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Marketing & Integrated Communication study programme

Motivation to Exercise in A Gym

in Lithuania and China

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TABLE OF CONTENT

Introduction

Attending the gym is a common lifestyle for modern people. In terms of health, Obese people often face weight-related victimization and discrimination (Schvey et al, 2016), people who attend the gym want to improve their health situation. In terms of body shame, people desire to get a better body curve by participating in gyms. It is expected that people can control their weight and body shape and that individuals can achieve their ideal body with the least amount of effort (Vartanian & Herman, 2006). Especially women, regardless of culture and ethnicity, society encourages and expects women to have thin and thin bodies (Savita Bakhshi, 2011). In terms of pleasure, people in the gym can reduce pressure and worries of work and life, and enjoy sports. Enjoyment is often a common motivation for people to participate in a gym. Experienced fitness enthusiasts often claim "I know I will like it when I get here." In this case, exercise is defined as an interesting form of a game, a sense of happiness (Crossley, 2006).and in terms of socialization, people hope to own a sense of belonging and identity in the gym. For people who enjoy being with other people, the gym is a relatively fixed place where there is a friendship occurrence. People who often exercise in the gym will make friends in different places in the gym, such as classrooms and sauna rooms. Besides, the friendship will extend beyond the stadium. For example, after exercising or arranging for another night, meet up with friends at a location outside the gym. Obviously, the occurrence of friendship is no longer within the scope of the stadium, but the gym is still their basis(Crossley, 2006).

Due to the limitation of the present thesis, The author is taking destinations from Lithuania and from China that would be comparable in terms of the issues analyzed in the study (both include cities that have numerous gyms). This allows the author to make comparisons, including the aspects of cultural differences between Lithuania and China. China is one of the biggest gym markets with an estimated more than 46000 gym clubs by April 2019 (n.d., People’s Daily, 2019, April 11), another is Lithuania, according to the World Health Organization (n.d., WHO, 2014), 80.4% percent of Lithuanian people do enough exercise and meet the recommended physical exercise level. Based on the scholars’ contribution to the motivations to attend a gym. the novelty of the present thesis is under different cultures (Lithuania and China），to explore the motivations that people exercise in a gym. To achieve the aim, the present thesis must study the following problems in depth through collecting data from the questionnaire: How motivational factors impact the Chinese and Lithuanian people's choice of attending a gym?

Aim: To identify and analyze the motivational factors influence people to attend a gym in China and Lithuania.

The object of the thesis - frequency of people attending the gym in Lithuania and China.

The following tasks are formulated for achieving the desired aim:

1. To analyze literature and scientific articles due to understand and clarify the main aspects of the theory of planned behavior;

2. To analyze literature and scientific articles due to understand and clarify the main aspects of the self-determination theory.

3. To analyze health consciousness factors that motivate people attending a gym.

4. To analyze socialization factors that motivate people attending a gym.

5. To analyze pleasure factors that motivate people attending a gym.

6. To analyze appearance consciousness factors that motivate people from attending a gym.

7. To compare the difference of each factor mean between China and Lithuania because of culture difference.

To understand the motivations of Lithuanians and Chinese to exercise in a gym, the author uses quantitative methods. Based on previous studies and data collected by SPSS software, main parts including theoretical analysis, research methodology, analysis of empirical data.

1. Theoretical Analysis

1.1. The Application of Self-Determination Theory

Many scientifically proven results suggest that people will be healthier or maintain healthy if they do exercise regularly. The benefits of doing exercises have been widely and scientifically studied, Nicol, C. et al.(2006) concluded doing exercises in a routine can prevent diseases such as diabetes and obesity; Taylor, Sallis, and Needle (1985) and Raglin (1990) also proved that there is a connection between mental health and doing exercise, it helps with depression and hypertension. Besides health factor, other reasons motivate people to do exercise (i.e. appearance consciousness, socialization, and pleasure) and the motivation that keeps inspiring people received a lot of attention from scholars, they applied various theories to explore why people are motivated to do exercises: Planned behavior theory/Theory of reasoned action (i.e. Jekauc et al., 2015; Hu and Li, 2019; Al-Harbi et al., 2017); Self-determination theory (i.e. Ntoumanis and Edmunds, 2006; Frederick-recascino, 2002; Koca and Ozturk, 2017; Fortier et al., 2012; Teixeira et al., 2012); culture dimensions (Mirabela & Madela, 2013; Iguisi, 2009; Yang, Shi & Wartenberger, 2018). Next, the author will introduce some theories that are conducive to studying the motivation to participate in the gym.

The theory of motivation and intention at the forefront of research on the psychological antecedents, mechanisms, and foundations of intervention in sports environments. Among these theories, the theory of the self-determination is prominent, and it has also received a lot of attention in the literature on sports behavior (Ryan & Deci, 2007). The purpose of self-determination theory is to explain motivation and behavior based on motivational orientation, situational influence, and individual differences in interpersonal communication. This theory has shown practicality in explaining the antecedents and processes that support sports behavior. Based on the evidence, the theory of self-determination has shown considerable effectiveness in explaining sports motivation and behavior (Hagger & Chatzisarantis, 2008). The self-determination theory was brought about by American scholar Edward L. Deci and Richard M. Ryan in 1980, which raised the attention to human consciousness and personality aspects. Self-determination consists of five sub-theories namely, cognitive evaluation theory, organismic integration theory, causality orientations theory, basic need theory, and goal content theory (Johnmarshall, 2012).

First, Deci and Ryan (1985) introduced cognitive evaluation theory, they divided motivation into two types: the extrinsic motivations, which refers to the motivations from

outside, i.e. reward/accomplishment from another person; and the interstice motivations, namely, intrinsic motivations highlights the feature of self-motivation, for example, “I enjoy my exercise sessions. (cf. Duncan et al., 2010)” Duncan et al. (2010) and Edmunds et al. (2006) used Regulation in Exercise Questionnaire-version 2 (BREQ-2) to assess both the intrinsic and extrinsic motivations, while Duncan estimated the mean score of intrinsic of 0.30, which is drastically lower than the mean score of the same item recorded by Edmunds et al. (2006)， to what extent, Edmunds’s participants care much about intrinsic motivations than external ones, judging by the fact that their different cultural backgrounds(The participants from the group of Edmunds consists mainly nationals from the United Kingdom and minor groups; whereas Duncan’s participants are mostly Canadians), this contrary may occur because of the different cultural background of the participants.

To better expound the process of motivated reasoning, based on the two-classification of motivations, Deci and Ryan added the notion of A-motivation into the prototype of motivation classification – cognitive evaluation theory and established organismic integration theory, which determined that human motivation is developed from zero, and as influencers such as rewards (extrinsic) or inner satisfaction when unlocked a skill or competed for a task (intrinsic) (Deci & Ryan, 2000).

(See **Table 1**)When there is no benefit from performing certain actions, people show low and none motivation, which is called Amotivation -- on one hand, Amotivation refers to lack of value, to that person, the action may not lead to any benefit, thus, one does not intend to perform certain actions; on another hand, it also suggests a personality of social harmony, which one does not care about the result of what the action may bring, therefore, not willing to perform certain actions; also, there are people, who do see the potential benefit of doing actions, but they lack the skill to perform that action.

As the extrinsic motivation evolves towards intrinsic motivation, the quality or level of motivation grows (Deci & Ryan, 2000; Loof et al., 2019). To make personal differences stand out, Deci and Ryan (2002) elaborated on the personality and formed causality orientation theory, which is the third sub-theory of the self-determination theory. In causality orientation theory, Deci and Ryan (2000) subdivided the extrinsic motivations into four subdivisions depends on the variants of which credit to the degree of self-driver: external regulation, introjection, identification, and integration. (ibid.) Deci and Ryan (2000) pointed out that each of the subdivision is correlated, they are not individually present, moreover, these extrinsic subdivisions may transform into intrinsic motivation depends on the individual, i.e. personality. Essentially, this development is significant when the researchers

tend to facilitate how social and cultural background influence the process of motivational transformation (internalization).

Table 1. Continuum of motivation applied in Organismic Integration Theory (Center for Self-Determination Theory, 2017, as cf. Loof et al., 2019)

Controlled Motivation			Autonomous Motivation		
Lower Motivational Quality (e.g. performance & well-being)			Higher Motivation Quality (e.g. performance & well-being)		
AMOTIVATION	EXTRINSIC MOTIVATION				INTEINSIC MOTIVATION
	External Regulation	Introjection	Identification	Integration	
-Lack of perceived competence of lack of value	-External rewards or punishments - Compliance - Reactance	-Ego Involvement -Focus on approval from self and others	-Personal importance - Conscious valuing of activity -Self-endorsement of goals	- congruence -Synthesis and consistency of identifications	-Interest - Enjoyment - Inherent Satisfaction

Basic Need Theory is the fourth sub theory, it explained how the process of internalization works, i.e. develop motivation and transform it from extrinsic to intrinsic one. It defines three human needs: autonomy, competence, and relatedness, which are the core ingredients for generating intrinsic human motivations.

The three components overlap and influence each other (see **Figure 1)**. Autonomy is determined as a choice of freedom from the individuals, which developed within one's own inherent without involving any extrinsic motivations (e.g. rewards, other's recommendation), and according to Deci and Ryan (2008), autonomy is the highest level of self-determination

motivation. Competence refers to confidence elaboration, for example, given less negative feedback, provide individual tasks in accordance with their aptitude. Teixeira et al. (2012) concluded that experiences of failure at exercise or negative feedback from others (i.e. coach) often trigger low motivation or amotivation. Also, Whaley and Schrider (2005) pointed out that those, who felt higher competence in sports activities (in fact not) tend to suspend their gym membership early. Relatedness is concerning the social element, it includes building up social connections with other members in a teamed or group sports activities (i.e. Yoga group session at a gym fitness club) (Jennifer, M. & Marcus, K, 2008) and to be understood by important one (Patrick & Williams, 2012).

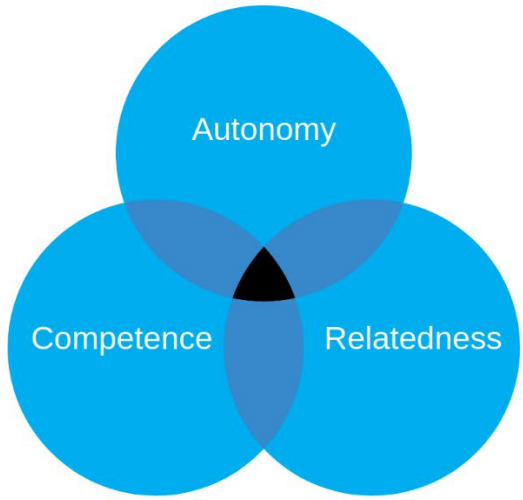

Figure 1. The overview of basic need theory (according to Deci and Ryan, 2002 & 2008)

The final or the current update of self-determination theory is goal content theory, it stresses the motive/goal of an individual (i.e. to an individual, the goal of dressing up is to please someone– a typical relatedness; however, if the goal for dressing up is fulfilled a psychological need, such as desire or enjoyment, it is autonomy need). Autonomy refers to the condition, of which one can make the decision, competence is in relation to the degree of acquainted skills, and relatedness is associated with social elements (i.e. family, friends, and other people). In the autonomy-external barrier segmentation, influence intensifiers are the prioritized things (one chooses to work or attend the social event instead of spending some time for exercise), whereas the autonomy-internal barriers are primely self-centered subjective things. In the competence-internal segmentation, the main difficulty lies in lack of knowledge (i.e. some people, especially senior citizens, they feel hard to adopt using gym equipment), also, loss of confidence because no satisfactory results are achieved after doing exercise. In the relatedness-external segmentation, features in social relation and judgment

from others, whereas in relatedness-internal, personal feeling towards other domains. The theory of self-determination successfully explained the influence of interpersonal relationships and context on motivational behavior, but it did not specify how motivational orientation was transformed into a specific behavior (Elliot et al., 2002). One of the main developments of self-determination theory in the sports field is the combination of self-determination theory and other motivation theories. For example, the theory of planned behavior provides a supplementary explanation for the motivation of self-determination in sports situations (Hagger & Chatzisarantis, 2008).

1.2. The Application of Planned Behavior Theory

The Theory of Planned Behavior (TPB) has received considerable attention in the literature. Since Wicker's (1969) review of research on the relationship between attitude and behavior and its conclusions (attitude may not predict behavior), social psychologists have been seeking to improve the predictive ability of attitudes. Rational behavior theory (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975) and planned behavior (Ajzen, 1988, 1991) is the development of comprehensive behavior models that include other determinants of behavior. Especially in the field of sports, the theoretical support provided by TPB is powerful, ranging from young people (such as Courtneya, Bobick & Schinke, 1999) to people with diseases, such as cancer patients (such as Courtneya & Friedenreich, 1999), who cannot exercise due to health reasons People (e.g. Godin, Colantonio, Davis, Shephard & Simard, 1986, 1991).

The origin of the Planned Behavior Theory can be traced back to the Theory of Multiattribute Attitude, which was put forward by Fishbein (1975), he underlines the relation between behavior and attitude, which they determine each other, in other words, through understanding one's attitude towards a certain object, other people may predict what one intends to behavior or act and versa vice (Fishbein, 1975). In 1980, Ajzen noticed the limitation of The Theory of Multiattribute Attitude, in which it over-emphasizes the individual, and leaves external influences (i.e. morality norms, popular influence, law, and regulations, etc.) out, they brought about an updated version of the Theory of Multiattribute Attitude, which is the Theory of Reasoned Action, it suggests that the action is influenced by intention, and the intention is derived by one's attitude and one's only subjective opinions (Fishbein & Ajzen, 1980). Later, Ajzen enriched more elements (Perceived behavioral control and beliefs1) into the Theory of Reasoned Action and introduced the Planned

[1] In Ajzen's study, beliefs refer to behavioral beliefs, normative beliefs, and control beliefs. (Ajzen, 1980)

Behavior Theory (Ajzen, 1991). The Planned Behavior Theory (Fishbien & Ajzen, 1991) specifies the following key concepts:

(1) Personal attitude is influenced not only by their behavior intention, but also influenced by personal competence, opportunities, and resources, when these conditions are not considered, then behavior intention can directly generate behavior. Jekauc et al.(2015) inserted the element of perceived behavioral control and subjective norm to measure how people are determined by external influences, namely, participants were asked two questions: (a) if they are often available when they want to regularly attend fitness club; (b) important people around me believe I should/not attend fitness club. The results reveal that those people, who attend fitness club, they have higher perceived behavioral control, which means they are more available and care much about other people's opinion (Jekauc et al., 2015).

(2) Perceived behavioral control mirrors the condition of influence factors (i.e. personal competence, ability, etc.), therefore, it may be used as a prediction tool to predict the possible value of behavior, the accuracy depends on how accurate the data of perceived behavioral control. Hu and Li (2009) investigated how the residential environment impacts the likelihood of doing exercise, they surveyed many residential communities in Nanking city located in the Eastern part of China, asked them how often they do intensive exercise, how long on an average estimation. Their study disclosed the relation between frequency and strength of doing exercise and types2 of residential communities categorized based on the characteristics of the residents: people living in the ideal residential community, where there is a greener environment and more public space do the least amount of exercise activities, whereas people living in the village and houses for social warfare are more willing to do

[2] Hu and Li (2019) classified residential communities into five categories: 1. Houses for social warfare, where the majority of residents are not from Nanking local, having the highest unemployment rate, and most people earn between 50000-150000 Chinese yuan annually. 2. Houses in villages, despite the majority of residents from villages, are Nanking local, their average income and year of education are among the lowest, only 11% of residents from village earn more than 200000 Chinese yuan a year. 3. Houses in the old town, residents from this group are mostly senior citizens, whose average age fall in 47.55-year-old, and 32.74% of the residents are retired, however, data shows that people from old town do exercise more than four other groups. 4. Houses of the governmental servants, this type of communities often were constructed by different department of local government (i.e. local school resident community, only teachers and school employees are eligible for purchase house from that community), the results from this group are biased, as those people share only similarities in an occupation other than more personal properties, therefore, it is not discussed in current research. And the last, 5. Houses of the riches, like many other cities, there are also some areas in Nanking that is viewed specialized for the rich people, they enjoy the most speculator views of the city and also they are the most intelligent people since 72% of them hold a university degree.

exercise, their average workout hour is 1.7 hours per week, compared to people living in the rich residential area, which is only 0.95 hours per week, the amount is almost doubled (ibid.). To some extent, the results may be questionable, since, in our general perception, the rich people have more leisure time and the awareness of how important to do exercise, but the results could also be explained as fewer income people could not afford the medical expense, they perform more physical activities to keep fit.

