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A STUDY ON FITNESS APPS IN INDIA: USER PERCEPTIONS, ATTITUDES AND IMPLICATIONS

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ABSTRACT:

The popularity of fitness applications in promoting healthy living is increasing. India, where smartphone technologies have boomed recently, is also quickly embracing this trend. This paper delves into the diverse views that Indian users have towards these apps by inspecting how they perceive them, their general attitude and their impacts on other health related behaviours and cyber wellness,

The study utilizes a mixed-methods design to amass all-inclusive perspectives. It assembled demographic data, app use patterns together with customer satisfaction metrics from random Indian smartphone user by use of structured questionnaires for purposes of obtaining quantitative data. Simultaneously, to understand more about customers experiences preferences and motivations in using fitness app were further examined through in-depth interviews as well as focus groups which were based on qualitative techniques.

A few findings indicate that Indian consumers have diverse thoughts concerning the effectiveness, dependability and ease of use of workout apps. Users' reactions show their contentment towards some of the characteristics of the apps, the layout of the interface and its effect on keeping motivated and following up on fitness programs. Beyond that; the research study explores how this affects lifestyle behaviours such as involvement in exercises among others that make people healthy

Health promotion schemes and internet wellbeing strategies are among the possible applications of the study's conclusions, pointing out prospects for refining workout application design and adaptive structure to address all sorts of Indian users. Suggestions from the research team take the form of suggestions aiming advanced use, information data collection or support improved by digital technology among other things provided for developers, policy makers and healthcare providers aimed at using online platforms in order to promote better lifestyle practices including enhancing ground level health results.

Conclusion of this study presents significant information regarding technology, culture and health behaviour in relation to fitness application adoption in India. Through an encompassing analysis of user thoughts, feelings towards applications as well as what it means concerning them at large; this paper sets out new possibilities for research pertaining to improved individual outcomes during various cultural contexts through these digital health interventions that are aimed at being effective or available to all people.

IndexTerms – fitness, perception, attitude.

Introduction :

According to the report, more than 80% of people have started using different methods to measure their fitness regimen. The use of Fitness tracking apps in India has been frequently increasing in recent years, driven by several factors. One of the main Reason is the growing awareness of health and fitness among the Indian population. With rising concerns about lifestyle diseases such as obesity, diabetes, and heart disease, individuals are increasingly turning to technology to help them monitor and manage their health. Moreover, the increase of smartphones and the increasing availability of affordable mobile data plans have made Fitness tracking apps more accessible to a large segment of the Indian population. These apps offer a wide range of features, including activity tracking, calorie counting, meal planning, sleep monitoring, and personalized workout routines, catering to diverse health and fitness goals. People became more aware of the importance of maintaining their fitness and health while recovering at home.

The COVID-19 pandemic has accelerated the adoption of Fitness tracking apps. A lot of apps have also added features like at-home exercise plans and mental wellness tools that are intended to assist users in overcoming the difficulties brought about by the pandemic. The rise of Fitness tracking apps has also been aided by government initiatives in India to promote digital health, such as the National Digital Health Mission (NDHM). By utilizing digital platforms, these programs seek to increase access to healthcare services and provide people with the tools they need to take control of their health.

All things considered, the growing popularity of Fitness tracking apps in India is indicative of a change in attitude toward proactive health care and an understanding of how technology can support better lives. However, obstacles like concern regarding data privacy, digital literacy, and the requirement for culturally appropriate content and functionalities continue to be significant factors for both app developers and policymakers. The market for fitness and health apps has expanded rapidly in India. The findings of a study by renowned market research and analytic firm Velocity MR, which sought to understand Indian health and fitness trends, were released.

REVIEW OF LITERATURE :

Shaheen Kanthawala , Shupei Yuan , Syed Ali Hussain (2016) :

The aim of our study was to investigate and ascertain, from the users' perspective, which aspects of the design and content of health applications promote or hinder usage.

Methods: In 2014, 44 smartphone owners from a range of socioeconomic backgrounds participated in six focus groups and five one-on-one interviews held in the Midwest of the United States.

