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The profile of music consumption in exercise environment – Music's impact on exercise enjoyment and motivation

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Abstract

In this Bachelor's Thesis two theoretical backgrounds - music's effect on sports performance and music's effect on human body and mind - were combined to explore the music listening habits of the average fitness centre members of two fitness centres. The aim was to shed light on how recreational athletes could be motivated and their enjoyment increased by the music played during their workouts. A quick look was also cast at how these findings could be applied in marketing strategies.

The approach of the study was deductive and it was carried out as a quantitative research in a form of a consumer survey in two fitness centres, one in Lady Line Hakaniemi, Helsinki and the other in Lillie Road Fitness Centre, London. The survey was executed online using Webropol survey platform as well as in paper form and the data was analysed using Excel.

Based on the results of the survey, it was concluded that music had a significant impact on the average person's motivation. Therefore, fitness instructors might benefit from designing the music for the exercise as carefully as designing the exercise itself. It was also discovered that when choosing music to accompany physical activity, it is important to take into account several factors: type of activity, the demographic background of the group participating in the activity, current trends and individual preferences.

For fitness professionals to benefit from the findings, another study into the musical preferences of their specific clientele should be carried out as personal preference plays a role in how affective music is in increasing motivation and enjoyment. When trends are recognised, planning the music around the exercise activity may result in more motivated and happier clients, thus increasing client retention.

Keywords
Music, exercise, sports psychology, music therapy, motivation

Miscellaneous

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Kuvailulehti

Tässä opinnäytetyössä yhdistyi kaksi taustaa - musiikin vaikutus urheilusuorituksiin sekä musiikin vaikutus ihmismieleen ja -kehoon - tutkimuksen selvittäessä millaisia vaikutuksia musiikilla on keskivertokuntoilijan liikuntamotivaatioon ja liikunnasta saavutettavaan nautintoon.

Tutkimuksen lähestymistapa oli deduktiivinen ja se toteutettiin kvantitatiivisen tutkimuksen muodossa, asiakaskyselynä kahden eri kuntokeskuksen asiakkaille; Lady Line Hakaniemi, Helsingissä ja Lillie Road Fitness Centre, Lontoossa. Kysely suoritettiin verkossa Webropol-kyselynä sekä paperiversiona ja analysoitiin Excelin avulla.

Asiakaskyselyn tulokset osoittivat, että musiikilla on merkittävä vaikutus kuntoilijan motivaatioon ja että liikunnanohjaajat voisivat hyötyä huolellisesta musiikin suunnittelusta liikuntatunneilleen. Tutkimuksessa kävi myös ilmi, että parhaan motivaation saavuttamiseksi musiikin valintaan vaikuttavat monet eri tekijät; liikuntamuoto, liikkujien demografinen tausta, nykyiset trendit sekä yksilölliset mieltymykset.

Jotta kyselyn tuloksia voitaisiin parhaiten hyödyntää, kuntokeskusten olisi aiheellista selvitellä asiakaskuntansa musiikkimakua, koska yksilöllisillä musiikkimieltymyksillä on suuri merkitys siihen kuinka tehokkaasti musiikki vaikuttaa motivaatioon ja liikuntanautintoon. Kun yksilölliset musiikkimieltymykset on selvillä, musiikin huomioonottaminen liikunta-aktiviteetin suunnittelussa voi luoda motivoituneempia ja tyytyväisempiä asiakkaita ja siten myös lisätä asiakasuskollisuutta.

Avainsanat (asiasanat)
musiikki, musiikkiterapia, liikunta, kuntoilu, liikuntapsykologia, motivaatio

Muut tiedot

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1 INTRODUCTION

The field of physical exercise is widely studied and researched with the aim to understand how to get better results and improve performance. Music's involvement in increased athletic performance has been explored by Dr. Costas Karageorghis of Brunel University, Reader in Sport Psychology, and his colleague Dr. David-Lee Priest, PhD in Sport Psychology, among others. However, there has been substantially more focus placed on improving performance, with side mentions to motivational aspects of music and increased enjoyment.

There have been several studies, on a psychophysical side, on how music helps people better their results and increase performance, but there is very little material about the application of music to increase enjoyment and motivation. For a recreational athlete, the average fitness centre member, tweaking performance results is unlikely to be a high priority. Digging deeper into factors that may make exercise more enjoyable and increase motivation to exercise could prove beneficial for the health industry. In this Bachelor's thesis we investigate the music listening habits of the members of two fitness centres to discover any links between increased enjoyment and motivation to exercise, and the music played during exercise.

2 RESEARCH TARGET

The study was conducted in partnership with two fitness centers; Lillie Road Fitness Centre, London, UK and Lady Line Hakaniemi, Helsinki, Finland. Both fitness centres are further introduced below.

2.1 Lady Line Hakaniemi

Lady Line is one of the franchise brands of LL International Oy Ab, a Finnish

private company whose other franchise brands are EasyFit and LadySlim. Lady Line has 31 fitness and wellness centers across the country, all of them solely for women. (Ab LL International Oy 2013.)

Lady Line Hakaniemi is situated, as the name suggests, in Hakaniemi, Helsinki. It is a rather small centre with a theatre -esque structure; the group exercise studio is situated on the ground floor and the gym is in a tier surrounding the studio. Spinning and hot-yoga studios are located in separate rooms. The average customer profile for the fitness center is a middle-aged female who is living a stable life with a family, but also younger and older people attend the gym. (Suuronen 2013.)

The gym offers a variety of group exercise classes; strength training classes such as BodyPump and Kettlebell; aerobic, interval training classes such as BodyAttack, Cxworx and BodyCombat; classes with dance elements such as Zumba and Sh'bam; calm and relaxing classes like yoga, Pilates and stretching. All of the above are also offered in a heated room as a "hot" version. In addition, the gym offers spinning and different kinds of virtual classes where the instruction video is projected on the wall of the studio. (Lady Line 2013.)

Music-wise the gym has some special arrangements. Since the exercise hall and gym are in the same space, the same music plays during a group exercise class in the gym as it is impossible to differentiate the music at the gym and in the group exercise hall. The spinning and yoga room have their own music, which does not affect the music of the rest of the gym complex. Additionally, calmer and more meditative music is played in the changing rooms with the intention to achieve a calm and peaceful space. (Suuronen 2013.)

The musical genre played in the centre varies to a great extent and it is wide-ranged; pop, rock, Finnish-pop/adult pop and dance are all used in the centre. The chain does not control the music played, but the gym itself has the freedom of choosing the music. There are no particular criteria in choosing the

music, apart from trying to achieve a versatile and at the same time neutral playlist as there is big variation in the age groups among the customers.

For the group exercise classes the instructors can choose the playlists themselves, with the exception of the LesMills -classes for which the music comes from a LesMills collection. The instructors cannot influence LesMills -playlists as it is a large worldwide brand of group exercise classes licensed by individual centres, but the playlists change every three months. Virtual classes also have their own pre-chosen music. (Suuronen 2013.)

The volume of music is also an aspect to note since there are clear restrictions to it as the gym is located on the ground floor of a residential building. The volume should not exceed 75 dB at the gym. The music in the spinning room is a little louder so as to compensate for the noise produced by the indoor bicycles. (Suuronen 2013.)

The fitness centre has not received much feedback about the music before, but the fitness officer of Lady Line Hakaniemi, Jouni Suuronen suspects that either they have been able to choose the playlists cleverly or the customers care little about it. He also thinks that young people care more about music choices, but also use more about their own music while exercising. He thinks that it is rather impossible in practice for the customers to have a say in the music played at the center. (Suuronen 2013.)

2.2 Lillie Road Fitness Centre

Lillie Road Fitness Centre (LRFC) is part of a larger chain of leisure centres, Greenwich Leisure Ltd. (GLL). LRFC is located in a residential area of the London borough of Hammersmith and Fulham, the postcode area SW6. It is rather small and inexpensive, attracting mainly young professionals and students as well as the elderly.

GLL has 120 centres around the UK and they receive updated CDs monthly from the headquarters - one up-tempo and one down-tempo CD is to be played at the different stations of the gyms. Individual gyms have little control over what is on the CDs unless there is a problem with it, for example, the music is unsuitable for exercise. In addition to the CDs, LRFC has the radio on from the opening time until 9.30am. Tanya Beresford, the Duty Manager of LRFC, says she is not informed of the criteria the company uses to choose the music. However, the songs are always motivational and upbeat with a few chart hits in the mix. LRFC also has four TVs in their cardio room that the customers can watch and listen to while exercising. They have one sports channel, one music channel, and one news channel, and the fourth TV is set to channels 1-5 (BBC1, BBC2, ITV, Channel 4, and Channel 5). They have the option to change the channels according to customer preference. (Beresford, 2013)

Customer feedback about the music played at LRFC has been both positive and negative in equal measures. Some customers enjoy the music, some may not like it as much, and some have commented on the volume. As the feedback has been very even, Beresford does not feel that there is a great need to amend the music policy, as it is impossible to please everyone. (Beresford, 2013)

Group exercise classes at LRFC are designed by the individual instructors who all hold exercise to music qualifications, and they choose the music according to their own catalogues and licensing agreements. LRFC does not run any branded group exercise classes, e.g. Les Mills. Beresford has noticed that the groups that use the gym do not often go to group exercise classes, and vice versa. Moreover, the groups that go to group exercise classes also tend to always choose the same classes. There is a social side to it as well, as the people learn to know each other. (Beresford, 2013)

3 THEORETICAL FRAMEWORK AND HYPOTHESES

3.1 Research problem, research question and objectives

Research problem

This study examines the music listening habits of fitness centre members and recreational athletes, as well as their reasons for listening/not listening to music. Based on personal experiences and exploring the science behind music's physical and emotional effects on people, it was hypothesized that music would serve as an effective tool for boosting exercise motivation and increasing enjoyment during exercising.

Research question

The research question of this study is "What do average fitness centre members gain from listening to music while exercising?".

Objectives

This study had two objectives. The first was to examine if recreational athletes paid attention to music while exercising and how it affected them. The second objective was to conduct a survey in order to examine what criteria were most commonly used when choosing songs to accompany workout.

4 LITERATURE REVIEW

Before examining music's effect on sports and training, it is good to cast a brief, but wider, glance at music's overall effect on emotion, health, and

motivation. These relationships are examined in the chapters below, focusing on each point separately.

4.1 Music and emotion

Music has been widely studied as a means of emotional communication. Priest (2003) suggests that certain types of musical structure, such as variations in harmonic progression, tempo, timbre and dynamics bear innate associations to particular emotional states. Bruner (1990), as cited by Priest (2003), concluded that fast music is typically considered happier than slow music, whereas higher-pitched music is associated with happiness and music of a lower pitch is associated with sadness. Priest also notes that Hevner's (1935) assertion that music in minor keys conveys sadness and mystery and that the major modality conveys happiness and lightness has never been challenged.

In relation to exercise, Priest (2003) quotes a longitudinal study conducted by Kodzhaspirov et al. (1988) in which a self-report questionnaire was used to investigate the effects of music on Russian weightlifters during training. . According to Kodzhaspirov's study, the participants stated almost unanimously that music improved their mood during training. Priest also quotes a series of studies (Eagle, 1971; Sloboda, 1992; Wheeler, 1985) suggesting that the emotional response to music is individual because it depends on the emotional life of the listener. More precisely, instead of creating or changing emotion, music merely allows access to the emotions that are already present in the listener. Furthermore, it can intensify or release these emotions.

4.2 Music and health

Music therapy is widely used in treating patients with various mental and physical health challenges, and music has long been recognized as a source of healing. Music therapy originated in the psychoanalytic models of therapy which continue to dominate in spite of more recent behaviorist and humanistic influences. In a study examining the effect of music lessons on children with

chronic anxiety and conducted in 2002 it was found that each of the children in the study demonstrated significant improvements in anxiety-related symptoms and quality of life during the period of their music lessons. (Boyce-Tillman and Walker, 2002).

Berger and Schneck (2005) explain that pulse and pace are major contributors to emotional rehabilitation (p. 147). They also state that for the music therapist's physiologically targeted clinical intervention, these two major rhythm characteristics – pulse and pace – are critical to the effectiveness of the music dosage being applied as treatment (p. 145).

Priest (2003) cites Ilsen (1926) and Aldridge (1989) who have both suggested that the most significant link between music and health is rhythm, as the vital functions of the body are all rhythmical when in a state of perfect health. Emotions are also significant determinants of good health, and thus the emotional responses to music may promote good health.

Furthermore, the guided imagery and music (GIM) therapy has yielded good results by allowing people to become more conversant with their emotions. They gain insights into their problems, experience spiritual growth, relax and discover new aspects of themselves. It was also discovered that the imagery promoted by music in a therapeutic setting helped the participants to forge a link between their conscious and unconscious minds. (Priest, 2003)

Additionally, it is not only mental and emotional effects that music can stimulate. According to Taylor (1981), as cited by Priest (2003), music has frequently been used to reduce the need for anesthesia during invasive procedures. Priest also refers to McGaffrey (1990) stating that music has been used to distract patients from the symptoms of discomfort that accompany cancer treatment.

4.3 Music and motivation

In his 2003 doctoral thesis “Characteristics and Effects of Motivational Music in Exercise” David-Lee Priest explored the assessment of the motivational qualities of music in a nationwide sample of exercise participants.
When examining music's relationship to motivation it is important to define what is meant by the term 'motivation'. Priest has defined motivation in his thesis as follows:

“The most significant distinction lies between intrinsic and extrinsic motivation. Intrinsic motivation refers to engaging in an activity for its own sake; for the pleasure derived from participation. Extrinsically motivated behaviour is aimed towards an end that is external to the activity itself“. (Priest 2003, p. 46)

An example of an extrinsically motivated athlete would be one who exercises to achieve social status. Karageorghis and Terry have proposed that an improved mood is one of the psychophysical effects of exercising to motivational music, and it is most likely that music enhances the intrinsic motivation to exercise as it promotes the enjoyment of the activity. There is no current evidence to support the proposition that music promotes extrinsic motivation. (Karageorghis et al., 1997; as cited by Priest, 2003) Furthermore, the use of background music within a work environment has been associated with reduced absenteeism, enhanced job satisfaction and increased output (Herrington and Capella, 1994; cited by Oakes, 2000).

4.4 Music’s effect in exercise

As indicated in the previous chapter, it is clear that music affects emotions in one way or another and that emotions are involved while exercising. The science behind how emotions can be controlled and utilised with music while exercising has slowly but steadily raised interest in the field of sport psychology. Dr. Costas I. Karageorghis, a sport and exercise scientist and psychologist studied this subject already during his master programme in

1991 – 1992. He has continued his research ever since, acquiring a PhD in Sport Psychology and now serving as a Reader of sport psychology in Brunel University. (Karageorghis, 1999).

The main findings that Dr. Karageorghis and his colleagues have made in several studies are that music is not only a pleasant companion while exercising but that it can also have significant effects on the enjoyment given by exercise and also on the results. In their article “Music in Sport and Exercise: An Update on Research And Application” in The Sport Journal they introduce findings of music in sport and exercise from their own publication as well as from works of their fellow researchers. (Karageorghis and Priest, 2008.) In the article Karageorghis and Priest introduce results of survey which show five ways of how music can affect in preparation for training and performance: dissociation, arousal regulation, synchronization, acquisition of motor skills and attainment of flow.

Dissociation

While exercising, anything that drives one’s mind away from the sensations of fatigue is helpful and music has proven to be a very effective tool for that. Psychologists call this technique dissociation. It is a defense mechanism where certain, mostly negative, thoughts or mental processes are divided in different parts of mind in order to avoid emotional stress. Music dissociates one’s mind from negative feelings by promoting a positive mood state, especially strengthening such feelings as vigor and happiness and reducing the feelings of tension, depression and anger.

However, dissociation by music seems to work only with low and moderate exercise, not with highly intense exercise as then the feelings of fatigue and certain physiological aspects such as respiration rate and blood lactate accumulation overpower the good feelings delivered by music. However, even though music does not work as effectively in highly intense exercise, it does make the act of exercise more tolerable by improving the athlete's mood. (Karageorghis and Priest, 2008.)

Arousal regulation

Arousal in this context refers to how the body and mind reach a physiological and psychological state of being alert and awake and ready to respond to any stimuli. It includes elevated heart rate and blood pressure. Arousal regulation then means how the arousal state can be regulated during (during/before/after) training or in competition. As music can have a great effect on altering emotions, it can be used in regulating arousal during the whole exercise activity; before the action to calm down an anxious body and nerves, during exercise to keep up the energy levels and after the activity to psych down. (Karageorghis and Priest, 2008.)

Different types of music need to be used in different situations. It has also been stated in several studies that music's rhythm mostly affects the physiological process, but that lyrics or extra musical associations (e.g. a certain song is affiliated with a significant occasion in a person's life) with the songs have a greater effect on the emotions (Karageorghis and Priest, 2008).

Synchronization

In certain steady rhythm activities such as rowing, cycling and running, it has been demonstrated that the synchronization of the movement with music increases the exercise performance. The reasoning for that is that the musical tempo regulates movement and gives the exercise a good rhythm by giving temporal cues for the athlete and therefore making the athlete move more efficiently. In addition, as the athlete uses their energy more efficiently it lengthens the exercise. (Karageorghis and Priest, 2008.)