(3) Main intensifiers that determine behavioral intention are attitude, subjective norm, and perceived behavioral control, which means if one's attitude towards exercise more positively, cares much about other's opinions, has a stronger perceived behavioral control, then that person also would develop a stronger behavior intention, which eventually leads to action, and versa vice. Jekauc et al.'s study has already proved that the concept of attitude and subjective norm stands still as participants, who gain support from friends and families tend to attend fitness clubs more regularly (Jekauc et al., 2015).

(4) The emotional foundation which leads to the behavioral intention is called Eliciting Salient Beliefs. According to Ajzen (1980), Eliciting Salient Beliefs is the most fundamental key of the Planned Behavior Theory, because beliefs are the background support of attitude, subjective norm, and perceived behavior control. It helps explain why each individual differs from the behavioral intentions, because they share no common beliefs, therefore, not having the same attitude, they developed their own subjective norm and perceived behavior control. Al-Harbi et al.(2017) researched the beliefs about exercise targeting females in Saudi Arabia. The results demonstrate that 72% of the participants mentioned social media influencers when they answer the question of what developed their emotion of doing exercise, only 52% are influenced by friends, and only 36% mentioned family members. A religious factor also contributes to 36% of the participants nominated Islamic faith determined them to do exercise activities. (Al-Harbi et al., 2017).

(5) Other personal and social intensifiers (i.e. personality, intelligence, age, cultural background, etc.).

Attitude refers to the evaluation of the degree of desire towards the process of deciding whether to perform or not to perform an action (see **Figure 2**). The tendency of attitude is determined by the degree of behavioral beliefs such as useful-useless, valuable-worthless, like-dislike, painful-joyful (Bagozzi, 2001; Jekaus et al., 2015). Subjective norm is related to the personal cognitive impression when performing a certain action, it emphasizes other people and the society's perception towards individual action. The tendency could be

explained into two scenarios, on one hand, people may do a certain action to comply with others (i.e. family, friends, as cf. Jakauc et al., 2015), to fit in the group; on another hand, people are willing to do some action to satisfy others (i.e.Islamic faith, as cf. Al-Haribi, 2017). And Perceived behavior control, it focuses on people's perception of their capability when they intend to perform a certain action, it mainly underlines on the difficulty aspect, for instance, Al-Haribi (2017) investigated what influence women in Saudi Arabia to do exercise, 44% of response mentioned wearing an abaya (Abaya is a robe-like dress, worn by women in some Islamic countries, it covers women's whole body and hair except for eyes. In Saudi Arabia, women must wear an abaya when they are in public space.)(ibid.), that is why perceived behavior control often may not lead to action (see **Figure 2**).

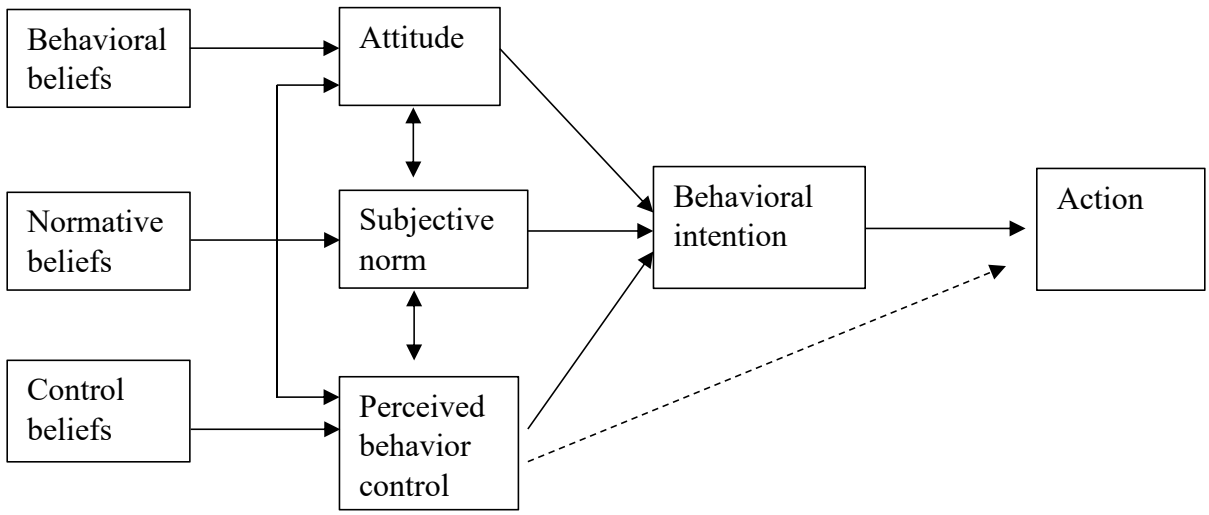

Figure 2. Model of the Planned Behavior Theory (According to Fishbein and Ajzen).

Ever since the born of the Planned Behavior Theory, it has been applied in many types of research of various disciplines, so far, there are more than 2 million publicly accessible researches can be found on the Google Scholar database, many are in a relation to food consumption decisions, such as vegetarian and vegan diets (Povey et al, 2001); social activities, i.e. blood donation behavior and prediction (Masser et al., 2009; Veldhuizen et al., 2011); voting behavior and intensions (Glasford, 2008), and exercise intentions and actions (Jekauc et al., 2015;). Although the Planned Behavior Theory has been scholarly proved and there are many positive conclusions, but researchers still raised some questions for discussion. Wayne (2019) pointed out that the Planned Behavior Theory lacks intensifiers, which also impact behavioral intention and lead to action, for instance, fear, personal habit, and experience, and it does not collocate with the financial or environmental situation, which means the theory is mainly predictive, rather than practical. TPB cannot distinguish between the initiation and maintenance of the relevant behavior (Sheeran et al., 2001). Christopher J.

Armitage* and Mark Conner believe that the ability of subjective norm construction to predict intention is weak. This is partly due to poor measurement standards and the need for expansion of normative components. A large number of studies have found a lack of connection between subjective norms and exercise intentions (for example, Biddle et al., 1994; Courneya and McAuley, 1995; Dzewaltowski et al., 1990; Godin et al., 1991; Godin, Valois, & Lepage, 1993; Kimiecik, 1992; Terry & O'Leary, 1995; Theodorakis, 1994). The theory of planned behavior explains the huge difference between intention and exercise behavior but fails to determine the origin of the core structure that causes intention, namely attitude, subjective norms, and perceived behavior control (Hagger & Chatzisarantis, 2007c). Nevertheless, TPB is still a leading theoretical model for explaining information and motivation of behaviors (Ajzen, 1985, 1988, 1991).

1.3. Hofstede's Cultural Dimensions Theory

Previous sub-chapters touched a bit on social and cultural factors as intensifiers in behavioral intention, motivation and its factors, it has been widely accepted that in the formation of motivation, culture (including social factors) as a representation of social and personal value which distinguish one from others, its influence is indispensable (i.e. Edmunds et al., 2006; Deci & Ryan, 2002; Huberty et al., 2008; Trost et al., 2002; Justine, Azizan, Hassan, et al,2013).

To define culture, there are many models, theories, and concepts to define and explain what is culture, however, the one brought about by Hofstede (2005) among them the most popular. Hofstede suggests that culture is in fact values, which formed through a three-layer "Onion": the first layer is symbols, such as a national flag, well-known brands across the nation like BMW to the Germans, Apple to the Americans, which replaced the most frequently according to generation; the inner layer after the symbols is heros, it can be fictional, such as Harry Potter to the people of the British isles, or flesh, for instance, the grand duke of Lithuania – Mindaugas, they are role-model in that social environment; and the core after heros, which is rituals. It changes very slowly, or not replaceable,i.e. philosophical mindset, religious beliefs. (Hofstede, 2005)

According to Hofstede, since the layers are different in different collective societies, their behavior and ways of thinking are also not identical (ibid.). To compare and express the cultural similarities and differences between different societies (i.e. countries, regions, nations), Hofstede introduced the following dimensions to assess differences:

(1). Power distance

This dimension indicates that no one was born equal, if less powerful members tend to accept this statement, then they are considered high power distance. For example, employer and employee relationship.

(2). Uncertainty avoidance index

The dimension of uncertainty avoidance deals with the feal of uncertain or unknown situation, high uncertainty avoidance people tend to prepare for events happing in the future to reduce uncertainty.

(3). Individualism versus collectivism

Semantically, individualism refers to people to keep a certain distance from others (physically and mentally). i.e. one should take care of themselves, when there is a difficulty, people from an individualistic society tend to solve the problem themselves, whereas collectivist people tend to look for help from others.

(4). Masculine versus femininity

There is no correlation between masculine or femininity dimension and biological genders, it is associated with the attitude towards wealth and fame. To some extent, masculine society encourages success, achievement, whereas femininity focuses more on the quality of lifestyle. Also, masculinity can be interpreted as goal orientation, in which the process is less important, only results matter, on the contrary, femininity embraces the process of an attempt.

(5). Long term/short term orientation

The long term/short term orientation explores how each social group of different culture see the future and the past. Also, this dimension of culture could be used for describing the relationship, how one values a relationship, build-up long-term relationship, to be a friend to do business or avoid building long term relationship to achieve the goal quicker.

(6) . Indulgence versus restraint

Fulfilling human desire domains human life, having fun first. (Hofstede, 2003; 2005)

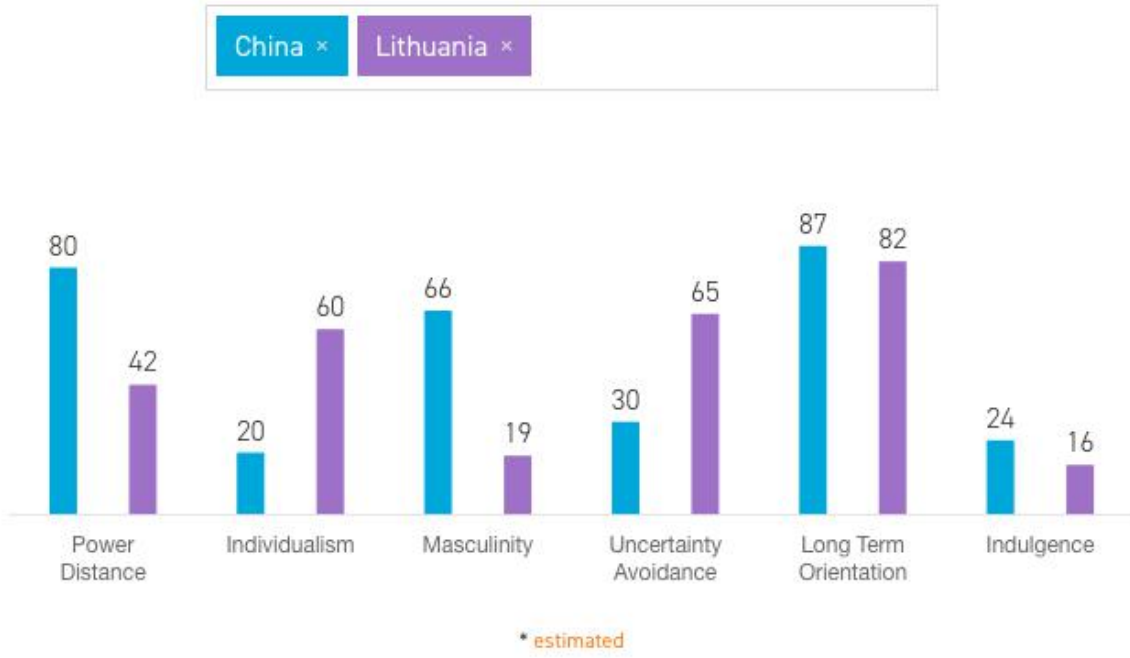

Figure 3. A comparison between China and Lithuania in terms of cultural dimensions. (source: https://www.hofstede-insights.com/, last accessed 21 August 2020).

We are mainly interested in something really different between China and Lithuania, and this has a lot to do with motivations and exercising. (see Figure 3)Power distance index, China scored 80, whereas Lithuania is 42, which means that in the society, the Chinese people value the social class relation, and the Lithuanian more likely to treat others without excessive politeness even if they differ in social roles in terms of power. Then, in the individualism index, China scored only 20, and Lithuania is 3 times more independent than China. To elaborate this dimension to the relatedness-external barrier, it is clear to see that the Chinese people more likely to exercise with friends, in contrast, Lithuanian people may intend to go to exercise alone. Also, Big differences in masculinity/femininity might create only minor differences in the context of exercising (feminine culture might exercise less heavily), China scored a much higher score than Lithuania, which indicate that immediate result and achievement is valued by the Chinese people, whereas the Lithuanian people tend to enjoy the process of doing an exercise (Yang, Shi & Wartenberger, 2018). For uncertainty avoidance, it suggests that the Lithuanian people tend to make preparation for future challenges, in contrast, for the Chinese people, they usually make no plan ahead, which according to Huberty (2008), the major reason people stop going to a gym is that there's no

plan and often lead to a mess in time management. power distance is different but has no direct link with exercising. Other dimensions are similar.

Yang et al.(2018) compared the motivation of the Chinese and American college students doing sport with regards to cultural differences. Their research results show that 57% of Chinese students do sports activities for intrinsic motivations, which was interpreted so as this 57% of students from China attend sports activities without getting any financial sponsors, whereas despite that 75% of American participants get admitted into the university and enjoy a reduced tuition fee and other benefits for outstanding achievement in sport. However, when students were asked if they often doubt why do they attend sports activities, 46% percent of Chinese participants responded positively, in contrast, only 15.6% of students from America would do that. This shows that although Chinese students are less influenced by extrinsic factors, however, they are in great potential to be easily influenced by some. Yang concluded that behind such a result is the different views on the group and individual honor (ibid.). They explained, as Chinese society encourage group work, and American tend to encourage personal achievement, Chinese student see attending sport is an honor, they are fulfilled without the sense how much they contribute to their group, therefore, it is less important wither they get any benefit for themselves, but that does not mean they do not want to get any, also, because of the American social value, individual talent is much admired, therefore, American students also tend to attend activities for themselves (ibid.).

1.4. Motivations to Exercise in a Gym

1.4.1. Health Consciousness Factor

The motivations of doing exercise / at a gym have been wildly discussed by a number of scholars, some devoted time to human motivation towards various sports activities (i.e. Kerr, 2013), he interviewed the professionals of mountain bike cycling, mountaineering, kayaking, and gliding; and gathered a conclusion that the motivation is multiple, which means that each person is unique and the ways motivate them are also vary. In the process of the rise of the gym, there is no doubt that one of its promoting factors is that people gradually realize the importance of health and fitness in modern life and work, and people desire health (The U.S. Census Bureau, 2002). The shift to reduce physical labor played a role in this process (Stool, 1977). In addition, the gym conforms to the opening hours of the members' life and work styles and provides systematic exercise methods. Promote the gym to become one of the important ways for modern people to maintain health (Fallon, 2003).

The obesity problem of modern people needs to be solved urgently. Some people pay more and more attention to the healthy situation and carry out systematic exercises. But unexpectedly, a large part of the population has become increasingly unhealthy, and obesity has become a problem for people of all ages. Although Gallup polls show that from 1960 to 1987, in the past 20 years, the number of people claiming to exercise regularly increased from 24% to 69% (Stern, 2008). The American College of Sports Medicine (1991) recommends that individuals do at least three moderate-intensity exercises a week to maintain cardiorespiratory health (Ruth Jepson1*, Fiona M. Harris2, Alison Bowes3, Roma Robertson1, Ghazala Avan3, Aziz Sheikh4, 2012; Hagger & Chatzisarantis, 2008). The study found that despite the government ' s extensive publicity campaigns, censuses in Western Europe indicate that people are not fully engaged in exercises, frequency, intensity, and duration that are considered to have health benefits (Blair & Connelly, 1996; Martin et al., 2000) rarely meet the guidelines proposed by international organizations (for example, World Health Organization, 2004). Compared with the general population, people living in the UK with a South Asian background have a five-fold increase in the risk of diabetes and a two-fold increase in the risk of heart disease. Physical exercise can reduce the risk of premature death caused by many conditions (Ruth Jepson, 2012).

