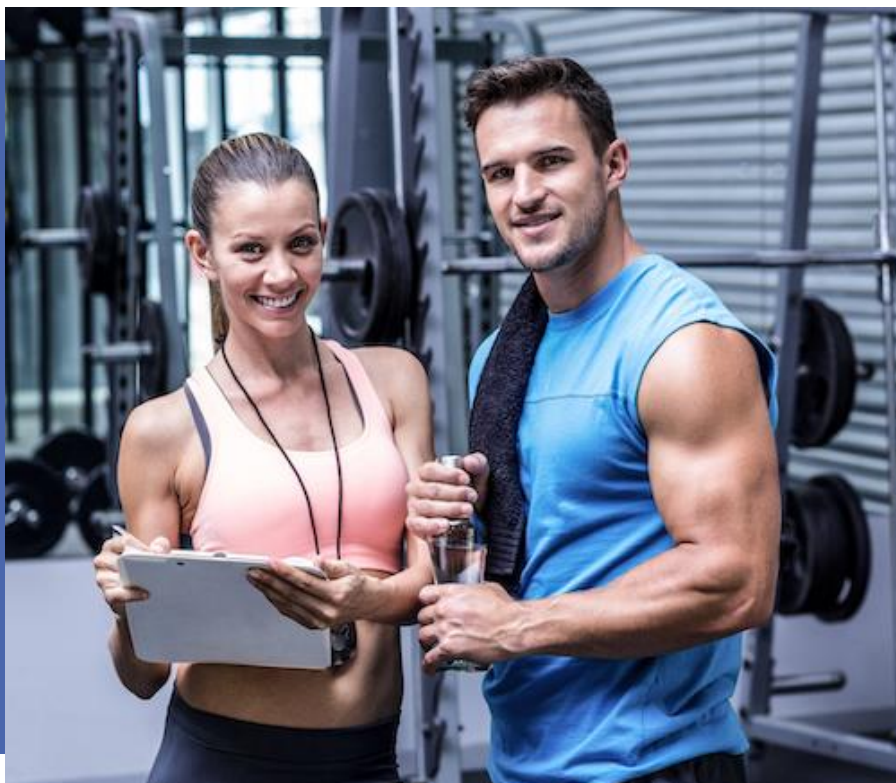


7TH INTERNATIONAL SCIENTIFIC CONFERENCE
"ANTHROPOLOGICAL AND TEO-ANTHROPOLOGICAL VIEWS ON PHYSICAL ACTIVITY FROM THE TIME OF CONSTANTINE
THE GREAT TO MODERN TIMES"



FITNESS TRAINER MOTIVATION IN RELATION TO GENDER

UNIVERSITY IN BELGRADE
FACULTY OF SPORTS AND PHYSICAL EDUCATION

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OBJECTIVE OF THE RESEARCH

- Objective of the research was determining of the dominant motives for work of the fitness trainers in relation to gender, and statistically significant differences between the motives in relation to gender.



METHOD

- The empirical and theoretical research and the method of theoretical analysis, was applied.
- As a research tool, a questionnaire was used in the form of a closed questionnaire, based on a pilot study conducted among a number of fitness trainers.
- Through a debate with trainers, it is conducted which motives for the questioned trainers were relevant and motivated them to do the work of the fitness trainer.

