

Study on User's Review about Virtual Fitness App

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Abstract: *The innate desire for physical and mental well-being is a fundamental aspiration of every individual. This aspiration has found its realization through the ingenuity of fitness applications. These apps, tailored to accommodate diverse user requirements, not only provide personalized fitness regimens but also offer comprehensive dietary and nutritional guidance. They have proven to be a respite for those whose hectic schedules preclude visits to traditional fitness centers. Moreover, they extend the advantage of cost-free workout routines and dietary plans. The growing realization of their significance in everyday life has prompted a surge in their adoption.*

This study endeavors to explore users' perspectives on fitness applications accessible via mobile devices. Its central focus is to unravel the efficacy of fitness apps concerning time management, cost considerations, and accessibility. Furthermore, it delves into the motivations underpinning the preference for fitness apps over conventional fitness establishments. Primary data was methodically collected from one hundred respondents to glean insights into user inclinations and experiences. The research also offers insights into methods to enhance and encourage greater user engagement with these fitness applications

Keywords: Fitness, Personalization, Mobile Devices, Efficacy, Temporal Efficiency, Economic Considerations, Accessibility, User Engagement

I. INTRODUCTION

An application, in the modern world, has become an intrinsic part of everyday life. Apps have evolved from serving basic functions like emails, contacts, and calendars to encompass an array of services, including mobile gaming, GPS navigation, recharges, ticket bookings, and fitness-related solutions. These applications have transitioned from convenience to necessity in the lives of individuals. Their accessibility across various mobile computing devices has made them ubiquitous.

This paper delves into the realm of fitness apps, a burgeoning category of applications. Fitness apps offer a flexible means to achieve and maintain physical well-being, allowing users to integrate fitness routines into their busy lives seamlessly. These apps are gaining popularity as they empower users to set fitness goals, access workout ideas, monitor calorie intake, discover fitness recipes, and track progress through personalized data. Fitness apps have particularly found favor among college students, aiding them in improving dietary habits and adhering to exercise regimens. The rise in the usage of these apps is attributed to factors like increased privacy, ease of access, time constraints, and cost-effectiveness when compared to traditional fitness centers.

FITNESS APP

The Influence on Healthcare.

In recent years, the influence of app technology on healthcare has grown substantially. Fitness apps, in particular, have witnessed a remarkable surge in usage. Their popularity has been further amplified by the integration of wearable technology, allowing users to manage their fitness regimens more efficiently. The user base for fitness apps has expanded significantly, with users being able to track their daily activities, such as running, walking, and dietary habits. Fitness apps have become akin to personalized mentors, guiding individuals on their fitness journeys.

Fitness apps cater to a variety of user needs and can be categorized into four primary variants:

1. Activity Tracker: These apps monitor daily movements, like walking, jogging, running, or cycling, using mobile sensors. They enable users to analyze their physical activities.

2. Personal Trainer: Designed for individuals with busy schedules or those who prefer to work out independently, these apps act as virtual fitness coaches. Users can create customized training plans and synchronize with fitness trackers.

3. Diet and Nutrition: Geared toward health-conscious individuals, these apps provide nutritional information about consumed foods and assist in weight management, whether for weight loss or gain.

4. Yoga and Meditation**: These apps promote both physical and psychological well-being, offering relaxation techniques for the body and mind, helping users alleviate stress.

Fitness apps have garnered favor over traditional fitness centers for their mobility, feature set, and the ability to provide personalized health and fitness insights. By assessing user-specific parameters such as age, height, weight, and gender, these apps deliver tailored guidance for sustained improvements in fitness over time. One of their essential functions is the ability to record and track daily changes in users' health and fitness, enabling continuous progress in well-being.

II. RESEARCH METHODOLOGY

For conducting the study, we have conducted random sampling technique was applied. The primary data was gathered from the users through Instagram and whatsapp survey by using google form link and questionnaires. Secondary data was collected from various website, journals and publications.

