

Gender-Specific Motivational Differences Among Long-Term Participants In Recreational & Fitness Sport From A Socio-Psychological Perspective

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Abstract

New trend sports are emerging which satisfy people's hunger for fun, experience, adventure and enjoyment, but also address health concerns. A prime example of this development is fitness sports. All human addictions and cravings are concentrated in it: youth mania, personality development, self-expression, but also the striving to maintain and promote health. Findings from studies on motives in fitness sports can help, on the one hand, to take into account the special wishes of athletes in the design of offers and, on the other hand, to implement the marketing more effectively due to the more specific target group orientation. The present study provides an orientation framework for the field of fitness sports with regard to the exercise motivation of long-term participants. Members of a health-oriented fitness club in a large city were surveyed. The questionnaire consisted of 15 items that can be grouped into seven motivational domains. The questionnaires were available at the fitness club and could either be filled out directly on site or taken away and filled out at home. A total of 350 questionnaires were laid out, of which 278 were returned completed. The response rate was 79.4 %. The respondents were members who trained exclusively on equipment. The gender distribution is approximately equal with a slight surplus (just under 53%) of male respondents. The average age of respondents is 56.6 years with a spread around the mean of 13.1 years. Male respondents are, on average, slightly more than two years older than female respondents and the age distribution is slightly more homogeneous among males than females. Among respondents with membership of more than one year, the average duration of membership is 11.6 years (dispersion: 7.5 years). The results show demonstrable gender differences in motive mentions in only three of the 17 significance tests. In general, all gender differences are in the range of weak to very weak effect sizes, even for the highly significant differences. From a purely descriptive point of view, there are still further recognizable gender differences in the motive mentions. What is striking here is that, in general, women mention almost all motives more frequently and that the gender difference is mostly in a direction that is not expected? In detail, the following reliable gender differences can be found, which are not to be regarded as purely random effects of this specific sampling: a) Women name the motive "Continuous guidance and training control" more frequently than men (51.9% to 25.2%), b) Women name the motive "Bodybuilding" more frequently than men (52.7% to 35.4%) and c) Women name the motive "Special body shaping" more frequently than men (26.0% to 16.3%). Continuous support is obviously more important for women than for men. Women feel safer during training with professional advice, as they want to avoid mistakes when exercising. They attach importance to the conscientious and correct execution of the exercises, because they fear possible consequences of a wrongly executed training. Men also often have a longer sports biography than women, which is why they are more self-confident and have less fear of contact with the equipment. The results for women reflect society's expectations of today's women, who are expected to be slim, toned and fit. Being fit is in and those who are fit are also socially recognized. Fit, however, can hardly be separated from beautiful. Fitness is becoming a prerequisite for beauty. The results confirm that women place a high value on the status symbol of the body in order to find social acceptance.

Keywords: Motives, Motivation, Gender-specific, Recreational & Fitness Sport.

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INTRODUCTION

The population's motives in recreational sport are always the starting point for the development and planning of target-group-specific offers and can contribute to retaining members as well as attracting new fitness athletes. Sport providers need to know those motivational-psychological factors that influence the recreational sport behaviour of individuals in order to

meet the needs and desires of people with their sports offer. Motivational research can provide instructive information and at the same time shed light on motives in sport in general as well as in recreational sport [20].

The present study provides an orientation framework for exercise motivation among long-term participants in the field of fitness sports. For the present

study a total of 278 members of a fitness club in a large city were surveyed. In addition to socio-demographic information, such as age and gender, and information regarding the membership duration in the specific club

or previous memberships in other clubs, a total of 15 motives for fitness club membership were asked in the form of multiple-choice questions. These 15 motives can be grouped into the following seven dimensions:

Fitness/Health	General improvement of physical fitness
	Cardiovascular training with emphasis on endurance
	Positive impact on physical problems Cardiovascular problems Orthopaedic problems
Appearance	Weight loss (general fat loss) Specific bodyshaping Bodybuilding
Psychological experience	Compensation for daily routine and occupational stress Pleasant and relaxed training
Cognitive dimension	Continuous guidance and training control Information about exercise effects and anatomical background knowledge
Social dimension	Being able to plan and control training independently Training with a partner
Performance	Specific sporting performance
Motor dimension	Supplement to my own sport Preparation for my own sport

