10 - PROFILE OF WOMEN WHO ATTEND FITNESS CENTERS IN THE CITY OF DIVINO-MG

RAUL VICTOR FERNANDES DA COSTA
PAULO LANES LOBATO
UNIVERSIDADE FEDERAL DE VIÇOSA, VIÇOSA – MINAS GERAIS, BRASIL
raul.costa@ufv.br

INTRODUCTION

The sedentary lifestyle is between the main behaviors that devastate the modern society. It is characterized by absence of physical activity, being facilitated by the convenience and practicality of urban life technologies. According to Medeiros (2010), the sedentary lifestyle can lead to a process of functional regression, loss of joint flexibility, besides being the main cause of the increased occurrence of several diseases, such as hypertension, diabetes, obesity, increased cholesterol and myocardial infarction, which may act directly or indirectly in the cause of sudden death.

The increased occurrence of these problems and diseases brings an even greater necessity of physical activity. Physical activity driven by professionals is the preference of the majority and is gaining market gradually. Researches such as Guarnieri (1997) highlight the concern each time bigger of population with improvement of quality of life and awareness about the importance of physical exercise - factors that also provided the growth of the public in fitness center.

The female segment is increasingly gaining space in the fitness center environment. Besides health concerns, there is also the esthetic issue. In this aspect, it can be noticed the influence of the media, as evidenced by Souza (2010), which standards of feminine beauty are created by the printed and television media and the Internet, arousing the women's desire to fit these prototypes.

OBJECTIVE

This study sought to evidence the factors that motivate women to attend fitness centers and what leads this public to keep practicing physical activity in the City of Divino - MG, regarding the size of the city and the popularity of physical activity in the city .

MATERIAL E METHODS

To obtain these results, it was applied a not validated questionnaire composed by closed questions and easy to interpret to the public studied. These were separated by characteristics that arrange the users' profile as well as for reasons that led them to attend fitness centers, the reasons that led to stay in these environments and concerning the satisfaction regarding the professional services, reception and service, comfort and convenience property facilitators, implicit services, physical infrastructure and device and cost.

This study has been submitted to Human Research Ethics Committees (HREC) at UFV and approved according the office number OF.REF.098/2012/CEPH/wmt.

The sample consisted of 86 women screened not probabilistically, through signature of a term of informed consent, in which the individual agreed to participate of the research and had evidenced the purposes and guarantees of the same.

In the data analysis it was used the descriptive statistics with Microsoft Excel® 2007 program, and the results were arranged in the form of graphs and tables.

RESULTS AND DISCUSSION

The study data show that the profile of members of fitness centers in Divino is comprised of married women, with age between 41 and 50, incomplete high school, employees of some private company, with family revenue between 2,000 and 3,500 reais. They presented a frequency routine at the fitness center over the past six months and train at night during one to two hours per day.

In further analysis, we highlighted the following results regarding the public studied.

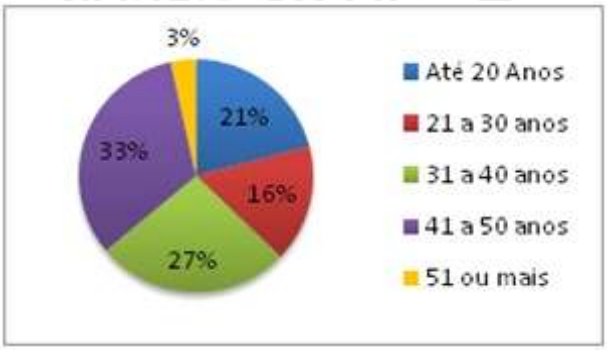
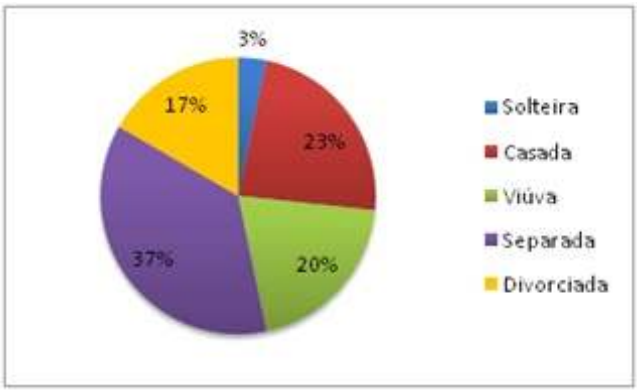