Henk Aarts, Theo Paulussen, and Herman Schaalma stated in 1997 that regular exercise can promote the health of all people. Through studying the theoretical model of exercise habit formation, it is found that exercise habits should be maintained in children from an early age. If walking, cycling, and other moderate-intensity physical exercises are continued and frequent for a long time, it will have a positive impact on health. Once an individual enters puberty, the exercise habits that enhance health will gradually disappear. Jane Fonda, actress/activist/fitness evangelist/entrepreneur believes that " exercise is not a panacea., physical exercise can promote health in many ways. If exercise is actively and regularly performed and has sufficient physical strength, exercise will increase strength and flexibility and reduce the risk of cardiovascular disease (Duława and Ramos , 2006; Li and Siegrist, 2012), and may help more effectively treat stress and depression (Blair et al., 1992; Bijnen et al., 1993; Blair et al., 1993; Sallis and Patrick, 1994, Department of Health, 2004) and a certain degree of improvement in hypertension, diabetes (Jeon, Lokken, Hu and van Dam, 2007), obesity (Goran, Reynolds and Lindquist, 1999), osteoporosis (Palm, 1995, p. 46), depression Anxiety and Anxiety Disorders (American Institute of Physical Education) Medicine, 2000) (Marcus Kilpatrick, Edward Hebert & Dee Jacobsen, 2013, Department of Health, 2004), and found that health indicators such as weight, waist circumference and pulse rate have improved (Gary Charness Harness & Uri Gneezyi, 2009), it has a positive effect on

lipid profile (by increasing HDL levels) and metabolism (Wit et al., 1995, p. 26). Participation in physical exercise (PA) is associated with various health benefits and reduction of chronic diseases (Warburton et al., 2007, Durstine, Gordon, Wang and Luo, 2013). However, without continuous and regular participation, the benefits of PA cannot be maintained. Stopping or significantly reducing PA may result in the loss of initial health improvements (Mujika and Padilla, 2000). Large-scale reviews linking physical activity with health have fully demonstrated the adverse effects of low physical activity on health (U.S. Department of Health and Human Services, 1996; Department of Health, 2004; World Health Organization, 2004). As mentioned above, regular exercise can promote the health of all people, including the elderly. Exercise has become a limitation of preventive medicine for more and more people, a method of reducing disease and a method of improving and prolonging the healthy life of young and old under proper supervision (Jeffrey Stool, 1977). In addition, (Darko Jekauc, 2015) research shows that regular exercise not only helps prevent chronic diseases, but it can also help cancer recovery by improving mental health and quality of life (Courneya, Mackey and & Jones, 2000; Courneya, Mackey, and Rhodes, in press).

1.4.2. Socialization Factor

As mentioned above, the gym can increase the social interaction opportunities for participants, and another function of the fitness center has also emerged. In 1979, New York Times Magazine pointed out that many people attending the gym were singles. In many large cities, jogging reserves or fitness clubs have replaced singles bars as the most popular party market, with restaurants, juice bars, and lounges. Clubs with planned social activities expanded their role in the lives of members in the 1980s. Most gyms are located in the city center, and simple and practical fitness environments no longer satisfy customers. In order to attract customers, most gyms will It is not only a fitness place but also an entertainment place at the same time(Stewart, Smith, and Moroney, 2013). The gym becomes a social center where people can meet members of the opposite sex or the same sex (Marc Stern, 2008). It also can help people to meet like-minded individuals and suitable partners (Michael deCourcy Hinds, 1980). Depending on the size and target population, the gym will encourage pre- or post-training activities, such as in its spa and beauty center, or organize on weekends Social activities. For people who often participate in the gym, different places in the gym are places to make friends, such as classrooms, saunas, etc. In this case, the gym is a relatively fixed point and a place where friendships occur. In addition, friendship is also Will extend beyond the gym. For example, after working out or arranging another night to meet with

friends at a location outside the gym. Obviously, friendship is no longer within the scope of the gym, but the gym is still their basis (Crossley, 2006).

Exercising in the gym can also help increase social confidence (Diane Crone and Helen Guy, 2008). Joining the gym reassures members that they take exercise seriously and make them feel socially connected (Joanne Koch & Susan Petrillo, 1972). The social connection is obvious. The club also provides equipment and social solidarity, making it easier for participants to endure the pain and boredom during exercise. A member said in 1978: "At home, I miss the friendship formed by a group of people and the thoughts and information I collected about health" (Linda Wells, 1988). Social interaction and entertainment are the main motivations of participants. It's important to do group-based physical exercise, through religion, community, friendship, or family networks. Role models may also be particularly useful. There is a preference for participating in physical exercise with one or more friends rather than exercising alone. Regardless of race, religion, or language group, this is common for men and women (Ruth Jepson et al., 2012).

Tracing back to history, the gym has always been more than just a place to exercise. In ancient times, gyms were the most important educational institution first, followed by places of entertainment and leisure (Chaline, 2015). Kah and Scholz (2004) pointed out that the ancient Greek gym was a popular entertainment place for members of the aristocratic class because it provided opportunities to perform and enhance "personal distinguished persons and families" (Ceren Doğan, 2015).

1.4.3. Pleasure Factor

Why is the gym loved by so many people? From the perspective of intrinsic motivation, fitness enthusiasts' love for physical exercise can be considered as one of the reasons. It is commonly mentioned that pleasure in sports is the driving force of men and women, especially when it contains social factors. Experienced fitness enthusiasts often claim before entering the gym: "I know I will like it when I get here." Pleasure, happiness, emotional and psychological improvement (such as Biddle et al 2000; Daley 2002) are very common motivations. People's feelings during exercise also show that exercise has a positive effect on mental health, such as social interaction, enjoyment, satisfaction, and sense of purpose brought about by sports participation (Callaghan 2004; Crone et al. 2005b; 2005). Many scholars have studied and confirmed that exercise has a positive effect on improving mental health problems (see, for example, Biddle and Mutrie 2001; Biddle et al. 2000; Callaghan 2004; Daley 2002; Fontaine 2000). Physical exercise is also a way to release emotions and

gets rid of tension and stress in daily life (Winiarski, 1991; later: Półtorak and Sławek, 2011). At the same time, it can reduce fear, depression and depression" (Woynarowska, 2007, p. 55), reduce anxiety or increase self-esteem (Boskin, 1990; citation: Lipowski, 2006, p. 82).

Awruk and Janowski tested the relationship between physical exercise motivation types and mental health indicators in 2016. The results showed that long-term physical exercise in the gym may be related to more favorable mental health indicators. The research has certain limitations, mainly related to the sample of the study. The group consists of only men who regularly participate in some stadiums in Warsaw, so the results are not universal. The treatment of patients with mental health problems includes exercise therapy. The study uses a qualitative method, focus groups, and participants do acknowledge that exercise therapy has played a role in their treatment and has helped some people reduce anxiety, this study proves a strategic treatment strategy. The dietary method of treating and maintaining the diet of people with mental health problems through exercise is useful. It not only emphasizes its therapeutic effects, but also the potential for overall health benefits, such as opportunities for happiness and social interaction (Diane Crone and Helen Guy, 2008). Exercise is defined as an interesting form of the game, can produce a sense of happiness (Crossley, 2006). Fitness allows you to enjoy lifelong entertainment. Play and interaction make you full of energy (Chernin, 1994). Awruk and Janowski also expressed a similar view in 2016. Physical activity not only stimulates the development of morphological functions but also regulates human systems and organs or creates a good mood and satisfaction. It plays an important role" (Gracz, 1995, p. 195). Women are increasingly delaying marriage and childbirth. Financial independence allows them to have more money for "physical exercise, make them feel and look better, and relieve stress" (Tim Richards 1982).

1.4.4. Appearance Consciousness Factor

Appearance, on one hand, appearance refers to mainly the body image (Huberty et al. 2008), also it indicates if exerciser look sportive in terms of the dress (as mentioned above, female in Saudi Arabia feel motivated because of Abaya (Al-Haribi, 2017). In this article, the author tends to focus on aspects such as human body image. Obese people often face weight-related victimization and discrimination (Natasha A. Schvey et al., 2016). Dr. Warren Guild wrote as early as 1971: “ For a certain group of people, obesity or deformity is becoming more and more unacceptable.” Anyone who says that he does not want to look neat and trimmed (ie sexy) are all damn liars. People must have motivation other than health. Some people believe that the health and fitness industry is trying to show how to shape and

correct the "imperfect" body through the right diet, exercise, and beauty products (Doğan, 2015).

Starting in 1970, men and more importantly women joined, left, and rejoined the gym. The image of health, beauty, and professional success, emphasizes athletic ability and muscle tone (Marc Stern, 2008). This tension between strength, health, slimness, fitness, and "beauty" has always been a constant theme in the gender development of fitness sports (Ellen Bilgore, 1980, Leslie Heywood, 1998). Regardless of culture and ethnicity, all women should strengthen their slim bodies. Women are now encouraged (and indeed expected) to be thin and slim, which is related to attributes such as sexual attraction, health, success, and self-control (Wykes & Gunter, 2005; Cheney, 2010). There is evidence that regular participation in endurance sports such as aerobic exercise is associated with a more favorable body self-image. According to reports, young women focus on aesthetics and weight loss when participating in sports (Berry TR, Howe BL, 2000). A slim and healthy body shape not only expresses attractiveness but also has self-control and ambition (for example, Becker, 1993). Studies have found that many are related to weight, body image and physical activity, and weight control, including weight loss and muscle development (especially boys), Eating disorders, and exercise determination. The gym emphasizes and praises the characteristics related to men, such as strength, strength, competition, and aggressiveness. Therefore, it can be said that men can re-emphasize their superiority and dominance by developing a muscular body appearance (Ceren Doğan *a, 2015). This aesthetic led to the rise of male and female bodybuilding (Jonathon Diamond, 1979, Eric Starkman, 1981).

Since the 1960s, youth consciousness has encouraged this trend. Dr. James Nixon of the University of Pennsylvania School of Medicine said: "This is part of youth." "No one can be younger. . . . We are obsessed with youth. What is the sign of youth? Replace the brain with the body. "(Dr. Warren Guild, 1971). Suillivan and Ingledew (2002) also concluded that age is a decisive factor in the formation of motivation. They divided 180 adolescents into two categories based on age, one is between 11 and 13 years old, and the other is from 17019. The results show that older teenagers care more about their appearance than younger teenagers.

Chinese scholars have conducted studies on the physical self of Chinese adolescents. Under the Chinese cultural background, the dimensions of women's ideal physical self are sexy, attractive, well-proportioned, healthy, slim, elegant, and skinny. In the study of the self-characteristics of the ideal body of adolescents, the ideal body of men and women have a common dimension, which both value health and sexy. There are also different dimensions,

namely, the male body emphasizes more strength, strength, and tallness, and the female body emphasizes slimness and symmetry. The characteristics of influencing factors were examined in different genders. Research on men, including young and early adult college students, was tested, and social and cultural factors such as social pressure on appearance, ridicule, and social comparison concerns about their height and fat were examined. The results found that social pressure and ridicule have a significant impact on obesity concerns. In studies of women, including college students, junior high school girls, and high school girls, multi-level regression analysis shows that appearance pressure and social comparison can predict concerns about fatness and appearance (Chen, 2010).

Jankauskienė and Kardelis (2005) examine the association between the body image of girls in a representative sample of Kaunas high school girls and their participation in sports activities. Designed to assess body image related to participation in sports activities and weight. The results showed that the main reason for the physical exercise was to improve body image (45.2%), while the motivation to improve health ranked second (33.6%). Exercise is generally considered to be a way to reduce weight. Studies have shown that even middle school students have a concept of fitness related to a slim-looking figure (Placek JH et al., 2001).

1.5. Summary of Literature Review and Discussion

Despite various investigations around why people do physic exercise, the main framework remains no drastic change (Trost, 2002), all reviewed literature in the present study can be referred to one reason, which is to fulfill personal desires, i.e. desire for a healthier state (Nicol, 2006), desire for mental well-being(Taylor, Sallis & Needle,1985; Raglin, 1990; Awruk, 2016), desire for appearance(Bilgore, 1980, Heywood, 1998), desire for enjoyment and leisure (Deci & Ryan, 2000; Loof et al., 2019), desire for social interaction, for instance, to impress others (Brudzynski, 2010). Scholars invested time in describing and grouping them, although the research objects are not the same, they achieved more or less similar results.

The current trend is to apply various intensifiers, which on one hand lead to a more specific and accurate research result, also to explore motivations of attending exercise in a more broad range. In fact, this evolvement has already begun, the first evolving of intensifiers except for mental, social, cultural factors as mentioned by Trost (2002); and the second wave, which is the current trending is to investigate not only what motivates in decision making, but also to research the impact of different motivation on the process of

extrinsic regulations. In fact, scholars have concluded that to maintain motivation, one mush adjusts regulation on extrinsic intensifiers by personal desires at present, for a beginner, the key motivation could be body image, however, as the goal of a perfect body shape achieved, the desire tends to change from one to another. However, there are no many researched touched on this part as it would require time and focus very much in order to track the whole research, and due to the limited scope of the present investigation, this part would not be discussed, too.

2. Research Methodology

2.1. Conceptualization of motivations to Exercise in A Gym

Comprehensive analysis of literature, scientific articles, and journals with motivations to participate in gyms and physical exercise, provide relevant theoretical foundations for future research. First of all, previous studies have pointed out that with the development of society and the economy, people's lifestyles and eating habits have changed, and overweight and obesity have become global health problems (Zhang, 2007). Physical exercise in the gym can effectively improve health (Aarts, Paulussen, and Schaalma, 1997), both physically and psychologically (Courneya, Mackey, and Jones, 2000). Society has a new understanding of the aesthetics of the body, which has prompted men to desire to have a fit body (Stern, 2008), and women aspire to have a slim body (Berry TR, Howe BL, 2000). The gym is a good place to create a perfect image. At the same time, with the diversification of functions, the gym has become more than just a place to exercise. More and more people like to meet new friends here and organize new activities to start and consolidate friendship (Stewart, Smith and Moroney, 2013). Finally, more and more people like to exercise in the gym because it is a place where people can relax and escape from daily life (Winiarski, 1991; later: Półtorak and Sławek, 2011).

Regarding the research on the reasons why people participate in the exercise, TPB should be one of the most important theories, which helps to understand people's motivation for participating in the gym. TPB's empirical research supports a relationship that can predict many different health behaviors, including exercise (Armitage & Conner, 2002; Godin & Kok, 1996; Hausenblaus, Carron & Mack, 1997). At the same time, the theory of self-determination (SDT; Deci&Ryan 1985, 2008; Ryan&Deci 2000) is a theoretical point of view that helps to understand exercise motivation and persistence, and other healthy behaviors. The basic principle of this theory is that people's motivations vary in the degree of

autonomy (self-determination) or control and promote long-term development. Although the development of planned behavior theory is different from self-determination theory, and its focus is also different. However, the basic elements are highly unified with this research, which can help determine a more specific research scope and help build research models.

2.2. Model and Hypotheses

The purpose of this study is to identify and analyze the motivations that influence people to participate in gyms in China and Lithuania. Health consciousness, socialization, appearance, and pleasure are considered to be the main factors affecting people's participation in the gym. The theoretical background and analysis of previous studies have led to the development of research hypotheses. Different theoretical methods are analyzed and considered. The theory of planned behavior has been widely used in previous studies, and its construction has three dimensions: behavior attitude, subjective norms, and perceived behavior control. These variables are considered very important for analyzing the problem. About Self-Determination theory, motivation to have better health and a more appealing body means that a person is motivated by competence to do this; we think that Chinese people are more driven by relatedness, while Lithuanian – by autonomy. Taking into account the analyzed literature and scientific articles, the research model was established by the author of the paper (see **Figure 4**).

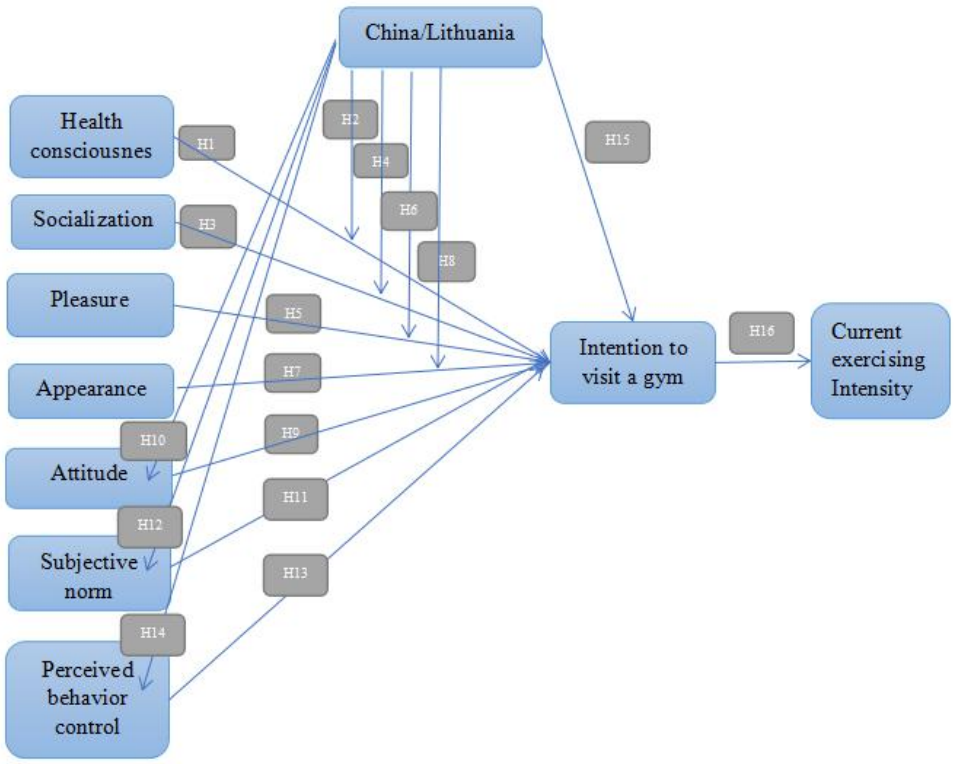

Figure 4. Model constructed by the author

Attitude, subjective norm, and perceived behavior control in planned behavior theory are described as independent variables, intention to visit a gym is included as a dependent variable. When the intention to visit a gym is an independent variable, the current exercising intensity is included as a dependent variable.

