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**ASSESSMENT OF THE EXPECTATIONS OF THE INDIVIDUALS
GOING TO FITNESS CENTERS: THE CASE OF ERBIL**

MASTER'S THESIS

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ETHICAL AGREEMENT

According to the thesis writing guide of Tokat Gaziosmanpaşa University Graduate Education Institute, I declare that the Master's thesis titled "Assessment of the Expectations of the Individuals Going to Fitness Centers: The Case of Erbil", which I prepared under the consultancy of Assoc. Prof. Dr. Mehmet KARGÜN, is an original study in accordance with scientific ethical values and rules, and that I will accept all kinds of legal sanctions if the opposite is determined.

.../06/2023

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ACCEPTANCE AND APPROVAL PAGE OF THE JURY

The defense examination of the thesis study titled “Assessment of the Expectations of the Individuals Going to Fitness Centers: The Case of Erbil” prepared by Mohammed Yasin AZİZ was held on .../ .../ 2023 and it was accepted as a Master’s Thesis at Tokat Gaziosmanpaşa University Graduate Education Institute, Department of Physical Education and Sports unanimously by the following jury.

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APPROVAL

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In this study, it is aimed to determine and evaluate the expectations of the individuals going to fitness centers.

First of all, I would like to thank my advisor, Mr. Assoc. Dr. Mehmet KARGÜN who supported me at every stage of the thesis, provided his knowledge, never withheld his contributions in the statistical analysis and was advisor during accomplishment of this thesis.

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ÖZET

FİTNESS MERKEZLERİNE GİDEN BİREYLERİN BEKLENTİLERİNİN

DEĞERLENDİRİLMESİ: ERBİL ÖRNEĞİ

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Yüksek Lisans, Beden Eğitimi ve Spor Anabilim Dalı

Tez Danışmanı: Doç. Dr. Mehmet KARGÜN

Haziran 2023, 13 + 53 sayfa

Bu çalışmanın amacı fitness merkezlerine giden bireylerin beklentilerini dikkate alarak fitness merkezlerinin bu beklentileri ne kadar karşıladığını ortaya koymaktır. Bu kapsamda fitness salonuna giden bireylerin demografik yapılarına göre hangi motivasyondan daha çok etkilendiklerini belirlenmeye çalışılmıştır.

Anket tekniğinin kullanıldığı çalışmanın evrenini Irak'ın Erbil şehir merkezinde faaliyet gösteren fitness salonlarına kayıtlı kişiler oluşturmaktadır. Örneklemi ise araştırmaya katılmayı kabul eden 4 fitness merkezine kayıtlı 100 kişi oluşturmuştur. Kişilere, araştırmanın amacına yönelik bilgi verilerek araştırmacı tarafından hazırlanan “Demografik Bilgi Formu” ve geçerlik ve güvenirliği Aydın (2019) tarafından yapılmış “Fiziksel Aktivite ve Fitness Salonundan Beklenti Formu” kullanılmıştır. Verilerin istatistiksel işlemlerinde SPSS 26.0 paket programı kullanılmıştır.

Fitness salonlarındaki fiziksel aktivitelerden beklentiler bir bütün halinde incelendiğinde, beklenti ne olursa olsun fitness salonlarının fiziksel aktivite için bir cazibe merkezi ve mevcut imkanları ile bir teşvik unsuru olduğu ortadadır. Araştırma sonucunda, fitness merkezlerine katılımda Erbil ilinde her iki cinsiyet içinde popüler olduğu görülmüştür. Ayrıca demografik özellikler içerisinde fitness merkezlerindeki fiziksel aktiviteleri en çok etkileyen unsurun cinsiyet olduğu ve kısmende olsa yaş, meslek ve aylık gelir

durumunun da belirleyici olduđu bulunmuştur. Genel olarak bu değışkenlerin fiziksel aktivite çeşitliliğı ve salonlarda fiziksel aktivite yaparken aletlerin seçimi ve sosyalleşme ihtiyacı üzerinde etkisinin olduđu bulunmuştur. Kişilerin beklentilerini değerlendirme üzerine yapılan çalışmada sonuç olarak, anket formuna katılanların spor merkezlerini seçme ve gelmelerindeki amaçlarının cinsiyet, yaş ve meslek özelliklerinde anlamlı benzerlik gösterdiği tespit edilmiştir.



Anahtar Kelimeler: Antrenman, Egzersiz, Fitness, Fitness Salonları, Spor.

ABSTRACT

EVALUATION OF THE EXPECTATIONS OF THE INDIVIDUALS GOING TO FITNESS CENTERS: THE CASE OF ERBİL

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The aim of this study is to reveal how well the fitness centers meet these expectations, taking into account the expectations of individuals who go to fitness centers. In this context, it has been tried to determine which motivation is more affected by the demographic structures of the individuals who go to the fitness center.

The population of the study, in which the survey technique was used, consists of people registered in the fitness centers operating in the city center of Erbil, Iraq. The sample consisted of 100 people registered in 4 fitness centers who agreed to participate in the research. The "Demographic Information Form" prepared by the researcher and the validity and reliability of the "Physical Activity and Fitness Center Expectation Form" prepared by Aydın (2019) were used, by informing the individuals about the purpose of the research. SPSS 26.0 package program was used for statistical processing of the data. When the expectations from the physical activities in the fitness centers are examined as a whole, it is obvious that whatever the expectation is, the fitness centers are a center of attraction for physical activity and an incentive element with its existing facilities. As a result of the research, it was seen that participation in fitness centers is popular for both genders in Erbil province. In addition, among demographic characteristics, it was found that the factor that most affected physical activities in fitness centers was gender, and age,

occupation and monthly income were also determinants, albeit partially. In general, these variables were found to have an effect on the variety of physical activity and the choice of equipment and the need for socialization while doing physical activity in the halls. As a result of the study on evaluating the expectations of the people, it was determined that the purpose of choosing and coming to the sports centers of the participants in the questionnaire showed significant similarity in terms of gender, age and occupational characteristics.



Keywords: Training, Exercise, Fitness, Fitness Centers, Sports.

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ABBREVIATIONS

Avg.	: Mean
LA	: Lower-leg Area
BMI	: Body Mass Index
DB	: Knee Length
DSÖ	: World Health Organization
Sd.	: Degree of freedom
SD.	: Standard deviation
SPSS	: Statistical Package for the Social Sciences

1. INTRODUCTION

Although the importance of physical activity in terms of human health has continued for centuries, many short and long-term benefits of physical activity have come to the fore in the last 30 years. The World Health Organization (WHO, 2010) states that regular physical activity reduces the risk of coronary heart disease and stroke, diabetes, hypertension, colon cancer, breast cancer and depression and also physical activity is an important determinant of energy expenditure and therefore it is the basis for energy balance and weight gain control. Physical activity also has many psychological benefits. It has been proven that physical activity reduces stress and depression and increases emotional health, energy level and self-confidence (Gauvin et al., 1996).

According to the 2010 Report of the World Health Organization, approximately 3.2 million people lose their lives as a result of sedentary lifestyle which is among the main causes of death from non-contagious diseases all over the world. Physical inactivity accounts for 6% of deaths worldwide and is defined as the fourth leading risk factor. The levels of physical inactivity around the world are increasing year by year. This brings along risk factors such as cardiovascular diseases, diabetes, cancer, increased blood pressure/blood sugar and overweight/obesity, as well as the general health of people. It is estimated that physical inactivity is the leading cause of approximately 21-25% of breast and colon cancer, 27% of diabetes and approximately 30% of ischemic heart disease (WHO, 2010).

In the booklet, Global Recommendations for Physical Activity for Health, prepared by WHO in 2010, it provides advice to adults aged 18-64 to maintain their health and prevent chronic diseases. Despite these recommendations, many adults around the

world, especially middle-aged and elderly individuals prefer sedentary life style and do not do enough physical activity (Justin et al., 2013).