The general starting point of motivational psychology is the question of why, because it deals with the external and internal conditions of human action. To explain the diversity of this human behaviour, motivational psychology uses the terms “motive” and “motivation” from sociology and psychology, which in turn are terms for a hypothetical construct. This hypothetical construct is based on behavioural observations and theories and is used to explain a phenomenon that is not directly recognisable and measurable [9, 26]. The subject of motivational psychology is goal-directed behaviour. Motivation determines which goals are pursued or which situations are avoided and how much effort and perseverance are expended to achieve them.

Motives sharpen the perception of situations, stimuli and events that are suitable for satisfying needs. Emotions are particularly addressed by such incentives. Motives are latent assessment dispositions that are stimulated or activated by incentives and only then become motivation and visible in behaviour [13]. Motivation can be extrinsic and intrinsic in nature. Extraneous components, such as avoiding punishment, social prestige or material values, are characteristic of extrinsic motivation. Extrinsic in this case means that the satisfaction of needs that finally results from the extrinsically motivated behaviour is not derived directly from this behaviour itself; it is only achieved with the help of substitutes. The actual satisfaction of needs has only an indirect connection to the original behaviour. Rewards (stimuli), which are usually the sole determinants of work effort, are intrinsically worthless because they do not allow for immediate satisfaction of needs [10]. With intrinsic motivation, the incentive is initiated by the thing itself, it is therefore factual.

Intrinsic motivation only unfolds its stimulation potential when extrinsic basic needs have been satisfied to a certain extent. Thus, people only strive for new immaterial experiences when they are well provided for materially [14, 26].

According to Csikszentmihalyi, intrinsic motivation depends on the optimal balance between performance requirement and performance competence. This optimal level that challenges but does not overburden people and thus brings about a sense of achievement is the area of flow. The flow stands in the area of tension between the demands of a person's environment and individual ability and skill levels. Intrinsic motivations are not externally determined, i.e., the satisfaction of intrinsically motivated action emerges from the behaviour itself. The behaviour and satisfaction of needs happen simultaneously. Since the satisfaction of needs takes place independently of external rewards, intrinsic behaviour promotes a positive feeling of freedom. Consequently, the same work can be experienced as difficult and frustrating under the pressure of extrinsic rewards, whereas with intrinsically motivated behaviour it seems easy and fulfilling. In his study of intrinsically motivated behaviour Csikszentmihalyi therefore concludes that any activity can be intrinsically rewarding, provided it is suitably structured and our skills are adapted to the challenges [3, 16].

For those involved in sport the question of the motives for a sporting activity is of particular importance. The answer to this question does not only promote the comprehensibility of human behaviour, but it also allows new conclusions to be drawn concerning the methodology and didactics or the design of a sport

offer. Motives in recreational sport are not monocausal phenomena, because they are based on complex, multi-motivated structures that can have physical, psychological, social and historical backgrounds [2, 5].

The growth of fitness sports has been driven forward by changes in preferences. Competition and performance were replaced by motives such as “health, fitness, fun, relaxation and well-being” [4]. The knowledge of motives in a sport-related context is of great importance in various scientific fields of sport. On the one hand, economic interests in motives can be identified as starting points for control processes in fitness studios. On the other hand, from the perspective of training science, different motivational characteristics in the sense of under- or over-motivation can be decisive for the performance development in sport. Psychologically, the inner motives of the action are important, also in comparison to other actions. Orientation towards the customer's motives is a basic prerequisite for an individual training design on the one hand, and on the other hand, for a targeted product design or a target group marketing [7].

The motives of fitness sports participants have been the subject of repeated studies in recent years, so that in the meantime a differentiated picture of existing motives seems to be available. However, even if the motivational orientation of the individual is considered to be relatively stable, it is still subject to change, e.g., due to social changes or personal circumstances. In addition, varying motivations cannot be ruled out at longer intervals or when the focus of the studies varies, which can be justified not only by social aspects but also, for example, by trend developments within the industry. Therefore, the need for repeated analyses of motivational orientations becomes clear not only from a psychological interest but from an economic point of view as well. In order to take individual motives into account more effectively in the design of offers or in training support, the causal motives or individual conditions should be found out [11].

