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**How gym going affects Taiwanese college students' lifestyle  
in terms of mental aspect and consumer behavior?**

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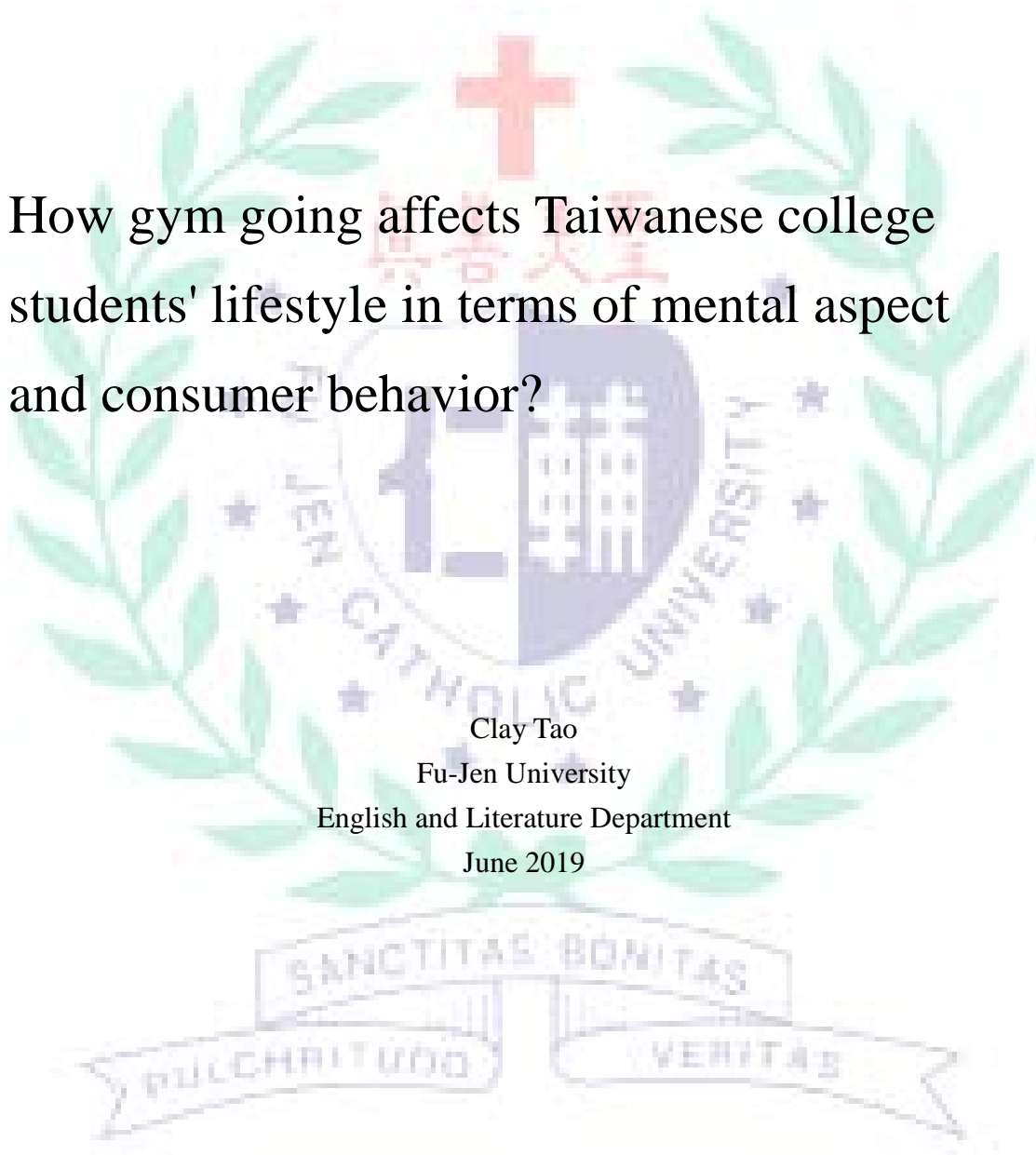
How gym going affects Taiwanese college students' lifestyle in terms of mental aspect and consumer behavior?

