

Fitness Studio Consumer Behavior Research Summary

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Abstract: With the improvement of economic level and the enhancement of people's health awareness, fitness, as a way to promote physical and mental health, has been deeply embedded in the daily life of modern people. In recent years, the fitness studio, with its flexible, professional, personalized and other characteristics, has become a new fitness method welcomed and supported by the majority of consumers. This paper aims to study the consumer behavior of Chinese fitness studios, analyze the decision factors affecting consumers to choose fitness studios, as well as the needs and expectations of consumers for fitness studios. At the same time, the Chinese government has also introduced a series of policy measures to support and promote the development of fitness studios.

Keywords: Consumer Behavior; Fitness Studio; UTAUT2 Model; Willingness to Use

1. The Introduction

The national fitness plan is an important top-level design for the country to promote the development of the national fitness cause. In response to and promote the expansion and expansion of emerging forms such as fitness studios in the Chinese market, the Chinese government has formulated and implemented a series of relevant policies and measures. Among them, the National Health Plan (2021-2025) is a systematic planning and arrangement for the goals of the whole people participating in physical exercise, improving the national quality of the people and building a harmonious society.

1. Purpose of research

1.1 The study of the consumer behavior of Chinese fitness studios has important research purposes, mainly including the following aspects:

- (1) Explore consumers' needs and expectations for fitness studios

Fitness studios often provide a more comfortable, safe and hygienic environment, so that consumers can exercise in a better atmosphere and enjoy a better fitness experience. Second, consumers' expectations for fitness studios also include more flexible and diverse fitness options. Third, consumers' expectations for fitness studios also include a more convenient and efficient service experience. Therefore, fitness studios need to provide a more intelligent and convenient service experience to meet consumers' needs and expectations.

- (2) Explore the decision-making factors of consumers in choosing fitness studios

In addition to the price, consumers will also consider the fitness studio facilities, quality of service, location, fitness programs, and the level of coaching. Secondly, fitness studios have become a place for many consumers to socialize, where people can make new friends, establish social circles, and exchange each other's fitness experience and knowledge. In addition, consumers will also consider the personalized needs factor when choosing a fitness studio. Finally, consumer decisions for choosing fitness studios also include word of mouth and reputation factors

In short, by studying the consumer behavior of Chinese fitness studios, fitness studios can better understand consumer needs and behavior characteristics, adjust their business strategies and improve service quality.

1.2 Research meaning

1.2.1 Theoretical significance

It is of great theoretical significance to study the consumer behavior of Chinese fitness studios based on UTAUT2 theory. UTAUT2 Theory is one of the relatively complete information technology adoption theories at present. It integrates the previous information technology adoption theory, and it is one of the most widely studied theories in the field of information technology adoption.

In theory, based on UTAUT2 theory, we can conduct in-depth analysis and research on the influencing factors of consumer behavior in fitness studios. UTAUT2 Theory integrates and constructs the influencing factors of the adoption of information technology, and proposes a new construction model on the basis of previous research. Therefore, based on UTAUT2 theory, we can more comprehensively and deeply analyze the influencing factors of consumer behavior in fitness studios, establish more accurate models, and improve the reliability and practicability of the research.

1.2.2 Practical significance

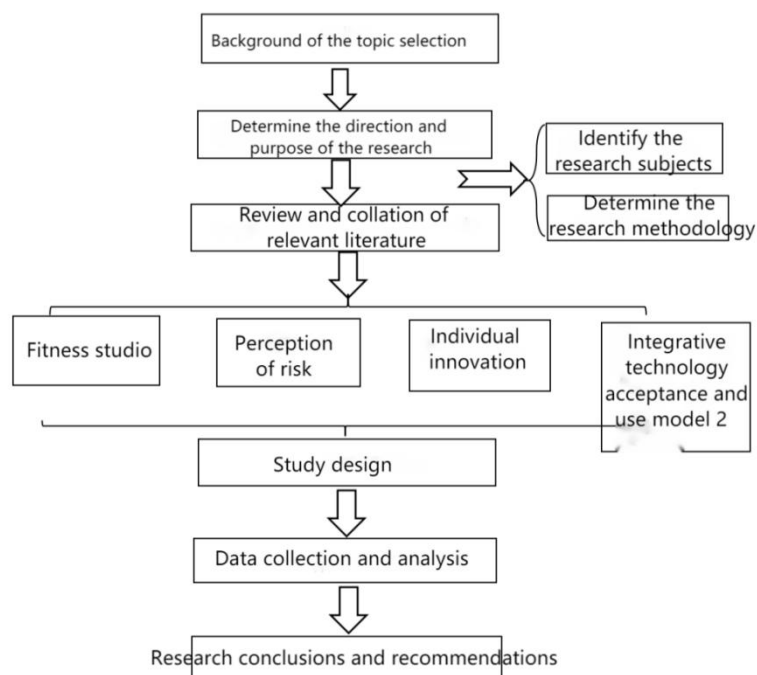
Fitness studio is an new mode of fitness service, which provides more personalized, professional and efficient fitness guidance and experience compared with traditional gyms. However, there is still a lack of consumer behavior research on fitness studios, especially in the Chinese market. Therefore, this paper tries to use UTAUT2 theory to explore the consumer behavior of Chinese fitness studios, analyze the factors affecting their willingness to use and satisfaction, and put forward corresponding management suggestions.