According to literature reviews, it is found that health-conscious people have greater responsibility for their own health, which is related to their likelihood of engaging in healthy developmental behaviors (such as regular physical activity) (Basu & Dutta, 2008; Dutta). -Bergman, 2004; Dutta & Feng, 2007). Based on these statements, the author supposes that health consciousness increases the intention to exercise in the gym, the following assumptions are made:

H1 Health consciousness positively influences the intention to visit a gym.

H2 Health consciousness has a stronger influence on the intention to visit a gym in Lithuania than in China.

The relationship between socialization and people's participation in the gym has been studied in previous studies. Many studies have shown that Socialization is often positively correlated with people's gym participation (Diane Crone & Helen Guy, 2008; Joanne Koch & Susan Petrillo, 1972). Based on these statements, the author supposes that socialization increases the intention to exercise in the gym, the following assumptions are made:

H3 Socialization positively influences the intention to visit a gym.

H4 Socialization has a stronger influence on the intention to visit a gym in China than in Lithuania.

Since feeling pleasure is one of the main motivations for people to exercise in the gym (Callaghan 2004; Crone et al. 2005b; 2005). Based on these statements, the author supposes that pleasure increases the intention to exercise in the gym, the following assumptions are made:

H5 Pleasure positively influences the intention to visit a gym.

H6 Pleasure has a stronger influence on the intention to visit a gym in Lithuania than in China.

People's aesthetics have changed and new requirements have been put forward for their bodies. The gym can help people have a better body image. Based on these statements, the

author supposes that appearance consciousness increases the intention to exercise in the gym, the following assumptions are made:

H7 Appearance consciousness positively influences the intention to visit a gym.

H8 Appearance consciousness has a stronger influence on the intention to visit a gym in China than in Lithuania.

The purpose of this research is to use relevant theories to analyze the influence of different variables on people exercise in the gym. Look for relevant theories to prove how attitudes, subjective norms, perceived behavior control, and intentions are related to the current exercising intensity. Therefore, the following hypothesis is made:

H9 Attitude positively influences the intention to visit a gym.

Traditional Chinese sports have a long history and profound cultural heritage. Generally speaking, traditional Chinese sports developed rapidly in the feudal society that lasted for more than 2,000 years (Chen Xiuying, 2000). In terms of time, since the birth of ancient schools, physical education has become a compulsory subject and played a corresponding role in different historical stages. Ancient school physical education used teaching martial arts as the basic form and content (Cheng Yi, 2004). In the early days of the founding of the People's Republic of China, the first National Minority Traditional Sports Games was held in 1953. Since 1956, the National Sports Commission of China began to collect, sort out, and research sports historical materials. After the reform and opening up, Chinese traditional sports have received unprecedented attention, and national traditional sports have flourished (Zhao Suzhe, 2002). Sport is a social phenomenon, and at the same time, it has the humanities characteristics with a strong natural imprint. Traditional Chinese sports have gone through a long historical development process, formed and developed in different natural geographic environments. Traditional Chinese sports include ball sports, track and field sports, and board games, swimming, ice and snow sports, wrestling, weightlifting, martial arts, health sports, and folk sports in ten categories (Chen Xiuying, 2000).

Therefore, the following Hypotheses are made:

H10 Mean of the attitude regarding exercising in a gym is higher in China than in Lithuania.

H11 Subjective norm positively influences the intention to visit a gym.

East Asian culture, such as the dominant Chinese culture, is characterized by a high degree of collectivism (Hofstede, 2001; Markus & Kitayama, 1991; Triandis, 1995). Markus and Kitayama (1991) proposed that when individuals internalize collective values, they will form a stronger interdependent self-construction. This refers to a person's self-embedding of group membership and interaction with others. Views in the relationship. Individuals accumulate knowledge when operating in the social system, so they can represent cultural norms (for example, values, beliefs, living habits) widely shared among cultural members, and use these perceived cultural norms to guide their decision-making and behavior (Bond, 2013; Wan et al., 2007; Zou et al., 2009). A higher level of interdependent self and the tendency to comply with collectivist norms will make Chinese people adopt other approaches in behavioral decision-making. Individuals in collective society (such as China) are more likely to consider the views of others (Triandis, 1995), Social relations play a very important role in personal decision-making. Important others such as parents and partners often play an important role in personal decision-making (Markus & Kitayama, 1991; Triandis, 1995). In order to incorporate the suggestions and expectations of others into their own behavioral decisions, individuals may have to adjust their behavioral choices based on these social considerations (Yanjun Guan et al., 2015).

Therefore, the following hypotheses are made:

H12 Mean of the subjective norm regarding exercising in a gym is higher in China than in Lithuania.

H13 Perceived behavior control positively influences the intention to visit a gym.

Compared with China, Lithuania scores much higher in individualism than China (See **Figure 4**), Individualism (and the opposite of collectivism) refers to the relationship between individuals and the society to which they belong. Where individualism is dominant, there is a clear distinction or boundary between individuals as independent entities and society. Individualist culture enables members to pay more attention to their own interests (Hofstede, 1993; Trandis, 1995; Ralston et al., 2011). Markus and Kitayama (1991) proposed that when individuals internalize individualistic values, they will develop independent self-construction, which means that one's self is an agency, unique and distinctive. Views (Yanjun Guan et al., 2015; Audra Irene Mockaitis, 2002). In an individualistic society, people often join organizations to satisfy their own personal interests and needs. Employment, promotion, and dismissal will be based on merit, encourage personal initiative, and encourage personal decision-making, goals, and rewards. (Mockaitis, A. I., 2001).

Therefore, the following Hypotheses are made:

H14 Mean of the perceived behavioral control regarding exercising in a gym is higher in Lithuania than in China.

H15 Mean of Intention to visit a gym is higher in China than in Lithuania.

H16 Intention to visit a gym positively influences current exercising intensity.

2.3. Research Instrument

In order to understand the motivations of Lithuanians and Chinese to participate in the gym, it is necessary to use quantitative methods. For data collection, this paper intends to use the Internet online survey method. All collected data will be carefully and completely coded to eliminate biased information, and consistent with established systems, topics, and analysis rules.

The online survey (please refer to Appendix 1) is used to collect data. All questions are designed according to the objectives of this research and are listed in the appendix (see Appendix Number 1 (English), Appendix Number 2 (Chinese)) and Appendix Number 3 (Lithuanian)). All measurements are from previous research. The survey includes a total of 50 questions, and questions 1 to 3 are used to measure the basic information of the interview. Questions 4 to 6 are used to measure exercising behaviors in the gym. From questions 7 to 36, items that measure different motivations to participate in the gym. (by using the 7-point Likert scale to measure independent variables, the respondents' degree of recognition of the item is scored from 1 to 7. Among them, 1 means strongly disagree, 7 means strongly agree (Likert, 1932)). Motivation measures include health consciousness, socialization, pleasure, appearance. Questions 37 to 50, measure the behavioral intention item in the theory of planned behavior. The independent variable was measured by using the 7-point Likert scale. The behavioral intention scale includes three subscales: attitude, subjective norm, and performed behavior control, which are all measured by the 7-point Likert scale. The variables and their measurement, scale, number of questions, and question base are shown below (see **Table 2**)

Table 2. Variables and scales

Variable	Questions	Scale	Source of the scale
Control question (gym	1-2	Nominal	-

experience and living in a city)			
Gender	3	Nominal	-
Exercising Behavior (in the past)	4-6	Ordinal	Williams, et al., 2008
Health Consciousness	7-11	7-point Likert scales	Chihwei Selene Hu，2016
Socialization	12-20	7-point Likert scales	Leary, Kelly, Cottrell, & Schrein dorfer, 2005
Pleasure	21-28	7-point Likert scales	Teques, Calmeiro, Silva, Borrego，2020
Appearance	29-36	7-point Likert scales	McKinley, N. M., and Hyde, J. S. (1996)下载
Behavioral intention	37-39	7-point Likert scales	Hagger, Chatzisarantis, Barkoukis，2007
Attitude	40-44	7-point Likert scales	Ahmad， Shahar， Fahmi Teng， Abdul Manaf，Omar，2014
Subjective norm	45-47		
Perceived behavior control	48-50		

2.4. Sample and Data Collection.

Lithuania is China's largest trading partner among the three Baltic countries and one of the important countries along the "Belt and Road". This article analyzes the motivations of Chinese and Lithuanians for participating in the gym. In 2019, the total number of fitness members in China was 68.12 million. However, based on multiple dimensions of data analysis and estimation, with a total population of 1.395 billion, the penetration rate of 4.9% of the fitness population in China is 4.1 times that of 20.3% in the United States. The gap is

also 2.1% compared to the European average of 10.1%. Therefore, China's fitness population has a huge potential for growth (penetration rate refers to the ratio of the number of gyms to the total population of China between 15 and 60 years old).[3] In the Baltic capital, the current fitness penetration rate is about 5% overall. 10-15% of the population uses fitness facilities. There are many small fitness clubs all over the Baltic Sea, and their operations are usually poor. As competition intensifies, quality is improving. The number of small fitness communities continues to increase, but there are currently no high-end boutiques (Thomas Castrel, 2019). [4]Therefore, China has a large number of fitness members and fitness clubs, but the penetration rate of the fitness population is low. There are not many health clubs in Lithuania, but the per capita usage rate is high. From this perspective, there is a sense of mutual learning.

In this study, respondents were selected in China and Lithuania. The respondents were informed of the purpose of the research. All respondents answered anonymously to ensure more accurate and open answers. The collected data will be processed using the statistical software program SPSS and the analysis results will be presented in figures. According to the research of Bryman (2008). the use of the non-probability sampling method limits the generalization of the total population, but it is not expensive, time-consuming, and the most convenient technology. The author will do the convenience sampling procedure and put the questionnaire in https://zh.surveymonkey.com/, then send the link through Facebook, Gmail, Instagram, and WeChat for inviting respondents. The purpose of the research is to find out the motivation of people in China and Lithuania to exercise in the gym. The definition of the research object is generally Chinese and Lithuanian nationals. The definition of Chinese is people living in mainland China. The definition of Lithuanian is people who currently live in Lithuania. People who live in other countries are considered ineligible to participate because the main interest of this research lies in the study of standard sitting Chinese and Lithuanians. Considering that the research needs to use different samples for the two target groups, it is not enough to select respondents in limited places, given the huge gap between the size of the economy and the population. Although the gap between total economic volume and population is huge, the per capita GDP of most cities in China is not as high as that of Lithuania. In order to make the sampling representative, In China, we selected three cities (ie, Chongqing, Xiamen, and Beijing) as representatives for the interview. The selected three

[3] The data source for China's fitness penetration rate https://www.vzkoo.com/doc/10512.html

[4] Source of the number of fitness clubs in Lithuania: European Health & Fitness Market Report 2019 released by Deloitte

cities and their towns are located in the southwest (Chongqing), southeast China (Xiamen), and north (Beijing), these three cities have different economic development levels. so the collected data will be sufficient to refer to the Chinese group, And in terms of population, the author selected several cities or regions that are similar to Lithuania. For example, Xiamen has a population of 4.11 million in 2019 and a per capita GDP of c21,100. In 2019, Chongqing has a population of 31.03 million and a per capita GDP of US$10,900. In 2019, Beijing has a population of 21.54 million, with a per capita GDP of US$23,800. The per capita GDP of Lithuania is 19,500 (19,455) U.S. dollars in 2019, and the population in 2020 is 2.794 million. and for the Lithuanian group, 3 cities are also selected -Kaunas, Vilnius, and Klaipėda, which are located in another part of Lithuania. In order to obtain reliable and effective results, the sample size was calculated using the following formula:

$$n=z^2 *p(1-p)/e^2$$

Where:

n - sample size

z - standard error associated with the chosen level of confidence

p - estimated percent in the population

e - acceptable sample error

The confidence level is 95%, therefore the standard error is 1.96. It was expected that 50% of the survey respondents will respond affirmatively, so the p-value is 0,5. The acceptable sample error is 0.05. The sampling error occurs because of the non-representative sampling of the whole population.

It demonstrates that statistical findings can be applied to the whole population with a possible error of 5%. According to this data, the sample size is:

n = 1.96 2*0.5(1-0.5)/0.052

n = 384,16

According to the sample size formula, the needed number of respondents for this research is 385.

Then the author takes about 10 articles that are analyzing something similar and calculate the average size of the sample they use. Then get a table of the number of respondents in previous studies(see **Table 3**).

Table 3. Number of respondents in previous studies

Author(s)	Number of respondents
Teques et al.,2020	395
Abir K et al.,2016	40
Ryan E et al.,2003	605
Charness & Gneezy,2009	288
Rhodes & Courneya,2003	572
Norman et al.,2000	87
Bozionelos,1999	157
Smith & Biddle,2011	155
Rivis & Sheeran,2010	333
Chihwei Selene Hu,2013	194
Mean	282.6 (283)

3. Analysis of Empirical Data

3.1. Demographic Characteristics of Respondents

The author posted the questionnaire link to emails, websites, and social media platforms. A total of 782 questionnaire responses are collected (please, see Annex Number 4). Among them, 355 responses are received for the Lithuanian questionnaire, with a completion rate of 74%, 264 valid questionnaires. There are 427 Chinese questionnaires, with a completion rate of 76%, 325 valid questionnaires. To compare and analyze the data of the two countries at the same time, the author merged the two original data and added the option of nationality to distinguish which country the respondent came from.

The main purpose of this question 1 is to exclude respondents who have not participated in gym exercises in recent years. Because the purpose of this article is to study the motivation

to visit a gym in Lithuania and China, the data of respondents who have no experience in a gym is meaningless. To avoid errors and obtain accurate results, missing values in the answers were also excluded from the study. 352 respondents in Lithuanian have experience of exercising in a gym in recent years, accounting for 99.2% of Lithuanian respondents. Among the respondents, 3 people have no gym exercise experience, accounting for 0.8% of the total number of respondents in Lithuania (please, see Annex Number 5). Among the Chinese respondents, 426 people have gym exercise experience in recent years, accounting for 99.8% of the Chinese respondents. Among the respondents, there is 1 person who has no gym exercise experience, accounting for 0.2% of the Chinese respondents (please, see Annex Number 6). Among the total respondents in the two countries, 778 people have gym exercise experience in recent years (please, see Annex Number 7).

The main purpose of question 2 is to exclude the respondents who are not living in the selected cities. As mentioned in the previous chapter, the author selects typical samples from specific cities. As shown in Table 5, there are 334 people eligible for sampling in Lithuania, accounting for 98.2% of the population of Lithuania. There are 6 people, accounting for 1.8% of the population of Lithuania who do not meet the sampling condition (please, see Annex Number 8). There are 414 people eligible for sampling in China, accounting for 98.6% of the population of China. There are 6 people in China, accounting for 1.4% of the total population of China (see please, see Annex Number 9).

The main purpose of question 3 is to show the proportion of males and females to provide more demographic information. There are 201 males and 119 females, accounting for 62.8% and 37.2% of the Lithuanian population respectively (please, see Annex Number 10).

240 Chinese males account for 64.5% of the Chinese population, and 132 females accounting for 35.5% of the total Chinese population (please, see Annex Number 11).

Among the total respondents, there are 441 males and 251 females, accounting for 63.7% and 36.3% of the total population separately (please, see Annex Number 12).

Question 4 is to analyze the frequency of respondents exercise in a gym in the past three years. the frequency of most participants participating in the gym of both countries is concentrated in option 2.3.4 (2-3 times a month, once a week, 2-3 times a week), 31.4% of respondents exercise 2 to 3 times a week, those who exercise more than 7 times a week is the smallest part (please, see Annex Number 15), 30.9% of Lithuanian people are exercise once in one week (please, see Annex Number 13), 33.1% of Chinese respondents exercise 2 to 3 times a week (please, see Annex Number 14).

