

ATTRIBUTES ON PICKING RIGHT GYMNASIUM AND IMPORTANCE OF PROFILE OF FITNESS TRAINER: A STUDY ON CLIENTS PERSPECTIVE

Sakti Ranjan Mishra, Susanta Kumar Dash, Kabita Dash & Susanta Kumar Dey

*Professor, Department of Physical Education and Sports Sciences, Panskura Banamali College (Autonomous), Panskura,
Purba Medinipur, West Bengal, India*

Professor, Department of Animal Breeding & Genetics, OUAT, Bhubaneswar, Odisha, India

Assistant Professor, Srusti Academy of Management, Bhubaneswar, Odisha, India

Principal, Baliapal College of Physical education, Balasore, Odisha, India

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ABSTRACT

In the present study, Data was randomly collected from 124 male gymnasium clients who were in the age group of 20 to 30 years and undergoing physical fitness training were included. A structured schedule questionnaire was used to gather responses from respondents. Garrett's ranking technique was adopted to rank the attributes with regard to selection of gymnasium and components in trainer's profile. In order to select and get enrolled into gymnasium, recommendation of friends was ranked first key criterion followed by other factors like cost involved, distance from the residence, profile of trainer, equipments and parking facility. Physical fitness of the trainer emerged as the most important factor in the profile of the trainer to attract the clients. Education, training and soft skill of the trainer recorded moderate role to influence the clients in ranking the profile of the trainer.

KEYWORDS: *Attribute, Garrett's Ranking, Profile, Trainer*

INTRODUCTION

It is now a known fact that regular exercise can do wonders for human health, helping them to lead a healthier life. Without a doubt, regular exercise can benefit your health, mind and body. Nowadays, along with the increasing concern for health, people are paying more attention to do exercise. Besides, modern youth treats this as symbol of one's personality and status. Both, the culture of youth going to gymnasium and opening of new gymnasiums in urban area are fast increasing. However, some gyms attract more clients than others. Reasons may be numerous. But simple observations and analysis evolved the following attributes towards selection of a gym by the clients.

- Profile of Trainer
- Charges
- Distance from residence
- Infrastructure & equipments

- Friends' recommendation
- Parking facilities

Further, as per experts, though several factors drive the preference of clients towards a particular gymnasium, trainer's profile should be the priority to choose the target gymnasium. This intangible factor plays the guiding factor to make the growth of gym sustainable. Important components of profile of fitness trainer may be listed as below.

Education

Almost all trainers and instructors should have at least a high school diploma before entering the occupation. Bachelor's degree related to a health or fitness field, such as exercise science, kinesiology or physical education is an added advantage. Specialised courses in nutrition, yoga, exercise techniques and group fitness can make the physical trainer a perfect pack.

Training

Training for specialized fitness instructors can vary greatly. Even if a trainer possesses almost optimum education, he/she should get specialized trainings on different aspects and the experienced ones should opt for refresher advance courses as well.

Licenses, Certifications and Registrations

Employers prefer to hire fitness trainers and instructors who are certified. Many personal trainers must be certified before they start working with clients or with members of a gym or other type of health club. Group fitness instructors can start work without certification, but employers often encourage or require them to become certified.

Personality and Skill

- **Customer-Service Skills:** Many fitness trainers and instructors must sell their services motivating clients. Fitness trainers and instructors must therefore be polite, friendly and encouraging to maintain relationships with their clients.
- **Listening Skills:** Fitness trainers and instructors must listen carefully to what clients tell them to determine the client's fitness levels and desired fitness goals.
- **Motivational Skills:** Getting fit and staying fit takes a lot of work for many clients. To keep clients coming back for more classes or to continue personal training, fitness trainers and instructors must keep their clients motivated.
- **Physical Fitness:** Fitness trainers and instructors need to be physically fit because their job requires a considerable amount of exercise. Group instructors often participate in classes and often need to show exercises to their clients. Further, they need to be role model for others.
- **Problem-Solving Skill:** Fitness trainers and instructors must evaluate each client's level of fitness and create an appropriate fitness plan to meet the client's individual needs.
- **Speaking Skills:** Fitness trainers and instructors must communicate well because they have to explain exercises and movements to clients, as well as motivate them verbally during exercises.