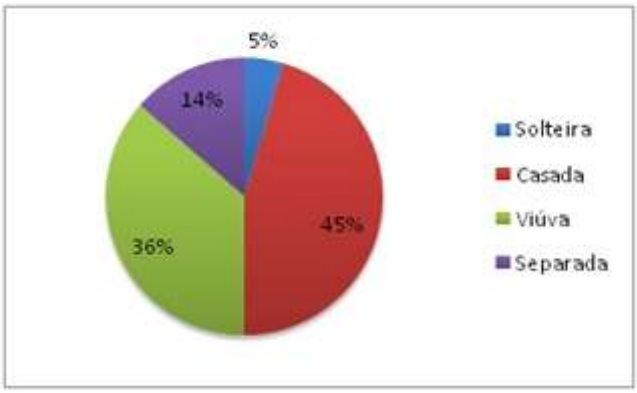
Gráfico 1: Age groups.

It was noticed that 60% of individuals have age between 31 and 50 years, which is an age group in that the esthetic aspect and quality of life are the equivalent, allowing to highlight the importance of physical activity on quality of life.

Graph 2: Marital Status – people from 41 to 50 years,



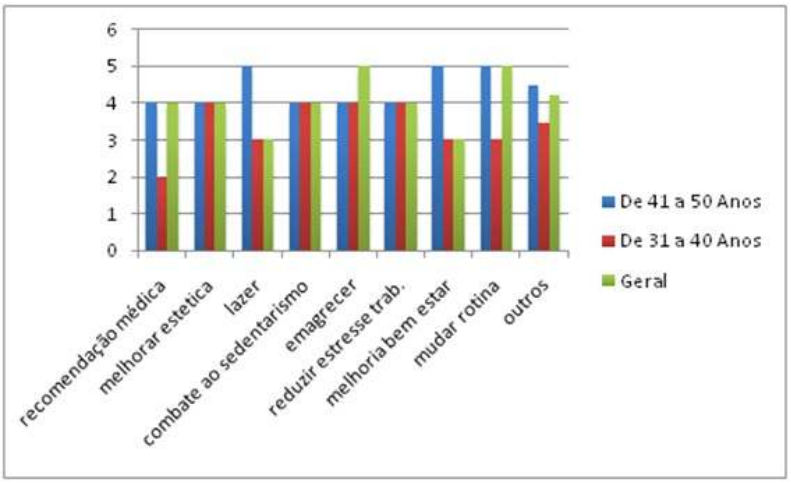
Graph 3: Marital status – people from 31 to 40 years.



In Graphs 2 and 3 a fact was relevant: 54% of the group aged from 41 to 50 years consists of divorced and separated women, while in the group from 31 to 40 they are still married. Although it has not been thorough in this aspect, we believe that this fact should be taken into consideration for the improvement of services to be provided by the fitness centers.

Table 1: Reasons for fitness center adherence

	Importance Degree	Standard Deviation
Medical Recommendation	4	1,46
Improve Health	4	0,94
Social Companion	4	1,36
Enjoying	3	1,07
Improve Esthetics	4	1,02
Leisure	3	1,17
Combat the sedentary lifestyle	4	1,00
Make new friendships	5	1,11
Mass Increase	5	1,28
Muscle Definition	5	1,05
Avoid Stress	4	1,14
Occupy Time	5	1,33
Improve Posture	4	1,10
Improve Self-esteem	5	1,14
Mental Well-being	4	1,14
Quality of life	5	0,97
Lose weight	5	1,26
Improve Physical Conditioning	5	0,93
Reduce work strees	4	1,28
Increase Disposition	3	1,17
Interest in knowing	4	1,18
Well-being Improvement	3	1,25
Increase Status	4	1,28
Change Routine	5	1,35
Others	1	1,11



