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## A STUDY ON THE RECENT MOTIVATIONAL FACTORS THAT CONTRIBUTE IN PEOPLE (OF MEERUT) TO JOIN THE GYM /HEALTH CLUBS

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**ABSTRACT:** Motivation is the force that compels a person to initiate an action and keep him persistent with the action initiated. Motivation keeps on driving people towards the goal they want to achieve. Motivation is the frolic of life. Living a life without this important component is like going on a journey without a direction or compass. We all have something that motivates us. This is that propels us into action to achieve what our heart desires. Though to some extent in our lives the motivation is an important factor that constitutes a happy life This research paper is to find out various motivations or motivational factors that drive people to take up resistance training/cardio exercises at the gymnasium. There can be many motivational factors which can be extrinsic or intrinsic like desire to accomplish something, acquire power, be admired by others, self actualization (Maslow's need hierarchy theory, Mc Clelland model, Vroom's expectancy theory) etc that drives people to initiate an action i.e. exercising at the gym. Through this study an attempt is made to identify the motivational factors that contribute in people nowadays to take gym membership in Meerut city, Uttar Pradesh, India. There are various theories that give different factors motivating people in personal as well as organizational level. The study has been conducted by keeping the model of the various motivation theories in mind and findings of various sports journals. It has been found that the motivational factors in joining the gym are different in different age groups. Also people of all age groups have realized the benefits of taking gym membership.

### INTRODUCTION

There are various motivational theories advocating something about various motivational factors. They are mostly directed towards creating motivation in people regarding their job or personal level. Motivation is required to satisfy the level of need that arise. Motivation is very much required for the goal achievement process. Various motivations in people are (by Royale Scuderi): Achievement Motivation: Person tries to achieve the goal as he has the desire to achieve it. Accomplishment is important in here and is not dependent of any reward attached to it. Affiliation motivation This is the motivation that has drive to relate to people on social basis. People get this motivation when others compliment them for their attitudes or cooperation. Competence motivation This is drive to be good in something. People with this motivation tackle problems by generating creative ideas. Competence motivation enables a person to handle challenges and use their problem solving skills. Attitude motivation People have confidence in self and firm beliefs on themselves keep positivity in present and past or future. Incentive Motivation: When getting some reward for achieving something motivates people it is incentive motivation. Fear Motivation It is coercion on people to do something against their will.

### TYPES OF MOTIVATION

Motivation exists in two types:

1. Intrinsic motivations
2. Extrinsic motivations

### INTRINSIC MOTIVATIONS

“Fitness is about so much more than exercise. It's a catalyst for positive change, and it affects every aspect of your life.”...by Amanda Russel

When people are driven to execute something from inside because they enjoy doing it They donot associate any award or outcome of the activity they are doing. This kind of desire to execute a certain activity willingly because people enjoy it is called intrinsic motivation. Some examples of intrinsic motivations are:

1. Doing an activity because one enjoys it.
2. Will to achieve mastery on a particular activity.
3. Studying something on one's own basis just because one desire to , not because of exams or obtaining grades.
4. Starting a business on internet to sell a product in the market just to accomplish your desire to be into business not for the sake of earning more profit
5. Competing against the record set by them in a sport not for trophies or being the best athlete but to satisfy one's own desire.
6. Composing music because one enjoys not for some movie, album or to earn money.

In general intrinsic motivation provides people with the satisfaction of desire that one wants to fulfill just for oneself not for the sake of money or reward or because of coercion.

Extrinsic motivations are when people expect to achieve a reward in response to what they do. When reward or result starts fading people cease to perform the act. It is found through various studies that people with Intrinsic motivation remains motivated for a long run. This is opposite in the case of extrinsic motivation which depends on achievement of some reward.

### **EXTRINSIC MOTIVATION**

"If You Never Change, You'll Never Change.".....Russo People Do Something For The Sake Of Achieving Something As An Outcome Of Performance Is Termed As Extrinsic Motivation. People May Not Be Interested In Doing Something But Had To Do For Sustaining A Job Or Salary Incentive Or In The Shadow Of Fear. Some Examples Of Extrinsic Motivations Are:

1. Doing a task effectively to sustain a job in an organization.
2. People taking admission in courses they don't like but see scope in it.
3. Learning for the sake of passing exams in the university
4. Going to the gym to look better and appealing to others.
5. Taking part in competitions to earn fame or trophies.