From a psychological point of view, the motivational phase is linked, among other things, to an expectation of action results. Initially, there is a specific state that is associated with a certain motive, the satisfaction of which is expected through the taking of specific measures [12]. Studies on motives in fitness sport provide a good overview of their characteristics and significance. They generally reflect why people turn to fitness sports and thus allow the differentiation of various fitness motives in different groups of people [21].

In this context, it should be noted that a distinction can be made between motives for turning to fitness, motives for continuing fitness and motives for turning away from fitness. Thus, it is possible that original motives for joining a fitness club can change

over time. They might even completely fade into the background, and other motives or a complex of motives might determine one's actions instead [6, 8]. The knowledge of these recreational sport motives of the population is always the starting point for the development and planning of target-group-specific offers that can contribute to member loyalty as well as attracting new fitness athletes.

METHODOLOGY

Survey methodology

Members of a fitness club in a large city were surveyed. The questionnaire consists of 15 items that can be grouped into seven sub-dimensions. The questions about the motives for fitness training in this gym consist of answer options in multiple-choice format, whereby in one case (the question about physical complaints as a motive) two additional sub-questions about specific complaints were provided. Thus, a total of 15 or, with sub-questions, 17 pieces of information about motives are available, and each motive may or may not have been selected by the respondents.

The questionnaires were available in the fitness club and could either be filled out directly on site or taken away. A total of 350 questionnaires were distributed, of which 278 were returned completed. The response rate was 79.4 percent. Members who trained exclusively on equipment were surveyed. Respondents included members who had only been with the club for 6 months and long-time members who had been attending the club for 26 years.

The individual motives were formulated multiple choice response in the questionnaire. Thus, at the data level, the dropout options "named" or "not named" are possible for each motive. The characteristic gender is formulated in 3 levels in the questionnaire; in addition to "male" and "female", the selection option "di-verse" is also provided, which, however, did not occur empirically. Both the naming of the individual motives and the characteristic gender are thus dichotomous and nominally scaled characteristics. To test the gender differences, cross-tabulations with χ^2 tests are therefore used as significance tests [18].

RESULTS

Sample description

The sample consists of N = 278 respondents. The gender distribution is almost equal with a slight overhang (almost 53%) of male respondents. The average age of the respondents is 56.6 years with a deviation from the mean value of about 13.1 years. The male respondents are on average a little more than two years older than the female respondents, and the age distribution is somewhat more homogeneous for men than for women. The age distribution shows a significant accumulation of middle to old age

respondents, younger respondents are comparatively seldom represented, whereby the gender ratio shifts slightly towards men with increasing age. For 96.4% of those surveyed (268 out of 278), membership is longer than one year. In two cases (0.7%) it is less than half a year and in 8 cases (2.9%) between half a year and a year. The distribution does not differ significantly between the sexes. For the respondents with a

membership of more than one year, the average membership duration is 11.6 years (dispersion: 7.5 years). The mean value is slightly higher for women. 107 respondents stated that they had previously been a member of another fitness club. The average duration of these previous memberships is 6.5 years (dispersion: 5.7 years). In this case the mean value for men is slightly higher.

Table-1: Age and Gender distribution in the sample

Feature	Expressed as		Number	%	Mean value	Std. Deviation
Gender	female		131	47.1%		
	male		147	52.9%		
	other		0	0.0%		
	Total		278	100.0%		
Age groups	Up to 40 years	female	16	51.6%		
		male	15	48.4%		
		Total	31	100.0%		
	41 to 55 years	female	40	49.4%		
		male	41	50.6%		
		Total	81	100.0%		
	56 to 65 years	female	44	46.8%		
		male	50	53.2%		
		Total	94	100.0%		
	older than 65 years	female	31	43.1%		
		male	41	56.9%		
		Total	72	100.0%		
Total		278	100.0%			
Age in years	female		131		55.4	13.5
	male		147		57.7	12.8
	Total		278		56.6	13.1

The membership duration in 96.4% of the respondents (268 out of 278) is over a year. In two cases (0.7%) it is less than 1/2 year and in 8 cases (2.9%) between half a year and a year. Respondents with membership of more than one year have a median

membership period of 11.6 years (dispersion: 7.5 years). 107 respondents stated that they had previously been a member of another fitness club. The average duration of these previous memberships is 6.5 years (dispersion: 5.7 years).

