

CONSUMER BEHAVIOUR TOWARDS HOME FITNESS EQUIPMENT

Dr Seema Laddha¹

Abstract

Fitness Equipment demand is one of the growing market in India due to awareness among the consumers, marketing strategies of companies and also the government initiatives towards this direction fuel the demand in near past and will increase at a fast pace in future. Consumers are going to gym and fitness centre to avail the services. But due to busy schedule and long hours of working, crowded fitness centres, vehicle parking problems in metros consumers are started moving towards home equipment. But the major concerned about the home users are price and size of the equipment.

Thus this research has done with the objective to understand the fitness market and consumer behaviour towards the home fitness equipment. Structured questionnaire is used to collect the data from the users of the equipment. Secondary data is used to understand the market scenario. Study shows that size, price, quality are the factor of concerned but brand is not as relevant as it consider to be. Companies need to understand the requirement of the market and develop the product as per the need of the consumers.

Keywords: *Home Fitness Equipment, Indian market, Consumer Behaviour, Brand*

1. Introduction

India fitness equipment market is forecast to reach \$1.1 billion by 2023³. Revenue in the "Fitness" segment amounts to US\$475m in 2018⁴. The fast paced life with technological advancement has restricted the movement of body. Along with these, unhealthy food habits, rising instances of obesity and chronic heart diseases from leading a deskbound lifestyle. Thus to avoid these unwelcoming diseases, people have started growing health awareness resulting in the growth of fitness market. Additionally, growing penetration of international and domestic equipment manufacturers coupled with rising number of gyms and health clubs are contributing to the growth of this market. Growing desire of youth population towards physical fitness is complementing the growth of this market.

¹ Asst. Professor, SIES College of Management Studies, Mumbai, India

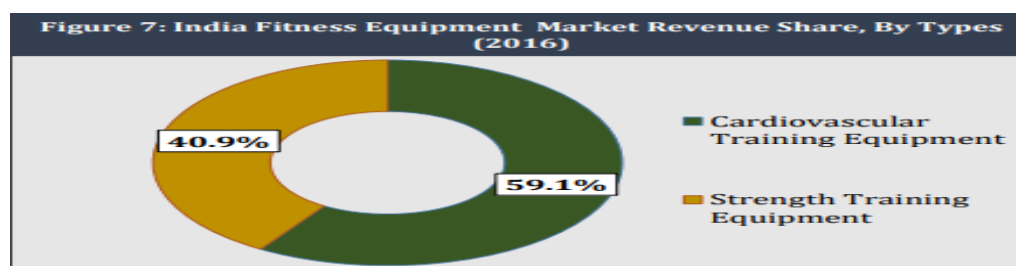
2. Literature Review

2.1 Government Steps for Awareness

In 2017, the Central Government of India has ordered all its offices to facilitate gym facilities. In addition to this, the Department of Personnel and Training (DoPT) is promoting gym set-ups in offices by providing monetary compensation to offices. Additionally, growing consumer preferences towards physical fitness due to surging lifestyle diseases is further pushing the market growth.³

2.2 Types of Fitness Equipment Market on the basis of Product

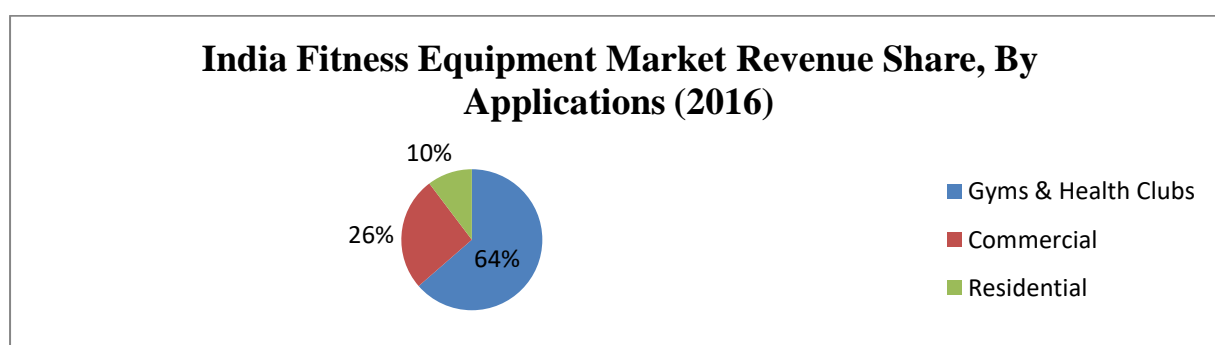
India's fitness equipment market is divided into two types on the basis of usage are 1) Cardiovascular training equipment 2) Strength Training Equipment. In 2016, cardiovascular training equipment captured nearly 60% of the revenue share. Fitness equipment such as treadmill and bikes are majorly preferred and more than 70% of the population visiting gyms or health clubs workout on these equipment, resulting in major contribution of these equipment in the overall market.. In terms of market sub-segments, treadmills and stationery bikes emerged as the most preferred cardiovascular training equipment in 2016³