Question 5 is to study how much time respondents spent exercising in a gym in the past three years. the exercise time of all respondents is mostly distributed in options 3 and 4 (31-45 min, 45-60 min), and 38.9% of the total population spend 45 to 60 minutes, 0.3% of respondents spend more than 120 minutes at the gym each time (please, see Annex Number 18). of which about 36.9% of Lithuanian respondents and 40.6% of Chinese respondents spend 45 to 60 minutes in the gym each time, 0.3% of Lithuanian respondents and 0.3% of the Chinese respondents spend more than 120 minutes in the gym each time， which is the smallest part of respondents (please, see Annex Number 16 and Number 17).

Question 6 is to evaluate the degree of difficulty of exercise for the respondents. the vast majority of respondents think that exercising in the gym is fairly light. The overall proportion is 43.5%. It is noteworthy that none of the respondents think that exercising in the gym is very, very hard. One of the reasons for this result may be that the samples collected this time are very small. these respondents may exercise regularly and have better physical fitness (please, see Annex Number 19, Number 20, and Number 21).

At first, to check whether the data is normally distributed, a normality test is performed. However, due to the small data sample, the scale data conforms to the negative skew distribution. All analyzed data should be reliable, so the author conducts reliability tests on each scale separately. The Alpha of the Cronbach Appearance Scale is lower than 0.6, so question number 35 is excluded. The questionnaire has been translated from English to Lithuanian and Chinese, which may cause misunderstandings. After eliminating question 35, the Cronbach Alpha of the Appearance Scale is 0.654.

The Cronbach's alpha for the items Q7-Q11 on the health consciousness scale is 0.767 (see **Table 4**)

Table 4. Reliability analysis of the health consciousness scale

Case Processing Summary

		N	%
Cases	Valid	672	85.9
	Excluded[a]	110	14.1
	Total	782	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.767	5

The Cronbach's alpha for the items Q12-Q20 on the socialization scale is 0.618 (see **Table 5**)

Table 5. Reliability analysis of the socialization scale

Case Processing Summary

		N	%
Cases	Valid	665	85.0
	Excluded[a]	117	15.0
	Total	782	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.618	9

The Cronbach's alpha for the items Q21-Q28 on the pleasure scale is 0.858 (see **Figure 25**)

Table 24. Reliability analysis of the pleasure scale

Case Processing Summary

		N	%
Cases	Valid	656	83.9
	Excluded[a]	126	16.1
	Total	782	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.858	8

Recoding was done for question 34 of the appearance scale to achieve a higher Cronbach's alpha. However, Cronbach's alpha with the recoded item was 0.534, which is why the item was deleted. Afterward, Cronbach'salpha for the remaining items was 0.654 (see **Table 6**).

Table 6. Reliability analysis of the appearance scale

Case Processing Summary

		N	%
Cases	Valid	640	81.8
	Excluded[a]	142	18.2
	Total	782	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.654	7

The Cronbach's alpha for the items Q37-Q39 on the intention scale is 0.792 (see **Table 7**).

Table 7. Reliability analysis of the intention scale

Case Processing Summary

		N	%
Cases	Valid	620	79.3
	Excluded[a]	162	20.7
	Total	782	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.792	3

The Cronbach's alpha for the items Q40-Q44 on the attitude scale is 0.790 (see **Table 8**)

Table 8. Reliability analysis of the attitude scale

Case Processing Summary

		N	%
Cases	Valid	612	78.3
	Excluded[a]	170	21.7
	Total	782	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.790	5

The Cronbach's alpha for the items Q45-Q47 on the subjective norm scale is 0.819 (see **Table 9**)

Table 9. Reliability analysis of the subjective norm scale

Case Processing Summary

		N	%
Cases	Valid	606	77.5
	Excluded[a]	176	22.5
	Total	782	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.819	3

The Cronbach's alpha for the items Q48-Q50 on the perceived behavior control scale is 0.690 (see **Table 10**).

Table 10. Reliability analysis of the perceived behavior control scale

Case Processing Summary

		N	%
Cases	Valid	589	75.3
	Excluded[a]	193	24.7
	Total	782	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.690	3

Each construct have now been analyzed for their reliability with Cronbach alphas more than 0.6. This means that all scales are reliable for further measurements.

3.2 Hypotheses Testing

Before performing each regression analysis, we have to check the correlation between the dependent variable and predictor variables. Checks were positive and allowed for performing regression analysis. The author wanted to measure the influences separately, without the possible correlations among the motivations and factors of TPB.

H1 Health consciousness positively influences the intention to visit a gym.

Before performing linear regression analysis, the correlation between predictor (Health consciousness) and dependent variable (Intention to visit a gym) was checked. The results (see **Table 11**) indicate a strong correlation between the two variables, as r(Pearson)=0.670 and P<0.001. We can therefore continue with regression analysis.

Table 11. Correlation between Health consciousness and intention to visit a gym

Correlations

		Health	Intenton
Health	Pearson Correlation	1	.670**
	Sig. (2-tailed)		<.001
	N	672	620
Intenton	Pearson Correlation	.670**	1
	Sig. (2-tailed)	<.001	
	N	620	620

**. Correlation is significant at the 0.01 level (2-tailed).

Table model summary (see **Table 12**) reflects the relationship between the independent variable and the dependent variable. After being expressed by the linear correlation function, how much deviation is from the original true relationship? In other words, use the most accurate linear equation to fit the linear correlation between health consciousness and the intention to exercise in the gym. It shows to what extent can this fitted linear function reflect the completely true relationship between health consciousness and intention to exercise in the gym.

Adjusted R square reflects the adjusted goodness-of-fit, which fluctuates in the open interval from 0 to 1, rarely will be equal to 0. R square should be more than 0.2, this coefficient of determination will explain what percentage of dependent variable could be explained by the independent variable. If R square is less than 0.2, which means the independent variable could explain less than 20% in dependent variable. In this case, R^2=0.448 (see **Table 12**), which means the health consciousness could explain 44.8% of the intention to exercise in a gym.

Table ANOVA (see **Table 12**) shows variance analysis, analyze whether health awareness can significantly affect the intention to exercise in the gym. We have a significance is less than 0.05, it means we can continue to do further analysis.

The significance in the table coefficients should be less than 0.05, which means this variable has an impact on the dependent variable. In this case, the significance of constant is equal to 0.565, the significance of health consciousness is less than 0.001. so the regression equation is Intention to exercise=－0.137+ 0.952×Health consciousness.

Thus, H1 can be accepted. Health consciousness positively influences the intention to visit a gym.

Table 12. ANOVA between health consciousness and intention to visit a gym

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670[a]	.448	.447	.83412

a. Predictors: (Constant), Health

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	349.325	1	349.325	502.085	<.001[b]
	Residual	429.973	618	.696		
	Total	779.298	619			

a. Dependent Variable: Intenton

b. Predictors: (Constant), Health

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-.137	.237		-.576	.565
	Health	.952	.043	.670	22.407	<.001

a. Dependent Variable: Intenton

H2 Health consciousness has a stronger influence on the intention to visit a gym in Lithuania than in China.

To test H2, it is necessary to compare the two samples, Lithuania and China, independently of each other and afterward compare the results.

Both correlation matrixes show (see **Table 13**), like expected, significant correlations between the tested variables. In the Lithuania sample r(Pearson)=0.773, P<0.001, which means that the correlation is strong, and bigger than that in the China sample, where r(Pearson)=0.585, P<0.001.

Table 13. Correlation between health consciousness and intention to visit a gym in Lithuania and China

Lithuania

Correlations

		Intention	Health
Intention	Pearson Correlation	1	.773**
	Sig. (2-tailed)		<.001
	N	280	280
Health	Pearson Correlation	.773**	1
	Sig. (2-tailed)	<.001	
	N	280	307

**. Correlation is significant at the 0.01 level (2-tailed).

China

Correlations

		Intention	Health
Intention	Pearson Correlation	1	.585**
	Sig. (2-tailed)		<.001
	N	340	340
Health	Pearson Correlation	.585**	1
	Sig. (2-tailed)	<.001	
	N	340	365

**. Correlation is significant at the 0.01 level (2-tailed).

The results of the regression analysis of the Lithuania sample shows that F(1)=413.332, P<0.001, and r^2=0.598. Furthermore, Health t=20.331, P<0.001. Therefore, the regression equation looks as follows: Intention=－0.389+1.017×Health consciousness(see **Table 14**).

Table 14. Lithuania regression analysis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.773[a]	.598	.596	.61600	1.977

a. Predictors: (Constant), Health

b. Dependent Variable: Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	156.841	1	156.841	413.332	<.001[b]
	Residual	105.489	278	.379		
	Total	262.330	279			

a. Dependent Variable: Intention

b. Predictors: (Constant), Health

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.389	.287		-1.357	.176
	Health	1.017	.050	.773	20.331	<.001

a. Dependent Variable: Intention

The regression of the China sample shows F(1)=175.818, P<0.001, and r^2=0.342. Also, Health consciousness t=13.260, P<0.001. The regression equation is Intention=0.244+0.864×Health consciousness(see **Table 15**).

Table 15. China regression analysis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.585[a]	.342	.340	.96610	1.942

a. Predictors: (Constant), Health

b. Dependent Variable: Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	164.101	1	164.101	175.818	<.001[b]
	Residual	315.474	338	.933		
	Total	479.575	339			

a. Dependent Variable: Intention

b. Predictors: (Constant), Health

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.244	.355		.688	.492
	Health	.864	.065	.585	13.260	<.001

a. Dependent Variable: Intention

To compare the results, the Beta-values of each regression should be checked. Here, the Beta-value in the Lithuanian analysis is 0.773, whereas the Beta-value in the China analysis is 0.585 and thus slightly lower. Hence, it can be concluded that Health consciousness has a

stronger influence on the intention to visit a gym in Lithuania than in China, which means that H2 is accepted.

H3 Socialization positively influences the intention to visit a gym.

Before performing linear regression analysis, correlation between predictor (Socialization) and dependent variable (Intention to visit a gym) was checked. The results (see **Table 16**) indicate an average correlation between the two variables, as r(Pearson)=0.504 and P<0.001. We can therefore continue with regression analysis.

Table 16. Correlation between Socialization and intention to visit a gym

Correlations

		Intenton	Social
Intenton	Pearson Correlation	1	.504**
	Sig. (2-tailed)		<.001
	N	620	620
Social	Pearson Correlation	.504**	1
	Sig. (2-tailed)	<.001	
	N	620	665

**. Correlation is significant at the 0.01 level (2-tailed).

The ANOVA results (see **Table 17**) show that F(1)=210.725, P<0.001. R^2=0.254, it means the socialization could explain 25.4% of the intention to visit a gym. Furthermore, socialization t=14.516, P<0.001. The regression equation is the Intention to visit a gym=0.826+0.859×Socialization. Thus, H1 can be accepted. Socialization positively influences the intention to visit a gym.

Table 17. ANOVA between Socialization and intention to visit a gym

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.504[a]	.254	.253	.96972

a. Predictors: (Constant), Social

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	198.157	1	198.157	210.725	<.001[b]
	Residual	581.141	618	.940		
	Total	779.298	619			

a. Dependent Variable: Intenton

b. Predictors: (Constant), Social

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.826	.299		2.763	.006
	Social	.859	.059	.504	14.516	<.001

a. Dependent Variable: Intenton

H4 Socialization has a stronger influence on the intention to visit a gym in China than in Lithuania.

To test H4, it is necessary to compare the two samples, Lithuania and China, independently of each other and afterward compare the results.

Both correlation matrixes show(see **Table 18**) significant correlations between the tested variables. In the Lithuania sample r(Pearson)=0.528, P<0.001, which means that the correlation is average, and a little bit bigger than that in the China sample, where r(Pearson)=0.510, P<0.001.

Table 18. Correlation between Socialization and Intention to visit a gym in Lithuania than in China

Lithuania

Correlations

		Intention	Socialization
Intention	Pearson Correlation	1	.528**
	Sig. (2-tailed)		<.001
	N	280	280
Socialization	Pearson Correlation	.528**	1
	Sig. (2-tailed)	<.001	
	N	280	303

**. Correlation is significant at the 0.01 level (2-tailed).

China

Correlations

		Intention	Socialization
Intention	Pearson Correlation	1	.510**
	Sig. (2-tailed)		<.001
	N	340	340
Socialization	Pearson Correlation	.510**	1
	Sig. (2-tailed)	<.001	
	N	340	362

**. Correlation is significant at the 0.01 level (2-tailed).

The results of the regression analysis of the Lithuania sample shows that F(1)=107.638, P<0.001, and r^2=0.279. Furthermore, Socialization t=10.375, P<0.001. Therefore, the regression equation looks as follows: Intention=0.935+0.891×Socialization(see **Table 19**).

Table 19. Lithuania regression analysis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.528[a]	.279	.277	.82477	1.662

a. Predictors: (Constant), Socialization

b. Dependent Variable: Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.220	1	73.220	107.638	<.001[b]
	Residual	189.109	278	.680		
	Total	262.330	279			

a. Dependent Variable: Intention

b. Predictors: (Constant), Socialization

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.935	.433		2.160	.032
	Socialization	.891	.086	.528	10.375	<.001

a. Dependent Variable: Intention

The results of the regression analysis of the China sample shows that F(1)=199.015, P<0.001, and r^2=0.260. Furthermore, Socialization t=10.909, P<0.001. Therefore, the regression equation looks as follows: Intention=0.690+0.842×Socialization(see **Table 20**).

Table 20. China regression analysis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.510[a]	.260	.258	1.02438	2.001

a. Predictors: (Constant), Socialization

b. Dependent Variable: Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	124.890	1	124.890	119.015	<.001[b]
	Residual	354.685	338	1.049		
	Total	479.575	339			

a. Dependent Variable: Intention

b. Predictors: (Constant), Socialization

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.690	.390		1.769	.078
	Socialization	.842	.077	.510	10.909	<.001

a. Dependent Variable: Intention

To compare the results, the Beta-values of each regression should be checked. Here, the Beta-value in the Lithuanian analysis is 0.528, whereas the Beta-value in the China analysis is 0.510 and thus slightly lower. Hence, it can be concluded that Socialization has a stronger influence on the intention to visit a gym in Lithuania than in China, which means that H4 is accepted.

H5 Pleasure positively influences the intention to visit a gym.

Before performing linear regression analysis, correlation between predictor (Pleasure) and dependent variable (Intention to visit a gym) was checked. The results (see **Table 21**) indicate a strong correlation between the two variables, as r (Pearson)=0.705 and P<0.001. We can therefore continue with regression analysis.

Table 21. Correlation between Pleasure and intention to visit a gym

Correlations

		Intenton	Pleasure
Intenton	Pearson Correlation	1	.705**
	Sig. (2-tailed)		<.001
	N	620	620
Pleasure	Pearson Correlation	.705**	1
	Sig. (2-tailed)	<.001	
	N	620	656

**. Correlation is significant at the 0.01 level (2-tailed).

The ANOVA results (see **Table 22**) show that F(1)=611.723, P<0.001. R^2=0.497, it means the pleasure could explain 49.7% of the intention to visit a gym. Furthermore, Pleasure t= — 3.049, P<0.001. The regression equation is the Intention to visit a gym= — 0.728+1.037×Pleasure. Thus, H5 can be accepted. Pleasure positively influences the intention to visit a gym.

Table 22. ANOVA between Pleasure and intention to visit a gym

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.705[a]	.497	.497	.79606

a. Predictors: (Constant), Pleasure

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	387.660	1	387.660	611.723	<.001[b]
	Residual	391.638	618	.634		
	Total	779.298	619			

a. Dependent Variable: Intenton

b. Predictors: (Constant), Pleasure

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-.728	.239		-3.049	.002
	Pleasure	1.037	.042	.705	24.733	<.001

a. Dependent Variable: Intenton

H6 Pleasure has a stronger influence on the intention to visit a gym in Lithuania than in China.

Compare the correlation between Lithuania and China(see **Table 23**). Both correlation matrixes show significant correlations between the tested variables. In the Lithuania sample r(Pearson)=0.696, P<0.001, which means that the correlation is strong, and a little bit smaller than that in the China sample, where r(Pearson)=0.707, P<0.001.