Increasing awareness about the relationship between physical inactivity, which means the absence of physical activity, and risk factors has encouraged people to be more involved in a variety of sports and health-related establishments. One of these businesses is fitness centers. In recent years, an increase has been observed in the fitness centers of the society, both numerically and in the number of programs and activities offered. People have started to go to fitness centers not only to be healthy, stay fit, prevent disease, but also to reduce stress (Ferrand et al., 2010).

Despite the increase in the quantity and quality of these halls, a part of the population never becomes a member of any fitness club, and some members who are not satisfied with the provided service give up early. Since fitness customers who are satisfied with the provided service are more likely to continue using the gyms and recommend them to others, fitness center managers have begun to consider new strategies to maintain their members' satisfaction. At the same time, they have to develop new strategies by taking into account the needs, wishes and demands of potential new customers.

It is seen that the literature was examined in the previous researches on issues such as gender differences, facilities, staff attitudes and abilities, cost of participation, and the scheduling and timing of services provided on gym customers (Afthinos et al., 2005; Pritehard et al., 2016).

Recent research on participation in fitness centers has revealed that one of the most fundamental factors affecting participation is the consideration of customers' individual expectations (Afthinos et al., 2005). Gonçalves. According to Meireles and Carvalho (2016), customers' expectations are seen as an innovative structure for consumer

satisfaction in the fitness industry. Therefore, when examining the customer's features, the expectations of the customers regarding fitness programs should be taken into account. Afthinos Theodorakis and Nassis (2005) also state that paying attention to customer expectations is important for businesses' efforts to protect their customers and gain competitive advantage.

The aim of the study prepared in this context is to reveal how well the fitness centers meet these expectations, taking into account the expectations of the users who go to the fitness centers. The other aim of the study is to determine from which motivation the individuals going to fitness centers are affected most when studied according to their demographic structure. It is considered that the data and findings obtained as a result of the study will shed light on the planning and programs of fitness businesses. It is thought that fitness centers will adopt an effective management and planning approach to increase service quality, meet member expectations and eliminate deficiencies in the hall.

The study consists of five main sections, including the introduction. In the second part of the study, the concepts related to the subject, the phenomenon of physical activity, fitness centers, reasons for choosing sports facilities and expectations are explained. In the third part of the study, the method, model and analysis information of the research conducted to evaluate the expectations of the people who go to the fitness centers are included. In the fourth part of the study, the data obtained upon the research were evaluated and the findings were interpreted. Finally, the study is accomplished with the conclusion section, which includes evaluations and suggestions about the subject.

2. GENERAL INFORMATION

2.1. SOME CONCEPTS REGARDING THE SUBJECT

2.1.1. *Sport Concept*

Although sport concept is generally perceived as a physical activity organized within certain rules and performed in motion, it also includes the feelings of winning and losing (Özdevecioğlu & Yalçın, 2010). These intense emotions cause people to follow this activity and embrace the sport, team and athlete, even if they do not participate in the game.

Sport is one of the most common activities in the society. Indeed, sport is a set of events that have an essential place in human life and public health in the strict and broadest sense. As a result of being affected by the technological and artistic developments, sports had to improve itself and gained today's rules and audience. Owing to the development of industry and technology, the follow-up of sport has increased since it reaches the public easier. In addition, the industrialization of the sports industry, the cheapening of sports products, and the fact that the public regards sport as a means of entertainment have caused them to feel emotions towards sports clubs and athletes (Çaha, 1999). Today, since sports products have become unique and competition areas are built on aesthetics, we can interpret that sport is influenced by art and carries it inside.

One of the ways to get rid of stress and anxieties that occur with the increase in the human population, the migration of city centers due to growth, increasing unemployment, economic problems is to make use of free time (Lapa & Ardahan, 2009).

It is seen that individuals who spare time for sports in addition to their daily activities are more disciplined and successful in their daily planning (Bedir, 2008). Sports not only physically, but also allows individuals to feel happier, self-confident and comfortable (Yamaner, 2001).

The main purpose of sports is to prevent or slow down organic, mental and physical malfunctions caused by a stagnant life, to increase the physiological level, which is the basis of physical health, and to protect bodily harmony and health for many years.

Sport has always been a competitive element. Especially in times of increased international competition, many states regard sports as a propaganda tool and started to invest in sports (Efdal, 2016). As a result, the sports industry was born. The sports industry, which has made a place for itself in terms of both service and production, has a significant market share today as a result of technological developments. Thanks to this share, the sport which can stay on the agenda for a longer time has created competition at the level of individuals, teams and even nations, and these factors have increased its popularity.

2.1.2. Training Concept

Training is used to describe different terms in meaning. In today's world, training, in general, is used to train the body structure in order to increase the psychological, mental, physical or mechanical levels of individuals in a short time (Dündar, 2017).

In terms of athletes, preparing their bodies for the competitions to be held at the maximum level, reaching the speed, strength and endurance levels to the maximum level, preparing for the sports competitions as a prerequisite during the training periods consists of daily physical activity programs. If individuals exhibit a positive sustainability in their

attitudes, behaviors and habits, it provides gains in fulfilling their own needs. Individuals who force themselves during the implementation of the responsibilities taken gain personality and self-control characteristics. Along with these features, they also gain improvements in body structure such as speed, strength and endurance. Programs can be defined as stress loading in individuals (Dündar, 2017).

2.1.3. Diet Concept

It includes the nutrients that individuals need to maintain their lives from the first moment they are born, the energy they spend during the day in order to collect them after the injuries they have experienced and the organic and non-organic substances used by our bodies (Aypek et al., 2007). Owing to this situation, it is not inconvenient in calling the foods that individuals receive in return for the energy they consume to maintain their lives as nutrition.

At the same time, diet has become a science as well as a regular action of people. Among its duties, it is defined as the research of food diversity, the quality and quality of foods, and the study of understanding and forms of nutrition for individuals to continue their lives in a healthy way (Merdol, 2015).

The nutrients required for diet are quite essential for organisms to maintain their vital functions which are important for human body. We need proteins, carbohydrates and lipids to produce the necessary energy in addition to consuming minerals, vitamins and water which are necessary to keep our lives healthy.

2.2. Physical Activity

Physical Activity is the movement of the body with the help of skeletal muscle groups and the energy consumption with movement. Energy is consumed with all activities. In addition to ordinary movements such as sitting, walking and getting up during the day, the level of physical activity emerges in different situations depending on the shape, load and frequency of the activity (Parmaksız, 2007; Zorba & Saygın, 2009).

Creating a healthy social structure, participating in physical activities that occur in childhood and making them a habit aids individuals to grow up healthier physically, mentally and psychologically in the future. Physical activities provide a significant benefit not only for adults but also for their physical development, health and personal development in children and in the adolescence transition period (Yeiç, 2018).

Physical activities have a quite crucial place in terms of physical health but when physical activity and diet are applied together, it can be said that higher levels of positive changes in our body, normalization of blood pressure, increased vital capacity in the lungs occur, and this contributes positively to lipid-fat metabolism (Çakır et al., 2002).

2.2.1. The Importance of Physical Activity

In accordance with today's researches, physical activity varies due to its positive effects of on our health. Physical activities performed correctly and regularly constitute the keystone of sports education. Physical activities which contribute significantly to the power, strength and performance of individuals influence many scientific studies in research subjects (Karakuş, 2019; Öztürk et al., 2004).

It is known all over the world that how the efforts of directing the citizens of countries to physical activity programs are important where social health is essential

In order to standardize the body forms of those who do physical activity, they tend to get rid of their excess weight, have a flexible body, a stronger and powerful muscle skeleton, be flexible in their movements, and most importantly, turn to physical activities in order to live a healthy life (Karakuş, 2019). For this purpose, physical activities are important in order to prevent the physiological, psychological and many different disorders of individuals and to reduce the effects of the damages that may arise from them.

