

CONVERSATION AS A METHOD OF FORMING MOTIVATION FOR FITNESS CLASSES

T. M. Lebedikhina, I. V. Yercomaishvili, A. A. Babich
Ural Federal University, Yekaterinburg, Russia

Abstract. This article is devoted to the problem of low motivation of young people aged 18–35 to fitness classes and the development of an effective way to solve the problem. In this study, a conversation plan has been developed with a fitness room client, during which the coach can understand what the client's needs and motives for fitness classes are. Based on the identified indicators, namely, dissatisfied with the sphere of life of the consumer of fitness services, the trainer makes fitness programs that are applicable to the individual characteristics of clients. This approach allows the client to clearly realize his own dissatisfaction, and see a way to solve the situation with the help of the need for regular training.

Keywords: need; motivation; fitness; conversation; trainer; fitness program.

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БЕСЕДА КАК МЕТОД ФОРМИРОВАНИЯ МОТИВАЦИИ К ЗАНЯТИЯМ ФИТНЕСОМ

Т. М. Лебедихина, И. В. Еркомайшвили, А. А. Бабич
Уральский федеральный университет, Екатеринбург, Россия

Аннотация. Статья посвящена рассмотрению проблемы низкой мотивации молодых людей 18–35 лет к занятиям фитнесом и разработке действенного пути решения проблемы. В данном исследовании разработан план беседы с клиентом фитнес-зала, в ходе которой тренер может понять, какие потребности и мотивы к занятиям фитнесом у клиента. На основе выявленных показателей, а именно, неудовлетворенной сферой жизни потребителя фитнес-услуг, тренер составляет фитнес-программы, которые применимы индивидуальным особенностям клиентов. Такой подход позволяет клиенту чётко осознать свою собственную неудовлетворенность, и увидеть способ решения ситуации с помощью потребности в регулярных тренировках.

Ключевые слова: потребность; мотивация; фитнес; беседа; тренер; фитнес-программа.

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Introduction. Description of the problem. To date, the benefits of physical education have been proven by science, confirmed by experience and accepted by citizens. According to research surveys, more than half of Russians (52 %) talk about the importance of sports, but the number of people who regularly exercise is insignificant. According to surveys, the reasons why Russians ignore sports are: lack of time – 37 %, lack of need – 28 %, complaints about poor health – 23 %, 22 % of respondents admitted that they lack willpower for regular sports, were also named: lack of money – 11 %, poorly developed sports infrastructure in the locality – 4 %, lack of opportunity to train with a coach – 3 %. However, it turns out that the reason is the same – the lack of motivation, the force that motivates action [2].

Continuing to analyze the situation, you can see that these data represent a somewhat embellished picture. The fact is that many fitness clubs operate on a “club” payment system – this means that the client purchases a card that allows classes for a certain period. Only a third of all owners of such club cards actually attend classes regularly (several times a week). The rest ignore fitness, being at the same time a client of a fitness club. This situation works against the population, because it offers a person a convenient option of self-deception – you can consider yourself an adherent of a healthy lifestyle and fitness culture, without making any effort. It is obvious that the current situation does not benefit human health and is a serious problem of modern fitness culture [1,2]. This work is devoted to the consideration of the problem of low motivation of young people (the first period of adulthood) to fitness classes and the development of an effective way to solve this problem.

The object of the study. Motivation for fitness classes.

The subject of the study. Conversation as a method of forming motivation for fitness classes.

Setting tasks:

1. To analyze the degree of motivation of people to fitness classes and to identify the reasons for the lack or insufficient strength of motivation to fitness classes in people of the first period of adulthood.

2. To develop a methodology for using conversation in the formation of motivation for fitness classes based on the identification of individual needs, the satisfaction of which is possible by means of fitness.

Fitness culture is a complex phenomenon; the positive (as well as negative) impact of this activity on a particular person can be manifested at the time of the lesson, immediately after it, or in the long term. It is worth noting that the consumers of fitness services themselves, when choosing a pastime option, focus on deferred or permanent needs, while the assessment of the conformity of activities with the internal state of a person is based on the degree of satisfaction of situational needs. To study the needs of young people and their influence on the training regime, a questionnaire was compiled, including five blocks, the relationship of the answers to the questions of various blocks allowed us to draw up an overall picture of the study. 62 people aged 21 for women and 22 for men, up to 35

years, took part in the survey. The questionnaire contains open- and closed-type questions, evaluation questions. The structure of the questionnaire contains five blocks.