Both the motivations are important to perform an activity or job efficiently and effectively. It is been observed that people who are externally motivated for achieving some reward or result loosen up on their goals due to failure in achieving the associated reward. People, who join health clubs or gymnasiums to achieve an anticipated personality physically, lose their consistency going to the gym or health club if they fail to achieve what they desire from the associated result. People who join gyms and health club because they enjoy the activity remain motivated for a long term or life time.

### **THE MOTIVATION THEORIES:**

1. Maslow's need hierarchy theory: Maslow's need hierarchy theory emphasized on fulfillment of hierarchical needs that arise in people one after another as the basic motivating factor. These needs are:
2. Physiological needs: These needs could be basic needs required by person for survival like food, clothing, shelter, and sex.
3. Safety needs: These needs are protection against threat, disease, climatic disasters, insurance premium etc.
4. Social needs: these needs are desire to fulfill affiliation with others, being with friends, connecting with people.
5. Esteem needs: These are higher order needs and are achieved by fulfilling the desire to get appreciated, attaining a status, acquiring respect for work etc.
6. Self actualization needs: These are needed to achieve what a person thinks he is capable of Maslow advocated that fulfilling of above needs motivate people.

**1. HERTZBERG'S TWO FACTOR THEORY:**

This theory advocated two factors i.e. motivators that causes job satisfaction and hygiene factors that causes job dis satisfaction. Motivators can be achievement, growth, work itself, responsibility, advancement and recognition. Hygiene factors are interpersonal skills, company policies, supervision, working condition, salary, status and security.

**2. MC CLELLAND'S THEORY:**

Clelland's theory said that there are three needs in people need for achievement, need For power and need for affiliation. Their fulfillment motivates people.

**3. Victor vroom's expectancy theory initiated the thought that a person puts in efforts expecting some reward and once the reward is not as per his expectation, he gets demotivated, otherwise get motivated to improvise more on his performance and efforts.**

Extrinsic and intrinsic motivations along with various motivation theories are used to analyze the information provided in the study.

**RESEARCH METHODOLOGY**

In this research only males are selected randomly by going to the different gyms in Meerut, U.P. The age groups of people were taken between 20-40 years and above. Data is achieved by both the methods i.e. Primary and secondary. A questionnaire is drafted comprising of various extrinsic/intrinsic factors of motivation. Sample size of people is randomly taken to be 50 and taken from various gyms in Meerut. In the questionnaire the participants are asked to tick the most convenient motivation factor/factors, which drive them to come to the gym on regular basis. Through tables and charts the results are predicted and analyzed. Enumerators were used to gather data for this research.

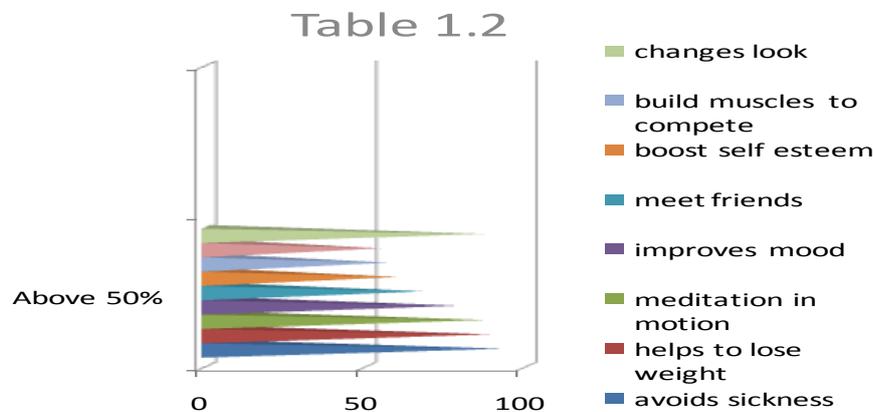
**ANALYSIS:**

| S.no. | Motivational factors              | Percentage of preferred motivational factors by males (20-40 yrs and above) | Ranks allotted on the basis of the preferred motivational factors by the selected people |
|-------|-----------------------------------|---|--|
| 1.    | Gym is meditation in motion       | 87%   | 3  |
| 2.    | Improves mood                     | 79%   | 4  |
| 3.    | Provides better immunity          | 36%   | 11   |
| 4.    | Helps to lose weight              | 89%   | 2  |
| 5.    | Build muscles to compete.         | 57%   | 7  |
| 6.    | Fear to lose money once invested  | 13%   | 15   |
| 7.    | Changes ones look                 | 87%   | 3  |
| 8.    | Help to Attain self control       | 15%   | 14   |
| 9.    | Provides enjoyment                | 43%   | 9  |
| 10.   | Beats boredom                     | 38%   | 10   |
| 12.   | Controls anxiety                  | 34%   | 12   |
| 13.   | Boost self esteem                 | 60%   | 6  |
| 14.   | Gets sound sleep                  | 68%   | 5  |
| 15.   | It's a place to meet friends      | 55%   | 8  |
| 16.   | Relieves stress                   | 30%   | 13   |
| 17.   | Avoids sickness                   | 93%   | 1  |
| 18.   | Gives a feeling of accomplishment | 01%   | 16   |

