



An Investigation of Attitude toward Exercise and Services Expected from Fitness Center of People at Jiaying University

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Abstract

Background and Aim: This research investigates the attitudes of individuals towards exercise and the services they expect from the fitness center at Jiaying University. The study aims to achieve the following objectives: (1) To examine the attitudes of Jiaying University's community, including teachers, staff, and students, towards exercise and various forms of physical activity. And (2) To identify the specific services that people anticipate receiving from Jiaying University's fitness center.

Materials and Methods: The research population comprises a total of 30,462 individuals, including teachers, staff, and students at Jiaying University, China, during the academic year 2022. The sample group for this study consisted of 379 participants who were selected using questionnaires as the primary data collection tool. Statistical analysis of the data involved calculating percentages, means, and standard deviations.

Results: The research findings are summarized as follows: Analysis of the population's attitudes toward exercise revealed that the top three factors with the highest agreement among respondents were: enhancing cardiovascular health, reducing fat accumulation in blood vessels, and slowing down the aging process. Examination of the services expected from Jiaying University's fitness center identified the following top three priorities: ensuring the safety of members, providing attentive employees, and maintaining high-quality equipment standards.

Conclusion: This study sheds light on the attitudes of Jiaying University's community towards exercise and their expectations regarding the services offered by the university's fitness center. The key areas of focus in this research encompass (1) the factors influencing exercise, (2) attitudes towards physical activity, (3) the management of the fitness center, and (4) the services anticipated from such a facility.

Keywords: Attitudes of Individuals; Exercise and Services; Fitness Center Management.

Introduction

Regular exercise will help to have a healthy body and a healthy mind. Not easily ill or sick and in good health, exercise promotes health and prevents disease. In which each type of exercise has different forms, processes, and criteria. However, exercise must be classified, type, and exercise guidelines to suit each person's physical condition. At present, fitness centers provide services and recommend a variety of exercise styles. Kemm and Close (1995) summarized the meaning of health from scholars. Many people say that health means a person's physical and mental health and social well-being. Good health refers to a person's complete physical, mental, social, and intellectual well-being.

Physical exercise strengthens the body to be healthy and in good shape, increases skills and potential in sports, as well as rehabilitating the muscles after injuries or disabilities as well. Exercise will use any activity as media can be exercise, walking, jogging, cycling, or sports training that is not competitive but focused on fun and health Lamp, D.R. (1984) explains that exercise means doing activities so that the body's organs can move properly, no matter how much or little exertion consistent with Kemm and Close (1995) that exercise means any action that has movement, healthy body parts for fun and society Exercise is physical activity that is planned, structured, repetitive, and designed to improve or maintain physical fitness, physical performance, or health. Exercise, like physical activity, encompasses all intensities. The word exercise, like the term physical activity, has been used often to mean moderate-to vigorous-intensity physical activity. However, it is preferable to specify the intensity when discussing or describing exercise.

The current problem situation is that most people still lack exercise according to Lamp, D.R. (1984) may be due to lack of time. Inappropriate physical condition or no gym. People not exercising will hurt their health. And there are still many areas that do not yet have a fitness center. (Positioning, 2016), coupled with health-loving tendencies and support from the government as mentioned above.



Therefore, educating and understanding the public about the importance of exercise and playing sports is necessary for the Thai population to prefer exercise and to be interested in sports for complete health and wellness. It is an important force in the development of the nation. The fitness center operator uses the information to plan a service that meets the needs of the people and truly encourages people to exercise more widely.

Physical and social environmental influences are important determinants of health behavior change. Behavior change is a process rather than an event, with factors that influence behavior changing over time. There is a difference between behavioral intention and action and changing behavior initially and maintaining behavior change over longer periods are often two different challenges that may be governed by different factors. Given that less than half of U.S. adults and high school-aged youth perform moderate-to-vigorous physical activity within the public health target range (see earlier information in this chapter), the promotion of physical activity is high (Bailey R., 2006).

Student affairs management in the development of students studying at the university must provide a fitness center to encourage students to exercise during their studies at the university, which will contribute to promoting the use of their free time. Students to benefit their health, including strength and emotional integrity (Naqvi et al., 2011) which will result in more efficient student university studies as Jiaying University realizes the importance of providing quality standardized exercise facilities for students and university staff that benefit public health importance.