2.2.2. Effects and Benefits of Physical Activity on Society

Societies have always shown significant support formations passively as well as actively for participating in physical activities. Athletes, who have been actively participating from the past to the present, are embraced and supported by the society. Developed countries are more involved in physical activities and participation is increasing day by day.

The increase in the interest for physical activities over time has made the family structure in the society become open to more orientation and direction in order to both gain economic profit and lead a healthy life as a result of the sports' economic advance in the 21st century. While a progress was made in certain branches in the past, the achievement of exemplary successes in every branch in the period we live have made increasing interest in sports and physical activities throughout the countries more

effective. The institutionalization of the branches and its reflection affect the social structure, economy, education and relations between countries (Loy, 1991).

Physical activities always play an important role in improving the quality of our lives. Exercise has taken an efficient place in the lives of individuals. Due to the effect of this, it has a huge importance on individuals who get rid of their sedentary lifestyle, start physical activity and turn it into a lifestyle. The developing world order which changes day by day has also been effective in sports; its place and adaptation in this order cannot be ignored. Hence, public institutions and organizations are always in effective communication with sports branches and sportsmen acclaimed, and take part in leading societies to physical activities (Karaağaç, 2020).

Social and cultural differences have led to the rapid increase in the world's population, industrialization, and societies to gain the culture of living together. While modern societies that make physical activities a lifestyle in their daily lives have developed, backward societies that ignore and cannot perceive the importance of this have not been able to develop. When the development levels among societies are examined, the effect of the importance attached to physical activities can be seen. Thus, according to the evaluation degree, the level of progress can be determinative with the emphasis that societies place on physical activities (Bayraktar, 2003).

2.2.3 Effects of Physical Activity on Individuals

It is known that inactivity has always a negative effect on human beings. Since physical inactivity causes disorders in the body structure, there is a need for constant movement (Ekici, 2012).

Individuals need to perform regular physical activities for the physical, spiritual and body dynamics that they can use in the flow of life and that they can reveal when the energies they store in their bodies are exhausted. Thanks to daily physical activities, you can be your own doctor by accomplishing preliminary preparation such as starting the day energetically or preventing possible health problems. It aids individuals to be healthier in order to overcome health problems more quickly and without excessive physical harm which may occur in the future.

Physical activities increase the self-consciousness of individuals, help them cope with the difficulties they may encounter, aid people interact more easily in social relations and lead individuals be responsible in the society and become a tool in gaining many skills (Özdenk, 2018).

Due to the intense hustle and bustle of daily life, various stresses and tensions occur in individuals. As a result of these negative effects, various psychological, mental and sociological problems arise, so people need physical activities to overcome these and responsibilities more easily for their own physical health.

When individuals join a group or a team, they begin to share in the group and move away from the feeling of loneliness. They integrate with the group they participate in and aim to develop themselves more in order to increase their own success and contribution to the team. This development also has an impact on the daily social and business life of individuals. They can solve problems and fulfill their responsibilities more easily and successfully.

At this level, owing to physical activities, individuals take into consideration the concepts in the perspective of love and respect when they are uncertain about different thoughts and feelings of competition in the bilateral and group relations. These effects

play an essential role in adapting to social life owing to the strengthening of self-confidence and the increased level of self-assurance. Physical activities have many effects and features as well as they enrich people. It is seen that individuals stay away from harmful habits such as substance abuse and they experience positive effects from their daily work and social lives. Based on these effects, the confidence of individuals in the society increases and expressing themselves becomes easier. As a result, socialization and individual physical development arise. (İnal, 2003; Karaağaç, 2020).

2.3. Fitness Centers

According to Ekenci and İmamoğlu (2002), besides providing benefits as a result of the service they offer, sports businesses basically were established to meet the sports needs of people.

The importance of sports activities has increased for individuals' health. This situation has played a role in people tend to join fitness and recreational activities in their free time (Yıldırım, 2017). Fitness centers are sports clubs where people do physical activities in their spare time to socialize, be healthy and look well.

In today's social life, people who get tired at work prefer to do sports in order to socialize in their limited and free time (Ekren & Çağlar, 2003). Yıldız et al. (2016) stated that fitness centers are one of the important service areas that have attracted attention in recent years. According to Jahangir and Alamgir (2012), fitness centers make serious contributions to the economy in terms of income and number of workers.

2.3.1. Historical Development of Fitness and Fitness Centers

When the history of bodybuilding is examined, it is seen that it goes back to the 11th century India, where there were athletes who used hand weights called farhans, that is, horseshoes, which were obtained by using stones and wood. However, there is also evidence that some form of the earliest examples of gymnasiums was built in India. However, in this period, bodybuilding was carried out with the aim of increasing physical strength rather than obtaining a beautiful appearance. In the same period, there is evidence that people worked with different weights and sizes, similar to a tenpin, in Iran, and these places were called zorhane. The Assyrian king, Ashurbanipal, on the other hand, strengthened his body by working with iron weights, which was proven in historical stone ruins and frescoes. We know that janissaries in the Ottomans worked to improve their arms and claws by training with stone cannonballs and maces (Turan, 2015).

The first form of bodybuilding, which has gone through various stages from the 11th century India to the present day, was not about muscles and appearance. From the early days when strength enhancement was prioritized, only towards the end of the 1800s, the display of muscles began to come to the fore. Eugen Sandow appeared in front of the audience by arranging muscle show performances during these years. In fact, Sandow's body was not muscular and flamboyant like today. He had the ideal body measurements of Greek sculptures. After the 1940s, bodybuilding began to catch its golden age. The bodies were more massive and the muscles were more symmetrical. In fact, the reason for this was that the young men who survived during World War II looked bigger, stronger and more aggressive (Turan, 2015).

The word “gym” used today is the word “gymnasium” which originates from “gymnasion” and means gym. The word gym is used to mean naked in the Ancient Greek language. Although it is not known what the word really meant, today, it is used to express gyms (Anonymous, 2015).

This period, which covers the 1960s and 70s, is expressed as early gym chains. These years were a turning point for bodybuilders when significant developments were experienced in bodybuilding. With the Gold Sports Hall founded by Joe Gold and named after his surname, it was begun to mention that sports should be for everyone, not just for professionals. In 1977, Gold established the World Gym chain this time, the importance of doing sports was understood with the 1990s and the value of training in gyms spread all over the world, especially in the USA. Especially after 1990, the pace of progress in automation and electronics has increased many times and therefore, besides making our lives easier, it has immobilized us dangerously. However, more and more people realize the necessity of doing sports in gyms (Anonymous, 2015). Thanks to the newly formed occupational groups, sports had to stay in a state of continuous development in order to ensure its continuity.

2.3.2. *Benefits of Fitness Centers*

Physical activities that people will do in accordance with their age and abilities are necessary to increase the physiological capacity and tolerance, which is the basis of a dynamic and healthy body, to high levels as much as possible, and to stay stronger and healthier in later ages, by preventing organic collapse that can be caused by regular, a slow and often sedentary lifestyle (Erkan, 1998).

Since the period we live in is called the information age, the increase in the use of technology has a significant impact on individuals, and it has become possible to reach the areas without acting where movement and change were required for a certain time in normal times. With the use of social media, the quality of life has decreased due to different perspectives in individuals, as well as comparing their own characteristics. In addition, the intense pace of working life and a wearing life and a life style that is in competition with each other have negative effects on individuals. People have turned to sports in order to get away from all this intense bustle of life for a while, to rest their self, to engage in social interaction, to increase their energy and quality that will be reflected in their normal life. In order to achieve this, it is aimed in sports businesses and fitness centers to satisfy the individuals by creating areas for all kinds of activities. These established centers not only raise individuals to a higher level physically, but also bring them to a certain level mentally and create a suitable environment for socializing (Taşdemir, 2015).