Findings Nine themes were found after using inductive thematic analysis to analyze the data: 1) obstacles to health app adoption; 2) obstacles to health app usage over time; 3) encouragers; 4) information and tailored advice; 5) monitoring for awareness and advancement; 6) reliability;

7) goal-setting; 8) prompts; and 9) sharing private data

J Pers Med. 2022 Nov; 12(11): 1920. Published online 2022 Nov:

This study aims to investigate the elements that influence consumers' perceptions of health apps on smartphones in relation to telemedicine during COVID-19 and to investigate potential associations between these factors and consumer attitudes about telemedicine in India.

Email or WhatsApp were the digital media used to deliver the questionnaire. Responses were recorded using a 5-point Likert scale that went from strongly agree (5) to strongly disagree (1).

The results of this survey show that health apps have a favorable view of telemedicine. Additionally, this study discovered a reliable predictor of how consumers will see telemedicine in relation to health apps on smartphones.

JMIR Form Res. 2021 Oct; 5(10): e26125. Published online 2021 Oct 5:

This mixed-methods study aims to evaluate people's attitudes, willingness to pay, perceptions, and readiness to use mHealth apps.

Eight semi-structured interviews were part of the study's first qualitative phase, while 121 questionnaire responses provided the data for the study's second quantitative phase.

If potential mHealth users identify as currently unhealthy, they may be prepared to pay for app use based on how well they believe the app will benefit them individually.

Dr. S. Selvabaskar , Dr. K. G. Prasanna Sivagami, Ms. S. Aishwarya (2017) :

The goal of this study is to ascertain how consumers view and feel about using mobile health applications (mHealth apps) with different features like ease of use, reliability, and accuracy. It also looks at the factors that users take into consideration when downloading mHealth apps and the things that deter users from doing so.

A well-structured questionnaire was used to gather data from a variety of respondents for this investigation. Participants in this study were those who used mHealth applications in different Tamil Nadu cities. For this study, 40 respondents were included using the judgment sampling method.

The outcome showed that the characteristics that increase confidence in utilizing mHealth apps are positively impacted by customer perception. It has been discovered that elements like popularity, rating, and relevancy have a significant

Prof. Punit Kumar Mishra 1Assistant Professor-Symbiosis Centre for Management Studies, Pune Symbiosis International University, Pune, India 2018:

The main topics of this essay were adoption practices and whether there are any differences in adoption between males and females. Non-list based online probability sampling is used to gather data via social media, email, WhatsApp, and other platforms.

To comprehend the differences between male and female as well as between various age groups, five key criteria are taken into consideration: PU (potential usefulness), PEOU (perceived ease of use), positive attitude, usage intention, and trust.

The data unequivocally demonstrates that women are embracing technology at a quicker rate than men. Generation X users, particularly women, embrace mobile health apps, and the z- test is employed to determine whether there are any significant differences between groups.

RESEARCH METHODOLOGY :

RESEARCH GAP:

A survey reveals that there are many studies that has been done on Perception and Attitude towards Mobile Health and Fitness Apps in India. And the research gap is the factors that are affecting the Indian people to adopt Fitness tracking apps and how far the people are aware about the Fitness tracking apps in India. In this study it involves the factors affecting the Indian consumers are examined. In this study the association between factors including gender, qualification, age group and level of awareness about Fitness tracking apps will be examined.

NEED FOR THE STUDY:

With technology progressively influencing healthcare in the modern digital age, it is critical to research health tracking applications in India. India has particular difficulties in providing universal access to high-quality healthcare due to its large population and varied healthcare system. By giving user the ability to keep an eye on their health, access medical records, and communicate with healthcare professionals from a distance, health tracking

applications present viable alternatives. Comprehending the acceptance, utilization trends, and efficacy of these applications within the Indian milieu is imperative for multiple rationales.

First of all, it makes it possible for decision-makers and medical experts to evaluate how these apps might enhance the provision of healthcare, particularly in isolated or underprivileged locations with limited access to conventional healthcare facilities. Second, researching these apps aids in identifying adoption barriers that must be addressed to guarantee fair access to digital health solutions. These barriers may include issues with digital literacy, language barriers, or data privacy and security concerns. Furthermore, knowledge gained from this research can help create health tracking applications that are user-friendly, culturally aware, and catered to the requirements and tastes of Indian consumers. In the end, research in this field supports further initiatives to use technology's transformative potential to improve public health and healthcare delivery in India.