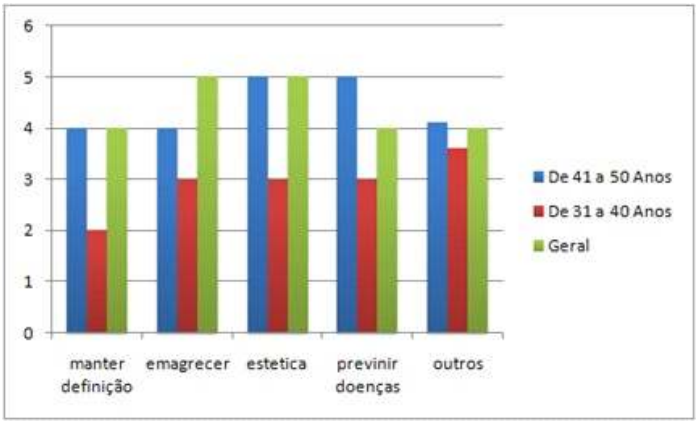
Graph 4: Adhesion reasons.

In this graph we notice that, according to the age group, the interests of individuals for the physical activity oscillate. While in the group between 41 and 50 years factors such as leisure and well-being improvement prevails, it is not repeated in the other groups. Another aspect that called the attention was that individuals from 31 to 40 years did not indicate that attend fitness centers for medical recommendation, nor to routine change, facts that have great value in the other groups. It can also be noticed that the sedentary lifestyle is a pertinent issue, trying to be remedied. Thus, the routine activities of the fitness centers may be structured of different ways according to the age group.

Table 2: Reasons for staying

	Importance Degree	Standard Deviation
Maintain Muscle definition	4	1,05
Lose weight	5	1,27
Health maintenance	4	0,95
Esthetics	5	0,98
Leisure	4	0,99
Quality of life	4	1,01
Friends Incentive	4	1,22
Improve performance	4	1,07
Competition	4	1,39
Maintain Self-steem	4	1,17
Maintain Good shape	4	0,94
Enjoying	4	1,20
Social Companion	4	1,22
Prevent Diseases	4	1,05
Others	1	0,98

Analyzing the data in Table 2, it can be noticed that all factors indicated have great importance, standing out that weight loss and esthetics are what keep individuals practicing physical activity.



Among individuals with age between 31 and 40 years, as shown in Graph 5, the prevalence of other factors determines the necessity of a differentiated and specific search to better explain these results.

Table 3: Customers satisfaction

	Satisfaction Degree	Standard Deviation
Professional service		
Weight Training Classes	2	1,20
Fitness Classes	1	1,28
Health Evaluations	2	1,36
Complementary Services	2	1,45
Reception and Service		
Attention to the customer	2	1,03
Communication	2	1,10
Service Agility	2	1,11
Courtesy/Congeniality	2	1,10
Qualification	2	1,10
Presentation	2	1,07
Comfort and Convenience		
Illumination	2	1,13
Location	2	1,23
Cleaning	4	1,13
Organization	3	1,08
Ventilation	3	1,15
Music	3	1,07
Working Days	2	1,19
Schedule Flexibility	3	1,09
Punctuality	2	1,20
Property Facilitators		
Alcohol	2	1,19
Small mattress	2	1,21
Drinking fountains	2	1,18
Swiss Balls	1	1,24
Mirrors	3	1,09
Shin guards	2	1,18
Ropes and balls	1	1,15
Implicit Services		
Security	2	1,15
Confidence	2	1,06
Satisfaction	3	1,10
Reaching Results	2	1,13
Physical Structure and Devices		
Weight training room size.	2	1,11
Fitness room size	3	1,13
Restrooms	2	1,15
Parking lot	1	1,16
Quantity of Machines	3	0,99
Quantity of Devices	2	0,98
Equipments variety	3	1,02
Modernity	2	1,08
Cost		
Price	2	1,25
Plans and Packages	2	1,01

When it was analyzed the customers satisfaction, we found, as shown in Table 3, that dissatisfaction has prevailed in most aspects approached. Only the environment cleaning, had satisfactory evaluation, while the other characteristics analyzed achieved unsatisfactory or indifferent results, which occurred equally in all age groups. These data indicate that there is a gap that the managers of these institutions have not noticed and that can represent danger for the enterprise, since the public studied, mainly in the age group from 31 to 50 years, is very important to maintain the business.