Table 23. Correlation between Lithuania and China

Lithuania

Correlations

		Intention	Pleasure
Intention	Pearson Correlation	1	.696**
	Sig. (2-tailed)		<.001
	N	280	280
Pleasure	Pearson Correlation	.696**	1
	Sig. (2-tailed)	<.001	
	N	280	297

**. Correlation is significant at the 0.01 level (2-tailed).

China

Correlations

		Intention	Pleasure
Intention	Pearson Correlation	1	.707**
	Sig. (2-tailed)		<.001
	N	340	340
Pleasure	Pearson Correlation	.707**	1
	Sig. (2-tailed)	<.001	
	N	340	359

**. Correlation is significant at the 0.01 level (2-tailed).

The results of the regression analysis of the Lithuania sample shows that F(1)=261.612, P<0.001, and r^2=0.485. Furthermore, Pleasure t=－0.429, P<0.001. Therefore, the regression equation looks as follows: Intention=－0.148+0.967× Pleasure(see **Table 24**).

Table 24. Lithuania regression analysis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.696[a]	.485	.483	.69724	1.882

a. Predictors: (Constant), Pleasure

b. Dependent Variable: Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	127.181	1	127.181	261.612	<.001[b]
	Residual	135.148	278	.486		
	Total	262.330	279			

a. Dependent Variable: Intention

b. Predictors: (Constant), Pleasure

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.148	.345		-.429	.669
	Pleasure	.967	.060	.696	16.174	<.001

a. Dependent Variable: Intention

The results of the regression analysis of the China sample shows that F(1)=338.654, P<0.001, and r^2=0.500. Furthermore, Pleasure t= － 0.2.855, P<0.001. Therefore, the regression equation looks as follows: Intention=－0.912+1.044× Pleasure (see **Table 25**)

Table 25. China regression analysis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.707[a]	.500	.499	.84187	1.911

a. Predictors: (Constant), Pleasure

b. Dependent Variable: Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	240.019	1	240.019	338.654	<.001[b]
	Residual	239.556	338	.709		
	Total	479.575	339			

a. Dependent Variable: Intention

b. Predictors: (Constant), Pleasure

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.912	.319		-2.855	.005
	Pleasure	1.044	.057	.707	18.403	<.001

a. Dependent Variable: Intention

To compare the results, the Beta-values of each regression should be checked. Here, the Beta-value in the Lithuanian analysis is 0.696, whereas the Beta-value in the China analysis is 0.707 and thus higher. Hence, it can be concluded that pleasure has a stronger influence on the intention to visit a gym in China than in Lithuania., which means that H6 is rejected.

H7 Appearance consciousness positively influences the intention to visit a gym.

Before performing linear regression analysis, correlation between predictor (Appearance consciousness) and dependent variable (Intention to visit a gym) was checked. The results (see **Table 26**) indicate a simply weak correlation between the two variables, as r (Pearson)=0.483and P<0.001. We can therefore continue with regression analysis.

Table 26. Correlation between appearance consciousness and intention to visit a gym

Correlations

		Intenton	Apperance1
Intenton	Pearson Correlation	1	.483**
	Sig. (2-tailed)		<.001
	N	620	620
Apperance1	Pearson Correlation	.483**	1
	Sig. (2-tailed)	<.001	
	N	620	640

**. Correlation is significant at the 0.01 level (2-tailed).

The ANOVA results (see **Table 27**) show that F(1)=188.066, P<0.001. R^2=0.233, it means the appearance consciousness could explain 23.3% of the intention to visit a gym. Furthermore, Appearance consciousness t=13.714, P<0.001. The regression equation is the Intention to visit a gym=1.807+0.690×Appearance consciousness. Thus, H7 can be accepted. Appearance consciousness positively influences the intention to visit a gym.

Table 27. ANOVA between appearance consciousness and intention to visit a gym

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.483[a]	.233	.232	.98326

a. Predictors: (Constant), Apperance1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	181.821	1	181.821	188.066	<.001[b]
	Residual	597.477	618	.967		
	Total	779.298	619			

a. Dependent Variable: Intenton

b. Predictors: (Constant), Apperance1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.807	.245		7.370	<.001
	Apperance1	.690	.050	.483	13.714	<.001

a. Dependent Variable: Intenton

H8 Appearance consciousness has a stronger influence on the intention to visit a gym in China than in Lithuania.

To test H8, it is necessary to compare the two samples, Lithuania and China, independently of each other and afterward compare the results.

Both correlation matrixes show (please, see Annex Number 22) significant correlations between the tested variables. In the Lithuania sample r(Pearson)=0.686, P<0.001, which means that the correlation is strong, and bigger than that in the China sample, where r(Pearson)=0.313, P<0.001.

The results of the regression analysis of the Lithuania sample show that F(1)=247.483, P<0.001, and r^2=0.471. Furthermore, Appearance consciousness t=15.732, P<0.001. Therefore, the regression equation looks as follows: Intention=0.275+1.004×Appearance consciousness (please, see Annex Number 23).

The results of the regression analysis of the China sample show that F(1)=36.635, P<0.001, and r^2=0.098. Furthermore, Appearance consciousness t=7.812, P<0.001. Therefore, the regression equation looks as follows: Intention=2.781+0.464×Appearance consciousness (please, see Annex Number 24).

To compare the results, the Beta-values of each regression should be checked. Here, the Beta-value in the Lithuanian analysis is 0.686, whereas the Beta-value in the China analysis is 0.313 and thus lower. Hence, it can be concluded that appearance consciousness has a stronger influence on the intention to visit a gym in Lithuania than in China, which means that H8 is rejected.

H9 Attitude positively influences the intention to visit a gym.

Before performing linear regression analysis, correlation between predictor (Attitude) and dependent variable (Intention to visit a gym) was checked. The results (please, see Annex Number 25) indicate a strong correlation between the two variables, as r(Pearson)=0.742, and P<0.001. We can therefore continue with regression analysis.

The ANOVA results (please, see Annex Number 26) show that F(1)=748.732, P<0.001. R^2=0.551, it means the attitude could explain 55.1% of the intention to visit a gym. Furthermore, attitude t=27.363, P<0.001. The regression equation is the intention to visit a gym=－0.676+1.029×Attitude. Thus, H9 can be accepted. Attitude positively influences the intention to visit a gym.

H10 Mean of the attitude regarding exercising in a gym is higher in China than in Lithuania.

The sample is taken from China and Lithuania are regarded as 2 independent samples, and attitude and exercise in a gym are scale variables, so the author uses two independent samples T test. The significance of Levene's test (please, see Annex Number 28) will show which row should apply. We can see that the significance is less than 0.05, so we should check the second line.

H10 is rejected, the mean of the attitude regarding exercising in a gym is lower in China (M=5.5626) than in Lithuania (M=5.7345)(please, see Annex Number 27). t(609.999=2.686), p=0.007

H11 Subjective norm positively influences the intention to visit a gym.

Before performing linear regression analysis, correlation between predictor (Subjective norm) and dependent variable (Intention to visit a gym) was checked. The results indicate a very weak correlation between the two variables, as r(Pearson)=－0.180 and P<0.001 (please, see Annex Number 29). We can therefore continue with regression analysis. But H11 rejected, because r (Pearson) is negative.

The figure as follows also can prove H11 is rejected. The ANOVA results (please, see Annex Number 30) show that F(1)=20.299, P<0.001. R^2=0.033, it means the Subjective norm could explain 3.3% of the intention to visit a gym. Furthermore, Subjective norm t=45.347, P<0.001. The regression equation is the intention to visit a gym=5.652－0.134×Subjective norm. Thus, H11 is rejected.

H12 Mean of the subjective norm regarding exercising in a gym is higher in China than in Lithuania.

The significance of Levene's test (please, see Annex Number 32) will shows which row should apply. We can see that the significance is less than 0.05, so we should check the second line.

H12 is accepted, the mean of the subjective norm regarding exercising in a gym is higher in China (M=4.5415) than in Lithuania (M=3.1197) (please, see Annex Number 31). t(617.499=12.863), p<0.001.

H13 Perceived behavior control positively influences the intention to visit a gym.

Before performing linear regression analysis, correlation between predictor (Perceived behavior control) and dependent variable (Intention to visit a gym) was checked. The results (please, see Annex Number 33) indicate a strong correlation between the two variables, as r (Pearson)=0.725, and P<0.001. We can therefore continue with regression analysis.

The ANOVA results (please, see Annex Number 34) show that F(1)=650.942, P<0.001. R^2=0.526, it means the Perceived behavior control could explain 52.6% of the intention to visit a gym. Furthermore, Perceived behavior control t=25.514, P<0.001. The regression equation is Intention to visit a gym=－0.158+0.942×Perceived behavior control. Thus, H13 can be accepted. Perceived behavior control positively influences the intention to visit a gym.

H14 Mean of the perceived behavioral control regarding exercising in a gym is higher in Lithuania than in China.

The significance of Levene's test (please, see Annex Number 36) will shows which row should apply. We can see that the significance is less than 0.05, so we should check the second line.

H14 is accepted, mean of the perceived behavioral control regarding exercising in a gym is higher in Lithuania (M=5.7184) than in China (M=5.5190) (please, see Annex Number 35). t(586.838=2.890), p=0.004.

H15 Mean of Intention to visit a gym is higher in China than in Lithuania.

The significance of Levene's test (please, see Annex Number 38) will shows which row should apply. We can see that the significance is less than 0.05, so we should check the second line.

H15 is rejected, mean (please, see Annex Number 37) of Intention to visit a gym is higher in Lithuania (M=5.3964) than in China (M=4.9029). t(617.942=5.691), p<0.001.

H16 Intention to visit a gym positively influences current exercising intensity.

Before performing a linear regression analysis, correlation between predictor (Intention) and dependent variable (Exercise) was checked. The results (please, see Annex Number 39) indicate a simply weak correlation between the two variables, as r(Pearson)=0.210, and P<0.001. We can therefore continue with regression analysis.

The ANOVA results (please, see Annex Number 40) show that F(1)=28.410, P<0.001. R^2=0.044, it means the intention could explain 4.4% of an exercise. Furthermore, intention t=5.330, P<0.001. The regression equation is exercise in a gym=2.705+0.121×Intention to

visit a gym. Thus, H16 can be accepted. Intention to visit a gym positively influences the exercise in a gym.

We can get all results of hypotheses testing (see **Table 28**)

Table 28. Results of hypotheses testing

Hypotheses	Status
H1 Health consciousness positively influences the intention to visit a gym.	accepted
H2 Health consciousness has a stronger influence on the intention to visit a gym in Lithuania than in China.	accepted
H3 Socialization positively influences the intention to visit a gym.	accepted
H4 Socialization has a stronger influence on the intention to visit a gym in China than in Lithuania.	accepted
H5 Pleasure positively influences the intention to visit a gym.	accepted
H6 Pleasure has a stronger influence on the intention to visit a gym in Lithuania than in China.	rejected
H7 Appearance consciousness positively influences the intention to visit a gym.	accepted
H8 Appearance consciousness has a stronger influence on the intention to visit a gym in China than in Lithuania.	rejected
H9 Attitude positively influences the intention to visit a gym.	accepted
H10 Mean of the attitude regarding exercising in a gym is higher in China than in Lithuania.	accepted
H11 Subjective norm positively influences the intention to visit a gym.	rejected
H12 Mean of the subjective norm regarding exercising in a gym is higher in China than in Lithuania.	accepted
H13 Perceived behavior control positively influences the intention to visit a gym.	accepted

H14 Mean of the perceived behavioral control regarding exercising in a gym is higher in Lithuania than in China.	accepted
H15 Mean of Intention to visit a gym is higher in China than in Lithuania.	rejected
H16 Intention to visit a gym positively influences current exercising intensity.	accepted

3.3. Comparison of the Findings with Previous Studies

As mentioned earlier in this paper, health consciousness, socialization, pleasure, and appearance consciousness are motivations to exercise in a gym. Health consciousness positively influences the intention to visit a gym is the first Hypothesis. H1 is accepted, the result also goes along with the previous research of Warburton et al.(2007) who found physical activity appears to reduce the risk for some chronic conditions. Warburton et al. proved the hypothesis in Canada, and are mainly studying physical activity to reduce the risk of chronic diseases. but in this study, the author focus on more than chronic diseases in Lithuania and China.

Next, H2 is accepted, the results of this study confirmed that health consciousness has a stronger influence on the intention to visit a gym in Lithuania than in China. To compare the two samples, the beta-values of the regression analysis have been compared. the beta value of the Lithuanian sample is 0.773, whereas the beta-value in the China analysis is 0.585. This implies that Health consciousness has a stronger influence on the intention to visit a gym in Lithuania than in China, which is based on Hofstede's cultural dimensions theory (Hofstede, 2003; 2005). The author elaborated in the first chapter, in the dimension of masculinity and femininity, China scored a much higher score than Lithuania, which indicate that immediate result and achievement is valued by the Chinese people, whereas the Lithuanian people tend to enjoy the process of doing the exercise (Yang, Shi & Wartenberger, 2018). The results of this research therefore indicate that cultural differences have an impact on the degree that health awareness promotes people's exercise in the gym. And according to the results, marketing managers who work for the gym industry in China could emphasize that by exercising in a gym, participants can quickly improve health and gain health. But in Lithuania, gradually improve health in the process of exercise could be emphasized.

Hypothesis 3 accepted and it showed that socialization positively influences the intention to visit a gym. The result is consistent with Simmel (1971) calls the 'need for sociability' was an important aspect of the gym experience for participants. The two studies are focus on motivation in the gym, but the difference is that Simmel studies motives for starting and continuing at the gym. H4 Socialization has a stronger influence on the intention to visit a gym in China than in Lithuania is proved. The Lithuanian individualism index is much higher than the Chinese of that, it seems like the Chinese prefer to exercise with others, but Lithuanian is more likely to exercise alone. Marketing managers should apply the suggestion in China, maybe Lithuanian prefer the private space to exercise.

H5 Pleasure positively influences the intention to visit a gym is confirmed. The result is the same as the finding of Callaghan. P in 2004, which examines the feelings of stress relief that a group of mothers after participating in a 12-week fitness course. Qualitative data shows that exercise classes can reduce the level of stress and increase the happiness of the mother. Although the results are the same, the respondents of the two studies are different. The author including male and female does not distinguish any identification. Marketing managers can emphatically promote the gym as a place to relax and have fun, and set the gym near the business center and residential areas. In this way, it attracts people who work hard for a day and want to release stress and people who escape from family chores. H6 pleasure has a stronger influence on the intention to visit a gym in Lithuania than in China is rejected. So the suggestion applies in China may get better results.

H7 Appearance consciousness positively influences the intention to visit a gym is accepted. The result is supporting Jankauskienė and Kardelis(2005). A total of 405 young girls participating in filling the questionnaire, the main reason to engage in physical activity emphasizing body image was to improve the body image(45.2%). Similarly, what is different from this study is that the participants are not the same. H8 Appearance consciousness has a stronger influence on the intention to visit a gym in China than in Lithuania is rejected.

H9 Attitude positively influences the intention to visit a gym is accepted. H13 Perceived behavior control positively influences the intention to visit a gym is proved. The results supported the fundamental theoretical tenets of the TPB. it could be shown that respondents' exercise in a gym was associated with a positive attitude and higher perceived behavioral control.

H16 is accepted, Specifically, intention and PBC were found to predict exercise behavior. There is considerable evidence that supports the applicability of the TPB to explain intentions and excise behavior (Godinand Kok, 1996; Armitage and Conner, 2001; Hagger et al., 2002). but these results are more consistent with the findings of the study of Armitage (2005) in which perceived behavioral control, but the not behavioral intention can predict exercise activities. Because we can see that the R2 of Intention is 0.004, but the R2 of perceived behavior control is 0.526.

Interestingly, H11 Subjective norm positively influences the intention to visit a gym is rejected. This result is consistent with the finding of Jakuac (2015)

Conclusions and Recommendations

The tasks outlined earlier in the article as a basis, there are some conclusions.

1. By analyzing the theory of planned behavior, it can be found that attitude has a positive impact on the behavior of exercising in a gym. This means that if the respondent has a positive attitude towards exercise behavior, the probability of the respondent participating in the gym is higher. If the respondent is not interested in exercise, then he is unlikely to participate in the exercise.

2. It can also be found by analyzing the theory of planned behavior that perceived behavior control can also predict to a greater extent whether the behavior of exercising in the gym will happen. If the respondent feels that he/she is competent for the task of exercising in the gym, and feels that it is easier or less difficult to perform, he may be more likely to participate in the gym. If the respondent feels that the exercise behavior in the gym is very difficult, likely, they will not start or continue the exercise behavior because of fear of difficulty.

3. It can be seen from the analysis results of this article that there is a negative correlation between subjective norms and exercise behavior. It means that if the opinions of important others, such as family members or friends, will be the opposite of the respondent's exercise behavior.