PURPOSE OF THE STUDY

This study is conducted to understand the factors behind using of Fitness tracking apps in India people.

PROBLEM STATEMENT

There are many possible factors that affect the people to use Fitness tracking apps based upon different brands and choices. The main aim of the study is to understand the factors that are influencing the people to use Fitness tracking apps and knowledge about Healthify me tracking app.

OBJECTIVE OF THE STUDY

To study the people attitudes and perceptions towards about health tracking app in Kompally region.
To study impact of health Fitness tracking apps on health of the people.

RESEARCH DESIGN

Research design can be defined as the analytical approach and the strategies that is used in guiding the research project is known as research design.

RESEARCH TYPE: Descriptive in Nature
SAMPLING TECHNIQUE: Non random sampling technique is used for the purpose of the study.

DATA COLLECTION METHODS:

Primary data involves the data that will be collected personally and the data that does not exist which can only be collected by direct observation.
And the data can be gathered by surveys and questionnaire methods.
Secondary data refers to the data that is already existed and can be found in journals, articles and case studies which can be utilised to understand the previous research and findings.
Population:100
Population unit: All the customer using healthify me app.
SAMPLE SIZE: 50
SAMPLE UNIT: Kompally
QUESTIONNAIRE:
A structured questionnaire is used for gathering the data. Likert scale and multiple choice are used in the survey
TOOLS USED: chi-square, Bar Graphs and percentages.

HYPOTHESIS:

H0- There is no significant Impact of Fitness apps on Users health.
H1: There is a significant Impact of Fitness apps on Users health

DATA ANALYSIS

Occupation	Employee	Professional	Student	Uneducated	Total
Respondents	19	9	19	3	50
Percentage	38	18	38	6	100

**Interpretation:** Most of the respondents are students and employees which contribute with 38% and 38%.

Occupation
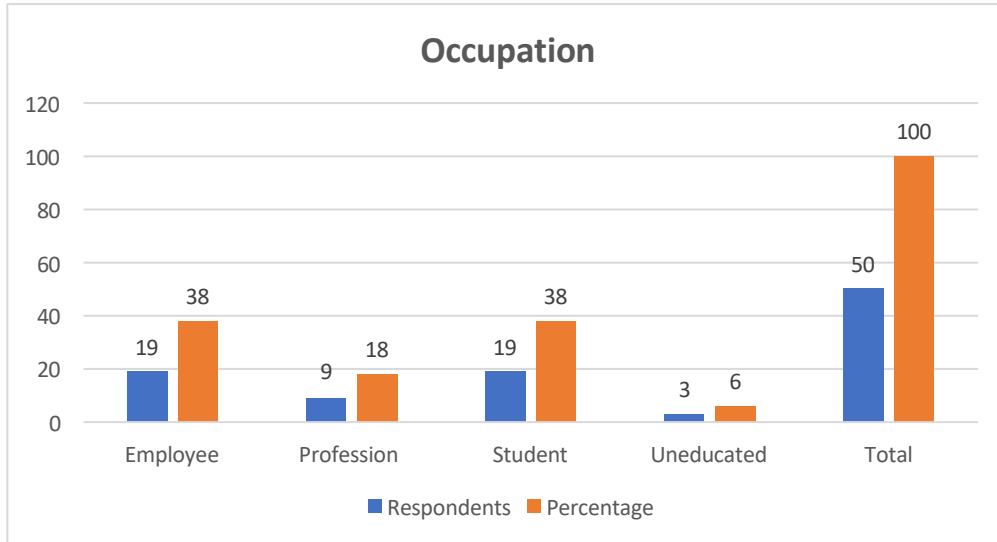
How often Do you exercise?	2-4 times a week	Daily	Never	Rarely	Total
Respondents	12	18	8	12	50
Percentage	24	36	16	24	100