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## Workout and Lifestyle

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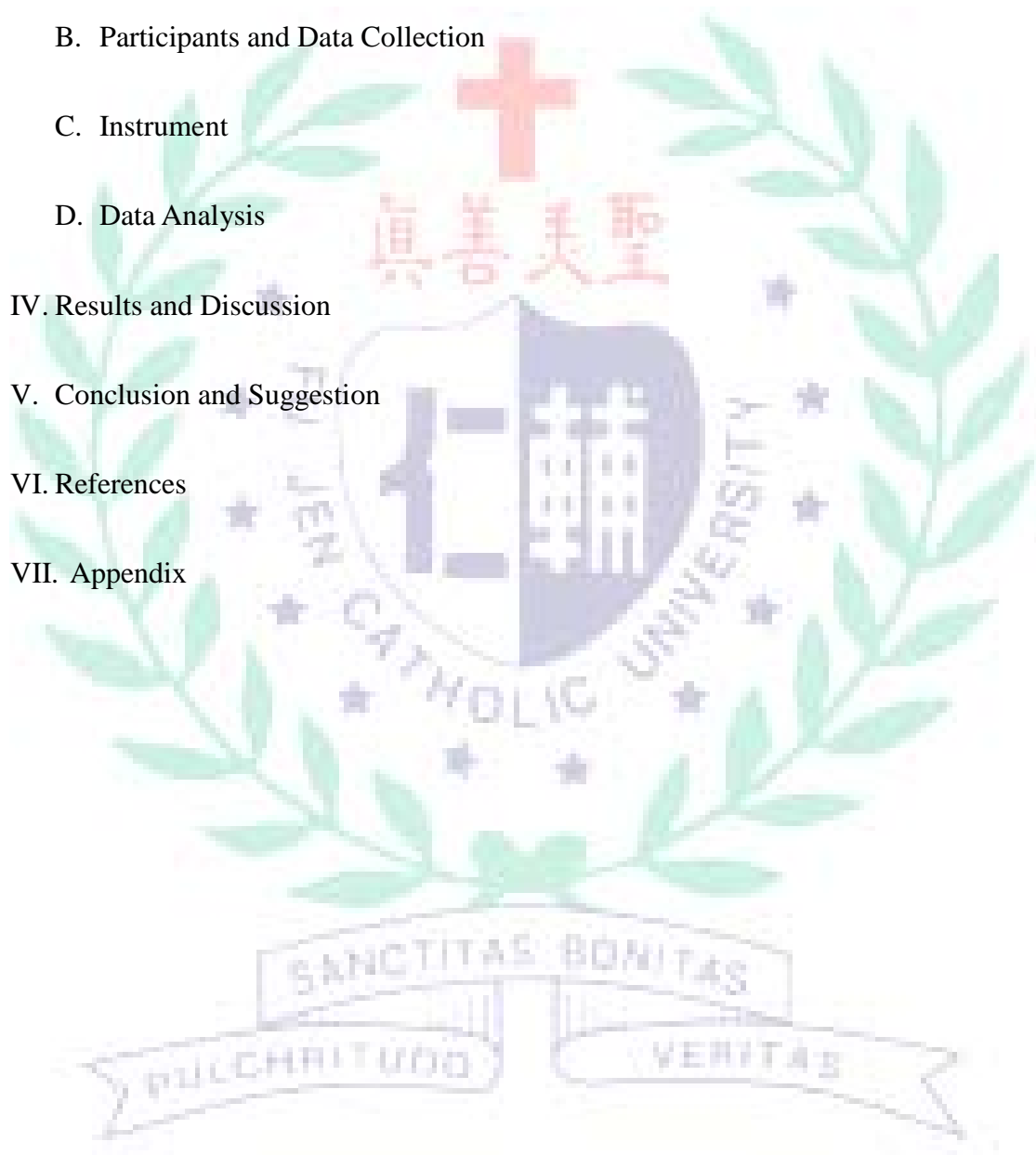
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## Workout and Lifestyle

### 1. Introduction

Gym workout has been popular in Western countries and societies for a long period of time. In UK, there is about 13% of the population having gym memberships. In recent years, fitness industry in Taiwan has also been growing prosperously owing to the influence of social media. There are more and more gyms on the streets with all kinds of sizes. Gym-going starts to be a common leisure activity among people of especially young age. In schools we can find students talking about their training in the gyms even they are not sports-related majors. As a result, the research is designed to discuss the relation between workout mentality and consumer behavior. For the question, the hypothesis assumed is that when one works out regularly, inside one's heart a new image of oneself would be born as a positive active, or even sporty person. Such an image would therefore affect one's consumer behavior for example, buying more sport-related products. And the change of consumer behavior would also affect one's mentality. The paper is aimed to research relation between workout mentality and consumer behavior among college students' lifestyle and try to find out the future development of the industry.