Jiaying University (2022) was able to use the findings of this survey on attitudes towards the use of exercise facilities. The expectation of the university's fitness facility to improve and develop the fitness facility to meet the needs of service users, including more efficient management dissemination of information and encourage people to exercise more, especially to meet the needs of the population, such as providing appropriate security and should train employees to be attentive enter members, provide standardized equipment for members to use, should not focus too much on selling courses. should be kept clean and provide a comfortable atmosphere, providing sufficient equipment as well as various facilities for members. The benefit of creating a good attitude towards exercising more widely will make the working population turn to the service. of more fitness centers. Make a marketing plan to attract people who have a positive attitude towards the gym, which from the research found that highly educated have a high job title and have a high income, and are single with a good attitude towards the use of fitness center services.

Objectives

1. To study the attitudes of people toward exercise and forms of exercise.
2. To provide services that people expect to receive from a fitness center of Jiaying University.

Literature Review

Psychology comes from the English word Psychology, which is derived from two Greek words Psyche means soul (mind, soul) and Logos means science, study (Suwansaeng, K., 1995)

Psychology refers to the subject of the mind. A branch of science dealing with behavioral phenomena. and mental processes. Psychology is a science that deals with behavior. By emphasizing the mental behavior of the public. It is a science that has a broad scope. It is a body of knowledge in both liberal arts and sciences. Covering all aspects of human life, physical, social, emotional, mental, and intellectual. The main aim of this line of science education is to understand, explain, predict, develop, and control various aspects of behavior (Tengtrairat, J., & et al, 2007). Psychology is a subject that focuses on human and animal behavior. by using scientific study methods.

Bailey, R. (2006). As for exercise and physical exercise, they represent the theoretical and practical fundament of sports science, also including sports training and competition to increase performance. The theoretical and practical approaches of the concepts used in the Sports Science domain require the accumulation of practical experience and documentation for their presentation in a coherent, comprehensive, compressed structure and also for further development of the knowledge of



a modern and topical concept, which is Sports Science, Physical Education, and Health. Within the connections between the human body and its natural environment, a special place is held by the artificial environment as well, which is created and developed by man.

Lamp, D.R. (1984) refers to the meaning of exercise as a body activity that enhances or maintains physical fitness and overall health and wellness. It is performed for various reasons, including weight loss or maintenance, to aid growth and improve strength, develop muscles and the cardiovascular system, hone athletic skills, improve health, or simply for enjoyment. Many individuals choose to exercise outdoors where they can congregate in groups, socialize, and improve their well-being as well as mental health. As the field has matured and the complexity of physical activity has become more apparent, applying clear definitions and descriptions of relevant concepts and issues has become increasingly important. In this document, the Committee has endeavored to use the most appropriate terms for the physical activity behaviors and concepts being discussed. The area of meaning in the detail is below.

Vroom's (1964) attitude is defined as a more or less stable set of predispositions of opinion, interest, or purpose involving the expectancy of a certain kind of experience and readiness for an appropriate response. An attitude describes a person's enduring favorable or unfavorable cognitive evaluations, feelings, and action tendencies toward some object or idea. People have attitudes regarding almost everything such as religion, politics, clothes, music, and food. A person's attitudes settle into a coherent pattern and to change one may require difficult adjustment in many others. Thus, a company would be well advised to fit its product into existing attitudes rather than to try changing people's attitudes.

Attitude can be defined as learned predispositions to respond to an object or class of objects in a consistently favorable or unfavorable way. Attitudes are also known as "frames of reference ". They provide the background against which facts and events are viewed.

Conceptual Framework

From the above elements as statement and significance of the problem, research objectives, research problems, scope and limitations of study, and definition of terms, the conceptual framework can be defined as follows.

