

Analysis of the frequency of participants in a seasonal period in a gym: impacts for the management of fitness sector

Lucas Matheus Farias Perussolo¹, Bruno Sergio Portela¹

¹(Department of Physical Education/ University of Middle-West – UNICENTRO, Guarapuava, Brazil)

Abstract:

Background:The bodybuilding gyms are a private market where people attend with various goals. The functioning of this type of commerce requires highly qualified physical education professionals, to provide the best results to their paying guests, be they health, aesthetics, or even moments of relaxation. The objective of the present study was to relate the frequency and seasonality of practitioners of a bodybuilding gym.

Materials and Methods: For this, a questionnaire was prepared where the Manager of this Academy showed attendance information and enrolled students in a period of 12 months.

Results: We found two frequency peak of students per semester, both followed a large decline, where the first peak was in November and the second in May. Therefore, the study shows that registration and frequencies are crucial to the managers of gyms to know programming with periods of Student calendar, seasons, climate issues, such as heat, cold, rain.

Conclusion:Understanding that the seasonal period can be observed per year and even on specific days, we suggest that research continues by other authors so that this type of research can be carried out in other regions of Brazil, so that it is easier to manage a gym of bodybuilding bringing quality and comfort to bodybuilding lovers.

Key Word:Seasonality, frequency, gym, bodybuilding

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I. Introduction

From the 1980s onwards, the population became more physically active, which is why the life expectancy of Brazilians until 1980 was 62.5 years, now it reaches 71 years (Moreira, Teixeira &Teixeira, 2006), (Nader, 2000), due to the large number of physical conditioning programs, and the popularization of gyms. Which provide prevention and treatment of various metabolic diseases, promoting physical well-being. (Aguiar, 2007)

The charter of the World Health Organization - WHO (1948) says that "health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity". Health can be considered as the condition in which the organism finds itself when it reacts satisfactorily to the demands of everyday life. In relation to man, health can be considered as the condition of conscious well-being in which the individual is in full physiological and psychic activity, reacting to his physical, biological and social environment, without pain, without injury, without fatigue, and without sadness (OMS, 1948).

One of the ways to build this physical and psychological well-being is through physical exercises. However, there needs to be a structured and individualized effort where the task is to work on all the components of health-related physical fitness, such as strength, flexibility, cardiorespiratory endurance and body composition. (Cárdenas, Amboni& da Silva, 2014)

In addition to health, a large part of the population that attends bodybuilding gyms aims at aesthetics, because through it people form their identity (Fermino, Pezzini, & Reis, 2010). From a functional point of view, weight training is of great importance in the quality of physical fitness, developing one of the most complete forms of optimal physical preparation (Baldissera, Machado, Alves, Faleiro, &Zawadzki, 2017). A very important factor in weight training is that even completely debilitated people can exercise, due to the great facility in adapting the exercises to the individual physical condition (Coelho, Natalli, &Borrachine, 2001).

Some still seek the gym to try to minimize the day-to-day damage such as stress, sedentary lifestyle, poor diet, cigarettes, alcohol, among other factors that affect modern man (Sabá, 2001). This is also one of the reasons for the popularization of gyms.

Weight training rooms began in the states of São Paulo and Rio de Janeiro, and spread to cities in the interior from 1950 onwards (Neves, 2012). Therefore, it made Brazil enter the world stage of gyms, and in 2003

it reached fourth place in the fitness market (term used meaning “being in good physical shape”) and 2014 the largest number of gyms in the world (Manfro, 2015).

Bodybuilding gyms are a private market where people attend for various purposes, as described above. The functioning of this type of commerce requires well qualified Physical Education professionals, aiming to offer the best result to its payers, be it health, aesthetics, or even moments of relaxation. This market is increasingly gaining ground. Gyms are companies that have the physical structure and specific equipment that enable them to provide services that can help the people who use them (their clients) to achieve the much-desired improvement in their quality of life. As described by Aguiar, 2007

WaldyrSoares, president of Instituto Fitness Brasil says that in 1999 our country would have around 4,000 gyms, today that number has doubled serving 2.1 million people, with an income of 1.6 billion generating a masterpiece of the fitness manufacturing market. gym equipment (Aguiar, 2007). Added to this business, the survey reaches 2.06 billion reais.