### 2. Literature Review

One of the main hypotheses of this research paper is that gym workout could be something more than just an exercising activity to many people. Instead, it forms some kinds of spirit, or faith in one's mind. In Doğan (2015)'s research, a few

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interviews were conducted. The results of the interviews show that those who go to gym regularly tend to associate workout with something beyond exercising such as quality lifestyle. In other words, the interviewees in the survey believe that gym workout makes their lives more efficient, positive and active apart from the changes of body shapes. With the number showing about 13% of UK population registered as gym members, Doğan's research indicates some of the reasons why gym workout is so popular in Western society. In addition to Doğan's research, Seidel's paper in 2015 also finds another fact. With the Bodybuilding Image Grind (BIG) which has thirty images about different level shape, Seidel investigates the differences between actual shape and ideal shape for both people do and do not work out regularly. Then the fact found is that actually those who work out regularly are more dissatisfied with their muscle mass and fat mass than those who do not work out. Seidel's research shows that those who are working out are also creating momentum for themselves at the same time which makes gym going a pursuit of long time. What is more, a paper published in 2012 by Fiona and some others review a few researches about the exercising effect to people with mental illness. The review paper analyzes both quantitative and qualitative studies and finds that exercising or workout activities actually help these people build the sense of empowerment and improving confidence. Meanwhile, exercising regularly also sets up some goals for them. The effects

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mentioned above indicate that exercise is related to the improvement of Quality of Life (QOL) of the people.

Another main hypothesis of this paper is that the formation of mental changes would likely influence one's consumer behaviors. In this paper the overall purchasing habits would be investigated and discussed. A research done by Bae and Miller in 2009 focuses on college-aged consumers' buying pattern of sports apparel. It lists seven characteristics including: (1) brand; (2) quality; (3) recreation; (4) confusion; (5) impulse; (6) price; (7) fashion. And some differences between genders are found. Rossi and Tirapegui's paper in 2016 focuses on the relationship between gym dependence and supplementation in Brazil where the number of gyms is only next to USA. In this paper it is obvious to see that men are more dependent and loyal to gyms than girls. And those who are more exercising-dependent are more likely to consume supplementary. Moreover, once the loyalty or dependence to gyms is formed, it would not be changed easily. According to the research survey conducted by Zarotis in 2017 aiming to inquire the reasons why people quit gym memberships, it is found that the most common reasons are all related to personal and professional schedule or arrangements rather than being tired or feeling bored about gym workout. All these previous researches have shown the different consuming patterns for gym-goers.

### 3. Methodology

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### 3.1 Research Design

For the research, a questionnaire is designed to collect first-hand information and data. The questionnaire can be divided into three main parts. The first part is participants' basic information including gender, grades, living area and so on. Some of the information is required in order to see whether there is any other difference or point deserving attention or discussion. The second part is about the mental and psychological state of workout activity and habit. The questions in this part are done in the form of Likert scale to inspect whether the participants agree with the points assumed. The third part is about respondents' workout habit and experience such as frequency, workout age or so. The fourth part is about participants' consuming habit and changes related to sporting activity. This part consists of both Likert-scale questions and multiple-choice questions to check out what kinds of purchasing people do and why they do so. In this way the research wants to know whether people's consumer behavior patterns are in line with the hypothesis.

Apart from the questionnaire, the researcher also has interviews with three students in order to help analyze the relation between the questionnaire's results and the hypothesis. The three interviewees are from the English Department of Fu-Jen University. They are Leo, Charlotte C and Charlotte H.

### 3.2 Participants and Data Collection



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There are 160 respondents in total covering 89 males and 71 females. All the respondents are either college students or graduate students.