FINAL REMARKS

The study demonstrates that in a city like Divino, the profile of women members of fitness centers is not evenly divided. Comparing with previous similar studies, such as Lima and Maffia (2010), it is noticed that the main expected returns at the fitness center are connected to health and esthetics.

Marcellino (2003) claims that health and physical conditioning, esthetics, relaxation, make friends and find friends are the reasons, in order, that lead students to attend the fitness centers - a fact that was not reproduced in this study.

Other aspects are considered by Caparroz (2008), whose research the subjects claimed that the practice of physical activity positively changed their emotions, providing improvement in the mood, relaxation, more disposition, pleasure and stress reduction, what approached the public studied to the results found.

Another important factor to be considered by managers regarding the public that is studied in the study of Balbinotti and Capozzoli (2008) it was observed that, when the reason is related to health, women have greater adherence to regular physical activity than men.

It can be concluded that the importance of physical activity for this group and the benefits it can bring to it constitute an important factor of staying in the fitness centers and that the administrative aspect should be reviewed to assure the maintenance of these results.

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Raul Victor Fernandes da Costa
Pós Dormitório, 334, Campus – Universidade Federal de Viçosa
rauzyn@gmail.com and plobato@ufv.br

PROFILE OF WOMEN WHO ATTEND FITNESS CENTERS IN THE CITY OF DIVINO-MG

ABSTRACT

The understanding of the perception of women regarding the fitness center market constitutes itself in pertinent instrument of orientation and analysis in order to allow expansion and improvements in this segment, as well as to identify and analyze the assumptions that have supported this process. The purpose of this research was to identify the profile of women who attend fitness centers in the City of Divino - MG. It was applied a not validated questionnaire to members of fitness centers of this city who were willing to participate of the study, who previously signed a term of informed consent. The sample consisted of 86 women. It was used a descriptive statistics of Microsoft Excel program in the data analysis. The study was approved by the Human Research Ethics Committees (HREC) at UFV, according the office number OF.REF.098/2012/CEPH/wmt. This survey is part of the study "Profile of users and characteristics of fitness centers for women in the city of Divino - MG". In the current study it was analyzed the characteristics that constitute the users' profile, as well as the reasons that led them to attend fitness center and the reasons that led to their staying in these environments; it was also analyzed the satisfaction of individuals regarding professional services, reception and service, comfort and convenience, property facilitators, implicit services, physical infrastructure and devices and cost. It was verified that the results presented differ from previous studies, such as Lima and Maffia (2010), in the questions about the individuals goals in certain age groups.

KEYWORDS: femaly fitness centers, sedentary lifestyle, physical activity.

LE PROFIL DES FEMMES QUE FRÉQUENTENT LES ACADEMIES DE LA VILLE DE DIVINO - MG

RÉSUMÉ

La compréhension de la perception des femmes par rapport au marché des académies constitue du pertinent instrument d'orientation et d'analyse afin de laisser une expansion et des amendements de ce segment, également pour identifier et analyser les hypothèses qui ont soutenu ce procès. L'objectif de cette recherche était d'identifier le profil des femmes qui fréquentent les académies de la ville de Divino – MG.On a appliqué un questionnaire non validé aux habituées des académies de la ville de Divino qui étaient disposées à participer de la recherche, après elles avaient signées un consentement libre et éclairé. L'échantillon était composé de 86 femmes. Pour l'analyse des donnés il était utilisé la statistique descriptive du programma Microsof Excel. L'étude a été approuvée par le Comité d'Étique sur la Recherche Humaine (Comitê de Ética em Pesquisa com Seres Humanos - CEPH) de l'UFV comme le numéro de bureau OF.REF.098/2012/CEPH/wmt. Ce soulèvement est parti de l'étude "Profil des utilisateurs et caractéristiques des académies pour les femmes de la ville de Divino - MG." Dans ce présente étude, il avait analysé les caractéristiques qui composent le profil des utilisateurs, ainsi que les raisons qui les ont amenés à assister aux académies, les raisons qui ont conduit à la permanence de ces dans ce lieu et la satisfaction des individus en matière de services professionnels, d'accueil et de soins, bien confort et de convenance, des services implicites, de l'infrastructure et de l'équipement et des coûts. On a également constaté que les résultats diffèrent de ceux des études antérieures, comme celui de Lima et Mafia (2010), sur les questions des objectifs des individus dans certains groupes d'âge.

