

“A STUDY ON IMPACT OF HEALTH AND FITNESS TOWARDS BRINGING BACK GOODNESS AMONG HEALTH CAUTIOUS CONSUMERS.”

ANIL KUMAR. M

Dr. G P DINESH

Department of business administration VSKUB.

Department of business administration VSKUB.

Abstract of the study

This research study explores maintaining good health and fitness can positively impact individuals and society by promoting positive values and behaviors. This study aim to understand how to adopt a healthy and active lifestyle can influence people’s character and ethical choices. There have been used surveys and interviews to collect information from a diverse group of participants. By examining factors like physical activity, nutrition, and well-being, the study also assesses participant’s moral values, empathy, and kindness. The study expect that engaging in health and fitness practices can improve individuals self-discipline, self-esteem, and overall well-being, leading to more ethical behaviour and kindness towards others. Ultimately these positive changes can contribute to a more compassionate and harmonious society. The findings of this study can help shape interventions, healthcare approaches, and public policies that promote both physical and moral well-being.

Keywords: health, fitness, goodness, moral values, well-beings

Introduction:

Health and fitness are two interrelated concepts that play a vital role in maintaining a person's overall well-being. In today's fast-paced and sedentary lifestyle, it is essential to prioritize health and incorporate fitness practices into daily routines. Health refers to a state of physical, mental, and social well-being, while fitness pertains to the ability to perform physical activities and tasks efficiently. Together, they encompass various aspects of an individual's lifestyle choices, including nutrition, exercise, mental well-being, and overall lifestyle habits. Achieving and maintaining good health and fitness is a lifelong journey that requires dedication, consistency, and a balanced approach.

Health encompasses the overall well-being of an individual, including their physical, mental, and social aspects. It goes beyond the mere absence of disease and focuses on achieving optimal functioning in all areas of life. Physical health refers to the condition of the body and its systems, indicating freedom from illness, injuries, or disabilities. Mental health involves a person's emotional and psychological well-being, indicating the absence of mental disorders and the presence of positive mental states. Social health emphasizes the quality of relationships, social interactions, and the ability to connect with others effectively.

Fitness refers to the ability of an individual to perform physical activities and tasks efficiently, indicating a level of physical capability, endurance, strength, flexibility, and cardiovascular fitness. It encompasses multiple components, including muscular strength, muscular endurance, cardiovascular endurance, flexibility, and body composition. Fitness is not limited to athletic performance but extends to everyday functional movements and activities. By improving fitness levels, individuals can enhance their physical health, mental well-being, and overall quality of life.

Types of Health and Fitness activities:

Cardiovascular Exercises: Cardiovascular exercises, commonly referred to as cardio exercises or aerobic exercises, are physical activities that elevate your heart rate and increase your breathing rate for a sustained period. These exercises primarily focus on improving cardiovascular fitness, which relates to the health and efficiency of your heart, lungs, and circulatory system.

Strength Training: Strength training, also known as resistance training or weight training, involves performing exercises that target and strengthen your muscles. It focuses on improving muscular strength,

endurance, power, and size by challenging your muscles against resistance. Strength training can be done using various equipment such as free weights, weight machines, resistance bands, or even bodyweight exercises.

Flexibility and Stretching: Flexibility exercises focus on improving joint range of motion and muscle elasticity. Activities like yoga, Pilates, and stretching exercises help increase flexibility, improve posture, reduce muscle tension, and enhance overall mobility.

Mind-Body Exercises: Mind-body exercises, also known as mind-body disciplines or practices, are physical activities that focus on the connection between the mind and body. These exercises combine movement, breath control, mindfulness, and concentration to promote overall well-being and harmony. The primary goal of mind-body exercises is to integrate the physical, mental, and emotional aspects of a person, fostering a sense of balance, relaxation, and inner awareness.

Outdoor Activities: Outdoor activities refer to recreational or leisure activities that take place in natural outdoor environments, such as parks, forests, mountains, beaches, or any other outdoor setting. These activities allow individuals to engage with nature, enjoy fresh air, and participate in physical or leisurely pursuits. Outdoor activities offer numerous benefits, including physical fitness, mental well-being, stress reduction, connection with nature, and opportunities for social interaction.

Mindfulness and Meditation: Mindfulness and meditation are practices that involve focusing one's attention and awareness on the present moment. They are often used interchangeably, but there are slight differences between the two.

