



A STUDY ON AWARENESS OF PHYSICAL ACTIVITY: AN EMPIRICAL INVESTIGATION

Abstract

This study attempts to measure awareness of physical activity among people of Ahmedabad. The survey method has been used to collect primary data. 113 questionnaires (respondents) have been used in final analysis. Questionnaire items were developed through reviewing previous studies in the same or related topics and their measurement scales. SPSS and Microsoft excel have been used to analyze and interpret data. Descriptive statistics and inferential statistics techniques like chi-square test, crosstabs, one-way ANOVA, independent t- test and excel charts have been used for analyzing data. Among respondents surveyed, 92.5% thinks that staying fit is necessary. But only 48.4% people are currently involved in one or other kind of physical activity. Most of them are involved in activity like gym (45.5%) and cardio (40.3%). Among those, who are not involved in physical activity, 72.5% are willing to start it in near future. Lack of time is the major reason among respondents for not being involved currently. With the help of various test used, researcher found that there is no relationship between gender and involvement of physical activity, Age and physical activity involvement are related and income level and physical activity involvement are not related.

Keywords: Awareness of physical activity, fitness goals, involvement of physical activity

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INTRODUCTION

Exercise is one of the most crucial things you can do for your health and well-being. Experts say that in order to stay healthy or to improve health, an adult needs to do two types of physical activity each week - aerobic and strength exercises. Physical activity has many proven health benefits, ranging from reducing the risk of heart disease, diabetes, and cancer to improving mental health and mood. People who are physically active tend to be healthier and live longer¹.

THEORETICAL FRAMEWORK

“Awareness is the ability to directly know and perceive, to feel, or to be cognizant of events. More broadly, it is the state or quality of being conscious of something.

What is physical activity?

According to the Department of Health and Human Services' 2008 Physical Activity Guidelines for Americans “physical activity generally refers to movement that enhances health.” According to WHO website, “Physical activity is defined as any bodily movement produced by skeletal muscles that require energy expenditure. Physical inactivity has been identified as the fourth leading risk factor for global mortality causing an estimated 3.2 million deaths globally.”

¹ <http://zeenews.india.com/health/heres-why-exercise-may-not-help-you-lose-weight-1973304>

Regular moderate intensity physical activity – such as walking, cycling, or participating in sports – has significant benefits for health. For instance, it can reduce the risk of cardiovascular diseases, diabetes, colon and breast cancer, and depression. Moreover adequate levels of physical activity will decrease the risk of a hip or vertebral fracture and help control weight.

The research in similar field of study has not been conducted by many researchers previously. So, there were no literatures or secondary data to review. The research in related field of study has been conducted by one or two researchers. For example, (1) Personal fitness and nutrition research conducted by community and recreation center (2) A survey of awareness of physical activity among the faculties of medical college by journal of education and health promotion etc. Their studies were not similar to our research so researcher has taken only reference from their studies whose link is also mentioned at the end of this research report under the heading reference.

RATIONALE BEHIND RESEARCH

The physical and psychological benefits of physical activity are well documented and known by everyone. They are also available at a one click on the internet. So, through this study researcher tried to know, how many people are aware of such benefits and various kinds of physical activity and in reality, how many of them are currently involved in physical activity and amount of benefits they are getting.

RESEARCH METHODOLOGY

Objectives of the study

- To study the relation between Gender and Awareness of physical activity.
- To estimate the opportunity of the physical activity in future.
- To study about the reasons for not being involved in any physical activity.

Sampling design: Descriptive sampling design (Survey)

Sampling frame: Population of Ahmedabad: 7.8 million

Sampling technique: Non probability based Convenience sampling

Data collection methods: E-mail, Person to Person, Social Media (whatsapp/ Facebook), SMS

Data Analysis and Interpretation: Using SPSS and Microsoft Excel

Sample Size- 113

Types of Questions: Dichotomous, Multiple Choice, Likert type Scale.