UTAUT2 Theory is a technical acceptance theory developed by Venkatesh^[1] et al. based on the UTAUT model in 2012. It adds three new elements on the basis of the original model: hedonistic motivation, price value and habit, and takes into account regulatory variables such as gender, age, experience and educational level. It is of great practical significance to study the consumer behavior of Chinese fitness studios based on UTAUT2 theory.

1.2.3 Subject investigated: object of study

The questionnaire includes the managers of fitness personal trainer studios, personal trainers and fitness members. The distribution was completed within 15 days in a random distribution period. 500 questionnaires were distributed online through the questionnaire star. In the study, a total of 279 valid questionnaires were obtained through the questionnaire survey.

1.2.4 Study the technical route



1.2.5 Research method

In the course of the study, in order to obtain a more comprehensive and effective survey results, this paper designs the questions of the questionnaire, in order to obtain the data needed by the research institute. This study investigates three types of managers, private trainer coaches and private trainer members. This survey design can better analyze the problems and solutions of this study.

(1) Questionnaire design

On this basis, the author consulted a large number of relevant materials and compiled a questionnaire. A questionnaire was designed for the three types of groups, namely, managers at the management level, coaches at the executive level, and members at the feeling level. Among them, the management evaluates the personal trainer highly; in the practical level of the private trainer, the author prefers the operation model and management system of the current private fitness center, and expects the future.

(2) Questionnaire distribution

The questionnaire includes the managers of fitness personal trainer studios, personal trainers and fitness members. The distribution was completed within 15 days in a random distribution period. 500 questionnaires were distributed online through the questionnaire star.

2. Definition of core Concept and theoretical basis

2.1 Fitness studio concept and characteristics

Fitness studio is a new way of fitness, which belongs to a business model of the gym industry. In terms of service content, traditional gyms and new gyms provide a comprehensive fitness service, including equipment, group classes, private education and so on. Vertical fitness studios, on the other hand, focus on subdivided areas, offering only a single fitness service. According to the type of course, it can be divided into two kinds, one is private education studio, the other is group class studio. In terms of store size, traditional gyms belong to the asset-heavy business model, so it has a large store area and a complete range of equipment types. However, the new gyms and vertical fitness studios are relatively small, which can make full use of the space by reducing equipment and canceling showers, so as to improve the flat efficiency of the stores.

2.2 Review of the literature related to health consumption

2.2.1 Review of the foreign research literature

Lawrence Haddad And David Nabarro, in article Healthy Food, Healthy People: How the Food Industry Helps Build a More Healthy Society, we discuss the impact of the food industry on health and suggest some potential solutions. M.Conner and C. Armitage in "Consumer Behavior and Healthy Eating" analyze consumer behavior in choosing a healthy diet. The study found that consumers' decision to choose healthy food is influenced by many factors, including personal, social and environmental factors. Consumer Motivation and Sports Activity, R.E. Rhodes and K. E. Kates, published in Psychology and Health, explores consumers' attitudes and behaviors toward fitness studios and the factors that influence their choice and participation in fitness studios. The authors believe that these types can help fitness studios to better understand the needs, motivations, and behavior patterns of different consumer groups, and to develop corresponding marketing strategies according to this. For example, different types of offers or forms of discounts, services, activities, etc.

2.2.2 Review of the domestic research literature

All kinds of investigation and research on domestic fitness consumption also began to increase continuously. First of all, from the perspective of fitness consumers, there are rich studies on consumer behavior in gyms, mainly involving consumers' motivation, needs, satisfaction, loyalty and other aspects. For example, "Literature Review of Consumer Behavior in Gym in China" summarizes the research results of gym consumer behavior at home and abroad in recent years, and points out the existing shortcomings and future development direction. According to this paper, the in-depth analysis of the consumer behavior characteristics and differences of specific groups such as different types, different regions, different genders and different ages should be strengthened, as well as the discussion of the interaction mechanism and path effect of the factors affecting consumer behavior.

In summary, it can be seen that domestic fitness consumption has the following characteristics: first, the market size continues to expand and the demand is strong; second, the integration of online and offline development, digital intelligence becomes a new driver; third, the rise of female sports consumption, diversification and personalized becomes a new demand; fourth, social interaction promotes the development of sharing economy. In the future, under the policy support and market competition, the domestic fitness industry will usher in more innovation opportunities.

2.3 Integrated Technology Acceptance and Use Model (UTAUT)

Integrated technology acceptance and use models (Unified Theory of Acceptance and Use of Technology, UTAUT) are integrated into a more comprehensive model based on previous technology acceptance and use models (such as technology acceptance model, diffusion innovation theory, planned behavior theory, etc.).

