

## PROJECT

### TASK

Write a research proposal which will be the basis of your independent project. Use the proposal template provided.

<b>PROJECT PROPOSAL</b>	
Student Name:	
Student Number:	
Supervisor:	
<b>Working Title:</b> Motivation for participating in fitness in Hong Kong	
<b>Introduction:</b> According to a report from the World Health Organization (2018), lack of exercise is one of the top ten risk factors for death in the world, rising the risk of chronic diseases such as heart disease and cerebrovascular disease. Nowadays, people in Hong Kong society own a bustling life, lacking exercise for a long time, and even develop the unhealthy habit of being sedentary.  In recent years, people in Hong Kong are paying more attention to health and they begin to do physical activities to enhance their health status. In fact, fitness is comparatively easy and convenient to perform, which does not require any particular venues and numbers of people. Therefore, fitness sports are being more popular among people, they have different motivations to participate and the public's demand for fitness sports continues to increase.  The Hong Kong Fitness Guide (2019) published a survey report stating that the number of fitness and sports venues in Hong Kong reached 975, compared with 947 in 2018. Among them, the number of 24-hour fitness venues increased by 3.1 times from 9 in 2018 to 37. This shows that Hong Kong people's demand for fitness exercises is increasing. (Sportsroad. ,2019)  Under the COVID-19 epidemic, the government announced that all recreational facilities including the Leisure and Cultural Services Department's (LCSD) fitness room, indoor and outdoor sports fields must be closed, and private fitness centers must be closed to reduce community spread. Under the influence of the closure of the fitness center, people did not give up fitness training. Instead, more people have begun to pay attention to Street workout and home fitness. Therefore, it is very important to study the motivation of participants in fitness exercise, which can promote the development of fitness exercise.  <b><u>Significance of the study</u></b>  This research uses a questionnaire survey to interview fitness participants of different genders and age groups and analyze their motivations for participating in fitness activities. After completing the survey report, the research can help the government's Leisure and Cultural Services Department, privately-run fitness centers and fitness product stores to better understand the motivations of different people to participate in fitness activities. Different people have different motivations to participate in fitness, which can help	

organizations better understand the needs of different types of customers. Then make a targeted strategy to increase their competitiveness in the market and attract more potential customers. It is conducive to the development of fitness sports. In addition, the government, private fitness centers, and fitness product stores do not need to spend extra time and money on surveys.

**State your Research Aims:**

This study will explore the motivations of Hong Kong people participating in fitness activities and analyze what factors drive them to participate in fitness activities.

**Research Objectives:**

1. Explore whether participants of different genders have major differences in the motivation of joining fitness exercises
2. Explore whether participants of different ages have major differences in the motivation of joining fitness exercises
3. Explore whether participants with different incomes have major differences in the motivation of joining fitness exercises
4. Explore whether participants with different fitness years have major differences in the motivation of joining fitness exercises

**Hypotheses**

1. Assume that participants of different genders have no difference in motivation to participate in fitness exercises.
2. Assume that participants of different ages have major differences in motivation to participate in fitness exercises.
3. Assume that participants with different incomes have major differences in motivation to participate in fitness exercises.
4. Assume that participants with different fitness years have major differences in motivation to participate in fitness exercises.

**Literature Review:**

## **2.1. Types of fitness**

Fitness uses a variety of methods to improve the function of the body in various ways. Fitness can be divided into 4 different types of exercises: aerobic, anaerobic, flexibility, endurance fitness.

### **2.1.1 Cardiovascular or Aerobic Fitness**

Aerobic exercise regulates your heart and lungs, thereby affecting their ability to provide sufficient oxygen-rich blood to muscle tissue for strenuous exercise. Any activity that improves your heart rate and keeps it in a prolonged state will improve your aerobic conditions (Healthwise,2019).