Results. As a result of the analysis of the respondents' responses, the needs and, accordingly, the motives formed on the basis of them were divided into three groups: situational – they form desires experienced at the present time, permanent – form desires that a person experiences to some extent over a long period of time or throughout his life and delayed – form desires, which assume the expiration of some period of time before their implementation. In the course of the study, it turned out that situational needs are usually not realized or at least not advertised by customers. However, the satisfaction of the desires of this group has the strongest impact, because it occurs mainly on an emotional level. This group is especially important for novice clients, people who are at the stage of introducing constant physical activity into their lifestyle. To create motivation, it is necessary that during and immediately after the workout, the client feels a significant emotional uplift: joy, euphoria, relief, pleasure, etc. In this situation, a coach who will be able to convey the usefulness of physical education classes and, when discussing, show the client his prospects and opportunities to achieve the desired result plays a huge role. It is important to set deadlines, explain the stages of the training process to the client, offer options for participation in relevant events, and show an example of an interested person with similar goals, views and an “advertised” lifestyle. When developing fitness programs for the coach-client conversation, the following characteristics were taken into account:

1. Emotional coloring. According to the results of the study, it was revealed that representatives of different professions prefer different types of emotional training. Thus, representatives of creative professions, or owners of hobbies related to creative activity chose yoga or similar training as one of the training options, other respondents did not have a tendency to oriental practices. The students preferred aerobics, strength training and dance styles, with the latter being chosen by women with established personal lives. The gym was chosen by those whose opinion about their figure and functional condition is below average, and those who are not satisfied with the type of activity prefer to combine different types of activity.

2. Frequency of classes. People who describe themselves as active and emotional devote more hours to physical culture. At the same time, the expected dependence on the expected availability of free time was not confirmed. Nevertheless, there was a clear dependence on the distribution of time between work, rest, travel, watching videos and sleeping. In addition, the emotional state of respondents who devote 1–2 hours a week or less to physical education turned out to be less comfortable compared to the rest.

3. Satisfaction. The most important characteristic of the need for physical culture is the criterion: satisfaction with your life.

According to the data obtained (Fig. 1), it can be seen that the smallest number of satisfied people represent a group engaged 3–4 times a week. This dependence can be explained by the fact that respondents with an accelerated general pace of life, with a large number of ambitions and aspirations were in that group. Training in this case is a compensatory factor, a means of combating stress, a source of positive emotions and improving well-being. With more training, this compensation is sufficient, therefore, satisfaction increases. Financially secure young people were in this group. For these respondents, when motivating for classes, an important argument will be to improve their sense of self with an increase in the role of physical culture in their lives. Fewer classes are inherent in respondents with lower expectations from life, less busy, less financially secure. It is advisable for them to form new goals and interests, and only after that, it will be possible to attract them to more active fitness classes.

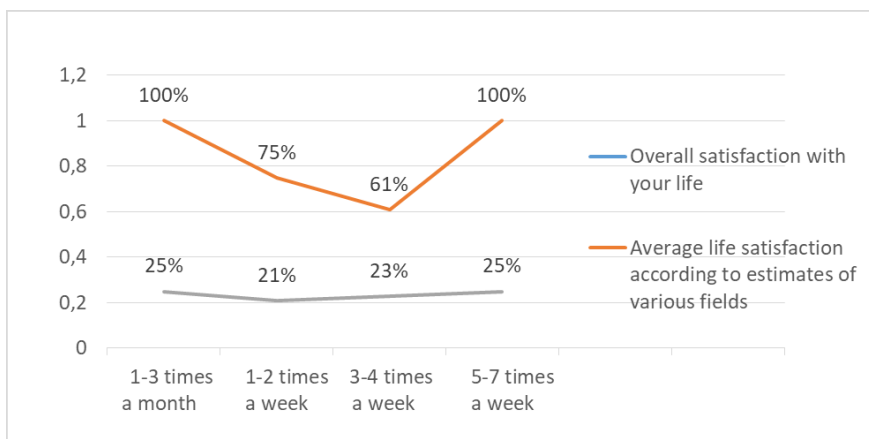


Figure 1. – Satisfaction with their lives of respondents in each group of training frequency.

Moreover, the average satisfaction score for various areas in all groups is significantly lower than the overall subjective satisfaction. This shows that there are a number of needs that the person himself does not fully and constantly realize, but upon closer examination, which are not satisfied. In other words, an individual set of dissatisfactions that almost everyone has is the key to motivation. It is important to find the least prosperous sphere of states and to focus on eliminating the negative influence of this particular area when forming a communication model (Table 1). In the presence of several vulnerable spheres of life, the factors of conducting the training process should be combined.

Communication should be organized in such a way that a person receives a portion of inspiration, praises him for somehow showing interest in fitness, but at the same time clearly realizes his own dissatisfaction, and sees a way to solve the situation with regular training. A client of a fitness

room who is consistently training will be a person who, firstly, understands why he trains, secondly, feels better after classes, and thirdly, sees real results and development options.

