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### **A Study on Status of Private Health Clubs of Amravati District**

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#### **ABSTRACT:**

Physical Fitness has many positive benefits for a person's body. Exercise provides health benefits, increases strength and energy, enhances a person's appearance, which helps with self-esteem and also relieves stress. By exercising frequently, a person's joints, tendons, and ligaments are more flexible promoting easy unrestricted movement. This will increase a person's sense of balance and agility. Exercising increases a person's life span by slowing aging process. Another benefit that most people don't think of is the reduction in health care costs. If the person is physically fit then there is less chance of becoming ill as our health is very important to us. This is the main reason why Health clubs have emerged as big business in urban and rural areas throughout the country. The author focuses on the business status of Private health clubs of Amravati District.

**KEYWORDS:** Amravati, Fitness, Physical Health, Health Clubs

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## **INTRODUCTION:**

As we enter the 21st century, one of the greatest accomplishments to be celebrated is the continuous pursuit of fitness since the beginning of man's existence. Throughout prehistoric time, man's quest for fitness has been driven by a desire to survive through hunting and gathering. Today, though no longer driven by subsistence requirements, fitness remains paramount to health and well-being<sup>1</sup>.

Health and Fitness are simply some of many the different words used to describe people being in good condition. There are many different services and products on offer which promise to improve or maintain a state of wellbeing, and any (or all) of these goods and services might be considered to be part of the health and fitness industry. These can include things as variable as medical services through to sport, recreation, food and natural therapies<sup>2</sup>. The Health and Fitness industry is not a clearly defined industry. It does have many aspects to it, and it does overlap into many different fields.

Physical fitness is the capability of the heart, blood vessels, lungs and muscles to function at optimal efficiency - Fitness is broader than just this though! A person's mental attitude towards life is another aspect of fitness<sup>3</sup>. Mental stress (pressures from situations at work, home etc.) can affect a person's fitness just as much as malnutrition or a physical injury. Stress is very often related to physical fitness. In a nutshell, fitness comes only by developing a balanced approach to life in all of the important spheres of life. Fitness, we assert, is an essential component of health, well-being and longevity and the industry's overall mission has been described as 'making the world healthier through regular exercise and fitness promotion'. This compelling message has led to impressive growth for the global fitness industry. Yet there are signs that, on its current model, the industry's popularity and contributions to human wellness are not reaching their potential. As fitness industry exists to serve humanity private health clubs gained popularity in the district. Private Health clubs specifically means those health clubs which are run by private society / clubs / organizations where no Government aid is assigned for today transactions<sup>1</sup>.

## **OBJECTIVES:**

Even most of the fitness industry's current consumers do not treat fitness as an end unto itself. Physical activity is only one of many ways to achieve those ends. The current 'fitness-as-hard-work solution' is popular among only a minority of adults. Author finds that there is also hidden demand from people who are interested in fitness, but who are not interested in gyms. We are likely to see

‘merging’ and ‘blurring’ of what constitutes a gym and health club, with new models that vary according to the type of space and technology at their core . Thus objective of the study is to analyze the business status of Private Health Clubs in Amravati District.

## **HYPOTHESIS:**

For this study following Hypothesis are made.

- 1) The Private Health Clubs Owners of Amravati District are not having sufficient returns on their investments.
- 2) Private Health Clubs in Amravati District adopt latest technology.
- 3) Location of Health Clubs in Amravati District plays an important role in enrolling membership of Private Health Clubs in Amravati Districts
- 4) Private Health Clubs in Amravati Districts lack basic essential Infra structure required for Health club.

## **DELIMITATIONS:**

The study was limited to Private Health Clubs in Amravati Districts having minimum 100 registered memberships from last 03 years.

## **METHODOLOGY:**

The approach utilized for this study is straightforward, applying the techniques of Survey & Qualitative interviewing and Questionnaire. The main aim of the author is to present statistical data in such a way that gives sufficient consideration to the dissemination of information so that general public can utilize them<sup>4</sup>. After tabulation of data various statistical tools such as percentage, weighted average, etc. was used to prepare table, as no statistical technique is applicable for these data. The qualitative data was also obtained from interviews conducted using structured open ended questions and was analyzed. There are approximately 75 Private Health Clubs in Amravati Districts having minimum 100 registered members from last 03 years. The research was undertaken which deliberately explored beyond the fitness domain, recruiting experts from diverse fields that shape future trends, including technology, future thinking, business and health<sup>5</sup>.

***Analysis & Interpretation of Data:***

The analysis of the data collected through Survey & Qualitative interviewing and from the questionnaire are explained in detail. The Figure in percent in the table signifies the percentage of the respondents.