### **2.1.2 Anaerobic Fitness**

Anaerobic exercise is any activity that break down the energy of glucose without using oxygen. Usually, these activities have short training time and high training intensity. Anaerobic exercise uses short-term explosive power and higher exercise intensity to build fitness, and effectively increases muscle mass by destroying muscle fibers and promoting muscle regeneration (Erin Kelly,2019). Anaerobic exercise can increase muscle mass while increasing metabolic efficiency, making the process of increasing muscle mass and reducing fat more effective. Examples of anaerobic exercise include:

- weightlifting
- sprinting
- high-intensity interval training (HIIT)

### **2.1.3 Joint Flexibility**

In the light of the U.S. Surgeon General's report on physical activity and health, Flexibility is defined as "a health-related component of physical fitness that relates to the range of motion available at a joint."( Jennifer R. Scott,2020) Flexibility means the scope of movement of the human joints, as well as the elasticity and extension of joint ligaments, tendons, muscles, skin and other tissues (Jennifer R. Scott,2020).

Examples of flexibility training include:

- Stretching exercises
- Yoga

### **2.1.4 Muscular Strength and Endurance**

Muscular strength refers to the single tension produced by the best effort to contract when muscle tissue overcomes or resists resistance. Muscle endurance refers to how long a muscle can last under load resistance. Resistance training, weight training and muscle strength training are effective ways to train the strength and endurance of muscles. Endurance and strength training have many positive effects on the body, including lessening the risk of osteoporosis by improving bone density. Aside from that, it can help fitness participants to control their weight and muscle mass effectively as well as increase metabolism. (Trifocus Fitness Academy,2020)

## **2.2. Motivation theory**

Maehr and Meyer (1997) believe that motivation is to make the individual full of energy, have direction, and make the individual maintain behavior or maintain activity. Motivation refers to what motivates us to maintain or achieve a goal (Paige Waehner, 2020). As for fitness exercise motivation, it is divided into intrinsic motivation and extrinsic

motivation. There are external things that motivate you, and then there are internal desires that drive you (Paige Waehner,2020).

### **2.2.1 Extrinsic Motivation**

Extrinsic motivation comes from external environmental factors. According to the theories of psychologists Kasser and Ryan, the generation of extrinsic motivation is an outcome of the activity instead of the activity itself. Extrinsic motivation is always associated with the pursuit of prestige and richness, material possession, status, etc. It is driven by a sense of security and the psychological need for self-defence, and people who seek for these goals care about the evaluation of others. If the rewards brought by the behavior disappear, the activity itself loses its charm immediately (Sheldon, K. M & Kasser, T. 2001). For example, getting medals, popularity, and even bonuses by participating in sports. When you have this motivation, you don't have to participate in sports because of personal preference. People do this because it can provide what you want in the unclear future. (Paige Waehner,2020)

### **2.2.2 Intrinsic Motivation**

Intrinsic motivation means that people are originally interested in activities, participate in activities, enjoy them, and enjoy the joy and satisfaction brought about by the movement. For example, participate in fitness exercises to get a healthy body, have fun during exercise, or enjoy the satisfaction after exercise. Usually, this motivation is concerning to our essential psychological needs. For instance, curiosity, emotion, achievement, self-esteem, meaning (Sheldon, K. M & Kasser, T. 2001). External motivations may be fleeting, but internal motivations often have greater staying power (Paige Waehner,2020).

### **2.3. The trend of fitness**

Fitness sports are becoming more and more popular among Hong Kong people. Although many fitness trends have remained unchanged in recent years, fitness trends in 2020 all point to innovation. In the light of the Worldwide survey of fitness trends for 2020 (Walter R. Thompson, Ph.D., FACSM, 2020), wearable technology ranks first in both 2019 and 2020. It has been a trend since 2016. With the advanced development of technology, wearable fitness technology has become a device which people often use for tracking their body functions and monitor themselves in the process of exercise. For example, fitness trackers, smartwatches, HR monitors, and GPS tracking devices

High intensity interval training (HIIT) ranked second, Group training ranked third, training with free weights ranked fourth, and personal training ranked fifth.