In the article "Music in Sport and Exercise: An Update on Research And Application" in The Sport Journal, the writers give an example of the Ethiopian distance runner Haile Gebreselassie, who is said to be listening to "Scatman" by Scatman John as his soundtrack while setting world records in distance running. The song was selected by him because of its perfectly matching tempo to his target stride rate. For a distance runner it is very important to find

a steady beat to run to, as the pace has to be maintained for a long time. (Karageorghis and Priest, 2008).

Acquisition of motor skills

Music is often used in physical education for children from a very early age, and the main reason for that is that music can influence the development of motor skills positively. No recent studies have been made, but about 20 years ago a scientific study was conducted which indicated that purposefully chosen music can have an impact on coordination and therefore make exercising in the beat of music more effective as better body coordination helps to perform with the right technique.

These three points explain how music enhances motor skills:

1. Music replicates the rhythm of the body and movement of the human body and therefore moves the body with the rhythm in a way that the body would not necessarily move without music.
2. The lyrics of a song may encourage some sort of movement (e.g. “Jump Around” by House of Pain).
3. Learning motor skills with the accompaniment of music makes it more enjoyable, and motivation for learning is higher than without any accompaniment.

(Karageorghis and Priest, 2008.)

Attainment of flow

The attainment of flow while exercising might not sound important or it might even be something one has never thought about. A flow state in exercise can be described as sort of an auto-pilot of the body. When achieving the flow state the person’s body and mind achieve an almost hypnotic state and start to function “automatically” without the need for any major conscious effort. In order to achieve this state, one needs to be in an optimal psychological state and enjoy the physical activity at hand and involve oneself deeply in it. In the

coaching world this state is often referred to as “being in the zone”. (Karageorghis, 1999.)

According to a study conducted with aerobic dance exercisers by Dr. Costas Karageorghis and Dr. Peter Terry in 1998, music can have a considerable effect on a person’s ability to achieve a flow state. The researchers still added that for the music to aid the achievement of flow to the best effect, one must be careful in selecting exactly the right music for the exercise and person in question. (Karageorghis, 1999.)

4.5 The right music

Choosing the right music for the right exercise and for the right person may be as important a factor to consider as choosing the right shoes. When choosing music for the physical activity at hand, these are the main factors to be considered:

Type of Activity

When choosing the right music for exercise, the first aspect to consider is the type of activity and the desired outcomes from the exercise. The delivery of the music also needs to be kept in mind. This means considering what music-playing facilities are available and can be used. Whatever the context, one should choose music that has a similar tempo and rhythm to that of the physical activity. There is an instrument that might be useful in choosing the music called Brunel Music Rating Inventory-2 (BMRI-2), which is a by-product of BMRI designed by doctors Karageorghis, Terry and Lane in 1999. The BMRI-2 helps athletes as well as instructors in choosing exactly the right music for the exercise or a training session at hand by rating the motivational qualities of music (Sporting Sounds. Relationship between sport and music, 2009, 18).

Intensity of Activity

One of the most important parts when choosing music for exercise is to match the music's tempo for the exercise at hand. Dr.'s Karageorghis and Priest advise in their article "Music in Sport and Exercise: An Update on Research and Application" that, for example, in warm-up exercise where the heart rate is to be elevated, a successful track should have a gradual rise in tempo in order to match the destined ascending heart rate. In addition, the music should be chosen to fit the work-time and the recovery-time of the exercise, where during the recovery-time music should be slower and softer than the work time music. This technique is possibly easiest to carry out during a circuit or interval training type of exercise where the exercise has clear "up's and downs" (2008).

Selection Procedure

The selection of the "right" music for exercise might sound easy, but when the best effect is desired, the six points listed below might help in the choosing process. To start with, a comprehensive selection of songs should be collected according to preference, and the songs should meet the following six criteria with various tempi to suit the different intensities of training:

1. Powerful energizing rhythm
2. Lyrics with supportive, movement-related lyrics (e.g. "Move On Up" by Curtis Mayfield)
3. Rhythm that adapts the motion path of the athletic activity
4. Mood elevating melodies and harmonies
5. A quality that associates to sports, exercise, triumph or overcoming obstacles (e.g. "Eye of the Tiger" by Survivor)
6. The style of music or distinct style of music that suits the listener's taste and cultural background.

(Karageorghis and Priest, 2008.)

5 METHODOLOGY

5.1 Deductive approach

The approach in this study was deductive, which meant developing a theory base and hypothesis and then testing that theory with research. Deductive approach is often associated to typical scientific research and it is the most widely used approach in natural sciences where a certain phenomenon is explained by generalizing the outcome of the research process to a larger population.

Deductive research progresses through five stages:

- making assumptions from the theory base;
- expressing a functional form of the hypothesis, which suggests relationships between the different concepts;
- testing the functional hypotheses;
- examining the results of the study, either confirming or altering the theory;
- if necessary, altering the theory in the light of the new findings.

(Saunders, Lewis & Thornhill 2009, 124 - 125.)

5.2 Quantitative research

Quantitative research determines the number and percentages of issues, and it can be used to examine the different characteristics, attitudes and opinions of a large population. In the research analysis phase it is possible to examine how opinions and attitudes are distributed within the examined group. The issues asked in the study can be described in numbers, and the results can be presented in the form of tables and graphs. Quantitative research can only succeed with a sufficiently large and comprehensive sample. With a

quantitative study the existing situation can be described, but the motives behind the issues cannot be analyzed. (Heikkilä 2005,16.)
A quantitative method was used in this study, because the intention of the survey was to find out customers' opinions on the influence of and attitudes towards music while exercising. A customer survey was conducted at Lillie Road Fitness Centre in London, UK, and at Lady Line Hakaniemi in Helsinki, Finland. The necessary information for the study was collected via the Internet by using Webropol at Lady Line Hakaniemi, and a paper questionnaire form at Lillie Road Fitness Centre. The questionnaire for Lady Line Hakaniemi was in Finnish as most of the customers at the center are Finnish nationals.

5.3 Designing the questionnaire form

Designing the questionnaire form should be done carefully and precisely. Designing a questionnaire measuring the correct issues might be more difficult than what is often thought. Moreover, researchers often have only one opportunity to collect the data, and therefore the questionnaire needs to be accurate and collect the precise data when it is published.

The appearance and the content of the questionnaire are vital for the study as they help to achieve a better response rate. This, in turn, helps in improving the validity and reliability of the study.

The following issues should be taken into consideration when designing a questionnaire:

- thorough formatting of individual questions;
- pleasant and articulate layout;
- clearly explained purpose of the questionnaire;
- pilot testing;
- carefully designed and implemented management of the questionnaire.

(Saunders et al. 2009, 361 - 362.)

Designing the questionnaire was a key to conducting a successful study and, thus, it was revised carefully. Based on observing athletes in a gym environment, it was clear that a sizeable portion of gym-goers listened to music during their workouts, and finding their reasons behind it was the focus of the questionnaire. Additionally, the aim was to find out more about the participants' exercise habits; exercise frequency, training goals and reasons for exercising in order to form a better picture of the music consumption habits of recreational athletes.

The questionnaire consisted mostly of closed questions providing several alternative options where the respondents could choose the one closest to their own opinion. Most of the closed questions were category questions where each respondent's answer could fit only one category, but the questionnaire also contained also a few Likert-style rating scale questions. There were also three open-ended questions for the customers of lady Line Hakaniemi, since they were interested in receiving a collection of opinions on the music at the centre and at the same time overall feedback from the customers.

5.4 Implementation of the survey and the sample

Once the questions were ready and the partners had given their consent after reviewing the questionnaire, the questions were entered into Webropol and the questionnaire was published. Webropol is an online survey and analysis software. The format of the desired questions can be chosen from several options making it simple to design a comprehensive questionnaire with several different types of questions; multiple choice, open-ended, rating scale, Likert scale. The creator of the questionnaire can control how many options the respondents can choose for a multiple choice question and set the minimum and maximum lengths of the answers for open-ended questions. Webropol's flexibility and usability was found to be satisfactory for the purposes of this survey. In addition to the online questionnaire, a printable version was also created to be handed out to customers at LRFC.

The questionnaire was distributed in two different ways in the two centers, as follows:

Lady Line Hakaniemi

Once the Webropol questionnaire was ready, a public link to it was sent to the Fitness Officer of Lady Line Hakaniemi with a covering letter to explain the purpose of the questionnaire to the customers. The sample size in the Lady Line questionnaire was the whole clientele of Lady Line Hakaniemi for whom there was an e-mail address, which was 729. The Fitness Officer then sent an email (Appendix 3) to all the customers of the fitness center with a link to the questionnaire (Appendix 1). The questionnaire was sent in the last week of July and was kept open for answering for a month, without sending a reminder. The results of the questionnaire are presented later on.

Lillie Road Fitness Centre

At Lillie Road Fitness Centre the questionnaire (Appendix 2) was printed out and handed to the members at the reception or by a fitness instructor in the beginning or at the end of a group exercise class. They also had access to the online survey but that only attained one reply. The sample size for the LRFC was also the whole clientele of the centre. However, as the questionnaire was distributed on paper and as LRFC is part of a larger chain, Greenwich Leisure Ltd. (GLL), and as the members are not necessarily assigned to a specific gym but can use all the existing GLL facilities, an accurate number of distributed questionnaires in this case cannot be stated and therefore also the accurate sample size cannot be determined. The questionnaire was sent over in the last week of July and collected in the first week of August, giving the members a month to complete the survey.

5.5 Data Analysis

Once the questionnaire was closed, the responses were downloaded from Webropol to Excel and analyzed there. Although analyzing is also possible with Webropol, Excel was seen more useful since with Excel all the graphs can be made to match one's needs and preferences. In this case, as the other questionnaire was made in Finnish, the language in the graphs needed to be changed to English and that could not be done in Webropol. All the graphs were also created with Excel.

6 RESULTS

LadyLine Hakaniemi

The participants of Lady Line Hakaniemi used different forms (gym, group exercise classes) of exercise types quite evenly. The music in most of the group exercise classes could not be self-influenced, and therefore the more interesting answers came, perhaps, from the participants using mostly the gym, as the music at the gym can be chosen by the centre management itself. A great majority of the respondents reported paying attention to the music while they exercised, whether it was playing at the gym or in their own music devices. The reasons for listening to music while exercising were mostly related to receiving energy and a beat to the exercise to and making the exercise more comfortable. With these results the management of the fitness centre could acknowledge the different musical tastes and maybe give the customers a chance to influence the music selection at the gym. However, as the fitness officer stated in the interview, all the fitness centre customers' different tastes of music could not be met and pleased.

Lillie Road Fitness Centre

A great majority of the participants from Lillie Road Fitness Centre (LRFC) reported that they only used the gym. Gaining more results from the members who attend group exercise classes might be more beneficial as the instructors would be able to form a better picture of what kind of music inspires their group. The majority of all the participants stated that they noticed or paid attention to the music that was playing when they exercised either in the gym or on their own music devices, and that they listened to music while exercising because it gave them energy and made it more pleasant. Based on these answers it can be suggested that tailoring the music to the exercise class and acknowledging the musical tastes of the members would result in more motivated and enthusiastic members. However, this idea is challenging to transport into the gym environment where the exercise variety is greater and the members are working independently because one member may need to draw energy from strong beats and guitars for heavy squats, while another one would do better with up-tempo and cheerful music to help keep pace on cardio exercises.

6.1 Response activity

Lady Line Hakaniemi

The Webropol questionnaire was sent by the centre manager to 729 members of the centre, and 112 of them filled out the questionnaire online. This gave the response rate of 15.4%. The response rate was moderate and it was somewhat generalised to the population.

Lillie Road Fitness Centre

The survey was sent to the manager of the gym in two ways: they were provided with a link to the Webropol online questionnaire, and sent a printable version of the questionnaire. Most of the responses were returned on paper,

and they were then entered into Webropol platform. As LRFC is part of a larger chain, Greenwich Leisure Ltd. (GLL), and as the members are not necessarily assigned to a specific gym but can use all the existing GLL facilities, calculating an accurate response rate was not feasible.

At LRFC after discussing the target with Beresford, it was agreed that the aim would be between 50 and 100 replies. That aim was met with 55 replies. It was discussed that group exercise instructors would help in collecting the answers in the beginning or at the end of their class by handing out the survey to the group and having them fill it out together. Judging from the number of those respondents who only reported using the gym, this, perhaps, did not happen to as great an extent as was hoped.

6.2 Respondents' basic information

Lady Line Hakaniemi

As mentioned before all the members of Lady Line were women. Therefore also all the respondents were women.

Most of the responses came from the age group 26 - 30 (26 %), and the second most active age group was 31 - 35 (20 %). Therefore, young adults were the most active in responding to the questionnaire. The next best response rate came from the age group 21 - 25 (17 %). The fewest answers came from age groups in both extremes: those under 20 years of age (2 %) and those over 41 years old. All the rest of the age groups gave the response rate of 5 %.
The result is not completely directly comparable to the age distribution of the gym members, as the average age of LadyLine members was 43. However, it is possible that music is more important to younger population than the middle-aged ones, and that this might explain the age distribution of the respondents.

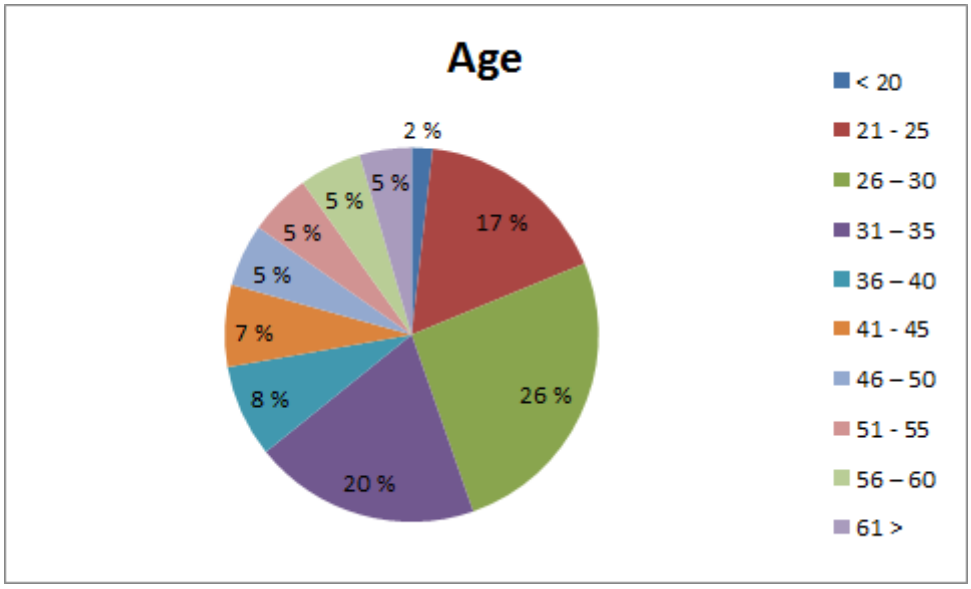

Figure 1. Age distribution, Lady Line Hakaniemi

Lillie Road Fitness Centre

The participants from LRFC were 34 (61.8%) males, and 21 (38.2%) females with an average age of 35.27. The biggest age groups were 21-25 year olds and 26-30 year olds, 29% and 24% respectively, making those aged 20-30 years the absolute majority with 53% of the respondents from this age bracket. There was a larger gap before the third biggest age group, as 9% of the answers were from the age bracket of 41-45 years. The smallest number of respondents, 2%, were in the 51-55 age bracket, while the others gathered 4-7% of the respondents.