Analyzing Above Components, Following Factors Were Taken in the Present Study for Prioritizing the Profile Components of Fitness Trainers

- Education and training
- Client-service skills
- Motivational skills
- Physical fitness
- Speaking skills

MATERIALS AND METHODS

The present study was conducted in Bhubaneswar, the capital city of Odisha during 2019-20. Data from 124 male gymnasium clients in the age group of 20 to 30 years, opting for physical fitness were taken randomly.

Seven different attributes on choosing a particular gymnasium were identified in consultation with the experts and by observations. Then, the respondents were asked to rank the attributes towards preferring a particular gymnasium to get trained. Similarly, the importance of profile of the trainer was also discussed and put forth before the clients to rank their preferences through a questionnaire. Garrett's Ranking technique was adopted to rank the attributes in this study. The prime advantage of this technique over simple frequency distribution is that the preferences are arranged based on their intensity from the point of view of respondents. Hence, the same number of respondents on two or more preferences might have been given different rank. Garrett's formula for converting ranks into percent is:

$$\text{Percent position} = 100 * (R_{ij} - 0.5) / N_j$$

Where, R_{ij} = rank given for i^{th} factor by j^{th} individual;

N_j = number of factors ranked by j^{th} individual.

The percent position of each rank was converted into scores referring to the table given by Garrett and Woodworth (1969). For each factors, the scores of individual respondents were added together and divided by the total number of the respondents for whom scores were added. These mean scores for all the attributes were arranged in descending order; the attributes were accordingly ranked.

The respondents were asked to rank the six attributes, identified for the purpose of this study as 1, 2, 3, 4, 5 and 6 in order to know their preference for a particular gymnasium. The calculated percentage position for the rank 1, 2, 3, 4, 5 and 6 and their correspondent Garrett table are shown in Table 1. For individual attribute, the total score was calculated by multiplying the number of respondents ranking that factor as 1, 2, 3, ..., 6 and then the mean score of the individual attribute was calculated by dividing the total number of respondents and further ranked with regard to the mean score. Similarly the Garrett table values were taken for profile of fitness trainer; however, adopting similar procedure for five profile components is shown in Table 2.

Table 1: Percentage Positions on Attributes of Gymnasium Preference and Their Corresponding Garretts Table Values

Rank	Percent Position		Garrett Table
1	$100(1-0.5) / 6$	8.33	77
2	$100(20.5) / 6$	25.00	63
3	$100(30.5) / 6$	41.67	54
4	$100(40.5) / 6$	58.33	46
5	$100(50.5) / 6$	75.00	37
6	$100(60.5) / 6$	91.67	23

Table 2: Percentage Positions on Profile Components of Fitness Trainer and Their Corresponding Garetts Table values

Rank	Percent Position		Garrett Table
1	$100(10.5) / 5$	10	75
2	$100(20.5) / 5$	30	60
3	$100(30.5) / 5$	50	50
4	$100(40.5) / 5$	75	37
5	$100(50.5) / 5$	90	25

RESULTS AND DISCUSSIONS

Attributes of Gymnasium

Results obtained in Table 3 reveals that, friends' recommendation was found to be the most preferred attribute and parking facility of gymnasium was the least one, taking all the attributes of the gymnasium into account. Other characteristics or factors were placed in between these two. Though, almost all the factors were recorded almost similar mean scores, charges for getting enrolled and distance of the gymnasium from residence of client were found to be the important factors towards preference of client for a particular institution over other factors such as profile of trainer, infrastructure and equipments. This result revealed that, 'seeing is believing' has played major role in selection of a gymnasium, supported by the cost involved. The aspirant client must have observed sound fitness of friends and realised the good effect of fitness training and queried the institution from the friends, Further, as the respondents in the present study were in the age group of 20 to 30 years, they must be either students or freshers to any employment having moderate income, So charges in the gymnasium played a very significant role in determination of a gymnasium, suiting to the income of the client. It has also been observed that, as almost all the clients used bikes for mobility, parking space was found to be the least factor towards preference of the institution as fitness training centre. The mean scores of all the attributes under study are presented graphically in Figure 1.