III. OBJECTIVES

In pursuit of comprehensive insights into the realm of fitness applications, this study endeavors to achieve the following objectives:

1. User Perspectives: To delve into the multifaceted world of user perspectives, understanding their motivations, experiences, and preferences with regard to fitness apps
2. Impact Assessment: To gauge the impact of fitness applications on users' lives, encompassing physical health, mental well-being, and overall quality of life.
3. Effectiveness Analysis: To critically analyze the efficacy of fitness applications in the context of enhancing users' physical fitness and overall health.
4. Time and Cost Optimization: To examine how fitness applications contribute to optimizing users' time management and financial expenditure in the pursuit of fitness and well-being.
5. Preference Evaluation: To discern the underlying reasons for the preference of fitness applications over traditional fitness centers among users.
6. Popularity Investigation: To investigate the factors contributing to the increasing popularity of fitness applications among users, particularly in the context of modern lifestyles.

IV. SCOPE OF STUDY

This research holds significance by examining the potential of fitness apps to enhance users' health. With a growing awareness of health and a desire to maintain fitness among the majority, it's crucial to address the challenges faced by individuals who find it arduous to access traditional fitness centers due to constraints like financial limitations, time constraints, and accessibility issues. Consequently, the relevance and demand for fitness apps are on the rise. This research seeks to uncover the motivations behind choosing these apps over physical fitness centers and understand their role in improving users' health.

V. PROBLEM STATEMENT

Within our rapidly moving society, many individuals grapple with the challenge of allocating time to prioritize their health, compounded by the significant financial barriers associated with accessing conventional fitness centers. This research endeavors to delve into the perspectives held by users concerning their well-being in the current milieu. With the notable proliferation of fitness apps, especially in the context of today's frenetic lifestyles, this study takes on a pronounced importance. Its core objective is to illuminate the degree to which these applications influence the health of adults, offering an economically viable alternative. The principal aim is to unravel the impact and effectiveness of fitness applications in enhancing the health of adults, while concurrently alleviating financial constraints.

VI. LITERATURE REVIEW

joshua H West, P. Cougar Hall, Carl L Hanson, Michael D Barnes, Christophe Giraud-Carrier and James Barrett (2012) in their paper “There’s an App for That: Content Analysis of Paid Health and Fitness Apps” conducts a subjective analysis of the written interpretation provided by developers. The study examines the potentiality of apps in influencing the consumer behavior. The more expensive the app, more trustworthy it is. Apps should give more importance to public health behaviors and has to be developed according to such needs. Brad Millington (2014) in his paper “Smartphone Apps and the Mobile Privatization of Health and Fitness” conducts an extensive research on the well-known smartphone fitness apps. It points out how the apps help users to associate with the rest of the world. It also concludes that the apps place great emphasis on activity tracking to promote fitness. Juliana Chen, Janet E Cade and Margaret Allman-Farinelli (2015) in their paper “The Most Popular Smartphone Apps for Weight Loss: A Quality Assessment” analyses the quality of top 200-rated weight-loss apps available for smartphone users. Those apps available in market were less than standard quality and Behavior Change Technique incorporation was also limited. Steven S. Coughlin, Mary Whitehead, Joyce Q. Sheats, Jeff Mastromonico, and Selina Smith (2016) in the paper “A Review of Smartphone Applications for Promoting Physical Activity” focuses on analyzing the fitness apps to determine whether they help in tracking physical activity and promoting health. The study reveals that respondents of different ages prefer smartphone apps for their physical activity as it favorably help in coaching and motivating them. Lynn Katherine Herrmann and Jinsook Kim (2017) in their paper “The fitness of apps: a theory-based examination of mobile fitness app usage over 5 months” focused on the effectiveness of fitness apps by examining three fitness apps for a period of 5 months. The apps were examined based on the theory of planned behavior (TPB) which was done by a survey and measured by t-test, sign test, fisher's exact tests. They found that the intensity of usage decreased over time as the participants were not comfortable in using the app. They concluded that the app should focus more on usefulness and ease of use in order to increase the adherence and effectiveness of apps. Maria D. Molina, and S. Shyam Sundar (2020) in the paper “Can Mobile Apps Motivate Fitness Tracking: A Study of Technological Affordances and Workout Behaviors” tries to examine whether the fitness apps drives the user to maintain workout regime. The study examined 682 profiles for analyzing and disclosing the use of fitness apps. The study includes a content analysis for analyzing the pivotal qualities which helps in retaining the users in a long run.

VII. DATA ANALYSIS & INTERPRETATION

Table 7.1 Gender of the Respondent

	Number of Respondent	Percentage
Male	27	50
Female	27	50
Total	54	100

Source: Primary Data

Of the total respondents, 50% are male and 50% are female. It shows that male respondents are more inclined towards using the fitness apps as compared to female respondents.

