CALCULATION	DF	TABLE VALUE	REMARKS
Time spend for exercise in a day	50.985 ^a	9	16.919	Rejected

Source: Primary data

INTERPRETATION

The calculated value of chi-square table value. Hence the hypothesis is rejected stating that there is significant relationship between age of the respondents and time spend for exercise in a day.

BIVARIATE CORRELATION:**RELATIONSHIP BETWEEN THE OCCUPATION AND PRICE OF THE FITNESS CENTRE****HYPOTHESIS**

H₀: There is no relationship between the occupation and price of the fitness centre.

H₁: There is a relationship between the occupation and price of the fitness centre.

TEST THE CONDITIONS (R value =+1) (+1 to -1)

If R values +1 accept H₁ and reject H₀qw, If P value -1 accept H₀ and reject H₁

The following table gives the reason for occupation and the price reason of the fitness centre per month.

FACTORS	MEASURES	OCCUPATION	PRICE OF THE FITNESS CENTRE PER MONTH
OCCUPATION	Person correlation	1	.005
	Sig. (2-tailed)		.953
	No. of. Responses	150	150
PRICE OF THE FITNESS CENTRE PER MONTH	Person correlation	.005	1
	Sig.(2-tailed)	.953	
	No. of. Responses	150	150

Source: Primary data

INTERPRETATION

There is no relation between the occupation and price of the fitness centre per month because the P value is greater than 1, so the Null hypothesis is rejected. Alternative hypothesis is accepted.

REGRESSION:**REGRESSION ON EDUCATIONAL QUALIFICATION AND SOURCE TO KNOW THE FITNESS CENTRE****HYPOTHESIS**

H₀: There is no relationship between the educational qualification and source to know the fitness centre.

H₁: There is relationship between the educational qualification and source to know the fitness centre.

Model	Unstandardized coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	1.983	.232		8.194	<.001
Educational	.186	.084	.179	2.214	.028

Source: Primary data

INTERPRETATION

It is clear from the above table shows that the significance F value.0.028 is greater than P-value 0.05. Hence null hypothesis is accepted. So, it can be concluded as there is no impact on educational qualification and the source to know the fitness centre.

FINDINGS:

SIMPLE PERCENTAGE:

- Majority of 28.7% of the responses prefer to go to the fitness centre at before 7 am.

WEIGHTED AVERAGE METHOD:

- The highest mean score is 2.76 for the nutrients for the women's fitness.
- The lowest mean score is 2.28 for the carbohydrates for the women's fitness.

CHI SQUARE ANALYSIS:

- There is an association between age group and time spend for exercise in a day.

CORRELATION ANALYSIS:

- There is a relationship between occupation and price of the fitness Centre per month.

REGRESSION:

- There is an impact on educational qualification and source to know the fitness centre.

SUGGESTIONS

- Gym should create awareness to women regarding health and advantages of fitness.
- Women should know about the benefits of exercise so that the health would improve.
- Females should start eating all kinds of nutritional foods, high-quality proteins and consume a lot of omegas -3 fatty acids – fish.

- Effects of unhealthy lifestyle should be made aware to the females therefore there would less diseases.
- Females should consume meals on higher fibre starchy, carbohydrates and proteins and cut down saturated fat and sugar.

CONCLUSION

Fitness is state of health and wellbeing, the ability to perform occupation and daily activities. Physical fitness is generally achieved through proper nutrition, moderate physical exercise and sufficient rest. Fitness plays a major role in women's lifestyle but many women neglect to take care of their body because of various factors. Constant physical activities should be followed according to their own preference; it may be swimming, gym, cycling, jogging, and etc. to be active. Women's who are going to gym also have many preference-like timings, company and having a personal trainer which plays an important role. Most women who's into fitness are not aware of nutrition intake which is the main factor influenced in health. Many women are aware of their diet but others have to follow proper diet plans to achieve fit and healthy lifestyle.

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