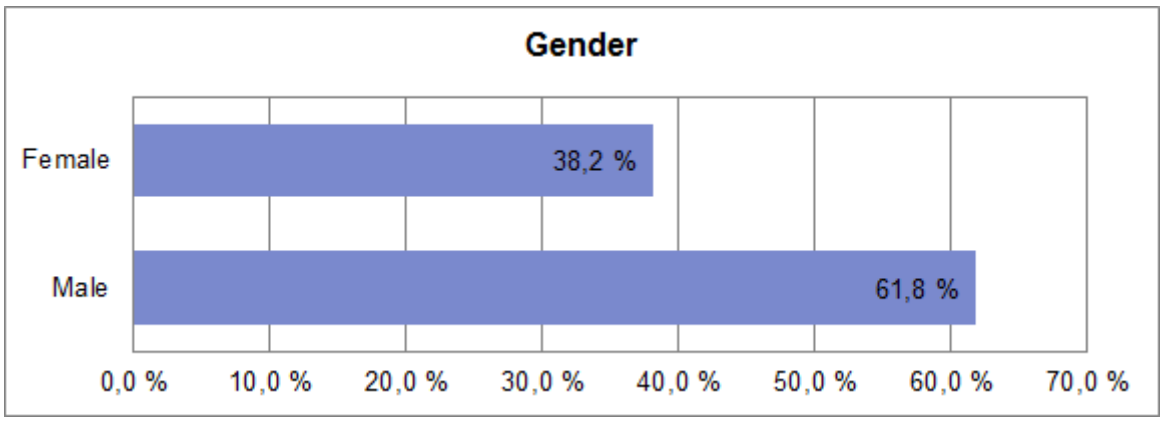

Figure 2. Gender distribution, LRFC

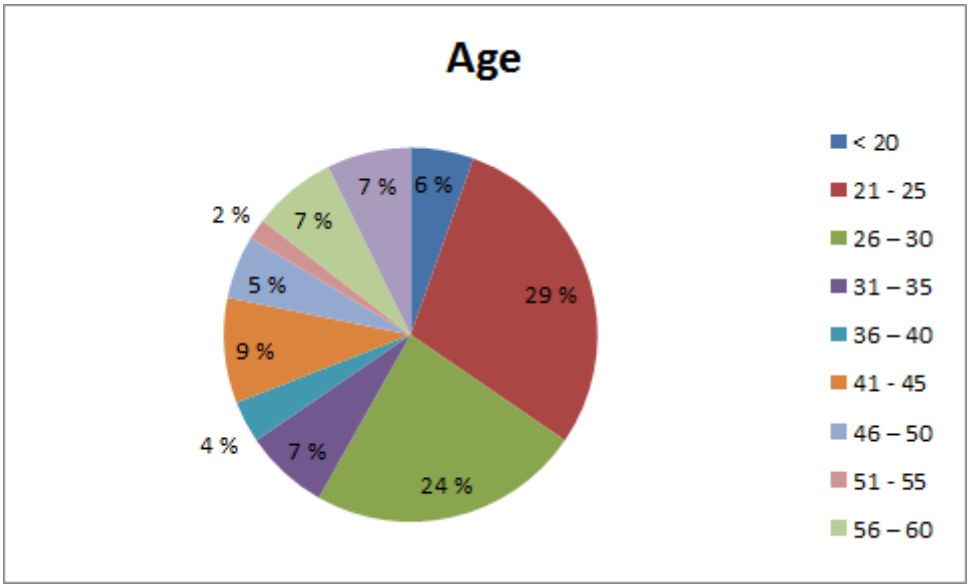

Figure 3. Age distribution, LRFC

6.3 Exercise habits

With these following questions the aim was to find out what type of exercisers the respondents are and what are their typical training habits.

Activity of the exercisers

Lady Line Hakaniemi

When asked how often the respondents exercise, over half of the respondents (57) reported exercising 2 - 3 times a week and slightly over 40 % of the respondents (45) stated that they exercise more than 3 times a week. Respondents exercising less frequently (once a week or less than once a week) were a clear minority, being only under 10 % of the respondents.

Clearly, the respondents who train actively are also active in matters like answering questionnaires. Also often people who pay for a gym membership tend to use it actively.

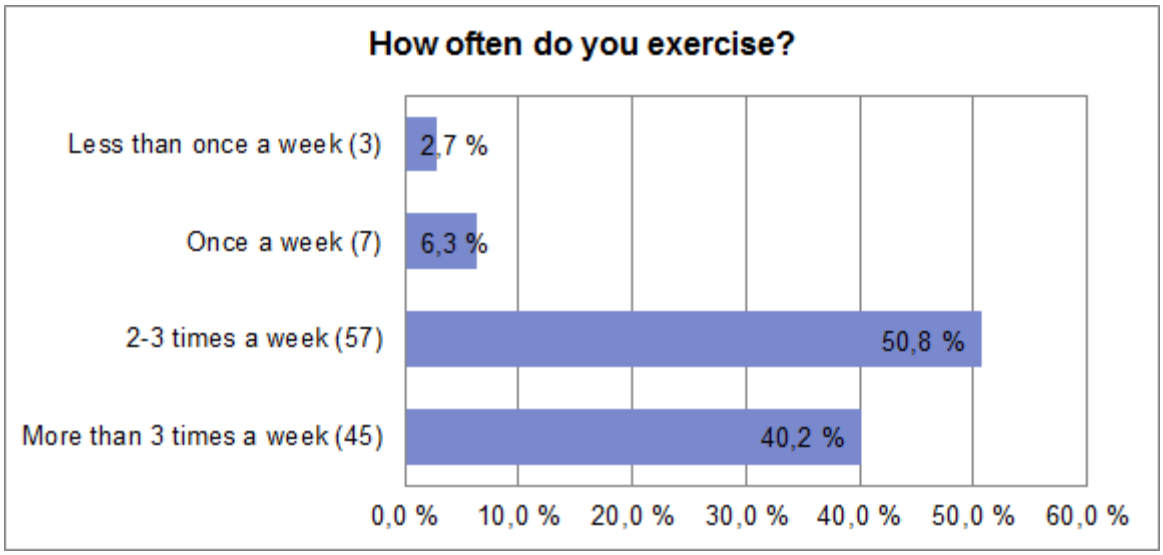

Figure 4. Workout activity, Lady Line Hakaniemi

Lillie Road Fitness Centre

Majority, 35 (63.6%) of the respondents, exercise more than three times per week and 16 (29.1%) participants said they exercise 2-3 times a week. Only four (7.3%) participants admitted to exercising just once or less than once a week. As a note, it is possible that the more active gym-goers are also more inclined to answer questionnaires and want to influence the gym's management, while members who visit less frequently may not be as interested in taking part.

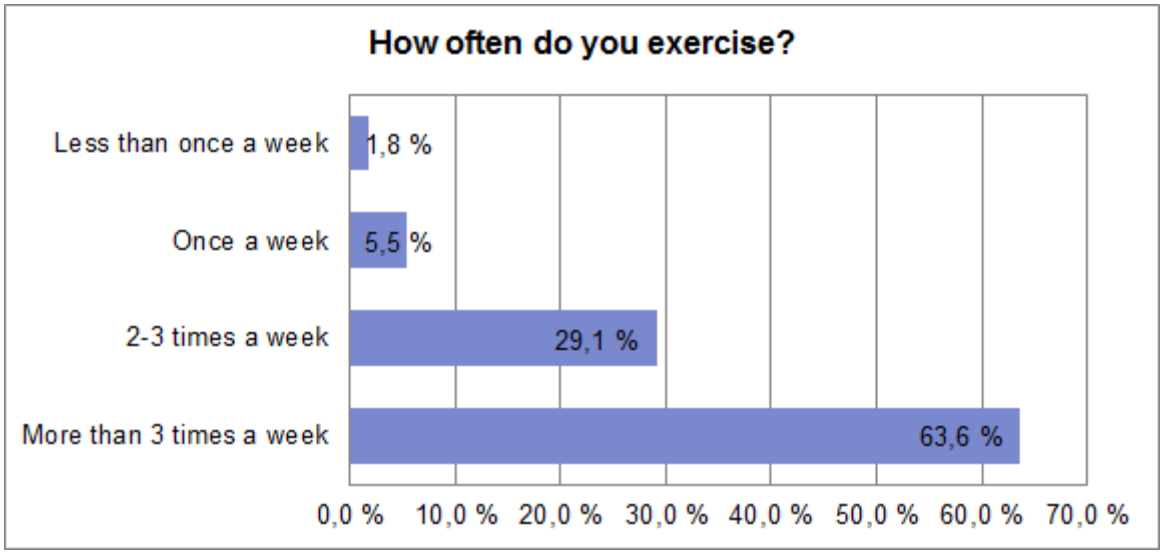

Figure 5. Workout activity, LRFC

Workout session times

Lady Line Hakaniemi

The workout session times of the respondents seem rather typical; most of the respondents (53.6%) exercise in the evening, after 6pm. Slightly less than fifth (19.6%) of them exercise in the morning and 17.9 % stated working out in the afternoon between 3 - 6pm. There were some lunchtime exercises as well; 8.9% exercise during lunchtime at 12 - 3pm.

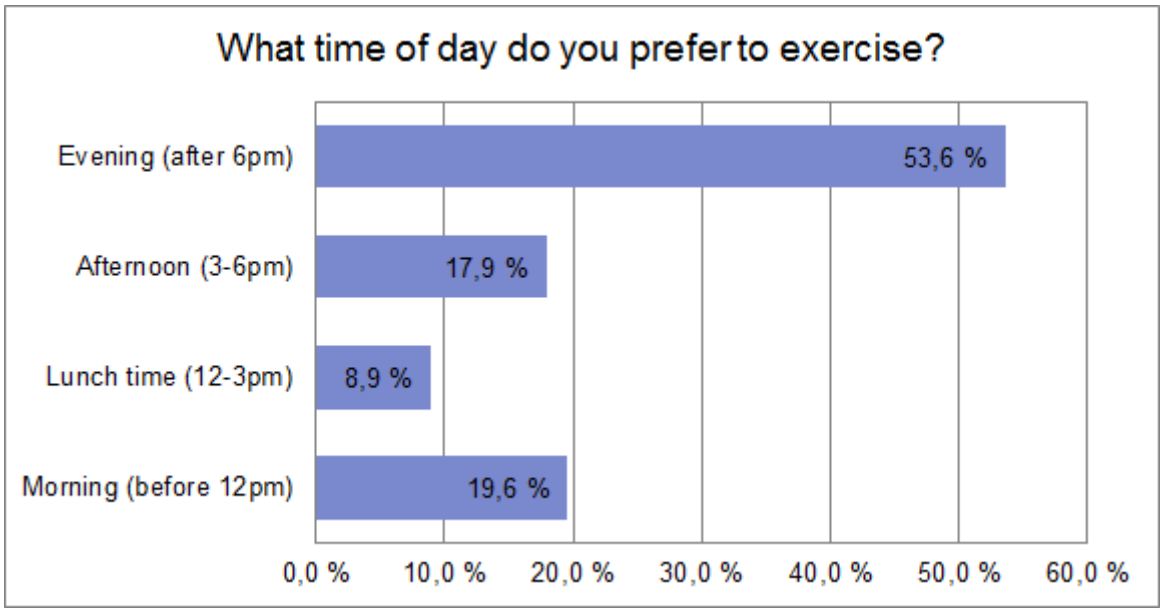

Figure 6. Workout session times, Lady Line Hakaniemi

Lillie Road Fitness Centre

Morning (6.30 – 12pm) and evening (6pm – 10pm) were the most popular time slots for exercise, with 69.1% and 21.8% of participants, respectively, choosing these answer options. 5.5% of participants enjoy a lunch time (12pm – 3pm) workout and 3.6% of participants exercise in the afternoon (3pm – 6pm). This result is unsurprising as it is most common to be in education or at work during the day only leaving mornings and evenings free for extra curriculars.

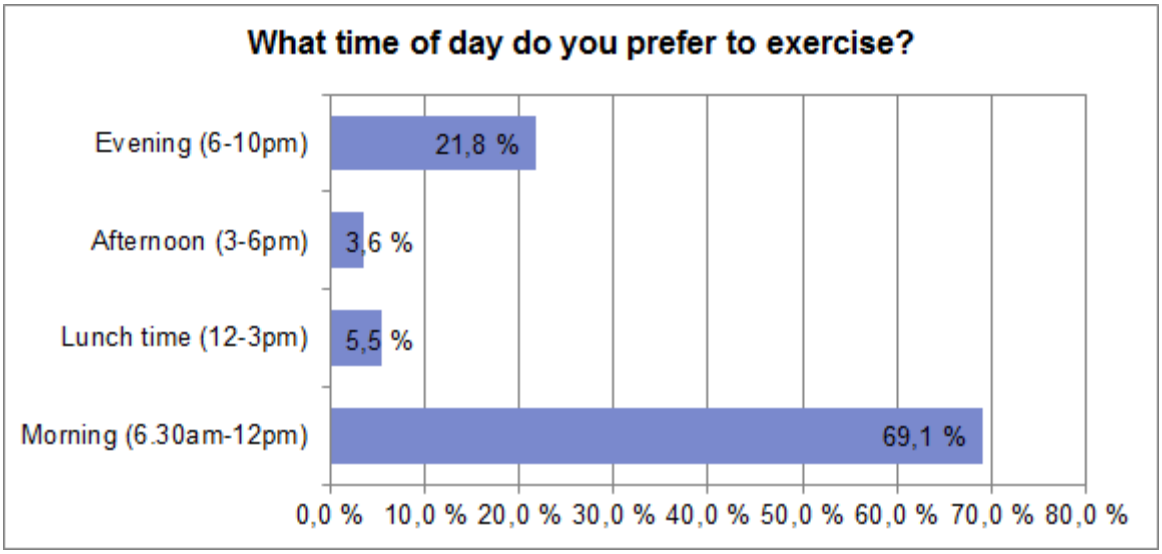

Figure 7. Workout session times, LRFC

Gym, group exercise or both?

Lady Line Hakaniemi

When asking whether the respondents use the gym or attend group exercise classes more, or use them both equally, the responses divided quite evenly; Most of the respondents (35.7%) use both the gym and group exercise classes equally, 33.0% stated using mainly the group exercise offerings and 31.3% only train in the gym.

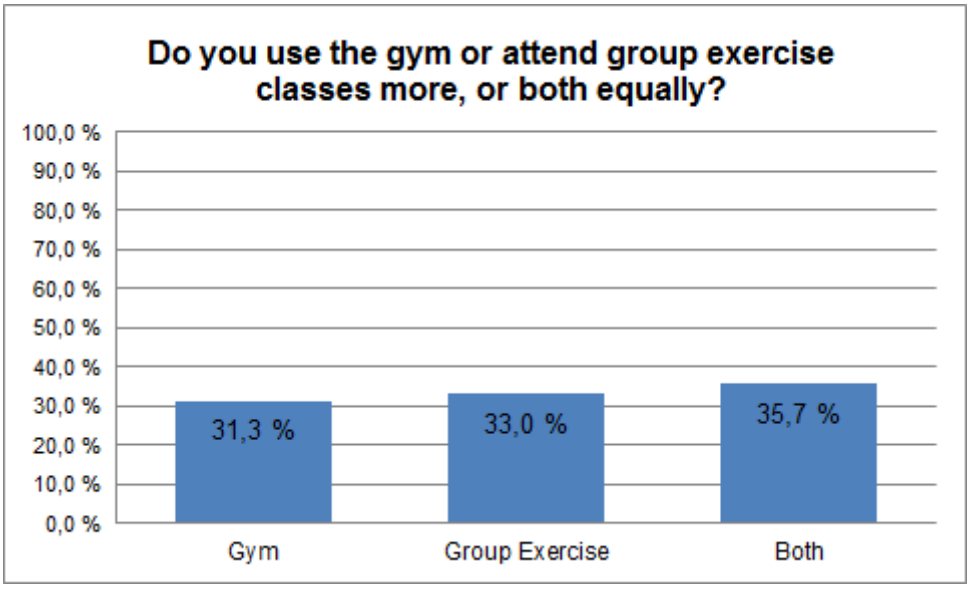

Figure 8. Usage of gym/group exercise, Lady Line Hakaniemi

Lillie Road Fitness Centre

A large majority (78.2%) of the participants say they only use the gym and do not attend group exercise classes. 20% of participants answered using both, and only two per cent of participants favour group exercise over the gym.

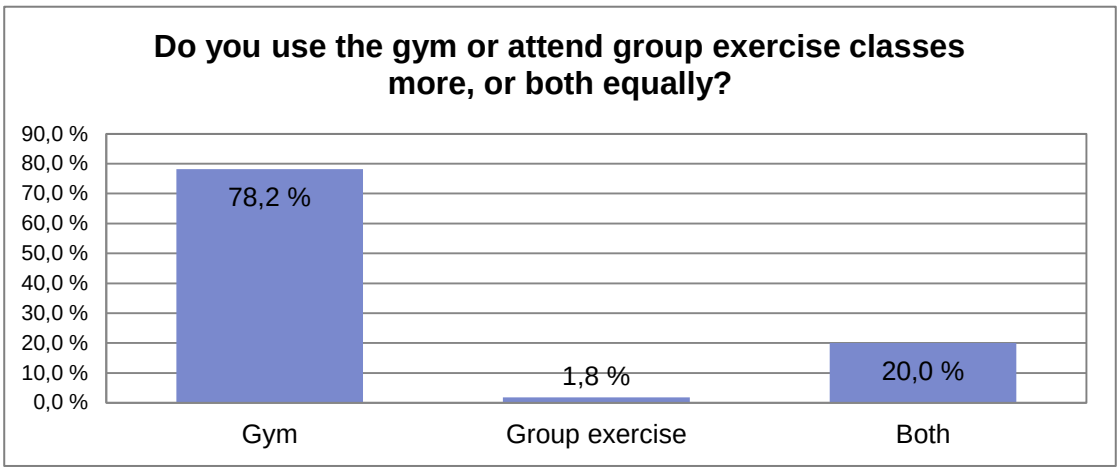

Figure 9. Usage of gym/group exercise, LRFC

6.4 Music during exercising

With the next few questions the intention was to find out whether the respondents pay attention to music during exercise and how the music affects their training.

Lady Line Hakaniemi

When asked if the respondents pay attention or notice music during exercise, the result was very clear; 98.2 % of the respondents said that they pay attention to the music on the background while they exercise and only 1.8% stated not noticing the music or not paying attention to it at all.