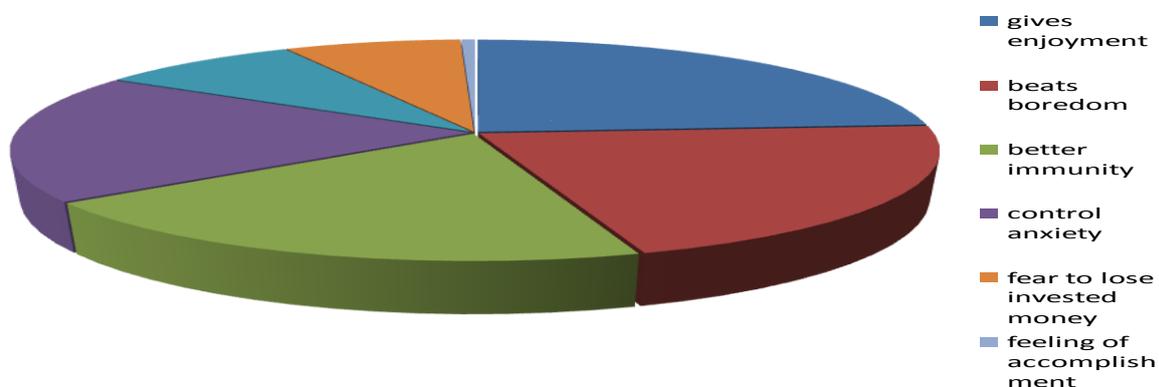
**Table.1.1**

As seen in the table 1.1 above more than 50% of the males have chosen avoiding sickness(rank 1), losing weight(rank 2), Changing look(rank 3), improving mood(rank 4), getting sound sleep(rank 5), boosting self esteem(rank 6), building muscles to compete(rank 7), and place to meet friends(rank 8) as the prime motivating factors which motivate them to join the gym. It also can be seen that other factors like providing enjoyment(rank 9), beating boredom(rank 10), providing better immunity(rank 11), controlling anxiety, relieving stress(rank 12), attaining self control(rank 13), fearing to loose money invested(rank 14) and feeling of accomplishment(rank 15) have taken back seat and are preferred below 50% by the gym going males. The most preferred factor (in %) is going to the gym make people fit and avoids sickness. It can be said that males want to keep them away from sickness by going to the gym. Falling sick calls for heavy medicine bills and doctor's fees, this problem can be better taken care of by going to the gym as it makes people fit and keeps off the sickness. The least preferred motivational factor is feeling of accomplishment (rank 15). It can be deduced that going to the gym does not give a feeling of accomplishment to the males of Meerut, they go to the gym for achieving some external reward or they are extrinsically more motivated.

**FIGURE 1.2 SHOWING PREFERRED MOTIVATIONAL FACTORS ABOVE 50%**



**FIGURE 1.3 SHOWING MOTIVATIONAL FACTORS PREFERRED BELOW 50%**



If we look in the Fig 1.2 (also table 1.1) above it can be said that people are more motivated by extrinsic factors. The most preferred factor of motivation to come to the gym is avoiding sickness. This

