



# Holistic Aptness: Navigating Consumer Perceptions and Building Sustainable Health Habits

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## ARTICLE INFO      ABSTRACT

Fitness entails the capacity to perform daily tasks with alertness, minimal fatigue, and sufficient energy for enjoying leisure activities and responding to emergencies. According to this definition, fitness encompasses a spectrum ranging from getting out of bed to walking and engaging in routine activities. To be physically and mentally fit individual must follow a routine which should have a strict and healthy diet along with proper sleep. The project here says the same regarding fitness. Consumers have different perceptions towards fitness wherein they feel that to be fit one must start with a gym which is not completely true. Consumers have ample of options which include gymnasium, swimming, cycling, running, aerobics, dance, martial arts, sports, outdoor activity, etc. They must choose any of them according to their interest. The benefits of being fit is we develop better health, prevent many heart and lung problems, one can get proper sleep, one feel active throughout the day, being fit also increases the life of an individual, and it increases the resistance power to fight against illness. If an individual is not fit, he may suffer from many numbers of problems throughout life. Problems may include joint pain, early signs of back problems, muscle breakdown in cases where there are situations of hyper stress or tension, and individuals may get infected with various illnesses and diseases very easily and fast as compared to a fit person. Consumer behavior towards fitness should not be temporary. It has been seen that many of them have an event-based attitude toward fitness where they start any fitness activity for a particular period and the period generally ends as soon as the event ends. Events like weddings, birthdays, anniversaries, festivals, etc. encourage them to start activities and once they are over the activity stops. This creates a lot of problems for them because to satisfy their temporary needs they take in excess level of activity level which their body is not used to and thus they start suffering from body pains. Many consumers are under the wrong impression that once they give up the fitness activity, they start gaining their weight but this is not the fact. Also, there is a wrong impression about women starting with weight training. They feel that if women start with weight training, they may gain their muscle size much more likely as it happens with the males. Consumers when starting with any fitness activity should gain detailed information about it and they should start it under proper supervision and guidance. Due to advancements in technology and science consumers now are all willing to live life with full luxuries. Inventions have made their life easy and less active, thus consumers need to focus on fitness and build a good and healthy life.

**Keywords:** Healthy diet, Hyperstress, Weight Training, aerobics, dance, martial arts, Minimal fatigue, Sufficient energy, Leisure activities, Emergencies, Proper sleep, Gymnasium, Fitness

## INTRODUCTION

Physical fitness, as per the United States Department of Health and Human Services, is described as "a compilation of attributes that individuals naturally possess or acquire, all linked to the ability to participate in physical activities."

**FEATURES AND IMPORTANCE: -**

- Weight loss.
- Physical health.
- Strength.
- Psychological Health.

**GET ONTO A HEALTHY NUTRITION PLAN.**

Attaining nutritional goals is deemed essential for success, as emphasized by fitness experts and certified specialists. Crafting an effective nutrition plan hinges on aligning it with your health objectives. It extends beyond the general notion of incorporating more fruits and vegetables into your diet, as the selection of food each day should be tailored to your specific fitness goals. It is advisable to minimize the intake of junk food and other sources that contribute empty calories to the body.

**MONITOR YOUR VITAL STATISTICS AND KEEP THEM IN CHECK.**

The mentioned parameters include cholesterol levels, blood sugar levels, blood pressure, and resting heart rate. Many individuals tend to overlook these figures, and regularly monitoring all of them can be challenging. Nevertheless, these informative statistics gain significant importance, particularly in the later stages of life. Keeping a vigilant eye on these indicators will enable you to reassess and refine your fitness goals.

**IMPROVE YOUR FLEXIBILITY AND BALANCE.**

As flexibility diminishes, the integrity of your joints becomes compromised, increasing the risk of joint injuries, fractures, and muscle tears. Flexibility and balance are often not prioritized as people aim to enhance their fitness, but they become increasingly vital as one ages. Ensuring that all parts of your body work harmoniously can enhance both balance and flexibility.

**IMPROVE YOUR IMMUNE SYSTEM.**

While fitness is primarily associated with other benefits, one secondary aspect that people often link to their fitness routine is the enhancement of their immune system. Particularly during the COVID-19 pandemic, bolstering immune system function has been a significant concern. Apart from this, individuals engage in regular exercise to feel better and naturally enhance the body's resistance to various diseases. Multiple studies support the notion that physical activity contributes to the boost of the immune system.

**FOCUS MORE ON ESTABLISHING HEALTHY HABITS THAN ON RESULTS.**

We always try to compete on results but its relation to healthy habits is far more essential. It is always beneficial to focus on healthy habits and not just on results. Because sometimes one-way focus can lead to deteriorating health in long run.

**GET OUT OF YOUR COMFORT ZONE.**

It is crucial to adhere to a specific routine while maintaining flexibility and an open-minded approach to trying new things. This can involve incorporating activities beyond your typical daily schedule, such as opting for cycling instead of running. The same concept applies to diversifying your exercises within your routine, providing a more consistent challenge. For instance, if you have primarily focused on weightlifting, consider incorporating more cardio exercises, or vice versa, to introduce variety and stimulate continuous progress.

**FACTS OF FITNESS**

Let's get some facts clear with some key points about our fitness/Health:

- With improved physical fitness, We can keep ourselves immune from a number of diseases and health pandemics in the long run.
- There can be a change in body composition without any weight change.
- The cardiovascular activities performed in each sport is different and it can have different results in the overall body.
- The number of medical complaints can be reduced by proper stretching.
- It's not that only through training, one can get great fitness but proper diet, proper exercise form and technique also matter.
- It's not that hard to find time for fitness.
- Weight loss is not the most important goal.

**Literature Review**

- There are few research and theories in the field of consumer behavior towards fitness. Various studies have tried to break down several characteristics or influential factors that drive this attitude.