Due to this increased practice in gyms, it influenced several businessmen to invest in this area. However, this number of gyms does not survive in the market for a long time, one of the factors for which the establishment closes its doors is the seasonality of the students, where managers do not plan for a period of the year, with little movement (Barros et al. 2013).

Seasonality generates lower revenues, which do not meet basic spending needs (employees, maintenance, cleaning, among others) at times when the public does not attend the establishment, which is why the gyms end up closing. According to research, Sabá (2006) states that 50% of people who start going to the gym give up 6 months after enrolling.

Thus, this research aimed to show the reality of a bodybuilding gym in Guarapuava-PR, identifying the time of year when there is a higher frequency of students in the place.

II. Material and Methods

The establishment that provided this space for the research was the Podium gym, located in the Bonsucesso neighborhood of Guarapuava - PR, where it is a medium-sized gym that includes, in addition to bodybuilding, activities such as Zumba, Jump, Step, located, among other fitness. The gym opens from Monday to Friday from 7 am until noon and in the afternoon it opens its doors at 2 pm and stays until midnight on the second Wednesday and Friday on Tuesday and Thursday it stays open until 11 pm.

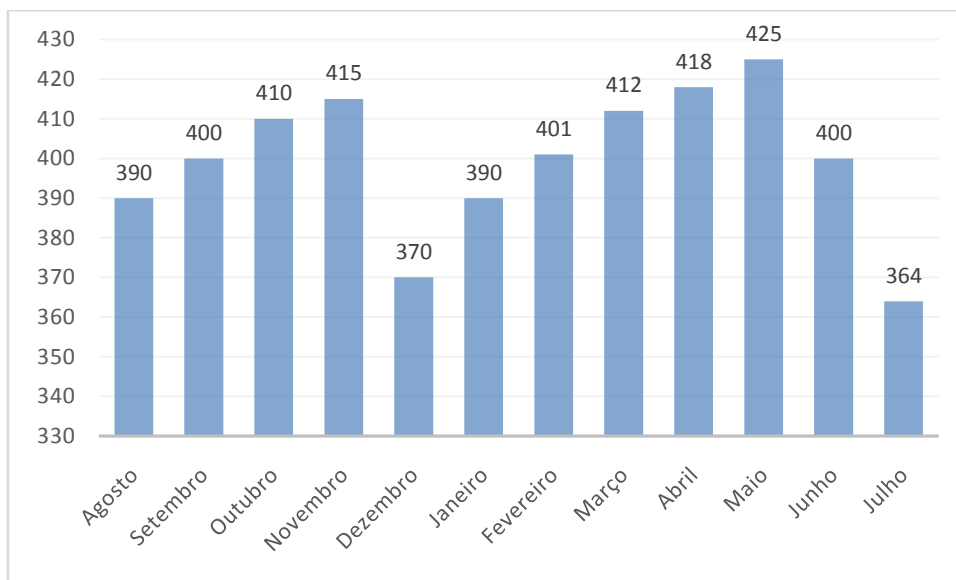
A questionnaire was prepared on the frequency and enrollment of students, where the owner of the gym responded referring to each end of the month during the survey, counting from August 2016 to July 2017. This questionnaire is based on how many times within a week the person frequents the establishment, with a frequency of 6 times a week which would be the maximum frequency, and people who attend the establishment 2 times or less.

Statistical analysis

The data were entered into a spreadsheet in Microsoft Office Excel 2013 and later, the graphs were plotted, so that analysis of the subscribers could be made, the frequency throughout the year and at the times of the year, thus being able to analyze more deeply the seasonality of these practitioners.