How often Do you exercise ?
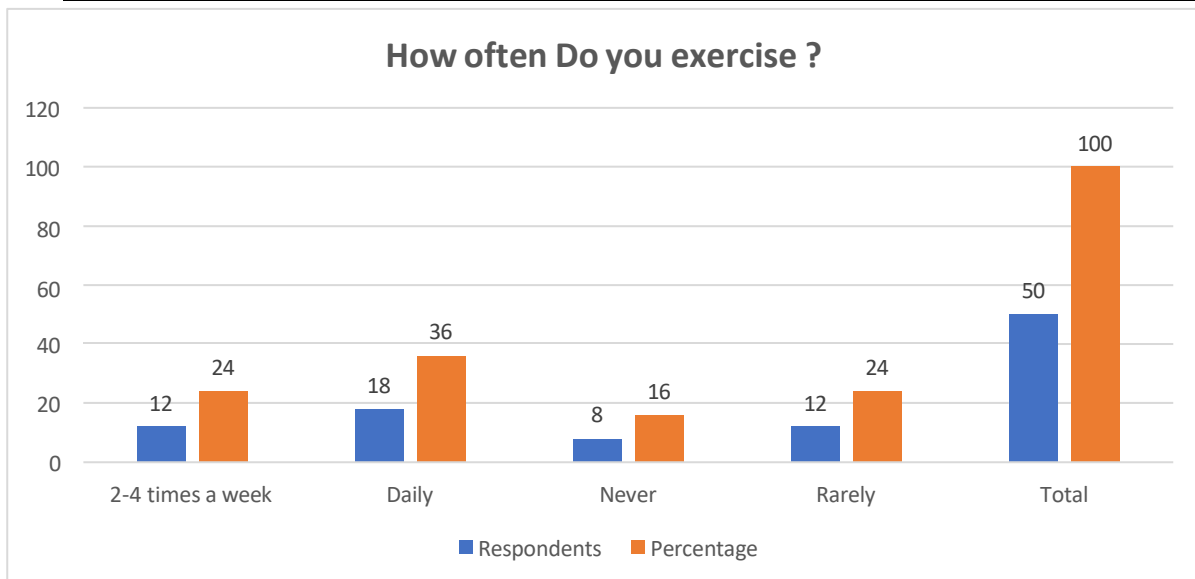
**Interpretation:** 36% of Respondents are doing exercise on daily basis.

Are you aware of Digital fitness tracking apps?	Yes	No	Total
Respondents	36	14	50
Percentage	72	28	100

## Are you aware of Digital fitness tracking apps ?
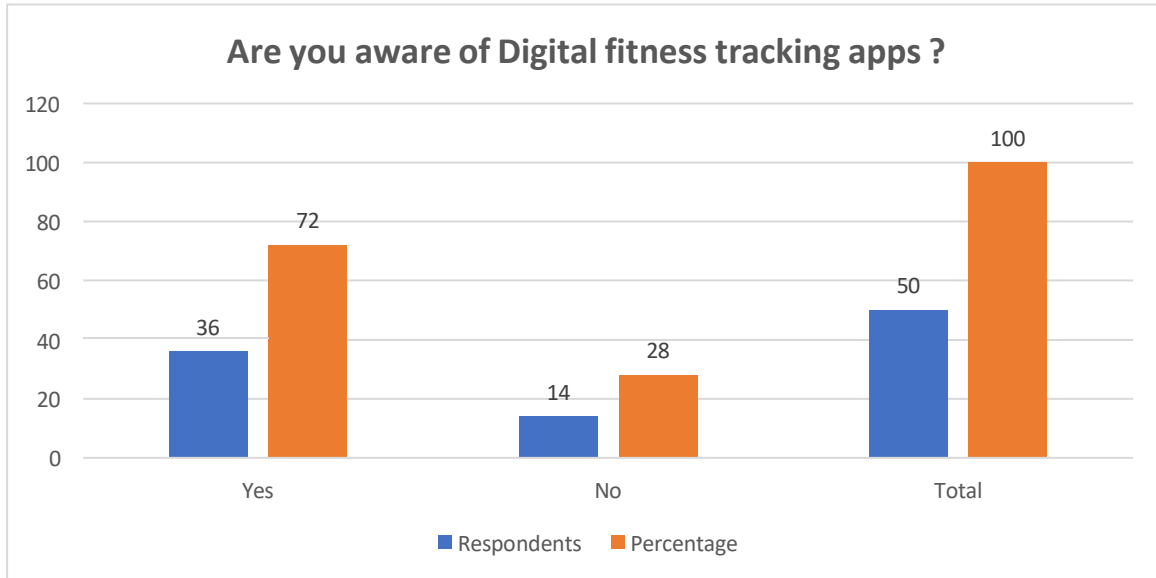
Interpretation: 72% of people in kompally are aware of digital fitness tracking apps.

