
PERSONAL TRAINERS AS CULTURAL
INTERMEDIARIES IN PROMOTION OF FITNESS
CULTURE

YONG PUI SAN

MASTER OF BUSINESS ADMINISTRATION

UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT

APRIL 2019

Personal Trainers As Cultural Intermediaries In Promotion of
Fitness Culture

Yong Pui San

A research project submitted in partial fulfillment of the
requirement for the degree of

Master of Business Administration

Universiti Tunku Abdul Rahman

Faculty of Accountancy and Management

April 2019

Personal Trainers As Cultural Intermediaries In Promotion of
Fitness Culture

By

Yong Pui San

This research project is supervised by:

Mr Lee Yoon Heng

Lecturer

Department of International Business
Faculty of Accountancy and Management

Copyright @ 2019

ALL RIGHTS RESERVED. No part of this paper may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, graphic, electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior consent of the authors.

DECLARATION

I hereby declare that:

- (1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) The word count of this research report is 17608.

Name of Student: YONG PUI SAN

Student ID: 16UKM07617

Signature:

Date: 23.05.2019

Acknowledgement

After several months with dedication and hard work I am finish with my final year project. It has been a challenging process of experimental and learning process. And I would like to thank take this opportunity to thanks those people around me for helping go through such hard and challenging period.

To Mr Lee Yoon Heng , thank you for all your patience and guidance. Thank you for your honest feedback those have pushed and motivated me during these months, and your explanation marks will always remind me to do my best, and that everything is possible. I feel thankful for having you as my supervisor and for sharing your knowledge with me; it has made me grow as a student and person.

There are someone that are very important to me in pursuing of this study which is my family and friends. I would like to thank my parents, whose love and guidance are with me in whatever I pursue. To all my friends for support and motivation especially for your patience and lending your support when I need it the most.

I will also like to thanks the informants that participate in this study, appreciate for sharing your thoughts and experience because this couldn't be done without all of you.

DEDICATION

This research paper is devoted to my grandfather who passed away during my journey in pursuing this program. Besides that I would like to dedicate this research paper to my beloved parents and siblings who has motivated me attentively with their fullest and genuine care to complete my study with self-confidence.

TABLE OF CONTENTS

	Page
Copyright Page.....	ii
Declaration.....	iii
Dedication.....	iv
Acknowledgement.....	v
Table of Content.....	vi
List of Tables.....	ix
List of Figures.....	x
Abstract.....	xi

CHATPER 1 INTRODUCTION

1.0 Introduction.....	1
1.1 Research Background.....	1
1.2 Problem Statements.....	3
1.3 Research Objectives.....	5
1.4 Research Questions.....	5
1.5 Significance of Study.....	6
1.6 Chapter Layout.....	8
1.7 Researcher Profile.....	9
1.8 Conclusion.....	9

CHAPTER 2 LITERATURE REVIEW

2.0 Introduction.....	10
2.1 Fitness As A Big Business.....	10
2.2 Fitness Culture	13
2.3 Fitness Instructor.....	15
2.4 Cultural Intermediaries	17
2.5 Role of Fitness Instructor as Cultural Intermediaries	20
2.6 Conclusion	24

CHAPTER 3 RESEARCH METHODOLOGY

3.0 Introduction.....	25
3.1 Research Methodology of the Study.....	25
3.2 Research Design.....	26
3.3 Target Population and Sampling.....	27
3.4 Data Collection	28
3.5 Interview Process	30
3.6 Ethical Consideration.....	31
3.7 Method of Data Analysis	31
3.7.1 Observation Analysis	33
3.8 Conclusion	34

CHAPTER 4 ANALYSIS AND DISCUSSION

4.0 Introduction.....	35
4.1 Research Findings	36
4.1.1 Core Activities In Consuming Fitness Culture	36
4.1.2 How Fitness Consumer Affect Fitness Instructor Training Offerings.....	39
4.1.3 Fitness Instructor As Cultural Intermediaries	43
4.2 Research Discussion	43
4.2.1 Fitness Consumer Approaches To Fitness Culture.....	46
4.2.2 The Power of Fitness Consumer	50

4.2.3 Process of Fitness Instructor’s Role Changes as Intermediaries	53
4.3 Conclusion	61

CHAPTER 5 CONCLUSION, LIMITATIONS AND RECOMMENDATIONS

5.0 Introduction.....	62
5.1 Study Limitations and Their Implications	62
5.2 Recommendations.....	63
5.3 Conclusion	64
References.....	67
Appendix A.....	72
Appendix B	75
Appendix C	76
Appendix D.....	83

LIST OF TABLES

	Page
Table 1 Data collection of Fitness Members	76
Table 2 Data collection of Fitness Instructors	83

LIST OF FIGURES

	Page
Figure 1 Core Activities of Fitness Consumer.....	38
Figure 2 Overlapping Relationship Between Exercising, Socializing, and Using of Facilities.....	38
Figure 3. Fitness instructor offering changes when faced different stages fitness consumer	42
Figure 4 Types of Fitness Consumer And Activities Towards Fitness Culture	50
Figure 5 Changes in Fitness Instructor Training Offerings When Encounter Different Types of Fitness Consumer	53
Figure 6 Role Changes of Fitness Instructor as Intermediaries When Encounter Different Types of Fitness Consumers	60

ABSTRACT

Determined towards achieving a healthy body shape has become an important agenda of many individual. Fitness instructor are facilitating between fitness production and consumption, they show the ability of transferring fitness knowledge, exercise techniques, and the capability to use interpersonal influence in promoting fitness culture. This study investigates the role of personal trainer as cultural intermediaries in promoting fitness culture. Besides that ,to examine how their role changes as intermediaries when facing different types of fitness consumer and also how fitness consumer affect their training offerings. In this study, focus group interview and informant's observations is used during data collection. Information and thoughts from 24 members of fitness centre and 14 fitness instructors were collected via semi-structured in- depth group interviews. The findings also reveal that fitness instructor are not the only influences in promoting fitness culture. Social media platform, search engine (Google), technology appliances and mobile fitness applications also contribute in influencing fitness consumer in pursuing fitness culture. Furthermore the finding deliberate on how fitness consumer pursuing fitness culture, explore on how dialectic relationship between fitness consumer and fitness instructor that lead towards fitness culture and how fitness instructor's role as cultural intermediaries.

CHAPTER 1

INTRODUCTION

1.0 Introduction

The study focuses on personal trainers as cultural intermediaries in promoting fitness culture. The beginning of this chapter deals with the research background, problem statements, and research objectives, research questions, significant of the study, and chapter layout.

1.1 Research Background

Nowadays social milieu, being fit or physically in good shape is increasingly significant due to the sense of moral value and social acceptance that accompany with fit appearance. Fitness culture is becoming increasingly globalized in relation to body principles, body performances, practices and philosophies of the physique (Andreasson & Johansson,2015) . Determined towards achieving a healthy body shape have become an important agenda of many individuals. One of the most practical methods for individuals to achieving a healthy body shape is through physical activity. The fitness centre is one of the most popular and functional places that individuals go to address their requirement.

Social and cultural norms are directions, expectations of behaviour and opinions according to shared principles in a specific cultural or social community. Different social and cultural norms influence how fitness consumer respond to fitness. Moral values are standards that should be separated from other principles because it is different from other principles especially fitness values that are related with body shape appearance. Moral values are mediating or behaving attitude that one applied to others and society which evaluate them. Therefore it able to nurture fitness consumer in following fitness culture in order to blend in social acceptance. Besides that, moral values and cultural conceptions on beauty, strength and body appearances become an individual's responsibility for taking care of and cultivating the body shape with the support of fitness instructors or other fitness resources.

Social acceptance is considered as an important process of a community (Buunk & Gibbons, 2017) that compares oneself with others, it is also an adaptive mechanism to estimate self-acceptance and status within the community. The process of acceptance is evaluated in relative of strength, power and aggressiveness and of physical attractiveness and talent of an individual.

Fitness instructor as cultural intermediaries worker, they expose moral commitments that challenge the popular model of the self-interested and express their creativity in providing fitness related solutions. Furthermore, they represent in the records were motivated by the general acceptance that fitness culture can and should be an agent for social change. Fitness instructors often occupy a precarious situation in cultural businesses by generating value and promoting fitness culture through their cultural assets.

Fitness culture is a significant part of the process in approaching a healthy lifestyle in every individual. Social acceptance is one of the causes that individual practice and mould to specific directions through the process of accepting or rejecting fitness beliefs, attitudes and societal norms (Andreasson & Johansson, 2015). This phenomena also described as fitness community effect or fitness group effect which

refers to the circumstance of fitness consumers who achieve their fitness objectives, they will get inspiration and acceptance from those who shared the similar fitness culture. This social connection allows fitness consumers believed that the community shared mutual interests in pursuing fitness culture and deepen an existing relationship that forms around fitness.

Physically fit and active have been an indicator of social resources and reproductive potential in fitness culture therefore, physical appearance becomes not only a central self-evaluative measurement but also how an individual accepted in society. Acceptance and promotion of training methods, body appearance and exercises performances that been directed to these evolutions surrounded by fitness culture. Progressing toward a fitness culture been looked as uniform and standardized due to the improved connection and fitness centre involvement from both genders is symbolic (Andreasson & Johansson, 2014). This type of lifestyle was straightforwardly and easily accepted for international and commercialized lifestyle perceptions. Current cultural evolution was presented by widespread of fit and strong body shape principles, philosophy and attitude of the physique, exercise and training methods (Andreasson & Johansson, 2014).

1.3 Problem Statements

In Malaysia, fitness instructor is a recognized and established professional within the development of the fitness industry. The demand and responsibilities for fitness instructors have been stressed and highlighted, however academic discussion and understanding of the fitness industry have not been completely established. There are insufficient and inadequate studies and researches examining the relationship of cultural intermediaries, fitness instructors and fitness industry in Malaysia. Researchers in Malaysia are more focused on experimental and practical researches with marketing-related themes and issues. For instance, the customer satisfaction in fitness centres, personal training quality services, service quality in the fitness centre, factors of job satisfaction and turnover rate of personal trainers

(Derek, 2014, Kim, 2014;). Nevertheless, there are lacking qualitative studies that explain the occupational identity and socialization of fitness instructor in Malaysia through in-depth interviews.

Furthermore, there are plenty of scholars that established and proved the influence of social media and technology appliances on fitness consumer. For example, due to certain influence or factors fitness consumer could arouse and stimulate the mindset that they would think and feel the achievement of fit body shape and healthier lifestyle. In fact, this is something common to some level through the mass distribution and broadcasting of open online information, fitness text, lifestyle media, self-support books materials, training workout handbooks, magazines, mobile and social media fitness applications, self-tracking technologies and more. With the development of the fitness industry, new technology appliances gadgets and materials emerge and used by fitness consumers. However, there are no systematic efforts has been investigating to propose connection between fitness consumers on these new emerging technology and mass media platforms that play a significant role as intermediaries in promoting fitness culture.

Besides, absence of researches and studies which focused on the academic backgrounds and the development of different forms of fitness culture within the cultural framing in the fitness centre in Malaysia context. Nowadays fitness centres lean towards a display of fit and strong body appearances fitness instructor can be the intermediaries that transfer the culture from Yoga class, Zumba dances, or from one on one basic personal training to BodyPump group exercise classes. Therefore how fitness instructor as cultural intermediaries is yet to be further investigated.

Given this fact, the importance and necessity of this study to emerge different point of view on cultural intermediaries. Primarily this study provides specific understanding and insights of consumers in fitness centre towards fitness and its culture under the influences from fitness instructors. Secondly, will consumer affect fitness instructor marketing and service training offering will be drawn based on those discoveries and findings.

1.4 Research Objectives

For this topic, the need to have deep and profound knowledge about fitness instructors, fitness consumers and fitness culture. The key objective of the research is to look into the aspect of fitness industry both supply and demand, in this context fitness instructors who work in the fitness centre and conducting training session or group exercise classes as well as the fitness consumer that is a member of the fitness centre that consumes the service in pursuing the culture. The fitness culture is evolving body physical standards in men and women as it promotes toned and well-built appearance in both. Through qualitative research methods, this research aims to discover how fitness instructor as a cultural intermediaries influence consumer towards fitness culture and in what manner consumer impact on fitness instructor service offering. Below are the research objectives for this study:

1. To explore on how fitness consumer pursues fitness culture.
2. To explore how the dialectic relationship between fitness consumer and fitness instructor that lead towards fitness culture.
3. To explore how fitness instructor role as cultural intermediaries.

1.5 Research Questions

Below are the research questions that been developed and designed to address current researching issues:

Fitness is considered as a cultural field where fitness instructor perceived as a producer that promotes fitness culture to fitness consumers by providing practice to improve their body shape, enhancing their healthy lifestyle, improve fitness level and promote social acceptance and self-moral value (Maguire, 2008). Fitness instructor becomes cultural intermediaries that their role is to bring out the cultural value and allow fitness consumer to follow it. The most persuasive discussion behind the recommended concern of fitness instructor as cultural intermediaries are

the effective terms that been recognized by the research of Bourdieu's skilled and trained description (Bourdieu, 1984).

Aims of this study are to theoretically observe:

1. The basis on how fitness instructor can be considered as cultural intermediaries in promoting fitness culture.
2. How fitness instructor influence consumer in fitness consumption and following training program.
3. A process on how fitness instructor influenced fitness as consumer's lifestyle
4. How consumer affects fitness instructor training program offers.

1.6 Significance of The Study

This study will explore how fitness instructor shapes consumer fitness culture and was associated with transferring of knowledge, impacts upon the health of consumer in the fitness centre (Peerson & Saunders, 2015). In spite of the progression and development of the fitness workforce and the entire industry, there are reasonably few researches and definitely no comprehensible research outline on the how fitness instructors as cultural intermediaries can impact on fitness consumer in pursuing fitness culture. In subsequent and understanding the effect of fitness instructor as intermediaries, this study creates original, innovative and significant influence to the wide-ranging field of cultural intermediaries and fitness literature. Besides that, this study suggests a new viewpoint and perceptions inconsiderate the cultural and social influences on fitness instructor. This benefit the behaviours within how fitness instructor impact that can shape understandings of consumer's fitness culture and lifestyle.

The study shows how fitness culture changes, transform through a combination of cultural intermediaries, technology appliances and mass media and social media platforms. By understanding the process of cultural changes helps to support fitness consumer consuming fitness in communicable and non-communicable methods.

Fitness organization can take initiative in moving forward in setting fitness trend by using fitness instructors and technology appliances in motivating fitness consumer that were resisted to the fitness centre or lose interest in traditional ways to get fit. It benefits the fitness organizations in preparing and launching the latest fitness movement or exercise programs that fitness consumer have an interest in. For example the devotion in transforming aerobics, bodybuilding and traditional exercise techniques, into new trends of exercises such as Ariel flow yoga, spinning cycle, kickboxing, Zumba dance and outdoor boot camps training. Fitness organization can plan ahead in setting fitness benchmark by combining technological appliances into exercises such as virtual class. This study helps fitness organizations and cultural intermediaries in understanding cultural changes, how to stay ahead of industry trends, and support fitness consumers in achieving their fitness goals in a stimulating and interactive environment.

This study brings out different viewpoints and understandings of cultural processes that contribute to fitness organizations in understanding on how fitness cultures attain stability and how it changes with the combination of cultural intermediaries, technological appliances and social media platforms. With the understanding of dynamic and process of cultural changes, helps the management of fitness organizations in setting new fitness directions and increase varieties of fitness centre offerings or develop new fitness technologies that can change fitness consumers value, beliefs and behaviours towards fitness culture. Management of fitness centre can provide fitness related training or courses for fitness instructors to improve their cultural capitals. This helps fitness instructor effectively spread cultural practices to fitness consumers in order to maintain a high retention rate.

1.7 Chapter Layout

For the study, the chapters will be discussed as follows:

Chapter 1 consists of a brief discussion on the general background of moral value, social acceptance, fitness culture and fitness instructor as cultural workers. The problem statements, research objectives, research questions, the significance of the study and researcher profile is highlighted in this chapter.

Chapter 2 will be focusing on the literature review of the research topic. This chapter consists of the documentation of a fitness industry as a big business, fitness culture, fitness instructors, cultural intermediaries and role of fitness instructor as intermediaries.

Chapter 3 will be emphasizing on the research methodology applied in this study. Besides that, the chapter describes the process of conducting research design, collection of data, sampling of data, analysis of data and ethical consideration.

Chapter 4 will be focusing on the data findings and the discussion will be interpreted in this section as well. Data finding will be focused on core activities in fitness consumers, fitness consumer affect fitness instructor offerings and fitness instructors as cultural intermediaries. Following by research discussion on the above findings that related to fitness consumer in pursuing fitness culture and relationship of fitness consumer and fitness instructor.