Table-2: Duration of the membership(s)

Feature	Expressed as		Number	%	Mean value	Std. Deviation
Membership in this fitness club	< 6 months	female	0	0.0%		
		male	2	100.0%		
		Total	2	0.7%		
	6-12 months	female	4	50.0%		
		male	4	50.0%		
		Total	8	2.9%		
	> 12 months	female	127	47.4%		
		male	141	52.6%		
		Total	268	96.4%		
Total		278	100.0%			
Membership in this Fitness club (if > 12 Mon.)		female	127		12.4	8.2
		male	141		10.9	6.8
		Total	268		11.6	7.5
Membership in previous fitness club		female	50		5.6	5.9
		male	57		7.2	6.3
		Total	107		6.5	5.7

Gender differences in the reference of motives – Descriptive Statistics

The frequency distributions of the references to the various motives are shown in Table 3 on the next page. Figure 1 shows the same information as a grouped bar graph.

Descriptively, most of the motives show only slight to moderate gender differences. Noticeably more

frequent motives for the women are the "continuous guidance and training control", the "training for muscle building" (bodybuilding), "specific body training (body shaping)", "Specific sporting performance goals", "Supplement to a sport" and "information about the exercise effect" or the anatomical background knowledge. As regards men, only the motive "pleasant and relaxed training" is mentioned more often compared to women.