For individuals, the benefits of fitness centers can be summarized as follows (Zorba, 2006):

- To meet certain social needs,
- To satisfy aesthetic needs,
- To provide health, rehabilitation and physical fitness,
- Getting rid of emotional tension,
- Gaining emotions such as joy, fun, pleasure, joy,
- Gaining wise experiences through sports,
- To realize and show oneself,
- Gaining new experiences,

- Establishing social relations,
- Losing weight, being happy,
- To obtain financial gains and privileges,
- To develop strength, speed, endurance, agility, coordination ability,
- Achieving youth, beauty and developing a sense of self,
- Gaining resistance against distress and diseases,
- Making use of free time together, actively and productively.

2.3.3. The Structure of Fitness Centers

Some essential staff at fitness centers;

- Manager, responsible at management,
- Public relations specialist,
- Sales department,
- Sport department,
- Healthcare providers.

However, today, unfortunately, public relations personnel and healthcare providers do not work in many enterprises. To provide first aid correctly and on time in accidents that occur in the sports area and to establish a correct communication with the customers are extremely crucial details. Therefore, these situations should be taken into consider (Özkan, 2013).

2.3.4. Service Quality at Fitness Centers

As in other sectors, the rapid increase in the number of businesses providing services in the sports sector has brought intense competition along. In this intensely competitive environment, sports service businesses require to be customer-oriented in order to maintain their existence similar to other goods/service producers. Because while businesses that provide this in a competitive environment can survive, businesses that fail in this regard have to withdraw from the markets they belong. This situation highlights the importance of service quality for customers (Yıldız & Tüfekçi, 2010).

It is a well-known fact that, like other businesses, there is a need for management approaches in sports businesses that can meet customer demands and needs, provide quality service and increase their satisfaction. Today, developments in different fields and rapidly changing conditions can cause some changes in people's needs and expectations. Therefore, according to the conditions of the day, sports businesses should also create new trends, renew their equipment, ensure that the coaches keep themselves up-to-date, and the physical and social opportunities offered by the facilities should be expanded. In this process, it is not difficult to predict that businesses that adapt to the conditions by renewing themselves and respond to the wishes, needs and expectations of their customers in a short time will be preferred more (Yıldırım, 2017).

2.3.5. Service Quality Elements in Fitness Centers

Communication skills

Considering that a large part of a person's life is spent in social environments, it can be understood how important communication is in a person's life. Educational

activities that serve the individual to adapt to social life and become an active member of the society in which he lives take place in communication environments. Both the informal education that starts in the family and the immediate environment in which the person was born, and the formal education activities carried out in a planned and programmed manner in educational institutions cannot be considered independent of communication (Çengelci, 2011).

Individuals working in all sectors should have healthy communication skills. The importance of these skills increases even more in terms of occupational groups where intense human relations are experienced. In this respect, it is important for physical education teachers, trainers and sports managers working in physical education and sports organizations to have such healthy communication skills. In addition, shaping the ability of activity of a person, whose nature is to move and communicate in this way with good physical education programs and sports organizations will help to maintain healthy and continuous interpersonal relations (Tepeköylü, 2007).

The success of the coach often depends on the technical knowledge and skills as well as the effective communication between the coach and the athlete. Successful coaches often have a balanced, self-posessed social personality and their worldview is focused on performance. Coaching is a leadership art based on mutual communication and interaction, influencing and directing others. In this sense, effective communication in the sports services sector is expressed as the first rule of effective work (Tutko & Richard, 1986).

Guarantee

Consistency in the performance of the service offered includes the correct delivery of the service and keeping the promises made. This dimension refers to keeping customer

records accurately, delivering sports programs within the specified time, and fulfilling promises made against the developments to be expected after participation in the program for a sports business. For example, if a customer who joins a course to learn swimming is promised that he will learn swimming at the end of this course, the customer should be able to swim or at least advance 10-15 meters without any help at the end of the course (Çimen, 2003). Since sports activities require close relationships among people, it is important for the trainer to influence and gain the trust of the customer with his technical knowledge, experience and ability to reflect his abilities.

Physical Facilities

Physical facilities generally include the equipment and materials in the place, the external appearance of the employees involved in the service provision and the physical appearance of the place where the service is provided. Physical facilities for a sports business generally include the swimming pool at service, gym and changing rooms, materials such as lane ropes and sports equipment in the pools used in service provision, the external appearance of the entire facility and the clothing of the employees (Çimen, 2003).

Meeting Demands

Meeting demands is generally expressed as responding the requests and expectations of the customer. Because the most important issue for a business in gaining competitive advantage is to meet customer expectations by producing better quality services compared to its competitors (Gürbüz & Ergülen, 2008).

2.3.6. Reasons for Preferring Sports Facilities

We can gather the things that convince people to adopt an active lifestyle by choosing gyms and having the habit of doing planned training under three factors. These factors are individual habits, environmental factors and physiological factors (Bektaş, 2015).

2.3.6.1. Personal Habits

We can classify personal habits as demographic factors, biomedical elements, sport history aspect and psychological circumstances.

2.3.6.1.1. Demographic Factors

Education, age, financial status and gender constitute demographic factors. It was observed that especially individuals with advanced age, low education background and low financial income prefer active life at low level.

2.3.6.1.2. Biomedical Elements

Factors similar to health status, obesity or heart disease determine the biomedical status. The relationship between these factors and participation in training depends entirely on the type of training and the development of the fitness sector itself.

2.3.6.1.3. *Sport History Aspect*

The sports background of individuals is the factor that directly affects their individual training habits. Individuals may be disconnected from sports due to ailments or gender.

It is assumed that the individual's previous involvement in any physical activity positively affects future physical activity behavior by promoting and shaping self-efficacy for exercise and improving physical activity skills (Tröst et al., 2002). However, the observed relationship between exercise history and exercise behavior varies depending on how exercise history is defined. The last exercise date often predicts future exercise behaviors (Dishman & Sallis. 1994).

2.3.6.1.4. *Psychological Factors*

It is difficult to generalize as it differs from person to person, but it has been determined that the values that increase individual motivation, such as setting goals, managing development and pushing oneself, are positive in terms of improving physical training habits.

A person who has developed knowledge, behavior and views and health awareness is more likely to exercise regularly than a person who has not. This view will help unaware people to start training regularly by doing activities at very low intensity and repetitions, (Bektaş, 2015).

2.3.6.2. Environmental Factors

It is stated that environmental factors have a very important effect on the physical activity behaviors of individuals (Tröst et al., 2002). Studies show that simply having easy access to parks, hiking or biking trails, or other physical activity opportunities is strongly associated with greater activity levels (Powel et al., 2003). Neighborhood safety is another essential factor, especially for older adults, women, and individuals with lower levels of education (Powel et al., 2003).

Solving the time problem by raising the desire to spend time for an activity that is easy, convenient and not boring, and giving social support by family and friends are among the main factors as environmental elements in increasing motivation, (Bektaş, 2015).

2.3.6.3. Physiological Factors

The availability and frequency of training has a quite important effect on motivation. It has been determined that individuals who train at a moderate frequency improve the ability to train for a longer period of time than those who train at a high frequency. Injuries play a crucial important role in abandoning the habit of training. If exercise preferences are kept at a moderate level, the possibility of injury will decrease, so individuals gain the habit of long-term training (Bektaş, 2015).

2.3.7. Expectations

Physical Expectations

Exercise is essential for the normal development of muscles and bones. At the same time, sports activities increase bone-specific weight and connective tissue flexibility, strengthen them against stress and anxiety. Regular physical activity improves the physical development, endurance and internal organs of the body (Tatar, 2005). Sport means physical control and coordination, that is, the development of the musculoskeletal system. Elemental movements such as running, jumping, climbing are the basis of motor development (Erkal, Ayan & Güven, 1998).