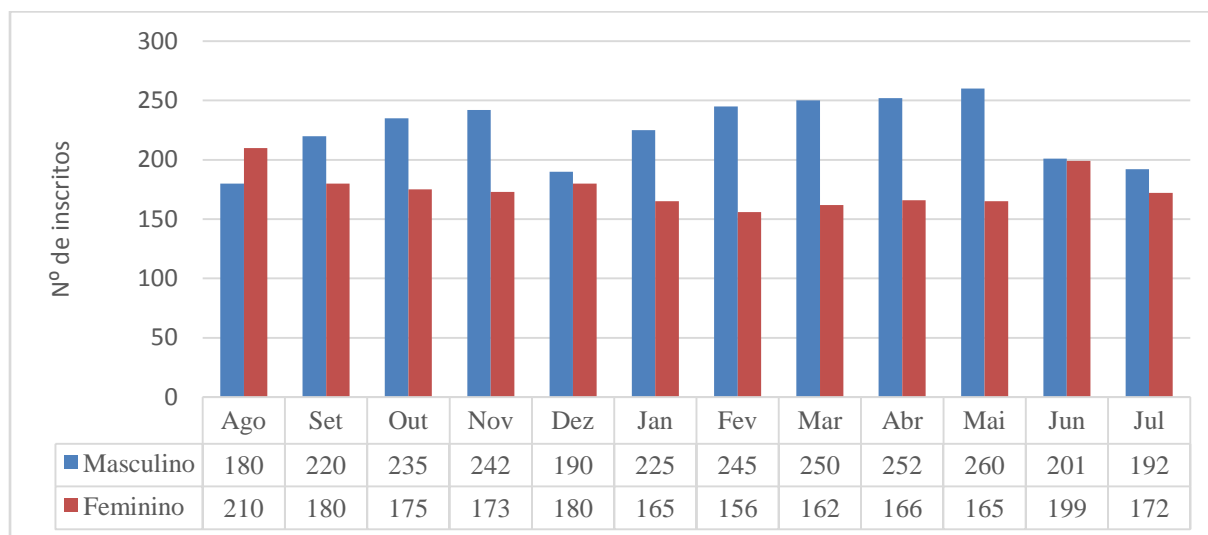
III. Result and Discussion

During the twelve months of research, the academy had an average of 399.6 subscribers. The relationship in which the results linked to seasonality, according to Cárdenas (2014), is expected to be somewhat predictable over subsequent years. From this result, it was verified that the peak of people who enroll in the establishment is in the month of May 2017 with 425 people who paid the monthly fee, that is, active payers. However, we see in Graph 1 that just two months later it has the lowest number of subscribers, with this decrease of 14.35% of its students.



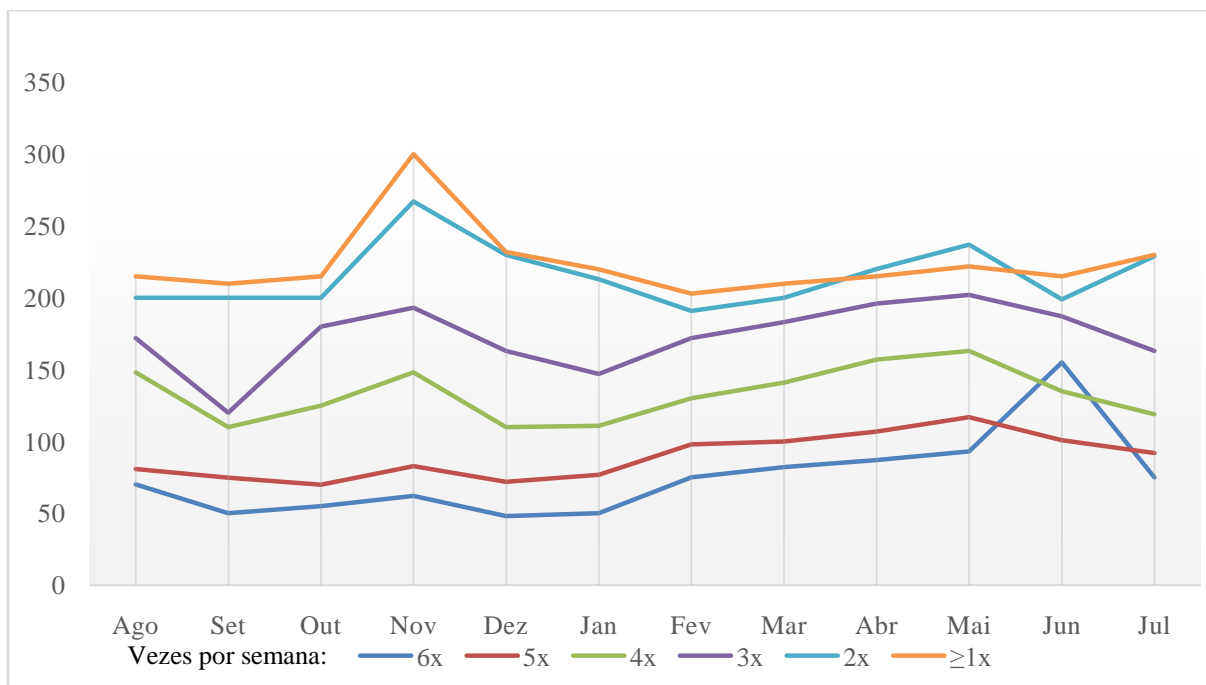
Graph 1 - Number of subscribers in each month.