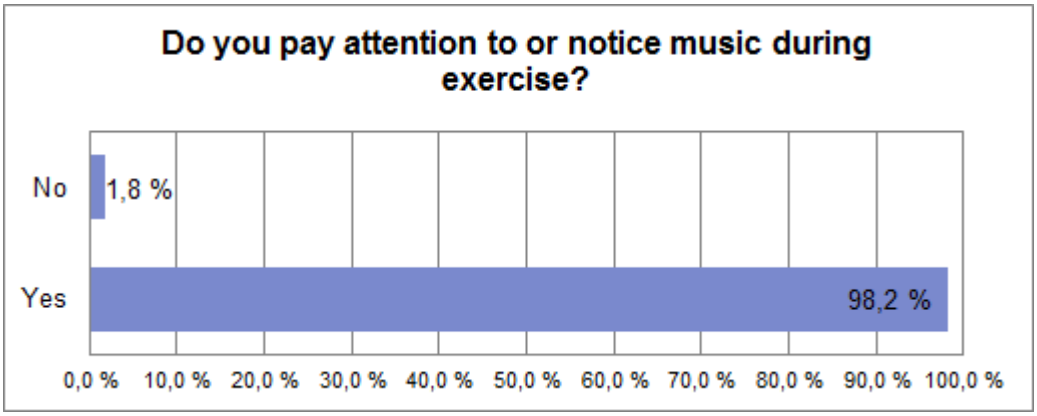

Figure 10. Paying attention to music during exercise, Lady Line Hakaniemi

Lillie Road Fitness Centre

As the music in the gym in LRFC comes from the Greenwich Leisure Ltd. (GLL) head office and cannot be influenced this is an unfortunate result. Consequently, at LRFC individual fitness instructors have the freedom to choose the music they choreograph the group exercise classes to, thus having more answers from group exercise attendees would have been beneficial for the gym and the instructors. Out of the total of 55 participants, 50 (90.9%) state that they do pay attention to the music that is playing when they exercise, so it is fair to say that it is likely that a similar result would be found among members who attend group exercise classes.

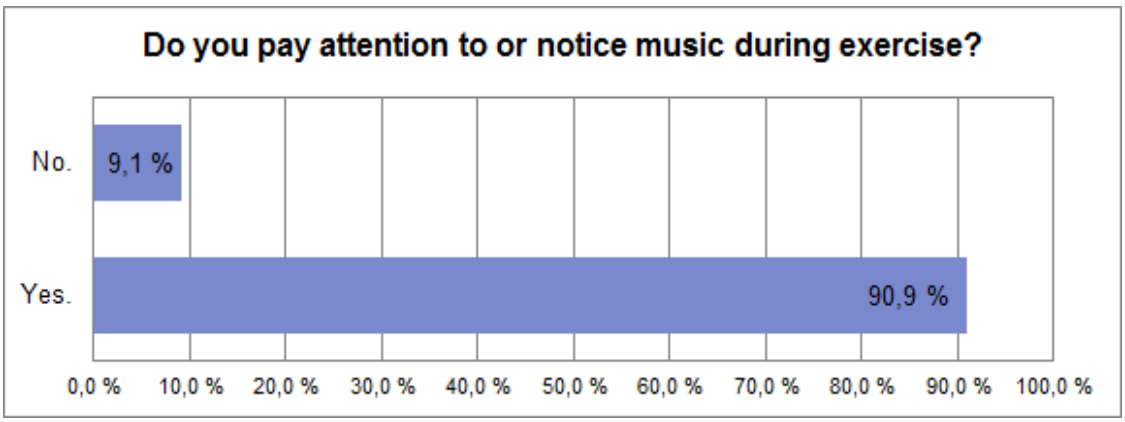

Figure 11. Paying attention to music during exercise, LRFC

Usage of playlists

The next couple of questions were directed mainly at the respondents using the gym, since it is rare to be able to use individual playlists in a group exercise class.

The first question inquires about the usage of own playlists while exercising and the second, the criteria when choosing songs on the playlists. The purpose was to find out how the respondents who listen to their own playlist at the gym choose the songs for their workout sessions, and whether they pay attention to different attributes of the songs while choosing them. This question was a multiple choice question, meaning that a respondent can choose more than one answer option.

Lady Line Hakaniemi

Over half (56.2%) of the respondents stated not having their own playlist while exercising, and instead listen to the general music playing it the gym. 43.8% of the respondents carry their own music device and playlist while exercising.

Firstly, 33.8% of the respondents stated that they do not have their own playlist in the gym. Most of the people (26.2%) listening to their own mp3-player reported choosing upbeat and rhythmic music according to the exercise for their playlist, and 16.6% just listen to their favourite music regardless of the tempo. Nearly 10 per cent (9.7%) of the respondents did not really pay attention to the music selection, and instead reported listening to a random collection of tunes from their own device. A few of the respondents paid attention to the message of the music; with 6.9% choosing songs that have a quality that associates to sports and exercise and 2.8% listening to songs with encouraging message. Additionally, 4.1% said to be listening to the radio while exercising, which is essentially not unlike listening to the music playing at the gym or random songs from an mp3-player.

Overall many of the respondents do pay some attention to choosing the music they wish to exercise to, whether their focus is on the musical qualities or perhaps on the message.

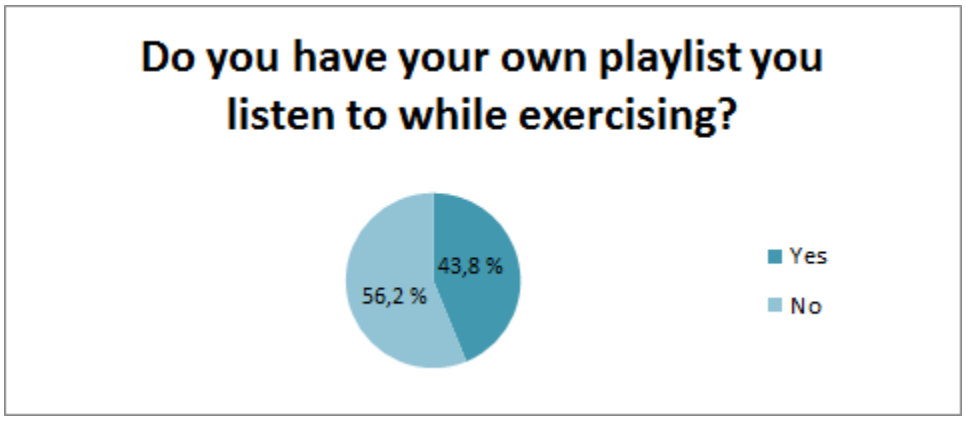

Figure 12. Usage of own playlists, Lady Line Hakaniemi

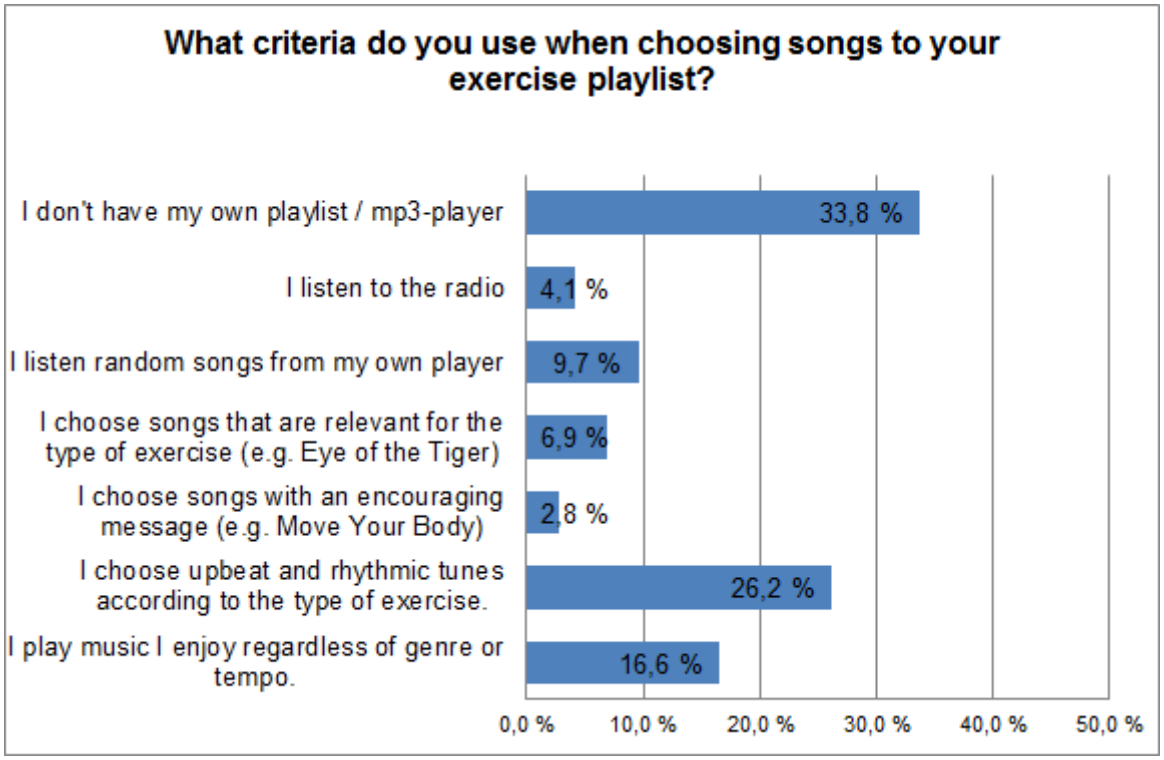

Figure 13. Song choosing criteria, Lady Line Hakaniemi

Lillie Road Fitness Centre

Out of all the LRFC participants 27 use their own playlist while they exercise and 28 do not. In contrast to the almost unanimous agreement that they do pay attention to music this is slightly surprising. However, generally all feedback for the gym was positive so it can be assumed that the upbeat playlist compilations from the GLL head office are to members' tastes and serve their purpose well.

As it can be seen from the figure on the next page, majority of participants, 27 answers, choose upbeat music for their exercise playlists, 16 participants like to listen to music they like regardless of tempo, 9 participants favour songs with an encouraging message or that are relevant for the type of exercise, and the remaining 13 either listen to the radio or do not pay much attention to the music.

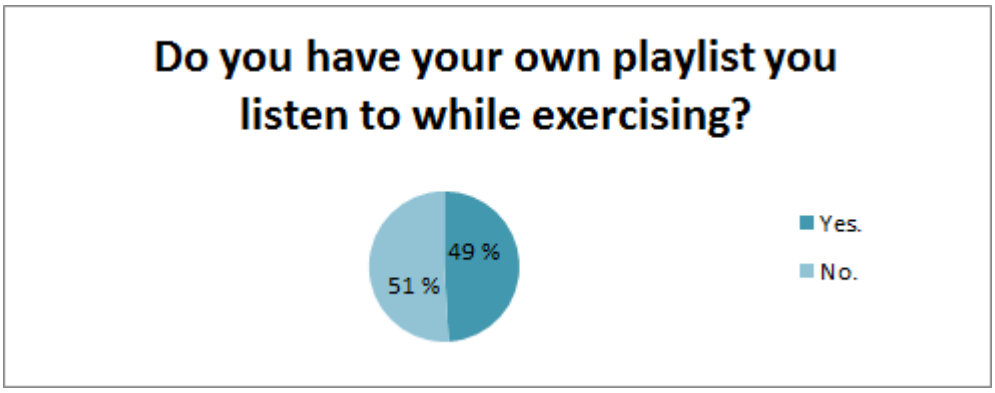

Figure 14. Usage of own playlists, LRFC

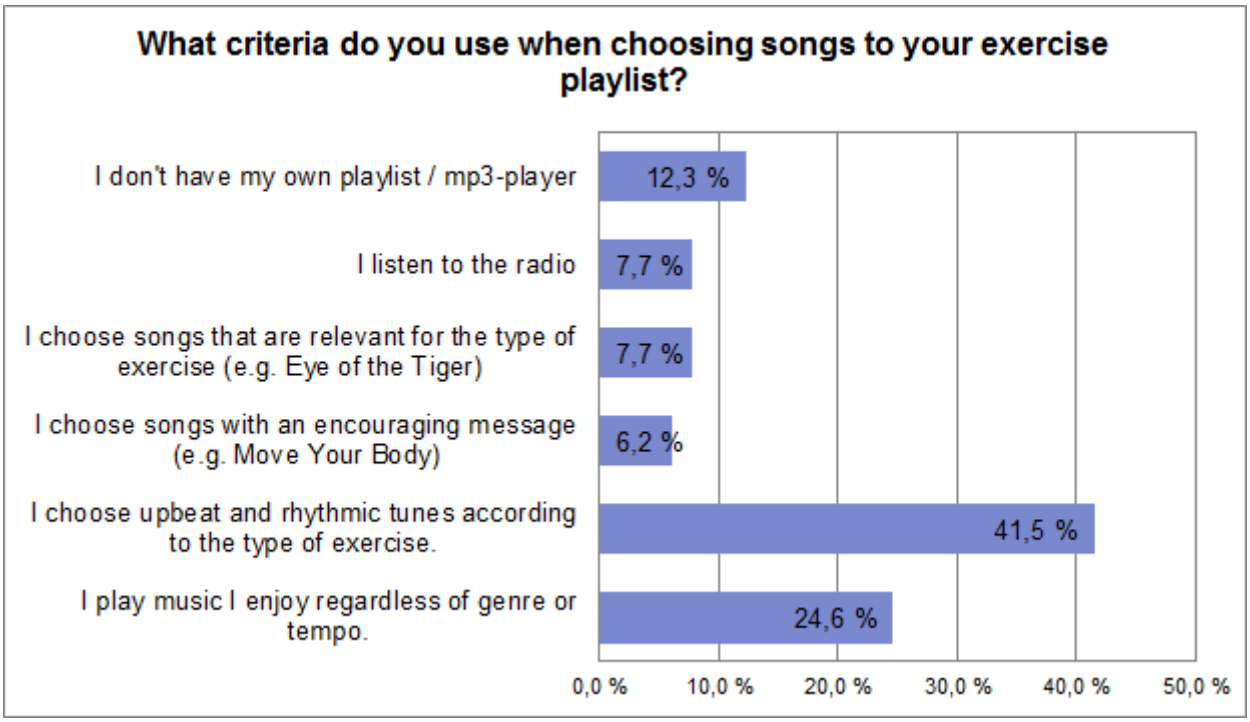

Figure 15. Song choosing criteria, LRFC

The influence of music on the group exercise classes

With this question the intention was to find out whether the music played in the group exercise classes has any influence when choosing the class to attend to.

Lady Line Hakaniemi

As expected, most respondents (41.8%) do not care that much about the music played during the class, but more about the type of exercise. Almost third of the respondents (29.9%) said choosing a class where both the exercise itself and the music played are to their taste. A bit surprising was that up to 17.2% reported that they avoid certain classes because of the music is not to their taste and might go more often to the classes if the playlist would be different. Moreover, 11.2% of the respondents feel that a pleasant playlist increases energy, helps perform better and makes exercising more enjoyable.

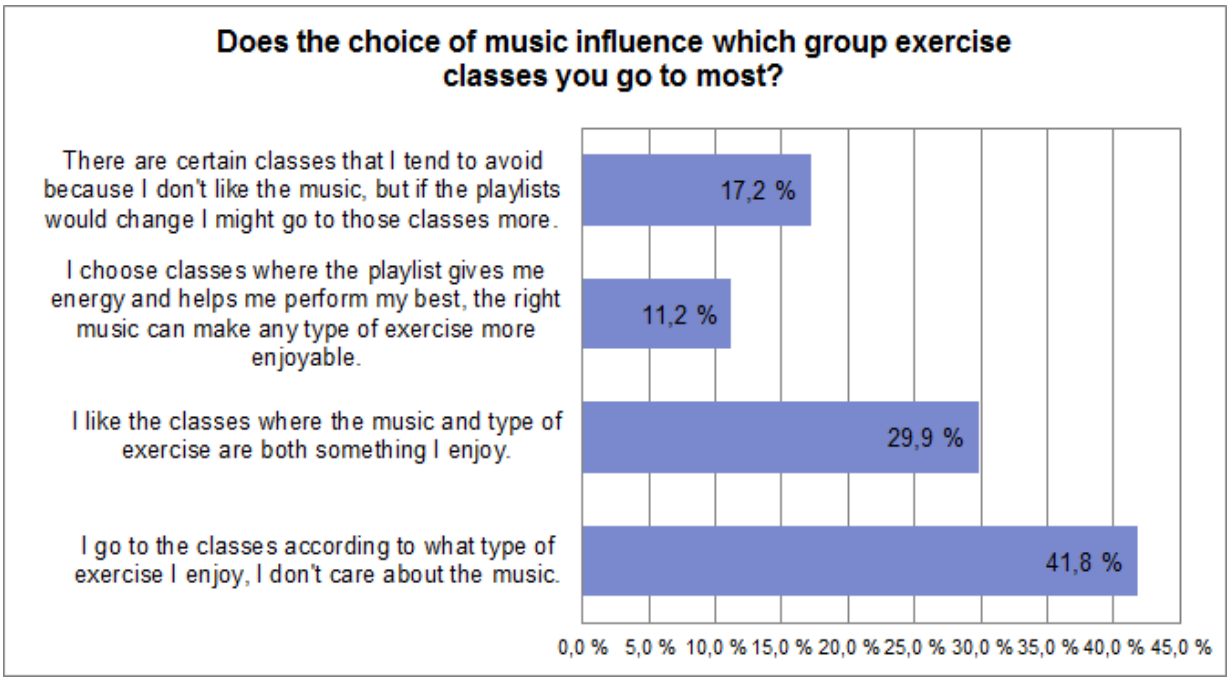

Figure 16. Influence of music on a group exercise class, Lady Line Hakaniemi

Lillie Road Fitness Centre

Out of the 34 participants who had answered the question linking music and preference for group exercise classes, 11 answered that they tend to choose classes where the music and exercise type are both something they enjoy, and seven think that the right kind of music makes any type of exercise more pleasant. Three even admitted to avoiding certain group exercise classes because the playlist during those classes is not to their liking. However, 13 said they choose the classes according to the type of exercise and that only.