Socializing Expectations

Sport is an important tool for socializing, developing one's culture, morals and beliefs, and recognizing his/her uniqueness. Sport performs this function as follows (Muratlı, 2003):

- Sport is an important phenomenon for learning social norms, rules and regulations and solving them within their own rules and systems. Therefore, deviant behavior in sports is an important field of social interaction and individual socialization experimentation due to violation of rules.
- Teaches social behaviors related to group cohesion such as unity, cooperation and working together in sports. On the other hand, it develops friendships and compassion with other groups.
- Sport is the part that balances the negative aspects of a human society.

Psychological Expectations

In addition to improving motor skills in sports activities, we shouldn't neglect the psychological benefits to be gained. Exercise reduces stress and anxiety. In addition, exercise increases the secretion of "feeling good" hormones (Zorba, 2011).

Care should be taken to create an environment in which sports enthusiasts can work in harmony and peace without adversely affecting psychological issues, changes in the rules and regulations of the sports environment, or environmental conditions. Based on the results of the research, it can be said that regular physical activity has a positive effect on physical and mental health, sports activity reduces stress, anxiety and fear, increases self-confidence and contributes to the elimination of sleep problems. Similar results were obtained in another study examining the effects, conditions and opportunities of promoting sports activities on health behaviors. While explaining the causes of these effects, the importance of social physiological changes affecting physical activity and the dynamics of the sport group is emphasized.

Mental Expectations

Man's sports skills are not automatic. Therefore, the main material that allows the individual to learn is mental material. In addition to stress, preparation, and effort, learning skills requires consideration of the connections between the brain and muscles. Learning a skill involves not only thinking about the skill, but also learning rules, techniques, methods and terms (Aracı, 2001).

Individuals always compare the rules of the game and the abilities of opposing players in sports. As a result of this comparison, one develops strategies to the extent permitted by the rules and tries to gain an advantage for oneself and one's team by taking into account his abilities (Hazar, 2000).

To explain how our health changes at the end of a regular workout, we must first define the concept of health. According to modern trends, health is the physical, psychological and social well-being of a person. Due to the rapid growth of urbanization and technological development during the last half century, social, economic and cultural problems that emerged as a result of industrialization and unplanned urbanization have become factors that cause psychological problems (noise, traffic, air pollution, etc.). Among the leading causes of death, especially in developed countries, there are stress, respiratory and circulatory problems related to lifestyles that do not fit the natural structure of human beings. Exercise helps to maintain a healthy lifestyle by creating a dynamic, stress-free environment to protect against these dangers (Bayraktar & Sunay, 2004).

3. METHOD

3.1. THE MODEL OF THE RESEARCH

This research was conducted with a descriptive research model. Descriptive research is a research model that tries to explain situations, past or present events, concepts and relationships related to a problem. Questionnaire technique was used as data collection tool.

In this survey application, they were asked to meet face-to-face with the interlocutors, give them the survey questionnaires, and fill in the questions in the survey, explaining that they will only be used in a scientific study without being under any influence. The surveys were carried out to individuals registered at the determined fitness centers in February-March 2023.

3.2. Population and Sample of the Research

The population of the research consisted of people registered in fitness centers operating in the city center of Erbil, Iraq, in 2023. The sample of the study consisted of 4 fitness room customers determined by the random sampling method. The gyms where the research was conducted; Akkad sport center, Rebaz Sport center, SH sport center and Snap Sport Center. In this context, 100 sportspeople who agreed to participate in the research formed the sample of the research.

3.3. Data Collection Tools

In the questionnaire applied to the individuals participating in the study, primarily descriptive questions about their demographic structures were asked. Afterwards, a 5-point likert-type scale, which asked 11 questions about the expectations of the participants from the physical activity and fitness room, was used. The validity and reliability of the scale were made by Aydın (2019) and used in his study.

3.4. Data Analysis Methods

One of the statistical programs, Statistical Package for the Social Sciences (SPSS) v26.0, was used in the study. The tests used were;

- Normality Test (Kolomogorov Smirnov),
- Descriptive Statistics (Frequency Analysis, Descriptive Statistics),
- Independent Group Comparison (Independent Sample T-Test, One-Way ANOVA),
- Reliability Analysis (Cronbach's Alpha) (Özdamar, 2015).

In the analysis of the data, descriptive statistics such as frequency, percentage, arithmetic mean, standard deviation, minimum and maximum were used. Kolmogorov-Smirnov test, one of the normality distribution tests, was used in the analysis of the data, and parametric tests were used since the normality assumptions were provided as a result of the analysis. Independent sample t-test was used to compare the means of 2 independent groups, and the result of the One-way ANOVA test was used to compare more than 2 independent groups. Levene test was used for homogeneity of variance for ANOVA test and Tukey HSD and LSD if variance homogeneity was provided for group

differences ($p \geq 0.05$), and Tamhane multiple comparison test was used if variance homogeneity was not provided ($p < 0.05$). Cronbach's alpha coefficient was used in the reliability analysis of the scales. All test results were evaluated at the 0.05 significance level.

3.5. Assumptions

- It was assumed that the fitness athletes who answered the questionnaires answered the questions correctly.
- The survey study we used in data collection is suitable and sufficient for our purpose.
- The sample of the study is sufficient to represent the universe.
- Statistical analysis methods used in the research are suitable for the data and the purposes of the research.

4. FINDINGS AND COMMENTS

Table 4.1. Distribution of People's Social Demographic Characteristics

		n	%
Gender	Men	54	54,0
	Women	46	46,0
Age	18-25	25	25,0
	26-35	40	40,0
	36-50	35	35,0
Marital status	Married	41	41,0
	Single	59	59,0
Education	High school	36	36,0
	University	28	28,0
	Master degree	19	19,0
	Doctorate	17	17,0
Monthly income	Low	27	27,0
	Average	26	26,0
	High	34	34,0
	Very high	13	13,0
Membership duration	Less than 1 year	29	29,0
	1-3 years	35	35,0
	4-6 years	36	36,0
Motivation during sport	I love doing sports	28	28,0
	I consider sport as a need	38	38,0
	I do sports to pass time	34	34,0
Research fitness	Yes	47	47,0
	No	53	53,0
Reason for the fitness center	Current facilities	22	22,0
	Professional care	30	30,0
	Close to my work place	28	28,0
	Meet my need	20	20,0

In the study, it is observed that 54% of the people were male, 46% were female; 25% were between the ages of 18-25, 40% between the ages of 26-35 and 35% between the ages of 36-50; 41% were married and 59% were single; 36% of them were educated at high school, 28% at university, 19% at master's level and 17% at doctorate level; 27% of them have low, 26% have average, 34% have high and 13% have very high monthly income; 29% have less than 1 year, 35% have 1-3 years and 36% have a fitness membership between 4-6 years; 28% of them like to do sports, 38% consider sports as a need and 34% of them do it to pass the time; 47% of them researched before choosing fitness centers; 22% of them prefer the fitness center because of its current facilities, 30% due to professional care, 28% because it is close to the workplace, and 20% because it meets their needs.

Table 4.2. Descriptive Statistics Results of Individuals' Physical Activity and Fitness Hall Expectation Scale Score

	N	Avg.	SD	Min.	Max.
Need for sports and healthy living	100	3,78	0,55	1	5
Physical Condition of the Center	100	3,72	0,55	1	-5
The need for socialization	100	3,76	0,54	1	5
Expectation from Physical activity and Fitness Center	100	3,75	0,39	1	5

When the descriptive statistics of the physical activity and fitness center expectation scale score of the individuals in the study were evaluated, it was seen that,

The average score for the need for sports and healthy living is 3.78, the average score for the physical condition of the center hall is 3.72, the average score for the need for socialization is 3.76, and the average score for the expectation from the physical activity and fitness center is 3.75.