- “According to **U.S. Department of Health and Human Services [USDHHS]**, 1996, Physical fitness refers to “a set of attributes that related to the ability to perform physical activity”.
- “According to **Corbin & Lindsey**, Physical fitness denotes the efficiency with which body systems collaborate, enabling individuals to maintain health and adeptly carry out daily activities. This classification includes two facets: skill-related and health-related fitness. Health-related fitness encompasses five components, namely muscular endurance, cardiorespiratory endurance, muscle strength, body composition, and flexibility, influenced by both consistent physical activity and genetically inherited capabilities. The spectrum of physical fitness spans from low to high, as outlined by Caspersen et al. (1985).
- Conversely, skill-related fitness is categorized into six components: balance, power, agility, coordination, speed, and reaction time. While skill-related fitness plays a pivotal role in endurance for sports and athletics, and contributes to overall wellness, the primary emphasis in any fitness program, particularly for disease prevention, should be on health-related fitness..
- “In the **Toronto model** presented by **Bouchard and Shephard (1994)**, The components of health-related fitness encompass morphological motor, muscular, metabolic fitness, and cardiorespiratory aspects. These include body composition and bone strength, where body composition assesses the distribution of fat-free mass and fat mass, considering whether body fat is peripherally or abdominally distributed. Musculoskeletal or muscular fitness entails aspects of muscular strength, muscular endurance, and flexibility, while motor fitness relates to postural control. Cardiorespiratory fitness involves the ability of the respiratory and cardiovascular systems to provide oxygen to the working muscles during intense dynamic exercise. The gold standard for assessing cardiorespiratory fitness is the direct measurement of maximal oxygen uptake (VO<sub>2</sub> max) during a maximal exercise test. Additionally, cardiorespiratory endurance reflects the capacity of the heart, lungs, and blood vessels to supply sufficient oxygen to cells, meeting the demands of prolonged physical activity (Hoeger & Hoeger, 2006)
- These theories helped us in understanding the parameters for fitness regulations and how they can be beneficial in understanding the changing fitness trends.

#### **Gaps Identified**

We have tried to understand the consumer’s thought process when he/she is trying to make a fitness-related purchase. We wanted to understand the motivating factors and the results they want to achieve. Are people aware of what they are buying and whether it will eventually help them to achieve their intended targets?

#### **Objective**

Through this study, I want to **highlight the awareness quotient of Indian consumers towards fitness**. The study would also focus on the attitude towards fitness and how consumers interact with home-based fitness products in comparison to outdoor facilities.

### **RESEARCH METHODOLOGY**

- **Unit of Analysis: Consumers**
- **Time & Space Boundaries: 3 Months**
- **Sample Size: 100 Consumers**

### **RESEARCH PROCESS**

The current research study is an exploratory and analytical type of research. This research's primary purpose is to know what customers feel and know about fitness, i.e. consumer behavior towards wellness. We have also used the already existing data. A brief overview of the research process of the present study is as follows:

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#### **1. FORMULATING THE RESEARCH PROBLEM.**

➤ The current research problem in the context of consumer behavior concerning fitness has been formulated. Understanding of the problem could be developed through discussions with subject matter experts, colleagues, and employees associated with the industry. We were acquired to the problem thanks to the review of the conceptual and empirical literature available on the subject.

#### **2. OBJECTIVE OF RESEARCH.**

- To identify different behaviors consumers have towards fitness.
- Identifying the factors that influence the behaviour.
- To know what steps should be taken to increase the awareness about fitness.

#### **3. PREPARING THE RESEARCH DESIGN.**

- The research design is exploratory in nature.
- It will help in studying the behaviour consumers have towards fitness.
- The data gathered can be used directly for decision-making.

#### 4. DETERMINING SAMPLE DESIGN.

- When we select some items from universe for our study, the item selected represents our sample
- For conducting the research non-probability sampling method is used.
- The judgment sampling method would be the most appropriate and convenient one.

#### 5. SOURCES OF DATA.

- Primary Data: This data was gathered via a survey (Questionnaire).
- Secondary Data: Secondary Data was gathered via information through the internet, magazines & books.

#### 6. COLLECTION OF DATA.

- This data was gathered using a personal interview, questionnaire, and also observation. This data was gathered through, newspapers, published materials, journals, proceedings books, and websites.

#### 7. LIMITATIONS.

- Due to time & place constraints, results are not as accurate as they should be
- The collection of secondary data was limited. Most of the data were gathered from the internet & books only
- The sample size is limited to 100 consumers, so subject to modification and corrections.

#### 8. SCOPE.

- This study will help in understanding the scope of consumers and what behavior they have towards fitness.
- Further research on consumer behaviour towards fitness could be carried out
- Various steps should be taken to increase the knowledge that consumers have about fitness.

#### 9. HYPOTHESIS.

- A tentative explanation or theory that is provisionally accepted to interpret specific events and guide further investigation. A hypothesis must undergo verification to determine its accuracy or falsifiability, capable of being proven right or wrong. If it withstands scrutiny and remains unrefuted by empirical evidence, it is considered verified.

**H<sub>0</sub>:** There is no association between physical fitness and socialization.

**H<sub>1</sub>:** There is a significant relationship between physical fitness and socialization.

### CHANGES IN CONSUMER BEHAVIOR DUE TO COVID

**Changes in expectations:** The evolving expectations of consumers will compel the health and fitness industry to undergo adaptation and transformation. The "New Normal" will incorporate digital elements as an integral aspect of the comprehensive membership experience within the realm of fitness. Adults planning to limit their time spent in crowded locations and reduce the hassle of traveling will surely be more interested in diverting their investment toward At-home workout platforms. It would be a huge mistake to consider this shift as a short-term fix. The crisis may have aided the acceleration of digital, but the end of the crisis will not necessarily translate into the end of desire. The proof lies in the fact that even before the crisis, according to CNBC, the scales were already tipping. Experiencing a remarkable growth rate of 129%, On-Demand Fitness witnessed substantial expansion in consumer spending from 2017 to 2019. In contrast, spending on traditional gyms only saw a modest growth of 6 percent during the same period.