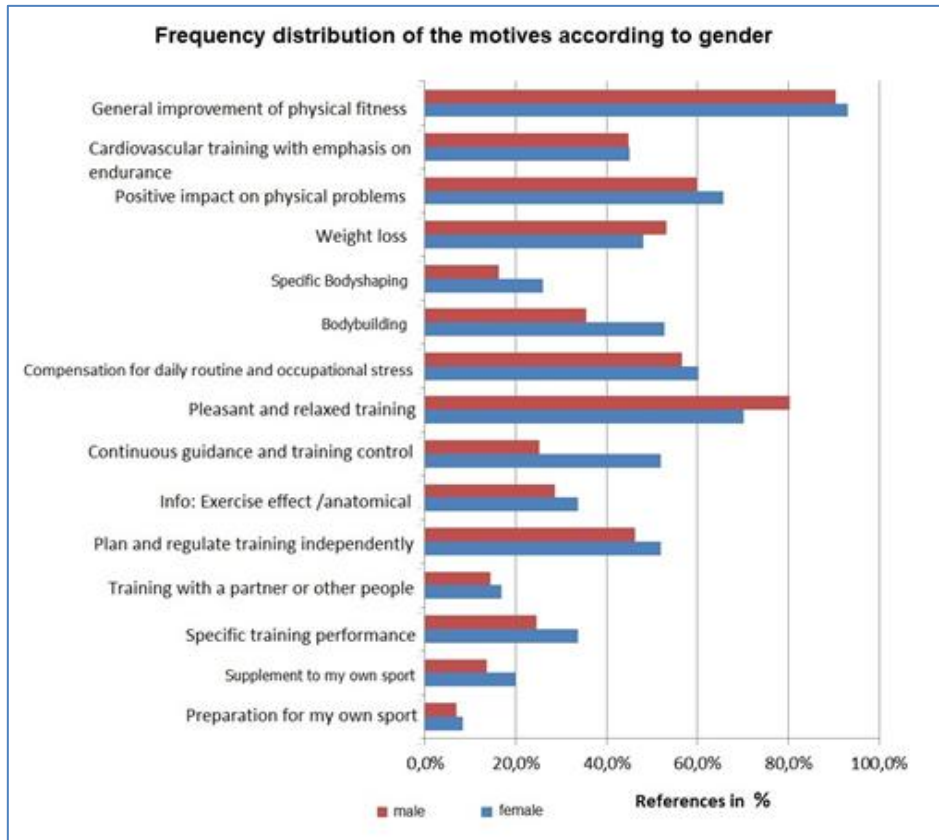


Fig-1: Reference to the motives according to gender

Table-3: Motives' references according to gender

Gender	female				male				Total			
	not mentioned absolute value	not mentioned %	mentioned absolute value	Mentioned %	not mentioned absolute value	not mentioned %	mentioned absolute value	Mentioned %	not mentioned absolute value	not mentioned %	mentioned absolute value	Mentioned %
Motivation area: Fitness / Health												
General improvement of physical fitness	9	6.9%	122	93.1%	14	9.5%	133	90.5%	23	8.3%	255	91.7%
Cardiovascular training with emphasis on endurance	72	55.0%	59	45.0%	81	55.1%	66	44.9%	153	55.0%	125	45.0%
Positive impact on physical problems	45	34.4%	86	65.6%	59	40.1%	88	59.9%	104	37.4%	174	62.6%
If yes: Cardiovascular problems	76	88.4%	10	11.6%	69	78.4%	19	21.6%	145	83.3%	29	16.7%
If yes: Orthopaedic problems	17	19.8%	69	80.2%	15	17.0%	73	83.0%	32	18.4%	142	81.6%

Motivation area: Appearance												
Weight loss	68	51.9%	63	48.1%	69	46.9%	78	53.1%	137	49.3%	141	50.7%
Specific Body shaping	97	74.0%	34	26.0%	123	83.7%	24	16.3%	220	79.1%	58	20.9%
Bodybuilding	62	47.3%	69	52.7%	95	64.6%	52	35.4%	157	56.5%	121	43.5%
Motivation area: Psychological Experience												
Compensation for daily routine and occupational stress	52	39.7%	79	60.3%	64	43.5%	83	56.5%	116	41.7%	162	58.3%
Pleasant and relaxed training	39	29.8%	92	70.2%	29	19.7%	118	80.3%	68	24.5%	210	75.5%
Motivation area: Cognitive Dimension												
Continuous guidance / Training control	63	48.1%	68	51.9%	110	74.8%	37	25.2%	173	62.2%	105	37.8%
Info about exercise effects /anatomical knowledge	87	66.4%	44	33.6%	105	71.4%	42	28.6%	192	69.1%	86	30.9%
Motivation area: Social Dimension												
Plan and regulate training independently	63	48.1%	68	51.9%	79	53.7%	68	46.3%	142	51.1%	136	48.9%
Training with a partner or other people	109	83.2%	22	16.8%	126	85.7%	21	14.3%	235	84.5%	43	15.5%
Motivation area: Performance												
Specific sporting performance	87	66.4%	44	33.6%	111	75.5%	36	24.5%	198	71.2%	80	28.8%
Motive is: Motor Dimension												
Supplement to my own sport	105	80.2%	26	19.8%	127	86.4%	20	13.6%	232	83.5%	46	16.5%
Preparation for my own sport	120	91.6%	11	8.4%	137	93.2%	10	6.8%	257	92.4%	21	7.6%

Gender differences in the reference of motives – Significance testing

Table 4 shows the results of the significance testing through the significance chi-squared test. Significance is given as the probability of the null hypothesis being valid in the population as well as the relevant test statistics, hence the Pearson χ^2 value and its degree of freedom (df). The table also shows the

value Phi as a measure of the narrowness of the correlation between gender and motivation reference. Its numerical value should be understood as a correlation coefficient (therefore values <0,1 should be interpreted as particularly weak, between 0,1 and 0,3 as weak, between 0,3 and 0,5 as medium and values > 0,5 as strong effects).