Figure 1

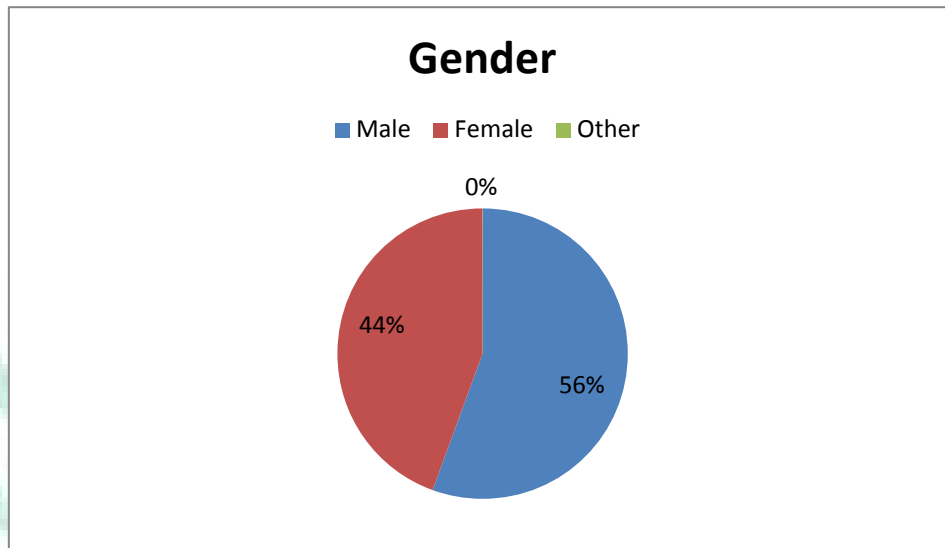
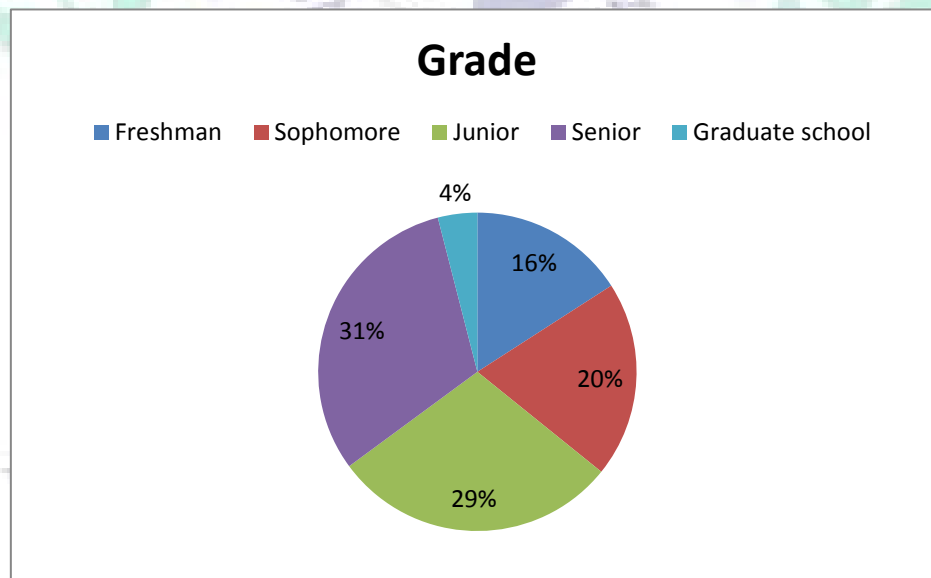
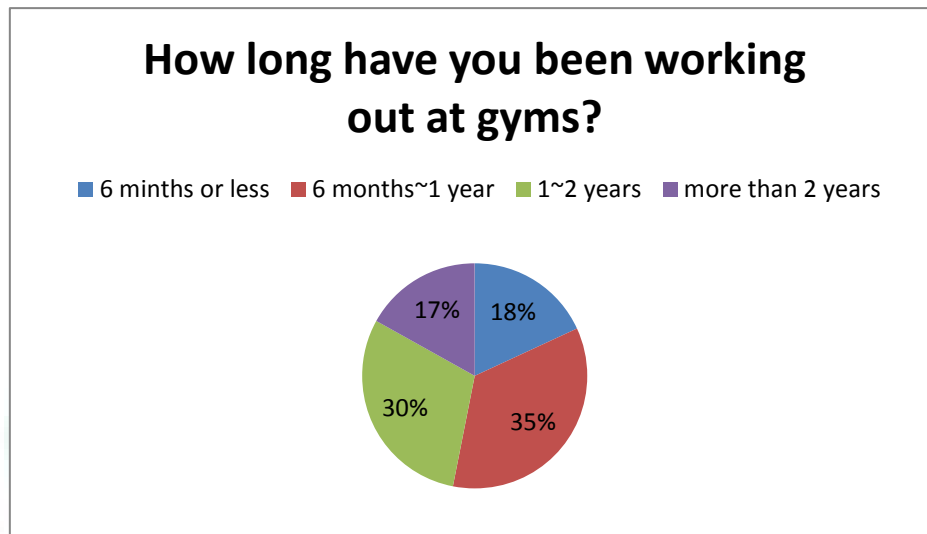