#### How should the fitness industry adapt to new norms?

**Changes in packaging:** Presently, customers who have embraced new behaviours and habits actively anticipate them, expressing a desire not to be detached from the services they enjoyed during isolation. Professionals in the fitness and health industry should refine their approach, considering options like placing content behind a paywall as a post-corona solution to drive revenue.

Every offering must incorporate a digital aspect. Relying solely on classes delivered through social media is not a sustainable solution if the goal is to retain customer loyalty beyond the current crisis. The lasting solution involves creating a seamless digital ecosystem, all encompassed within your trusted brand. This entails a fully connected, integrated, hybrid digital/physical offering that enables members to train with their preferred trainers and participate in their favorite classes from any location: be it in the club, at home, or anywhere in between. Now is the opportune moment to contemplate and strategize, positioning businesses to emerge from this crisis in a significantly stronger position. How will you ensure a seamless, own-branded experience? How will you exert control over the complete customer journey and the associated data?

As consumers increasingly embrace the practice of exercising from home, the perceived necessity of retaining gym memberships may diminish. This shift in consumer behavior is likely to lead to an upswing in the launch of digital platforms by fitness facilities, a heightened emphasis on at-home equipment, and revised membership expectations. These expectations may encompass measures such as time slot reservations to mitigate overcrowding at gyms, updated cleaning mandates, and the imposition of mask requirements.

## INDIAN SCENARIO

- Around fifteen years ago, technology emerged as a catalyst for diet and fitness on an international scale. In the context of India, this phenomenon is relatively recent. While we are playing catch-up with the West, the noteworthy aspect is the heightened focus on technology-enhancing efficiency.
- Start-ups leveraged existing technologies effectively, building a substantial user base during the crisis. Cheaper advertising during the pandemic, coupled with increased online presence, facilitated targeted advertising, resulting in a reduction in the acquisition cost per person.
- 'AI dietitian' Ria contributed to 30% of their business in the past year, and Fit Pass' 'AI trainer' ARIA gained market share during gym closures.
- The Indian mindset has a tendency to customize technology. Consumers easily get bored, may lack discipline, and often desire dessert at the end of a meal (hello rewards and recognition).
- Step Set Go, a winner at the Aatmanirbhar Bharat App Innovation Challenge, observed a decline in steps taken and an increase in screen time during the initial days of lockdown. The platform utilizes a simple pedometer combined with gamification (leaderboard, earned coins, and achieved levels) and gratification (through rewards) to motivate people toward a healthier lifestyle. Tech, in this instance, continues to encourage individuals to adopt overall healthier habits.

## ALTERNATIVE WAYS TO BE FIT AT HOME: -

### 1- YOGA: -

- i.It's a total body workout.
- ii.It will help you master breathing properly.
- iii.It will calm your mind.
- iv.It's a great stress buster.
- v.It will help you improve your posture.
- vi.Increase your blood flow.

### 2- RUNNING AND CYCLING: -

- i.Overall mental health.
- ii.Strengthens your lungs.
- iii.Helps prevent high blood pressure.
- iv.Weight control.
- v.Increased bone density.
- vi.It helps you to protected from serious diseases such as heart attack, stroke, depressions, some cancers, diabetes, arthritis and obesity

### 3- GYMNASTICS: -

- i.Flexibility.
- ii.Disease prevention.
- iii.Increased self-esteem.
- iv.Discipline.
- v.It increased cognitive functioning.
- vi.Increased coordination.

### 4- KICKBOXING: -

- i.Increase Muscular Endurance.
- ii.Improve Mental Health.
- iii.High-Calorie Burn.
- iv.Muscular Balance.
- v.Tone Whole Body.
- vi.Defend Yourself.

### 5- AEROBICS: -

- i.Our body use oxygen better
- ii.Increases energy
- iii.It helps us reach and maintain a healthy weight
- iv.It helps reduce depression and anxiety attacks
- v.Greater resistance to fatigue.

### 6- HOME GYM: -

- i.Controls weight.
- ii.Gives better sleep.
- iii.Helps control addiction.
- iv.Builds confidence.
- v.Improve muscle strength.
- vi.Inspire others.



### CHANGES IN BODY DURING WORKOUT

1. Following are some changes that an individual faces when his/her body undergoes any kind of workout: -
  - Muscle breaks down.
  - The water level in the body starts to reduce.
  - Glycogen which is made in the human body and is stored in the cells of the liver starts reducing.
  - Body temperature increases.
  - Lactic acid has been produced.
  - Heart rate increases.
2. After workout [ Post workout]: -
  - Muscle soreness/stiffness.
  - Muscle swelling.
  - Muscle fiber damage.
3. Factors causing injuries: -
  - Overtraining.
  - Wrong nutrition.
  - Inadequate recovery.
  - Poor form.
  - Wrong technique.
4. Precautions or modifications: -
  - Increase warm-up and cool-down.
  - Take care of the form and technique.
  - Control your muscle contraction.

### WEIGHT TRAINING PRINCIPLES.

#### 1- Progressive overload: -

- Weight training is based on one big important principle; progressive overload training.
- To understand this principle, one should know how the body reacts to exercise.
- It says that when the body undergoes the stress of weight training, the muscle cells get damaged.
- The body will respond to that stress by making the muscle cells bigger and stronger.
- Thus, progressive overload training says that to keep the muscle size bigger and stronger, one can either increase the stress level by lifting more weights or increase the repetitions with increasing intensity.