4. By analyzing the relationship between health consciousness and gym exercise behavior, it is concluded that health consciousness has a positive impact on respondents taking exercise in the gym. In other words, the stronger the health consciousness of the respondent, and the more they care about their health, the more likely to prompt the respondent to perform

exercise behavior. Vise versa. If the respondent does not care about his health, the probability of exercising is very low.

5. According to Hofstede's cultural dimensions theory. It is found that health consciousness has a stronger influence on the intention to visit a gym in Lithuania than in China. It means that compared with the Chinese, health consciousness is more likely to drive Lithuanians to exercise in a gym.

6. The analysis of socialization concludes that it has a positive impact on respondents' participation in exercise in the gym. Some respondents like to make friends and regard the gym as a social place. The gym can meet their social needs, and friendship can also extend beyond the gym, although the origin of friendship is still in the gym. The stronger this demand, the higher the likelihood that the respondent will perform exercise behavior.

7. According to Hofstede's cultural dimensions theory. It is found that Socialization has a stronger influence on the intention to visit a gym in China than in Lithuania. It means that compared with the Lithuanian, Socialization is more likely to drive the Chinese to exercise in a gym.

8. Analyzing the pleasure factors, it can be found that the higher degree of pleasure experienced by the participants during exercise, the more likely they like to participate in the gym. Because exercise can free them from the negative emotions of work or life, they regard exercise as an entertainment activity to relieve stress.

9. According to Hofstede's cultural dimensions theory. It is found that Pleasure has a stronger influence on the intention to visit a gym in China than in Lithuania. It means that compared with the Lithuanian, pleasure is more likely to drive Chinese to exercise in a gym.

10. By analyzing appearance factors, it is found that appearance awareness also has a positive effect on the respondent's exercise behavior. Because they value their appearance very much, they want to make their image more attractive through exercise.

11. According to Hofstede's cultural dimensions theory. It is found that Appearance consciousness has a stronger influence on the intention to visit a gym in Lithuania than in China. It means that compared with the Chinese, appearance is more likely to drive Lithuanians to exercise in a gym.

Based on the conclusions, there are some recommendations. Because one of the motivation to exercise in a gym is health consciousness, the people who participate in gyms desire to improve their health situation. Maybe they are normal people just want to get a

more healthy body, maybe they are patients who desire to go back to normal life through the exercise in gyms. So gym marketing managers can set up the gym near the hospital or rehabilitation center.

Based on the finding that the gym is not only a place for exercising but also a place for making friends. So marketing managers could put forward the concept that the gym is beyond sports, and more social opportunities to attract those wanting to make friends, and it is better to build a gym in places nearby coffee shop, shopping mall and so on, in order to have more places to continue the friendship happened in the gym.

A lot of people attend a gym in order to get a better appearance. Based on this result, marketing managers should consider young women as the main target group, because this group of people pays the most attention to their own image.

We can find some limitations from this study:

1. Questionnaire questions are not comprehensive enough when designing the demographic information part, only including the location and gender. This will make it impossible to provide more in-depth analysis when the analysis result does not conform to the hypothesis, and cannot provide more information to analyze the reasons for such results. In future research, the author will consider adding more demographic statistics such as education level and income to study more characteristics of respondents.

2. The sample data is small, causing the data to not show a normal distribution. Perhaps can not present a representative sample of the two countries, resulting in a one-sided research result. In future research, the author will try to draw a larger sample to make the sample more representative.

3. In the theoretical analysis part, part of the reference is the literature about exercise, not the more accurate literature about exercise in the gym. The reason is that the amount of literature on exercise in the gym is relatively small, and there no enough information cannot be found to be cited. In future research, it may be necessary to distinguish the difference between exercising and exercising in the gym. The reasons may be slightly different.

4. When analyzing the motivations of participating in gym exercises, the author only selected 4 representative factors. In fact, through in-depth research, it can be found that the reasons that encourage people to participate in gym exercises are far more than this. In future research, perhaps the author can study more motivations.

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Summary

MOTIVATION TO EXERCISE IN A GYM

IN LITHUANIA AND CHINA

Final Master Thesis

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Size: 98 pages, 28 tables, 4 figures, 40 appendixes.

The problem of the master's thesis - How motivational factors impact the Chinese and Lithuanian people's choice of attending a gym?

The object of the thesis - frequency of people attending the gym in Lithuania and China.

The aim of the thesis -To identify and analyze motivations that influence people attending a gym in China and Lithuania.

The following tasks are formulated for achieving the desired aim:

1. To analyze literature and scientific articles due to understand and clarify the main aspects of the theory of planned behavior;

2. To analyze literature and scientific articles due to understand and clarify the main aspects of the self-determination theory.

3. To analyze health consciousness factors that motivate people to attend a gym.

4. To analyze socialization factors that motivate people attending a gym.

5. To analyze pleasure factors that motivate people attending a gym.

6. To analyze appearance consciousness factors that motivate people from attending a gym.

7. To compare the difference of each factor mean between China and Lithuania because of culture difference.

The master thesis consists of four major parts: Introduction, Theoretical Analysis, Research Methodology, and Analysis of Empirical Data. In the theoretical analysis part, there are analyzed different theories such as Self-Determination Theory, Planned Behavior Theory, Hofstede's Cultural Dimensions Theory, Motivations to Exercise in a Gym, which help to understand better motivations influence people attending a gym in China and Lithuania.

According to the literature and previous researches in the scientific journals, there is analyzed motivations to attend a gym in Lithuania and China joined with SDT, TPB, and Hofstede's Cultural Dimensions Theory. Summarizing the Health consciousness ， Socialization, Pleasure, Appearance consciousness, Attitude, subjective norm Perceived behavior control have a positive effect on the intention to visit a gym. and the intention to visit a gym positively influence the Current exercising Intensity.

In the second part, there are presented the methodology used in the research and proposed hypotheses, analyzed demographic statistic information of the respondents, checked and investigated hypotheses according to collected data via questionnaire posted online, social media platform and sent by email, presented and analyzed results using SPSS statistics software.

About analyzed literature and conducted research it is stated that Health consciousness, Socialization, Pleasure, Appearance, Attitude, Perceived behavior control have a positive impact on Intention to visit a gym. And Intention to visit a gym positively influences current exercising intensity. However, the subjective norm has a negative impact on Intention. And based on different cultural differences, Health consciousness and Appearance consciousness have a stronger influence on the intention to visit a gym in Lithuania than in China. Pleasure and Socialization have a stronger influence on the intention to visit a gym in China than in Lithuania. The mean of the attitude and subjective norm regarding exercising in a gym are higher in China than in Lithuania. The mean of the perceived behavioral control regarding exercising in a gym is higher in Lithuania than in China. The mean of Intention to visit a gym is higher in China than in Lithuania.

Limitation of the research is the sample size which should be bigger in future researches and design more demographic information to provide more information to analyze results. And more focus on exercise in a gym, rather than the only exercise. Finally, try to explore more motivations to exercise in a gym.

For marketing managers, it is important to understand what motivation to exercise in a gym for people, use different marketing strategies based on different motivations, and the

culture also have an impact on selection of marketing strategy. For example, according to the previous study, people exercise in a gym because they want to improve their health situation, the concept that gyms can improve people's physical conditions should be emphasized for publicity. can deduce the rest from this.

Appendixes

Number 1. Questionnaire in English

Survey: Motivation to Exercise in A Gym in Lithuania and China

*The survey is designed, and the results are collected by a master candidate student at Vilnius university for mater thesis. The aim of the survey is to help understand among the targeted group, what motivations and how they are influence and lead to action of attending a gym. *All participant hereby agree that their answers will be used for the indicated research anonymously, if accept, please help fill in the questionnaires.

1. Did you exercise in a gym for at least some period of time during the last years?

(1) Yes (2) No

2. Do you live in a city (Vilnius, Kaunas, Klaipeda)?

(1) Yes (2) No

3. What is your gender?

(1) Male (2) Female

4. How often you have been exercising in a gym during the last 3 years (please, select the most appropriate answer from the given below):

(1) once per month or less frequently

(2) 2-3 times per month

(3) once per week

(4) 2-3 times per week

(5) 4-5 times per week

(6) 6-7 times per week

(7) more than 7 times per week (exercising more than once per day)

5. How much time you have typically spent for exercising in a gym per one visit during the last 3 years (please, select the most appropriate answer from the given below):

(1) 20 min. or less

(2) 21-30 min.

(3) 31-45 min.

(4) 45-60 min.

(5) 61-90 min.

(6) 91- 120 min.

(7) more than 120 min.

6. In terms of my efforts, my typical exercising session was (please, select the most appropriate answer from the given below):

(1) very, very light

(2) very light

(3) fairly light

(4) somewhat hard

(5) hard

(6) very hard

(7) very, very hard.

First, we would like to mention several health-linked statements. Please, respond to the statements below, indicating how much you agree with each statement, when 1 means "strongly disagree", 7 – "strongly agree". There are no right or wrong answers, each answer only shows your personal point of view.

7. I reflect about myself a lot.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
8.I am very self-conscious about my health.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

9.I am constantly examining my health.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
10.I am very involved with my health.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
11.I am aware of the state of my health as I go through the day	**1**	**2**	**3**	**4**	**5**	**6**	**7**

The next group of statements are about your interactions with other people. Please, respond to the statements below, indicating how much you agree with each statement, when 1 means "strongly disagree", 7 – "strongly agree". There are no right or wrong answers, each answer only shows your personal point of view.

12.I try hard not to do things that will make other people avoid or reject me.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
13.I seldom worry about whether other people care about me.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
14.I need to feel that there are people I can turn to in times of need.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
15.I want other people to accept me.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
16.I do not like being alone.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
17.Being apart from my friends for long periods of time does not bother me.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
18.I have a strong need to belong.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
19.It bothers me a great deal when I am not included in other people's plans.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
20.My feelings are easily hurt when I feel that others do not accept me.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Next, you were questioned to rate "how you feel at the moment about the physical activity in a gym you have been doing" using a 7-point Likert scale Please, respond to the statements below, indicating how much you agree with each statement, when 1 means "strongly disagree", 7 – "strongly agree". There are no right or wrong answers, each answer only shows your personal point of view. Higher values reflect greater levels of enjoyment.

21.I find it pleasurable	**1**	**2**	**3**	**4**	**5**	**6**	**7**
22.It's a lot of fun	**1**	**2**	**3**	**4**	**5**	**6**	**7**
23.It's very pleasant	**1**	**2**	**3**	**4**	**5**	**6**	**7**
24.It's very invigorating	**1**	**2**	**3**	**4**	**5**	**6**	**7**
25.It's very gratifying	**1**	**2**	**3**	**4**	**5**	**6**	**7**
26.It's very exhilarating	**1**	**2**	**3**	**4**	**5**	**6**	**7**
27. It's very stimulating	**1**	**2**	**3**	**4**	**5**	**6**	**7**
28.It's very refreshing	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Then we would like to mention several statements related with appearance. Please, respond to the statements below, indicating how much you agree with each statement, when 1 means "strongly disagree", 7 – "strongly agree". There are no right or wrong answers, each answer only shows your personal point of view.

29.I rarely think about how I look.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
30.I think it is more important that my clothes are comfortable than whether they look good on me.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
31.I think more about how my body feels than how my body looks.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
32.I rarely compare how I look with how other people look.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
33.During the day, I think about how I look many times.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

34.I often worry about whether the clothes I am wearing make me look good.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
35.I rarely worry about how I look to other people.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
36.I am more concerned with what my body can do than how it looks.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Furthermore, we would like to ask you about the intention to participate in a gym in a future (nearest 1-2 years), after the pandemic situation will allow to do this. Please, respond to the statements below, indicating how much you agree with each statement, when 1 means "strongly disagree", 7 – "strongly agree". There are no right or wrong answers, each answer only shows your personal point of view.

37.I intend to participate in vigorous physical activities in a gym for 20 minutes at a time at least three times per week in the next five weeks	**1**	**2**	**3**	**4**	**5**	**6**	**7**
38.I plan to participate in vigorous physical activities in a gym for 20 minutes at a time at least three times per week in the next five weeks	**1**	**2**	**3**	**4**	**5**	**6**	**7**
39.How often do you expect to be able to participate in vigorous physical activities in a gym for 20 minutes at a time at least three times per week in the next five weeks?	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Next few statements will describe possible attitudes regarding the exercising in a gym. Please, respond to the statements below, indicating how much you agree with each statement, when 1 means "strongly disagree", 7 – "strongly agree". There are no right or wrong answers, each answer only shows your personal point of view.

40.For me, exercise in a gym is very	**1**	**2**	**3**	**4**	**5**	**6**	**7**

good							
41.For me, exercise in a gym is very beneficial	**1**	**2**	**3**	**4**	**5**	**6**	**7**
42.For me, exercise in a gym is healthiest	**1**	**2**	**3**	**4**	**5**	**6**	**7**
43.For me, exercise is in a gym very refreshing	**1**	**2**	**3**	**4**	**5**	**6**	**7**
44.For me, exercise is in a gym very happy	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Then, we would like to mention some statements about what important others think about your participation in a gym. Please, respond to the statements below, indicating how much you agree with each statement, when 1 means "strongly disagree", 7 – "strongly agree". There are no right or wrong answers, each answer only shows your personal point of view.

45.People close to me think, and hope, I should participate in regular exercise in a gym	**1**	**2**	**3**	**4**	**5**	**6**	**7**
46.My friends think that they should influence me to perform exercise in a gym	**1**	**2**	**3**	**4**	**5**	**6**	**7**
47.My surroundings influence me to practice exercise in a gym	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Finally, we want to mention some statements about the degree to which you can control or master when you participate in a gym. Please, respond to the statements below, indicating how much you agree with each statement, when 1 means "strongly disagree", 7 – "strongly agree". There are no right or wrong answers, each answer only shows your personal point of view.

48.For me, practicing exercise in a gym is easy	**1**	**2**	**3**	**4**	**5**	**6**	**7**

49.For me, the decision to exercise in a gym is my own decision	**1**	**2**	**3**	**4**	**5**	**6**	**7**
50.I am confident that I can perform regular exercise in a gym	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Number 2. Questionnaire in Chinese

*调查是经过设计的，结果由维尔纽斯大学的一名硕士研究生收集以完成论文。 这项调查的目的是帮助了解哪些动机以及各个动机如何影响并导致目标人群参加健身房的行为。 *所有参与者特此同意，他们的答案将匿名用于指定的研究，如果接受，请帮助填写调查表。

1. 在过去三年中，您是否至少在健身房锻炼过一段时间？

（1）是　　（2）否

2. 您居住在以下城市吗（重庆 北京 厦门）？

（1）是　　（2）否

3. 您的性别是？

（1）男性　　（2）女性

4. 最近 3 年内您在健身房锻炼的频率：

(1) 通常每月一次或者更少

(2) 每月 2 到 3 次

(3) 每周一次

(4) 每周 2 到 3 次

(5) 每周 4 到 5 次

(6) 每周 6 到 7 次

(7) 每周超过 7 次 (每天锻炼超过一次)

5. 在过去三年中，您每次访问健身房通常花费多少时间：

(1) 20 分钟或者更少

(2) 21-30 分钟

(3) 31-45 分钟

(4) 45-60 分钟

(5) 61-90 分钟

(6) 91- 120 分钟

(7) 超过 120 分钟

6. 就我的努力而言，我的锻炼是（请从下面给出的答案中选择最合适的答案）：

(1) 非常非常轻松

(2) 非常轻松

(3) 相当轻松

(4) 有点难

(5) 难

(6) 非常难

(7) 非常非常难

首先，我们要提及一些与健康相关的陈述。 请回答以下陈述，指出当 1 表示“强烈不同意”，7 表示“强烈同意”时，您对每条陈述的赞同程度。 没有正确或错误的答案，每个答案仅显示您的个人观点。

7. 我对自己有很多反思。	1	2	3	4	5	6	7
8. 我对自我健康很关注。	1	2	3	4	5	6	7
9. 我一直在检查自己的健康状况。	1	2	3	4	5	6	7
10.我非常健康。	1	2	3	4	5	6	7
11.我时刻了解自己的健康状况。	1	2	3	4	5	6	7

下一组陈述是关于您与他人的互动。 请回答以下陈述，指出您对每一项陈述的赞同程度，当 1 表示“完全不同意”，7 表示“完全同意”时。 没有正确或错误的答案，每个答案仅显示您的个人观点。

12.我尽量不做会使别人回避或拒绝我的事情。	1	2	3	4	5	6	7
13.我很少担心别人是否关注我。	1	2	3	4	5	6	7
14.我需要感到在我需要的时候有人可以让我求助。	1	2	3	4	5	6	7
15.我希望别人接受我。	1	2	3	4	5	6	7
16.我不喜欢独处。	1	2	3	4	5	6	7
17.与我的朋友长时间不在身边不会让我困扰。	1	2	3	4	5	6	7
18.我有强烈的归属感。	1	2	3	4	5	6	7
19.当我没有被列入别人的计划时，这使我感到非常困扰。	1	2	3	4	5	6	7