**TABLE 2: Top 20 Worldwide Fitness Trends for 2020**

Rank	Trend
1	Wearable technology
2	High intensity interval training (HIIT)
3	Group training
4	Training with free weights
5	Personal training
6	Exercise is Medicine (EIM)
7	Body weight training
8	Fitness programs for older adults
9	Health/wellness coaching
10	Employing certified fitness professionals
11	Exercise for weight loss
12	Functional fitness training
13	Outdoor activities
14	Yoga
15	Licensure for fitness professionals
16	Lifestyle medicine
17	Circuit training
18	Worksite health promotion and workplace well-being programs
19	Outcome measurements
20	Children and exercise



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LEADING THE WAY

Since the COVID-19 epidemic, home fitness has become the first choice of Hong Kong people when the gym is closed. According to the digital economy index released by Adobe Analytics, one week after the epidemic began to prevent people from going out, the number of orders for fitness equipment such as dumbbells and treadmills increased by 55%. (Big Data Group , 2020) People buy sports products to meet their fitness needs. Some people choose body weight training for exercise. Body weight training uses the least equipment, which is a low-cost effective way to exercise (Walter R. Thompson, Ph.D., FACSM,2020). According to the Worldwide survey of fitness trends for 2020 (Walter R. Thompson, Ph.D., FACSM, 2020), body weight training ranked second in the 2017 trend survey, ranked 4th in 2018, and ranked 5th in 2019. Body weight training has become popular all over the world.

In addition, personal trainers who provide customers with one-to-one services in gyms have begun to launch online services and teach on online conference platforms such as Zoom. (Big Data Group , 2020) During the COVID-19 epidemic, the fitness trend is toward home fitness, reducing close contact and community transmission.

#### **2.4. The relationship between exercise and health**

“Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.” ( WHO , 1948 )

Lack of exercise is a primary high-risk factor for many diseases, including heart disease, cerebrovascular disease, diabetes, high blood pressure, some cancers, and obesity. In 2007, 6,373 people in Hong Kong died of heart disease (Department of Health HK,2008). Exercise does not need to be strenuous while it can facilitate physical health. It is believed that people of any age, gender or physical condition can be beneficial from regular

exercise. Regular participation in physical activity will lead to improvement of cardiopulmonary function and physiological performance, greatly reducing the chance of suffering from hypertension and heart disease, including the incidence of stroke and coronary heart disease (Shinton, 1993; Wannamethea, 1992). Regular exercise can reduce the chance of diabetes, high blood pressure, death due to heart disease, disappointment and anxiety feelings. Apart from that, it is useful for controlling weight, maintaining the health of bones, muscles and joints, and improving psychological well-being. (U.S. Department of Health and Human Services, 1996)

Regular exercise can maintain psychological health and bring positive influences. Mental health means people's ability to acquaint their potential, handle stresses in daily life, work effectively, and contribute to society. It is not just the absence of psychological disorders (WHO, 1948). Being mentally unhealthy can cause physical abnormalities and even diseases, and some general mental issues. For instance, depression, stress, and anxiety. Exercise can relieve mental stress, causing the body to secrete endorphins and produce a sense of happiness and improve human immunity (文匯報, 2017). Even a single exercise can result in a joy. (North, McCullagh & Tran, 1990). In addition, research shows that regular exercise can resist emotional stress, improve depression, and reduce stress symptoms (Corbin, 2000). Exercise not only helps to enhance physical attributes, but also regulate people's emotions, and build a positive result on stimulating psychological health.

#### **Methods:**

Regarding research methods, this research will use questionnaires to conduct surveys, collect data by asking questions in writing, and use uniformly designed questionnaires to solicit opinions from selected research target groups. The target group of the questionnaire is fitness participants, mainly Hong Kong Institute of Vocational Education students (Chai wan), LCSD fitness members and 24/7 fitness members. The number of questionnaires is 100. The survey will distribute questionnaires to male and female fitness participants. Male respondents account for 50 and female respondents account for 50. In terms of the data collection procedure, in response to the seriousness of the COVID-19 epidemic, the questionnaire interview is to avoid face-to-face contact. Investigators will use Google form to conduct questionnaire surveys. From February 1, 2021 to February 20, 2021, questionnaires will be distributed to target groups on social networking sites such as WhatsApp and Facebook for data collection, which helps reduce community communication.

#### **Plan of Work:**

<b>2016-17</b>						
<b>TASK</b>	November	December	January	February	March	April
Literature Search						

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