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Opinion Regarding Fitness Centre Among Women Users In Tiruppur City

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ABSTRACT

Fitness is an important tool for promoting women's health and well-being. Fitness into daily life is not just about physical appearance it significantly contributes to a woman's overall quality of life, from health to mental well-being. Fitness helps women feel more energetic throughout the day. Whether it's managing household everyday jobs, working, or caring for loved ones, regular exercise improves endurance and helps combat fatigue, allowing women to stay active and productive. Fitness is essential for every woman for several reasons, which include mental, emotional and physical benefits that can improve various aspects of their lives. It improves their quality of life and reduces the risks of several diseases and illnesses Women need to exercise regularly for their health. The findings indicate that most of the user's opinion with the service quality of fitness centre cleanliness; safety, availability of women-only spaces, quality of equipment, and professional, respectful staff are top priorities for female users. Additionally, many participants emphasized the importance of a supportive, non-judgmental environment and flexible scheduling. The study highlight that fitness centre's can enhance their appeal and effectiveness in engaging female clientele. Recommendations are provided for management practices, staff training, and facility improvements tailored to women's specific needs and preferences. The study also revealed that user's opinion was influenced by their age, marital status, and Income level. Overall, the study suggests that women's opinion towards fitness centre has been successful made for women's fitness.

Keywords: Women's health, Well-being, Fitness, Exercise, Benefits, Opinion, Users

1.1 INTRODUCTION

The market for health and wellness has expanded in India. Clients hardly ever have time to work out or maintain a fitness routine due to today's hectic lifestyle. Their efforts to live a "healthy life" are motivated and their diet takes the top spot on the list. Some of the taglines find on product packaging nowadays include probiotic foods, sugar-free, low-cholesterol, and baked rather than fried. Indian consumers are more attracted to fitness than ever before, thanks in large part to the well-toned bodies of athletes and celebrities live youthful lifestyles and follow the latest fashion trends. The fitness trend is encouraging users to feel fit, and it is this desire that fuels the category's expansion. The user is unconcerned with the method used to achieve fitness.

In today's fast-paced world, maintaining a healthy lifestyle has become more critical than ever, especially for women deal with multiple roles and responsibilities. Exercise plays a crucial role in achieving this balance, offering many benefits that extend beyond physical health. However, most Women can increase their self-confidence by remaining healthy. From enhancing mental well-being to improving social interactions and boosting overall quality of life, regular physical activity is a cornerstone of a healthy lifestyle for women. The multifaceted benefits of exercise for women, emphasizing why it should be an important part of every woman's routine. Maintaining fitness requires at least 30 minutes of exercise per day, according to medical authorities. Regular exercise benefits include not just improving wellness but also, decreasing body fat and feeling refreshed and help in maintaining a healthy weight. It can also reduce the risk of chronic diseases like heart disease, diabetes, and certain cancers, while promoting better cognitive function and overall longevity. Additionally, exercise can improve self- esteem and boost confidence. This study examines the opinion of female users regarding fitness centre in Tiruppur city. And it focuses on understanding the opinion regarding fitness centre among women users with these facilities, such as the quality of infrastructure, the variety of fitness programs offered, the professionalism of trainers, the safety and cleanliness of the environment, and the availability of female-specific services. Data was collected through surveys and interviews with a sample group of women regularly use fitness centre in the city.

The findings reveal that women generally appreciate well-maintained fitness centre, they prioritize an inclusive and non-judgmental atmosphere, the availability of women-friendly workout spaces, and personalized fitness guidance. Women's opinion is also highly influenced by factors such as flexible membership plans, convenient operating hours, and the accessibility of fitness centre in terms of location. The study highlights the need for fitness centre in Tiruppur city to offer customized fitness solutions, ensure a supportive environment, and create awareness of health benefits to attract and retain female clients. The results offer valuable insights for fitness businesses aiming to improve their services and provide more effectively to the needs of women in the region.

1.2 LITERATURE REVIEW

Miller and Brown (2020) “Customer’s experience in fitness centre: The role of service quality”, highlighted that customer service and staff support also play a crucial role in shaping women’s overall experiences. Friendly, knowledgeable staffs that create a welcoming environment are seen as important for encouraging women to attend the gym regularly and foster a sense of trust. Women received personalized attention from staff, such as fitness advice or feedback, reported more positive experiences and were more likely to renew their gym membership.

Park and Lee (2021) “The rise of digital fitness: wearable devices and fitness apps are changing the fitness landscape”, discuss the pandemic accelerated the development of fitness apps and wearable technology, leading to the widespread adoption of virtual workouts. The integration of artificial intelligence (AI) in fitness apps, such as personalized workout recommendations based on performance data, became particularly popular among female users looking for adapted fitness plans.