#### 2- Recovery: -

- The above principle of progressive overload training has no meaning if it is not coupled with recovery.
- The broken muscles can be converted to strong and bigger ones only if they get proper rest.
- Recovery will be adversely affected if any of the following conditions are not met-
  - Minimum 8 hours sleep.
  - Weight training not more than four times a week.
  - Each body part is not to be trained no more than once a week.
  - Scheduling to be such that there is no overlap of body parts.

#### 3- Nutrition: -

- When progressive overload creates stimulus in the body to repair itself, super compensate, and grow stronger, the body needs rest and recuperation to do its job.
- To finish this job, the raw materials are provided only through nutrition.
- Proteins, carbohydrates, and fats, all three macronutrients, can be used for energy purposes.
- In people who weight train intensely, the requirement of protein needed to be anabolic and in a positive nitrogen balance is approximately 2gms per kg of lean body weight.

### MACRO CYCLE (12 months).

Parameters	Preparatory (2 months)	Preparatory (6 months)	Competitive advance (4 month)	Transition
	General preparatory	Specific preparatory	Main competitive	Transition

Strength	Anatomical Adaptation 1- upper body 2- lower body  15-20 reps	Maximum strength 1- intermediate a- chest Shoulder Triceps b- legs c- back and bicep  12-15 reps	Conversion ● Power ● Muscular endurance ● Both a- chest and bicep b- legs c- shoulder and triceps d-back 6-12 reps	Compensation  Maintenance
Endurance	Aerobic endurance	Aerobic endurance Specific endurance	Specific endurance	

### EVENT BASED FITNESS: -

Event-based fitness means that fitness which an individual undertakes which is depending upon certain upcoming events in future.

Such kind of fitness is not suitable for an individual because they teach them only for a particular period. Once the event is over, they stop the activity there itself.

Consumers depending upon the upcoming event, undergo fitness activity level.

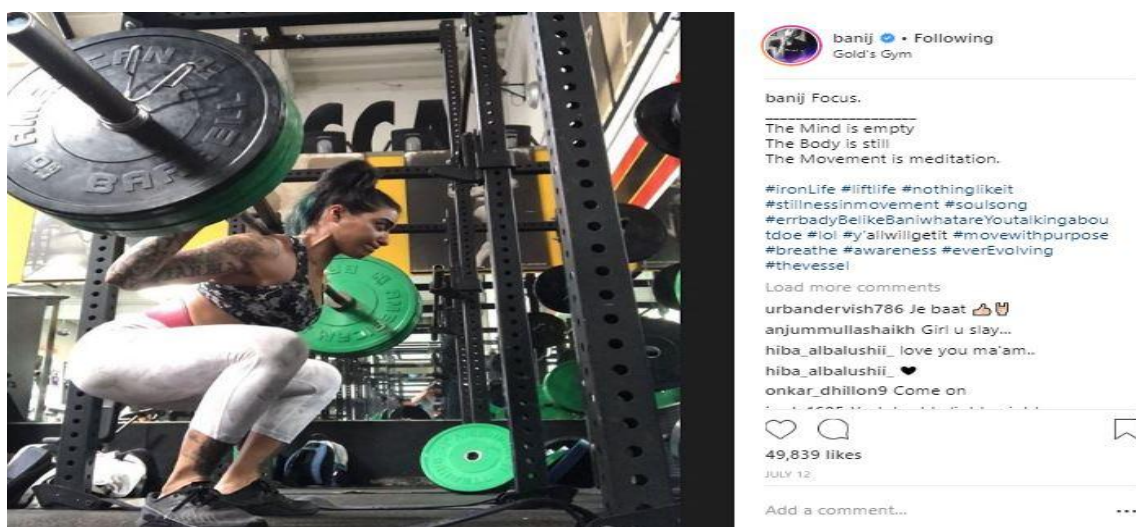
Following are some of the events where consumers feel that they should undergo any fitness activity: -

- Weddings.
- Birthdays.
- Anniversary.
- Festivals.

The reason behind not teaching any such kind of event-based fitness are that they are temporary, and they have significant side effects on the body as here since they want the results as soon as possible, they undertake any such activity or diet that is not suitable for an individual body for life long health. Such kind of fitness only gives temporary satisfaction. The activity is undertaken here as an intense one and stresses the muscle to a great extent that one's body is not used to off. The major problem that the individual faces after their event is over that they start eating all high calories food, food that has maximum fats, and their junk food intake increases which thereby leads them to face worse circumstances like sudden weight gain, stretch marks, joints pain, irregular sleep,

### FITNESS INFLUENCERS – LEADING THE WAY

She is one of the most influential people when it comes to fitness in India. She has broken stereotypes and created a unique place for herself. Her Regular Instagram posts as a testament to her regularity, grit, and determination. Her confidence, personality, & talent make her one of the top women influencers in India.



2. Milind Soman: -He is a public figure who is followed by fitness enthusiasts of all age groups. He tries to bring the perception in the industry that maintaining fitness can be added to lifestyle simply by taking small

steps in our journey. He always says that fitness is a lifelong journey and not a destination. His community consists of more than 1000000+ followers.



### Products that influence the consumer's behavior over fitness.

Many people have this tendency to prefer brands that may help them stay fit or lose weight. People nowadays are getting lazy, and workaholic was in there is no time for people to work out and stay fit. People look for products that may help them out for being fit. But this may also be a misconception of being fit as one does not get any physical training. The most that one body needs is physical body exercise to stay fit, strong and a proper diet to stay healthy.

### SUPPLEMENTS / DIET.

#### WHAT ARE SUPPLEMENTS?

- When we are not getting the sufficient amount of nutrients and proteins from our diet we need to add on something to reach that level.
- Thus supplements are those additional intakes that one take to achieve the required protein and nutrient level.