Chapter 5 will consist of the conclusion. It also consists of the implications and limitations of this study. Besides, the recommendation for research in the future will be pointed out in this chapter.

1.8 Researcher Profile

The researcher is a personal trainer for 6 years besides that, she also a part-time tutor teaching exercise science gymnasium classes at the college level. The researcher is a certified personal trainer with a qualification of Bachelor Degree in Sport and Exercise Science. The researcher has established and kept good relationships of both fitness members and personal trainers and is aware the matters surrounding with this profession. The researcher is an industry-related expertise that familiar with materials being to evaluated and have the knowledge to interpret responses that been collected.

1.9 Conclusion

This section expounds on the background of the study on fitness industry cultural intermediaries, fitness culture and fitness instructor, problem statement, research objectives, research questions significance of the study and researcher profile. The following second chapter presents literature reviews for this research directed by the research's objectives.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This chapter will describe the literature review in this research. Furthermore, this chapter will mention fitness is a big business, fitness culture, cultural intermediaries, fitness instructors, and the role of fitness instructor as a cultural intermediary.

2.1 Fitness Is a Big Business

Based on Bourdieu (1984), a community's culture is not a hierarchical pyramid of classes or a disorderly collection of groups and individual but fairly involves in a different dimension of location that combined countless industry that is interrelated and influences each other. An investigation of cultural production in various fields, the following facts are as follows.

Primary one must completely deliberate the organizations, administrations, foundations and employees in the fields of cultural production. Additional,

understand their particular internal characteristics and types of communication during production. Besides that the explanation for of mutual influence and locations between the fields of cultural production in the whole social capacity (Bourdieu, 1993). In view of the above facts, the examination of the field is suitable for limited studies from these attentions are limited to particular service, products and practices within determined location and time, relatively than general relations among the consumption and physical (Maguire, 2008).

Based on Smith Maguire (2008) research shows that the fitness industry was in cultural terms consumed and produced in New York City. This express by keeping people's social participation with the production of innovative product and reassure their common cultural awareness. In another way, the field's rise and development involve social involvement and the public's awareness. In contrast, external motivations are essential for disruptions from customs and organizations.

Malaysia's fitness industry has developed through several phases, such as the development of the fitness industry, bodybuilding, group exercise studio, cross fit gym, gym boutique, health clubs, and current fitness centres. In Malaysia's fitness industry is slowly developed into the dimension where individual's physiques are shaped and designed by new cultural settings that categorized by increasing leisure relaxation time and reduce in employed working hours, with individuals willing to invest in their health and body (Shim, et al., 2006). Subsequent, a field of culture is required general interests. Based on Flew (2013), the industries can be assumed into four methods which are production, consumption, markets and places. A fitness market is a form by service providers and fitness consumers who are influenced to rely on the guidelines and benefits of the fields are effective, useful and valuable in order to form fitness cultural fields.

Nowadays, almost everything is operate by technology, fitness being one of sector that blossomed. Emerging wearable technology able to help consumer to track and monitor their fitness and health targets. Technology appliances and wearables is a blooming business toward incorporating personalized health and fitness statistics

data into consumer daily lives. Technology devices that implant personalized biometric health statistics at consumers' fingertips such as Apple Watch, Fitbit, Miband Garmin, and smartphones that consumer carry around daily (Midgley, 2018). The device enables consumer to monitor they are taking how many steps daily, how many calories burn from daily activities, how many heart beat per minutes and sleeping pattern. This empower consumer to be more aware with how their body works and how they can improve their health and fitness condition.

Online Streaming subscriptions for exercises training sessions is a trending business where it cater for consumer that are busy with working schedules. This enable consumer to workout anytime and anywhere with the online streaming program without going to fitness centre (Horvath, 2019). There are no constraints and limitations, consumer can stream an exercise session in to the television, smartphones or tablets. in their living room anytime when they are free. Subscribing to a digital fitness service tends to cost lesser than fitness centre memberships, letting consumer to get fit appearance *and* save cost at the same time.

Cost friendly fitness gym recently becoming a dominant force in fitness industry. Boutique fitness studios and international chain fitness centres are two segments of the fitness industry that experience significant growth in fitness members and number of facilities. International chain fitness centre such as Anytime Fitness entered Malaysia fitness market and operated twenty eight fitness centres in five years. Anytime Fitness focused on simple gym settings, 24 hours a day and 365 days a year where fitness members able to enter the premises by using security pass tag (Foo, 2014). Anytime fitness also provide occasional group exercise classes, personal trainers and club consultants' services during its daytime operating hours (Anytime Fitness, 2019). This concept of fitness centre able to attract consumers who were on-the-go at different times of the day to increase visits to the fitness centre. In another hand, boutique fitness studios has been growing rapidly all over the country. These studios are typically small in size and specialized in certain training program. For example, cycling spinning classes, high-intensity interval training (HIIT) classes, freestyle circuit training, Yoga, and Pilates. Boutique fitness studio provide competitive prices and specialized program for

consumer to choose. Selling points for these boutique studios strategic locations, specialization of offerings, and competitive prices.

2.2 Fitness Culture

Culture of fitness is a phenomenon of sociocultural that refers to the culture surrounding with exercises. When observing physiques, movements, and postures in the fitness centre and fitness backgrounds, it becomes clear it becomes a performative culture. Therefore, the fast development of fitness has lead into the change of a number of fitness practice in order to achieve sense of moral value and social acceptance. For example, dieting approaches, supplement choices, technology fitness tracking devices and a wide variation of training methods that fit into the range from bodybuilding to group exercise activities. Studying the topic regarding the consumer culture can be known as “fitness culture”, fitness culture is rising through comprehensive viewpoints and influenced by several factors based on most of the literature.

The rising industry for fitness applications in the technology sector shows that fitness-related awareness and resolutions are undergoing development and social media usage in is widely used by fitness consumers. In recent years, growth in the digital world which regularly rises a countless volume of fitness applications for smartphones consumers have grown the fitness culture (Andreasson & Johansson, 2015). Therefore with a single button fitness consumer can have information about fitness related information such as fitness programs for the recommended meal plan, fitness tracking or online training program to achieve better body shape. Online media platforms play a fundamental role in helping fitness consumer to express and discover their moral value and lifestyles.

This phenomena also described as fitness community’s effect or outcome of fitness group that refers under the circumstance of fitness consumer who loves to share personal fitness accomplishment, they will fell sense of encouragement from

individuals who shared the alike fitness-related activities (Ilina, 2015). Moreover, urbanization has increased in modern societies will lead to healthier fitness lifestyle culture according to Sassatelli (2015).

Fitness centre has engaged in a vital part of the fitness culture's history, the physical principles, training, methods, techniques, and the fitness education have developed progressively creativity (Andreasson & Johansson, 2014) because it been known as the ordinary and regular resolution to the inactivity city lifestyle. Fitness centre provides a total setup for the transformation of inactive into an active lifestyle routine this serve as an exchange of fitness culture through urban lifestyle setting. Fitness centre becomes the mandatory place which serves all requirements for transforming an individual towards a healthy lifestyle and achieving fitness objectives, by harmonizing performance between the physically and psychologically. In a nutshell, exercising in the fitness centre and consuming fitness related services, products and culture able to encourage consumer about fitness culture in a daily routine city life setting, social acceptance and moral value.

Besides, in order to progress the concept of fitness culture among fitness gym members, fitness instructors engage in an important role. Daily communication and interaction with fitness instructor can build up consumer fitness related culture and behaviours. Several scholars discovered that source about fitness information and knowledge heavily depends on fitness instructors. As fitness instructors able to improve individual health and lifestyle by encouraging active physical activity and providing fitness knowledge, inspiration, and support for them (De Lyon, et al 2016). Environment of fitness centre, interaction and social codes, consumers and fitness instructors framing of fitness activities, the interrelationship of discipline and enjoyment, that promote the culture of the fit body appearance into consumer daily lifestyle.

Another research shows that in the fitness industry there are cultural and consumption of physical such as topics included purpose and health of consumption capital commercialization, surrounding influence mechanisms that are raised up and

cultural pressure towards the fit physique (Maguire, 2008). According to Spielvogel (2002), the discipline of power happen inside fitness centre discussed matters going on such as the separation of space, experiences, inconsistencies and exposure.

2.3 Fitness Instructor

In this study, personal trainers and group exercise instructors are labelled as a fitness instructor. Fitness instructors work in the service industry as they communicate and deal with consumers (members in the fitness centre) in day to day basis. A personal trainer is a fitness qualified professional who practices diverse types of training methods of exercises to improve clients' overall physical fitness level and guide them towards a healthy lifestyle. A personal trainer can be a friend, educator, cheerleader, disciplinarian, equipment representative, therapist and wellness mentor. (Michael & Formichell 2004).

One of the responsibilities of personal trainer is guide client or members of the fitness centre to achieve a healthier lifestyle and better physical outlook. Personal training is not only about fitness training but it is also a growing fitness industry that includes proper business structures, accounting, human resources, legal issues, marketing, customer service, certification and more (Michael & Formichelli, 2004).

Personal trainer enthusiastically inspires potential clients to take part and follow specialize designed training program and employed suitable and effective motivational approaches to achieve a targeted fitness goal. Personal trainer is responsible for designing, implementing and evaluating a training program for a variety of individual clients. They will analyze client background, fitness level and goals in order to ensure the effectiveness of personalizing training programs. Personal trainers perceive their responsibilities as an ideal model, therefore personal trainer's lifestyle and physique serve as suggested guidelines for members of fitness centre and clients.

Communication, the ability to transfer fitness knowledge and exercise techniques, and the capability to use interpersonal influence are crucial in conducting a one on one training session. A personal trainer must encourage client and build trust by appearances, sounding and portraying as a fitness professional, thus the client is convinced to participate in a personal training session. Technical knowledges such as technique using gym equipment at the fitness centre are fundamental and personalities of personal trainers enhance importance and values, and distinguish themselves from other trainers.

Based on the American College of Sports Medicine (ACSM), group exercise instructor means exercise or workout accomplished in a group of individuals that conducted by an instructor (Dolan, 2008). Group exercise programs are a prearranged, organized and varied interesting movements with music that helps to improve individual's fitness related component such as muscular strength, endurance and improvement of mind and body. In this context, group exercise training class can be also defined as a group exercise instructor as the leader of a group of individuals with mutual objectives of working out.

Group exercise instructors are knowledgeable in sports and exercise science or have certification to conduct group workout classes such as Les Mills, ACE group fitness instructor certificate and more (Brehm, 2003). Classes have different resolutions to allocate individual's goals, such as Body Attack classes that improve cardiorespiratory fitness, Body Pump classes that help in improve muscular endurance and strength, and Yoga classes for improving flexibility, sense of balance and stability (Kennedy & Yoke, 2009).

Group exercise training allows members to receive instant response and advice from group exercise instructor regarding their posture and performance of the workout. This ability to encourage an effective workout and helps to prevent injuries during workout. Group exercise instructor's responsibility to monitor and provide immediate response and feedback when participants performing in a wrong posture. Group exercise instructors will also mix, socialize and produce a sense of the group

as a community with participants, which increases workout faithfulness and devotion (Burke, et al., 2005).

2.4 Cultural Intermediaries

Cultural economy is about the production that concentrates on a combination of creative employees daily applications, approaches on occupational responsibilities and individual characteristics in respective fields (du Gay & Pryke, 2002). Cultural intermediaries' production aspect is a valuable abstract standpoint to explore. Literature regarding cultural intermediary that provide understanding on value development, definitions and determines of value production and cultural should further explore due to the complex associations between the market players that established potential influences on value and in event of culture.

A theory of cultural intermediaries is well-meaning of thought connection that related to the cultural production of products, services and value. This is a vital factor of culture approach with professions that positioned apprehensive with the establishment of products and services. Cultural intermediaries responsibilities in producing sense and value to products and services with development of production will be more significant (du Gay et al, 1997). As cultural intermediaries further explore the restrictions and responsibilities of limitations, the illustrations they portray as a consumer, in understanding the procedures of consumption and production. Guidelines in the progression of culture also reflect potential interactions of cultural intermediaries in various ways.

The mass production and creative industry have grown significantly from the mid-20th century, strategies and planning from international to local stages have gradually established on philosophy which the economic value could remove from traditional labour (Maguire & Matthews, 2010). This type of individuals can accomplish through demonstration of independence, speciality and collection of certificates that become specialists with the qualification that control on the

resource part of the industry (Maguire & Matthews, 2014). Taste-makers is part of cultural intermediaries who influence by their individual understandings into work-related capitals to legitimate definite methods of culture over the rest (Bourdieu, 1984).

The dominant principle of cultural intermediation that emphasize on workers that occur in the connection between realism and target audience's expectation. This constantly involved in creating a connection between production and consumption. The attention is focused on the effective roles and taste-making of the employees who engaged in public relations professions such as advertising, promotion, design and broadcast media (Bourdieu, 1991).

There are scholars about taste-making in cultural intermediation through advertising (Kelly, 2014), fashion (Skov, 2014), and lifestyle broadcasting media (Lewis, 2014), which means that connecting diverse stakeholder groups between mediators. For this framework, cultural intermediaries are particular in the way of sourcing innovation and create forms of cultural productions that able to reach out to a greater audience. This allows consumers and producers to take part in a mutual communication as producers are open to unconventional, and extremely innovative that performs by non-professional inspired consultants (Hutchinson 2015).

This has a broadly educational purpose, influencing the preferences and awareness of consumers in order to organize their arrangements along with preferred directions. To help smoothen the communications in the production process of product and service exchange, cultural intermediaries provide services such as meditation, consulting on any disputes or issues, financial management, planning, designing, marketing, and resolution. They get in responses to the request for the social union of labour. Furthermore, they become a crucial part in encouraging social consumption that serving as a connection between producers and consumers that became a leader of a new consumer lifestyle (Lai, 2013; Lee, 2014).

A new lower middle class composed of people that involved in presentation and representation posed as intermediaries for example accounting, secretarial, advertising, marketing, public relations, fashion designing, art decoration and more that provide a representative of goods and services. Cultural intermediary includes trading opportunities, providing information, media interactions, and mediator and agent, among other services which heavily depending on consumer interest and need (Xu, 2015). The Cultural Intermediaries Reader (2014), Maguire and Matthews detail a variety of professions engaging in this cultural intermediation, from fitness trainers who promote a particular lifestyle to the winemakers and tasters who communicate good tastes in wine consumption.

Intermediaries can be in a practical and proactive responsibility, which has previously been neglected (Agogué, Yström & Le Masson, 2013). At the same time intermediaries face with numerous purposes and becomes an organizer by planning, creating and empowering of collective information creation in open revolution: Intermediaries do not only accomplish the acknowledged roles of arranging and interacting, but also discovering. That is organizing collective examination events such as introducing association, exploring new philosophies and producing original and innovative knowledge.

According to Dell'Era & Frattini (2015), the researcher formed a typology of four intermediaries among the dimensions of access and provided unspoken knowledge between “know-who” or “know-how”. Below is the breakdown of the four intermediaries:

1. Collectors bring out explanations and offer solutions to their consumer by inspiring their network to provide solutions.
2. Brokers do deliver solutions as well, but it is on their own deep admission to knowledge resources and foundations (also known as knowledge broker).
3. Mediators are not seeking solutions, but interactions for their client. Mediators observe promising revolution alternatives and establish a relationship between the resources and their consumer.

-
4. Connector offers connections and network to the consumer but does not establish a relationship between the connections and the consumer meaning that the connector just brings out the contacts' offerings, which do not involve any solutions and explanations.

2.5 Role of Fitness Instructor as Intermediaries

Cultural intermediaries refer to an individual in between organizational and community cultures. It investigates that fitness instructor principally as cultural intermediaries where individual and professional knowledge and preferences influence their effort in cultural production (duGay, 2004). Depending on fitness instructor degree of social position within fitness field, their expert knowledge in health and fitness, and the equivalent level of authority they can claim, as cultural intermediaries individuals have different levels of acceptability (Maguire & Matthews, 2014).

Cultural intermediaries such as fitness instructor use their expertise in order to legitimize their position as trendsetters and taste-shapers. Within modern society, experts play an increasingly important role as cultural intermediaries, and this is linked to the professionalization phenomenon. Fitness instructor is set as a cultural intermediary that performing as being appointed to make sure that the client's fitness goals being achieved in a specialized training program and could act as a role model to ensure that client is convinced to the services. O'Connor stresses that intermediary's work in such fictions that define regular of activities which could become the intention that are related to strategy measurement and intervention (O'Connor, 2015).

Fitness instructor has frequently been branded as working within in a professional's interest, the domain of culture, formalized, to everyday inattention and language cultural practices (Edensor et al., 2010). This proposes to the specific type of cultural employee, in pursuit of economic and figurative return, demonstrating

interaction and relationship, characteristic in modern-day cultural production, between creating new lifestyle and protecting conventional hierarchies of cultural value.