Table 3: Ranking of Different Attributes Towards Preferring a Particular Gymnasium

Sl. No	Attributes of Gymnasium	1	2	3	4	5	6	Total Score	No of Clients	Mean Score	Overall Rank
1	Profile of Trainer	22	25	28	17	15	17	6509	124	52.49194	4
2	Charges	30	20	18	26	15	15	6638	124	53.53226	2
3	Distance from residence	29	17	23	21	19	15	6560	124	52.90323	3
4	Infrastructure & equipments	27	23	13	20	16	25	6317	124	50.94355	5
5	Friends' recommendation	35	25	21	14	16	13	6939	124	55.95968	1
6	Parking facilities	15	17	21	27	17	27	5852	124	47.19355	6

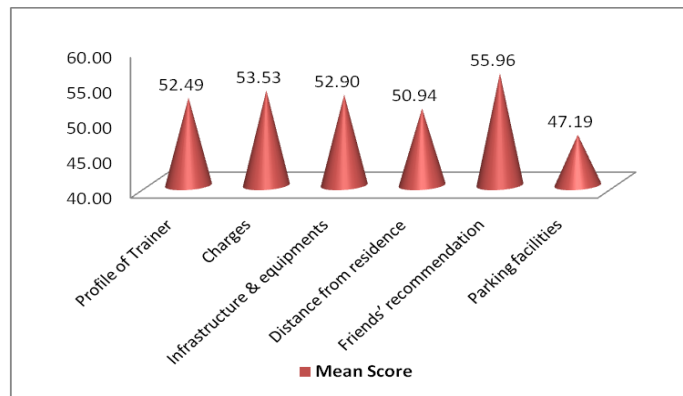


Figure 1: Ranking of Different Attributes of Gymnasium.

Profile of Trainer

Frequency of clients’ ranking on profile of trainer is presented in Table 4. Results obtained in the present study reveals that, physical fitness of the trainer was found to be the most preferred profile followed by motivational skill, speaking skill, education and training. Client service skill was recorded as the least preferred attribute in the profile of trainer, as indicated by clients. This clearly indicated that, the clients felt that, they would achieve similar fitness as the trainer if get trained under that trainer. So, better physique of the trainer significantly attracted the clients compared to other factors in the profile of the trainer, taking all the attributes of the gymnasium into account.

Education and training of the trainer did not affect much towards drawing preference of clients, though this factor happens to be the guiding force to get the trainer employed in an institution. It has also been revealed that, soft skill of the trainer is essential to influence the customers in drawing positive evaluation of profile of the trainer and the gymnasium. The mean scores of all the components of trainer’s profile under study are presented graphically in Figure 2.

Table 4: Ranking of Profile of Fitness Trainer by Clients

Sl. No	Profile of Trainer	1	2	3	4	5	Total Score	No.of Clients	Mean Score	Rank
1	Education and training	22	25	28	34	15	6183	124	49.86	4
2	Client-service skills	30	20	18	26	30	6062	124	48.89	5
3	Motivational skills	39	22	23	21	19	6647	124	53.60	2
4	Physical fitness	52	23	13	20	16	7070	124	57.02	1
5	Speaking skills	35	25	21	14	29	6418	124	51.76	3

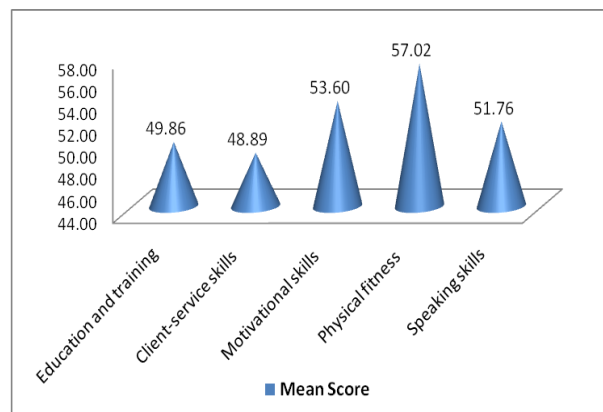


Figure 2: Ranking of Profile of Trainer.

CONCLUSIONS

Major factors in selection of a gymnasium by a client mostly rest on recommendation of friends, cost involved and distance from the residence. As friends' recommendation plays significant role, satisfaction of old customers indirectly plays vital role to attract new clients. Further, physical fitness of the trainer has emerged as the most important factor in the profile of the trainer to attract the clients, though soft skill was found to play moderate role. Education and training of the trainer did not influence the clients.

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