Figure 2



And also, among all the participants, over 80% work out regularly for more than half a year.

Figure 3



### 3.3 Instrument

The questionnaire is distributed in an online forum named Dcard. Dcard is a social media platform for Taiwanese college students. To have the accounts of Dcard, students need to use their school number to ensure their identity as college students.

The questionnaire is posted on the column of workout on Dcard and also on the researcher's social media account with the link.

### 3.4 Data Analysis

The data collected through the questionnaire are analyzed with the method of descriptive statistics. Plus, the researcher also uses qualitative study like interviews to further analyze the relation between the hypothesis and the results of the study.

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## 4. Results and Discussion

In the part of workout mentality, the results are seen in the Table 1. The questions are about whether gym going affect participants' mentality in different fashions or not.

The use of Likert-scale questions suggests the extents of these influences or changes.

Table 1

Question	Strongly disagree	Disagree	Agree	Strongly agree
Gym workout enhances my time management.	0	16.3% (26)	49.4% (79)	34.4% (55)
Gym workout makes me always have a goal.	0.6% (1)	3.1% (5)	26.3% (42)	70% (112)
Gym going is what I look forward to.	1.3% (2)	9.4% (15)	31.9% (51)	57.5% (92)
Gym workout gives me sense of accomplishment.	0.6% (1)	3.8% (6)	24.4% (39)	71.3% (114)
My mentality gets more positive owing to gym workout.	1.3% (1)	6.3% (10)	25.6% (41)	66.9% (107)
Gym workout is something beyond exercise such as life attitude or spiritual faith.	1.3% (2)	7.5% (12)	35% (56)	56.3% (90)
Gym workout makes me more satisfied with myself.	0.6% (1)	3.1% (5)	18.1% (29)	78.1% (125)

In Table 1 we can see most people hold affirmative answers, which show that people do agree with the positive influence gym going bring to their life. Nevertheless, in

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Table 2 below we see that not so many people are actually willing to share such huge changes of life to others.

Table 2

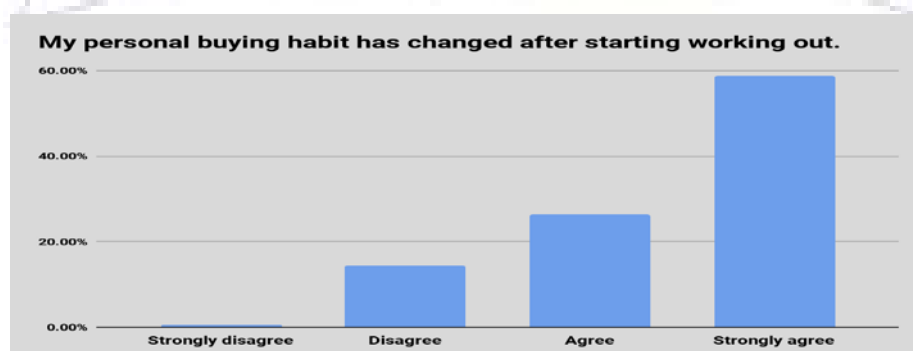
Question	Strongly disagree	Disagree	Agree	Strongly agree
I would like to share my training with other people through any methods.	3.8% (6)	35.6% (57)	35.6% (57)	25% (40)

In other words, such huge effects may not be so aspirational for people to share with others. Also, Leo gives a further explanation.

When I am focusing on training, I would not like to use my phone. What is more, these workout things may not be so interesting to many other people so personally I do not find it necessary.

In terms of consuming habit, we need to find out why and how it changes, and whether it changes in the way corresponding to the hypothesis. In Figure 5 below, We see that most people are aware of their change of buying pattern.