In a process of creating economic value such as improving financial value, becoming a mediator, providing goods and services to market showed that fitness instructor is facilitating between fitness production and consumption. Fitness instructor shows the ability to transfer fitness knowledge, exercise techniques, and the capability to use interpersonal influence are crucial in conducting a one on one training session with the client. This recommends the ambitions and characters of a comprehensive variety of employees facilitating between production and consumption in diverse cultural and inventive perspectives essential to be in depth cross-examined (Edensor et al., 2010).

Besides that, understanding on innovation intermediaries by categorized them as performers who create opportunities and space for adoption and production of developing practical, technical or cultural products and services by others who might be described as consumer and users.

A dependent achievement refers to the professional skill of cultural intermediaries is. Cultural intermediaries show certain characteristics of fresh and innovative approaches of business professionalization, for any occupational validation is direct in commercial relations rather than in ethical forms, and proved capability is acknowledged together with or subsequently of qualifications (Muzio et al., 2011). In this context of the service industry, personal trainer able to consider themselves as the frontline worker (Maguire, 2014). Fitness instructor adjusts their personality and service offerings according to a different client and gym members. They try to provide their client with positive motivations and approaches in order to achieve their personal fitness goals.

In Smith Maguire (2014) research, based on an interview with personal trainers concluded that personal trainers are the influences over fitness consumption in the United States. This study proved that personal trainer becomes an advisor and

representative of a fitness centre that able to excites fitness consumers by working frontline service job, encouraging them to consume fitness services, and carrying out emotional connections. Within the related framework, during the post-industrial labour market, personal trainer designated that the profession understood as expert, professional and skilled service work (George, 2013). Otherwise, the work can be labelled as a personalized deal that offers every consumer with open inspiration, motivation and positive health and fitness information through the training session. Participant observations and in-depth interviews were conducted with twenty personal trainers that work in a fitness gym. From the following studies, it concluded that personal training session taking up a scope someplace in between the service and education industry in modern or postmodern culture with a personal trainer as a profession with semi-professional characteristics and physical appearance (Maguire, 2014).

Similar cultural intermediaries are typically simultaneously participated in both production and consumption end, supporting to create an experience of particular goods and activities for others whereas adopting their creative tasks and thus validating those goods and activities through an investment of specific belief.

Fitness instructors facilitate in between domains naturally considered as mutually limited such as production and consumption; culture and economy; professional and entrepreneurial. The term “instructor” is often used to describe a trainer in health- and fitness club setting, that offers supervised exercise one-to-one or in groups exercise setting. Besides, fitness instructors are commonly certified through commercial educational courses, but this is not a legal health profession (Anderson et al., 2010). Nowadays, health- and fitness centres offer personal training sessions to members, and charge extra payments per session.

According to Melton et al. (2010), a personal trainer requires both interpersonal skills and theoretical and technical competence, as they develop exercise programs and supports their clients over a longer time-period. They instruct proper execution and exercise technique, correct the incorrect technique, control the intensity and serve as motivators and educator (Melton et al., 2010). To ensure the safety and

effectiveness of the exercises, personal trainers monitor their client's progress, which refers to assistance and hands-on to complete a repetition if needed, or the trainer's guidance in lifting technique (Fleck & Kraemer 2014). Furthermore, most health and fitness centres offer 1 to 3 supervised exercise sessions for free trials when beginners sign their membership, including technique guidance, before they continue the non-supervised exercise. Moreover, the inactive and overweight member needs information and motivation to overcome their inactive lifestyle, as well as guidance and support to initiate and maintain an exercise program (Melton et al.,2010).

A personal trainer may provide a part of the solution to the client's health and fitness issues. Personal trainer as an intermediaries shows the ability to transfer fitness knowledge, exercise techniques, and the capability to use interpersonal encouragement to provide an effective solution for clients to achieve their fitness objectives.

The noticeable roles and responsibilities of fitness instructor include matching clients with the organization, communication and monitoring. These intangible roles contain building confidence and trust between the clients and the organization by understanding, connecting, and explaining (Antal, 2014). A fitness instructor can be known as designers as they participate in a comprehensive design discourse of client's fitness training program. This shows the organization how fitness instructor gives purpose to clients and how sociocultural standards advance in certain areas.

Fitness instructor undertakes various connecting responsibilities and some become more like an intermediary, others fulfil the role and responsibilities of a fitness negotiator, providing knowledge about fitness culture and knowledge (Verganti & Öberg, 2013). Additionally, fitness instructor also serves as influencers and trendsetters on people and their meaning of fitness creation. They monitoring the latest fitness movement, transferring knowledge, foreseeing the potentials of latest training program developments. Fitness instructor observes, studies and reproduces changes and potentials of the innovative in a specific field of a highly complex and

distinguished method (Heuschneider & Herstatt, 2016). Based on some scholars shows that fitness instructor as a trend receiver has characteristics of broadly connected and attentive, having sharp opinions and understanding in health and fitness, being empathic, interested, self-conscious, open-minded, and being able to learn and absorbed knowledge from themselves.

Fitness instructor is able to drives through a process of accessing, gaining, absorbing, and retrieving of knowledge and creativity in handling different type of clients. They have the ability to explain fitness related information and combine existing concepts and equipment in the fitness centre to provide a fundamental innovations training program that helps the client to achieve their fitness goal (Maguire & Matthews, 2014).

2.6 Conclusion

This chapter summarized the literature reviews in this research that covered fitness as a big business, fitness culture, cultural intermediaries, fitness instructor, fitness instructor as cultural intermediaries and role of fitness instructor as intermediaries. Fitness instructor undertakes multiple responsibilities and becomes more like an intermediary, others fulfil the role and responsibilities of education negotiator, providing knowledge about fitness culture and exercise knowledge. Fitness instructor influenced fitness consumer in leading their lifestyle related to fitness while improve consumer sense of moral value and social acceptance. The research method, research design, sampling design and data analysis plan for the study will be further discussed in the next chapter.

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

Chapter 3 describes the methods and procedures used in the study and described in two sections: the research methodology (research design, data collection, the population of the study, the process of group interview, method of data analysis, and other issues it will examine and the conclusion of this chapter.

3.1 Research Methodology of the Study

A qualitative research method was employed and more specifically the interview and observation approach was adopted. Qualitative research design when one aims to understand the social and cultural environment, through an investigation of the interpretation of the environment by its participation (Bryman, 2012). Qualitative research method is able to enhanced the usage of the qualitative model that improve psychological investigation into two ways which is the generation of new themes and discovery of an individual's experiences.

Initially, by implementing the qualitative method encourages the creation in exploring on For example, simply directing to validate the role of intermediaries in fitness instructor and how fitness consumer perceived value of fitness, the qualitative research method gives new possible predictions to develop and hence, new concepts can be generated regarding how fitness consumer pursuing fitness culture. Furthermore, explore how the dialectic relationship between fitness consumer and fitness instructor that lead towards fitness culture and how fitness instructor role as cultural intermediaries. Next, implementing the qualitative method enables the investigation of individual experiences in a certain phenomenon, rather than only produce logical descriptions. Qualitative research method allows fitness instructor's intermediaries role and consumer impact on offerings to be discovered.

There are two parts that are correlated as the investigation of understandings creates a brand new knowledge, and later new philosophy could develop and to be generated in the future study. In this study, there are a needs to empower the development of new themes which can recommend further predictions. Furthermore, it was required to be fully planned and organized in order to be examined while also being adaptable to allow creating new themes and following potential understanding of cultural intermediaries roles of fitness instructors and consumers.

3.2 Research Design

In qualitative research that uses interviews for data collection, the interviewer is observing participant's feelings, opinions, behaviours and the belief (Kvale & Brinkmann, 2009). This approach was chosen in this study because of the nature of the research scope. The aim was to learn and understand how fitness instructor as a cultural intermediaries influence fitness consumer in consuming fitness service and in what manner fitness consumer impact on fitness instructor's service offering.

For this study, the interview method was employed. The interview method is a process of identifying the point of view from consumer and fitness instructors that work in the fitness centre. The justification for using this method is to allow the researcher to discover fitness consumer's observance, how consumer reflect and perceive about fitness consumption and how fitness instructor role in becoming cultural intermediaries. This study objective is to gather information received from interviewing certain numbers of fitness centre's member and fitness instructors.

3.3 Target Population and Sampling

In this study, purposeful sampling method for the selection of the participants was applied. This sampling method is to introduce deliberately select a sample according to the requirements of the study. Besides that, this sampling is generally applied in qualitative research used to selection and identification of rich information study related to the interesting background. Likewise, a purposeful sampling strategy enables to collect related and valuable information to answer the research question (Palinkas et al., 2011).

Therefore the population in this study are consists of the following groups of informants or interviewees:

1. A member of a fitness centre.
2. Fitness instructors that work in the fitness centre, which either a personal trainer or a group exercise instructor.

Saturation is a method to apply for ensuring that quality and adequate data are being collected to support the objectives of the study. When the data reached a saturation point which means no new themes and idea generated by informants the sample size stopped at twenty four fitness members and fourteen fitness instructors.

3.4 Data Collection

The qualitative interview was the instrument used to collect information about the informants, in this study is fitness members and fitness instructors of fitness centre, with a deeper focus on the interpretation how both sides influencing each other in fitness consumption and service offering.

Focus group or group interview is a qualitative technique for data collection. This is a group comprised of individuals with certain characteristics who discussions on fitness consumer point of view and fitness instructor perspectives. Focus group consists of a small group of people, usually between six and nine in number, who are brought together by the researcher to explore attitudes and perceptions, feelings and ideas about a topic (Denscombe, 2007).

A focus group interview provides a setting for the relatively homogeneous group to reflect on the questions asked by the researcher. Furthermore, non-verbal data rely on the behaviours and actions of respondent's pre-focus group discussion, during and post-focus group discussion (Saunders, Lewis, & Thornhill, 2015). The main methods of data collection during the focus group discussion include audio and tape recording, note-taking and participant observation.

In this study, information and thoughts from twenty four members of the fitness centre and fourteen fitness instructors were collected via semi-structured in-depth group interviews. As a first timer conducting a group interview, there are a few challenges in controlling and handling group dynamic during the interview. Besides that, it posed a challenge for me as an interviewer to ensure that all informants are comfortable and involved in the discussion and that their opinions are being heard.

Following are some of my challenges in conducting a group interview:

- When faces several shy informants in the group, at the beginning researcher dint know how to make the informants share more information on the related questions and how to break the awkwardness to start the discussion. It is a learning process for the researcher to learn and make responses and ask them directly like Can you tell me more about it? Or Can you give me an example on your explanation? It required more time and patient as a researcher have to remain neutral to ensure that the researcher didn't lead the informants to a biased expressing of their opinion.
- Understanding what informants are trying to express. In some group interview, there are some informants who gave a long and unclear opinion on one of the question. It became a researcher's duty to paraphrase or summarize those long and unclear explanations by informants. It can be a challenge for the researcher to actively listening, and try to understand all the informant's statement while have to observe. It became multi-tasking on listening, digesting information, note-taking and observation on informants during each group interview session which sometime researcher lost attention on some informant's responds and didn't manage to ask more in-depth questions or offering thoughts to advance the discussion.

Each individual possesses differences, as an interviewer, there is a need to showed openness for new and unforeseen setting in their exercise situation. Besides, critical to own knowledge, intuitions and hypotheses about what the interviewee trying to conveying during the interview (Kvale & Brinkmann, 2009). A qualitative interview can be a learning process where the interviewee changes descriptions and attitudes about the circumstances; during the interview, they may realize new aspects they didn't notice earlier.

3.5 Interview Process

All interviews were conducted in the fitness centre in Klang Valley with approximately thirty minutes to forty-five minutes for each interview session that consists of four to six fitness centre members. The interviews were conducted in a group setting. Guide of the interview and question of the interview can be referred at Appendix A. First and foremost, the research aim and theme was presented and the objectives of the study were shortly brief. During the interview, there were a set of twelve questions about various subjects, which consist of personal background of informants (age, years of joining fitness centre, etc.), attendance of coming to fitness centre, activities in fitness centre, type of fitness consumptions, how fitness become lifestyle in their point of view and other questions related to the research questions was asked. By each question being deliberated, the discussion explored and explained the viewpoint of informants about the observation toward fitness instructors and the process of changing an individual fitness lifestyle, where all the data was collected. Every interview sessions were recorded, then code it into specific themes and codes.

In another hand, interviews were conducted in the fitness centre in Klang Valley with approximately thirty-five to fifty minutes for each interview session that consists of three to seven fitness instructors that worked fitness centre in Klang Valley. The interviews were conducted in groups setting. Guide of the interview and question of the interview can be referred in Appendix B. First and foremost, the research aim and theme was presented and the objectives of the study were shortly brief. During the interview, there were a set of ten questions about various subjects, which consist of personal background of informants (age, years of experience in fitness industry, etc.), client management, how to deal with clients request and to what certain extend client/member influenced fitness instructor service offering and other questions that related to the research questions. By each question being deliberated, the discussion explored and explained the viewpoint of interviewees about the impact that influenced by clients/members towards fitness instructor offering and the process of instructor's roles changes through and the process of

changing an individual fitness lifestyle, where all the data was collected. Every interview sessions were recorded, then code it into specific themes and codes.

3.6 Ethical Consideration

For the ethical consideration, the researcher did not go through personal information beyond age, working experiences and years joining the fitness centre. Researcher treated what been observed and expressed with the utmost privacy confidentiality. Besides that, informants are assured of the comprehensive confidentiality of their responses by using aliases. At the beginning of the focus group interview, the consensus of each instructor and fitness member was secured after briefly explain the purpose of the study and the results of the information will be used in the study.

During the interviews and observations, attention was taken not to invade and offend the privacy of informants. It was highlighted that informants in this focus group interview were voluntary, unrestricted and informants could choose to leave from the discussion if they felt uneasy with the process of interviewing.

3.7 Method of Data Analysis

Thematic analysis is the process of recognizing and categorizing themes within qualitative data. There are many different ways to approach the thematic analysis (Javadi & Zarea, 2016), this variety means there is also some confusion about the nature of thematic analysis, including how it is distinct from a qualitative content analysis. The reason to select this analysis because it is a method used for identifying, analyzing, and reporting themes within the data. This is arguably the most influential approach, in the social sciences at least, probably because it offers such a clear and usable framework for doing thematic analysis. A common pitfall is to use the main interview questions as the themes (Clarke & Braun, 2013).

During the analysis, listen to the recorded interview session, go through the informant statements and categorized it with a keywords that highlighted in each of the statement. In the process of thematic analysis, the researcher tries to capture the words that occur most frequently because it represents what the informant is trying to express. In my opinion, these techniques are typically fast and efficient method to start categories all the themes. As a novice researcher, it's a challenge to found it particularly useful at early stages of theme identification. Additionally, it helps to establish clear connections between the research objectives and the summary findings derived from the informant's statements.

In the finding, it has been divided into three themes that related back to the research objectives. Firstly, on how fitness consumer pursuing fitness culture. Data categorized on what type of activities and the interaction in and outside the fitness centre. Besides that, types of technological appliances and activities in pursuing fitness culture.

Secondly, how the dialectic relationship between fitness consumer and fitness instructor that lead towards fitness culture. Data categorized on the attendance of the fitness consumer and perspective influenced on fitness instructor on their attendance based on the stage the fitness consumer are.

Thirdly, on how fitness instructor role as cultural intermediaries. Data shows on the communication skills of fitness instructors in bring out explanations and offer solutions to fitness consumer by using capital assets to provide fitness solutions. Besides offer solutions, it also depends on their own deep admission to knowledge resources and foundations. Therefore communication becomes the median for a fitness instructor to promote fitness culture.

Gender of the members and fitness instructors was taken in consideration to ensure that both gender's experiences would be explored in the present study. This study consist of twenty three members of the fitness centre in Klang Valley participates with fourteen females and nine males. The participant's age ranged from nineteen years old to sixty two years old while the average age is forty one years old.

Furthermore a total of fourteen fitness instructors participates in this research. It consists of ten male instructors and four female instructors with average years' experience in the field of six years and nine months.

3.7.1 Observation Analysis

Observation methods are convenient to the researcher in a diversity of conducts. This method provides the researcher with conducts to spot for nonverbal expression of emotions, examine who interrelates with whom, understand how informants interact with each other. Informant's thought can be used to response descriptive research questions, to shape theory, or generate hypotheses (Barbara, 2015).

In this study, observation on the informant's displays on their fitness consumptions spending such as workout apparel, sports shoes and technological appliances such as Fit Bit, Garmin and Apple watch in pursuing fitness culture. Besides that, material investment on technology wearable boost consumer's sense of moral value and social acceptance in fitness community.