It does seem that music can have an effect on what type of exercise a person chooses to do and how much they enjoy it when in a group exercise setting where the music is chosen by someone else – and it affects them both ways, either adding enjoyment to a dull exercise or deterring them from attending a class when the music is not to their taste.

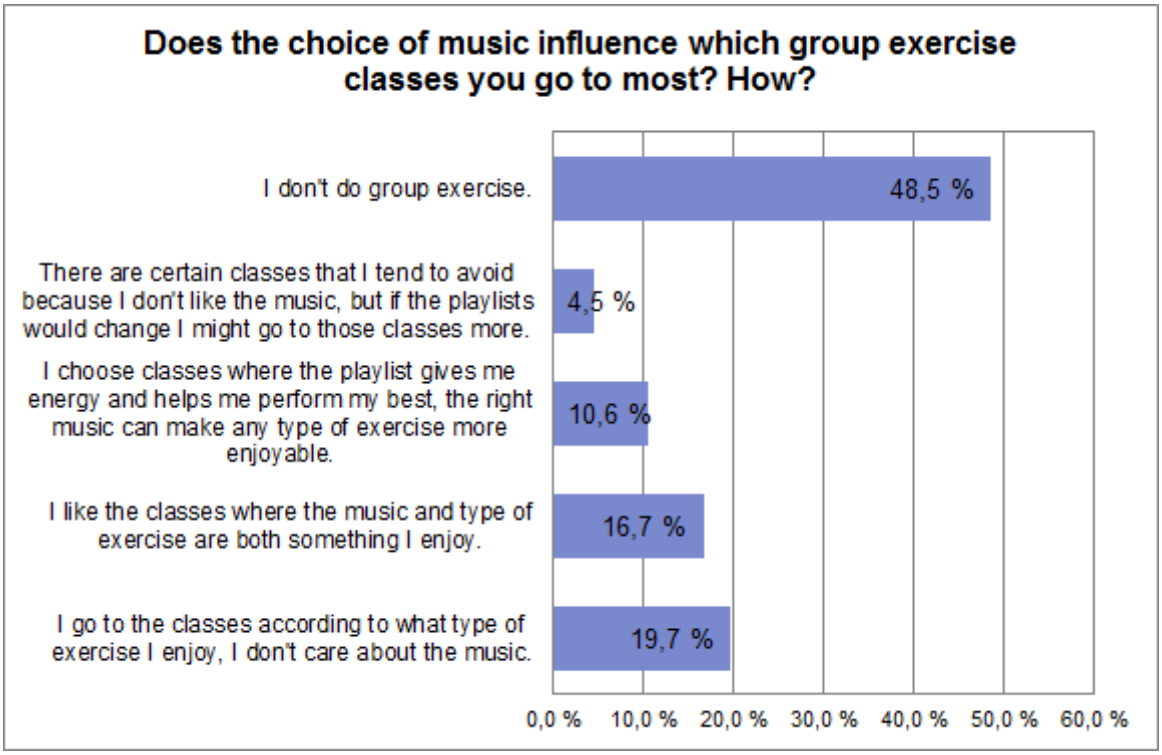

Figure 17. Influence of music on a group exercise class, LRFC

6.5 Motivation for training

In this next question the intent was to find out what motivates the respondents to exercise.

Lady Line Hakaniemi

As presumed, most (38.4%) respondents stated that the biggest motivation for training is weight management and toning, but almost as many (37.5%) reported their main reason for exercising being healthy lifestyle and that exercising has become their weekly routine. Slightly more than 10% (10.7%) of the respondents express their motivation for exercising being stress relief, 7.1% of the respondents use exercising as a break from work and home life and 6.3% report to be training for health reasons or to rehabilitate an injury. None of the respondents acknowledge their motivation being to improve performance and meet goals.

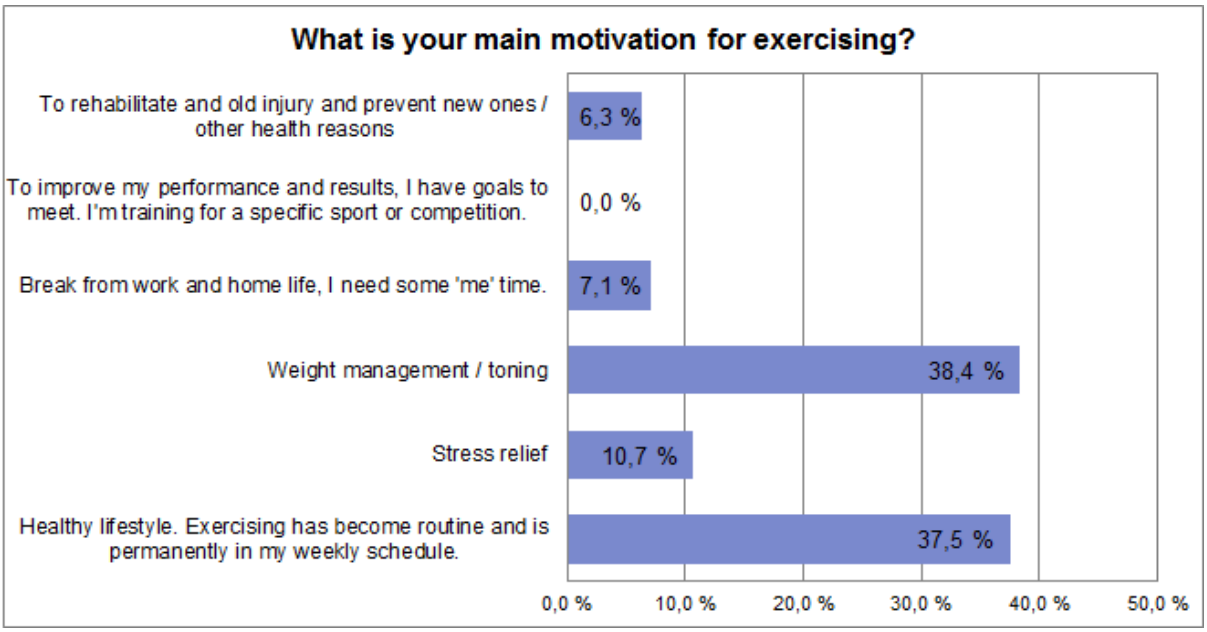

Figure 18. Motivation for exercising, Lady Line Hakaniemi

Lillie Road Fitness Centre

At Lillie Road Fitness Centre 56.4% of the respondents report that their main motivation for exercising is maintaining a healthy lifestyle, 21.8% of them exercise for weight management, 12.7% of respondents are after better results and goal-oriented training, 7.3% use exercise for stress relief and 1.8% have an injury that requires exercise for rehabilitation.

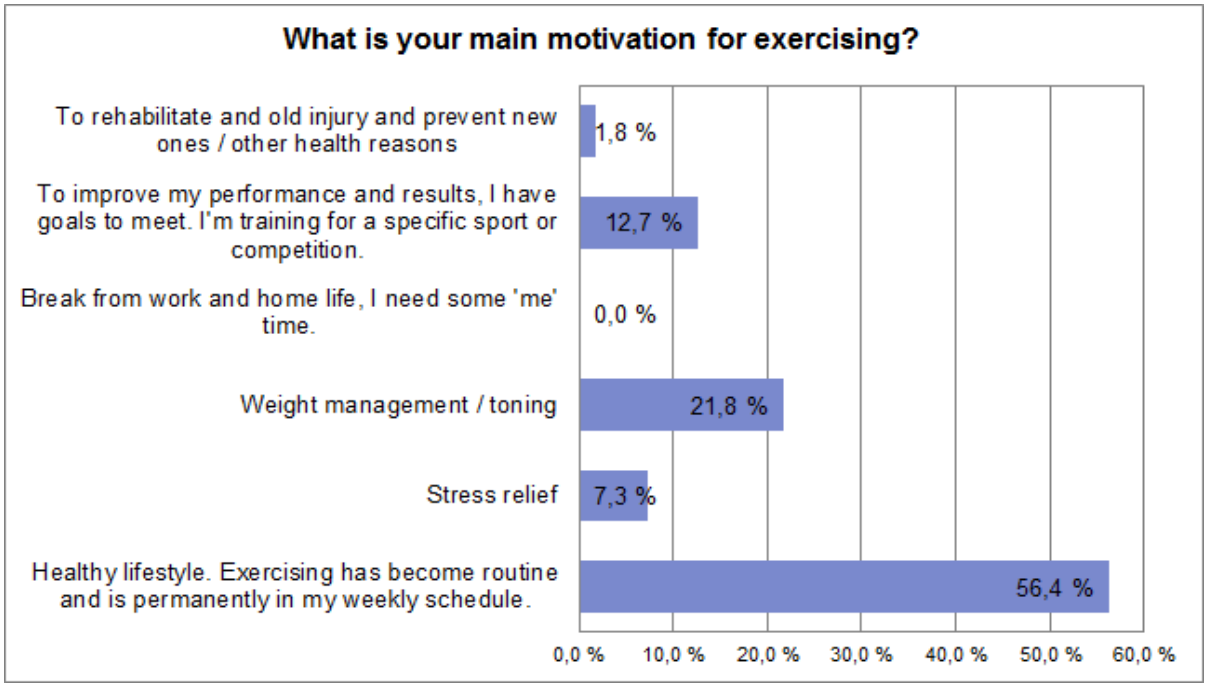

Figure 19. Motivation for exercising, LRFC

6.6 Attitudes towards exercise

After determining the motivations behind exercising it was also studied what the respondents' exercise habits are.

Lady Line Hakaniemi

While the great majority of respondents claim to exercise more than twice a week, they still allow for a more laid-back attitude as shown in the responses for the next question. Over half (56.3%) of the respondents say that they go regularly and lead an active lifestyle, but do not stress about not always having time to go to the gym. Second most responses (21.4%) raised the option "I go to the gym or for walk/run when I feel like it or when a friend asks me to join them, I don't stress about going regularly". As a contrast to the earlier, 12.5% of the respondents stated working hard and lifting heavy weights in order to get results. The least responses were for the option of training for health reasons (7.1%) and the more peaceful form of exercising (2.7%).

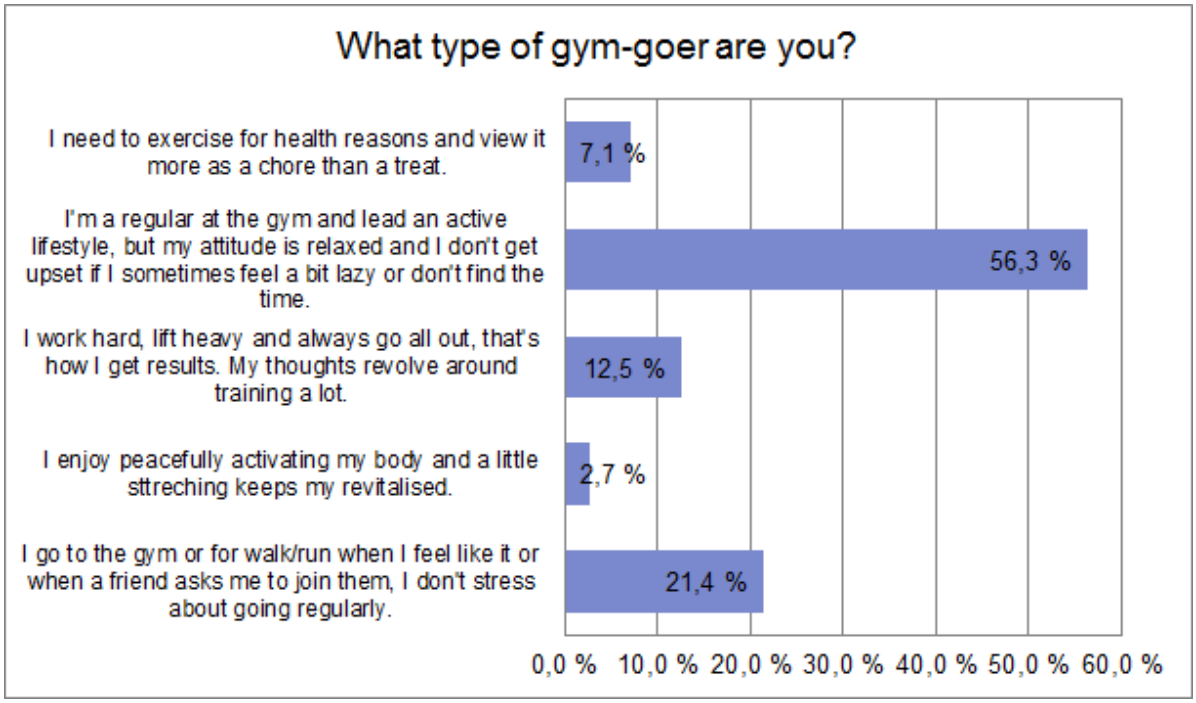

Figure 20. Gym-goer types, Lady Line Hakaniemi

Lillie Road Fitness Centre

Of the customers at Lillie Road Fitness Centre 38.2% report exercising regularly and having exercise permanently in their weekly schedule while 25.5% report that they work hard and lift heavy in order to obtain best results. 16.4% enjoy peaceful exercise and 10.9% have a relaxed attitude and only exercise when it suits them. 9.1% of respondents report health reasons that require exercise and view it more as a chore than an enjoyment. Overall, the members of LRFC appear to be active in exercising and consistent in their visits to the gym.

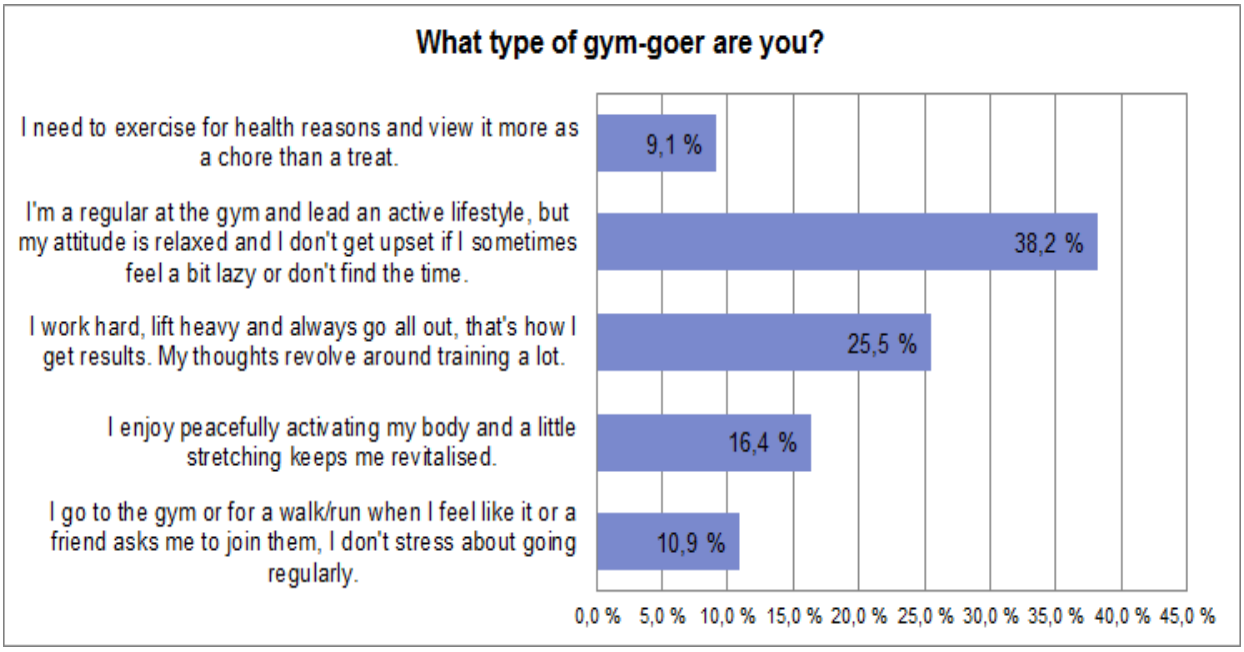

Figure 21. Gym-goer types, LRFC

Preferences on the group exercise class types

This question aimed to find out what group exercise classes the respondents preferred. The options given are group exercise classes offered at LadyLine Hakaniemi fitness centre and at the Lillie Road Fitness Centre and are grouped together so that classes with a similar routine provide one option. The outcome of this question does not necessarily bring much more value to this study, but the centres will get important information about the favourite classes of the respondents.