If yes , Which fitness app have you used before ?	Healthify me	My fitness Pal	Nike Training club	None of the above	Total
Respondents	14	12	6	18	50
Percentage	28	24	12	36	100

If yes , Which fitness app have you used before ?
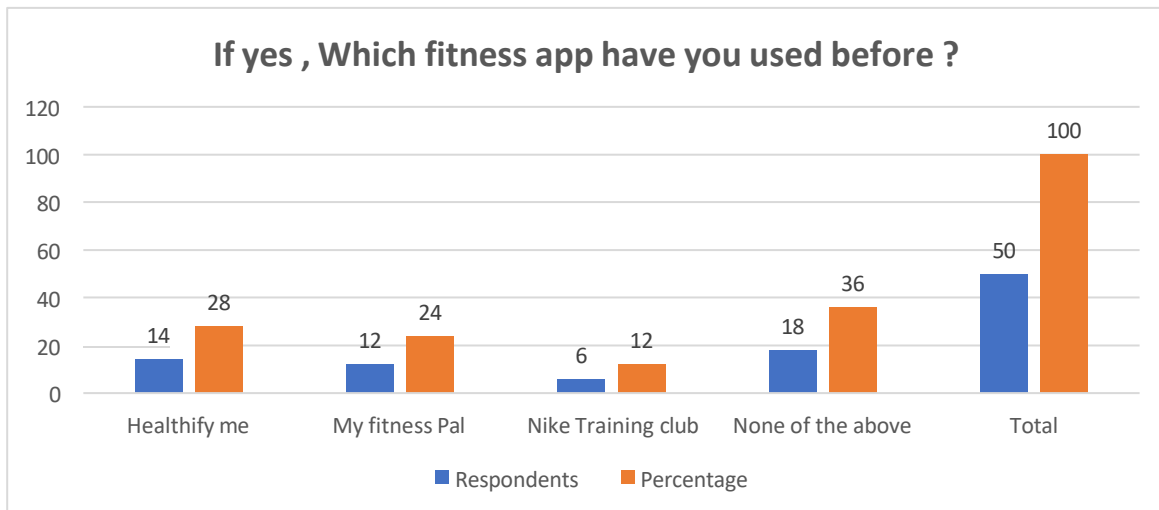
Interpretation: According to the survey out of 100%, 28% of people are using healthify me , 24% of people are using My fitness pal , 12 of people are using Nike training club and Highest percentage of people are using other apps with 36%.

What motivates you to use fitness app regularly?	General Fitness	Muscle Gain	Weight loss	Other Reasons	Total
Respondents	16	14	10	10	50
Percentage	32	28	20	20	100

What motivates you to use fitness app regularly?
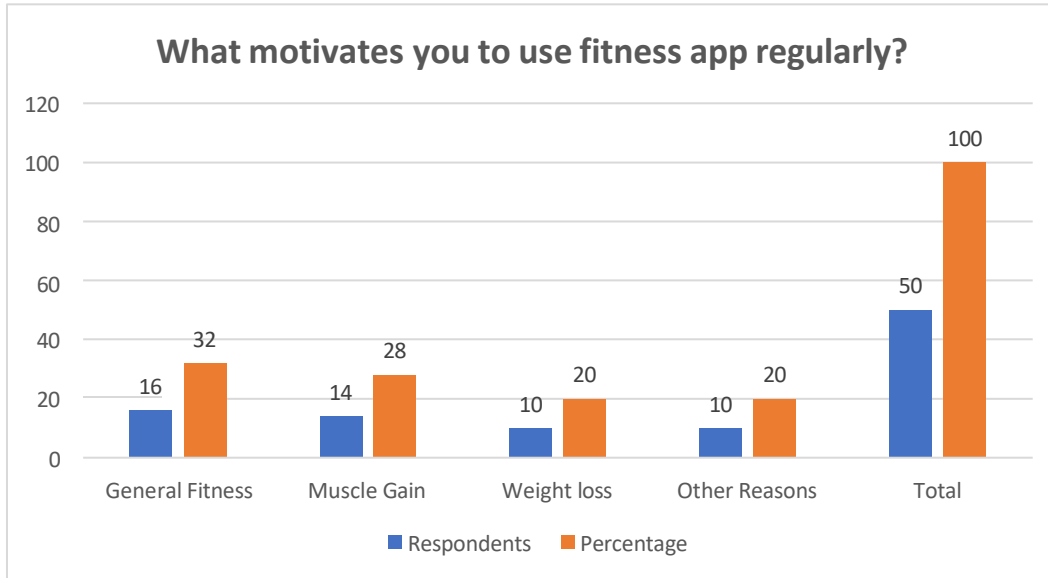
Interpretation: Most people stated that the main motive of using fitness apps are for general fitness, and second highest percentage of people are using fitness app for Muscle Gain.