Diet role Health and Fitness : In the context of health and fitness, the term "diet" refers to the specific pattern of eating that individuals adopt to achieve their health and fitness goals. It encompasses the types of foods consumed, portion sizes, meal timing, and overall dietary practices.

The purpose of a diet in health and fitness is to provide the body with the necessary nutrients, energy, and support for physical activity, weight management, and overall well-being. A well-balanced and nutritious diet can contribute to improved physical performance, weight loss or maintenance, muscle development, and the prevention of chronic diseases.

Diet plays a crucial role in health and fitness. Here are some reasons why diet is important for overall health and fitness:

- 1. Nutrient Intake:** A balanced and nutritious diet provides essential nutrients such as carbohydrates, proteins, fats, vitamins, minerals, and water. These nutrients are necessary for the proper functioning of the body, supporting bodily processes, promoting growth, repairing tissues, and maintaining overall health.
- 2. Energy Levels:** The food we consume is the primary source of energy for our bodies. A well-balanced diet ensures an adequate intake of calories to fuel our daily activities and exercise routines. Consuming a combination of carbohydrates, proteins, and fats in appropriate proportions provides the necessary energy to perform physical activities effectively.
- 3. Weight Management:** Diet plays a significant role in weight management and body composition. Consuming a diet that is balanced in terms of calories and nutrient density can help maintain a healthy weight. By controlling calorie intake and making wise food choices, individuals can achieve a balance between energy expenditure and energy intake, leading to weight maintenance or healthy weight loss.
- 4. Muscle Development and Repair:** Adequate protein intake is essential for muscle development, repair, and maintenance. Consuming sufficient protein, along with regular exercise, helps build and strengthen muscles. Protein also aids in post-exercise recovery and reduces muscle damage, promoting efficient muscle growth and repair.
- 5. Disease Prevention:** A healthy diet can help prevent various chronic diseases and conditions, including heart disease, type 2 diabetes, certain types of cancer, and obesity. Diets rich in fruits, vegetables, whole grains, lean proteins, and healthy fats provide essential nutrients and antioxidants that support a strong immune system and protect against the development of chronic diseases.

Theoretical Background of the Study

The study aims to investigate the relationship between health and fitness and its impact on restoring goodness or overall well-being. It seeks to explore how adopting healthy lifestyle behaviors, including

regular physical activity and proper nutrition, can positively influence various aspects of individuals' physical, mental, and emotional well-being. The study is grounded in several theoretical perspectives that provide a framework for understanding the potential mechanisms through which health and fitness practices contribute to overall goodness..

Literature Review:

- 1. Joseph A. Giandonato Victor M. Tringali and Ryan C.Thoms 2021:** Regular physical activity has numerous health benefits, including improved cardiovascular, neuromusculoskeletal, and immune function. It also shows promise in enhancing mental health. Recent studies have highlighted its positive impact on mental well-being, making it a potential adjunct treatment for mental illnesses and emotional disorders. Following guidelines from the ACSM and CDC can reduce the risk and severity of depression, as well as alleviate stress and anxiety. Physical activity plays a vital role in promoting mental health, especially among working populations.
- 2. Ian Janssen and Allana G LeBlanc 2010:** The more physical activity, the greater the health benefits, and even modest amounts of activity can be beneficial for high-risk individuals. Moderate to vigorous intensity activities, including aerobic exercises, are recommended for at least 60 minutes per day, with some benefits achievable in just 30 minutes. Muscle and bone strengthening activities should be included at least three days a week.
- 3. World health organization 2020:** WHO Guidelines provide evidence-based recommendations on physical activity and sedentary behavior for different age groups. They address the associations between sedentary behavior and health outcomes, including specific subpopulations like pregnant women and individuals with chronic conditions or disabilities. These guidelines are useful for policy-makers, government officials, NGOs, educators, researchers, and healthcare providers to develop interventions promoting physical activity and reducing sedentary behavior.
- 4. Sharryse Henderson, and Connie Watjen 2018:** This chapter emphasizes the importance of overall wellness, which goes beyond physical and mental health. Holistic wellness encompasses various aspects of life, including financial, relational, and personal growth. Setting goals for overall wellness involves improving individual well-being in multiple areas. Achieving overall wellness enables individuals to live actively, confidently, and optimistically, with the energy to tackle daily

tasks and plan for the future. Transformative goals aim to achieve the highest level of personal wellness.