Hypothesis:

- Gender and physical activity are not related.
- Age group and physical activity awareness are not related.
- Income level and expenditure on physical activity are not related.

CHARACTERISTICS OF SAMPLE

Table: 1 Characteristics of Sample

Age	Below 18	1
	18 – 25	102
	25-30	6
	30-40	2
	Above 40	2
	Total	113
Monthly Income	Below 2,00,000	29
	2,00,000 - 3,00,000	34
	3,00,000 - 5,00,000	23
	5,00,000 - 10,00,000	17
	10,00,000 and above	10
Total	113	
Occupation	Students	78

	Professional	10
	Business man	4
	Salaried	20
	Other	1
	Total	113
Gender	Male	69
	Female	44
	Total	113

DATA ANALYSIS AND INTERPRETATIONS: INFERENCE STATISTICS

Hypothesis 1: Gender and physical activity are not related.

Table:2 Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Are you currently involved in any kind of physical activity?	1.0	69	1.464	.5023	.0605
	2.0	44	1.568	.5011	.0755

Table:3 Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Are you currently involved in any kind of physical activity?	Equal variances assumed	.456	.501	-1.078	111	.283	-.1044	.0968	-.2963	.0874
	Equal variances not assumed			-1.079	91.910	.283	-.1044	.0968	-.2966	.0878

Null hypothesis H0 is not rejected; selection or involvement of physical activity is not different according to gender male or female.

Hypothesis 2: Age group and physical activity awareness are not related.

Table:4 ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	9.066	2	4.533	.782	.465
Within Groups	202.750	35	5.793		
Total	211.816	37			

Null hypothesis H0 is not rejected, selection or involvement of physical activity do not change according to one's age.

Null Hypothesis3: Income level and expenditure on physical activity are not related.

Table:5 ANOVA

What is your monthly expenditure on physical activity?

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4.499	4	1.125	1.076	.375
Within Groups	77.374	74	1.046		
Total	81.873	78			

Null hypothesis is not rejected, irrespective of income level of a person in Ahmedabad; people are involved in physical activity.

MAJOR FINDINGS

From 113 respondents surveyed 105 among them (92.5%) thinks that staying fit is necessary for one's life and for that any kind of physical activity is necessary to be involved in. But, only 56 (48.4%) people are involved in one or other kind of physical activity. Barely 8(6.7%) respondents are not sure about it. And only 0.8% believes that staying fit is not necessary.

Among 56 (48.4%) people involved, most of them are involved in activity like gym 25 (45.5%) and cardio 23 (40.3%). Among 57 (51.6%) people, who are not involved in any kind of physical activity, lack of time is most likely reason for the same and 41 (72.5%) people among them are willing to start any kind of physical activity in near future. Here also, Gym and Cardio is most preferred activity among respondents.

With the help of various test used, researcher found out that there is no relationship between gender and involvement of physical activity. Age and physical activity awareness are related. Income level and involvement of physical activity are not related as it is not much expensive pursuit.

LIMITATIONS OF RESEARCH

Convenience sampling is used for the research. Therefore, the findings can be skewed in terms of kind of respondents that are surveyed. Questionnaire research of 113 responses is small, so future researchers are advised to take large sample size to arrive at generalisations.

IMPLICATIONS

This research can be useful to fitness service providers. As Almost all respondents do think that staying fit is necessary and for that purpose, it is necessary to be involved in any kind of physical activity. But the reality is that among them only half the sample is currently involved in one or other kind of physical activity as seen statistically from point 8 of major findings. And other half who is not involved currently, around 72.5% wants to be involved in future.

Therefore, Fitness service providers can know current penetration and from that they can gauge their current market share in particular activity of which they are providing services. They can attract those who are not involved currently by knowing preference of joining particular activity in future from our research data and by this way they can forecast and plan for their future. They can also bifurcate their future demand age and different activity wise and accordingly they can prepare their marketing plan.

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