Chapter III

PROCEDURE

In this chapter procedure adopted for the selection of subjects, construction of questionnaires, administration of questionnaire and collection of data, preparation for interviews and actual interviews and the statistical techniques employed for the analysis of data has been discussed.

Selection of Subjects

To meet the specific purpose of the study the customers as well as the health club instructors of selected health clubs from four metropolitan cities namely Delhi, Kolkata, Mumbai, and Chennai were chosen as the subjects. Five health clubs were randomly selected for the survey from each metropolitan city. These health clubs have been mentioned below.

Delhi

1. Ozon Health Center

2. Pulse Impulse

3. Planet X
4. Total Fitness Center

5. Arrow Gymnasium

Kolkatta

1. Reva Puri

2. Thakral's

3. Thakral's

4. Slim Point

5. Slim Gym

Mumbai

1. Talwalkars Gym

2. Health Spa

3. Raymonds

4. Bombay Gymkhana

5. Talwalkars

Chennai

1. Robin and Robin

2. Nichani Health Care Center
3. Vijaya Health Care

4. Health Club Fitness Center

5. Asana Andiyapan

From above mentioned health clubs, 50 sedentary persons (customers) ranging between 25-40 years of age and continuously attending the health club for a minimum duration of three months were randomly selected. The subjects were selected irrespective of the sexes. Thus a sample of 400 customers from all the selected health clubs were surveyed and served as the subjects for the study.

One (01) health club instructor from each health club was also chosen as the subject. Hence, a sample consisting of 20 health club instructors from all the selected health clubs were surveyed.

**Construction of Questionnaires**

Two questionnaires were framed and constructed by the research scholar. One questionnaire was for clients (customers) whereas the other was for health instructors. Both the questionnaires were constructed in consultation with the adviser and the other experts and the same procedure was adopted for the construction of both the
questionnaires. The questionnaires were constructed in the following steps:

(i) Planning of the questionnaires

(ii) Preparation of the preliminary draft

(iii) Evaluation of preliminary draft

(iv) Construction of final questionnaire.

**Planning of the Questionnaire**

While planning the questionnaire, the researcher kept the ultimate purpose of the questionnaire in mind to shape the questionnaire. The purpose was two-fold: (a) responses of (opinion of) the customers regarding the role of health clubs in health promotion of sedentary population and (b) opinion of the health instructors pertaining the role of health clubs in upliftment of health status of sedentary population. Both the objectives were guided by the related aspects while construction of the questionnaire.

The questionnaire was prepared covering all the possible aspects to derive the best possible informations which are as follows:
1. Facilities available.

2. Popularity of health clubs.

3. Programms conducted.

4. Counseling to customers.

5. Contribution towards health promotion.


7. Improvement in efficiency of customers.

8. Regular medical check ups of customers.

9. Money spent by the customers.

10. Appreciation of the concept of health clubs by the instructors.

11. Role of instructors in the health clubs.

12. The salary of the instructors.

13. Professional background of the instructors.

14. Working areas of the instructors.

15. Clinics organised on latest trends for both instructors as well as the customers.
Preparation of Preliminary Draft

A pool of statements (items) related with the above mentioned aspects were collected from various sources and constructed. Attempt was made to make the questions simple, clear and relevant. A preliminary draft was devised observing the principles of questionnaire development. This preliminary draft was devised separately for customers and health club instructors.

Preliminary Draft for Customers of Health Clubs

Sixty items concerning the role of health clubs were chosen for the preliminary draft. The responses for all the statements were two fold either 'yes' or 'no'.

Preliminary Draft for Health Club Instructors

Forty five items were kept to construct this preliminary draft. The responses for all the items were again two fold either 'yes' or 'no'.

Evaluation of the Preliminary Draft

The preliminary draft of questionnaire were sent to the 15 experts in the field of physical education to evaluate the items for the following reasons.
(a) Whether the contents of the questions (items) fall within the content of universe of the related aspects.

(b) Whether the questions (items) are unambiguous and make a clear sense.

An agreement of 75% experts was determined necessary for the statement to be kept in the final form of the questionnaire.

Final Draft of the Questionnaire

In the questionnaire prepared for the customers 25 items were retained with modification and rest were dropped.

In the health club instructor's questionnaire 18 items were retained with some modifications and rest of the questions were dropped.

Administration of Questionnaire

For the administration of the questionnaire the subjects were personally contacted by the research scholar.

Preparation for Research Interview

For the interview to be successful the research scholar did the groundwork prior to the actual interview with the subjects. Before the
actual interview following preparation had been done by the research scholar.

1. All the subjects involved in the study were associated with Health Clubs. To get best possible responses in the study, the research scholar obtained permission to conduct the investigation from the Health Club Owners/Managers. The Owners/Managers were kind enough to permit the investigator to proceed with the research work.

2. Area of investigation was demarcated for each group.

3. Selection and listing of subjects for the interviews.

4. The scholar appraised the clients and instructors about the present study and asked for their cooperation in the study.

5. The interview response to statement and questions were both structured and unstructured.

6. The research scholar also prepared for the use of tape-recorder for recording interviews, if the subject permits.
7. Practice sessions were conducted by the research scholar in the presence of supervisor to became well versed with the skills of interview.

8. According to the area of investigation the statements and questions were prepared by the scholar with the help of advisor and experts.

**Administration of Interview**

Before the actual interview date, the research scholar personally met the subjects and introduced himself and fixed the date and time.

Before fixing the date the time, the area of investigation was again briefed to the subjects and the total duration of interview period was told to the subjects. Most of the interviews lasted for 10-20 minutes.

Before the actual beginning of the interview, the research scholar handed over a letter to the subjects signed by the research scholar ascertaining that the responses of the subjects will be kept confidential and only be used for research purpose, and no personal comments will be quoted in the study.
After the above briefing and formalities the interview actually began. The interview was conducted as per planned and formulated statements and questions prepared by the research scholar. The responses of the interviews were recorded in the recording sheets prepared by the research scholar and some interviews were recorded in the tape-recorder.

The interview ended by expression of thanks from the research scholar in recognition of the subjects generosity in sparing time and action.

**Collection of Data**

The data was obtained in form of responses obtained on the administered questionnaire and conducting the interviews.

A critical observation of facilities available and the programs conducted were also made by the research scholar himself to make the data efficient for elaboration.
Statistical Technique Employed for Analysis of Data

The obtained data was analysed by employing percentage analysis. In order to objectively the data the pie-diagrams were used.

The divergence of the responses was computed by chi-square analysis.