Source: 6w Research Partnering Firm

2.3 Types of Fitness Equipment Market on the basis of End Users

According to the 6w Research report India's Fitness market share of residential fitness equipment is substantial at 10 % and also there is growth in near future



Source: 6w Research Partnering Firm

Figure 2: Fitness Equipment Market on the basis of End Users

Residential/ individual usage of fitness equipment is limited to residential gyms of high income class such as celebrities & business tycoons. Treadmills, bikes, push-up stands, dumbbells are opted for individual usage by upper middle class population. However, residential application is least favoured owing to high cost of fitness equipment.

2.4 Consumers of Fitness Equipment

Sheetanshu Upadhyay,(Sep 2016), The age group of 20-30 are more health conscious and more images sensitive which drives the demand of fitness equipment in the market. This segment of the population is mainly focusing on looking good and having a fit and toned body. Post the age of 40, are a segment of population who are working out to fight some health issue and those who have been advised to do so by their doctors

Saliha Nasline Sep 12, 2017 ET report, “Fit and fine: Retail market for fitness in India likely to touch Rs 7,000cr by year-end” As people have become health-conscious and image-sensitive, so has the pursuit of fitness. Fitness enthusiasts today are mostly in the age group of 20 to 35 years, according to a study by Glympik, ‘Weighing up Fitness’. The majority of the people in this age group are students and professionals. Youths are concentrates on looks and building a fit, toned and conditioned body. And the other population focuses on fitness to avoid lifestyle-related diseases. There is a growing enthusiasm to increase stamina, endurance and enhance core strength.

2.5 Factors affecting the growth of fitness equipment market in India

Sheetanshu Upadhyay,(Sep 2016) Increase in the number of gymnasiums and fitness service providers offering various packages and discounts for weight loss and related programs have increased the client base. All these along with the marketing and promotional efforts of the gym and fitness centres are creating a positive impact on the growth of the fitness equipment market in India.

Sheetanshu Upadhyay Sep 2016 explained reasons for the growth of Fitness Market in India are

Awareness regarding health & fitness

Increase in level of health awareness would significantly drive the fitness trend is higher in urban areas and the market is expected to witness steady growth in semi-urban areas of developing economies.

Increasing obese population across world

As per a study by the Centre for Disease Control and Prevention, in 2012, more than one-third (34.9% of U.S. adults) are obese

Initiatives for promoting good health by government & enterprise

Governments of developed countries have conceptualized and established several healthcare programs. For instance, fitness allowance for employees is expected to increase in future. Therefore, it is predicted that employees may invest a significant portion of their income on procuring fitness equipment, thereby, driving an increase in sales.

High cost of fitness equipment

High price of fitness equipment is a major factor that limits growth of the fitness equipment market. This stimulated start-up gyms & fitness centers and in-house users to buy second-hand equipment. A considerable demand for resale products were observed for upgrading fitness facilities in hotels, hospitals, health clubs, and wellness centers, along with marginal resale amongst individual users and smaller fitness establishments. However, it hampered the sale of new fitness equipment.

2.6 Reasons for Home Trainer and increasing demand for home equipment

Saliha Nasline Sep 12, 2017, ET report Personal trainers have become a medium where you can get fit faster than ever before. 44% of the population says that they will opt for a personal trainer at home. As per the research problems cited by individuals are not having understanding about how to start, not see the results after going to gym, no gym or fitness centre nearby, lack of discipline in them, high membership fess , no time in their schedule, don't feel motivated to exercise etc and for gym no parking area, always crowded , bad quality of equipment etc

3. Objective of research

- To find out the reasons for the increasing demand of Fitness equipment in India
- To analyse the consumer behaviour toward the home fitness equipment
- To identify the impact of brand on consumer buying decision

4. Research methodology

This study provides secondary research study of fitness market reports, research done by others together with primary research. A questionnaire was developed to test the behaviour of

consumer towards the home fitness equipment. The results were then compared and analysed. The primary research used a quantitative based approach sampling local consumers.

Fitness enthusiasts today are mostly in the age group of 20 to 35 years as per the literature and the majority of the people in this age group are students and professionals' thus major emphasis is given on this segment. Thus the data collection is included all segments those who are using equipment's at home. Structured questionnaire of 100 samples is used for the study.

5. Data Analysis

Age

72 % of respondents are in the category of 20-30 years and 28% are above 30 years of age.