Table 7.2 Age of the Respondent

	Number of Respondent	Percentage
19-25	31	57.4
26-35	17	31.5
36-45	3	5.5
Above 46	3	5.6
Total	54	100

Source: Primary Data

The table shows that of the total respondents, 57.4% belongs to 20-35 years category. The rest are grouped into three categories that are respondents with age group of 26-35,36-45 years and above 46 years comprising 31.5%,5.5% and 5.5% respectively of the total respondents. This clearly indicates majority of the users are young adults.

Table 7.3 Preference for Fitness

	Number of Respondent	Percentage
Always	17	31.5
Often	14	25.9
Sometimes	19	35.2
Seldom	4	7.4
Total	54	100.0

Source: Primary Data

In the table above, it is evident 31.5% of the total respondents prefer to be fit always, followed by 35.2% preferring to be fit sometimes, 25.9% prefers to be fit often and remaining 7.4% prefers to be seldom fit. This shows that a major group of the total respondents prefer to be always fit and healthy while only a small percent are not considering being fit.

Table 7.4 Type of App Preferred

	Number of Respondent	Percentage (%)
Diet & Nutrition	9	16.7
Workouts	25	46.3
Both	20	37
Total	54	100

Source: Primary Data

The above table shows the users' preference of app they download. It can be seen that out of the total respondents, 37% prefer apps having diet & nutrition and workouts, 46.3% prefer workout apps and 37% interested in diet & nutrition apps.

Table no:7.5 Most Important Element in a Fitness App

	Number of Respondent	Percentage (%)
Workout Routines	17	31.5
Recipes	4	16.7
Calorie Counting	10	18.5
Progress Charts	14	25.9
Running Tracker	9	7.4
Total	54	100

Source: Primary Data

The above table displays elements which respondent feel as most important in a fitness app. Out of the total respondents, 31.5% find workout routines being most important, followed by progress charts 25.9%, calorie counting 18.5%, recipes 16.7% and running tracker 7.4%. This clearly shows that most of them feel workout routines and progress charts being most important in a fitness app.

Table no:7.6 Duration of App Usage

	Number of Respondent	Percentage (%)
More than 5 years	8	14.8
3 - 5 years	5	9.3
1 - 3 years	6	11.1
0.5 - 1 year	20	37
3 - 6 months	9	16.7
Less than 3 months	6	11.1
Total	54	100

Source: Primary Data

In the table above, out of total respondents 11.1% have been using the apps for not more than 3 months, 6 months to one year (37%), 1- 3 years (11.1%), 3-5 years (9.3%), 3-6 months (16.7%) and more than 5 years (14.8%). This clearly indicates the popularity of the fitness apps. Majority of the respondents have started using the apps recently.

Table no:7.7 Initial reason for preferring Fitness App

	No.of respondent	Percentage(%)
More Convenient than going to gym	14	28
Cheaper than gym	15	27.77
Easy to Engage	13	26
Higher Privacy	12	24
Total	54	100

Source: Primary Data

In the given table, it is clearly seen majority of the respondents (28%) preference for fitness apps is because of its convenience as compared to going to gym. The other constituents are easy to engage (26%), higher privacy (24%) and cheaper than gym (27.77%).

Table no:7.8 Are Fitness Apps cheaper than Fitness Centers

	Number of Respondent	Percentage
Strongly Agree	21	38.9
Agree	15	27.8
Neutral	15	27.8
Disagree	3	5.6
Total	54	100.0

Source: Primary Data

The above table indicates an equal percentage of the respondents(38.9%) strongly agree and agree the fitness apps are cheaper than fitness centers, followed by 27.8% feeling it neutral and 5.6% disagreeing to fitness apps being cheaper than fitness centers.

Table no: 7.9 Negative Impact on Health after App Usage

	Number of Respondent	Percentage
Yes	51	94.4
No	3	5.6
Total	54	100

Source: Primary Data

From the above table, it is evident 94.4% of the total respondents did not have any bad impact on their health after the usage of fitness apps while 5.6% had a negative impact through the use of these apps

Table no:7.10 Referring apps to others

	Number of Respondent	Percentage
Yes	45	81.5
No	9	18.5
Total	54	100.0

Source: Primary Data

The table indicates majority (81.5%) are interested in referring the app to others and only 18.5% prefer not to refer the app to others.