Besides that, personal observation of fitness members when asking them about their spending on fitness related product and services. Based on the observations, informant shows excitement and expressive on how they consume fitness in approaching fitness culture. Besides that, through conversation and discussion researcher able to identify and categorize consumers into 4 different groups which are fitness baby, fitness grower, fitness establisher and fitness expert. Moreover, when the researcher asks about the experience encounter with an instructor and do they feel that the instructor influence them to attend a session in the fitness centre. There are mix responses from the informants which mostly positive and a few of informants have negative reviews on it.

In another side, observations on fitness instructor were much spontaneous as they are more confident and openness in expressing their view and experience on how they convey fitness information and how fitness instructor deals with fitness consumer. It shows that every instructor has their own way in communicating, educating and transferring fitness culture to the consumer. Based on the observations, all fitness instructor is willing and open to change their training offering based on consumer needs because at the end of the day fitness instructor want to help fitness consumer in changing their physical and psychologically state in pursuing fitness culture.

3.8 Conclusion

The research methodology development allowed the researcher to carry out the study thoroughly and in an effective method. These involvements allowed the researcher to be conscious of the appropriate procedure to employ in this study. Focus group or group interview is used for data collection and thematic coding is used for data analysis. The determination of a suitable analysis that meets the study objectives helped the understanding of further interpretations. The following chapter will discuss the findings and discussions of the study.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.0 Introduction

This chapter discusses the data findings and discussions from interview sessions completed by fitness consumers and fitness instructors. The purpose of this study is to explore how fitness consumers pursue fitness culture. Furthermore, explore how the dialectic relationship between fitness consumer and fitness instructor that leads towards fitness culture and how fitness instructor role as cultural intermediaries. Research findings are categorized into three themes which are core activities in fitness consumer, fitness consumer affects fitness instructor offerings and fitness instructors as cultural intermediaries. Following by research discussion on the above findings that related to fitness consumer in pursuing fitness culture and relationship of fitness consumer and fitness instructor.

4.1 Research Findings

Research finding in this study related back to the research objectives which are core activities in fitness consumer, how fitness consumer affect fitness instructor offerings and fitness instructor as cultural intermediaries.

4.1.1 Core Activities in Fitness Consumer

The finding can breakdown into three sections which is exercising, using facilities and socializing. Health and fitness centre have an important place in the social sporting facility and reflect the value of health and fitness lifestyle. Working out is used to improve body image, self-confident, improve health condition, fitness and muscular strength and to achieve proficiency challenges. Furthermore, there is a shift in popularity and trend of “pure aerobics” training. The devotion is transforming from aerobics, bodybuilding and traditional exercise techniques, into new trends of exercises such as Ariel flow yoga, spinning cycle, kickboxing, Zumba dance and outdoor boot camps training. Based on the finding shows that the informants attending the fitness centre are to exercising. For example: attending group exercise classes such as Body Attack, Body Pump and Yoga classes.

Exercising can lead to two major changes such as physical changes and mental changes. Below is the further explanations on the above changes from exercising:

- Physical change: Exercising helps in improve fitness consumer physical appearance in various ways. The dimension of physical change is beauty and purpose.
 - Beauty refers to the various aesthetic objectives of the consumer in terms of physical appearance such as a weight watcher. Concern on tone up body shape with greater muscle mass, or a common healthier appearance.

-
- Purpose refers to the consumer with several fitness objectives in terms of physical training such as improved muscular strength, increased muscular endurance, relieve from injuries pains or improve health and fitness conditions.
 - Mental change: Several consumers utilise fitness centre to improve their psychological status through specific programs such as yoga and meditation and through the positive psychological effects of physical exercise in general. The benefits in pursued mind and body exercises included harmony, pleasure, serenity, mental easing, self-realisation, and enlightenment.

Additionally, eight informants also engaging in personal training sessions and eleven informants doing cardio exercises such as jogging on the treadmill, use cross trainer machine or rowing machines when they visited the fitness centre.

Besides that, the reason informants going to the fitness centre is for the usage of facilities such as powerlifting equipment, varieties of workout gym equipment, relaxation facilities such as sauna and steam room, refreshment bar and shower facilities. Physical pleasure can be obtained from such activities as relaxation treatments. In addition, some fitness consumer able to experience immediate enjoyment from strenuous physical exercise through relaxation facilities which allow long term benefits.

Lastly, informants going to the fitness centre for socializing purposes such a member to member interaction. By maintaining and improving social interaction among fitness consumer able to create a bond and commitment to attend gym classes. This contains the social pleasure of interaction with other consumers and staff in fitness centre, at the same time physical enjoyment of the activities. This helps to promote healthy lifestyle and social acceptance among fitness consumers through interaction and sharing of fitness experiences.

Figure 1: Core Activities of Fitness Consumer



Figure 2: Overlapping Relationship Between Exercising, Socializing, and Using of Facilities.



There is an overlapping relationship between exercising, socializing and using of facilities. There can be a time that fitness consumer simultaneously engages in these three domains for example, attending BodyPump class in group exercise studio with other fitness consumers. Fitness consumer experience positive motivation such as feeling more engaged and energized when exercising with others in group exercise

classes or having a session with a fitness instructor. Social interaction between members and instructors during exercising or facilities using can contribute to better atmosphere and enjoyment in the exercise session, and this greater enjoyment of the exercise may lead to long-term engagement and commitment in exercise.

Exercising must be maintained over a period of time, in order consumer to achieve significant health benefits, building of exercise habits and consuming fitness culture. Furthermore, significant of habitual routine in exercise able to bring closer consumer with fitness culture. For example, once consumer makes exercising a habitual practice it will slowly allowing the habit to be prompted into fitness lifestyle that lead to fitness culture. Lastly, through interaction and sharing of fitness experiences with others fitness consumers and fitness instructors in fitness centre allows promotion of healthy lifestyle, sense of moral value and social acceptance among fitness consumers.

4.1.2 How Fitness Consumer Affect Fitness Instructor Offerings

These findings show how different stage of fitness consumer affects fitness instructor training offerings. There are four stages of fitness offering for each stage of fitness consumer which include stability and mobility training, movement training, load training and performance-oriented training. Below is the explanations of the finding:

Stage one when fitness consumer is fresh, not aware of fitness culture and will serve as a blank canvas for an instructor. Usually, fitness consumer at this stage will face issues such as postural problems, muscle imbalances or core instability, low fitness level, no awareness on fitness knowledge and culture. All these issues will influence fitness instructor in the planning of training program to particular fitness consumer as objectives of the instructor in this stage are as following:

-
- Improved posture through improved strength and endurance of postural powers
 - Improved joint stability and mobility with basic exercises with consumer preferences exercise and intensity. Typically in this stage, the fitness instructor will plan low-intensity exercise program with long resting time allow consumer and instructor have a chance to interact during the rest time.
 - Initial physiological adaptations to exercise which is essential as an instructor doesn't want to "scare away" consumer at this early stage.
 - Slowly introduced health and fitness related information to consumer.

Stage two when fitness consumer is "READY" physically and psychologically adapting to training, proper movement patterns will be established prior to loading the movements by the instructor. Consumer's fitness progression and adaptation will be the factors that influenced the instructor in providing fitness related advice and training program intensity. Through interaction in stage one allow instructor have a basic understanding of consumer preferences and exercise behaviours. Furthermore, the intensity of the training will in between low and moderate intensity, therefore fitness consumer will not "shock" by the sudden increase of difficulties and increase their barrier to exercise. Objectives of the fitness instructor in this stage are as following:

- Creating stable flexibility movement and mobile stability
- More on interaction and observe the acceptance of fitness consumer on the particular training program
- Developing dynamic active balance
- Coaching essential movement design on five key movements:
 - Squatting
 - Lunges
 - Pushing movements
 - Pulling movements
 - Twisting movements

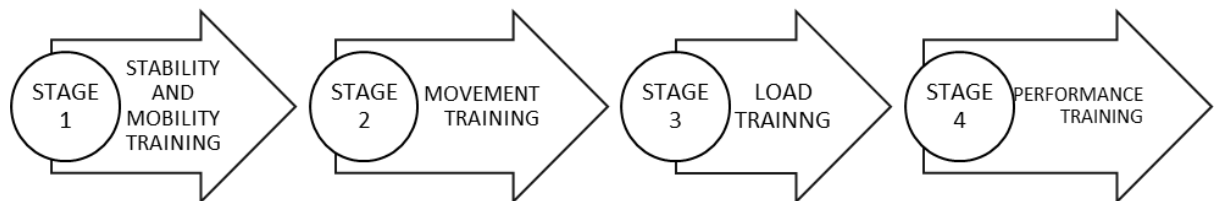
Stage three which fitness lifestyle and habits been established in fitness consumer mindset and have a clear vision of their fitness goals. In this stage, consumer is well balanced and improvement in their fitness level. Many fitness enthusiasts or devotees will stay training in this phase for years. Based on the consumer progression, intensity planning for this stage will be changed from moderate to high intensity, the instructor will introduce various training methods in order to achieve consumer's fitness goal and stay engaged in the training program. Objectives of the fitness instructor in this stage will be as following:

- Application of external intensity to movements through resistance training to achieve client goals for:
 - Muscular endurance
 - Muscle strength
 - Maximal strength such as power
- Body composition changes. In this stage, the consumer shall see results such as reduced in fat mass and an increase in muscle mass.
- Maintain stage two exercises as a dynamic warm-up routine.

Stage four only fitness consumer with competitive or performance-oriented objectives will train in this phase. Fitness consumer are knowledgeable on fitness related information, physically fit and confidence in practicing fitness culture in their daily routine. For example, consumer wants to participate in a marathon event, the consumer with this specific requirement for endurance competitive event require a specialized training program, supplement and diet advice in order to achieve the maximal result. In this stage, instructor is not focusing on health related training method but skill related training method as the consumer is performance oriented. Objectives of the fitness instructor in this stage are as following where instructor planning are based on consumer improvement for performance oriented goals.

-
- Introduction of power training such as plyometric that will benefit consumer during competition.
 - Skill related training program such as speed, agility and reaction time training method.
 - Introduction of stretching and recovering techniques such as self-myofascial release by using roller foam that's help the muscle recovery from fatigue faster and more efficient.

Figure 3: Fitness instructor offering changes when faced different stages of fitness consumer



Once exercising in the fitness centre, adopting healthy and balance diet, constantly searching fitness related information and investment on fitness related products became a consistent feature of fitness consumer lifestyle, it became more difficult to break the fitness routine. Therefore, the fitness instructor play a vital role that supports consumer in pursuing fitness culture such as providing consumer fitness knowledge, exercise experience, diet recommendations and motivations to stay in healthy lifestyle. Different stages of fitness consumer, the fitness instructor offers not only different training but also directions in achieving fitness culture and makes fitness part of consumer lifestyle.

4.1.3 Fitness Instructor as Cultural Intermediaries

Nowadays the fitness industry is a cutthroat business that organizations are determined to achieve a high retention rate of personal training clients and fitness membership. Fitness instructor has significant responsibilities to engage in which is fitness instructors who persevering to build rapport and establish respectable working relations with fitness consumer are possible to have a better retaining rate. Fitness training programs or group exercise classes undertake voluntary participation from fitness members, exchanges as well as dependence-free relation between fitness instructor and fitness consumer. This type of structure relationship is typical for the service industry, where personal value is key during interaction with fitness consumer.

In the beginning, it is critical in using different types of communication skills when interacting with potential fitness consumer. The greatest impact of an instructor is to help fitness consumer to adopt new fitness-related behaviours and establish an encouraging relationship with exercise. In the area of commercial fitness, the instructor' communication skills strongly influences fitness consumer' determination in training, frequency of training sessions, understanding towards fitness culture and the fitness consumers' faithfulness towards instructors.

Based on the finding, one of the key ability mandatory for a fitness instructor is the capability to listen and effectively interact with fitness consumer and clear understanding of their fitness goals and current fitness conditions.

Fitness instructor E says that fitness instructor should be flexible in handling client and understand what they need and how to achieve with a simple explanation so client is aware of the situation. Those who able to communicate well will quickly develop and establish rapport and personal bond with clients.

Listen to what fitness consumer express they wanted to achieve throughout the training. All the fitness consumer have different fitness goals, fitness background

and needs that commit them into training. Fitness instructor just has to listen and understand fitness consumer by making consistent eye contact while listening to a particular consumer. Acknowledge every piece of information consumer express. Ask fitness consumer what their expectations from a training program, and describe what training plan to help consumer accomplish their fitness goals. Be specific in the training direction and objectives. This able to develop two ways communication and build trust between consumer and instructor.

In particular, sequence to enhance rapport with fitness consumer, it's compulsory to deliberate the following fundamentals of communication. Social interaction is based on body language, it is crucial to have a first good impression. Secondly, communication occurs via voice tone which is pitch, accent, character, emphasis and volume.

Lastly is an expression which means message conveys to the fitness consumer, it is an important component as fitness instructor have to choose appropriate phrases to communicate and trying to convey what kind of information. However, it will be more significant that the usage of body language and tone of voice are well matched with the message. The characteristic of fitness instructor being a broker are their capability to acquire and understand fitness knowledge and transfer it to fitness consumer by offering them effective personalized training program.

Fitness instructor M says fitness instructor that able builds rapport through efficient and effective communication are in provident positioned to encourage their clients and provide them with realistic and yet challenging fitness plan in order to achieve it. Rapport is the fundamental tools to allow clients engages in a particular training program.

Fitness instructor H believed that effective communication and interaction able to build a professional working relationship with the client will have higher chances of continuing the services of the fitness instructor. It is crucial to have a great first impression and how personal trainer presented ourselves in front of potential clients.

At the beginning of the cycle, fitness instructor is more customer eccentric, effective listener and deliver basic health and fitness knowledge to the client. By building on working rapport with fitness consumer, fitness instructor placed themselves in a better position to help and assist them in training direction and the fitness purpose of the training. It is important that the fitness instructor able to motivate a consumer to achieve their fitness goals, increase varieties of a workout session, demonstrate exercises and improve mistake exercise postures. Without effective interaction with the consumer, all those dynamic characteristics of fitness instructor role couldn't be delivered and presented. Fitness instructors would make sure that whichever workout programs they plan and implement are specialized and address to diverse individual requirements.

Fitness instructor M says that the instructor will communicate and establish a mutual understanding with the client on a training program. Individual attention received by clients are most likely to have achieved their long term and ultimate fitness goals, allow the client to experience a positive fitness adventure and benefit from their fitness centre membership.

Fitness instructor identifies as intermediaries that bridge the gap between consumer and approaches towards fitness culture. The social life at fitness centre develops with a face-to-face interface between the fitness consumers with verbal or non-verbal communication. Communication is the ability to transfer fitness culture, fitness knowledge, exercise techniques, and the capability to use interpersonal influence are crucial in conducting a training session. Fitness instructor could have encourages consumer and build rapport through their appearances, sounding and portraying as a fitness expert in order fitness consumer is convinced to pursuing fitness culture. Therefore, besides the communication skills, the instructor' professional level of education, their comprehensive knowledge of skills that related to health and fitness serves as cultural assets. However, the awareness and consciousness of the most important abilities all have important characters. Cultural intermediaries such as fitness instructor use their expertise in order to establish their position as trendsetters and taste-shapers for fitness consumers.

4.2 Research Discussion

Research discussion in this study related back to the research objectives which are fitness consumer approached to fitness culture, how fitness consumer affect fitness instructor offerings and process of fitness instructor's role changes as intermediaries.

4.2.1 Fitness Consumer Approaches Towards Fitness Culture

There are four types of fitness consumer approaches in consuming fitness culture which is fitness baby, fitness grower, fitness establisher and fitness expert (performance oriented). Different types of activities occur in different types of fitness consumer such as membership, purchasing sports apparel, investing in technology appliances, hiring fitness instructor, searching for fitness related materials, planning meal and workout and participating in sports events (Zhang & Li, 2014). Below is the elaboration of each type of fitness consumer.

a.) Type one Fitness Consumer as Fitness baby (Novice)

Fitness consumer is conscious of their personal consequences of bad inactive habit and willing to find a solution to solve it. In this period, the consumer still unsure and indecisive about the changes but realizing the benefits of a fitness lifestyle. As in the finding, the consumer is more open in receiving information about their bad

habit, more likely to find educational knowledge of fitness and workout videos in social media platform such as YouTube, Instagram, Facebook and etc. Besides, the consumer will search for a fitness centre or gym to kick start a healthier active journey. As shown in the findings, consumer will join a fitness centre (membership) and it will take time to be committed in changing their lifestyle and incorporate fitness culture into their daily routine.