Patel and Gomez (2021) “Affordability and access to fitness services for women”: concluded stress the importance of having affordable fitness options that don’t require long-term commitments. Membership flexibility, pay-as-you-go options, or digital fitness subscriptions that can be accessed from home or on the go help women stay engaged without the financial burden or commitment of a traditional gym membership.

Jain & Sonali Bhandari (2022) “A Case Study on the role of users opinion within fitness centre”, identifying key factors that influence gym-goers' opinion. The authors highlight the importance of high-quality equipment, cleanliness, and customer service. Their findings suggest that opinion is closely related to the perceived value of the membership fee and the quality of services offered. One key contribution of their work is the discovery that customer retention can be significantly enhanced by personalized services, including customized fitness plans. This study is robust in identifying opinion drivers, the authors fail to adequately explore the socioeconomic barriers that affect access to fitness centre, which could influence user’s opinion.

Johnson and Smith (2023) “Mental health and physical activity during the pandemic” The role of fitness centre for women: revealed that women experienced increased mental health challenges during the pandemic, which influenced their fitness participation. The increased stress, isolation, and anxiety led to a greater reliance on fitness as a tool for managing mental health, with many women turning to online communities and virtual fitness groups for support.

Nalini (2024) in her research titled “Empowering Women through Fitness: A Gym-Centric Physical Wellbeing Inquiry in Trichy City,” emphasizes gyms serve not only as physical activity sites but also as environments development empowerment and well-being among women. Her study, conducted in Trichy,

illustrates that women participating in gym activities reported improvements in physical health, mental strength, and self-confidence, suggesting a holistic impact of fitness engagement.

1.3 OBJECTIVES OF THE STUDY

The following are the objectives of the study:

- To know the socio economic status of women who are using fitness centre.
- To study the opinion regarding fitness centre among women users in Tiruppur city.

1.4 STATEMENT OF THE PROBLEM

Women's health and fitness, with their busy lives, women entrepreneurs and mothers stay-at-home frequently neglects the impact that their regular habits on their health. Women must focus their fitness and raise awareness among the younger generation. This is a problem that affects not only working women but also homemaker. We can inspire women to take fitness seriously by spreading awareness. The purpose of this study is to investigate women's opinion concerning fitness centre and its role in sustaining a healthy lifestyle.

1.5 RESEARCH DESIGN

Research methodology is the way to systematically solve the research problem. The aim of this study was opinion regarding fitness centre among women users in Tiruppur city. A mixed-methods approach was used, with questionnaires and interviews conducted with 150 female respondents. According to the findings of the survey, women in Tiruppur city had generally good opinion toward exercise and important for their health and well-being. The analysis of the data was conducted using:

Simple Percentage Analysis: To quantify and represents responses effectively.

Rank Analysis: The process of evaluating and organizing data based on a ranking or position, often to compare the relative performance, value, or position of items within a dataset. It involves assigning a rank or position to each item in a group, typically from best to worst (or vice versa), based on specific criteria.

Descriptive Analysis: To identify underlying patterns and group related variables, providing deeper insights into the opinion of respondents. By employing these methods, the study aims to yield meaningful conclusion about the fitness centre among women users.

Chi-Square Test: The Chi-Square test is a statistical test used to determine whether there is a significant association between two categorical variables. (Educational Qualification and Source of awareness) (Occupation and Usage of fitness centre). It evaluates whether the observed frequency distribution of the variables differs significantly from the expected frequency distribution under the assumption of independence.

1.6 RESEARCH ANALYSIS

This research aimed to assess the opinion regarding women users and their fitness centre use of women, both currently and in the future. The study utilized a mixed-methods approach, incorporating both quantitative and qualitative data through a two part survey.

1.7 ANALYSIS AND INTERPRETATION

The data collected through the well-structured questionnaire are analyzed and interpretations made on the basis of such analysis are represented as below:

TABLE 1: Demographic details of the respondents

S.NO	DEMOGRAPHIC PROFILE	PARTICULARS	PERCENTAGE ANALYSIS
1	Age	Below 20 Years	16.7
		20 Years to 40 Years	43.3
		Above 40 Years	40
2	Marital Status	Married	73.3
		Unmarried	26.7
3	Size of the Family	1- 3Members	40
		4 - 6 Members	50
		Above 6 Members	10
4	Educational Qualification	School level	20
		College level	43.3
		Professional	23.3
		Diploma	13.3
5	Occupation Status	Students	23.3
		Employee	20
		Businesswomen	23.3
		House wife	33.3
6	Type of family	Nuclear Family	60
		Joint Family	40
7	Monthly Income	Below Rs.40,000	36.7
		Rs.40,001 to Rs. 50,000	23.3
		Rs.50,001 to Rs.60,000	16.7
		Above Rs. 60,000	23.3
Total			100