VIII. FINDINGS

The research has unveiled several noteworthy findings:

1. Demographic Trends: The study disclosed that a substantial majority of app users are young adult males, primarily falling within the age range of 20-35. This suggests a stronger inclination among men toward fitness compared to women.
2. Preference for Workout-Centric Apps: Approximately 30 percent of the respondents expressed a preference for fitness apps focusing on workout routines over those emphasizing diet and nutrition.

3. Adherence to App Instructions: Despite around half of the respondents expressing a continual desire to maintain fitness, only 32 percent follow the app's instructions frequently and consistently.
4. Recent Adoption of Fitness Apps: It was found that 34 percent of respondents had started using these apps within the past three months, indicating a recent surge in the popularity of fitness apps.
5. Frequency of App Usage: About 40 percent of respondents use the app on a daily basis, while 28 percent utilize it weekly for their fitness activities. Additionally, 60 percent of respondents find the app they use effective, highlighting the positive impact of these applications on users.
6. Convenience as the Primary Motivator: A significant number of respondents cited convenience as the primary reason for selecting these apps initially and as a means to achieve their fitness goals.
7. Cost and Time Savings: The analysis suggests that a majority of respondents perceive fitness apps as a more cost-effective and time-saving alternative compared to traditional fitness centers.
8. Exercise Guidance at a Lower Cost: About 46 percent of respondents agreed that fitness apps provide comprehensive exercise guidance at a lower cost than fitness centers.
9. Positive Impact on Health: Nearly 70 percent of respondents reported no negative impact on their health after using fitness apps and expressed a willingness to recommend the app to others.

IX. SUGGESTIONS

To foster the effectiveness and reach of fitness apps, the following suggestions emerge:

1. Enhanced Awareness Initiatives: Implement more extensive awareness programs to increase the adoption of fitness apps among the public.
2. Leverage Social Media for Advertising: Utilize various social media platforms for targeted advertising to raise the profile and popularity of fitness apps.
3. Motivational Daily Notifications: Encourage user engagement by delivering daily notifications featuring success stories or inspiring fitness quotes, which can bolster ongoing app usage.
4. Cost Accessibility: Consider offering these apps at low or no cost to attract a wider user base, as affordability can significantly boost adoption.
5. Regular Content Updates: Ensure consistent updates to the app's workout routines to enhance their efficiency and maintain user interest.
6. Incorporate Video Exercise Guidance: Integrate video content that provides comprehensive exercise guidance, as visual aids can be highly effective in promoting understanding and proper execution.
7. Enhance App Flexibility: Improve the flexibility of apps by incorporating features such as automatic activity tracking and well-defined functionalities, enabling users to tailor their fitness experience

X. CONCLUSION

This study delves into the user perspective concerning smartphone fitness apps and their role in promoting health. The findings clearly indicate that the majority of respondents view fitness apps as a valuable resource. The fervor for fitness has surged among both young adults and the older demographic, as underscored by the prevalence of app users in the youthful age group.

Most participants acknowledge the remarkable effectiveness of fitness apps in providing cost-effective, accessible, and time-efficient avenues to pursue their fitness objectives. It's apparent that the consistent use of these apps yields a more pronounced positive impact on users' health, leading to increased app popularity, as satisfied users recommend them to others.

However, it's important to acknowledge the shortcomings inherent in these fitness apps, which could impede their further growth. A key issue is the lack of timely updates among many apps, as well as the disruption caused by advertisements during workout videos. Developers must be mindful of these issues and strive to refine the features of these apps, making it easier for users to adapt to the workout programs and videos provided.

Developers should place a greater emphasis on user preferences by actively seeking feedback through surveys, allowing for more user-centric app development. Furthermore, there should be a focus on enhancing app adaptability to cater to diverse exercise behaviors exhibited by participants.

Limitations:

Several limitations impact the scope of this research, with some exerting more substantial influence than others. The most significant limitations include:

1. Sample Size: The study is constrained by the relatively small number of participants. This limitation arises from the fact that fitness apps have yet to gain widespread popularity among the general population. Additionally, the research is geographically limited, encompassing only a specific geographic area.
2. Underexplored Research Area: The research faces the challenge of being situated in a relatively unexplored field of study. While numerous articles related to this topic are available, they often fail to establish a direct relationship with the subject matter at hand, making it challenging to draw upon existing research for robust conclusions.

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