When consumer beginning to see a need for a healthy lifestyle, there is a change in spending expenses from other categories into sports active apparel. Primarily,

purchasing of workout attires, sports shoes and fitness accessories will serve as motivation for consumer to kick-start their healthy lifestyle. In the finding, seven out of twenty three participants felt that purchasing sport wear apparel and accessories is not only worn during training or outdoor activities but also fashionable casual wear that can blends into daywear for leisure purposes.

b.) Type two Fitness Consumer as Fitness grower

When time passed, fitness consumer has made a commitment to make a change in pursuing fitness culture. Consumer becomes more serious and dedicated to make a change in their lifestyle and have some understanding of fitness culture. In this case, the changes can be included hiring a fitness instructor because the consumer is clearly outlining their commitment, setting goals to achieve and seeking professional help to achieve their fitness goals.

At this point, consumer invest in technology appliances such as Fitbit to tracks physical activity level by monitoring calories expenditure (burned), distances travelled (footstep), heart rate monitor and sleeping pattern. In addition, consumer might starts searching on the internet or magazines about nutritional information to learn how to have a balanced healthy diet. In these stages, consumer is well aware of the challenges ahead and slowly incorporate fitness culture into their daily practices.

In this stage, consumer perceived technology appliances and advance fitness information as usefulness in the extent which consumer believes that applying into their usual routine would improve their fitness performance. In a way, consumer focused more on the improvement in feelings and attitude towards fitness culture that lifestyle had enabled them to experience.

c.) Type three Fitness Consumer as Fitness establisher

In this phase, fitness consumer establishes and implement indirect actions in order to maintain fitness culture in daily practice. This is the stage where fitness consumer from fitness practitioner turns into a devotee. This is the accomplishment phases

where consumer are actively involved in taking steps to consume fitness culture by actively joining group exercise classes, commit into the personal training session, read through health and fitness related articles and start eating healthy balanced meal or supplements.

This type of fitness consumer is eager to try out more varieties of the training program, exercise and diet routine to challenge them. In this finding, consumer workout with friends, hiring fitness instructors, subscribe fitness application and celebrate small success (purchasing workout clothes or fitness tracking devices) in order to motivate themselves to engage in healthier lifestyle. Fitness instructor offers extra attention, support and knowledge regarding the information received from the fitness tracker and other online platforms this help them to improve their health and fitness awareness. This is a stage where consumer mostly depends on their own determination and self-discipline to pursue fitness culture.

d.) Type four Fitness Consumer known as the Fitness expert

In this cycle of pursuing fitness culture, the consumer is performance-oriented and driven by competition objectives that allow them committed to pursuing fitness culture. The consumer in this stage regularly redevelop the directions of their exercise routines and are acquiring new skills to deal with it. In this case, consumer learned new exercise technique or fitness trend in order to challenge themselves such as participate in marathon events, obstacles run, triathlon or outdoor boot camp. With participating in different sports activities, give consumer different dimension and commitment to fitness culture. Furthermore, the consumer will

regularly search for video or information content related to fitness and planning on their diet and workout routine. Dedication in pursuing fitness culture becomes part of the routine in consumer daily lifestyle.

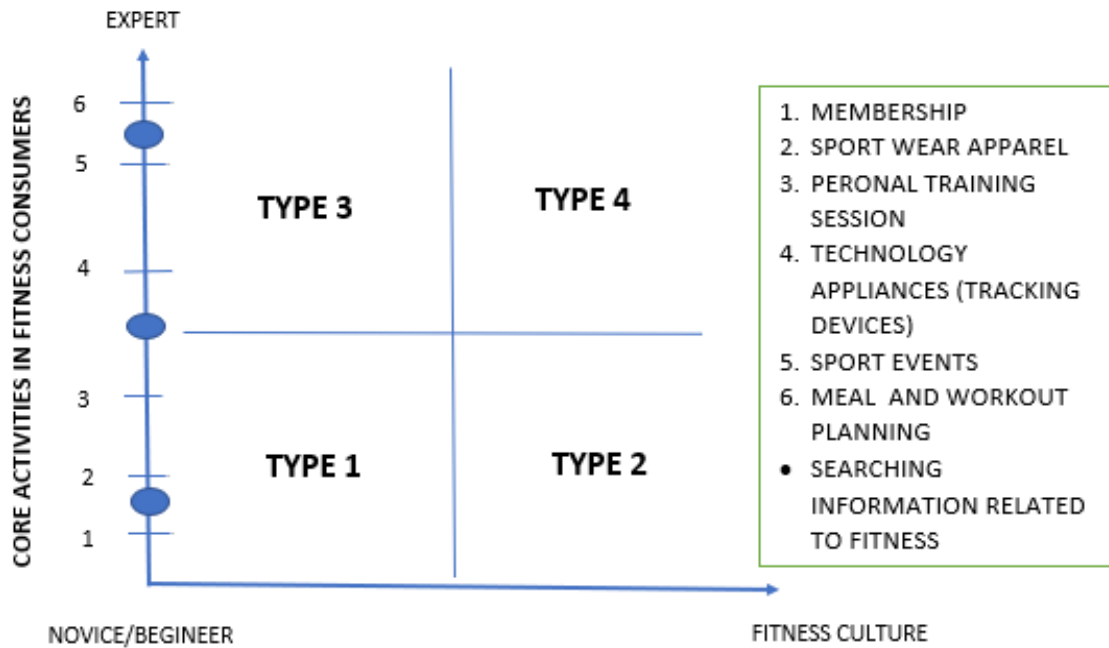
In this finding it shows that not only fitness instructor as intermediaries, sportswear apparel, technology appliances gadgets such as Fitbit or MiBand, mobile fitness applications, online internet platform such as Google (the search engine), social media platform such a Facebook, Instagram and Youtube also play a role as

intermediaries in promoting and connecting fitness culture to the fitness consumers. The activities can be changed from time to time or exist in different stages based on fitness consumer approaches towards fitness culture.

This explores that there is influences in mass media, peer influence, fitness instructor and sports fashions in promoting fitness culture to fitness consumers.

- **Mass media:** Plays an important role in shaping fitness culture because of the influential force of the messages and information about an ideal body image they convey to the public. Mass media is promoting fit body that related to sense of moral value and social acceptance of consumer.
- **Peer Influence:** Fitness consumer who frequently attends the fitness centre has a tendency to make new friends at these places. Fitness consumer wants to feel being part of fitness group which also can be referred to community feeling, as the conduct, practices and behaviours of group connection is spread from consumer to consumer within a group. Support from peers was significant in maintaining motivation levels while at the fitness centre and also served as a catalyst to influence other consumer to start a healthy lifestyle.
- **Fitness Instructor:** Fitness instructor also act as brokers or mediator in creating a connection between fitness consumer and fitness culture. A fitness instructor can influence fitness consumer on the need for particular activities such as athletic shoes for specific training, sport wear apparels, or fitness equipment such as roller foam or boxing gloves. Instructors are also cheerleaders for the fitness consumer where they are required to have technical skills in order to provide professional fitness services to their consumer and they need to have good communication skills meant to persuade their customers how to achieve their fitness objectives.
- **Sports Wear Apparel:** Sport fashion is a product created by the commercialization of fitness culture. The trend in sports wear settings it is not only for sport and exercise activities usage but also as daywear or weekend wear. Sportswear apparel can serve as motivations for fitness consumer in pursuing fit, toned body appearance and fitness lifestyle.

Figure 4: Types of Fitness Consumer And Activities Towards Fitness Culture



4.2.2 The Power of Fitness Consumer

In this finding, the researcher categorizes fitness consumers into four groups which is fitness baby, fitness grower, fitness establisher and fitness expert. The findings show how different types of fitness consumer affect fitness instructor training offerings. Below is the explanation of the finding.

Type one fitness consumer (Fitness baby) where fitness consumer is new, and have less knowledge related to fitness and uncertainty on their fitness journey. Usually, fitness consumer at this stage will have a low fitness level and less awareness on how to pursue fitness lifestyle. Fitness consumer background, fitness level, previous injury, level of understanding will have an impact on fitness instructor in the planning training program as an objective of the fitness instructor in this stage are as following:

-
- A fitness instructor is focused on positive exercise experiences and improved general health which will please and trigger fitness consumer interest in working out.
 - Fitness assessments and goal setting are required so that fitness consumer understand the intention of the fitness instructor and the current fitness level of fitness consumer.
 - Physiological adaptations to exercise which is important as fitness instructor doesn't want to "fright out" fitness consumer at this early stage. Motivation and patient is the key to help fitness consumer to go through the beginning phase of their fitness journey.

Type two fitness consumer (Fitness grower) when the consumer is committed and adapting well to training, proper basic exercise techniques will be established prior to new and complex movements by the fitness instructor. This type of fitness consumer have learned, experience and grow throughout stage one where fitness development and adaptation will be the influences that effect of a fitness instructor in providing fitness related information and method of the training program. Objectives of the fitness instructor in this stage are as following:

- Slowly increase the training intensity and exercise complexity.
- Adaptation and absorbing the knowledge of basic understanding of fitness through exercise and interaction with a fitness instructor.
- Focus on achieving consumer's short term fitness goals.

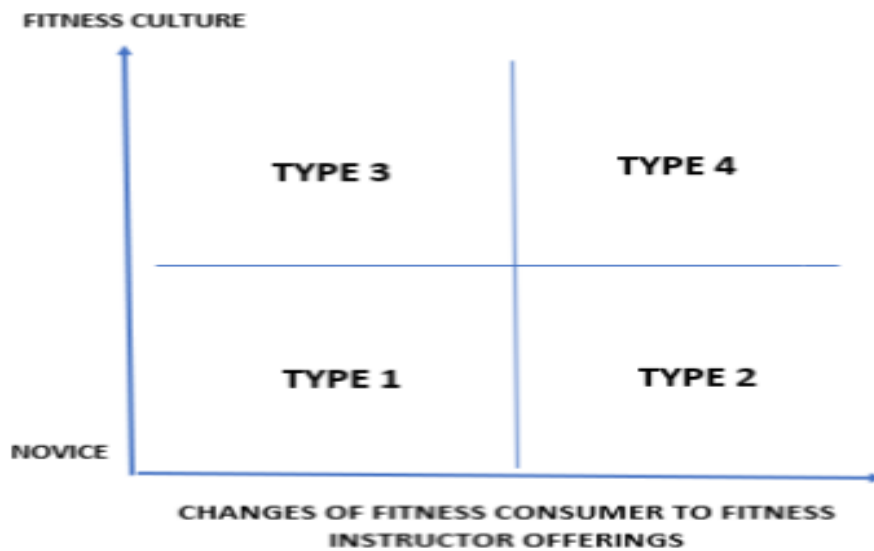
Type three fitness consumer (Fitness establisher), consumer mindset has recognized fitness culture as part of the living and consumer have a clearer vision of their fitness goals. In this stage, fitness consumer has been established and able to identify the benefits of exercise and instructor will share the latest fitness information to allow the consumer to explore. Fitness instructor will also introduce varieties of training methods and fitness trend in order to achieve fitness consumer's long term goal and stay involved committed in the training program. Objectives of the fitness instructor in this stage will be as following:

-
- Application on varieties of training method such as:
 - Powerlifting Training
 - CrossFit Training
 - Complex Training
 - Plyometric Power Training
 - Focus on achieving fitness consumer's long term fitness goals.
 - Body composition changes. In this stage, fitness consumer shall see outcomes or results such as reduced in fat mass, increase in muscle mass, changes in body appearance and self-efficacy.

Type four fitness consumer (Fitness expert) that consumer devoted to fitness that “live and breathe” fitness and fitness become part of their lifestyle. For example, the fitness consumer is willing to try out a new workout trend, fitness instructor will look into it and plan specific training program that will challenge fitness consumer. In this stage, the fitness instructor is not focusing on health related training method but skill related training method as the consumer have been skilled. Furthermore, fitness consumer in this stage is willing to work hard to achieve performance-oriented goals. Objectives of the fitness instructor in this stage are as following where instructor planning are based on consumer improvement and stay enthusiastic:

- Introduction of new training methods or fitness trend.
- Changes of the training program that will benefit the consumer in an upcoming competition or fitness goal.
- Focused on sharing more in-depth fitness knowledge that will benefits fitness consumer. Besides, allow fitness consumer understand and applied the fitness knowledge into their daily practices.

Figure 5: Changes in Fitness Instructor Training Offerings When Encounter Different Types of Fitness Consumer



4.2.3 Process of Fitness Instructor's Role Changes as Intermediaries

In the discussion, fitness instructor has been identified into four types of intermediaries which are broker, mediator, collector and connector (Colombo, Dell'Era & Frattini ,2015) facilitate a connection between fitness consumer and fitness culture. Below is the explanation on each role changes when instructor faced a different type of consumers.

a.) Broker

When fitness instructor meets type 1 fitness consumer, they will act as a broker at this stage. Instructor choose the most appropriate training program and fitness related advice to address the requirement of their fitness consumer based on a meticulous assessment through client screening questions, in body composition assessment and series of fitness tests. This help the fitness instructor to obtain valuable information from these assessments and to create a personalized training solution for fitness consumer.

In this phase, a fitness instructor will deliver feedback and advice regarding related issues in an honest and open-minded approach with an emphasis on improving fitness consumer motivation and self-efficacy. Motivational interviewing methods are most suitable in inspecting individual's doubt towards their changes in lifestyle. Fitness instructor is customer eccentric in this stage, as they are trying to understand the needs and what type of barrier the consumer-facing, according to fitness instructor B.

The characteristic of fitness instructor being a broker are their capability to acquire and understand fitness knowledge and transfer it to fitness consumer by offering them effective personalized training program. Based on their understanding to the fitness consumer, fitness instructor identify precisely what is the effective training method compulsory and mandatory to discourse the fitness consumer's issues, and later fitness instructor able directly implement the foundations of exercise. In the analysis, it shows that in this stage with type one fitness consumer, the fitness instructor will "baby step" in helping fitness consumer to solve their fitness problems, characterized by basic techniques of exercise and fitness information sharing in the order they able to absorb the culture of fitness.

When it depends on fitness instructor's experience and capability to be instinctive, to identify exercise forms, to conceptualize fitness concepts that are passionately relevant along with practical, and to convey it through the way of actions.

For instance, in this phase fitness instructor focus on the development of basic exercise techniques to improve current fitness condition during the whole development instructor will use it as progression to uninterruptedly cooperate and understand fitness consumer. This is even more significant if one considers how instructor act as brokers perform to bring out an explanation and resolution to fitness consumer. They will understand the fitness consumer's requirements and select the most appropriate and effective foundations of fitness information between the diverse selections that instructor have the understanding and experience to. Among the vision and requirements of the fitness consumer, it also requires the necessity

for precise arrangement. Therefore broker activities are similar to fitness instructor as generally will begin with collective methods such as a goal setting and knowledge activity that designed at elaborate the objectives and deal with probable influences and changes to consumer. The goal setting and education stage are significant for producing belief between the instructor and fitness consumer. As noted by fitness instructor G:

A fitness instructor is in a situation to acknowledge the client's requirements, desires and fitness objectives. The instructor who able to get through client requests to accomplish from a training program is in a better spot to effectively propose suitable advice and suggest them to progress in realistic but yet challenging expectations. Therefore goal setting is essential because the instructor becomes a navigator by proposing direction and guidance on how to achieve their fitness goals.

The first phase in building a working relationship is important for creating respectable and reliable rapport with fitness consumer. The most crucial aspects are the goal setting and education stage, it can be a platform in gaining belief and confidence in engaging to particular rapport with fitness consumer that doubt with the instructor and the goal sets.

b.) Mediator

When fitness consumer have been pursuing fitness culture for some time, instructor role changes from broker into a mediator which able to select more challenging training program based on the fitting between their capabilities and the fitness consumer's progression. The fitness instructor will recommend the consumer to access to their fitness resources on the internet or book materials, in doing so, it will favour potential further relationships. Similarly to the role of a broker, roles of mediator in fitness instructor are the capability to obtain fitness related knowledge and executed it into various areas through the phase of the fitness consumer transitional development. Unlike the role of a broker, mediator character offer the

consumer by sources and dealings with possibly respectable value knowledge sources.

Furthermore, fitness instructor introduces connected fitness information and training videos to consumer and ease communication and direction in the fitness culture (Dell'Era and Verganti, 2013). By influencing personal capabilities in the access and achieving fitness goals of the intermediation progression, role of fitness instructor generally helps the consumer in addressing fitness challenges that require specific fitness knowledge such as nutrition diet and continuous monitoring of progression.

Fitness instructor N says sharing personal workout experience and allow client to understand the Personal Trainer intention helps them achieve their fitness goals faster. Besides that sharing of fitness related knowledge, videos able to motivates the client to follow or try out a new type of training. Therefore, the fitness instructor needs to know when and how to pursue clients to engage and commit in the training programs.