5. **Dr. Ben Ohuruogu 2016:** Physical activity and fitness play a vital role in disease prevention and control. The Surgeon General's Report (1996) recognized physical inactivity as a national problem that leads to unnecessary illness and premature death. Emphasizing moderate physical activity and its integration into daily routines, the focus is on providing sedentary individuals with enjoyable and personally meaningful opportunities to improve their health. Regular physical activity and fitness significantly reduce the risk of hypokinetic conditions, promoting longer and healthier lives while enhancing overall quality of life.
6. **Nina Morris 2003:** Environmental legislation for housing and sanitation has long been important for public health. However, its focus declined in the mid-twentieth century with improving conditions and medical advancements. Early civilizations valued a connection with nature, while in the 19th century, Frederick Law Olmsted promoted nature's inclusion in urban environments for emotional and physiological well-being. His ideas influenced park design and the City Beautiful movement.
7. **Ankit Yadav, Mujib Ahamad, Md Al Amin 2021:** This systematic review analyzed consumer behavior towards sports applications, focusing on the intention to use fitness and physical activity apps. Thirteen studies proposed models for assessing consumer intentions. The Technology Acceptance Model was commonly used, with perceived utility and future intentions being frequently analyzed. Diet/fitness apps were the most evaluated. These insights benefit technology managers developing future sport applications.
8. **Vivek Ramnarayan Pal, Deepali Kadam 2021:** This paper focuses on the development of a comprehensive health and fitness website that covers various aspects of fitness, including exercises, workout routines, nutrition, and more. The goal is to create a platform that encompasses all features related to health and fitness. The paper will discuss the process of building this website, including the fundamental technologies used in its creation.
9. **Edina Lendvai, Beya Hachani 2022:** This study focuses on understanding the youth's opinion on fitness food. The researchers conducted an online questionnaire to gather data and analyzed the

responses. The findings indicate that fitness food has gained significant popularity, particularly due to its promotion on social media. Out of the sample, 73.9% preferred homemade fitness food, while the remaining preferred industrial fitness food. The researchers intend to continue their research through a netnographic survey to further explore this topic.

10. Naina Sobti Dr. Priya Grover 2022: This study examines the sedentary lifestyle and the importance of holistic well-being, especially during the COVID-19 pandemic. Smartphones and fitness apps have become popular for monitoring health and fitness behavior. The study analyzes the most cited papers in this field from 2010 to 2021 using a bibliometric analysis. Insights include trends, prominent authors, influential documents, and research source growth over the years. These findings inform future research development in this area.

Objectives of the study:

- To develop and test effective interventions to promote long-term adherence to healthy habits, such as physical activity and healthy eating.
- To investigate individual differences in response to health and fitness interventions to develop personalized recommendations for lifestyle modifications.
- To explore the use of technology, such as mobile apps and wearable devices, to support behavior change and promote healthy habits.
- To evaluate the effectiveness of community-based programs for promoting health and fitness, and identify strategies for scaling up successful programs.

Research Methodology:

The field of health and fitness requires further research to address gaps in understanding long-term adherence to healthy habits, personalized advice, effective use of technology for behavior change, promotion of mental health, and addressing social determinants of health. The problem statement for "Health and fitness let's goodness bring back" is that despite the benefits of a healthy lifestyle, many individuals struggle to adopt and maintain these habits due to factors such as lack of knowledge,

motivation, time, and access to resources. Social and environmental factors also play a role. The research design includes a mixed-methods approach with exploratory and descriptive techniques. Convenience sampling was used with a sample size of 100 respondents. Primary data was collected through questionnaires and surveys, while secondary data came from various sources such as journals, books, websites, and case studies.

Hypothesis of the study:

Null hypothesis (H₀): There is no association between gender and the frequency of physical activity.

Alternative Hypothesis (H_A): There is an association between gender and the frequency of physical activity.

Data Analysis:**1. The frequency of engage in physical activity**

Among the frequency of engage in physical activity is 45 respondents are engage daily that is 45%, 17 respondents are engage several times per week that is 17%, 18 respondents are engage once a week that is 18% and 20 respondents are says rarely or never that is 20%. The majority of respondents are engage in daily that is 45%.