Table 4.3. Normality Distribution Analysis of Individuals' Physical Activity and Fitness Center Expectation Scale Score

	Kolmogorov Smirnov			Skewness	Kurtosis
	Test statistics	Sd.	p		
Need for sports and healthy living	0,173	100	<0,001	-0,572	-0,140
Physical Condition of the Center	0,090	100	0,044	0,066	-0,257
The need for socialization	0,144	100	<0,001	-0,220	-0,262
Expectation from Physical activity and Fitness Center	0,096	100	0,023	-0,231	-0,459

When the normality distribution of the physical activity and fitness center expectation scale scores of the individuals in the study was evaluated with the Kolmogorov Smirnov test, the average score did not show a normal distribution ($p < 0.05$). However, although the scores did not show normal distribution, the values of kurtosis and skewness, which are the other assumptions of the normal distribution, were between ± 2 and the sample size was $n > 30$ and above, so the data belonging to the scale scores were considered to be normally distributed (George and Mallery, 2020).

Table 4.4. Comparison of Individuals' Physical Activity and Fitness Center Expectation Scale Scores by Gender

	Gender	n	Avg.	SD	t	p
Need for sports and healthy living	Men	54	4,06	0,39	6,186	<0,001***
	Women	46	3,46	0,54		
Physical Condition of the Center	Men	54	3,89	0,49	3,492	0,001***
	Women	46	3,53	0,55		
The need for socialization	Men	54	3,96	0,48	4,274	<0,001***
	Women	46	3,53	0,52		

Expectation from Physical activity and Fitness Center	Men	54	3,97	0,27		
	Women	46	3,50	0,37	7,054	<0,001***
Independent sample t test, *p<0.05, **p<0.01, ***p<0.001						

When the physical activity and fitness center expectation scale mean scores of the individuals in the study were evaluated with the t-test according to gender, one of the independent of socio-demographic characteristics, it was found that;

The mean score of need for sports and healthy living, one of the dimensions of physical activity and fitness center expectation, of men (Mean=4.06, SD=0.39) is significantly higher than the mean score of women (Mean=3.46, SD=0.54) ($t(98)= 6.186$, $p<0.001$).

The mean score of the physical condition of the gym, one of the physical activity and fitness center expectation dimensions, of men (Mean=3.89, SD=0.49) is significantly higher than the mean score of women (Mean=3.53, SD=0.52) ($t(98)= 3.492$, $p <0.001$).

It is seen that the mean score of the need for socialization, (Mean=3.96, SD=0.48) one of physical activity and fitness center expectation dimensions is significantly higher for men when compared to the mean score of women (Mean=3.53, SD=0.52) ($t(98)= 4.274$, $p< 0.001$).

It is seen that the mean score of men's physical activity and fitness center expectation (Mean=3.97, SD=0.27) is significantly higher than the mean score of women (Mean=3.50, SD=0.37) ($t(98)= 4.274$, $p<0.001$).

Table 4.5. Comparison of Individuals' Physical Activity and Fitness Center Expectation Scale Scores by Age Groups

	Age Groups	n	Avg	SD	F	p
Need for sports and healthy living	18-25	25	3,77	0,50	2,546	0,084
	26-35	40	3,92	0,54		
	36-50	35	3,64	0,58		
Physical Condition of the Center	18-25	25	3,77	0,59	2,438	0,093
	26-35	40	3,83	0,58		
	36-50	35	3,56	0,43		
The need for socialization	18-25	25	3,83	0,56	1,605	0,206
	26-35	40	3,83	0,54		
	36-50	35	3,63	0,52		
Expectation from Physical activity and Fitness Center	18-25	25	3,79	0,39	4,283	0,017
	26-35	40	3,86	0,39		
	36-50	35	3,61	0,36		

One-Way ANOVA test, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

When the physical activity and fitness center expectation scale average scores of the individuals in the study were evaluated by one-way analysis of variance test according to age groups, one of the socio-demographic characteristics, it was found that,

The mean score of physical activity and fitness center expectation differs significantly according to the age groups of the individuals ($F(2, 97) = 4.283$, $p = 0.017$, $p < 0.05$). The homogeneity of group variances was tested with Levene's test and it was determined that the variances were homogeneously distributed ($p > 0.05$). According to the results of the Tukey HSD test, which was conducted to determine between which age group the difference between the groups was, it was seen that the physical activity and fitness center expectation average score of the people between the ages of 26-35

(Mean=3.86, SD=0.39) was significantly higher than the average score of the individuals between the ages of 36-50.

On the other hand, the average scores of the need for sports and healthy living, the physical condition of the center and the need for socialization do not differ significantly between age groups ($p>0.05$).

Table 4.6. Comparison of Individuals' Physical Activity and Fitness Center Expectation Scale Scores by Marital Status

	Marital Status	n	Avg.	SD	t	p
Need for sports and healthy living	Married	41	3,87	0,47	1,359	0,177
	Single	59	3,72	0,60		
Physical Condition of the Center	Married	41	3,88	0,51	2,542	0,013
	Single	59	3,61	0,54		
The need for socialization	Married	41	3,88	0,53	1,844	0,068
	Single	59	3,68	0,54		
Expectation from Physical activity and Fitness Center	Married	41	3,88	0,36	2,695	0,008
	Single	59	3,67	0,40		

Independent sample t test, * $p<0.05$, ** $p<0.01$, *** $p<0.001$

When the physical activity and fitness center expectation scale mean scores of the individuals in the study were evaluated with the independent sample t-test according to marital status, one of the socio-demographic characteristics, it was found that,

Married people's average score of the physical condition of the gym, one of the dimensions of physical activity and fitness center expectation (Mean=3.88, SD=0.51) is significantly higher than the average score of single people (Mean=3.61, SD=0.54) ($t(98)= 2.542$, $p=0.013$, $p<0.05$).

It is seen that the mean score of physical activity and fitness center expectation of married people (Mean=3.88, SD=0.36) is significantly higher than the average score of single people (Mean=3.67, SD=0.40) ($t(98)= 2.695$, $p= 0.008$, $p<0.01$).

On the other hand, the average scores of the need for sports and healthy living and the need for socialization do not differ significantly between the marital status of the individuals ($p>0.05$).

Table 4.7. Comparison of Individuals' Physical Activity and Fitness Center Expectation Scale Scores by Educational Status

	Educational Status	n	Avg.	SD	F	p
Need for sports and healthy living	High school	36	3,65	0,58	1,928	0,130
	University	28	3,96	0,48		
	Master degree	19	3,86	0,55		
	Doctorate	17	3,71	0,56		
Physical Condition of the Center	High school	36	3,59	0,55	1,168	0,326
	University	28	3,79	0,59		
	Master degree	19	3,76	0,44		
	Doctorate	17	3,84	0,54		
The need for socialization	High school	36	3,64	0,54	1,617	0,190
	University	28	3,80	0,54		
	Master degree	19	3,97	0,55		
	Doctorate	17	3,73	0,49		
Expectation from Physical activity and Fitness Center	High school	36	3,62	0,42	2,411	0,072
	University	28	3,85	0,38		
	Master degree	19	3,85	0,34		
	Doctorate	17	3,76	0,37		

One-Way ANOVA test, * $p<0.05$, ** $p<0.01$, *** $p<0.001$

When the physical activity and fitness center expectation scale mean scores of the individuals in the study were evaluated with a one-way analysis of variance test according to the educational status, one of the socio-demographic characteristics, the mean scores of the physical activity and fitness center expectation scale did not show a significant difference between education levels ($p>0.05$).