Table 1

Interactions with a person based on the vulnerable sphere of self-perception

The vulnerable sphere of self-perception	Key factors in the formation of interaction with a person
The client is dissatisfied with his appearance	<p><i>Communication:</i> inspiring stories, personal example, deadlines and results, specifics.</p> <p><i>Fitness direction:</i> strength, aerobic – in accordance with the wishes of the figure.</p> <p><i>Exercises:</i> not difficult, especially to begin with, confidently doable by the trainee, advantageous angles to create an attractive image of oneself engaged, reproducible.</p> <p><i>Benchmarks:</i> people who have achieved results, deadlines, measurements (weight, girth, percentage of body composition, etc.)</p>
The client is not satisfied with the functional state of your body, the set of physical skills and abilities that he owns	<p><i>Communication:</i> encouraging the desire to develop and learn, creating an image of the ideal possession of your body, a theoretical explanation of the principles of the body.</p> <p><i>Fitness direction:</i> the most diverse program, a combination of exercises from most existing directions, functional training</p> <p><i>Exercises:</i> interesting, using a variety of equipment, capable of being revealed for a long time with increasing complexity, unique, exotic, but at the same time safe and doable.</p> <p><i>Landmarks:</i> non-professionals who have achieved good results, “late” athletes who have revealed themselves in adulthood, amateur competitions and sporting events. Periodic testing of physical qualities, improving the quality of life.</p>
The client is not satisfied with his health, immunity, feeling of comfort, lack of pain	<p><i>Communication:</i> careful clarification of all contraindications, limitations and injuries, taking into account the opinion of specialists, a sober assessment of the coach’s own competence, discussion of innovative techniques, scientific justification, encouragement of the desire for activity and the desire to cope with difficulties.</p> <p><i>Fitness direction:</i> wellness, yoga, Pilates, kinesiotherapy, swimming, adequate strength and aerobic training.</p> <p><i>Exercises:</i> wellness and relaxation plan, extensive use of auxiliary means, equipment, narrowly focused and general health in combination.</p> <p><i>Reference points:</i> examples of recovery /full compensation of similar situations, improvement of well-being, practical application, improvement of quality of life.</p>

The vulnerable sphere of self-perception	Key factors in the formation of interaction with a person
The client is not satisfied with his job, main activity, occupation	<p><i>Communication:</i> the maximum passion of a person for the training process, so that he forgets about his difficulties and problems.</p> <p><i>Fitness direction:</i> any one that best suits a person by temperament, temperament and mood.</p> <p><i>Exercises:</i> according to the chosen fitness direction.</p> <p><i>Landmarks:</i> interesting pastimes, life satisfaction, positive emotions, happiness.</p>
The client is not satisfied with his personal life, his partner / partner	<p><i>Communication:</i> fascinating, distracting from difficulties and problems, similar to the previous version, encouraging any positive qualities of a person, increasing confidence. Forming an idea of fitness as an environment for successful and attractive people.</p> <p><i>Fitness direction:</i> any one that involves being in society and corresponding to a person by temperament, temperament and mood.</p> <p><i>Exercises:</i> according to the chosen fitness direction.</p> <p><i>Landmarks:</i> an interesting pastime, involvement in a positive and health-oriented community, an opportunity to meet like-minded people.</p>

Conclusion. In this study, a conversation plan was developed with the client of the fitness room, during which the coach can understand what the client's needs and motives for fitness classes are. Based on the identified indicators, namely, dissatisfied with the sphere of life of the consumer of fitness services, the trainer makes fitness programs that are applicable to the individual characteristics of clients. This approach allows the client to clearly realize his own dissatisfaction, and see a way to solve the situation with the help of the need for regular training.

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Информация об авторах / Information about the authors

Татьяна Михайловна Лебедихина – доцент кафедры физической культуры, Институт физической культуры, спорта и молодежной политики, Уральский федеральный университет, Уральского федерального университета; t.m.lebedikhina@urfu.ru.

Ирина Васильевна Еркомашвили – кандидат педагогических наук, доцент кафедры теории физической культуры, Институт физической культуры, спорта и молодежной политики, Уральский федеральный университет; i.v.erkomaishvili@urfu.ru.

А. А. Бабич – магистрант, Институт физической культуры, спорта и молодежной политики, Уральский федеральный университет; nadoleto@mail.ru.

Tatiana Mikhailovna Lebedikhina – associate professor, Institute of Physical Culture, Sports and Youth Policy, Ural Federal University; t.m.lebedikhina@urfu.ru.

Irina Vasilyevna Yercomaishvili – PhD (Pedagogical), associate Professor, Institute of Physical Culture, Sports and Youth Policy, Ural Federal University; i.v.erkomaishvili@urfu.ru.

A. A. Babich – master’ student, Institute of Physical Culture, Sports and Youth Policy, Ural Federal University; nadoleto@mai.ru.

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