How concerned are you about the privacy and security of your personal data when using mobile fitness apps?	Concerned	Very concerned	Not at all concerned	Neutal	Total
Respondents	11	24	9	6	50
Percentage	22	48	18	12	100

Interpretation: Out of 100%, 48% of people are very concerned about their Personal data when using mobile fitness apps.

How concerned are you about the privacy and security of your
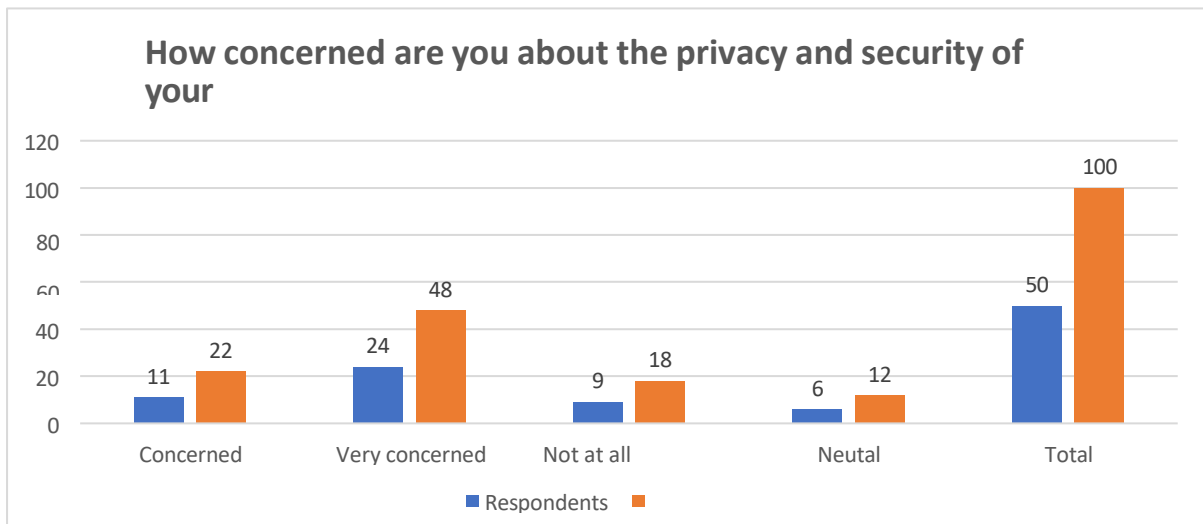
STATISTICAL TOOLS FOR ANALYSIS

H0- There is no significant Impact of Fitness apps on Users health.

H1: There is a significant Impact of Fitness apps on Users health.

	Yes	No	Marginal Rows Totals
Male	21 (17.28) [0.8]	11 (14.72) [0.94]	32
Female	6 (9.72) [1.42]	12 (8.28) [1.67]	18
Marginal Columns Totals	27	23	50 (Grand Total)

The chi-square statistic is 4.836. The p-value is .027872. Significant at $p < .05$.

Since p value is less than 0.05, H0 Rejected and Accepted H1. So, there is a significant Impact of Fitness apps on Users health.

	Yes	No	Row Totals
< 25	10 (14.26) [1.27]	13 (8.74) [2.08]	23
25 - 35	10 (8.06) [0.47]	3 (4.94) [0.76]	13
36 - 45	4 (3.10) [0.26]	1 (1.90) [0.43]	5
>46	7 (5.58) [0.36]	2 (3.42) [0.59]	9
Column Totals	31	19	**50 (Grand Total)**

The chi-square statistic is 6.2164. The p-value is .101545. The result is not significant at $p < .05$.