However, when analyzing the average number of subscribers, we can see that, on average, 175 women and 224 men enroll every month during the year, as Lima (2010) shows, but with children, where he states that boys are more physically active compared to vigorous activity. However, if we analyze the month in which male people signed up the most to the month in which they stop paying, there is a decline of 30.74%, whereas women have a decline of 25.71%. As shown in graph 2.



Graph 2 - Gender of subscribers.

The attendance of gym students is very important for their results, which is why it was analyzed over a period of 12 months (from August 2016 to July 2017) and in this graph we can see the very low number of people who attend the establishment during all periods. days when the gym opens, where the lowest number of people faithful to the exercise occurs in the month of December with 48 people, but the highest number of attendance is in the month of June with triple the number of visitors, reaching 155.

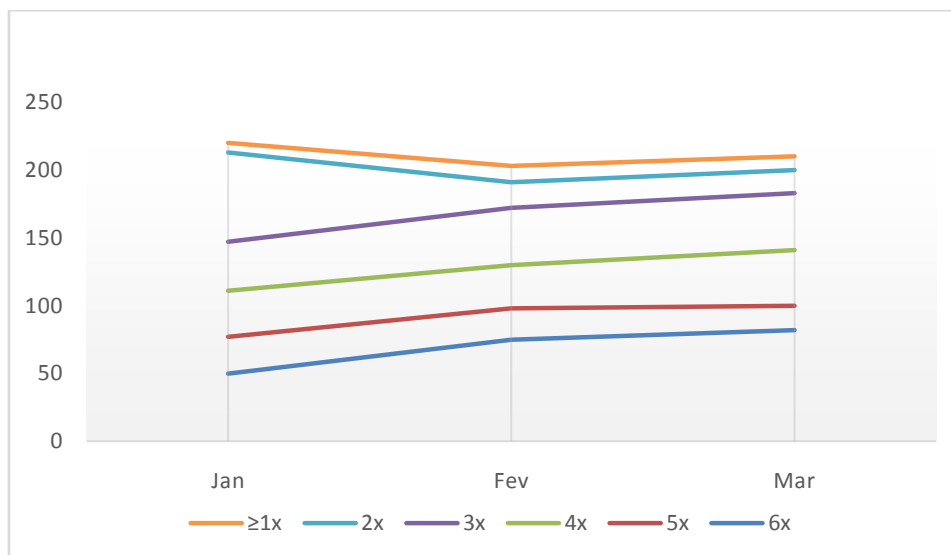


Graph 3 – Attendance of students during the year.

People who go to the gym 5 times a week are more stable, as we see in the graph, ranging from 70 people in October to 117 in May, and we can see a higher frequency from March to July 2017, with more than 100 regulars.