Table-4: Significance testing of gender differences in the reference of motives

Motive	χ^2	df	Significance	Phi
Motivation area: Fitness / Health				
General improvement of physical fitness	0.640	1	0.423	0.048
Cardiovascular training with emphasis on endurance	0.001	1	0.981	0.001
Positive impact on physical problems	0.990	1	0.320	0.060
If yes: cardiovascular problems	2.076	1	0.150	0.086
If yes: Orthopaedic problems	0.395	1	0.530	0.038
Motivation area: Appearance				
Weight loss	0.684	1	0.480	0.050
Specific Body shaping	3.889	1	0.049	0.118
Bodybuilding	8.432	1	0.004	0.174
Motivation area: Psychological experience				
Compensation for daily routine and occupational stress	0.421	1	0.517	0.039
Pleasant and relaxed training	3.781	1	0.052	0.117
Motivation area: Cognitive Dimension				
Continuous guidance / Training control	21.070	1	<0.001	0.275
Information about exercise effects / anatomical knowledge	0.816	1	0.366	0.054
Motivation area: Social Dimension				
Plan and regulate training independently	0.885	1	0.347	0.056
Training with a partner or other people	0.333	1	0.564	0.035
Motivation area: Performance				
Specific sporting performance	2.797	1	0.094	0.100
Motivation area: Motor Dimension				
Supplement to my own sport	1.954	1	0.162	0.084
Preparation for my own sport	0.252	1	0.616	0.030

According to the results, only three of the 17 significance tests show demonstrable gender differences in the motives' references. In one case, the difference with $p = 0.049$ is just as significant at the 5% level, another difference is secured at the 1% level and a third is secured against chance at the 0.1% level. With the motive "pleasant and relaxed training" the significance with $p = 0.052$ is just barely not achieved. In general, all gender differences are in the range of weak to very weak effect strengths, even with the highly significant differences. In detail, the following reliable gender differences can be found, which are not to be regarded as purely random effects of this specific sampling:

- Women mention the motive "continuous guidance / training control" more often than men (51.9% to 25.2%)
- Women mention the motive muscle building (bodybuilding) more often than men (52.7% to 35.4%)
- Women mention the motive specific body training (body shaping) more often than men (26.0% to 16.3%)

DISCUSSION OF THE RESULTS

It is not surprising that a health motive, of all things, comes first in the top three ranking. In view of the increase in lifestyle-related diseases in modern industrial societies, the majority of fitness athletes feel that their health is threatened.

Fitness athletes, therefore, strive to maintain and promote their health as far as possible through appropriate recreational sports measures [19, 20]. Scientific research also continues to prove the positive health-promoting effect of regular fitness training on the human organism [25]. This health-promoting effect, especially of combined strength and endurance training, is also proven in the scientific study by Riess et al. [15]. Other studies also prove the preventive effect in relation to back problems [17] and cardiovascular diseases [15]. The motive with the most mentions among women is the single motive "General improvement of physical fitness" with 93.1 %, from the motive area fitness/health. This motive reflects the increased health awareness among the female fitness audience [1], also found a higher appreciation of this motive complex among women. As expected, the most favored single motive among men is also the item "General improvement of physical fitness", from the motive complex fitness/health, which accounts for 90.5% of all mentions. In this respect, there are parallels with the women. On the whole, the respondents are a clientele with an above-average interest in health issues. They want to counter their own health problems through targeted health-oriented training [21].

Overall, the gender differences are rather small and the influence of gender on the naming of motives is weak to very weak. In only three out of 17 cases can a

difference between the sexes in the naming of motives be significantly demonstrated, but even here only weak effect sizes are visible. Women name the motive "Continuous guidance and training control" from the motive group "Cognitive dimension" more often (51.9%) than men (25.2%). The cognitive processes range from information acceptance, through comparison with information stored in memory, to the emotionally attributed evaluation of a phenomenon. The ability to evaluate sports participation for health can be seen as an overriding cognitive goal of preventive sports programmes. Continuous supervision is obviously more important for women than it is for men. Women feel safer during exercise with professional guidance because they want to avoid mistakes during exercise. They attach importance to the conscientious and correct execution of the exercises, because they fear possible consequences of a wrongly executed training. Men are less interested in being assured of the correct training procedure by the supervisor. Compared to women, however, they often have a longer sports biography, which is why they are more self-confident and have less fear of contact with the equipment [19, 22].