Lady Line Hakaniemi

Firstly, 6.3% of the respondents reported not attending group exercise classes at all, but only using the gym. The most popular class type seems to be the calmer classes; yoga, Pilates and stretching, either standard or 'hot' varieties performed in a heated studio. Second most popular group exercise among the respondents with a response rate of 17.9% was the classes with dance elements (Zumba, Sh'bam etc.). Spinning was the favourite group exercise class for 16.1% of the respondents and the classes that increase muscle strength (BodyPump and KettleBell) achieved a response rate of 13.4%. Different types of virtual classes (Korsetti, RVP, NHS, Kiinteytys, Muokkaus, Lady Danza, Lady Girya) and martial arts-based classes (BodyAttack, Cxworx, BodyCombat) both attracted 11.6% of the votes.
The fact that the calmer classes and classes with dance elements were the most popular among the respondents is likely due to all LadyLine members being women and women generally favouring these forms of exercise.

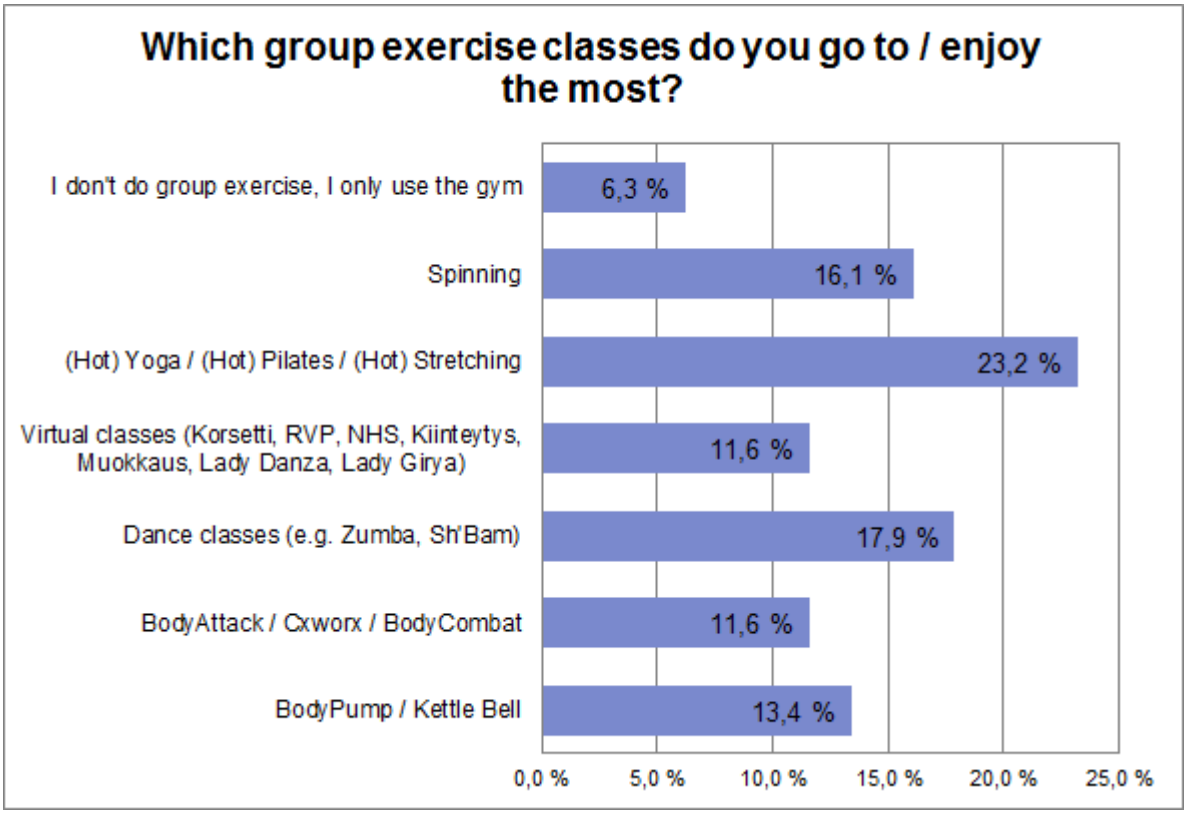

Figure 22. Preferences on the group exercise class types, Lady Line Hakaniemi

Lillie Road Fitness Centre

While the majority of respondents from LRFC reported to only using the gym, little over 30% of them still chose to pick a favourite group exercise class out of the centre's group exercise options. Unsurprisingly, classes that focus on weight training techniques were most popular accumulating 16.4% of answers, with toughest interval style classes coming second with 9.1% of answers.

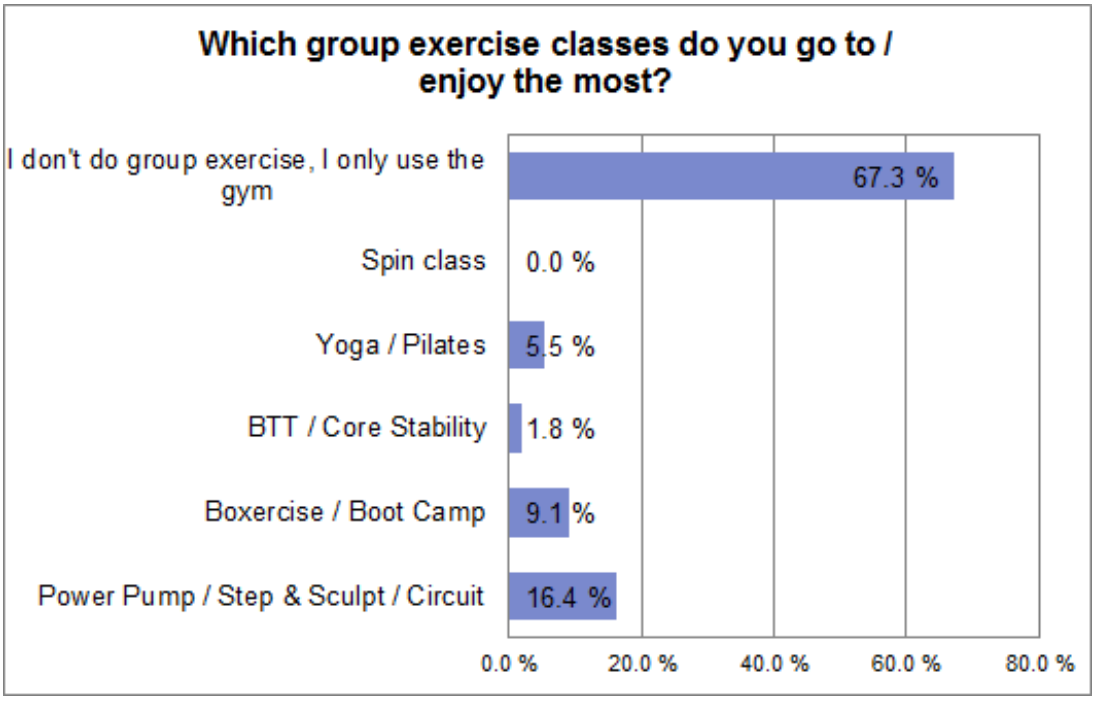

Figure 23. Preferences on the group exercise class types, LRFC

6.7 Music preferences outside the gym

With the next question the purpose was to find out the music preferences of the respondents and to see if they differ from the music played at the gym, but as we do not have an exact lists of music or music genres played at the gym or in the group exercise classes the answers will only benefit the fitness centres themselves and do not add much value to our study.

Lady Line Hakaniemi

It seems that rock and pop music are the most popular music genres with the respondents at Lady Line Hakaniemi with the percentages of 31% (pop) and 28% (rock). R'n'B came third in popularity with 21% of votes. 8% of the respondents settle on whatever is playing in the radio and 6 per cent like to listen to easy listening/adult pop. 4% of the respondents prefer to listen classical music outside the gym and only 2% do not like to listen to music at all.

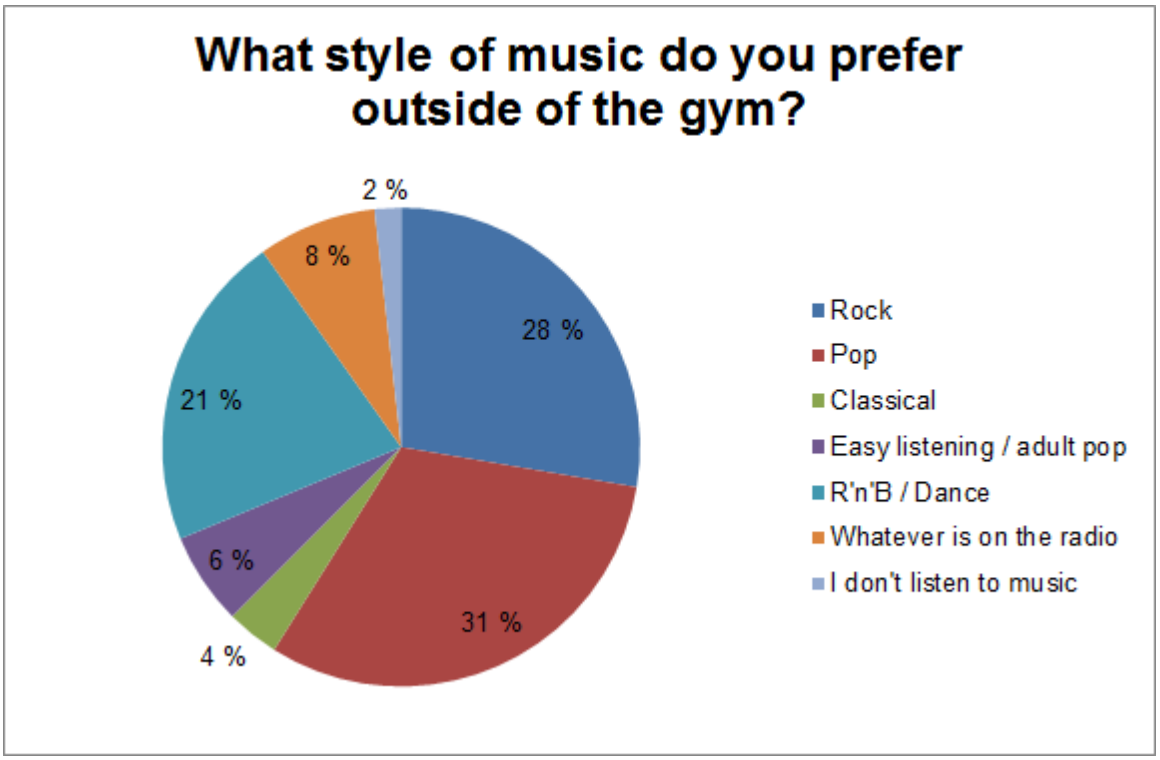

Figure 24. Music preferences outside the gym, Lady Line Hakaniemi

Lillie Road Fitness Centre

The musical tastes of LRFC participants mirror the average age of the respondents, with R'n'B scoring 33% of responses and pop and rock coming behind with 17% and 16%, respectively, of answers. Lillie Road is quite an urban area of London with a young population which may have an effect on the music consumed in that area.

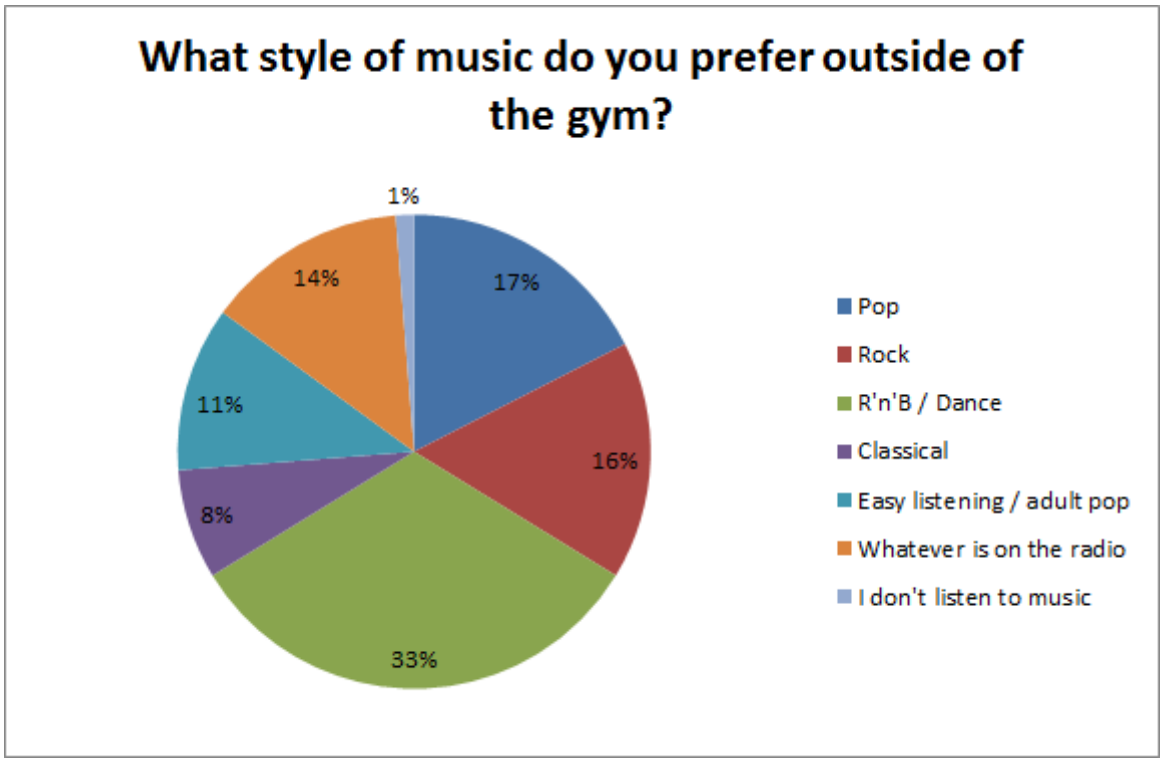

Figure 25. Music preferences outside the gym, LRFC

6.8 The importance of music while exercising

The following question explored the general opinion on how important do the respondents consider music to be while exercising. The respondents were asked to choose one option from 1 to 6, where 1 was valued as ‘Not at all important’ and 6 as ‘Very important’.
The question after that expanded on the previous, asking how much the respondents think that the choice of music can affect their exercise experience. This question also gave the respondents chance to choose one option from 1 to 6, where 1 being ‘Not at all’ and 6 being ‘Very much’.

Lady Line Hakaniemi

The result seems to be quite clear; 43.8% of all respondents stated that having music during exercising is very important, the option 5 was chosen by

39.5% of the respondents and option 4 by 15.2%. Options 1, 2 and 3 were chosen only by combined 11.7% of the respondents.

With an average of the responses being 5.0 it seems that music is essential for most of the people while exercising.

The respondents also seem to think that music can affect their exercise experience, since the total of 86.6% of the respondents chose options 6, 5 or 4, with 36.6% choosing 6, 28.6% choosing 5 and 21.4% choosing 4. Options 1, 2 and 3 were chosen by only a combined total of 13.4% of the respondents.

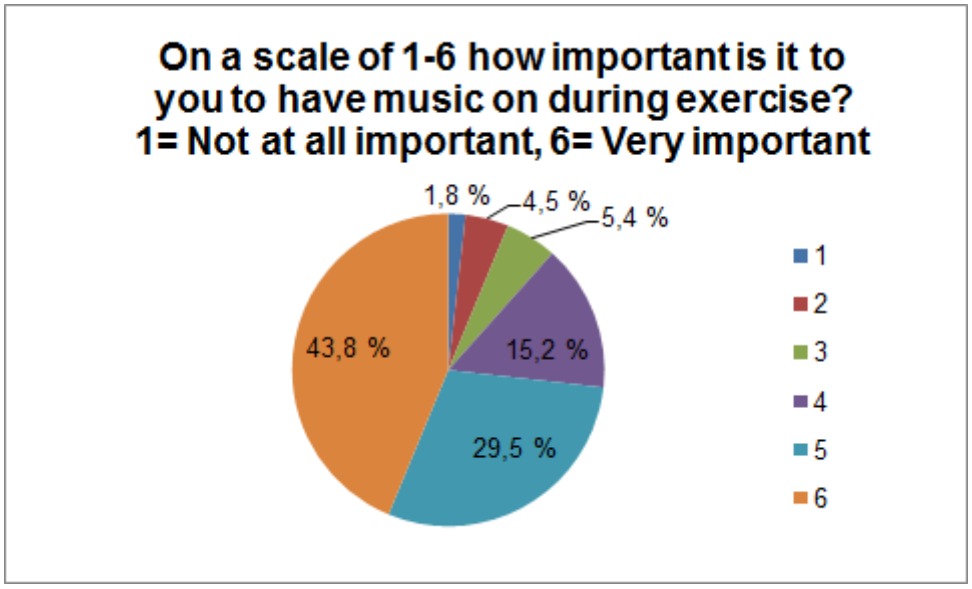

Figure 26. Importance of music during exercise, Lady Line Hakaniemi

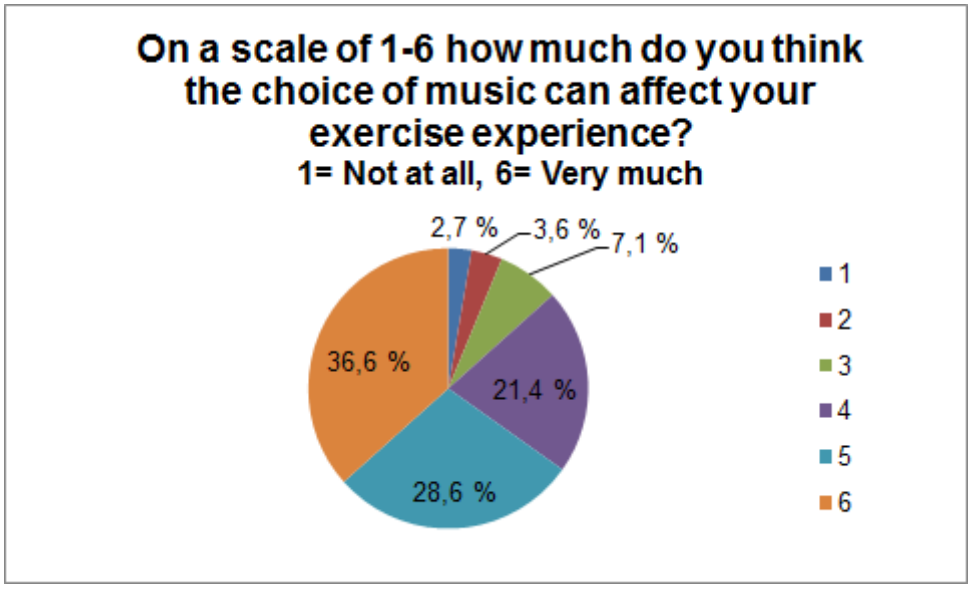

Figure 27. Music's effect on exercise experience, Lady Line Hakaniemi

Lillie Road Fitness Centre

When rating the importance of music during exercise on a scale of 1 to 6 (one being unimportant and six very important) the most popular answers were six and four, with the overall average rating of 4.35. The question examining the importance of the choice of music during exercise gave very similar results: most popular answers were again four and six, and the overall average rating 3.94.