For example, fitness instructor identifies as intermediaries that bridge the gap between consumer and approaches towards fitness culture. Instructor becomes like a catalytic agent for new-fangled fitness concepts, exercise habits and training program. Besides that, the instructor also creates new opportunities for the consumer in developing their fitness condition and approaches in consume fitness culture. The significant part that symbolizes this group of intermediaries (mediator) is that they understand and intricate consumer difficulties and choose the best information, consequently involving consumer with the most appropriate knowledge based on their issues. Therefore, fitness consumer is prepared to cooperate with an instructor who capable to comprehensibly transfer what they require to address the specific fitness consumer problem. For example, instructor undergo a suitable and effective goal setting and education activity with consumer that allows instructor to identify the most suitable program to implement Furthermore, the fitness consumer should be with an open mind to evaluate and

understand the current issues, without cognitive perspective, and doubt of the potential outcome from the training program.

Intended for this purpose, the brief grow into an essential implement through which the intermediary such as instructor and consumer share mutual information and cooperate throughout the training sessions. Alike to the circumstance of the broker, the formation of positive collaboration with an instructor (mediator) needs that fitness consumer to change coordination capabilities that enable an operative and effective alignment with the instructor.

Particularly on the communication with new fitness consumer, it occurs when consumer likes to anticipated what exercises they prefer, but they have no knowledge of the particular exercises. Subsequently, after a few training sessions, consumer confidence on the exercise program instructor recommends and the fitness guidelines instructor proposed. Based on the findings suggests that consumer and instructor grow in interaction capabilities to fully utilize the most value from the training program. The existing literature show the consistency that identifies the importance of interaction skills in favouring the relationship with the consumer and enhancing the competence to accept the knowledge with the absent of cognitive perspectives, so that allow consumer fully absorb and understand fitness culture.

The findings are similar to Smith Maguire (2001) research that defined a personal trainer as a representative and broker of a fitness centre who attracts customers by carrying out frontline service work, motivating clients to consume fitness services, and performing emotional labour. Fitness instructor identifies as intermediaries that bridge the gap between consumer and approaches towards fitness culture.

c.) Collector

After the transition period, where consumer achieves the first term fitness goal and overall fitness level been improved. A fitness instructor will reassess consumer and will perform another level of goal setting session in order to keep the training interesting, engaging and challenging. In this stage, consumer is more independent and self-responsible on tracking their own fitness goals. From that onwards, instructor role will change from mediator to collector which instructor listen to the consumer opinion in provide solutions regarding specific difficulties faced by fitness consumer. Subsequently, the fitness instructor helps the consumer to select the most appropriate and new training program with different training intensity and complexity compared to type one and type two consumers. Mediator are not seeking for solutions, but interactions for consumer which they observe the relationship between resources and consumer.

More specifically, collector allows the consumer to search for different alternatives from other members (usual individuals), in this case participating in group classes or searching information from social media platforms such as Facebook, Youtube or Instagram. In particular, instructor (collector) doesn't recognize in advance which are the appropriate fitness knowledge areas to explore in provide solution on fitness consumer next challenges, nevertheless instructor aware and recognize the way to implore explanations from professionals in their fitness network and resources.

Lastly, the fitness instructor will let the fitness consumer know about the established resolution(s), and implement the most effective resolution(s). Put in a different way, instructor as a collector deliver solutions to the fitness consumer according to skills fitting to different knowledge domains. This features of an instructor (collector) give acknowledgement that they are principally suited to support fitness consumer in address challenges by recommend to other specialized domain knowledge, in which they are not specialized in it. At the beginning stage, the fitness instructor will help and guide consumer to achieve their fitness goals. When fitness consumer

is more established, instructor allows them to explore “outside the box”.

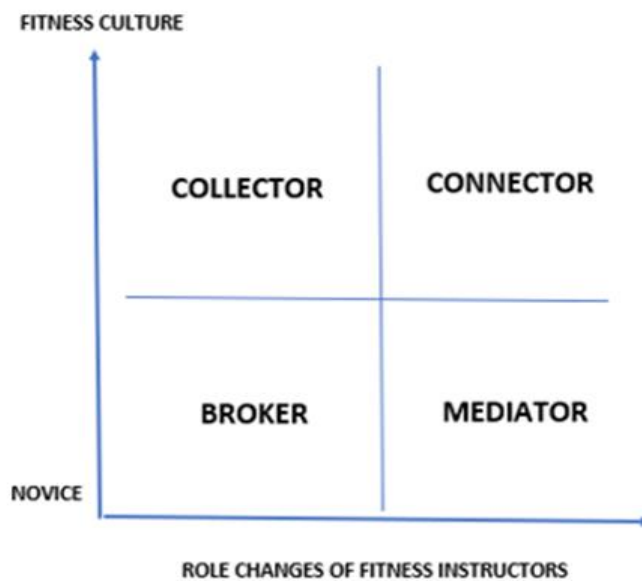
For instance, instructor does not specialize in Yoga and kick-boxing however their fitness consumer is interested in learning it. In this situation, the fitness instructor will suggest to fitness consumer on the solutions according to capabilities fit into other knowledge domains such as joining group exercise yoga and engage in a personal training session on learning kick-boxing. In order to allow consumer consuming fitness culture, it is important to include in the learning process and explore new fitness knowledge.

d.) Connector

When fitness instructor facing type four fitness consumer who has been achieved and understand precisely what they want and practising fitness culture in their daily routine. Instructor role will change from collector to connector. In this stage, the instructor allows consumer to have the freedom to facilitate connection on how to maintain fitness culture in daily life. Connector role by receive information regarding the experience and are keen to cooperate with consumer and enable them to select from the resources to explore. Instructor offers links and fitness knowledge to the consumer meaning that the connector role just brings out the offerings, which do not involve any solutions and explanations.

Fitness instructor allows fitness consumer to explore in various suggestions from professionals that are dynamic in diverse knowledge fields, influencing the abilities of the connector about ways to achieve the next level goals in their network of experts. Correspondingly to the role of a collector, an instructor doesn't recognize which knowledge domains are required to explore into in addressing the consumer' revolution challenges, but they can effortlessly know ways to direct consumer with other professionals active in different fitness domain. Furthermore, fitness instructor undertakes various connecting responsibilities and some become more like an intermediary, others fulfil the role and responsibilities of a language negotiator, providing knowledge about fitness culture and knowledge (Verganti & Öberg, 2013).

Figure 6: Role Changes of Fitness Instructor as Intermediaries When Encounter Different Types of Fitness Consumers



Following, it displays that substantial practices of fitness instructor create the categories of culture and economy evident for example, fitness instructor uses their personality and interpersonal skills to engage and retain clients. This means when cultural knowledge is used as an instrument to achieve economic ends. Secondly, the logic of economics is applied to comprehensive cultural agendas such as the usage of training package agreement allows instructors to persuade clients to commit into fitness lifestyle and culture. Thirdly, the end of economic is established in cultural activities example instructor increase exposure and client engagement by participating and training at the fitness centre during their non-working hours. Last of all, cultural awareness is surrounded and transferred in the calculation of economics which means that instructor use their fitness experience with client's challenges to exercise in measure time and effort to dedicate to regaining client who has dropped out from exercising lifestyle. Fitness instructor included in the cultural intermediary effort is therefore intermediaries in both senses such as fitness instructors help to connect consumers to precise cultural products and services and essential in consuming mentality.

4.8 Conclusion

There is an overlapping relationship between core activities of fitness consumer which are exercising, using of facilities and socializing. Furthermore, different stages of fitness consumer will influence fitness instructor training offerings and approach. Communication becomes the median for the fitness instructor to promote fitness knowledge and culture.

At the beginning of the cycle, fitness instructor is more customer eccentric, effective listener and deliver basic health and fitness knowledge to the consumer. By building on working rapport with fitness consumer, fitness instructor placed themselves in a better position to help and assist them in training direction and the fitness purpose of the training. Fitness instructor helps consumer to build fitness habits such as exercise regularly, have basic knowledge and understanding on fitness, balanced healthy diet and investment on fitness technology wearable. Through fitness habits it allows consumer to gradually create fitness lifestyle through habitual practice.

Fitness consumers are categorized into four sectors which is Fitness baby, Fitness grower, Fitness Establisher and Fitness expert in pursuing fitness culture and activities towards achieving fitness culture. Giving to different types of fitness consumer have different influences in fitness instructor offerings. Lastly, fitness instructor will change role from broker to mediator then collector and connector when encountering different types of fitness consumers.

Effort of cultural intermediary in fitness culture context shows that fitness instructors help to connect consumers to precise cultural experience and essential in consuming fitness mentality into their daily practices. Furthermore, fitness instructor role and responsibilities such as language negotiator, fitness guidance and helps fitness consumer to find sense of moral value and social acceptance through practices of fitness lifestyle.

CHAPTER 5

CONCLUSION, LIMITATIONS AND RECOMMENDATIONS

5.0 Introduction

In Chapter 5, the limitations of the study and recommendations of future research will also be discussed in this chapter. Lastly, the study will conclude with a comprehensive conclusion.

5.1 Study Limitations

This study has its own limitations, which are listed as follows:

Primary, analytic method and collecting in examining the research is deeply according to researchers' personal prejudice on method in analyzing and categorize informants' answers into various subject matters. It is difficult to evade any research prejudice and preconception with qualitative practice because of researchers' presence during data collection procedure according to Malhotra and Birks (2008). However, adjusting to other supportive methods will guide towards

better credibility and reliability of research with lesser the jeopardy of research prejudice. Besides that, the researcher is not familiar with the data analysis which may lead to non-consistent research outcome.

Additionally, other limitations of this study are researcher inexperience and lack of strong interview skills, which could limit collecting more useful information. For example in the first three focus group interviews sessions, the researcher can assist the informants to speak further and in details on some questions to gather more meaningful information. Moreover, absent of follow up interview may be required in order to track down some information more accuracy.

5.4 Recommendations For Future Research

In this academic environment, this study will be an opening awareness for paying attention to the cultural intermediaries in Malaysia's fitness sectors. In future research could expand the studies with intermediaries include technological appliances gadgets, social media platform, technology and fitness instructor relationship between fitness consumer in promoting fitness culture. It is important to investigate whether these emerging technology intermediaries indeed do turn as tastemakers, in the sense, that is in shaping fitness consumer's conceptions of fitness and value. In addition, it can be involved in participants fitness consumption process and it will bring out richer content of the discussion.

As a method of basic, exploratory research, this study has focused on providing a better understanding of the nature of the fitness industry, which has revealed a variety of matters to explore for future study. Future researchers could take on larger scale research that compares cultural intermediaries role in fitness industry of several countries and contrasts the role on moderating and managing fitness consumer in promoting fitness culture.

Further research in the health-and-fitness area would also be welcome. Future qualitative studies could modify, verify, or elaborate on the current background. There are potential directions to better understand the fitness consumers' acceptance process and motivations to make fitness as their lifestyle can be categorised into evolving the existing research and new research methodologies.

Quantitative studies (for example, studies using structural equation modelling) could quantify the relationships between the various factors of cultural intermediaries, and develop the framework further. The most important point for future researchers is to apply both qualitative and quantitative type of researches on Malaysia fitness industry.

5.3 Conclusion

In this study, these intermediaries roles in the field of fitness context and elaborate on how their position in the field impacts on consumer in pursuing fitness culture and how the consumer able to influence instructor in their offerings.

Fitness instructors are known as cultural intermediaries for example instructors are known as expert, coordinator, broker or maintainer in fitness industry (Foster and Ocejo, 2015; Bliss, 2016) that able to applied for their assigned position, connections, knowledge and abilities to position themselves in the nebulous space between production and consumption and in doing so play an active role in shaping the discourses and practices of both. It shows in the finding that fitness instructor implements specialized training program, fitness knowledge and allow clients to absorb and understand the fitness culture so that they could practice and become part of their daily routine. Besides, instructor motivated to engage fitness culture into daily practices in order to extract advantage and profit based on their position; to build and reinforce structures for collective good; and/or to translate, interpret and frame cultural products for an audience (Foster & Ocejo, 2015) or, in many cases, a combination of all three. Fitness instructor role and responsibilities such as

language negotiator, fitness guidance and helps fitness consumer to find sense of moral value and social acceptance through practices of fitness lifestyle.

Fitness instructor also controls clients training routine according to their experience, knowledge of exercise and suitability of the training programs. For example, fitness instructor design, plan and lead an exercise program into warm up, workout contents, and warm down stretching routines in addition decide on the period of cardiovascular endurance workout for clients after the training session. Likewise, fitness instructor allocates underweight, overweight, and obese fitness consumer to different workout routines and usage of equipment in the fitness centre according on their technical knowledge and experience with types of training programs that helps to achieve maximum results for particular consumers. Besides that, fitness instructor also helps form fitness consumer body appearance with the source of comprehensive understandings about each of them through their improvement of unwanted exercising behaviours or habits and improve consumer sense of moral value and social acceptance. Thus, regularizing their overall workout routine is part of the concept to promote fitness culture. Through this process of transformation, fitness culture are gradually influences into consumer daily lifestyle and makes fitness as a routine practice. Besides, consumer increase sense of social acceptance and moral value when fitness become their daily lifestyle.

Furthermore, the main resource for fitness instructor is represented in fitness cultural intermediary are personal belief in the fitness lifestyle. Through the benefit of an open commitment to fitness, marketing is changed into preaching which means in order to fulfil a fitness instructor work, fitness instructors are believing and implementing fitness culture besides allows fitness consumer to absorb and understand it to implement into daily practices (Zhang &Li, 2014). Fitness instructor provides motivation and determination directions towards achieving a healthy lifestyle and fit appearance so that consumers boost not only self-efficacy but also moral value and social acceptance.

There are four types of fitness consumers approach in consuming fitness culture which is fitness baby, fitness grower, fitness establisher and fitness expert (performance oriented). Different types of activities, behaviours and habitual practices occur in different types of fitness consumer such as membership, purchasing sports apparel, investing in technology appliances gadgets, hiring fitness instructor, searching for fitness related materials, interacting with fitness community, planning meal and workout and participating in sports events. All these activities can become intermediaries and motivation for fitness consumer in pursuing fitness culture.

This study highlighted the concepts of a fitness consumer participation experience in fitness, rituals and directions by interaction with fitness instructors that helps embodied revolutions that sustained in the negotiations between personalization and standardization in fitness training and fitness habitual practices. Consumers are persuaded to accept fitness culture on their own with the supports from social groups and fitness instructor guidance as motivation and acceptance.

Fitness culture as an effect is experiencing profound transformation in how it is perceived and experienced by fitness consumer. As technology is occupying our daily life every day, fitness consumers are addicted to try out and search from different social media platforms or search engine (Google), to get latest information and technology appliances that related to fitness. For example, fitness consumer will do a comparison between meal planning methods, exercise technique and the latest fitness trend from online platforms. Besides human interaction such as fitness instructor, these technology approaches are emerging as cultural intermediaries in promoting fitness culture.

References

- Agogue, M., Ystrom, A., & Le masson, P. (2013). Rethinking the role of intermediaries as an architect of collective exploration and creation of knowledge in open innovation. *International Journal of Innovation management* 17(2), 1-24.
- Andreasson, J., & Johansson, T. (2014). The Fitness Revolution. Historical Transformations in a Global Gym and Fitness Culture. . *Sport Science Review*. .
- Andreasson, J., & Johansson, T. (2015). The New Fitness Geography : The Globalization of Japanese Gym and Fitness Cultur. *Leisure Studies*, 1-12.
- Anytime Fitness*. (2019). Retrieved from Find Your gym anytime fitness: <https://www.anytimefitness.my/find-gym/>
- Barbara, B. K. (2015). Participant Observation as a Data Collection Method . *Qualitative Social Research*.
- Berthoin Antal, A. (2014). When arts enter organizational spaces: implications for organizational learning. In *Knowledge and Space: Volume 6, Learning Organizations : Extending the Field* (pp. 177-201). Netherlands Dordrecht: Springer.
- Bliss, L. (2016). *How 'maintainers', not 'innovators', make the world turn*. Retrieved from City Lab: Available at: <http://www.citylab.com/design/2016/04/how-maintainers-not-innovators-make-the-world-turn/477468/>
- Bourdieu, P. ((1993).). *The field of cultural production: essays on art and literature, in Johnson, R. (ed.)*. New York: Columbia University Press.
- Bourdieu, P. (1984). *Distinction: A Social Critique of the Judgment of Taste*. Cambridge, MA: Harvard University Press.
- Bourdieu, P. (1984). *A Social Critique of the Judgement of Taste*. Cambridge: MA: Harvard University Press.
- Brehm, B. (2013). Group Exercise: Good teaching enhance adherence. . *Fitness Management*.
- Bryman, A. (2012). *Social Research Methods*. Oxford University Press.