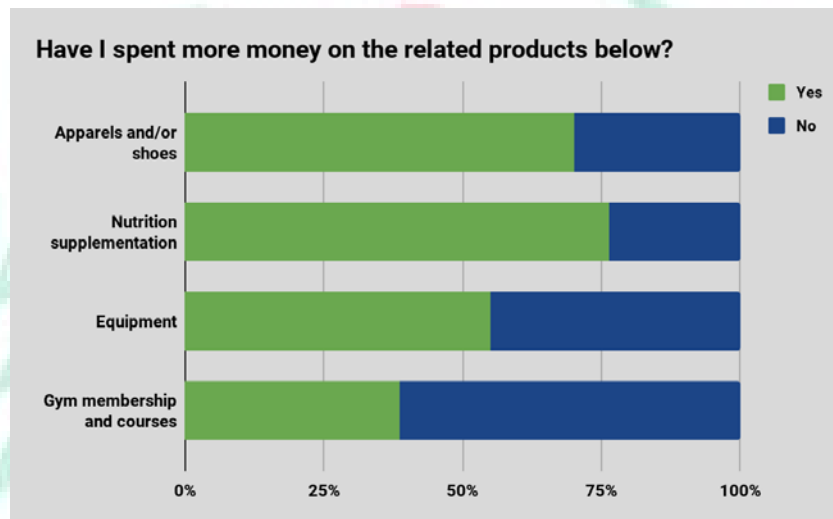
Figure 4



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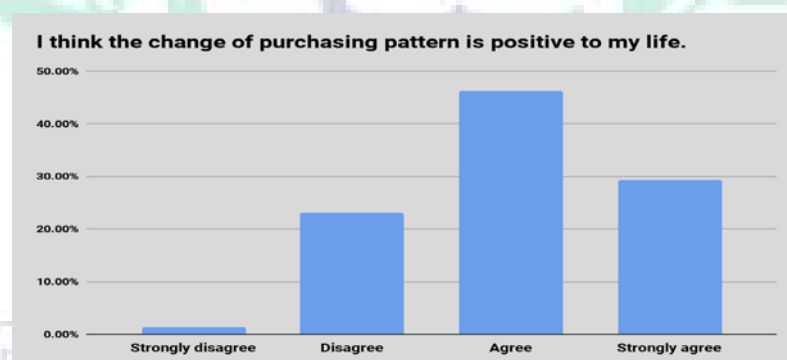
To look further into the changes of participants' purchases, in Figure 6, we can find that nutrition supplementation is in the first place followed by sport apparels and shoes.

Figure 5



After knowing what kinds of products the participants have spent more money on, they are asked about whether these purchases have positive effects to their lives.

Figure 6



As Figure 7 shows, most people agree with the fact that these purchases related to workout could have positive influence to their life. For this, Leo and Charlotte C give us example:

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Buying sport-related products is delightful. It makes you look forward to the training next time with, for instance, your new sneakers. In other words, the stuff you buy could become your workout momentum in some extent.

Nonetheless, even though the result we attain from Figure 7 is in line with the hypothesis, difference is obviously found in Figure 8. That is, many people do not agree with the “sporty effect.”

Figure 7

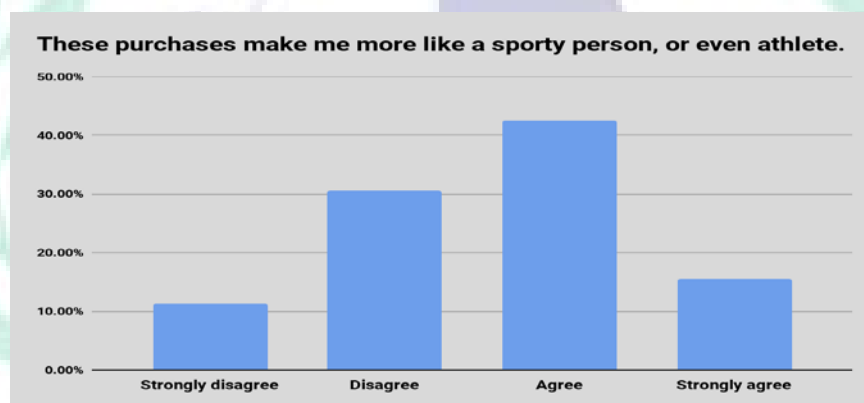


Figure 8 implies that having a sporty lifestyle may not be equal to, or a part of positive effects of gym workout. To account for this, Charlotte H. gives us explanation and example.