factor depicts desire to fulfill the security needs as per Maslow's need hierarchy theory. The people want to avoid sickness that's why they go to the gym. The next factor preferred by the people is losing weight. Excess body weight can lead to various diseases like heart attack, lethargy, diabetes etc. keeping the extra weight away and staying fit motivates people to join the gym. This also keeps oneself fit and healthy. The third most preferred factor is changing looks and meditation in motion. People are more keen in improving their physical looks. This can be referred to the affiliation need or esteem need of Maslow's need hierarchy theory. People want to be admired for their physical appearance. This factor also can be associated with Mc Clelland's need for affiliation. Going to the gym or health club and exercising with various equipments provides meditation as people concentrate in particular exercise they do at the gym. This corresponds to a better mental wellness. We can say that reward that gym exercising, gives to the people are very satisfying and people are consistently going to the gym to achieve mental wellness. Since the performance at the gym has positive impact on people, providing meditation as a reward, it can be related to the victor vroom's expectancy theory of motivation.. Another motivating factor for the people going to the gym is improvement of the mood. Being in positive mood also corresponds to the mental wellness hence fulfilling security needs of Maslow's need hierarchy theory. Getting sound sleep after the gym session can be regarded as the reward that people get in response to the efforts they make in the gym. Making efforts to join the gym and performing weight training or cardio workouts resulting in good sleep can be related to the victor vroom's expectancy theory. This factor also signifies fulfillment of security need of Maslow's need hierarchy theory. Working out at the gym improves self esteem. It can be said that people get motivated to join the gym because their esteem need of the hierarchy theory is fulfilled. Also Mc clelland's need for achievement. Fulfillment of this need motivates people to come to the gym on regular basis. Building muscles to compete in competition and acquire admiration is fulfillment of affiliation need or esteem need of the hierarchy theory given by Maslow, which motivates people to join the gym. Meeting friends at the gym fulfills the desire to socialize with people. This fulfills social need listed in Maslow's need hierarchy theory also it relates to the Mc clelland's need for affiliation.

On the other hand by looking at the fig 1.3 above and the table 1.3, We can say that the least preferred motivating factor for joining the gym is feeling of accomplishment. It can be said that people take working out as a routine activity and don't consider it important enough to be considered as an accomplishment. The needs for accomplishment is lost in people where gym workout is concerned Also people are not much motivated by investing in gym as a fee. Even if the fee is paid for the membership, it doesnot motivate people enough to join the gym. This shows negligence of security needs in Maslows need hierarchy theory. Attaining self control or having a control on self by transforming the body as per your needs at the gym also doesnot motivate people much to join the gym. This shows need for power as per Mc Clelland's theory and Maslow's esteem needs do not motivate much to the people to join the gym or health clubs. Relieving stress is also low preferred motivating factor .Relieving stress corresponds to mental wellness and hence security need desired, as per Maslow's need hierarchy theory. This need seems to cast low effect on people as a motivating factor. People also didnot find control on anxiety level as an effective motivating factor .Anxiety cast bad effect on ones heart and mind and requires to be controlled for better well being. This aspect of Maslow's security need also has low significance on motivating people. Various weight training and cardio workout makes body stronger and more immune to diseases. Strengthening immunity also is less motivating to the people. Here also they neglect Maslow's need for security fulfillment as an effective motivational factor. Beating boredom by coming to the gym also fails to motivate people much to join gyms. To beat the boredom people perform certain activities to get rid of it, but gym is less likely to beat the boredom. Here also Need of achievement or esteem need is not fulfilled at the gym. Doing a workout in the gym and getting enjoyment is the only intrinsic motivator. This motivator is also less likely to motivate people to join the gym. Need of security in the form of internal enjoyment by working out at the gym also contributes much less in motivating people.

### RESULT:

1. More than 50% preferred motivational factors to join a gym are avoidance from sickness, help in losing weight, meditation in motion or changing of looks, improving mood, sound sleep, boosting self esteem, building muscles for competing, and meeting friends.
2. Below 50% preferred motivational factors to join gym are feeling of accomplishment, relieving sickness, controlling anxiety, beating boredom, providing better immunity, fear to lose money invested and giving enjoyment.
3. The most preferred recent motivational factor to join gym in Meerut is avoidance of sickness. People feel going to the gym and working out will keep them healthy and avoid any kind of sickness.
4. The least preferred motivational factor for joining gym is feeling of accomplishment. People (men) in Meerut don't think coming to the gym is an accomplishment.
5. Most of the motivational factors that motivate people in Meerut are extrinsic in nature.
6. Most of the factors motivating males in Meerut falls in fulfillment of their security, social and esteem needs as per the Maslow's need hierarchy theory.
7. Some of the motivational factors fall under Victor vroom's theory, Hertzberg two factor theory and MC Clelland's theory, in varied degrees.

### CONCLUSION:

Males between age group 20-40 yrs and above are more motivated by extrinsic motivation. They are regular at the gym because they feel motivated by working out in the gym which keeps them healthy and avoids sickness. On the other hand they feel that coming to the gym is not an accomplishment. Going at the gym or health clubs fulfill their social, security and esteem needs given by Abraham Maslow and related needs given by Victor Vroom, MC Clelland and Hertzberg.

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