- Supplements include
  - Nutrients
  - Carbohydrate
  - Protein
  - Fats
  - Vitamins
  - Minerals
  - water, etc.

#### Benefits of taking supplements: -

- Replace your meal without compromising your nutritional needs.
- Helps in the muscle build-up.
- Increases stamina and power.
- Helps in faster muscle recovery.
- Helps in developing a better physique.
- Some supplements even help to reduce you weight.



**Excess of supplements may lead to: -**

- Direct effect on the kidney.
- They have hidden calories and should be taken under proper guidance.
- Over intake may make you feel heavy.
- Sometimes may not suit the body type.
- Some may lead to create digestive troubles.
- Side effects may even make you gain fat and give you a bulky look.

**WHAT IS DIET?**

- In terms of fitness diet may be defined as that intake taken by an individual which may either help him in developing great fitness or may either become a reason for bad fitness.

**What is good food?**

- Following are some food items which are considered as good and healthy food: -
- All clear soups
- Salads (raw vegetables)
- All very leafy vegetables (palak, chawli, methi), cabbage, broccoli, kale, radish, spring onions, tomatoes, cucumber, lady fingers, parwar, dudhi, gawar, carrots, beet, etc.
- Fruits like lemons, oranges, grapefruits, apples, pears, plums, bananas, peaches, mangoes, papaya, pomegranates, watermelons, and pineapple.
- In non-vegetarian items one piece of skinned chicken or fish is ok.
- Brown rice, brown bread, thin dal, wheat roti without oil.

**What is bad food?**

- Following are some food items that are considered as bad and unhealthy food: -
- White sugar, all types of sweets, chocolates, ice cream, cake, jellies, puddings, honey, etc.
- Alcohol, beers, soft drinks.
- Butter, cream, cheese, mayonnaise, ghee, lassi.
- White bread, oily parathas, slushes, wafers, chips, pastries.

**DIET THERAPY**

<b>Foods to be avoided</b>	<b>Foods to be allowed in prescribed amounts</b>	<b>Foods to be allowed liberally</b>
Sugar, sweets, jams, chocolates, etc.	Cereals such as wheat, rice, jowar, bajra, etc. Dals and pulses. Milk without cream.	Raw and green vegetables specially those who have low amount of carbohydrates
Fried food including farsan.	Fruits like sweet lime, guava, orange, chikoo – 1 medium size	Thin buttermilk.
Alcohol, synthetic beverages.	Banana, mango, apple - 1 small size	Spices to taste.
Ghee, nuts, cream.	Grapes- 20-25, small papaya, pineapple, etc.	Clear soups.

**ANXIETY TOWARDS WORKOUT**

People around us come up with a plethora of excuses to not start their fitness journey: We're too tired, too busy, Lack of time, Costly membership but according to a new study, More than 50 percent suffer from problems like 'gym-imitation' as they don't know how to use gym equipment. They don't take activities as they are not sure about the right techniques and benefits due to a lack of knowledge. That stretchy, skin-tight, sometimes shiny fabric synonymous with activewear scares 51 percent of people so much that they will skip working out publicly to avoid wearing it and they may look silly in front of others creating a social awkwardness.

**OVERCOMING FEAR:****1. Dress comfortably:**

The first step of overcoming fear is to accept yourself and make choices as per yourself. We shouldn't be anxious about what society comments but feel free by wearing whatever makes us comfortable during our fitness activity.

**2. Remind yourself that every pro was once an beginner**

Every single person you see in that gym was an amateur. No matter how muscular, toned they may look now, they had a first day, just like you. That is nothing to be ashamed of- You should be proud of yourself, for wanting to improve your health and fitness.

**3. Talk to a personal trainer/Fitness expert**

A fitness expert can help us set a realistic health and fitness goals by developing a structured exercise program to achieve them. By proper guidance you can be inspired and motivated throughout your fitness journey.

#### 4. Plan your workout

Setting a clear objective and planning your fitness journey is imperative for your success. It will help you to analyse your progress and achievements by modifying as you reach your fitness/health goal.

#### TECHNOLOGICAL ADVANCEMENT IN FITNESS.

The current scenario states that how technological advancement have made the fitness reach different level where one can access it from home itself also one can casually carry his cell phone and gear up with his watch because even cell phone and watch will track your fitness level and guide you as well as update you through applications.

Following is some of the examples: -

##### 1- APPLE WATCH



The technological advancement helps track your fitness data on a watch. It tells you about the moves your body has made up till now. Moves include moments like walking, running, etc. it also tells about the level of exercise you have done and how many breaks you have taken during the workout.

It also measures the heart rates of the person wearing it. This is done through the sensor on the backside of the watch. It also counts your total calories burned.

By setting personal goals, summarize your achievements and create fitness schemes accordingly. By achieving this goal you earn a special badge on application. The purpose of the special badges is to gamify working out and keep you motivated in the fitness journey.



##### 2-F.I.T.B.I.T.

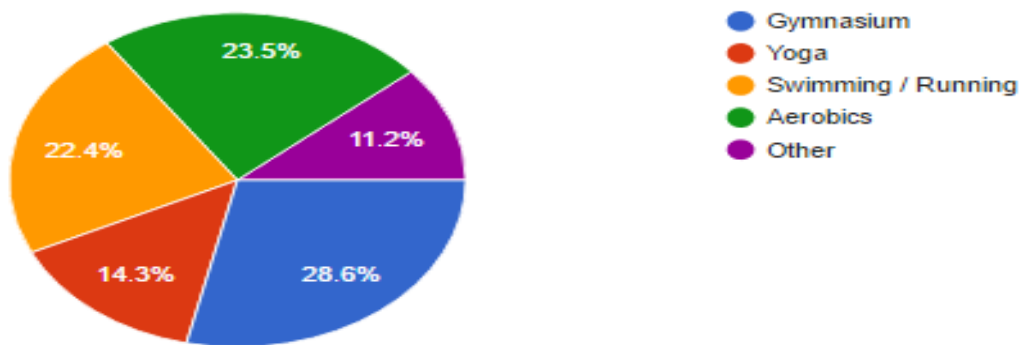
Fitbit, renowned for its line of products bearing the same name, specializes in wireless-enabled wearable technology devices. These gadgets measure various data points such as the number of steps taken, sleep quality, elevation climbed, heart rate, and other personal metrics. The inaugural device in this series was the Fitbit Tracker. This device offers diverse features, including time tracking and sleep monitoring. It meticulously records the duration of sleep, tracks the number of times one awakens during sleep, monitors heart rates, and provides other valuable insights.