-
- Buunk, B., & Gibbons, F. (2017). Social comparison: The end of a theory and the emergence of a field. *Organizational Behaviour and Human Decision Processes*, 102, 3-21.
- Clarke, V., & Braun, V. (2013). *Thematic analysis*. In A. C. Michalos (Ed.), *Encyclopaedia of quality of life research*. . New York: Springer.
- Colombo, G., Dell'Era, c., & Frattini , F. (2014). Exploring the Contribution of Innovation Intermediaries to the New Product Development (NPD) Process: a Typology and an Empirical Study. . *R&D Management*, 126-146.
- Creswell, J. (2007). *Qualitative inquiry & Research design: Choosing among five approaches*. London: SAGE publications Thousand Oaks.
- Dell'Era, C., & Verganti, R. (2013). Relational strategies to connect technology and design: technology brokering and mediating. . *International Journal of Technology and Intelligence Planning*, Vol. 9, No. 1, 10-25.
- DeLyon, Alex, N., Armour, R., & Kathleen. (20116). The Role of Fitness Professionals in Public Health ; . *A Review of the Literature. Quest*, 1-18.
- Denscombe, M. (2007). *The good research guide for small-scale social research projects. (3rd ed)*. New York: McGraw-Hill.
- Derek, O. (2014). Need analysis and the role of engagement of commercial fitness centres in Malaysia. *Global Marketing Conference*, (pp. 1789-1809). Singapore.
- Dolan, S. (2008). *Benefits of Group Exercise*. ACSM Fit Society.
- du Gay, P. (2014). Devices and Dispositions : Promoting Consumptions. *Consumption, Markets and Culture*, 99-105.
- du Gay, P., & Pryke, M. (2004). Devices and dispositions: Promoting consumption. *Consumption, Markets and Culture*, 7(2),. 99-105.
- duGay, P., Hall, S., Janes, L., Mackay, H., & Negus, K. (1997). *Doing cultural studies the story of the Sony Walkman*. London: Open University Press.
- Edensor, T., Leslie, D., & Milington, S. (2010). *Spaces of Vernacular Creativity : Rethinking the Cultural Economy*. London: New York : Routledge.
- Ferguson, P. (1998). A Cultural Field In the Making: Gastronomy in 19th Century France. *The American Journal of Sociology*, 597-641.
- Ferrand, A., Robinson, L., & Valette, P. (2010). The intention to repurchase paradox: A case of the health and fitness industry. *J Sport Management*, 83-105.

-
- Fleck, S., & Kraemer, W. (2014). *Designing Resistance Training Programs, 4th Edition*. Human Kinetics.
- Flew, T. (2006). The new middle class meets the creative class. *International Journal Of Cultural Studies*, 419-429.
- Foo, K. (2014, June 20). *Rapidly growing gym chain hits Malaysian shores*. Retrieved from The Star Online: <https://www.thestar.com.my/business/sme/2014/06/20/out-to-rule-the-fitness-business-rapidly-growing-gym-chain-hits-malaysian-shores/>
- Foster, P., & Ocejó, R. (2015). Brokerage, mediation and social media in the creative industries. In C. Jones, J. Sapsed, & M. Lorenzen, *The Oxford Handbook of Creative Industries*. Oxford: Oxford University Press.
- George, M. (2013). Seeking legitimacy: The professionalization of life coaching. *Sociological Inquiry*, 83, 179-208.
- Giorgi, A. (2012). The descriptive phenomenological psychological method. *Journal of Phenomenological psychology*, 43(1), 3-12.
- Heuschneider, S., & Herstatt, C. (2016). *External Search for Exploration of Future Discontinuities and Trends: Implications from the Literature Using Co-Citation and Content Analysis*. Rochester, United States: Social Science Research Network.
- Horvath, N. (2019, May 7). *The 8 Best Online Exercise Classes of 2019*. Retrieved from verywellfit: <https://www.verywellfit.com/best-online-exercise-classes-4163381>
- Howson, A. (2013). *The body in society : An Introduction*. United Kingdom : Cambridge: Polity Press.
- Hutchinson, J. (2015). From fringe to formalisation: An experiment in fostering interactive public service media. *Media International Australia*, 155(1), 5-15.
- Javadi, M., & Zarea, K. (2016). Understanding Thematic Analysis and its Pitfall. *Journal of Client Care*.
- Kelly, A. (2014). Advertising. In J. Smith Maguire, & J. Matthews, *In The Cultural Intermediaries Reader* (pp. 67-76). London: Sage.
- Kennedy-Armbruster, C., & Yoke, M. (2009). *Methods of group exercise instruction (2nd ed.)*. Champaign, IL: Human Kinetics.
- Kvale, S., & Brinkmann, S. (2009). *InterViews: Learning the craft of qualitative research interviewing*. Los Angeles, CA: Sage Publications.

-
- Lai, S. (2013). Balancing the inheritance and innovation of local cooking skills: A case study on home economics extension cultural intermediaries as cultural intermediaries. . *Mass Communication Research*, 117, 1-45.
- Lee, L. (2014). The mediation and intervention of the cultural intermediaries : The contradiction in the creativity production of the publishing industry. *Taiwanese Sociology*, 28, 97-147.
- Lewis, T. (2014). "Lifestyle Media". In J. Smith Maguire, & J. Matthews, *In the cultural intermediaries reader* (pp. 134-144). London: Sage.
- Maguire, J. (2001). Fit and flexible: The fitness industry, personal trainers and emotional service labor. . *Sociology of Sport Journal*, 18, , 379-402.
- Melton, D., Dail, t., Katula, J., & Mustian, K. (2010). The current state of personal training: Managers perspective. . *Journal of Strength and Conditioning Research*, 24, 3173-3179.
- Michael, M., & Formichelli, L. (2004). *Becoming a personal trainer for dummies*. Hoboken, NJ: Wiley.
- Midgley, B. (2018, September 26). *The Six Reasons The Fitness Industry Is Booming*. Retrieved from Forbes: <https://www.forbes.com/sites/benmidgley/2018/09/26/the-six-reasons-the-fitness-industry-is-booming/#9cc77b4506db>
- Muzio, d., Hodgson, D., Faulconbridge, J., Beaverstock, J., & Hall, S. (2011). Towards corporate professionalization: The case of project management, management consultancy and executive search. *Current Sociology* 59(4), 443–64.
- O'Connor, J. (2015). Intermediaries and imaginaries in cultural and creative industries. *Regional Studies* 49(3), 374-387.
- Palinkas, L., Holloway, I., Rice, E., Fuentes , D., Wu , Q., & Chamberlain, P. (2011). Social networks and implementation of evidence-based practices in public youth-serving systems: A mixed methods study. 3. *Implementation Science*, 6-11.
- Peerson, A., & Saunders, M. (2009). Helath literacy revisited: What do we mean and why does it atter? *Health Promotion International*, 24(3), 285-296.
- Punch, K. (1998). *Introduction to Social Research* . London: Sage.
- Ramesh, B. (2008). *Research Methadology in Social Science*. India concept publishing company.
- Sassateli, R. (2015). *Fitness Culture: Gyms and the Commercialisation of Discipline and Fun*. . London: Palgrave Macmillan.

-
- Saunders, M., Lewis, P., & Thornhill, A. (2015). *Research Methods For Business Students 5th Edition*. Pearson Education Limited.
- Skov, L. (2014). Cultural Intermediaries and Fashion. In J. Smith Maguire, & Toby Miller, *In the Cultural Intermediaries Reader* (pp. 113-124). London: Sage.
- Smith Maguire, J. (2008). *Fit for Consumption : Sociology and the Business of fitness*. New York : Routledge.
- Smith Maguire, J. (2008). *Fit for consumption: sociology and the business of fitness*. London: Routledge.
- Smith Maguire, J. (2014). Bourdieu on cultural intermediaries in Smith Maguire and Matthews (eds.). *The cultural intermediaries reader*.
- Smith Maguire, J., & Matthews, J. (2010). Cultural intermediaries and the media . *Sociology Compass*, 405-416.
- Smith Maguire, J., & Matthews, J. (2012). Are we all cultural intermediaries now? An introduction to cultural intermediaries in context. *European Journal of Cultural Studies*, 551-62.
- Smith Maguire, J., & Matthews, J. (2014). *The cultural intermediaries reader*. London: Sage.
- Spielvogel, L. (2002). The discipline of space in a Japanese fitness club. *Sociology of Sport Journal*, 19(2), 189-205.
- Storer, T., Dolezal, B., Berenc, M., Timmins, J., & Cooper, C. (2014). Effect of supervised, periodized exercise training vs. self-directed training on lean body mass and other fitness variables in health club members. *Journal of Strength and Conditioning Research*, 28, 1995 -2006.
- Tsitsaki, E., Quick, S., & Tsakiraki, A. (2014). Measuring exercise involvement among fitness centers' members: is it related with their satisfaction? *Serv Mark Q*, 372-389.
- Ucar, Asli, A., Cakiroglu, F., & Aral, N. (2010). A Study on the Relationship between Body Image Acceptance and Self-esteem among Adolescents of Normal and Abnormal Body Weight. *International Journal of Learning* 17, 251-260.
- Verganti, R., & Öberg, A. (2013). Interpreting and envisioning- A hermeneutic framework to look at radical innovation of meanings. *Industrial Marketing Management* 42(1), 86-95.
- Xu, H. (2015). *Introduction to cultural intermediaries*. Beijing: Peking University Press.

Zhang, W., & Li, Y. (2014). A Study on Consumer Behavior of Commercial Health and Fitness Club—A Case of Consumers in Liverpool," . *American Journal of Industrial and Business Management*, Vol. 4 No. 1, 58-69.

Appendix A

Guideline for group interview (fitness members)

Welcome

Introduce myself. I'm PS , personal trainer in this fitness centre. Thanks for coming participate in this group interview session.

The results will be used for my study on personal trainer as cultural intermediaries in promoting fitness culture.

There are 10 questions that need your sincere responses.

Guidelines

There are no right or wrong answers, only different points of view

We're tape recording, so one person speaking at a time.

You are anonymous in this study, as your privacy is confidential

You don't have to agree with others participants opinion, but try to listen and don't interrupt when they voicing their opinion

My role as interviewer will be to guide the discussion

Opening questions

Questionnaire for fitness member

1. What's the reason purchasing or searching fitness related products and services?
2. How do you consume fitness(types of fitness product and services)?
3. How often do you purchase or subscribe fitness related products and services?
4. What types of activities will you participate or doing in the gym?
5. How do you found the information, products and services that related to fitness?
6. In your opinion, how do fitness becoming a lifestyle?
7. What's your experience encounter with a personal trainer /group exercise instructor?

-
8. How often do you go to gym?
 9. Do you think personal trainer/group exercise instructor influence your attendance to gym?
 10. How do you think personal trainer/group exercise instructor influence your attendance to gym?

Appendix B

Guideline for group interview (fitness instructors)

Welcome

Introduce myself. I'm PS , personal trainer in this fitness centre. Thanks for coming participate in this group interview session.

The results will be used for my study on personal trainer as cultural intermediaries in promoting fitness culture.

There are 6 questions that need your sincere responses.

Guidelines

There are no right or wrong answers, only different points of view

We're tape recording, so one person speaking at a time.

You are anonymous in this study, as your privacy is confidential

You don't have to agree with others participants opinion, but try to listen and don't interrupt when they voicing their opinion

My role as interviewer will be to guide the discussion

Opening question

Questionnaire for fitness instructor (personal trainer and group exercise instructor)

1. Will you change trainer program based on client's needs?
2. How clients /members can influence your training program offerings?
3. In your opinion, how fitness instructor can influenced members/clients to follow particular training program?
4. How to deal with clients/members requests?
5. How to create profile and categorizing clients/members?
6. How fitness instructors convey idea/concept of training to members/clients?

APPENDIX C

Table 1: Data Collection of Fitness Consumers

<p>Informants A</p> <ul style="list-style-type: none"> • Female • 27 years old • 2 years' experience in joining gym • 4 times a week to gym 	<p>Reason pursuing fitness is because be part of the trend (healthy lifestyle) Sport wear apparel-1months, Personal training-3months , Membership-monthly Personal training session, cardio and shower facilities are the activities in fitness centre Fitness related information are based on facebook ,Instagram as routine, positive influencing, getting fitter</p> <p>Encounter with fitness instructor professional, knowledgeable Feel instructor influence to go gym because they able to transfer of workout guideline and able to commit and change to a better, healthier lifestyle</p>
<p>Informants B</p> <ul style="list-style-type: none"> • Female • 29 years old • 2 years' experience in joining gym • 2 times a week to gym 	<p>Reason pursuing fitness is because improve body condition (running performance) Sport wear apparel-1months , Membership-monthly, Sports Event- 2 weeks Group exercise class, sauna and shower are the activities in fitness centre Fitness related information are based on google, Yotube , Pinterest, Referral from friends as practice repeatedly , sense of accomplishment.</p> <p>Encounter with fitness instructor Friendly and good appearance (FIT) Feel instructor influence to go gym because they are fun and have interesting class such as body attack</p>
<p>Informants C</p> <ul style="list-style-type: none"> • Male • 45 years old • 4 years' experience in joining gym • 3 times a week to gym 	<p>Reason pursuing fitness is because Health reason Membership -monthly, Personal Training-3months, WT- 2years, supplements-2months Personal training session (weight training) is the activities in fitness centre Fitness related information are based on personal trainer, referral from friends as influences (motivation) and habits</p> <p>Encounter with fitness instructor passion and friendly (communication) Feel instructor didn't influence to go gym because he believe more on self-discipline rather than trainer influences.</p>
<p>Informants D</p> <ul style="list-style-type: none"> • Male • 62 years old 	<p>Reason pursuing fitness is because Be part of the trend (health lifestyle) Sport wear apparel-1months, Personal training-3months , Membership-monthly</p>

<ul style="list-style-type: none"> • 11 years' experience in joining gym • 2 times a week to gym 	<p>Personal training session, cardio and shower facilities are the activities in fitness centre</p> <p>Fitness related information are based on personal trainer and Facebook as routine, positive influencing, getting fitter</p> <p>Encounter with fitness instructor Some not helpful ,Some Good Motivator</p> <p>Feel instructor didn't influence to go gym because he feel they didn't influence it.</p>
<p>Informant E</p> <ul style="list-style-type: none"> • Female • 50 years old • 5 years' experience in joining gym • 4 times a week to gym 	<p>Reason pursuing fitness is because Social group (morning kaki group)</p> <p>supplement -3months, Membership-monthly</p> <p>group exercise class, socializing, shower facilities are the activities in fitness centre</p> <p>Fitness related information are based on group instructors and friends as sense of accompany</p> <p>Encounter with fitness instructor is friendly, knowledgeable</p> <p>Feel instructor influence to go gym because group exercise instructor engagement to the class and personally</p>
<p>Informant F</p> <ul style="list-style-type: none"> • Female • 53 years old • 4 years' experience in joining gym • 5 times a week to gym 	<p>Reason pursuing fitness is because Social group (morning kaki group)</p> <p>Membership-monthly</p> <p>Personal training session, cardio and shower facilities are the activities in fitness centre</p> <p>Fitness related information are based on group instructor and friends as sense of accompany.</p> <p>Encounter with fitness instructor friendly, patient and helpful.</p> <p>Feel instructor influence to go gym because instructor care about improvement and the training is fun</p>
<p>Informant G</p> <ul style="list-style-type: none"> • Female • 32 years old • 5 years' experience in joining gym • 2 times a week to gym 	<p>Reason pursuing fitness is because Lifestyle</p> <p>OnlineApp-2.99USD monthly, Membership-monthly</p> <p>Personal training session, cardio and shower facilities are the activities in fitness centre</p> <p>Fitness related information are based on fitness application and google as routine, habits and guideline to improve current condition</p> <p>Encounter with fitness instructor outgoing and friendly</p> <p>Feel instructor influence to go because gym fun and different variation of exercise and current trend of training (different training every session)</p>
<p>Informant H</p> <ul style="list-style-type: none"> • Female 	<p>Reason pursuing fitness is because Social group (morning kaki group)</p> <p>Membership-monthly</p>