Source: Primary data

The above table shows that demographics details of respondents were classified according to their age, marital status, size of family, education qualification, occupation, type of family, monthly Income. Majority of the respondents are under the age 20- 40 years (43.3%) and Most of the respondent's marital status comes under the field of married (73.3%) and 50% of the respondents 4-6 members of the family. 43.3% of the respondents

educational qualification comes under field of college level. 33.3% of the respondents housewife in occupation and 60% of the respondents in nuclear family. 36.7% respondents monthly Income are below Rs. 40,000.

Table 2: Awareness and usage of fitness centre

S.NO	OPINION	PARTICULARS	PERCENTAGE ANALYSIS
1	Source of awareness	Social media	40
		Family & friends	23.3
		Newspaper	23.3
		Advertisement	13.3
2	Duration of usage	Below 1 year	26.7
		1 to 2 years	30
		2 to 3 years	16.7
		Above 3 years	26.7
Total			100

Source: Primary data

It is observe from the above table that, Majority (40%) of the respondents were awareness about fitness centre for social media, 23.3% of them were aware family & friends and also newspaper and 13.3% of them were aware for advertisement. Mostly (30%) of the respondents were using fitness centre for 1-2 years, (26.7%) of them were using for both (Below 1 year and Above 3 years) and 16.7% of them were using for 2- 3 years.

1.8 RANK ANALYSIS

Table 3: Content of fitness centre that influencing to join

RANK FACTORS	I	II	III	IV	V	TOTAL SCORE	MEAN SCORE	RANK
Healthy and safety standards	60	40	20	10	20	560	3.73	I
Convenience and location	15	35	50	45	5	460	3.07	III
Cost and membership options	10	5	35	45	55	320	2.13	V
Facilities and equipments	40	35	10	35	30	470	3.13	II
Classes and training options	25	35	35	15	40	440	2.93	IV

The above table indicate that highest mean value (3.73) for the “Healthy and safety standards” ranked as first, Second rank was assigned to the “Facilities and equipments” with the mean value of (3.13), “Convenience and location” assigned as third rank with the mean value of (3.07), Fourth rank was assigned to “Classes and training options” with the mean value of (2.93), Cost and membership options was assigned as fifth rank with the mean value of (2.4).

Table 5: Problems of fitness centre content

RANK PROBLEMS	I	II	III	IV	V	TOTAL SCORE	MEAN SCORE	RANK
Fees structure	40	55	5	30	20	515	3.4	I
Limited equipments	20	45	15	25	45	420	2.8	IV
Inconvenient hours	35	30	40	25	20	485	3.2	II
Injury or pain during exercise	20	10	25	55	40	365	2.4	V
Noise	35	10	65	15	25	465	3.1	III

The above table predicts that highest mean value (3.4) for the “Fees structure” ranked as first, Second rank was assigned to the “Inconvenient hours” with the mean value of (3.2), “Noise” assigned as third rank with the mean value of (3.1), Fourth rank was assigned to “Limited equipments” with the mean value of (2.8), Injury or pain during exercise was assigned as fifth rank with the mean value of (2.4).

1.9 OPINION REGARDING WOMEN USERS AMONG FITNESS CERTRE

Table 6: Agreeability level on the following benefits obtained from using fitness centre-

Descriptive statistics

S. NO	BENEFITS	SA	A	N	DA	SDA	TOTAL POINT	MEAN VALUE	INDICATORS
1	Exercise controls weight	60	25	45	10	10	565	3.77	Agree
2	Stronger muscles and bones	35	60	40	10	5	560	3.74	Agree
3	Enhanced blood sugar regulation	25	50	55	15	5	525	3.50	Agree
4	Prevention of cancer & diabetes	25	50	35	30	10	460	3.07	Neutral
5	Reduced stress	45	30	50	20	5	540	3.60	Agree
6	Improved peace of	45	40	35	15	15	535	3.57	Agree

	mind								
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The above table predicts that all the above factors (i.e) “Exercise controls weight” “Stronger muscles and bones” “Enhanced blood sugar regulation” “Reduced stress” “Improved peace of mind” are agreeable factors with the mean value of 3.77, 3.74, 3.50, 3.60, and 3.57. ” Prevention of cancer & diabetes” is neutral factors with the mean of 3.07.

1.10 CHI-SQUARE TEST

Table 7: Educational qualification and source of awareness

H_0 : There is no significant relationship between educational qualification and source of awareness.