## FUTURE ASSUMPTIONS

The changing consumer mindset from health-giving to pre-emptive healthcare has helped the fitness and health industry in India to be seen as a growing market. It is among the few sectors that hold a promising future. The alternative fitness segment is growing at a fast pace, constantly for the last five years. The feel-good factor related to fitness has propelled the industry into a progressive motion. Rising awareness about health and fitness and the rising cost of curative healthcare now will eventually lead people even in smaller towns and cities – as indeed in the larger cities – to opt for preventive healthcare solutions in the form of fitness services shortly. Also, the rising cost of healthcare will lead people in smaller towns and cities with larger people in larger cities to opt for preventive healthcare in the form of fitness services shortly.

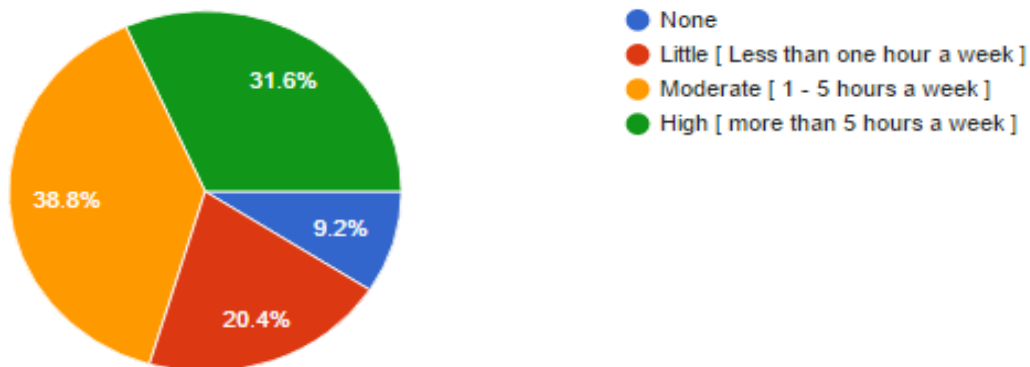
## ANALYSIS

1- What is your current activity towards fitness?



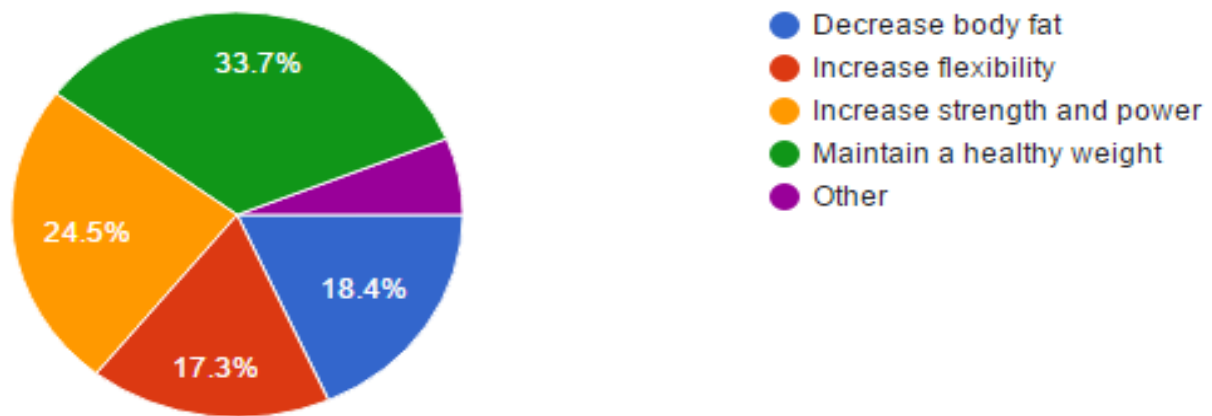
**Interpretation:** In this analysis, I found that 28.6% people current activity level is gymnasium.

2. What is your current fitness activity level?



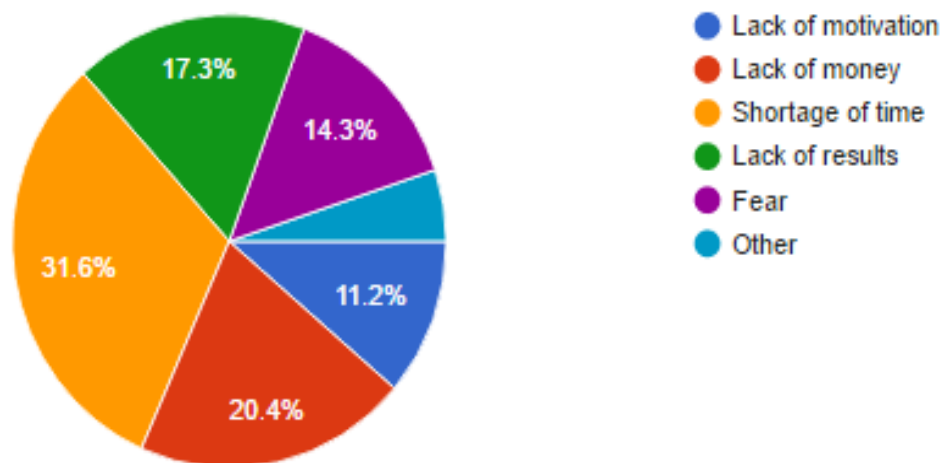
**Interpretation:** In this analysis, I found that 38.8% people have a moderate fitness activity level of 1 – 5 hours a week.