In the motive complex of appearance, significant motivational differences are found in two of the three items. Women name the motive "bodybuilding" more often (52.7%) than men (35.4%). Women name the motive "special body shaping" more often (26.0 %) than men (16.3 %). The results for women reflect society's expectations of today's women, who are expected to have a slim, toned and trained body. Being fit is in and those who are fit are also socially recognized. Fit, however, can hardly be separated from beautiful. Fitness is becoming a prerequisite for beauty. The results confirm that women place the status symbol "body" high in order to find social acceptance. The reason lies rather in an excessive reevaluation of the body in a time, since spiritual, familiar or religious values, etc. are losing more and more weight. The body is the only constant variable to which one can refer back. Working on the body is at the same time the shaping of one's own identity, it helps to build self-esteem and provides social recognition [22, 26]. From a purely descriptive point of view, there are other recognizable gender differences in the motives mentioned. What is striking here is that women generally name almost all motives more frequently and that the gender difference is mostly in an unexpected direction. For example, the motive "pleasant and relaxed training" (80.3% to 70.2%) is named more often by men and the motive "bodybuilding" (52.7% to 35.4%) or also the motive "concrete athletic performance" (33.6% to 24.5%) is named more often by women. However, these differences -except in the case of the motive "bodybuilding" - are not significant and should therefore be interpreted with caution.

Detached from the fitness club setting, Middelkamp & Steenbergen [11] call for exercise programmes to take into account the diversity of needs in order to build retention. One reason members are likely to drop out is that needs, desires, and goals are not being met or achieved. Health-focused fitness training should optimize the exercise-related consequence experience by enhancing positive fitness training experiences and minimizing negative experiences [23, 24].

Overall, the analysis of motives for the purpose of market segmentation proves to be a viable approach, as it enables the identification of the motives of visiting a sports facility and thus the derivation of starting points of a target group-specific market development. Market segmentation also offers significant advantages when it comes to differentiating one's own product. Marketing instruments can be used in a more targeted manner, thus avoiding major wastage. From the customer's point of view, market segmentation enables an emotional and stronger bond with the sports facility. Likewise, products can be geared more specifically to individual customer needs. As a result, customer loyalty and willingness to pay are increased. Marketing positioning is highly relevant: The better the product is aligned with customer needs, the more it can stand out from the competition [27].

CONCLUSION

Alienation from work, growing prosperity and the change in traditional social values are leading to a noticeable shift in the meaning of the two central spheres of life, "work" and "leisure". Sport, as a subsystem of leisure, is not spared from these profound changes. New trend sports are emerging which satisfy people's hunger for fun, experience, adventure and enjoyment, but also address health concerns. A prime example of this development is fitness sports. All human addictions and cravings are concentrated in it: youth mania, personality development, self-expression, but also the striving to maintain and promote health. Findings from studies on motives in fitness sports can help, on the one hand, to take into account the special wishes of athletes in the design of the offers and, on the other hand, to implement their marketing more effectively due to the more specific target group orientation. Across all motives, there are only very slight differences between the genders. Only in the motives "continuous guidance and training control" (51.9% to 25.2%), "bodybuilding" (52.7% to 35.4%) and "special body shaping" (26.0% to 16.3%), significant differences show up, these three motives are demonstrably named more often by women than by men. For women, continuous support is obviously more important than for men. Women feel safer during training with professional advice, because they want to avoid mistakes when exercising. They attach importance to the conscientious and correct execution of the exercises, because they fear possible

consequences of a wrongly executed training. Men often have a longer sports biography than women, which is why they are more self-confident and have less fear of contact with the equipment. The results for women reflect society's expectations of today's women, who are expected to be slim, toned and fit. Being fit is in and those who are fit are also socially recognized. Fit, however, can hardly be separated from beautiful. Fitness is becoming a prerequisite for beauty. The results confirm that women place a high value on the status symbol "body" in order to find social acceptance. It is therefore important to seriously determine the motives of customers, to know and classify them, and to make appropriate personal recommendations for action in order to achieve long-term customer loyalty. The insights gained also help pave the way for the long-term success of fitness clubs.

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