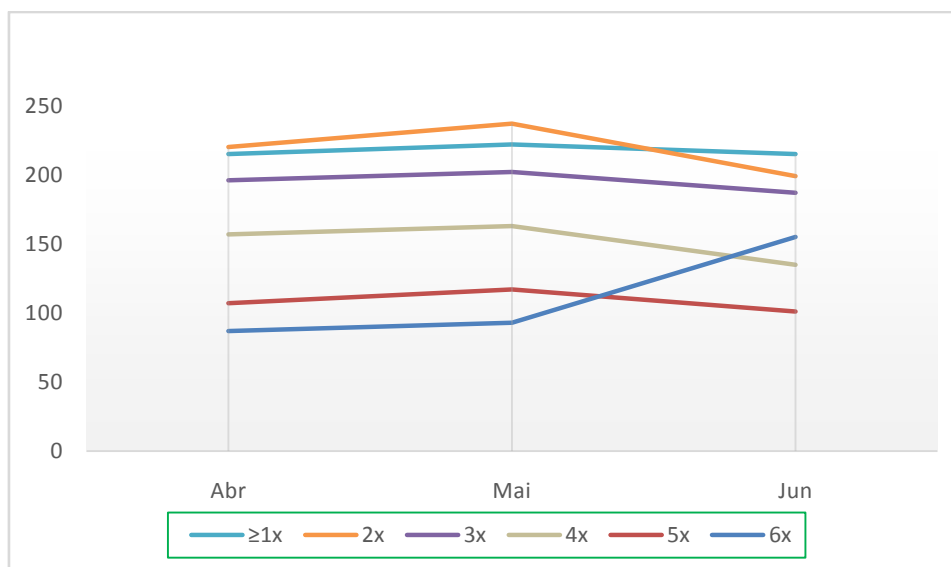
However, people with intermediate levels of frequency who appear at the gym 3 or 4 times a week seem to have their peaks and falls at the same times of the year, which has the first drop in September, but this number grows in the following months, having the second drop in December, remaining stable in January and then having an increase in the following months until May, where the highest peak of these people occurs during these 12 months, reaching 202 people who attend 3 times a week. However 163 people who attend 4 times a week. Enrolled data corroborate the research by Silva et al. (2012) and Cárdenas et al. (2014) where they show that there is a gradual increase in gym memberships in the months of the second half of the year.

People who go to the gym a little or very little during the week are worrisome, occupying the highest position in relation to subscribers in the same month, with a similar peak in these two aspects in November, where people who attend 1 time a week or less than 4 times in the month of November is 300 people representing 72.29% of its total subscribers. We can observe a significant decline in the month of June in people who attend only twice a week, which can be explained by the fact that there is a peak of people who attend 6 times a week, both in the same month.



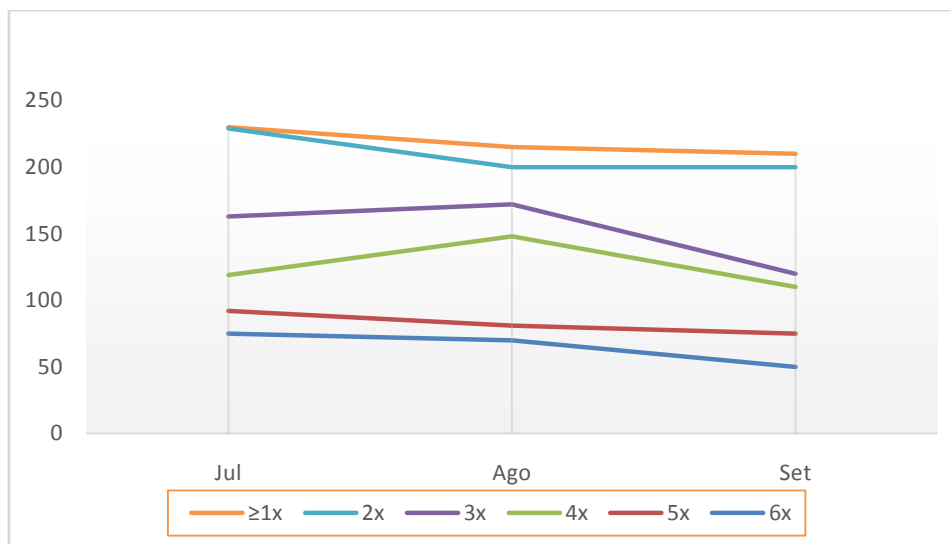
Graph 4 – Attendance of students in the summer season.

When analyzing the frequency of these students in the summer period, we can see that there is a drop in the number of less active people, this can be explained by the fact that more active people return to school activities and collective vacation period where the frequency of those who practice activity weight training 6, 5, 4 and 3 times a week increases until March 2017.