3. What are your aspects towards fitness?



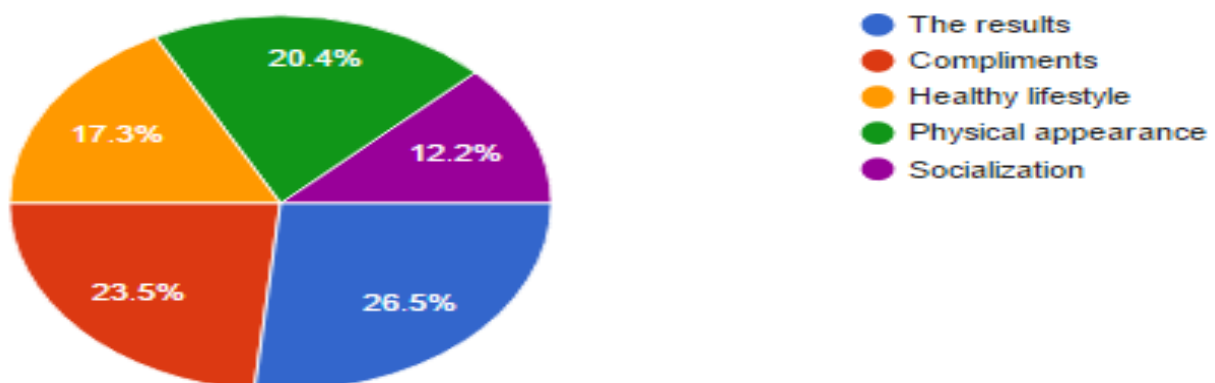
**Interpretation:** In this analysis, 33.7% of people's aspect towards fitness is to maintain a healthy weight.

4. What is stopping you from starting your fitness journey?



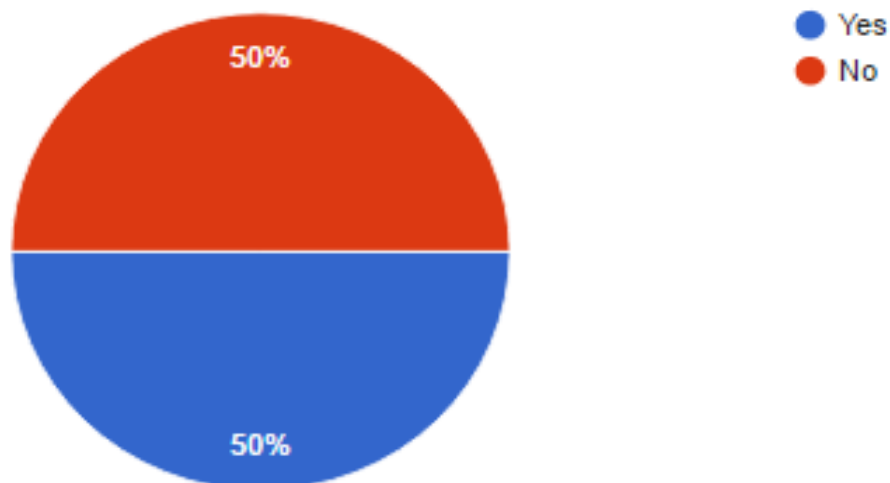
**Interpretation:** In this analysis, 31.6% of people feel shortage of time is the main reason which is keeping them away from achieving their fitness goals.

5. What motivates you to stay fit?



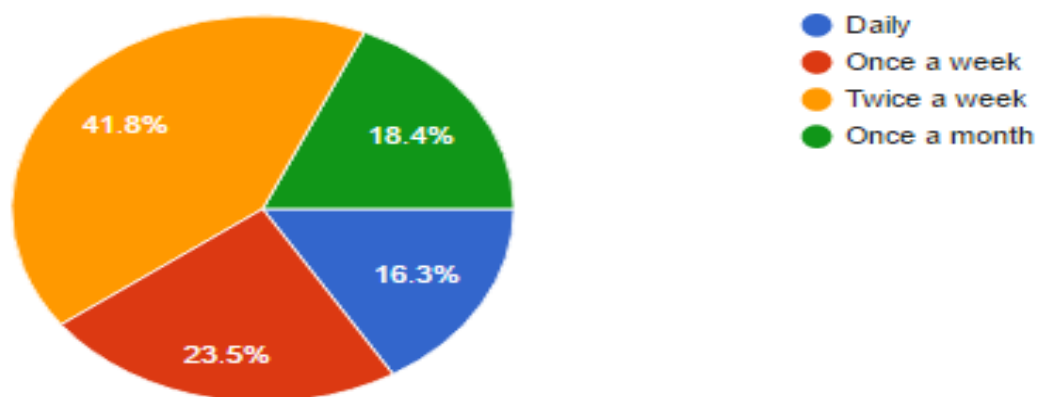
**Interpretation:** In this analysis, 26.5% of people feel that result is the factor which motivates them in being fit.

6.. Do supplements and proteins have great impact on one's fitness?