The UTAUT model mainly consists of four key factors:

1. Perceived usefulness (Perceived Usefulness): A user's perception of the extent to which technology can help them complete the task.
2. Perceived ease of use (Perceived Ease of Use): User's perception of the difficulty of technology use.
3. Social impact (Social Influence): the social pressure and influence that users are subjected to when using the technology.
4. Cognitive Behavioral Intent (Behavioral Intention to Use): The user's willingness and plan to use the technology.

The UTAUT model provides an effective and effective tool for researchers and businesses to understand consumer attitudes and behaviors towards new technologies and to develop better products and services. The UTAUT model was proposed by Venkatesh^[2] et al. in 2003 through the integration and extension of eight mainstream technical acceptance models. UTAUT (Unified Theoretical Model) is an important theoretical model for information technology adoption. It integrates eight early information technology adoption models and proposes four core independent variables: performance expectation, effort expectation, social impact and promotion conditions, and four regulatory variables: gender, age, experience, and voluntary. The relevant literature and research of UTAUT model in China mainly focus on the following aspects:

Adoption of information technology for the elderly. Research in this area focuses on the motivations, barriers and influencing factors in older adults and how to improve IT acceptance and satisfaction in older adults. For example, wang Juan (2019) using bibliometric method of domestic elderly information technology adopted related literature review, found high frequency keywords including "the elderly", "information technology", "UTAUT", "factors", etc., but also found some expansion factors, such as "self-efficacy", "health literacy", "quality of life", etc.

2.4 Integrated Technology Acceptance and Use Model II (UTAUT2)

Venkatesh et al.'s related paper on the UTAUT2 Model is entitled "Consumer Acceptance and Use of Information Technology: Extending the Unified Theory of Technology Acceptance and Use". It supports the authors' model by a two-stage online survey by Vis from 1,512 mobile Internet consumers. The extension proposed in UTAUT2 produced significant improvements in explaining behavioral intent (56% to 74%) and technology use (40% to 52%). The theoretical and management implications of these results are discussed. Based on a review of the available literature, Venkatesh et al (2003) integrated UTAUT, which is a comprehensive theory. The lighter lines in Figure 2-1 show the original UTAUT and its necessary modifications to make the theory applicable to this situation.

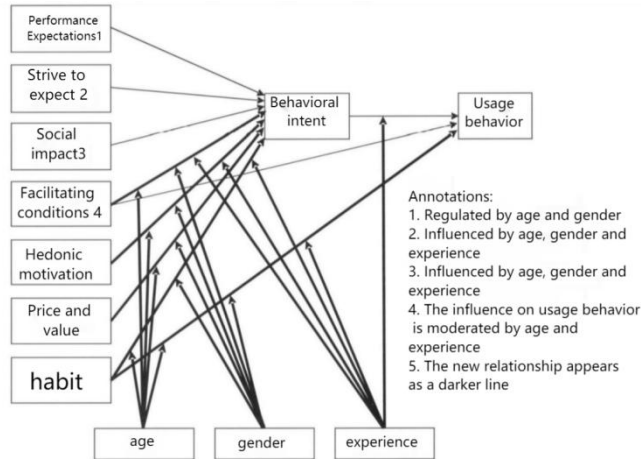


Figure 2-1 The original UTAUT and its necessary modifications

In order to check the preliminary study of UTAUT, the author reviewed a large number of literature and UTAUT2 found the following four limitations (1) it was conducted in Hong Kong and may not be applicable to countries with low technical level; (2) its sample age may not be applicable to older population; (3) it has only studied one technology (i. e., mobile Internet), not other technology; (4) it only added three predictor variables did not consider other possible relevant factors. Future studies could test UTAUT2 in different countries, age groups, and technologies, and look for more factors influencing consumer technology use.

UTAUT2 The conclusions of the model can be summarized into the following points:

UTAUT2 Model is an effective and practical analytical framework, which can explain consumers' acceptance and willingness to use and adopt technology products or services, and adapt to the characteristics of different fields or scenarios; UTAUT2 model original influencing factors may differ in different fields or scenarios, and need to be selected or adjusted according to the specific situation; UTAUT2 model can also introduce new influencing factors or intermediary variables to enhance its explanatory and predictive power, and reveal the deeper psychological process behind consumers' willingness to use.'

It is precisely because UTAUT2 models can also enhance their explanatory and predictive power by introducing new influencing factors or mediating variables, and reveal the deeper psychological process behind consumers' willingness to use.

2.5 Summary

On this basis, the current research status of fitness club in China is analyzed. Meanwhile, research related to individual innovation was also reviewed. On this basis, the risk dimension perceived by users is sorted out, and summarized and summarized. Finally, on the basis of the previous research, combined with the subject of the subject and the different characteristics of the research object, select academic recognized with high explanatory power and explanatory power UTAUT2 model, fully fusion perceived risk, individual innovation theory, build the topic of user acceptability influencing factors research model, clear the definition of related variables.

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