2. How important to maintain a healthy lifestyle

It is saying that how important to maintain a healthy lifestyle is the 93 respondents says it is very important that is 93% and 7 respondents says somewhat important. The meajority respondents says it is very important that is 93%.

3. How important for communities to provide access to resources that support healthy living

It is saying that how important it is for communities to provide access to resources, 57 respondents feels it is very important, that is 57%, 34 respondents feels somewhat important, that is 34%, 8 respondents feels it is not very important, that is 8% and 1 respondent feels it is not important at all, that is 1%. The majority respondents says it is very important that is 57%.

4. What are some of the biggest barriers to living a healthy lifestyle

For the respondents what the biggest barriers to living a healthy lifestyle are. 42 respondents says lack of time, that is 42%. 18 respondents says lack of access to resources, that is 18%. 22 respondents says there is lack of motivation, that is 22% and 18 respondents says other barriers, that is 18%. The majority respondents says lack of time, that is 42%.

Hypothesis of the study:

Null hypothesis (H0): There is no association between gender and the frequency of physical activity.

Alternative Hypothesis (HA): There is an association between gender and the frequency of physical activity.

GENDER * FREQUENCY OF THE PHYSICAL ACTIVITY Cross tabulation

GENDER	FREQUENCY OF THE PHYSICAL ACTIVITY				Total
	RARELY OR NEVER	ONCE A WEEK	SEVERAL TIME PER WEEK	DAILY	
MALE	8	8	13	22	51
FEMALE	11	10	5	23	49
Total	19	18	18	45	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.235 ^a	3	.237
Likelihood Ratio	4.364	3	.225
Linear-by-Linear Association	.375	1	.540
N of Valid Cases	100		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.82.

Interpretation: From the table it is inferred that p value (0.237) is greater than 0.05 we accept null hypothesis(H_0). There is no association between gender and the frequency of physical activity.

Findings, suggestions and conclusion**Findings :**

1. The majority of respondents (45%) reported engaging in physical activity daily. A significant portion engaged several times per week (17%), once a week (18%), while a smaller percentage reported rarely or never engaging in physical activity (20%).
2. The majority of respondents (93%) considered maintaining a healthy lifestyle to be very important, while a small percentage (7%) found it somewhat important.
3. A significant majority of respondents (57%) considered it very important for communities to provide access to resources. 34% felt it was somewhat important, while only a small percentage (9%) believed it was not very important or not important at all.
4. The most common barrier reported by respondents was a lack of time (42%). Other barriers included a lack of access to resources (18%), a lack of motivation (22%), and various other barriers (18%)

Suggestions :

- The study suggest to targeted programs and resources, since the majority of respondents believe that lack of time is a barrier to living a healthy lifestyle, it is important for communities and organizations to develop programs and resources that cater to individuals with limited time.
- The study suggests to enhancing access to resources, addressing the barrier of limited access to resources is crucial. Communities should focus on improving access to affordable fitness facilities, nutritious food options, and recreational spaces.
- The study suggest the healthcare system involvement, the majority of respondents believe that the healthcare system plays a major role in promoting a healthy lifestyle. Therefore, it is important for healthcare providers to integrate preventive care and wellness programs into their services.
- The study suggests that technology adoption, considering the interest and usage of mobile apps or wearable devices for health monitoring, there is an opportunity to develop and promote user-friendly and effective health and fitness apps. These can provide personalized tracking, goal setting.

Conclusions :

The study on the impact of health and fitness towards bringing back goodness reveals compelling evidence of the positive effects that a healthy lifestyle can have on individuals and society as a whole. Through regular engagement in physical activity, maintaining proper nutrition, and prioritizing overall well-being, individuals can experience numerous benefits.

The survey findings show a strong interest in maintaining a healthy lifestyle among respondents, with a focus on physical activity and achieving health goals. However, barriers such as lack of time, access to resources, and motivation need to be addressed. Suggestions include targeted programs for individuals with limited time, enhancing access to affordable fitness facilities and nutritious food options, providing motivational support, promoting education about healthy food habits, involving the healthcare system in promoting wellness, adopting technology for health monitoring, and highlighting the social impact of a healthy lifestyle. Implementing these suggestions can help communities create an

environment that supports and encourages healthier choices, leading to improved well-being and a positive societal impact.

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