Table 4.8. Comparison of Individuals' Physical Activity and Fitness Center Expectation Scale Score by Monthly Income Level

	Monthly Income	n	Avg.	SD	F	p
Need for sports and healthy living	Low	27	3,65	0,53	7,030	<0,001***
	Average	26	3,59	0,46		
	High	34	3,83	0,57		
	Very high	13	4,33	0,31		
Physical Condition of the Center	Low	27	3,60	0,60	1,467	0,228
	Average	26	3,64	0,58		
	High	34	3,80	0,48		
	Very high	13	3,92	0,50		
The need for socialization	Low	27	3,73	0,53	1,433	0,238
	Average	26	3,60	0,55		
	High	34	3,84	0,52		
	Very high	13	3,92	0,56		
Expectation from Physical activity and Fitness Center	Low	27	3,65	0,40	5,515	0,002**
	Average	26	3,61	0,37		
	High	34	3,82	0,39		
	Very high	13	4,07	0,22		

One-Way ANOVA test, * $p<0.05$, ** $p<0.01$, *** $p<0.001$

When the physical activity and fitness center expectation scale average scores of the individuals in the study were evaluated with the one-way analysis of variance test according to the monthly income level, one of the socio-demographic characteristics, it was found that,

The mean score of need for sports and healthy living, one of the dimensions of physical activity and fitness room expectation, differs significantly according to the monthly income level of the individuals ($F(3, 96) = 7.030, p < 0.001$). The homogeneity of group variances was tested with Levene's test and it was determined that the variances were homogeneously distributed ($p > 0.05$). According to the results of the Tukey HSD test, which was conducted to determine between which income level the difference between the groups was, the average score of the need for sports and healthy living (Average=4.33, SD=0.31) of the people with very high-income level was significantly higher than those with high income level, medium and low-income level. It is seen that the average score of the people is higher than the average.

The average score of physical activity and fitness center expectation differs significantly according to the monthly income level of the individuals ($F(3, 96) = 5.515, p = 0.002, p < 0.01$). The homogeneity of group variances was tested with Levene's test and it was determined that the variances were homogeneously distributed ($p > 0.05$). According to the results of the Tukey HSD test, which was conducted to determine between which income level the difference between the groups was, the physical activity and fitness center expectation average score of the individuals with very high-income levels (Av.=4.07, SD=0.22) was significantly higher than those of the individuals with medium and low-income levels.

However, the average scores of the physical condition of the center and the need for socialization do not differ significantly between the monthly income levels of the people ($p>0.05$).

Table 4.9. Comparison of Individuals' Physical Activity and Fitness Center Expectation Scale Score by Membership Duration

	Membership Duration	n	Avg.	SD	F	p
Need for sports and healthy living	Less than 1 year	29	3,84	0,51	0,400	0,671
	1-3 years	35	3,72	0,59		
	4-6 years	36	3,79	0,55		
Physical Condition of the Center	Less than 1 year	29	3,72	0,62	0,177	0,838
	1-3 years	35	3,76	0,50		
	4-6 years	36	3,69	0,54		
The need for socialization	Less than 1 year	29	3,67	0,60	0,760	0,471
	1-3 years	35	3,76	0,51		
	4-6 years	36	3,83	0,52		
Expectation from Physical activity and Fitness Center	Less than 1 year	29	3,75	0,41	0,020	0,981
	1-3 years	35	3,75	0,39		
	4-6 years	36	3,76	0,40		

One-Way ANOVA test, * $p<0.05$, ** $p<0.01$, *** $p<0.001$

When the physical activity and fitness center expectation scale average scores of the individuals in the study were evaluated with a one-way ANOVA test according to the duration of the fitness membership, one of the socio-demographic characteristics, the mean scores of the physical activity and fitness center expectation scale did not show a significant difference between the membership periods ($p>0.05$).

Table 4.10. Comparison of Individuals' Physical Activity and Fitness Center Expectation Scale Scores by Motivation Status While Doing Sports

	Motivation	n	Avg.	SD	F	p
Need for sports and healthy living	I love doing sports	28	3,84	0,52	0,380	0,685
	I consider sport as a need	38	3,72	0,59		
	I love doing it to pass the time	34	3,80	0,55		
Physical Condition of the Center	I love doing sports	28	3,73	0,63	0,050	0,952
	I consider sport as a need	38	3,74	0,49		
	I love doing it to pass the time	34	3,70	0,55		
The need for socialization	I love doing sports	28	3,69	0,59	0,661	0,518
	I consider sport as a need	38	3,74	0,53		
	I love doing it to pass the time	34	3,84	0,51		
Expectation from Physical activity and Fitness Center	I love doing sports	28	3,76	0,41	0,109	0,981
	I consider sport as a need	38	3,73	0,39		
	I love doing it to pass the time	34	3,78	0,40		

One-Way ANOVA test *p<0.05, **p<0.01, ***p<0.001

When the physical activity and fitness center expectation scale average scores of the individuals in the study were evaluated with a one-way ANOVA test according to the motivation status while doing sports, one of the socio-demographic characteristics, the physical activity and fitness center expectation scale mean scores did not show a significant difference between the motivational states ($p>0.05$).

Table 4.11. Comparison of Individuals' Physical Activity and Fitness Center Expectation Scale Scores by Fitness Research Status

	Research status	n	Avg.	SD	t	p
Need for sports and healthy living	Yes	47	3,76	0,61	-	0,645
	No	53	3,81	0,50	0,462	
Physical Condition of the Center	Yes	47	3,65	0,57	-	0,240
	No	53	3,78	0,52	1,182	
The need for socialization	Yes	47	3,75	0,56	-	0,797
	No	53	3,77	0,53	0,258	
Expectation from Physical activity and Fitness Center	Yes	47	3,72	0,44	-	0,358
	No	53	3,79	0,35	0,923	

Independent sample t test, *p<0.05, **p<0.01, ***p<0.001

When the physical activity and fitness center expectation scale mean scores of the individuals in the study were evaluated with the independent sample t-test according to their status of doing research before going to the fitness center, one of their socio-demographic characteristics, the mean scores of the physical activity and fitness center expectation scale did not show a significant difference between the research situation ($p>0.05$).

Table 4.12. Comparison of Individuals' Physical Activity and Fitness Center Expectation Scale Score According to the Reason for Preferring the Fitness Center

	Reason for Prefer	n	Avg.	SD	F	p
Need for sports and healthy living	Current facilities	22	3,82	0,54	1,450	0,233
	Professional Care	30	3,81	0,66		
	Close to my workplace	28	3,62	0,51		
	Meet my needs	20	3,94	0,41		
Physical Condition of the Center	Current facilities	22	3,76	0,56	0,154	0,927
	Professional Care	30	3,67	0,53		
	Close to my workplace	28	3,74	0,58		
	Meet my needs	20	3,74	0,55		
The need for socialization	Current facilities	22	3,67	0,65	0,847	0,472
	Professional Care	30	3,77	0,52		
	Close to my workplace	28	3,71	0,47		
	Meet my needs	20	3,92	0,54		
Expectation from Physical activity and Fitness Center	Current facilities	22	3,76	0,44	0,728	0,538
	Professional Care	30	3,74	0,38		
	Close to my workplace	28	3,69	0,37		
	Meet my needs	20	3,86	0,39		

One-Way ANOVA test, *p<0.05, **p<0.01, ***p<0.001

When the physical activity and fitness center expectation scale average scores of the individuals in the study were evaluated with a one-way ANOVA test according to the reasons for choosing fitness centers, one of the socio-demographic characteristics, the physical activity and fitness center expectation scale mean scores among the reasons for preference did not show a significant difference ($p>0.05$).

Table 4.13. Correlation Analysis Between Individuals' Physical Activity and Fitness Center Expectation Scale Scores

		Expectation from Physical activity and Fitness Center	Need for sports and healthy living	Physical Condition of the Center	The need for socialization
Expectation from Physical activity and Fitness Center	r p	1			
Need for sports and healthy living	r p	.779*** <.001	1		
Physical Condition of the Center	r p	.731*** <.001	.304** .002	1	
The need for socialization	r p	.633*** <.000	.314*** .001	.200* .046	1
Pearson correlation, *p<0.05, **p<0.01, ***p<0.001					

When the relationship between the physical activity and fitness center expectation dimensions of individuals in the study was evaluated with the Pearson correlation test,

There was a positive, strong and meaningful correlation between the expectation of physical activity and fitness center and the need for sports and healthy living ($r=0.779$, $p<0.001$), the physical condition of the hall ($r=0.731$, $p<0.001$) and the need for socialization ($r=0.633$, $p<0.001$).