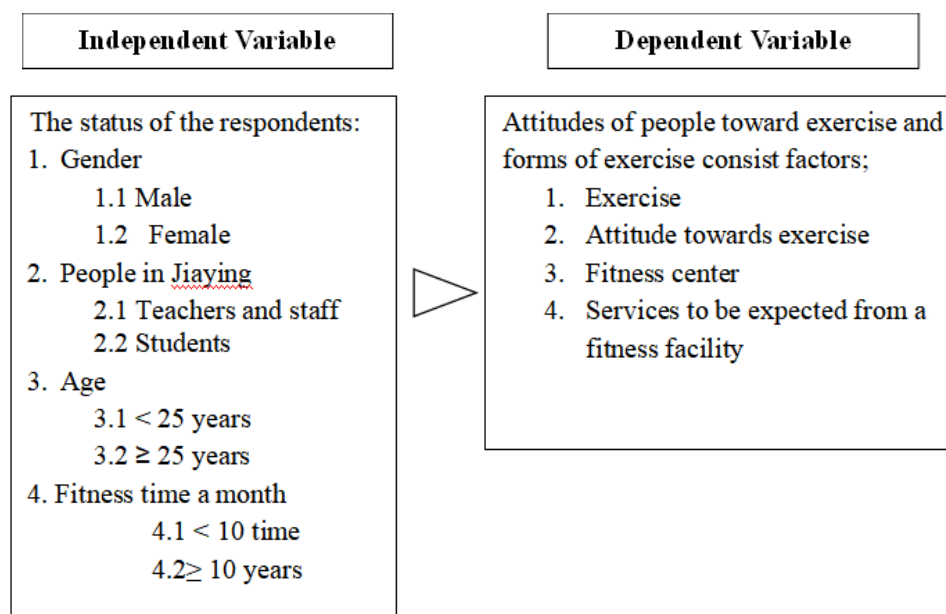


Figure 1 Conceptual Framework



Methodology

The population used in this research included teachers, staff, and students at Jiaying University, China, a total of 30,462 people.

A sample group of 379 people of Jiaying University, in the academic year 2022. The sample was determined by the sample size using the Krejci and Morgan tables (Krejci & Morgan, 1970, 608), and using stratified random sampling. The research method is outlined as follows:

Step 1: Conduct a literature review of relevant theoretical literature and research related to the attitudes of people toward exercise. Use literature analysis to study relevant books, teaching materials, publications, and research terms on sports services at home and abroad.

Step 2: Prepare a questionnaire to investigate the problems, obstacles, and status quo of Sport and the attitudes of people toward exercise. A questionnaire is divided into 2 parts as follows:

Part 1. A questionnaire about the general information of the respondents. It is in the form of a survey question (Check List) in the amount of two items consisting of gender, age, status, and time to exercise.

Part 2. A questionnaire on opinions toward attitudes of people toward exercise and forms of exercise consists of factors. (1) Exercise, (2) Attitude towards exercise, (3) Fitness center, and (4) Services to be expected from a fitness facility.

Step 3: Ensure the tool quality and interview forms have content validity obtained by experts to determine the questionnaire's reliability. Data analysis methods were employed to gather relevant data on sports and the attitudes of people toward exercise through Internet channels and questionnaire surveys.

Step 4: Collect comprehensive data on the service mode of Wuhan sports venues under the background of the epidemic using qualitative analysis. Qualitative analysis was also utilized to study the basic status quo and existing problems of sport and the attitudes of people toward exercise.

Step 5: Analyze the data, collect, and collate information.

Step 6: Summarize the research results, and construct a form to collect data.

Results

Overall, the research findings indicate that the majority of individuals engaging in exercise are men with a strong interest in healthcare, diet, and physical activity. The survey results regarding people's attitudes towards exercise and their service expectations from fitness centers at Jiaying University can be summarized as follows:

1. Study on Exercise Factors:

The type of exercise activity that requires the most attention includes health-oriented activities such as cycling, badminton, and walking or running for health purposes. It is noteworthy that the choice of physical activity is strongly influenced by gender, possibly because most individuals in the sample group prioritize exercise for health. Consequently, exercise activities are typically low-cost, low-risk, and do not involve significant competition or potential for injury.

2. Attitude Towards Exercise:

The analysis of the population's attitudes towards exercise revealed that the top three aspects that received the highest approval were: improving cardiovascular health, reducing fat deposits in blood vessels, and slowing down the aging process. These findings suggest that the population generally believes that exercise contributes to overall health and well-being.