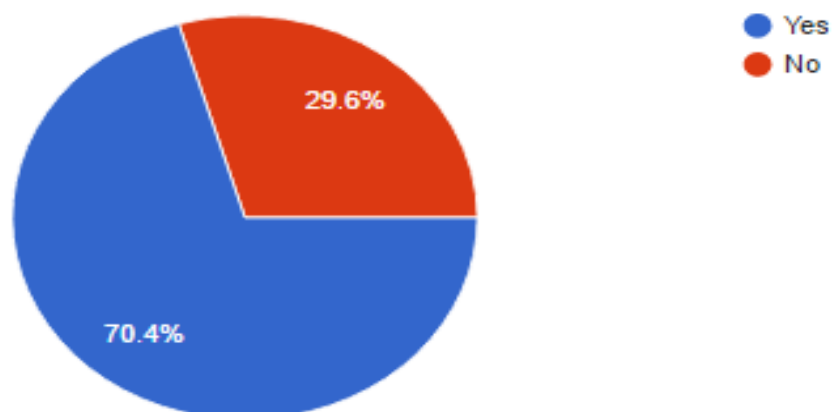
**Interpretation:** In this analysis, people equally feel that proteins and supplements are important as well as not important for fitness.

7. How many times you consume outside food?



**Interpretation:** In this analysis, 41.8% of people generally consume outside food twice a week.

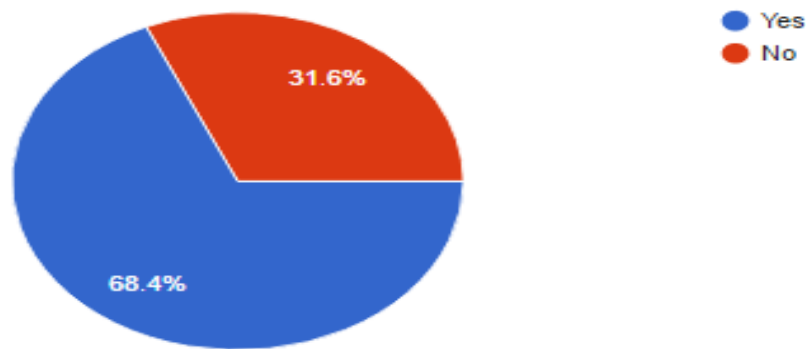
8. Has home isolation during covid assisted in improving your fitness game?



**Interpretation:** In this analysis, 70.4% of the people feel that diet is necessary for fitness.

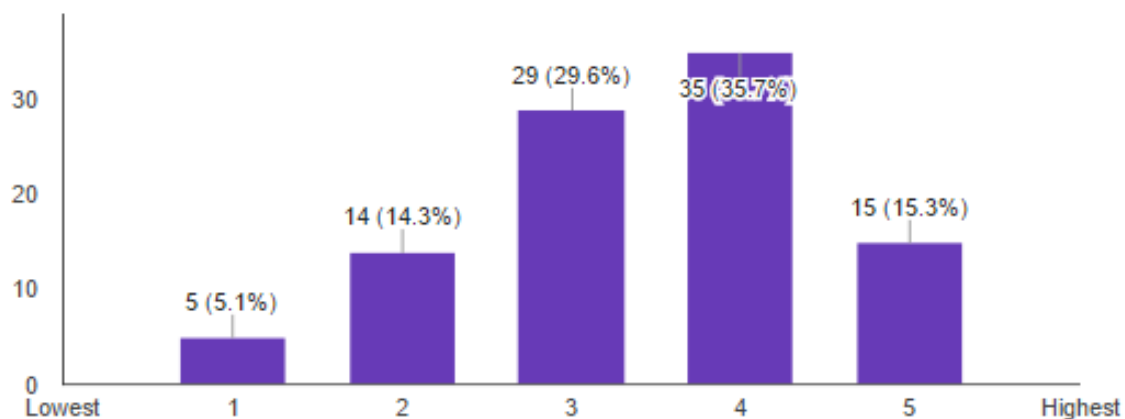
9. Do personal training plays important role in fitness?





**Interpretation:** In this analysis, 68.4% of the people feel that personal training is very important in fitness.

10. On a scale of 1 - 5, how would you rate your fitness?



**Interpretation:** In this analysis, on a linear scale of 1 to 5 where 1 being the lowest and 5 being the highest, 35.7% of people rate themselves as 4.

## CONCLUSION

- Despite of some drawbacks and misconceptions fitness has a good response amongst the consumers. The fitness industry has a variety of ways to be fit such as Yoga, aerobics, summing, martial arts, running, jogging, gymnastics, kickboxing, sports, and many more which is even liked by almost all age groups with individual preferences.
- People today also have a positive attitude towards being fit and also support many physically fit programs and activities.
- Now many schools and families have started taking an interest in children being physically active which is giving the country many national and international players which is growing the country's rank in the global world.
- If an individual is physically fit then he has the benefit of having no body problems such as no joint pain, no lung and heart problems, and no other body problems.
- The result, of a survey showed that the hypothesis was negative not only by questionnaire I asked personally to many of my friends if is there any relationship between physical fitness and. Socialization, even from the survey we get to know that only 12.2% of people adopt physical fitness because of socialization and 26.5% people adopt physical fitness because of the changing results they watch. Hence, it's easy to understand that there is no relation between physical fitness and socialization.

## RECOMMENDATION

- People should give some of their time for physical activities.
- People must take a walk instead of a ride.
- Consumers should focus more on regular fitness and not in intervals.
- Consumers should gain quality information and knowledge regarding proper fitness.

- Consumers should follow regular diets and avoid outside food like such as junk, restaurants, etc.
- Outdoor sports play important role so people must carry out those activities.
- Considering the modern technology and changing trends like computers, videogames, laptops, televisions etc. People must not be a home worm but one who does physical movements.
- Also the youth now days is consuming outside food twice-thrice a week which generally includes cheese, butter, oily food, bread, etc. thus they should follow a proper and healthy diet.
- People who do regular workoutshelp them in old age as the pain is less.
- In many families there are the younger ones who have health problems, optical, etc.
- Compared to a physically fit person and a person who does not work out the life span of a fit person is more.
- Therefore, I conclude by saying that one must contribute one hour regularly for fitness and staying fit for the betterment of oneself.

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