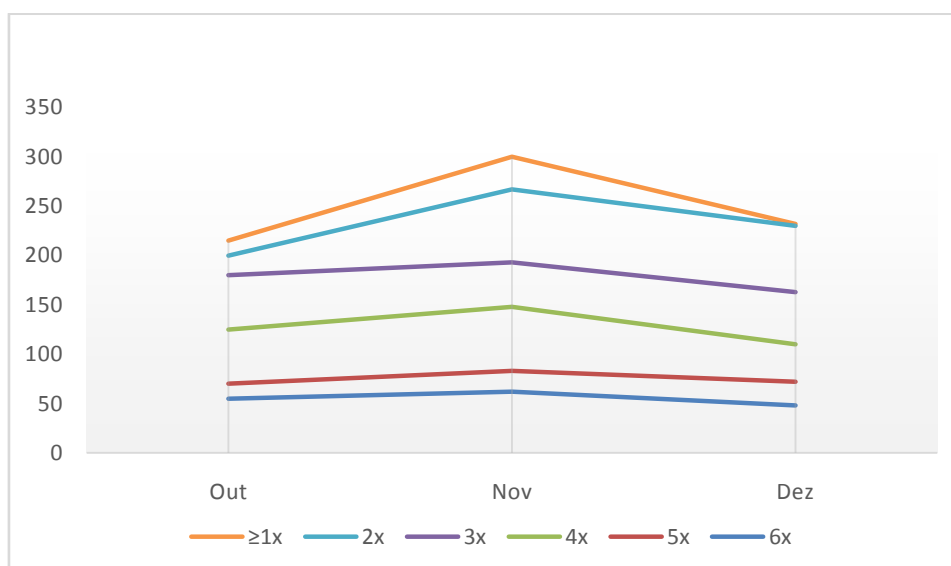
Graph 5 – Attendance of students in the autumn season.

In the following season, which would be autumn, represented in graph 3, students remained stable in their days when they usually attend the gym, except for people who are more active, with an increase from May to June, and a decline in people who only go to the gym once.



Graph 5 – Attendance of students in the winter season.

In the winter period, where it is feared by gym managers, it shows a significant decline from July to September among people who frequent the establishment the most, and practically remaining stable with people who attend very little. When analyzing this period by gender, Lima (2010) shows that boys are more active in the summer period than in the winter, unlike the female sex, which remains with little fluctuations during the different seasons of the year.



Graph 6 – Attendance of students in the spring season.

Finally, in the spring attendance, the peak of people who attend the gym 2 times a year can be seen, but people who practice gym activities 5 or 6 times a week remained low with an average of 55 students who attend 6 times a week during this period, and 75 who attend 5 times a week.

When comparing peak enrollments at the Podium gym, we find that there is 1 peak and 1 significant decline per year. Student attendance remains proportional to enrollments in the first decline (December 2016), according to Cárdenas (2014) this decline begins in the last month of the year where it can be understood as culturally being a period full of social activities, it can also be explained by the due to lack of time, students end up canceling their enrollments, as well as distance from the gym, or even laziness, as highlighted by Liz et al. (2010). However, in the month of June, when the second decline begins, it seems that the students who attended the gym less often started to go more times a week, because, as we can see in Graph 1, which shows that there is a decline in the frequency of those who practice 2 times a week and a significant increase in the number of 6 times a week faithful.

IV. Conclusion

With this, we can see that the number of enrollments drops significantly in the months of December and July, this can be explained by the fact that the academy is located close to a university that has holidays twice a year. After these two months of decline in enrollment, students gradually return to the weight room as the months go by, with a peak in enrollments in the first half in May with 425 students, and in the second half in November with 415 enrollments.

In relation to male practitioners, we can observe that they are the majority in all months of the year except in August, with the female audience being the majority with 30 entries above men. And in the month of June where they are almost equal, with a difference of only 2 subscribers for men. However, men fluctuate their enrollments throughout the year around 30.74% and women are already more stable during the year, fluctuating around 25.71%.

Therefore, the study shows enrollment and attendance are crucial for gym managers to know how to program themselves with student calendar periods, seasons, weather issues, such as: heat, cold, rain. It makes the seasonal period one of the smallest problems of these administrators, using as one of the ways of strategies to guarantee their students throughout the year is offering plans where the student pays the academy for more than 1 month with the lower value of the monthly fees of the who pays monthly.

Understanding that the seasonal period can be observed per year and even on specific days, we suggest that research continues by other authors so that this type of research can be carried out in other regions of Brazil, so that it is easier to manage a gym of bodybuilding bringing quality and comfort to bodybuilding lovers.

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