Educational qualification	Source of Awareness				
	Social media	Friends & family	Newspaper	Advertisement	Total
School level	10	5	10	5	30
College level	30	20	10	5	65
Professional	15	5	10	5	35
Diploma	5	5	5	5	20
Total	60	35	35	20	150

Term	Degree of freedom	Significant level	Table value	Calculated value	P –value	Remarks
Chi-square	9	0.05	16.919	12.8565	0.169208	Accepted

The chi-square test reveals that the significance value of 0.169208 less than the value 0.05 and hence the null hypothesis is accepted. Therefore, it is concluded that there is no significant relationship between Educational qualification and Source of awareness.

Table 8: Occupational status and usage of fitness center

H_0 : There is no significant relationship between occupational status and duration of usage.

Occupational status	Duration of usage				
	Below 1 year	1year-2years	2years-3years	Above 3 years	Total
Student	15	10	5	5	35
Employee	5	5	10	10	30
Business women	5	15	5	10	35
Housewife	15	15	10	10	50
Total	40	45	30	35	150

Term	Degree of freedom	Significant Level	Table value	Calculated value	P –value	Remarks
Chi-square	9	0.05	16.919	17.4887	0.041591	Rejected

The chi-square test reveals that the significance value of 0.041591 more than the value 0.05 and hence the null hypothesis is rejected. Therefore, it is concluded that there is significant relationship between Occupational status and duration of usage of fitness centre.

1.11 FINDINGS OF THE STUDY

- ✓ It was found that 43.3% of the respondents are in the age group between 20 to 30 years.
- ✓ Majority 73.3% of the respondents are married.
- ✓ Maximum 50% of the respondents have 4 to 6 earning members in their family.
- ✓ Most 43.3% of the respondents are college level.
- ✓ Out of 150 respondents, 33.3% of the respondents are housewife in the occupational group.
- ✓ Majority 60% of the respondents was living in nuclear family due to personal reasons.
- ✓ Out of 150 respondents, 36.7% of them had earning below Rs.40, 000 as their monthly income.
- ✓ It was found that 40% of the respondents are aware about fitness centre through social media.
- ✓ Most 30% of the respondents using the fitness centre for 1year to 2years.

Rank analysis:

- ✓ The factor “Healthy and safety standards” assigned as “first rank “. This indicates the women users’ fitness centre that influencing to join.
- ✓ “Fees structure” was one of the major problems assigned as first rank.

Descriptive Analysis:

Agreeability level on the following benefits obtained from using fitness centre: Respondents demonstrated a generally open-minded and benefits of exercise towards women users’ in fitness centre: The study predicts that all the above benefits of exercise (i.e) “Exercise controls weight” “Stronger muscles and bones” “Enhanced blood sugar regulation” “Reduced stress” “Improved peace of mind” are agreeable factors with the mean value of 3.77, 3.74, 3.50, 3.60, and 3.57. ” Prevention of cancer & diabetes” is neutral factors with the mean of 3.07.

Chi-square test:

- ✓ There is no significant relationship between Educational qualification and Source of awareness.
- ✓ There is a significant relationship between Occupational status and Duration of usage.

1.12 SUGGESTION

- Many women are discouraged from joining the fitness centre because of the high fees structure & membership fees. If the price is reduced more people will join in fitness classes.
- Many women are unaware of health benefits and uses of going to fitness classes. So they need to be educated by providing as awareness program or conduct workshop on topics relevant to women's health, such as hormone balance, injury prevention, strength training techniques, and mental health.
- These workshops can provide valuable knowledge that empowers women to take care of their health. By incorporating these suggestions, a women's fitness centre can enhance its appeal and effectiveness, offering a supportive and inclusive space for women to achieve their health, fitness and goals.

1.13 CONCLUSION

The conclusion regarding women’s opinions in fitness centers reveals a range of factors that influence their overall experience. Many women report feeling motivated by supportive staff, inclusive environments, and a variety of programs adapted to their needs. This study discussion of emerging trends and potential future directions for women’s fitness centre. A sense of privacy, such as women-only spaces or changing areas, as well as overall safety, is a priority for many women. This helps them feel more at ease while exercising and ensures their well-being. Women users tend to favor fitness centre that provide a balanced combination of supportive community, various programs, a safe environment, and knowledgeable staff. Fitness centre that focus on these factors are more likely to retain female users and enhance their opinion. In conclusion, women users generally

feel more benefits with fitness centre that are inclusive, supportive, and offer a variety of programs and services adapted to their needs. Fitness centre that prioritize safety comfort, and personalized experiences tend to build stronger relationships with female users.

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