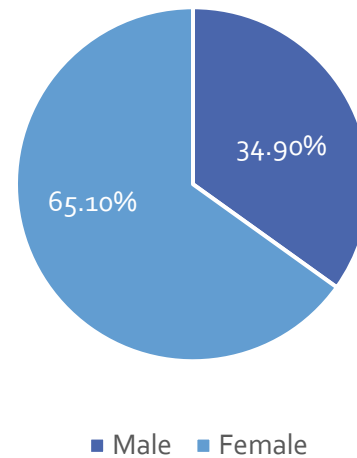
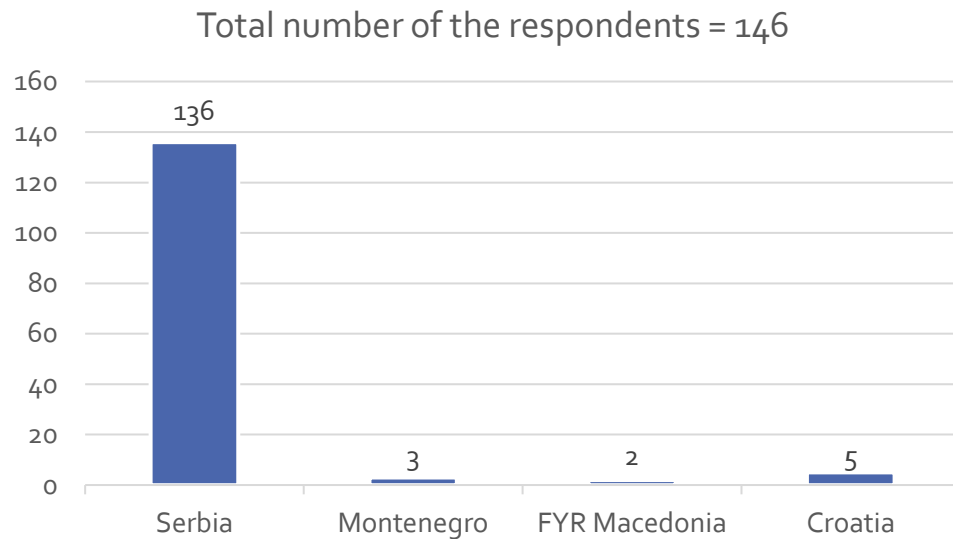


SAMPLE OF VARIABLES

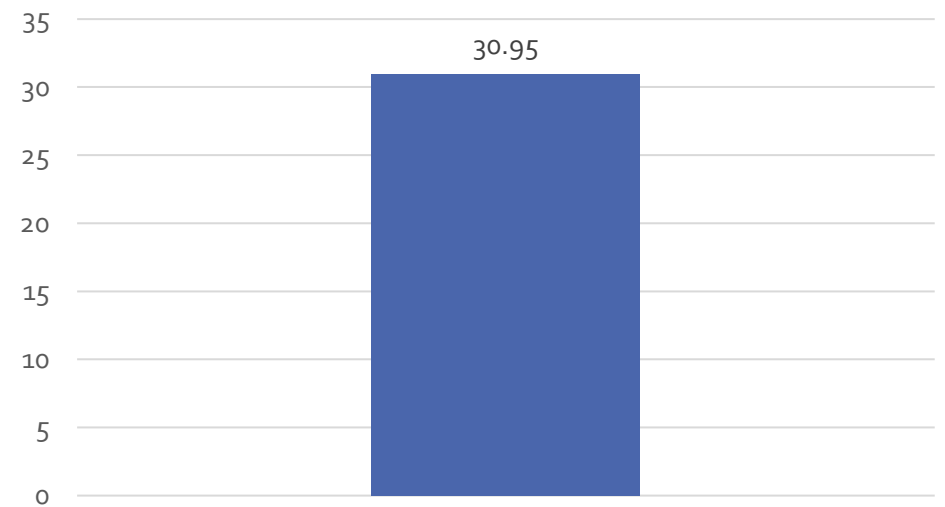
General data	Motivation for work
Socio-demographic status (gender, age, marital status, general education and occupation).	Twenty-five claims with answers on a five-step likert type scale.
Number of years of fitness work.	
Whether the work of the fitness trainer is a basic or additional interest.	
Number of clubs in which they worked.	
General motivation by the work of trainers in the fitness industry.	
Feelings of being prevented from doing their job.	
What types of fitness programs are they working.	

SAMPLE OF RESPONDENTS

Gender structure of the sample



Average age of the respondents



RESULTS

- The level of motivation of each motive in male and female respondents.