Since p value is more than 0.05, H0 Accepted and Rejected H1. So, there is no significant impact on Fitness apps on Users health.

V. FINDINGS & CONCLUSIONS:

- The total respondents are 50 out of which male are 64% and 36% are female.
- Majority of the respondents who are using fitness apps are below 25 Age with 46%.
- Most of the respondents are students which contribute with 38% and employees with 38%
- Most of the respondent states that they exercise every day for the fitness of the body.
- 72% of people in kompally are aware of digital fitness tracking apps.
- Out of 50 people 35 people are using fitness app in their Mobile devices.
- According to the survey out of 100%, 28% of people are using healthify me, 24% of people are using My fitness pal, 12 of people are using Nike training club and Highest percentage of people are using other apps with 36%.
- Most people stated that the main motive of using fitness apps are for general fitness, and second highest percentage of people are using fitness app for Muscle Gain.
- Out of 50 people 37 members noticed changes in their body after using the fitness apps.
- The most people are looking for customized workout plans in fitness apps.
- Due to recent covid issue and sudden heart attack problems people are more likely to use fitness apps and pay the premium for the upgraded versions of the apps.
- 36% people stated that Neutral with available of current fitness apps in the market, this state that more people are aware of only few fitness apps in the market.
- 36% people responded that they are happy to refer their family member to use fitness apps.
- 36% of people are responded as very effective as "Mobile fitness apps are helping them to achieve their fitness goals".
- Out of 100%, 48% of people are very concerned about their Personal data when using mobile fitness apps.
- 48% Of people are responded Significantly to the contribution of fitness apps to the well-being of users in India.
- 52% of people are more interested to participate in the online fitness challenges or communities within a mobile fitness app and 22 % of people are not at all interested in these activities.

- 54 % of people that means out of 50 people 27 members faced difficulties while using the fitness apps.
- 46 % of people are strongly agreed to that fitness apps are used to promote a healthy lifestyle in the India.
- Out of 50 people 44 % of members are stated that mobile fitness apps are adequately address mental health aspects of fitness.
- 46% people are believed that mobile fitness apps have the potential to revolutionize healthcare and preventive medicine in India.
- 44% people Stated that government initiatives and policies promote the use of mobile fitness apps and digital health solutions in India.
- 58 % of people are strongly agreed to that mobile fitness app developers should prioritize ethical considerations in their design and implementation.
- Finally it has been found that most of the people are aware of fitness app the factors which affect them to adopt fitness are: 32% of people use fitness app for general fitness, 28% people use fitness app for Muscle gain, 20% of people use fitness app for weight loss and 20 % of people use for other reasons

CONCLUSIONS:

According to the report, the majority of Kompally customers are aware of fitness apps and its benefits. Age group, Occupation, and the degree of consumer knowledge of fitness apps have no correlation. The majority of consumers are impacted by a number of factors when choosing the correct fitness app. The majority of the people are only aware of few fitness apps available in the market, So, companies should focus on advertisement of the fitness apps to the people.

It indicates that although some consumers are willing to pay the price for the premium version but they are not completely utilizing the benefits of the app or the premium version.

We may draw the conclusion A growing percentage of users are willing to pay for premium app features as a result of the recent increase in health consciousness brought on by the COVID-19 pandemic and worries about heart health. Despite this excitement, 48% of respondents voice concerns about data protection, indicating a persistent lack of confidence in the topic. However, a resounding majority (48%) agrees that fitness apps have a good effect on wellbeing, highlighting their potential to revolutionize preventative and healthcare in India. Users therefore agree that in order to maintain the public's trust and participation, developers should give ethical issues top priority when designing and implementing apps. Notwithstanding these obstacles, fitness applications' promise to transform healthcare and preventative medicine in India is well acknowledged. In order to guarantee the population's continuous well-being, developers and legislators must address these issues going forward while encouraging innovation and the use of digital health solutions.

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[5] Prof. Punit Kumar Mishra Assistant Professor-Symbiosis Centre for Management Studies, Pune Symbiosis International University, Pune, India: © 2018 IJCRT | Volume 6, Issue 2 April 2018 | ISSN: 2320-2882: MOBILE HEALTH APP ADOPTION IN INDIA: A COMPARATIVE STUDY: