



# **International Journal of Advanced Research in Education and Technology (IJARETY)**

**Volume 12, Issue 4, July-August 2025**

**Impact Factor: 8.152**



# A Study on Youngster's Attitude Towards Fitness Center's

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**ABSTRACT:** There has been a discernible change in young people's attitudes regarding fitness centers in recent years. Growing awareness of wellness, health, and the significance of preserving a favorable body image have all had a significant impact on this change. Young people nowadays are better informed about the emotional and physical health advantages of consistent exercise. As a result, people now view fitness centers as lifestyle venues that provide structure, inspiration, and a feeling of community rather than merely as locations to work out. These viewpoints are greatly influenced by peer pressure, social media, and celebrity exercise regimens. In an effort to increase their physical look, confidence, and level of fitness, many young people are opting to join gyms at an early age. But not all are motivated by long-term health objectives; others are impacted by passing fads or social pressures surrounding body image. This study aims to investigate the major determinants of children's attitudes about exercise facilities. We'll look at things like social environments, convenience, personal motivation, and fitness firms' marketing tactics. Fitness facilities can create focused plans to satisfy the expectations of young people and promote a more regular and health-conscious fitness culture among them by comprehending these impacting variables.

**KEYWORDS:** Youth Engagement, Fitness Motivation, Personalized Training, Affordability and Flexibility, Technology Integration.

## I. INTRODUCTION

### 1.1 INTRODUCTION

Young people are increasingly using fitness facilities to achieve their lifestyle and health goals in today's fast-paced, digital world. Young people today prefer organized exercise spaces with technology and supervision, as opposed to previous generations who participated in outdoor activities. These days, fitness centers are viewed as social, aesthetic, and wellness hubs in addition to being places to work out. Fitness has been a top priority for young people due to the rise in body image issues and lifestyle disorders. Social media, celebrity influence, and internet fitness knowledge all have a big impact on perceptions. Students and young professionals are increasingly signing up for gym memberships, group programs, and customized regimens. Because gyms aid in stress management and the development of Mental wellness and emotional fortitude are also strong motivators. Particularly among urban youth, who are influenced by peers, fashion, and convenience, gyms are seen as an integral part of their daily routine. Participation levels are also influenced by gender dynamics, accessibility, and economic variables.

### 1.2 REVIEW OF LITERATURE

**Mashuri, R., Setiakarnawijaya, Y., & Tahki, K. (2023),** This study looked at how students' perceptions of nutrition, exercise, and body composition affected their level of physical fitness after COVID-19. The results demonstrated that students' physical fitness levels were significantly positively impacted by their attitudes toward exercise, food choices, and body composition, emphasizing the value of thorough health education.

According to **Mercier, Simonton, Centeio, Barcelona, J., & Garn, A. (2023),** a study that looked at middle school students' views toward physical education and physical activity found that positive opinions decreased as students moved through the grades, especially for female students. The study emphasized the necessity of focused interventions to preserve and enhance adolescent attitudes toward physical activity.

**Cmentowski, S., Nacke, L.E., Karaosmanoglu, S., & Steinicke, F. (2024),** This study offered a comprehensive overview of the field's current state through an extended reality scoping review (XR) exergames. In addition to

highlighting patterns and information gaps, the analysis offered a taxonomy to direct future methodological research and design for XR-based physical activity treatments.

**Demirci and collaborators (2025)**, This study used data from Mars Athletic Club to investigate gym attendance trends and habit formation. The study emphasized the significance of social dynamics and tailored instruction in maintaining long-term engagement by pinpointing important times for habit formation. The findings suggest that tailored therapies can significantly enhance adolescent gym-goers' commitment to their training regimens.

**Demirci, E., Tuzun, E., Un, A.F., Sonmez, T.G., & Varol, O. (2025)**, This study examined gym Using information from Mars Athletic Club, attendance patterns and habit formation are examined. In addition to highlighting the significance of social dynamics and individualized instruction in maintaining long-term physical activity engagement, the study indicated important intervals for habit building.

### 1.3 NEED FOR THE STUDY

Young people's lifestyles have changed significantly in recent years due to growing knowledge of wellness and health. Young people are being forced to think about healthier options in order to preserve their physical and mental health due to the growing worries about obesity, stress, sedentary behavior, and poor eating habits. Fitness facilities are now a popular choice among young people as a result of the growth in body image awareness, social media influence, and the desire to live a fit lifestyle.

### 1.4 OBJECTIVE OF THE STUDY

#### PRIMARY OBJECTIVE:

1. The main goal is to comprehend how children feel about fitness centers.

#### SECONDARY OBJECTIVE:

1. To determine what motivates children to attend fitness centers.
2. To examine the difficulties children encounter in adhering to gym routines.
3. To investigate how fitness centers affect the lifestyle and health of children.

### 1.5 SCOPE OF THE STUDY

The goal of this research is to find out how kids view fitness centers influenced by psychological, social, and economic issues. The study also assesses how fitness facilities advertise their offerings to young people and how well these tactics work to foster sustained participation. It analyzes fitness awareness in urban and semi-urban locations, encompassing both male and female participants from various educational backgrounds and age ranges.

### 1.6 RESEARCH METHODOLOGY

Accurate and trustworthy study results are guaranteed by a robust research process. In order to investigate youth behavior, preferences, and motivations regarding gym usage, this study on "Youngsters' Attitude Towards Fitness Centers" employs a methodical and controlled approach.

#### RESEARCH APPROACH:

The study uses a descriptive approach, which is perfect for documenting the attitudes and trends of adolescents in the 16–30 age range. Without changing any of the factors, it aids in comprehending their behavioral patterns.

#### DESCRIPTIVE RESEARCH DESIGN:

Descriptive research is to describe and analyze the current situation. By employing surveys and statistical techniques to evaluate how children view fitness centers based on demographic, social, and psychological traits, it emphasizes "what is" instead of than "why it is."

#### SAMPLING TECHNIQUE:

Convenience sampling, a non-probability sample technique, was used in this investigation. Participants were chosen for the study based on their availability and desire to participate. Given the time limits and exploratory nature of the investigation, this approach was suitable. To preserve variety, participants were carefully chosen to come from a range of socioeconomic and educational backgrounds.

## STATISTICAL INSTRUMENTS

In order to accurately evaluate the gathered data and derive significant insights, the following statistical tools were utilized:

**KRUSKAL-WALLIS TEST, OR H-TEST:** The medians of three or more independent groups were compared using this non-parametric test to see if there were statistically significant differences (e.g., comparing gym attitudes across different income levels).

**MANN-WHITNEY U TEST, OR U-TEST:** To examine differences between two independent groups, such as male and female participants or gym-goers and non-gym-goers, the U-test, another non-parametric technique, was used.

## 1.7 LIMITATIONS OF STUDY

1. The study uses self-reported data, which could be skewed by faulty memory, social desirability, or personal bias. Additionally, it doesn't thoroughly examine intricate psychological factors that could affect responses, include issues with body image and gym phobia.
2. The study's emphasis on urban and semi-urban regions restricts our understanding of young individuals in rural regions and may not fairly reflect the variety of social, cultural, and geographic origins.
3. Fitness trends, social media influence, and gym kinds (commercial vs. college gyms) are recognized but not thoroughly examined. Moreover, despite the discussion of gender differences, the specific needs and motivations of various gender identities are not thoroughly examined.

## II. DATA ANALYSIS AND INTERPRETATION

### 2.1 STATISTICAL TOOLS

#### 2.1.1 KRUSKAL-WALLIS H TEST

**Hypothesis Null ( $H_0$ ):** The perceptions of various age groups about the impact of skilled trainers on their choice to join a fitness club do not differ much.

**Alternative hypothesis ( $H_1$ ):** It states that these perceptions vary significantly between age groups.

**TABLE: 2.1.1 KRUSKAL-WALLIS H TEST BETWEEN AGE AND PROFESSIONAL TRAINERS INFLUENCE MY DECISION TO JOIN**

Test Statistic	Value
Kruskal-Wallis H	2.236
Degrees of Freedom (df)	4
Asymptotic Significance (p-value)	0.692

#### INTREPRETATION:

The p-value of 0.692 and the statistic of 2.236 obtained from the Kruskal-Wallis H test are higher than the significance level of 0.05. Therefore, rejecting the null hypothesis is not conceivable. According to this conclusion, people in different age groups (14–19, 20–25, 26–30, etc.) do not differ statistically significantly in their perceptions of the impact of professional trainers on their choice to join a fitness center. In other words, the surveyed population's views on the job of trainers are largely the same, irrespective of age.

#### 2.1.2 MANN-WHITNEY U TEST

**Null Hypothesis ( $H_0$ ):** There is no significant difference in the distribution of responses to the statement "Fitness Essential" between male and female respondents.

**Alternative Hypothesis ( $H_1$ ):** There is a significant difference in the distribution of responses to the statement "Fitness Essential" between male and female respondents.



TABLE: 2.1.2 SHOWING MANN-WHITNEY U TEST BETWEEN GENDER AND FITNESS ESSENTIAL

Test Statistic	Value
Mann-Whitney U	855.500
Wilcoxon W	2508.500
Z	-1.717
Asymp. Sig. (2-tailed)	0.086

#### INTREPRETATION:

Based on the output of the Mann-Whitney U test, the p-value is 0.086, which is greater than the standard significance level of 0.05. Therefore, we are unable to rule out the null hypothesis. This means that the difference in how male and female respondents rated the statement "Fitness is Essential" is not statistically significant. While some difference may exist, it is not large enough to conclude a meaningful difference between genders with respect to this belief.

### III. SUMMARY OF FINDINGS, SUGGESTIONS

#### 3.1 FINDINGS

- The majority of responders (60.64%) are men, and 44.68% are between the ages of 20 and 25. A large percentage (27.66%) are professionals or postgraduate students, and 36.17% make less than ₹20,000 per month.
- For general health, 29.79% go to the gym, while 30.85% go one to three times a week. 58.51% of people think that being physically active is important, and 55.32% would rather work out in a gym than outside.
- 51% do not have a membership, even though 79.79% have access to gyms. Most prefer personal trainers (81%), receive individualized plans (63.83%), and receive nutrition counsel (82.98%).
- The largest obstacle (30.85%) is time constraints, while peer influence (34.04%) outperforms media.

#### 3.2 SUGGESTIONS

- Target the 20–25 age range with individualized programs and flexible, cost-effective plans, taking into account their high prevalence, financial worries, and desire for specialized diet and exercise assistance.
- In order to overcome low motivation and increase trainer impact, group activities, challenges, and enhanced trainer interaction can all help to boost motivation and engagement.
- In order to increase user pleasure and gym preference, prioritize cleanliness, high-quality equipment, and a diversity of workouts (such as yoga, HIIT, and dance).
- To engage tech-savvy users and devoted consumers, leverage tech and loyalty strategies by integrating apps or smart tools and starting referral or incentive programs.

### IV. CONCLUSION

It is clear from the examination of the data that children, especially those between the ages of 20 and 25, make up the largest group of people using fitness centers, with a slightly higher proportion of men. Since the majority of responders are low-income students or young professionals, affordability plays a critical role in their exercise choices. Improving general health, losing weight, and gaining muscle are the main reasons people frequent fitness centers, and aspects like cleanliness, the caliber of the equipment, and individualized care have a big impact on how satisfied they are. Additionally, a high degree of pleasure is highlighted by features like customized diet programs and the capacity to refer fitness centers to others, even though flexible membership plans and professional trainers have a minor impact.

These results highlight how crucial it is to make training facilities more easily available, reasonably priced, and sensitive to the demands of each individual, particularly for younger populations juggling work or school obligations with health objectives.

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## International Journal of Advanced Research in Education and Technology

ISSN: 2394-2975

Impact Factor: 8.152