MOTS-CLÉS: Académies femmes, sédentaire, l'activité phisyque

EL PERFIL DE LAS MUJERES QUE FRECUENTAN GIMNASIOS EN LA CIUDAD DE DIVINO-MG

RESUMEN

La comprensión de la percepción de las mujeres en relación al mercado de gimnasios constituye relevante instrumento de orientación y análisis en la medida que permite el proceso de expansión y mejoría en este sector, como también auxilia a identificar y analizar los presupuestos que son basilares en este proceso. El objetivo de esa pesquisa ha sido identificar el perfil de las mujeres que frecuentan gimnasios en la ciudad de Divino- Minas Gerais. Ha sido aplicado un cuestionario no-validado a las frecuentadoras de gimnasios en la ciudad de Divino que se dispusieron a participar en la pesquisa, ha sido

previamente firmado un termo de consentimiento libre y esclarecido. El universo de La pesquisa ha sido de 86 (ochenta y seis) mujeres. Para la análisis de los datos ha sido utilizada estadística descriptiva de lo programa Microsoft Excel. Lo estudio ha sido aprobado por El Comité de Ética en Pesquisa con Seres Humanos (CEPH) de la UFV, como consta en el oficio numero OF.REF.098/2012/CEPH/wmt. Este levantamiento es parte de lo estudio "Perfil de los usuarios y características de gimnasios para mujeres en la ciudad de Divino-MG". En lo presente estudio ha sido analizadas las características que componen lo perfil de los usuarios, así como las razones que los llevaron a frecuentar gimnasios, las razones que llevaron la continuidad de ellos en esos locales y a cerca de la satisfacción de los individuos en relación a servicios profesionales, recepción y atendimiento, comodidad, bienes facilitadores, servicios implícitos, estructura física y equipos y costos. También se ha verificado que los resultados presentados se difieren de estudios anteriores, como lo de Lima y Maffia (2010), en las cuestiones de los objetivos de los individuos en determinadas fajas etarias.

PALABRAS CLAVE: Academias mujeres, sedentario, actividad física

O PERFIL DAS MULHERES QUE FREQUENTAM ACADEMIAS NA CIDADE DE DIVINO – MG

RESUMO

A compreensão da percepção das mulheres no tocante ao mercado de academias se constitui em pertinente instrumento de orientação e análise no intuito de permitir a expansão e melhorias nesse segmento, bem como identificar e analisar os pressupostos que têm subsidiado esse processo. O objetivo desta pesquisa foi identificar o perfil das mulheres que frequentam academias na cidade de Divino – MG. Foi aplicado um questionário não validado às frequentadoras de academias dessa cidade que se dispuseram a participar da pesquisa, as quais assinaram previamente um termo de consentimento livre e esclarecido. A amostra foi composta por 86 mulheres. Na análise dos dados foi utilizada estatística descritiva do programa Microsoft Excel. O estudo foi aprovado pelo Comitê de Ética em Pesquisa com Seres Humanos (CEPH) da UFV, conforme ofício número OF.REF.098/2012/CEPH/wmt. Esse levantamento é parte do estudo "Perfil dos usuários e características de academias para mulheres na cidade de Divino – MG". No presente estudo foram analisadas as características que compõem o perfil dos usuários, assim como os motivos que os levaram a frequentar academias e os motivos que levaram à permanência deles nesses ambientes; analisou-se também a satisfação dos indivíduos em relação a serviços profissionais, recepção e atendimento, comodidade e conveniência, bens facilitadores, serviços implícitos, estrutura física e aparelhos e custo. Verificou-se que os resultados apresentados diferem dos de estudos anteriores, como o de Lima e Maffia (2010), nas questões acerca dos objetivos dos indivíduos em determinadas faixas etárias.

PALAVRAS-CHAVE: academias femininas, sedentarismo, atividade física.