**Table no.1- Registered Fitness Centre**

Particulars	Yes	No
Registered Fitness Centre	47 (62.67%)	28 ( 37.33%)

Interpretation: - From the data it is interpreted that only 62.67 % are registered with Charity Commissioners of the District and 37.33 % are not registered.

**Table no.2 - Adoption of latest technology**

Particulars	Yes	No
Adopt new Technology	51 (68%)	24 ( 32%)

Interpretation: - From the data it is interpreted that only 68 % of Private Health Clubs in Amravati Districts are adopting new technology and 32 % are not acquainted with new technology<sup>6</sup>. After analyzing the data it was observed that Hypothesis H2 was found positive in nature that maximum Private Health Clubs in Amravati Districts are adopting latest technology, hence accepted.

**Table no.3- Opinion regarding returns on investments**

Particulars	Yes	No
Good Returns on Investment	9 (12%)	66 (88%)

Interpretation: -It has been analyzed that only 12 % of the Owners of Private Health Clubs in Amravati Districts are satisfied with returns on their investments, while 88 % of them denied. After analyzing the data it was observed that Hypothesis H1 was found positive in nature that, that Private

Health Clubs Owners of Amravati Districts are not having sufficient returns on their investments, hence accepted.

**Table no.4 - Regarding basic essential Infra structure required for Health club**

Particulars	Yes	No
Basic essential Infra structure available	10 (13.33%)	65 (86.67%)

Interpretation:-As basic essential Infra structure is required for setting a Health club (e.g. Swimming pool, open space for warm up, etc.)It has been analyzed that 13.33% Owners of Private Health Clubs in Amravati Districts are having basic infra structure facilities, 86.67% Owners of Private Health Clubs in Amravati Districts deny having basic facilities. After analyzing the data Hypothesis H4 was found positive in nature, hence accepted<sup>7</sup>.

**Table no.5 - Location of Health Clubs in the region**

Particulars	Opinion
Commercial locality	15 ( 20%)
Semi Commercial Locality	21 ( 28%)
Residential Area	39 ( 52%)

Interpretation:-The location of the region plays an important role in setting a Health club. It has been analyzed that 20% of Private Health Clubs in Amravati Districts are situated in Commercial locality, 28% of Private Health Clubs in Amravati Districts are situated in Semi Commercial locality & 52% of Private Health Clubs in Amravati Districts are situated in Residential area. After analyzing the data Hypothesis H3 was found positive in nature that Location of Health Clubs in the district plays an important role in enrolling membership, hence accepted<sup>8</sup>.

## **CONCLUSIONS:**

Tomorrow's teenagers might laugh when we recall how we used to 'go to the gym'. When consumers can raise their heart rate in their living rooms or offices with an engaging, energetic and sociable online experience, 'fitness' will less often be defined by traveling to the gym to pump iron. If we are complacent (or even just slow) our industry may become a historical anecdote for the coming decades.

The author after analyzing the data concludes that,

1. For increasing the membership it is necessary for the owners of Private Health Clubs in Amravati Districts to adopt new technology's and improve necessary basic amenities.
2. Male members are registered more than female members in Private Health Clubs in Amravati Districts.
3. All Owners of Private Health Clubs in Amravati Districts agreed that they do not give basic knowledge of aerobics activities to their members.
4. Only 8% of Private Health Clubs in Amravati Districts install new updated health club equipments every 2 to 3 years.
5. Only 20% of Private Health Clubs in Amravati Districts appoint qualified instructors.
6. 85.33% of the Private Health Clubs in Amravati Districts do major repairs and maintenance of their Health Clubs Equipments only once in every year as it is more expensive as compared to the income from Health Club.
7. Sauna Bath and Steam bath units in Private Health Clubs in Amravati Districts are negligible.
8. Only few Private Health Clubs in Amravati Districts have appointed female Instructor.
9. Private Health Clubs in Amravati Districts should reduce their fees to increase membership.
10. No Private Health Clubs in Amravati Districts use modern Teaching Aids for giving training to their members.
11. Only few Private Health Clubs in Amravati Districts encourage their members to participate in various competitions.

Finally it has been concluded that it is not safe to take for granted that solving the growing health problems of ageing, obesity, heart disease and diabetes will provide a robust future for the fitness industry. Even the key contributions of today's fitness industry – weight control, physical strength, wellness promotion and beauty enhancement – may be whittled away by technologies that provide easier, quicker and cheaper fixes. However, every solution to these challenges implemented or not,

might affect the outcome of the business. It is therefore essential to be aware of which consequences different solutions can have to manage to succeed.

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