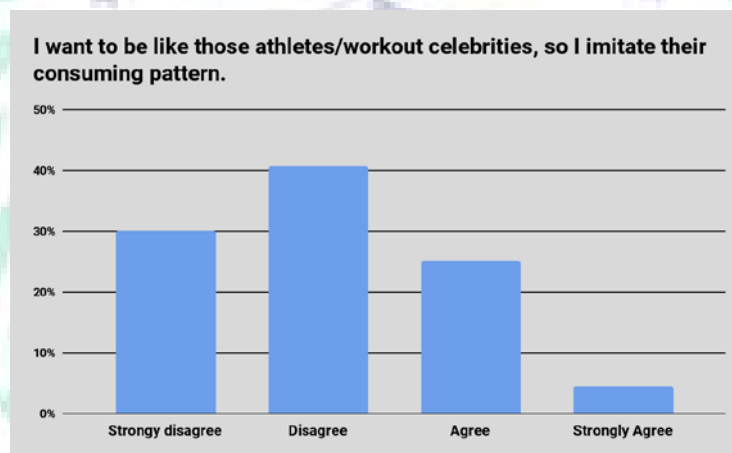
Personally, I do not work out for being sporty. I work out simply because I want to lose weight. It is different from a basketball lover wearing NBA star’s jersey.

The opinion by Charlotte H probably points out the big difference between gym workout and other sports, that is, not everyone in the gyms loves to do so. Instead,

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many people do it for certain purposes such as losing weight. However, those who are on the courts are more likely to do it out of their interests and passion. For instance, if someone who does not play any sports wants to lose weight, then he/she may choose gym workout rather than basketball or tennis. In the point of view of Charlotte H, these people may not really long to have a sport outlook or make themselves athletic. Such a result may help us better understand Figure 9 below.

Figure 8



As we see so many sports stars or workout celebrities being popular on the social media, their popularity may not be able to attract people to really buy the products they use. Leo and Charlotte C share their opinions:

Charlotte C: I work out to challenge myself, not to become someone else. If I have any kind of workout goals, then that would be the stronger me.

Leo: I only try to have the shape or strength they have, instead of their clothes or so.

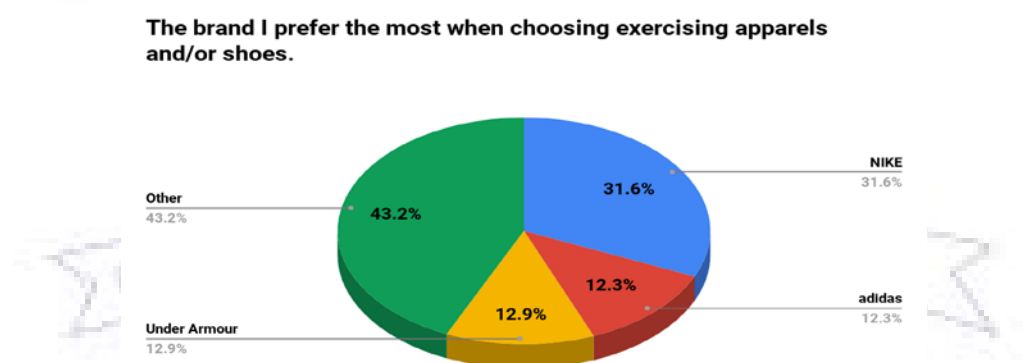
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The result of Figure 9 and interviewees' opinions above suggest that imitating the purchasing pattern of famous people is rather limited.

### 5. Conclusion and Suggestion

According to the results from both questionnaire and interviews, it is proper to say the relation between workout mentality and consumer behavior does exist. However, it is virtually limited. In other words, workout mentality's effects may not be enough to make sport products attractive. In brief, the results do not totally meet the hypothesis of the research. Nevertheless, the lack of the connection between workout mentality and consumer behavior could possibly be the future goal for the industry. Nike is a good example.

Figure 9



In Figure 10, it is clear that NIKE is in the dominant place in terms of sport products.

All of the interviewees identically claim that it is because of the distinguished slogan



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“Just do it.” When one buys a pair of shoes of NIKE, the one may also become the believer of the Just-do-it spirit. The slogan is not just easy to remember, but it connects its products to something meaningful. Such an approach of marketing could probably become the future way of the industry for its development. Thus, some further researches or discussion related to this topic is needed in the future.