Motive of Exercise

Table 1:Motive of Exercise

To lose weight	42
To build muscle	18
To improve energy level	48
To reduce stress levels	42
To improve functional strength	36
Any others	14

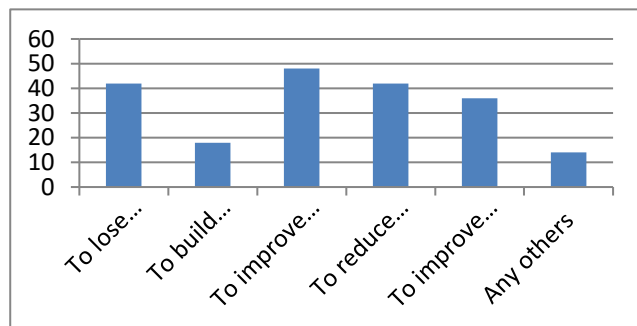


Table 1 explains the respondents are answer lose weight, improve energy and reduce stress level are the major reasons.

Occupation

Table 2: Occupation

Occupation	
House wife	18
Business	28
Students	82
Professionals	61
Others	11

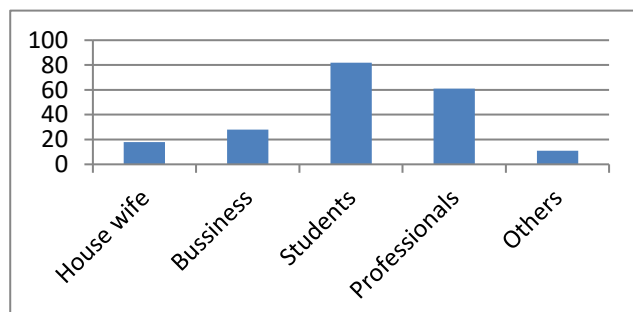


Table 2 explains the majority users of fitness equipment are students and professionals

Preference for Fitness Canters

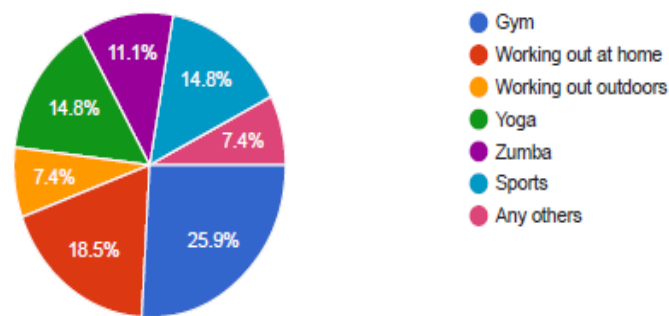


Figure 3: Preference for Fitness Canters

Figure 3 explains that out of total users for fitness equipment only 18.3 percent are using the home equipment. Non users are again the major untapped market may be change to users in future if proper marketing strategies are used.

Type of fitness equipment currently have or plan to purchase

Table 3: Type of fitness equipment

Yoga mats	55
Cardio equipment	46
Resistance Band	38
Adjustable Dumbbells	60
Jump ropes	30
Wrist& ankle weighs	25
Treadmill	53
Elliptical	37
Others	26

Table 3 reveals that mostly the people using Dumbbells, yoga mats and cardio equipment along with treadmill. Few consumers are having more than one equipment.

Consumer behaviour for purchase and learn about personal fitness products

Table 4: Consumer behaviour for product purchase decision

Expert (personal trainer or fitness coach)	42
Other Sources	12
Peers/word of mouth	42
Social media	14
Television	9

Used it at the gym, Expert (personal trainer or fitness coach)	55
Websites	26

Table 4 indicates that use of gym expert, peers and word of mouth are the major influencing factor for purchase decision

Factors responsible for purchase Decision

Table 5: Factors responsible for purchase Decision

Ease of use	73%
Price	68%
Size of equipment	55%
Durability	46%
Portability	44%
Design	36%
Warranty	34%
reviews	11%
Brand	9%

According to table 5 ease of use, price, size and durability are the major factors for the choice of equipment and brand has less importance.

Findings

Consumer awareness about health, Cardiovascular and other stress related diseases, government initiatives for creating awareness and force implantation in government offices are some of the reasons for increasing demand of fitness equipment in India.

Majority of consumers are belong to the age group of 20-30 years of age. Mostly students and young professionals with reasons behind the use of fitness equipment are lose weight, improve energy and reduce stress level .They are using Dumbbells , yoga mats and cardio equipment due to increase in heart related diseases.Gym expert, peers and word of mouth are the major influencing factor for purchase decision.

Buying decision is mostly depend on price, size and durability of equipment and brand has less importance. Branded product are costlier and that is one of the reason brand is not having much importance.

Managerial Implication

An estimated value of fitness market in India 2017 is Rs. 95,000 crore and likely to grow at double digit. To understand the need of growing market is very importance. Cardiovascular

equipment is growing need and people have the either ne time to visit gym or there are other reasons as mention in literature like parking place and crowded. To satisfy demand of prize conscious consumer manager must think for it. Out of total users for fitness equipment only 18.3 percent are using the home equipment. Non users are again the major untapped market may be change to users in future if proper marketing strategies are used.

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