<ul style="list-style-type: none"> • 47 years old • 5 years' experience in joining gym • 4 times a week to gym 	<p>Group exercise class, steam, sauna, shower facilities are the activities in fitness centre Fitness related information are based on group instructor, Facebook as interesting, fun and enjoyable with friends</p> <p>Encounter with fitness instructor willing to help and knowledgeable Feel instructor influence to go gym because instructor like friends therefore becomes part of the engagement in going to group exercise class</p>
<p>Informant I</p> <ul style="list-style-type: none"> • Female • 19 years old • 1 years' experience in joining gym • 5 times a week to gym 	<p>Reason pursuing fitness is because improve body condition (lose weight) Sport wear apparel-1months, Personal Training-3months , Membership - monthly, PT-2months, supplement -weekly Personal training session and cardio are the activities in fitness centre Fitness related information are based on personal trainer, and Instagram as positive influencing, achievement for me to lose weight</p> <p>Encounter with fitness instructor professional, knowledgeable Feel instructor influence to go gym because they provide exercise, diet and recovery tips so I know what to do in the gym and after session (motivation)</p>
<p>Informant J</p> <ul style="list-style-type: none"> • Male • 28 years old • 1 years' experience in joining gym • 3 times a week to gym 	<p>Reason pursuing fitness is because Lifestyle and improving body performance Membership-monthly, Technology Appliances Gadget- 3 years, SportsEvent- 2 weeks Cardio and strength training are the activities in fitness centre Fitness related information are based on google and reading materials as improving body condition (training), habits, sense of achievement (improving)</p> <p>Encounter with fitness instructor high energy and commitment Feel instructor influence to go gym because they encouragement and have sense of belonging in gym</p>
<p>Informant K</p> <ul style="list-style-type: none"> • Female • 27 years old • 2 years' experience in joining gym • 4 times a week to gym 	<p>Reason pursuing fitness is because Be part of the trend (health community) Sport wear apparel-1months, Personal Training-3months , Membership-monthly Personal training session, cardio and shower facilities are the activities in fitness centre Fitness related information are based on Personal Trainer, Facebook ,Instagram as routine, positive influencing, getting fitter</p>

	<p>Encounter with fitness instructor professional, knowledgeable</p> <p>Feel instructor influence to go gym because they able to transfer of workout guideline and able to commit and change to a better, healthier lifestyle</p>
<p>Informant L</p> <ul style="list-style-type: none"> • Female • 33 years old • 2 years' experience in joining gym • 5 times a week to gym 	<p>Reason pursuing fitness is because lifestyle and improve current fitness(energy level)</p> <p>Membership - monthly, Sport wear apparel-2months</p> <p>Cardio, group exercise class and shower are the activities in fitness centre</p> <p>Fitness related information are based on Youtube, Instagram and fitness application because influence, feel good and habits</p>
	<p>Encounter with fitness instructor Good Physique and high energy level</p> <p>Feel instructor influence to go gym because good rapport and socializing</p>
<p>Informant M</p> <ul style="list-style-type: none"> • Male • 25 years old • 3 years' experience in joining gym • 2 times a week to gym 	<p>Reason pursuing fitness is because Improve current fitness</p> <p>Membership - monthly, supplement- weekly</p> <p>weight training and cardio are the activities in fitness centre</p> <p>Fitness related information are based on Youtube, Facebook, and Instagram because healthier and stress relief through workout. Beside it became part of my routine.</p>
	<p>Encounter with fitness instructor friendly and helpful</p> <p>Feel instructor didn't influence to go gym because it is based on time availability</p>
<p>Informant O</p> <ul style="list-style-type: none"> • Male • 48 years old • 3 years' experience in joining gym • 1 times a week to gym 	<p>Reasons pursuing fitness are because want to change lifestyle and trend</p> <p>Membership - monthly, Sport wear apparel-2months</p> <p>Cardio, group exercise class and shower are the activities in fitness centre</p> <p>Fitness related information are based on google because spend time after work</p>
	<p>Encounter with fitness instructor knowledgeable</p> <p>Feel instructor didn't influence to go gym because he didn't to come gym because busy schedule in working</p>
<p>Informant P</p> <ul style="list-style-type: none"> • Male • 57 years old • 4 years' experience in joining gym • 4 times a week to gym 	<p>Reason pursuing fitness is because Health concern and want to improve current fitness condition</p> <p>Personal Training-2months, membership -monthly</p> <p>Personal training session and group exercise class are the activities in fitness centre</p> <p>Fitness related information are based on personal trainer because it change of mind set and self-discipline to come gym</p>
	<p>Encounter with fitness instructor professional and friendly</p>

	Feel instructor influence to go gym because commitment to attend training sessions
<p>Informant Q</p> <ul style="list-style-type: none"> • Male • 60 years old • 7 years' experience in joining gym • 1 times a week to gym 	<p>Reason pursuing fitness is because Monitoring health Technology appliances gadgets-3 years, Sport wear apparel-6months, membership-monthly</p> <p>Workout with friends and shower are the activities in fitness centre</p> <p>Fitness related information are based on magazine and fitness applications because it gave sense of accompany and relaxation</p>
	<p>Encounter with fitness instructor helpful</p> <p>Feel instructor didn't influence to go gym because didn't have interaction with instructor</p>
<p>Informant R</p> <ul style="list-style-type: none"> • Female • 32 years old • 6 years' experience in joining gym • 2 times a week to gym 	<p>Reasons pursuing fitness are because habits ,lifestyle and love yoga</p> <p>Membership - monthly</p> <p>group exercise class (Yoga) is the activity in fitness centre</p> <p>Fitness related information are based on google and magazine because it gave positive influence and stress relief</p>
	<p>Encounter with fitness instructor positive influence and high energy during class</p> <p>Feel instructor influence to go gym because Attending yoga class, because instructor is good in teaching advanced yoga stances</p>
<p>Informant S</p> <ul style="list-style-type: none"> • Female • 37 years old • 4 years' experience in joining gym • 3 times a week to gym 	<p>Reasons pursuing fitness are because Habits and lifestyle</p> <p>Membership - monthly</p> <p>group exercise class, sauna, shower facilities are the activities in fitness centre</p> <p>Fitness related information are based on google because it became routine and self-motivation</p>
	<p>Encounter with fitness instructor great personality and approachable</p> <p>Feel instructor influence to go gym because helps in improve self-confidence and stress relieve</p>
<p>Informant T</p> <ul style="list-style-type: none"> • Female • 47 years old • 3.5 years' experience in joining gym • 5 times a week to gym 	<p>Reasons pursuing fitness are because Health and improve current fitness</p> <p>OnlineApp-0.99USD monthly, Membership-monthly</p> <p>Cardio equipment and shower facilities are the activities in fitness centre</p> <p>Fitness related information are based on fitness applications because feel self-accomplishment</p>
	<p>Encounter with fitness instructor some intimidating and some friendly</p>

	Feel instructor didn't influence to go gym because self-workout based on online applications
<p>Informant U</p> <ul style="list-style-type: none"> • Female • 50 years old • 4 years' experience in joining gym • 4 times a week to gym 	<p>Reasons pursuing fitness are because Health and lifestyle Pt-monthly, Membership -monthly, SW-monthly, SA- 2 weeks personal training session and cardio, sauna, shower facilities are the activities in fitness centre</p> <p>Fitness related information are based on google and personal trainer because it became health related and routine</p>
	<p>Encounter with fitness instructor professional and knowledgeable</p> <p>Feel instructor influence to go gym because improvement and trainer set a realistic target to achieve improvement and trainer set a realistic target to achieve</p>
<p>Informant V</p> <ul style="list-style-type: none"> • Male • 50 years old • 4 years' experience in joining gym • 4 times a week to gym 	<p>Reasons pursuing fitness are because Health and lifestyle Pt-monthly, Membership -monthly</p> <p>Personal training session and cardio, sauna, shower facilities are the activities in fitness centre</p> <p>Fitness related information are based on Personal trainer because it became health related and routine</p>
	<p>Encounter with fitness instructor professional, good listener and knowledgeable</p> <p>Feel instructor influence to go gym because looking forward every session (what training, equipment to use)</p>
<p>Informant W</p> <ul style="list-style-type: none"> • Female • 38 years old • 2 years' experience in joining gym • 3 times a week to gym 	<p>Reason pursuing fitness is because want to Improve fitness level</p> <p>Personal training-monthly, Membership-monthly, Sport wear apparel-monthly, Supplement-monthly</p> <p>Personal training session is the activities in gym are the activities in fitness centre</p> <p>Fitness related information are based on Personal Trainer, Instagram, and google because commitment to change</p>
	<p>Encounter with fitness instructor qualified and skilled</p> <p>Feel instructor influence to go gym because attending personal trainer sessions.</p>
<p>Informant X</p> <ul style="list-style-type: none"> • Female • 26 years old • 1 years' experience in joining gym • 3 times a week to gym 	<p>Reason pursuing fitness is because of Following current motivation of healthy lifestyle</p> <p>Personal Training-2months, membership -monthly personal training session, cardio and shower activities in fitness centre.</p> <p>Fitness related information are based on Personal Trainer, and colleague because change in health condition.</p>

	Encounter with fitness instructor helpful and supportive Feel instructor influence to go gym because help improve health and fitness and provide guide
<p>Informant Y</p> <ul style="list-style-type: none"> • Female • 26 years old • 1 years' experience in joining gym • 3 times a week to gym 	<p>Reason pursuing fitness is because of Routine Personal Training Sessions-2months, membership -monthly Personal training session, cardio and shower are activities in fitness centre. Fitness related information are based on Personal trainer, and colleague because helps change in health condition (bad cholesterol).</p>
	<p>Encounter with fitness instructor is helpful. Feel instructor influence to go gym because join favourite group exercise classes (following instructor classes)</p>

Appendix D

Table 2: Data collection of fitness instructors

<p>Fitness Instructor A</p> <ul style="list-style-type: none"> • Male • 30 years old • 5 years' experience in fitness industry 	<ul style="list-style-type: none"> • Instructor will change training program based on client request. • Factors influence by consumer on training offering are fitness level of the member, fitness background. • Instructor influence consumer through repetition and transfer of knowledge (exercise technique), communication. Besides that, boost client motivation through his/her improvement , share experiences through social media • Crucial in listen and ask question about consumer fitness goal • Through company guide to categorize and create client profile(client screening questions)
<p>Fitness Instructor B</p> <ul style="list-style-type: none"> • Female • 29 years old • 5 years' experience in fitness industry 	<ul style="list-style-type: none"> • Instructor will change training program based on client request. • Factors influence by consumer on training offering are any medical history and how familiar consumer on gym equipment • Instructor influence consumer through allow client to understand about the progression of training and educate them. Besides that discuss with client and set attainable goals and constantly offer something new. • By identify their weakness and maximize their strength to achieve objectives • Through company guide to categorize and create client profile(client screening questions)
<p>Fitness Instructor C</p> <ul style="list-style-type: none"> • Male • 45 years old • 9 years' experience in fitness industry 	<ul style="list-style-type: none"> • Instructor will change training program based on client request. • Factors influence by consumer on training offering are current fitness level and previous injuries. • Instructor influence consumer through explanation of the provided training program and ways to achieve goals in the time frame. Besides find common ground through communication and plan accordingly.

	<ul style="list-style-type: none"> • By adapt to consumer demand and offer alternatives • Through company guide to categorize and create client profile(client screening questions)
<p>Fitness Instructor D</p> <ul style="list-style-type: none"> • Male • 58 years old • 20 years' experience in fitness industry 	<ul style="list-style-type: none"> • Instructor will change training program based on client request. • Factors influence by consumer on training offering are goals ,objectives, preferences of exercises and fitness background. • Instructor influence consumer through planning interested and stimulated program which help ensure consumer follow the training, personality .Besides provide solution and fun at the same time. • By challenge client with fitness achievement and motivate their accomplishment. • Through company guide to categorize and create client profile(client screening questions).
<p>Fitness Instructor E</p> <ul style="list-style-type: none"> • Male • 32 years old • 7 years' experience in fitness industry 	<ul style="list-style-type: none"> • Instructor will change training program based on client request. • Factors influence by consumer on training offering are experience of using gym equipment, medical history and target to achieve. • Instructor influence consumer through educating the benefits, progress of training and outcome of the training. Besides be flexible in handling client and understand(explain) what they need and how to achieve. • Through mutual understanding and brief introduction before the training starts • Through company guide to categorize and create client profile(client screening questions).
<p>Fitness Instructor F</p> <ul style="list-style-type: none"> • Male • 34 years old • 10 years' experience in fitness industry 	<ul style="list-style-type: none"> • Instructor will change training program based on client request. • Factors influence by consumer on training offering are any injuries or previous injuries, medical history and fitness level • Instructor influence consumer through experience and knowledge ,make the session not boring and interactive. Besides control their

	<p>progression and regression of training and understand their needs.</p> <ul style="list-style-type: none"> • Through sharing of video and experience able to let client understand the PT intention • Through company guide to categorize and create client profile(client screening questions).
<p>Fitness Instructor G</p> <ul style="list-style-type: none"> • Male • 27 years old • 3 years' experience in fitness industry 	<ul style="list-style-type: none"> • Instructor will change training program based on client request. • Factors influence by consumer on training offering are client exercise preferences, training intensity and goal to achieve • Instructor influence consumer through planning customized training program that will allow consumer to follow and get interested with. Besides lay out PT expectation and how PT helps to improve their condition and develop 2 ways communication • Through screening what client needs, create a challenging yet realistic goals then explain to client how to achieve with particular training • Through company guide to categorize and create client profile(client screening questions).
<p>Fitness Instructor H</p> <ul style="list-style-type: none"> • Female • 28 years old • 3 years' experience in fitness industry 	<ul style="list-style-type: none"> • Instructor will change training program based on client request. • Factors influence by consumer on training offering are fitness level and medical history and what to achieve • Instructor influence consumer through describe the training program and plan exercise program accordingly to their fitness level. Besides build professional working relationship with client (building rapport through communication). • Through develop plan and what client need and time frame to accomplish (benefit), feedback • Through company guide to categorize and create client profile(client screening questions).
<p>Fitness Instructor I</p> <ul style="list-style-type: none"> • Female • 31 years old • 5 years' experience in fitness industry 	<ul style="list-style-type: none"> • Instructor will change training program based on client request. • Factors influence by consumer on training offering are commitment of the client, fitness level and injuries history

	<ul style="list-style-type: none"> • Instructor influence consumer by delivers safe, effective, fun and interesting workouts to all fitness-training clients (to spark interest). Besides motivation and positive communication and make the exercise program that ae realistic yet challenging for them to achieve. • Through identify client fitness level and ways to improve ,constantly update client progress, positive reinforcement • Through company guide to categorize and create client profile(client screening questions).
<p>Fitness Instructor J</p> <ul style="list-style-type: none"> • Male • 29 years old • 6 years' experience in fitness industry 	<ul style="list-style-type: none"> • Instructor will change training program based on client request. • Factors influence by consumer on training offering are preferences of exercise and background of the client • Instructor influence consumer plan training programs that varied and progressive, and geared toward improving clients' health and wellness. Besides, sometime give client the chance to perform something they're good at can greatly improve the mood and attitude in the session. Not only helps in achieving goals but retention as well. • Through offer another perspective and share your experience (through Instagram) • Through company guide to categorize and create client profile(client screening questions).
<p>Fitness Instructor K</p> <ul style="list-style-type: none"> • Female • 33 years old • 8 years' experience in fitness industry 	<ul style="list-style-type: none"> • Instructor will change training program based on client request. • Factors influence by consumer on training offering are goals, time frame to achieve and fitness level (commitment) • Instructor influence consumer through personality and experience in educating client about benefit and progression of exercises. Besides, create an interesting and customized training program, motivate and encourage client. • Through educating client and developed mutual understanding to achieve goals • Through company guide to categorize and create client profile(client screening questions).

<p>Fitness Instructor L</p> <ul style="list-style-type: none"> • Male • 27 years old • 5 years' experience in fitness industry 	<ul style="list-style-type: none"> • Instructor will change training program based on client request. • Factors influence by consumer on training offering are fitness level, medical history and progress of training • Instructor influence consumer through understanding of the client needs and develop a suitable training program that client interested in. Besides, communication and discussion with client and member, feedback of the program • Through explain benefits of training and show them technique and ways to do it • Through company guide to categorize and create client profile(client screening questions).
<p>Fitness Instructor L</p> <ul style="list-style-type: none"> • Male • 25 years old • 2 years' experience in fitness industry 	<ul style="list-style-type: none"> • Instructor will change training program based on client request. • Factors influence by consumer on training offering are absorptions of exercise movement (duration), learning progress and fitness level • Instructor influence consumer through making sure client understand the goals to achieve and benefits of following training program , personality. Besides, plan training that client prefer and mix it with other training ,communication and understanding of what client wants • Through communication and find mutual understanding on training program • Through company guide to categorize and create client profile(client screening questions).
<p>Fitness Instructor L</p> <ul style="list-style-type: none"> • Male • 27 years old • 4 years' experience in fitness industry 	<ul style="list-style-type: none"> • Instructor will change training program based on client request. • Factors influence by consumer on training offering are medical and injury history with target to accomplish • Instructor influence consumer through program mixture (exercise and intensity) so client don't get bored. Besides, provide feedback and alternative for client , always open for feedback so can alter the training accordingly • Through share knowledge, video and motivates client to follow X type of training

	<ul style="list-style-type: none">• Through company guide to categorize and create client profile(client screening questions).
--	--