One issue that arose when interpreting the results was that some respondents had misunderstood the questions and combined questions 14, 15 and 16 rating each option in question 16. This was resolved by calculating an average rating for questions 14 and 15, and then choosing the option which was rated highest for question 16.

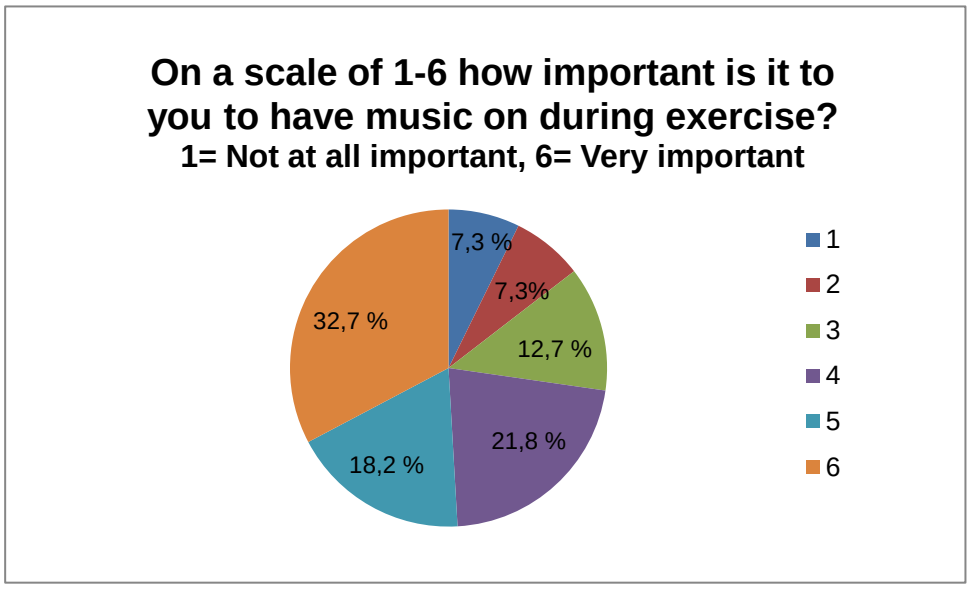

Figure 28. Importance of music during exercise, LRFC

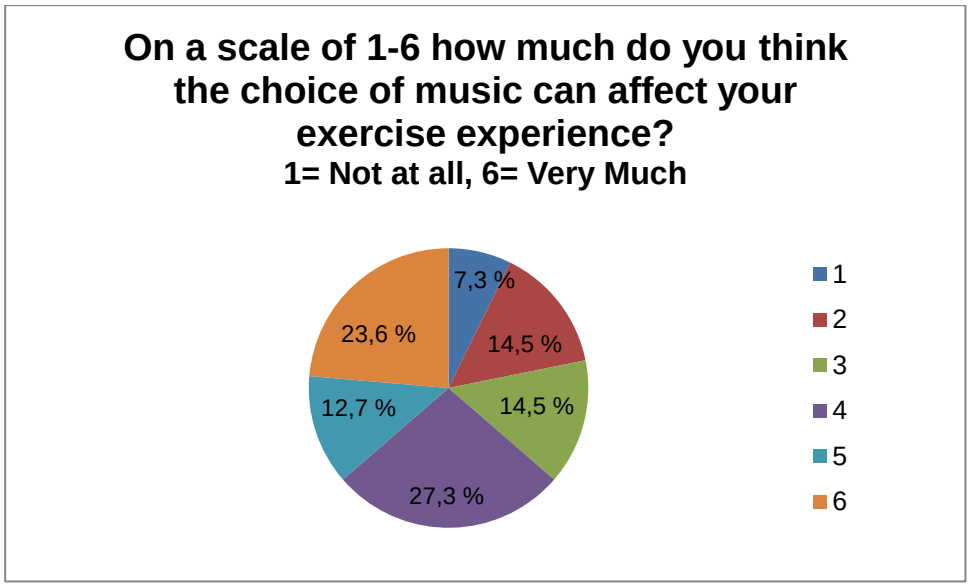

Figure 29. Music's effect on exercise experience, LRFC

Reasons for listening music while exercising

The next question explores the exact reasons for listening to music while exercising. This question was a multiple choice question, which means that a respondent can choose more than one selection from the options.

Lady Line Hakaniemi

Most respondents (44.2%) reported listening to music for taking their minds off it and making exercising more pleasant, and the second most respondents (20.5%) listen to music for positive energy ("to cheer me up"). 25 respondents (16.7%) said music helps keep them going and almost an equal amount of the respondents (16.0%) use music for keeping pace. Only 4 (2.6%) respondents stated their reason for listening to music being better body coordination.

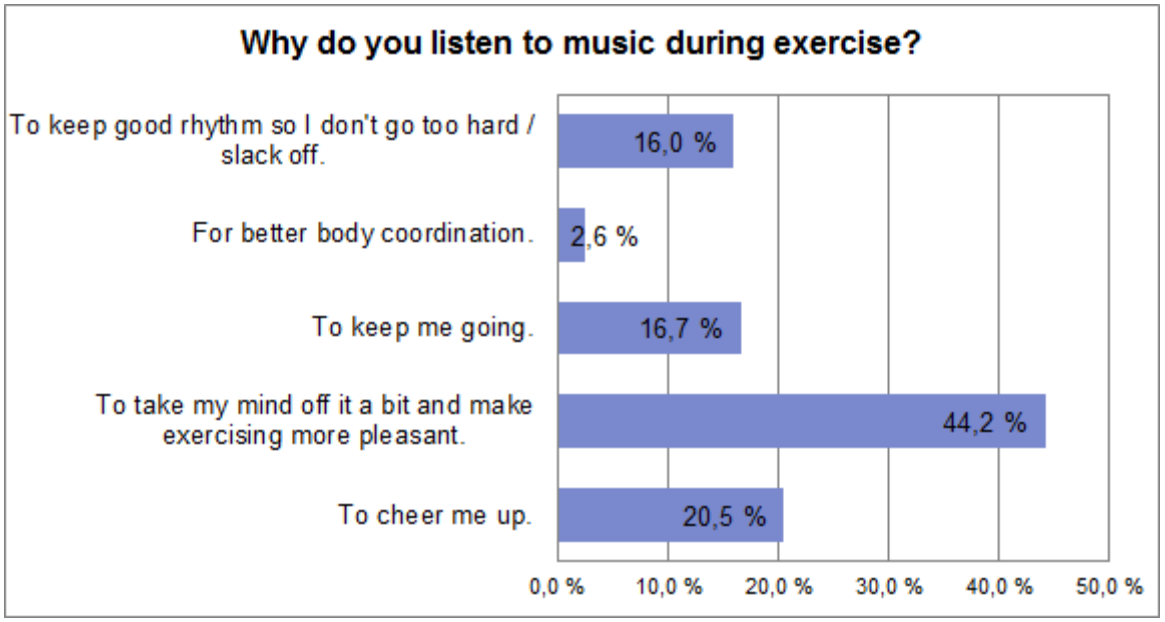

Figure 30. Reasons for listening music during exercise, Lady Line Hakaniemi

Lillie Road Fitness Centre

The most popular reasons behind listening to music during exercise among LRFC members were to increase endurance (“to keep me going”) and to promote enjoyment of the activity (“to take my mind off it a bit and make exercise more pleasant”). Both of these answers gained more than 30% of the replies. The next 30% of replies were divided almost evenly between two other answers, with 17.9% of respondents gaining energy from music (“to cheer me up”) and 14.1% using music to keep good pace (“to keep good rhythm so I don’t go too hard / slack off”). Less than 4% use music to help with body coordination.

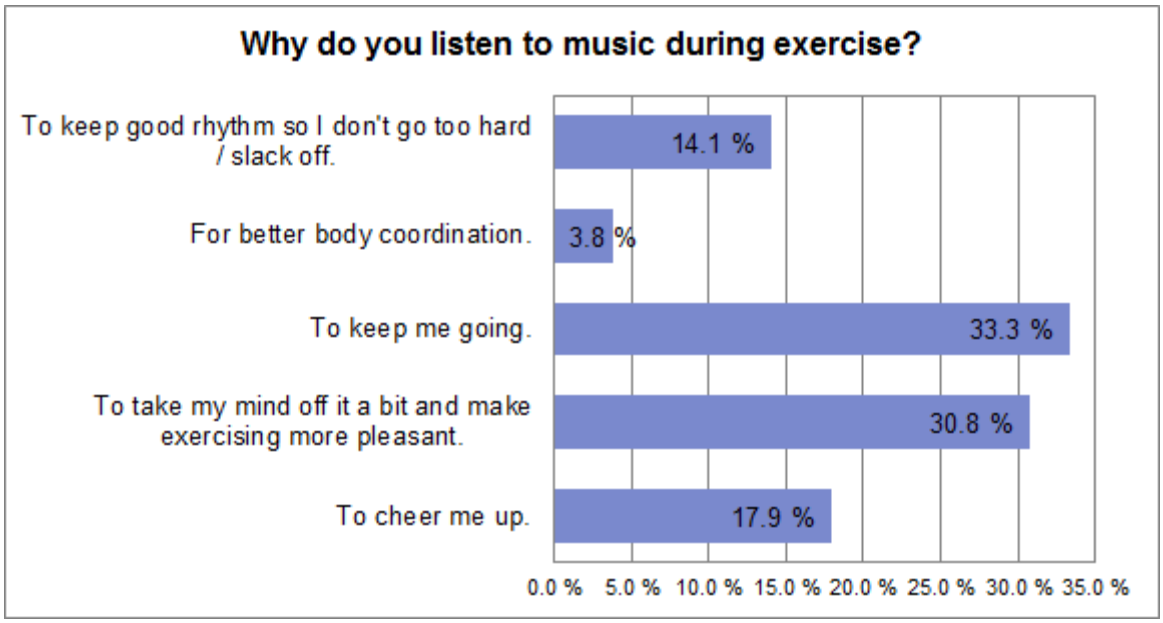

Figure 31. Reasons for listening music during exercise, LRFC

However, as mentioned earlier, these answers cannot be interpreted entirely accurately because of the confusion some respondents experienced when filling in the questionnaire; they had rated all options in the last question from 1-6 instead of ticking off the most accurate one, and not rated the two previous questions at all. The mean rating was calculated and applied to the previous questions and the option with the highest rating chosen for the third question.

6.9 Open-ended questions

These next questions were applicable only for Lady Line Hakaniemi, as the fitness center wanted opinions on the music at the center. As mentioned in the background information, the center has different music playing in the dressing room and they were particularly interested in how that works with the customers.

The next two questions were open-ended questions where the respondent could freely express their opinion about the matter without pre-set options.

Opinions on different music in different spaces at the gym and how it affects the exerciser

The question was: “The fitness center is playing different music in different areas of the centre. Have you noticed that it has any significance on your mood while you exercise? Has the music played any role in your emotional state?”

The question was worded slightly unclearly and therefore the answers were also a little scattered. Overall, 78 respondents stated that music does play a role, for 25 persons it did not play any role and 8 respondents did not have any opinion on the matter.

Most of the ones that said the music matters stated that good, appropriate music drives them into better results while they are at the gym, but for example in a yoga class the music should be very subtle or there should be no music at all. Also if the music is not to one’s taste or if it has the “wrong” tempo it might ruin the whole workout. Some of the respondents also stated that music plays a role in their experience and that is why they choose to listen to their own music while in the gym.

Most of the respondents had positive views about the calming music in the dressing room; that it leads them to a peaceful state of mind when entering and exiting the fitness centre. Some said that the “gurgle of water” is confusing, because at the same time one should get their heart rate up for the forthcoming exercise.

The 25 for whom the music did not play any role while exercising mostly were of the opinion that they either did not listen to music or notice different music at the centre and therefore were ignorant of the music also elsewhere. Some said that they did not listen to the music played in the gym because they always carry their own music devices with them. A few respondents said that they have not noticed different music playing in the different spaces of the centre.

Feedback for the music in general and willingness to participate in music choices

The purpose of this question was mostly to receive feedback on the music choices at the Lady Line Hakaniemi, since they have never before asked customers' opinions about the music before. Also, it mapped out respondents' willingness to participate in selecting the music playing in the gym and during the group exercise classes.

As this was again an open-ended question, respondents were free to produce their own answers and because of that the responses were very varied. Some stated what they think about the music in general, some suggested genres or even specific artists/songs to play at the centre.

The important issue, however, was that in over 30 responses the respondent stated their willingness to suggest the music to be played at the centre themselves, if it were made possible. For example, one respondent suggested that at the times when there is no one on reception, members could be given access to a playlist with the possibility for customers to put songs on queue to be played in the gym.

Also in several answers the respondents suggested different types of music-themed group exercise classes; for example "Madonna -exercise", "Eurovision Song Contest -exercise", "Adult pop -spinning" and "Heavy Rock -kettle bell class".

7 DISCUSSION

7.1 Marketing implications

Services marketing is recognized as a separate category of marketing, defined by its focus on the intangibility of the services. According to Grove, Fist and John (2005) efforts to trace the development of services marketing suggest that the area began to take shape in the 1970s and emerged as a bona fide field of the marketing discipline by the mid-1980s.

When customers are shopping for a product, they can see it, touch it, try it, and, with most products, even have a trial period. A trial period means that after a certain time period the customers can return the product and be refunded if they are not entirely satisfied with what they have purchased. This does not apply to services. When customers are shopping for a service, they have to make their decisions based on how other customers have been served and how they trust the description, reviews and the service provider. Once the service has been delivered, it cannot be returned.

Fitness centres combine the two elements mentioned above. They have physical premises and fitness machines that the customers may inspect before committing to a membership, but they also are selling the atmosphere and fitness instructor services, such as personal training and group exercise classes. In this section we examine the marketing implications of selling something intangible and how that could be applied to the sports and fitness industry.

Profile of the healthy lifestyle consumer and their expectations

Divine and Lepisto (2005) discovered in their study that people who maintain a healthy lifestyle on average tend to be female, older in age and more educated. Of all the predictors used in their analysis, age was the most influential. Based on their conclusions, it can be argued that marketing to older

demographics would be beneficial to gyms and fitness centres, and that ignoring the market potential of older consumers may be detrimental to the success of the business. This was less evident in our study as the average age of all the people who filled in the questionnaire was 35.4 years.

Afthinos, Theodorakis and Nassis (2005) conducted a survey examining members' expectations from a fitness centre. In the study 42 items were rated on a 5-point scale ranging from “not important” to “highly important”; 'stimulation' being the closest equivalent to 'music'- which was not listed individually - and may refer to music. The most important aspect of service was ‘cleanliness’ (M = 4.81) while ‘provision of snack food’ (M = 2.44) was the least important item. ‘Stimulation’ ranked in the low fours with a median value of 4.23. As the highest possible value was five, it can be concluded that people highly desire to be stimulated during exercise.

Marketing services

Martin (1999) describes service as much more than processing customers and their orders. It is the appearance of the facilities, the behaviour of the employees, the presence of other customers and the impressions made when customers come into contact with all these elements. All of these elements create the overall atmosphere of the service environment, and music can help establish the “personality” of the service provider. Martin explains that to a large extent, service is not so much what the business does, but what the customer experiences. (Martin, 1999)

According to Mattila (2000) service marketers are facing a significant challenge in communicating the intangible benefits of a service to their target market. As a solution, Shostack (1977) has advised to integrate various forms of evidence related to the service and its delivery in an attempt to compensate for the service's intangibility. He recognises that the ultimate goal is to create a concrete impression of the service by “controlling a wide range of communicative devices associated with the service and its performance, including the content of service advertising.” Treating the service, to some extent, as goods in a communication strategy may serve to make the service

appear more tangible. Such strategy would provide factual information, evoke visualizations, or establish associations with physical elements. (Shostack, 1977) It was also discovered by Howat et al. (1999) that a satisfied customer is more likely to continue purchasing the services, engage in spreading positive word-of-mouth messages, and increases the volume of purchases.