RESULTS

- The most pronounced motives for working in fitness between male and female respondents are motives with an average grade of 4.53 to 4.88.

Range	Male	Mean	Female	Mean
1	I like to be good in what I do	4,84	I like to be good in what I do	4,88
2	I like to educate others to excercise properly	4,78	I like to help others to feel good in their body	4,84
3	I like to help others to feel good in their body	4,75	I like to motivate others to start and change habits	4,83
4	I like to motivate others to start and change habits	4,73	I like to educate others to excercise properly	4,68
5	I like to excercise and make money from it	4,61	I can constantly improve professionally	4,66
6	I can constantly improve professionally	4,55	I like to excercise and make money from it	4,64
7	I like working with people	4,53	I like workig with people	4,61
8			I enjoy creating programs and their realisation	4,60

RESULTS

- Moderately expressed motives for work in fitness between male and female respondents are motives with a mean score of 4.04 to 4.48.

Range	Male	Mean	Female	Mean
1	The work environment is dynamic	4,41	I can express myself creatively	4,48
			I love when I am useful to people	
2	I love when I am useful to people	4,39	The work environment is dynamic	4,47
3	I enjoy creating programs and their realisation	4,35	I feel free to have fun during training	4,42
4	I can express myself creatively	4,31	This job is my lifestyle	4,37
5	I like flexible working hours that I adjust to myself	4,29	I like flexible working hours that I adjust to myself	4,29
	This job is my lifestyle			
6	I feel free to have fun during training	4,27	I can look good	4,27
7	I can look good	4,25	Leading the program allows me to be in good shape	4,19
8	I like to be a leader	4,04		

RESULTS

- The least pronounced motives for working in fitness between male and female respondents are motives with an average score of 1.49 to 3.86.

Range	Male	Mean	Female	Mean
1	Leading the program allows me to be in good shape	3,86	I like to be a leader	3,64
2	I can earn good	3,82	I can earn good	3,44
3	I like when others see what I can do	3,27	I like the sense of power that the position of coach gives me	3,21
4	I like when others see how I look	3,22	I like when others see what I can do	3,20
5	I like the sense of power that the position of coach gives me	2,94	I like when others see how I look	3,16
6	I like when I am better from my colleagues	2,78	I like when I am better from my colleagues	2,69
7	I can meet people of the opposite sex more easily	2,67	There are more trainers in my family	2,05
8	There are more trainers in my family	1,80	I can meet people of the opposite sex more easily	1,94
9	I like to be in the center of attention	1,57	I like to be in the center of attention	1,49

RESULTS

- To analyze a statistically significant differences in motives between male and female respondents, a t-test was applied for two independent groups.

Variables	Mean		t-test of equality of arithmetic means	
	Male	Female	t	p
I like to be a leader	4,04	3,64	2,158	,033
I can meet people of the opposite sex more easily	2,67	1,94	3,632	,000
I can earn good	3,82	3,44	2,399	,018
I enjoy creating programs and their realisation	4,35	4,60	-2,405	,017

CONCLUSION

- The motivation of fitness trainers within today's modern fitness industry is a specific area that has not yet been sufficiently researched.
- This problem is reflected in the fact that the fitness industry is developing very turbulently and there are still no precisely defined market and organizational parameters and criteria for the work of fitness trainers.
- For these reasons, the motivation of fitness trainers in terms of evaluating certain motives that affect their success in business is much more based on some personal experience and feeling.
- The most pronounced motive for work, which almost equally determined male and female respondents in this research, is the motive to be good at what they do.
- This shows that in their work they will strive to achieve results by which they will be recognizable as quality coaches in the market.
- This is perhaps the key factor of success in the work of fitness trainers themselves, because everyone who decides to exercise wants a certain result of the training process and will look for a trainer who can achieve that, and even guarantee it.
- The practical value of the obtained results is reflected in the further improvement and development of motivation and working conditions for fitness trainers, in order to be as successful as possible in their work.

THANK YOU FOR YOUR ATTENTION 😊

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