3. Fitness Center:

The study demonstrated that the diversity offered within the fitness center significantly impacts user satisfaction. Users highly value a variety of services, encompassing diverse exercise activities such as yoga, boxing, cycling, and a range of exercise equipment. Additionally, reasonable service fees, appropriate membership rates, and discounts on services are key factors influencing users' decision to utilize the fitness center. Moreover, the availability of an adequate number of exercise spaces plays a pivotal role in users' satisfaction with the fitness center service.



4. Services Expected from a Fitness Facility:

Within the sample group, there were high demands for various aspects of fitness center services. The top three expectations identified were: the provision of clear instructions for all gym equipment, polite staff, and spacious and uncrowded fitness center facilities. This emphasis on interpersonal relations highlights the perceived importance of excellent customer service in the eyes of users.

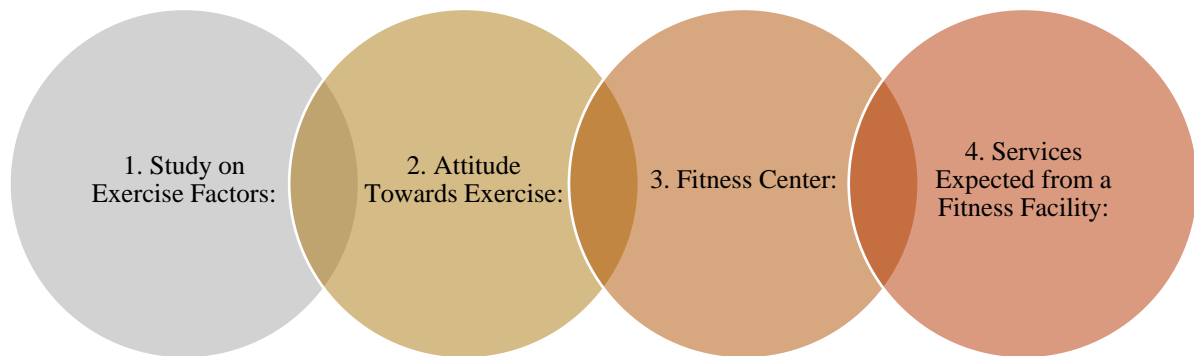


Figure 2 People's attitudes towards exercise and service expectations from fitness centers at Jiaying University

Discussion

1. The results of the analysis of attitudes of the population towards exercise found that the top three figures in which the population had the highest opinion of exercise were: Make lungs and heart work well, reduce fat in blood vessels, and slow down aging. It can be concluded that the population has an attitude that exercise helps to have good health. There was no difference between gender and age. However, the research results showed that people with education levels have Higher job title incomes, and more positive attitudes toward exercising Consistent with the research of Singnoi, C., et al (2015). Fitness center service providers should pay attention to the standard of equipment used. Exercise and consider the ease of access to the fitness center location. The procedure for accessing the service should not be too complicated. This will make users want to use the service again and also affect the satisfaction of using the fitness center as well.

2. The finding found that an Analysis of the services people expect from Jiaying University's fitness center found that the top three areas in which the population has the highest demand are: security Employees should be attentive to members and be standard equipment. can be seen that Consumers want to take care of safety both in terms of body and property. In addition, most of the requirements are focused on the area and equipment that must be comfortable and modern for members. and employees should be polite Hospitable, giving advice and good service.

Research by Lumprakhon, J., et al (2011) reported that consumers in Bangkok have a positive attitude toward exercising in a fitness center. And there is an opinion that the place is out.

Physical exercise should have the right equipment. Employees should provide services and advise members appropriately and Positioning. (2016) found that consumers want fitness centers to provide appropriate and safe exercise areas.

Recommendation

1. Other variables that may affect the demand for exercise should be studied. physical fitness of the people, such as income, occupation, motivation, and environment.

2. It should be studied using qualitative research methods to understand attitudes and deepen the needs of the people towards the fitness center.

3. The next study may be a study of the problems in using the services of the health trends that tend to expand more and more and make people turn to exercise more Therefore, various problems may occur from using the fitness center.



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