There is a positive, weak and meaningful correlation between sports and healthy life and the physical condition of the hall ($r=0.304$, $p<0.01$) and the need for socialization ($r=0.314$, $p<0.001$). There is a positive, weak and meaningful correlation between the physical condition of the hall and the need for socialization ($r=0.200$, $p<0.05$).

Table 4.14. Scale Reliability Analysis

	Cronbach's alpha	Item number
Need for sports and healthy living	0,768	4
Physical Condition of the Center	0,840	4
The need for socialization	0,833	3
Expectation from Physical activity and Fitness Center	0,845	11

Cronbach's alpha method, which is one of the reliability analysis methods on the basis of factors were applied to the all-scale items. This method investigates whether the questions (items) in the scale express a whole showing a homogeneous structure. It is found by the ratio of the variances of the questions (items) in the scale to the general variance. It takes values between 0 and 1. A range of 0.60 to 0.80 is quite reliable, and a range of 0.80 to 1.00 is highly reliable. In addition, the correlations of the items in the scale should not be less than 0.30. Items below this value are not included in the reliability analysis.

Cronbach's alpha coefficient range of physical activity and fitness center expectation scale was calculated as 0.768-0.845. This scale, which is generally applied, measured the phenomenon to be measured well and a very reliable result was obtained.

5. RESULT AND SUGGESTIONS

Physical activity is an exercise that each individual considers as a need and that he/she does in certain periods in the routine flow of life. Physical activities vary according to the age and gender of the individual, as well as can be directly affected by factors such as marital status, education level, social status and economic power.

Physical activities may differ according to the environments in which they are performed. In the study fitness centers are considered as areas where physical activity is carried out and the effect of opportunities provided on individuals' preferences was measured. When we study the theories, it is seen that all the theories are found in the fitness centers. In other words, individuals experience the same expectations in the physical activities they do in the fitness centers as they do in any environment. They also experience the physical activities they do in the fitness room environment.

The fact that the continuity of the physical activities in the fitness centers is directly proportional to the individual's mobility (sociability) in the social life shows that the activities in the fitness center have become a part of the social life and appeal to the general public. Since the sociability decreases, the continuity and frequency of physical activity in the fitness center decreases also.

As a result of the study, three sub-dimensions were determined. As it can be understood from these dimensions, individuals primarily focus on the physical conditions and opportunities of fitness centers. In the other two dimensions, there are individuals' health and physical needs and social demands. It has been observed that the dimensions are affected by the variables to different extents.

In the study, the equal distribution of men and women in participation in fitness centers showed that physical activity culture is popular for both genders in Erbil. Similar to the literature, Rodrigues et al. (2017) investigated the individual expectations of individuals participating in various fitness programs in Portugal between 2011 and 2015. It was observed that equal participants (53% male, 47% female) participated in the survey they created in this direction. In the research, it is also seen that the most affecting physical activities in fitness centers among demographic characteristics is gender. Especially the impact on the need of variety of physical activity and the choice of equipment and socialization when doing physical activity in fitness centers was quite high. It has been observed that men act more consciously than women when choosing a fitness center, and they do research. Bingöl and Doğan (2010) examined the level of meeting the expectations of individuals from sports and sports centers that attended four private sports centers operating in the province of Ankara. According to the findings of the study, the level of meeting the expectations of male participants from sports and sports centers was found to be significantly higher than the level of meeting the expectations of female participants. This result showed parallelism with our research finding. Gonçalves et al. (2016) investigated the relationship between weekly usage frequency, expectation, satisfaction and continuity of fitness club members. At the end of the study, it was determined that the frequency of weekly use of the salon and the gender factor did not significantly affect satisfaction and continuity.

In the study, it was seen that the determining role of age, occupation and monthly income was not as sharp as gender. Although there was a decrease in the frequency and continuity of physical activity with the increasing age but it was seen that these variables didn't have a significant impact on physical activity motivation.

It was observed that the majority of the individuals participating in the research had high school education (36%), the majority of them had a high monthly income (34%), and the reasons for choosing a fitness center were due to professional interest and being close to workplace. In the study, it was determined that the expectations of the individuals using the fitness center from physical activity were simultaneously affected by many factors.

In the study, when the relationship between the physical activity and fitness room expectation dimensions of the individuals was evaluated with the Pearson correlation, it was determined that there was a positive relationship between the sub-dimensions. It can be seen that participants' satisfaction with the physical levels of the center will increase the level of need for sports and healthy living.

It can be seen that the increase in the satisfaction levels of the participants about the physical levels of the center will increase the level of the participants' need for socialization. Finally, it can be seen that the increase in the socialization levels of the participants while doing sports will increase the level of need for sports and healthy living.

When the expectations from the physical activities in the fitness centers are examined as a whole, it is obvious that whatever the expectation is, the fitness centers are an attraction heart for physical activity and an incentive element with its existing facilities. Undoubtedly, for both self and social progress, physical activity is an important phenomenon for a healthy life. Undoubtedly, one of the reasons for physical inactivity is the lack of physical activity opportunities. For this reason, the expansion of fitness centers in order to increase the rate of physical activity in the society can be considered as a political goal.

Comparing the study in more different provinces may offer the opportunity to make different analyzes. Hence, the study of one or more provinces in addition to Erbil province within the framework of the same questions may provide an opportunity to compare the situation of the province and give clues about the general view of the country.



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APPENDIX

App-1: Survey Form

Dear participant,

Below there are various questions prepared for the thesis study carried out under the supervision of Assoc. Dr. Mehmet KARGÜN, the lecturer of Tokat Gaziosmanpaşa University Graduate Education Institute Physical Education and Sports department, in order to determine the expectations of the individuals registered in your business and the level of meeting these expectations.

The data collected through the survey will be evaluated anonymously but not personally. Please answer each statement in the questionnaire sincerely and reflecting the real situation in line with the specified criteria.

Thank you in advance for your interest and help.

Mohammed Yasin Aziz

Graduate Student

First Part
Socio-demographic Information Form

1. Gender?

☐ Man ☐ Woman

2. Age?

☐ Under 18 ☐ between 18-25 ☐ between 26-35 ☐ between 36-50 ☐ 51 and above

3. Marital status?

☐ Married ☐ Single

4. Education Status?

☐ Primary ☐ High school ☐ University ☐ Master Degree ☐ Postgraduate

5. Monthly level of income?

☐ Low ☐ Average ☐ High ☐ Very high

5. How long have you been member of the club?

☐ Less than one year ☐ 1-3 years ☐ 4-6 years ☐ 7 years and above

6. What's your motivation during training?

☐ I love doing sports

☐ I think sports is a need

☐ I do sports to pass the time

7. Did you make a search while giving decisions on the sport center?

☐ Yes ☐ No

8. Why do you prefer fitness center to do sport?

☐ For its facilities

☐ For professional care

☐ Close to my workplace

☐ Meet my need

Second Part
Expectation Form on Physical Activity and Fitness Center

		Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly Agree
1	I think fitness center equipment are sufficient.					
2	I think fitness center staff are equipped about sports.					
3	I think physical circumstances of the fitness center are sufficient.					
4	I come to fitness center to maintain healthy life.					
5	I come to fitness center to increase my performance.					
6	I come to fitness center to control weight.					
7	I come to fitness center to have social environment.					
8	I come to fitness center to have a beautiful body.					
9	I come to fitness center for body building					
10	I come to fitness center to pass the time.					
11	I come to fitness center to get rid of stress.					

App-2: Approval Form of Ethical committee