8 CONCLUSIONS

It became very clear during this study that a staggering majority of the subjects did pay some attention to music while exercising, most of them reporting an effect on their enjoyment and mood as well as energy levels. Fitness centres, group exercise instructors and personal trainers may find benefits in carefully designed playlists for the facilities, group exercise classes and for individual clients according to their personal tastes and training goals. Personal trainers could even market specific playlists created individually according to the routine as an add-on service to their customers.

The dominance of male respondents from LRFC created a suitable balance against Lady Line’s all-female study group and served to indicate that there was no significant difference between male and female healthy lifestyle consumers in regards to their music listening habits during exercise. As the musical tastes of the two centres differed significantly, the musical tastes of male and female participants would also have differed, but due to geographical and cultural differences it was not reported as a difference between the two genders.

As the most popular genres of music differed between the two partner centres, it would be advisable for each fitness centre to carry out a survey into the musical tastes of their members before designing the playlists for the centre. The difference in popularity of certain genres may be due to demographic differences; gender divide, average age, location, economic background, and so on.

One more angle that could have received more attention is the relationship between customer loyalty and interaction with the service provider, and how this relationship could be utilized when creating playlists for the gym. Giving members the possibility to influence the music played at gym/group exercise classes by establishing, for example, a jukebox-type playlist, where each willing member could go and add songs of their preference on queue to be played might give the customers a feeling that they can be involved in creating the atmosphere. Furthermore, this would engage members, increase their loyalty and enhance member retention.

9 ASSESMENT

9.1 Validity and reliability

One of the basic requirements in a quantitative research is that the validity and reliability are met. Research can be seen successful if it has managed to measure exactly what was intended.

Validity

The validity criterion is met when the research tells exactly what it was supposed to find out. The researcher has, therefore, examined the very things that they set out to explore. If the objectives of the research have not been well-defined, the researcher easily examines the wrong issues.

Facts that contribute to the validity of the study are:

- question form measuring the right things and covering the whole problem;
- precise definition of the population;
- representative sample;
- high response rate.

(Heikkilä 2005, 29.)

This study can be seen valid as the purpose was to study whether recreational athletes pay attention to music while exercising and if it impacts their exercise enjoyment and motivation. The questions were designed together with the clients and verified by the thesis advisor and should therefore mostly measure the right issues. In few cases it was noted in the disassembly phase of the questionnaire that the certain questions did not necessarily add value to our research, but were beneficial to the fitness centres themselves.

The appearance of the questionnaire could not be affected, as it was carried out through Webpropol and the frame and design of the questionnaire was pre-set for users from JAMK University of Applied Sciences. However, the questionnaire seemed easy and clear to fill out. With one open-ended question a respondent commented that the setting of the question was slightly unclear. These sort of issues could be avoided by making a pilot testing of the questionnaire before publishing it, which was not done in this occasion.

There was also a minor confusion with the paper forms that were used at LRFC, as explained earlier, which was due to the form not printing as desired - so that there were page breaks between a question and the intended answer box for that question - and because answers could not be controlled as much; with electronic forms it is easy to design the questionnaire so that respondents can only type or click, or choose one or several answers for specific questions, but with paper forms this is not possible.

The sample size in the Lady Line questionnaire was the whole clientele of Lady Line Hakaniemi for whom there was an e-mail address, which was 729. Of them 112 filled out the questionnaire giving a response rate of 15.4%. The response rate is not the best, but large enough that some generalizations about the population can be made.

The sample size for the LRFC was also the whole clientele of the centre, but as the questionnaire was distributed on paper and as LRFC is part of a larger chain, Greenwich Leisure Ltd. (GLL), and the members are not necessarily assigned to a specific gym but can use all the existing GLL facilities, an

accurate number of distributed questionnaires in this case cannot be stated. Therefore also the response rate cannot be calculated. However, the desired number of returned questionnaires (between 50 - 100) was met with 55.

Reliability

Reliability means the accuracy of the results. The study should be able to give the same results when repeated. The research results should not be generalized outside the competence area.

These facts help in actualization of reliability:

- large enough sample size;
- as small loss as possible;
- a representative sample of the whole population;
- criticality and the accuracy of the analysis phase.

(Heikkilä 2005, 30.)

The sample sizes were large enough, but the loss could always be smaller and more answers would never hurt, either. The response rate in questionnaires rarely rises very high, and so it was also in this case. The analysis phase was carried out critically and the usage of Webropol helped accomplishing the accuracy of the analysis..

9.2 Self-reflection

When starting the thesis process the vision of the progress of the work was rather ideal. We thought that the work would be completed faster than it actually was but this did not hinder our efforts in the slightest as we fully accepted the delays and did not compromise the quality of our work. The delays were mainly due to fitting the work around two personal schedules, and lack of time, as we both have been in full-time employment during the project. At first it was also time-consuming to find the fitness centres to implement the questionnaire. We did not have a tight schedule for the work to start with, but

towards the end one was created and it helped us work harder towards the goal.

All in all, at this stage, we can be self-satisfied that we have got the job done. Lack of faith was about to overcome us from time to time when the work did not progress, but encouragement from each other helped us continue without interruption. Writing the thesis independently without close support takes a great deal of self-discipline and perseverance, but also taught us a lot.

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APPENDICES

Appendix 1. Questionnaire form in Finnish

jamk.fi

Musiikin vaikutus liikuntanautintoon ja motivaatioon

1. Ikä *

_____

2. Kuinka usein liikut? *

◯ Useammin kuin 3 kertaa viikossa.

◯ 2-3 kertaa viikossa.

◯ Kerran viikossa.

◯ Harvemmin kuin kerran viikossa.

3. Mihin aikaan päivästä yleensä harrastat liikuntaa? *

◯ Aamulla (Ennen klo 12)

◯ Lounasaikaan (12-15)

◯ Iltapäivällä (15-18)

◯ Illalla (klo 18 jälkeen)

4. Millainen liikkuja olet? *

◯ Käyn salilla tai lenkillä silloin kun huvittaa tai kaveri pyytää seuraksi, en ota stressiä siitä että kävisin säännöllisesti.

◯ Nautin rauhallisesta kehon herättelystä ja pieni venyttely pitää virkeänä.

◯ Teen aina rankan treenin hiki roiskuen, muuten ei tule tuloksia. Ajatukseni pyörivät aika paljon treenaamisen ympärillä.

◯ Olen tunnollinen sallila kävijä ja arjessakin aktiivinen, mutta asenteeni liikuntaan on rento enkä murehdi jos jonain päivänä ei huvitakaan.

◯ Liikun terveyteni vuoksi tai lääkärin määräyksestä, mutta pidän sitä enemmän pakkona kuin huvina.

5. Mikä on suurin motivaatiosi liikunnalle? *

◯ Terveelliset elämäntavat, liikunta on jo rutiinia ja pysyvästi viikkokalenterissani.

◯ Stressin purkaminen.

◯ Laihdutus / kehon muokkaus.

◯ Irtiotto työstä ja kotiarjesta, tarvitsen omaa aikaa.

◯ Parantaakseni suoritustani, treenaan tavoitteellisesti tiettyä lajia/kilpailua varten.

◯ Vanhan vamman kuntouttaminen ja uusien ehkäisy / muu terveydellinen syy.

6. Käytkö useammin salilla vai ryhmäliikuntatunneilla, vaiko molemmilla? *

◯ Salilla.

◯ Ryhmäliikunnassa.

◯ Molemmissa tasaväkisesti.

7. Kiinnitätkö liikunnan aikana huomiota musiikkiin, joko salilla tai ryhmäliikunnassa? *

◯ Kyllä.

◯ En.

8. Pidätkö joskus mukana omaa soitinta ja soittolistaa? *

◯ Kyllä.

◯ En.

9. Miten valitset kappaleet soittolistalle? *

☐ Kuuntelen musiikkia josta pidän muutenkin huomioimatta tempoa tai musiikkityyliä.

☐ Valitsen meneviä rytmillisiä kappaleita liikunnan mukaan.

☐ Valitsen kappaleita, joissa on liikuntaan kannustava sanoma (e.g. “Move your body”)

☐ Valitsen liikuntaan tai tiettyyn liikuntasuoritukseen liittyviä kappaleita (e.g. “Eye of the Tiger”)

☐ Kuuntelen satunnaisia kappaleita omalta musiikkilaitteeltani.

☐ Kuuntelen radiota.

☐ En käytä omaa laitetta.

10. Millaisesta musiikista pidät eniten vapaa-ajalla? *

◯ Rock

◯ Pop

◯ Klassinen

◯ Iskelmä / Suomipop

◯ R'n'B / Dance

◯ Mitä radiossa sattuu soimaan

◯ En kuuntele musiikkia

11. Mistä ryhmäliikuntatunneista pidät eniten? *

◯ BodyPump / Kahvakuula

◯ BodyAttack / Cxworx / BodyCombat

◯ Tanssilliset tunnit (esim. Zumba, Sh'Bam)

◯ Virtuaalitunnit (Korsetti, RVP, NHS, Kiinteytys, Muokkaus, Lady Danza, Lady Girya)

◯ (Hot) Jooga / (Hot) Pilates / (Hot) Venyttely

◯ Spinning

◯ En käy ryhmäliikuntatunneilla, käytän vain kuntosalin puolta

12. Vaikuttaako ryhmäliikuntatuntien musiikkivalinnat siihen, kuinka usein käyt tunneilla? *

☐ Käyn niillä tunneilla, millaisesta liikunnasta pidän eniten musiikista piittaamatta.

☐ Suosin tunteja, joiden musiikkivalintojen rytmi vetoaa minuun, ja myös millaisesta liikunnasta pidän.

☐ Käyn vain niillä tunneilla, joiden musiikkivalinnat vetoavat minuun ja antavat minulle energiaa. Hyvä musiikki tekee mistä tahansa liikunnasta miellyttävämpää.

☐ On tiettyjä tunteja, joista en pidä niiden musiikin vuoksi ja jos soittolista olisi erilainen,
voisin käydä niillä enemmän.

13. Asteikolla 1-6 kuinka tärkeää sinulle on kuunnella musiikkia liikkuessa? *

1 2 3 4 5 6

Ei ollenkaan tärkeää. ◯ ◯ ◯ ◯ ◯ ◯ Erittäin tärkeää.

14. Asteikolla 1-6 kuinka paljon arvelet musiikkivalintoja vaikuttavan liikuntaintoosi / liikuntakokemukseen? *

	1	2	3	4	5	6	
Ei lainkaan.	◯	◯	◯	◯	◯	◯	Vaikuttaa paljon.

15. Jos kuuntelet musiikkia liikkuessasi, mikä on siihen päällimmäinen syy? *

- ☐ Piristyksen vuoksi.
- ☐ Tekee liikunnasta mielekkäämpää.
- ☐ Kannustuksen vuoksi.
- ☐ Koordinaatiokyvyn parantamiseksi.
- ☐ Musiikin antaman tahdin vuoksi - etten tee liian vauhdikkaasti tai hiljennä tahtia huomaamatta.

16. Kuntokeskuksen eri tiloissa soi osittain eri musiikki. Oletko huomanut sillä olleen merkitystä sen kannalta, millaisissa tunnelmissa liikunta sujuu? Onko sillä ollut merkitystä
oman tunnetilasi kannalta missä tilassa soi millainen musiikki? *

_____

_____

_____

200 merkkiä jäljellä

17. Toiveita kuntosalin johdolle musiikkiin liittyen? Jos asiakkaille annettaisiin mahdollisuus vaikuttaa musiikkivalintoihin, osallistuisitko ideointiin? *

_____

_____

_____

200 merkkiä jäljellä

18. Yleistä palautetta salille *

_____

_____

_____

200 merkkiä jäljellä

Appendix 2. Questionnaire form in English

jamk.fi

How music affects exercise motivation

1. Age *

_____

2. Gender *

◯ Male

◯ Female

3. How often do you exercise? *

◯ More than 3 times a week

◯ 2-3 times a week

◯ Once a week

◯ Less than once a week

4. What time of day do you prefer to exercise? *

◯ Morning (6.30am-12pm)

◯ Lunch time (12-3pm)

◯ Afternoon (3-6pm)

◯ Evening (6-10pm)

5. What type of gym-goer are you? *

◯ I go to the gym or for a walk/run when I feel like it or a friend asks me to join them, I don't stress about going regularly.

- ◯ I enjoy peacefully activating my body and a little stretching keeps me revitalised.
- ◯ I work hard, lift heavy and always go all out, that's how I get results. My thoughts revolve around training a lot.
- ◯ I'm a regular at the gym and lead an active lifestyle, but my attitude is relaxed and I don't get upset if I sometimes feel a bit lazy or don't find the time.
- ◯ I need to exercise for health reasons and view it more as a chore than a treat.

6. What is your main motivation for exercising? *

- ◯ Healthy lifestyle. Exercising has become routine and is permanently in my weekly schedule.
- ◯ Stress relief
- ◯ Weight management / toning
- ◯ Break from work and home life, I need some 'me' time.
- ◯ To improve my performance and results, I have goals to meet. I'm training for a specific sport or competition.
- ◯ To rehabilitate and old injury and prevent new ones / other health reasons

7. Do you use the gym or attend group exercise classes more, or both equally? *

- ◯ Gym
- ◯ Group exercise
- ◯ Both

8. Do you pay attention to or notice music during exercise? *

- ◯ Yes.
- ◯ No.

9. Do you have your own playlist you listen to while exercising? *

- ◯ Yes.
- ◯ No.

10. What criteria do you use when choosing songs to your exercise playlist? *

- ☐ I play music I enjoy regardless of genre or tempo.
- ☐ I choose upbeat and rhythmic tunes according to the type of exercise.
- ☐ I choose songs with an encouraging message (e.g. Move Your Body)
- ☐ I choose songs that are relevant for the type of exercise (e.g. Eye of the Tiger)

- [ ] I listen to the radio
- [ ] I don't have my own playlist / mp3-player

11. What style of music do you prefer outside of the gym? *

- [ ] Pop
- [ ] Rock
- [ ] R'n'B / Dance
- [ ] Classical
- [ ] Easy listening / adult pop
- [ ] Whatever is on the radio
- [ ] I don't listen to music

12. Which group exercise classes do you go to / enjoy the most? *

- ◯ Power Pump / Step & Sculpt / Circuit
- ◯ Boxercise / Boot Camp
- ◯ BTT / Core Stability
- ◯ Yoga / Pilates
- ◯ Spin class
- ◯ I don't do group exercise, I only use the gym

13. Does the choice of music influence which group exercise classes you go to most? How? *

- [ ] I go to the classes according to what type of exercise I enjoy, I don't care about the music.
- [ ] I like the classes where the music and type of exercise are both something I enjoy.
- [ ] I choose classes where the playlist gives me energy and helps me perform my best, the right music can make any type of exercise more enjoyable.
- [ ] There are certain classes that I tend to avoid because I don't like the music, but if the playlists would change I might go to those classes more.
- [ ] I don't do group exercise.

14. On a scale of 1-6 how important is it to you to have music on during exercise? *

	1	2	3	4	5	6	
Not at all important	◯	◯	◯	◯	◯	◯	Very important

15. On a scale of 1-6 how much do you think the choice of music can affect your exercise experience? *

	1	2	3	4	5	6	
Not at all	◯	◯	◯	◯	◯	◯	Very much

16. Why do you listen to music during exercise? *

- ☐ To cheer me up.
- ☐ To take my mind off it a bit and make exercising more pleasant.
- ☐ To keep me going.
- ☐ For better body coordination.
- ☐ To keep good rhythm so I don't go too hard / slack off.

17. Please give some feedback to the gym, about music or other matters. *

_____

_____

_____

200 characters remaining

Appendix 3. Cover letter in Finnish

LadyLine

LÄHELLÄ SYDÄNTÄ

Musiikkitutkimus

Hyvä asiakkaamme,

Jyväskylän ammattikorkeakoulun Music- and Media Management koulutusohjelmanopiskelijat tekevät opinnäytetyötä musiikin vaikutuksesta liikuntasuoritukseen ja motivaatioon. Opinnäytetyöhön sisältyy tutkimuskysely LadyLine Hakaniemen asiakkaille. Tutkimus sisältää kysymyksiä liittyen liikkumistapoihisi ja musiikillisiin mieltymyksiisi.

Toivomme, että voit käyttää hetken ajastasi tämän lomakkeen täyttämiseen. Samalla pääset antamaan palautetta liikuntakeskuksellesi.

Tästä pääset tutkimuslomakkeeseen

LadyLine Hakaniemen henkilökunta toivottaa asiakkailleen aurinkoista kesän jatkoa!

Lahjoita kaverillesi veloitukseton 3 kerran tutustuminen!

Kerro kaverille

Kaverisi halusi lahjoittaa sinulle lahjakortin LadyLine Hakaniemeen. Tilaa lahjakorttisi tästä

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