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## Workout and Lifestyle

## 7. Appendix

How gym going affects Taiwanese college students' lifestyle in terms of mental aspect and consumer behaviors?

健身習慣如何從心理及消費行為層面影響台灣大學生之生活型態?

Hello, I am Clay Tao, currently a junior student of English Department, Fu Jen University. This survey is set to investigate how college students in Taiwan could be affected by the habit of regular gym going in mental aspect and their consuming behaviors.

Instruction: Pr. Yi-Hsuan Chen

您好，我是陶衍勳，是目前就讀於輔仁大學英國語文學系三年級的學生，因課程研究的需要，我正在進行一份調查，是關於「上健身房之習慣如何在心理層面影響台灣大學生之生活方式以及其消費行為。」此份調查資料僅限學術用途，所有問題都將以匿名方式進行，也不會進行外洩。感謝您抽空協助。

指導教授：陳逸軒

如有任何問題，歡迎來信至 [wlo1619423@gmail.com](mailto:wlo1619423@gmail.com)。感謝您。

第一部分：受訪者資料

1.1 性別

男 女 其他

1.2 年級

大一 大二 大三 大四 其他

1.3 主要生活區域

北、北、基 桃、竹、苗 中、彰、投、雲、嘉

南、高、屏 宜、花、東 離島

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## 第三部分：健身習慣調查

3.1 上健身房的習慣已經持續了多久?

半年內 半年至一年 一年至兩年 兩年以上

3.2 一般來說，一週會去幾次健身房?

一天 兩天 三、四天 五天以上

3.3 每次平均花多久時間在健身房(含更衣、熱身、放鬆)?

30分鐘以內 30~60分鐘 60~90分鐘 90分鐘以上

3.4 通常會獨自前往，還是結伴同行?

獨自前往 結伴同行

3.5 何者是你一開始想要上健身房的主要動機?

想改變體態(變瘦、變壯) 想增強運動表現

純粹想變更健康 很多人都去，我也去看看 其他

## 第四部分：健身心理

4.1 持續上健身房，讓我保持生活有目標

非常不同意 不同意 同意 非常同意

4.2 上健身房使我更做好時間管理，生活更有效率

非常不同意 不同意 同意 非常同意

4.3 上健身房是我日常生活中值得期待的一件事

非常不同意 不同意 同意 非常同意

4.4 持續的健身習慣，使我感到自豪、有成就感

非常不同意 不同意 同意 非常同意

4.5 健身習慣使我更加積極、正向、心情更好

非常不同意 不同意 同意 非常同意

4.6 我會想透過任何方式(朋友聊天、社群平台等)與他人分享我的健身大小事

非常不同意 不同意 同意 非常同意

4.8 比起健身前，我更喜歡有健身習慣的自己

非常不同意 不同意 同意 非常同意

## Workout and Lifestyle

## 第五部分：與健身活動相關消費

5.1 開始健身後，我認為我的消費模式有所改變，增加了與健身運動相關的產品購買

非常不同意 不同意 同意 非常同意

5.2 承第一題，我買了更多運動相關服飾、鞋子

是 否

5.3 承第一題，我買了更多運動營養品、補充品

是 否

5.4 承第一題，我買了更多運動專業配備、護具

是 否

5.5 承第一題，我花了更多錢在挑選適合的健身房，以及報名健身房課程

是 否

5.6 我認為這些消費，讓我更像一個「有在健身的人」、甚至運動員

非常不同意 不同意 同意 非常同意

5.7 我認為這樣的消費習慣改變，對生活有正面的影響

非常不同意 不同意 同意 非常同意

5.8 我想變得跟那些運動員、健身網紅一樣，所以我選擇買他們會用的運動相關產品

非常不同意 不同意 同意 非常同意

5.9 在運動服飾、運動用品選擇上，以下何者為主要考慮的品牌？

NIKE adidas Reebok PUMA Under Armour GYMSHARK

Mizuno Rogue TAIGER 惡名昭彰 Team Joined 其他

5.10 在營養補充品上，何者會是我主要考慮的品牌？

MyProtein ON BSN Daily Boost Dr. Balance

Mars 戰神 其他