20.当我感到别人不接受我时，我会感觉受到伤害。	**1**	**2**	**3**	**4**	**5**	**6**	**7**

请说明您在健身房锻炼时的一般感觉。 使用 7 点李克特量表。 当 1 表示“强烈不同意”时，7 –“强烈同意”。没有正确或错误的答案，每个答案仅代表您的观点。更高的价值反映出更高的享受水平。

21.我觉得参加健身房是愉快的。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
22.我觉得参加健身房其乐无穷。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
23.我觉得参加健身房吸引人的。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
24.我觉得参加健身房非常令人精神焕发的。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
25.我觉得参加健身房非常令人满意。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
26.我觉得参加健身房非常令人兴奋。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
27.我觉得参加健身房非常激动人心。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
28.我觉得参加健身房是提神的。	**1**	**2**	**3**	**4**	**5**	**6**	**7**

然后，我们要提及一些与外观有关的陈述。请回答以下陈述，指出当 1 表示“完全不同意”，7 表示“完全同意”时，您对每条陈述的赞同程度。没有正确或错误的答案，每个答案仅显示您的个人观点。

29.我很少注意我看起来怎么样。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
30.对我来说我的衣服舒适比好看更重要。	**1**	**2**	**3**	**4**	**5**	**6**	**7**

31.我更多考虑我的身体感受而不是我的身材看起来怎么样。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
32.我很少将自己的外表与其他人的外表相提并论。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
33.一天中，我会思考我看起来怎么样很多次。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
34.我经常担心我穿的衣服是否会让我看起来好看。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
35.我很少担心别人对我外形的看法。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
36.我更关心自己的身体可以做什么而不是外形看起来怎么样。	**1**	**2**	**3**	**4**	**5**	**6**	**7**

此外，我们想提及一些有关参加健身房意图的陈述。请回答以下陈述，指出当 1 表示“完全不同意”，7 表示“完全同意”时，您对每条陈述的赞同程度。没有正确或错误的答案，每个答案仅显示您的个人观点。

37.我想要在接下来的五周内，在健身房每周至少进行 3 次 20 分钟的体育锻炼。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
38.我安排在接下来的 5 周内，在健身房每周至少进行 3 次 20 分钟的剧烈运动，	**1**	**2**	**3**	**4**	**5**	**6**	**7**
39.在接下来的 5 周中，您期望每周至少有三次能够在健身房中进行 20 分钟剧烈运动的频率吗？	**1**	**2**	**3**	**4**	**5**	**6**	**7**

接下来将描述有关您在健身房锻炼时可能持有的看法。请回答以下陈述，指出当 1 表示“完全不同意”，7 表示“完全同意”时，您对每条陈述的赞同程度。没有正确或错误的答案，每个答案仅显示您的个人观点。

40.对我来说，在健身房锻炼是非常好的。	1	2	3	4	5	6	7
41.对我来说，在健身房锻炼非常有益的。	1	2	3	4	5	6	7
42.对我来说，在健身房锻炼是最健康。	1	2	3	4	5	6	7
43.对我来说，在健身房中运动是非常精神振奋。	1	2	3	4	5	6	7
44.对我来说，运动是在健身房非常开心。	1	2	3	4	5	6	7

然后，我们要提及一些陈述，说明重要他人对您参加体育馆的想法。请回答以下陈述，指出当 1 表示“完全不同意”，7 表示“完全同意”时，您对每条陈述的赞同程度。没有正确或错误的答案，每个答案仅显示您的个人观点。

45.亲近的人认为并希望我应该参加健身房的定期运动。	1	2	3	4	5	6	7
46.我的朋友认为他们应该影响我在健身房锻炼身体。	1	2	3	4	5	6	7
47.我的周围环境影响我在健身房锻炼身体。	1	2	3	4	5	6	7

最后，我们想提及一些有关参加体育馆时，自身控制或掌握的程度的陈述。请回答以下陈述，指出当 1 表示“完全不同意”，7 表示“完全同意”时，您对每条陈述的赞同程度。 没有正确或错误的答案，每个答案仅显示您的个人观点。

48.对我来说，在健身房锻炼身体很容易。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
49.对我来说，在健身房锻炼的决定是我自己的决定。	**1**	**2**	**3**	**4**	**5**	**6**	**7**
50.我相信我可以在健身房进行定期运动。	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Number 3. Questionnaire in Lithuanian

Apklausa: Motyvacija lankytis sporto klube Lietuvoje ir Kinijoje.

*Ši apklausa sukurta ir naudojama Vilniaus universiteto magistro studentės, skirta baigiamajam magistro darbui. Šios apklausos tikslas - padėti išsiaiškinti, kas įtakoja tikslinės ausitorijos motyvaciją lankytis sporto klube. *Visi apklausos dalyviai sutinka, kad jų atsakymai būtų anonimiškai naudojami nurodytame tyrime, jei sutinkate, prašome užpildyti klausimyną.

1. Ar per pastaruosius 3 metus sportavote sporto klube?

(1) TAIP (2) NE

2. Ar gyvenate mieste (Vilniuje, Kaune, Klaipėdoje)?

(1) TAIP (2) NE

3. Jūsų lytis?

(1) Vyras (2) Moteris

4. Kaip dažnai sportavote, sporto klube, per paskutinius 3 metus? (pažymėkite Jums artimiausią variantą):

(1) kartą per mėnesį ar rečiau

(2) 2-3 kartus per mėnesį

(3) 1 kartą per savaitę

(4) 2-3 kartus per savaitę

(5) 4-5 kartus per savaitę

(6) 6-7 kartus per savaitę

(7) daugiau nei 7 kartus per savaitę (sportavote dažniau nei kartą per dieną)

5. Kiek laiko įprastai praleisdavote sportuodami sporto klube <u>vieno vizito metu,</u> pastarųjų 3 metus laikotarpiu (pažymėkite Jums artimiausią variantą):

(1) 20 min. ar trumpiau.

(2) 21-30 min.

(3) 31-45 min.

(4) 45-60 min.

(5) 61-90 min.

(6) 91- 120 min.

(7) ilgiau nei 120 min.

6. Atsižvelgiant į pastangas, įprasta treniruotė yra (pažymėkite Jums artimiausią variantą):

(1) labai labai lengva

(2) labai lengva

(3) gan lengva

(4) šiek tiek sunki

(5) sunki

(6) labai sunki

(7) labai labai sunki

Pirmiausia pateiksime kelis su Jūsų sveikata susijusius teiginius. Žemiau esančius sakinius įvertinkite 7 balų skalėje nuo 1 (visiškai nesutinku) iki o 7 (visiškai sutinku). Nėra teisingų ar neteisingų atsakymų, Jūsų atsakymai padeda atskleisti Jūsų požiūrį.

7. Daug mąstau apie save.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
8. Man rūpi mano sveikata.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
9. Aš nuolatos tikrinu savo sveikatą.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
10.Aš labai domiuosi savo sveikatos būkle.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
11.Kasdien stebiu savo sveikatos būklę.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Toliau pateikiami teiginiai apie bendravimą su žmonėmis. Žemiau esančius sakinius įvertinkite 7 balų skalėje nuo 1 (visiškai nesutinku) iki o 7 (visiškai sutinku). Nėra teisingų ar neteisingų atsakymų, Jūsų atsakymai padeda atskleisti Jūsų požiūrį.

12.Aš labai stengiuosi savo veiksmais nepriversti žmonių manęs vengti.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
13.Aš retai jaudinuosi dėl to ar rūpiu žmonėms.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
14.Man svarbu jausti jog yra žmonių į kuriuos galiu kreiptis sunkiu metu.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
15.Aš noriu, kad žmonės mane priimtų.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
16.Aš nemėgstu būti vienas.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
17.Ilgas buvimas atskirai nuo draugų manęs netrikdo.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
18.Aš turiu didelį poreikį priklausyti žmonių grupei.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

19.Mane labai skaudina, kai nesu įtrauktas į kitų žmonių planus.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
20.Aš lengvai jaučiuosi įskaudintas, kuomet žmonės manęs nepriima.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Nurodykite kaip įprastai jaučiatės mankštindamiesi sporto klube. naudodami 7 balų sistemą kai 1- visiškai nesutinku, o 7- visiškai sutinku. Nėra teisingų ar neteisingų atsakymų, Jūsų atsakymai padeda atskleistii Jūsų požiūrį. Aukštesni balai demonstruoja aukštesnį pasitenkinimo lygį.

21.Manau, kad tai malonu.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
22.Tai yra smagu.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
23.Tai yra malonu.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
24.Tai pagyvina.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
25.Tai suteikia džiaugsmą.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
26.Tai pralinksmina.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
27.Tai paskatina.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
28.Tai atgaivina.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Dabar pateiksime keletą teiginių, susijusių su išvaizda. Atsakykite naudodamiesi 7 balų sistema, kai 1- visiškai nesutinku, o 7- visiškai sutinku. Nėra teisingų ar neteisingų atsakymų, Jūsų atsakymai padeda atskleisti Jūsų požiūrį.

29.Aš retai susimąstau apie tai, kaip atrodau.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
30.Aš manau, kad svarbiau, jog mano apranga būtų patogi, nei gerai atrodytų.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
31.Man yra svarbiau tai, kaip	**1**	**2**	**3**	**4**	**5**	**6**	**7**

mano kūnas jaučiasi, nei tai kaip jis atrodo.							
32.Aš retai lyginu savo išvaizdą su kitų žmonių išvaizda.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
33.Dienos eigoje dažnai galvoju apie tai kaip atrodau.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
34.Dažnai jaudinuosi dėl to ar mano apranga man tinka.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
35.Retai jaudinuosi dėl to kaip atrodau kitiems žmonėms.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
36.Man svarbiau ką mano kūnas gali, nei tai kaip jis atrodo.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Be to, norėtume sužinoti apie jūsų ketinimus lankytis sporto klube (per artimiausius 1 -2 metus), kai pandemijos situacija leis tai padaryti. Atsakykite naudodamiesi 7 balų sistema, kai 1- visiškai nesutinku, o 7- visiškai sutinku. Nėra teisingų ar neteisingų atsakymų, Jūsų atsakymai padeda atskleisti Jūsų požiūrį.

37.Per ateinančias penkias savaites norėčiau užsiimti aktyvia fizine veikla, sporto klube, bent tris kartus po 20min.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
38.Per ateinančias penkias savaites planuoju užsiimti aktyvia fizine veikla, sporto klube, bent tris kartus po 20min.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
39.Kaip dažnai per savaitę tikitės užsiimti aktyvia fizine veikla, sporto klube (20min per treniruotę), per ateinančias penkias savaites?	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Žemiau pateikti teiginiai atspindi galimą požiūrį į mankštą sporto klube. Atsakykite naudodamiesi 7 balų sistema, kai 1- visiškai nesutinku, o 7- visiškai sutinku. Nėra teisingų ar neteisingų atsakymų, Jūsų atsakymai padeda atskleisti Jūsų požiūrį.

40. Man sportavimas sporto klube yra patinkantis.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
41. Man sportavimas sporto klube yra naudingas.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
42. Man sportavimas sporto klube yra sveikas.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
43. Man sportavimas sporto klube yra atgaivinantis.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
44. Man sportavimas sporto klube yra suteikiantis geras emocijas.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Toliau patekti teiginiai atspindi ką aplinkiniai žmonės mano apie Jūsų lankymasį sporto klubas. Atsakykite naudodamiesi 7 balų sistema, kai 1- visiškai nesutinku, o 7- visiškai sutinku. Nėra teisingų ar neteisingų atsakymų, Jūsų atsakymai padeda atskleisti Jūsų požiūrį.

45. Mano aplinkiniai žmonės mano, ir tikisi, jog turėčiau reguliariai lankytis sporto klube.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
46.Mano draugai mano, jog turėtų paskatinti mane lankytis sporto klube.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
47.Mano aplinka mane skatina mankštintis sporto klube.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Galiausiai, pateikiame keletą teiginių padėsiančių nustatyti Jūsų savikontrolės lygį mankštinantis sporto klube. Atsakykite naudodamiesi 7 balų sistema, kai 1- visiškai nesutinku, o 7- visiškai sutinku. Nėra teisingų ar neteisingų atsakymų, Jūsų atsakymai padeda atskleisti Jūsų požiūrį.

48.Man mankštintis sporto klube yra lengva.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
49.Mano sprendimas mankštintis sporto klubas yra asmeninis.	**1**	**2**	**3**	**4**	**5**	**6**	**7**
50.Esu įsitikinęs jog galiu reguliariai mankštintis sporto klube.	**1**	**2**	**3**	**4**	**5**	**6**	**7**

Number 4 . Number and rate of respondents from Lithuanian and China

Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lithuania	355	45.4	45.4	45.4
	China	427	54.6	54.6	100.0
	Total	782	100.0	100.0	

Number 5. Number of respondents who have gym experience during the last years in Lithuanian

在过去三年中，您是否至少在健身房锻炼过一段时间？Ar per pastaruosius 3 metus sportavote sporto klube?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	是TAIP	352	99.2	99.2	99.2
	否NE	3	.8	.8	100.0
	Total	355	100.0	100.0	

Number 6. Number of respondents who have gym experience during the last years in China

在过去三年中，您是否至少在健身房锻炼过一段时间？Ar per pastaruosius 3 metus sportavote sporto klube?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	是TAIP	426	99.8	99.8	99.8
	否NE	1	.2	.2	100.0
	Total	427	100.0	100.0	

Number 7. Number of respondents who have gym experience during the last years in Lithuanian and China

在过去三年中，您是否至少在健身房锻炼过一段时间？Ar per pastaruosius 3 metus sportavote sporto klube?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	是TAIP	778	99.5	99.5	99.5
	否NE	4	.5	.5	100.0
	Total	782	100.0	100.0	

Number 8. Number of respondents who live in Lithuania

您居住在以下城市吗(维尔纽斯 考纳斯 克莱佩达)？Ar gyvenate mieste (Vilniuje, Kaune, Klaipėdoje)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	是TAIP	334	94.1	98.2	98.2
	否NE	6	1.7	1.8	100.0
	Total	340	95.8	100.0	
Missing	System	15	4.2		
Total		355	100.0		

Number 9. Number of respondents who live in China

您居住在以下城市吗(重庆 北京 厦门)？ Ar gyvenate mieste (Chongqing,Beijing, Xiamen)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	是TAIP	414	97.0	98.6	98.6
	否NE	6	1.4	1.4	100.0
	Total	420	98.4	100.0	
Missing	System	7	1.6		
Total		427	100.0		

Number 10. Male and Female rate in Lithuanian

您的性别是？ Jūsų lytis?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	男性Vyras	201	56.6	62.8	62.8
	女性Moteris	119	33.5	37.2	100.0
	Total	320	90.1	100.0	
Missing	System	35	9.9		
Total		355	100.0		

Number 11. Male and Female rate in China

您的性别是？ Jūsų lytis?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	男性Vyras	240	56.2	64.5	64.5
	女性Moteris	132	30.9	35.5	100.0
	Total	372	87.1	100.0	
Missing	System	55	12.9		
Total		427	100.0		

Number 12. Male and Female rate in Lithuanian and China

您的性别是？ Jūsų lytis?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	男性Vyras	441	56.4	63.7	63.7
	女性Moteris	251	32.1	36.3	100.0
	Total	692	88.5	100.0	
Missing	System	90	11.5		
Total		782	100.0		

Number 13. Frequency of respondents exercise in a gym during the last 3 years in Lithuanian

最近3年内您在健身房锻炼的频率：Kaip dažnai sportavote, sporto klube, per paskutinius 3 metus? (pažymėkite Jums artimiausią variantą):

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	通常每月一次或者更少 kartą per mėnesį ar rečiau	13	3.7	4.1	4.1
	每月2到3次2-3 kartus per mėnesį	58	16.3	18.1	22.2
	每周一次1 kartą per savaitę	99	27.9	30.9	53.1
	每周2到3 次2-3 kartus per savaitę	94	26.5	29.4	82.5
	每周4到5次4-5 kartus per savaitę	38	10.7	11.9	94.4
	每周6到7次6-7 kartus per savaitę	10	2.8	3.1	97.5
	每周超过7次 (每天锻炼超过一次)daugiau nei 7 kartus per savaitę (sportavote dažniau nei kartą per dieną)	8	2.3	2.5	100.0
	Total	320	90.1	100.0	
Missing	System	35	9.9		
Total		355	100.0		

Number 14. Frequency of respondents exercise in a gym during the last 3 years in China

最近3年内您在健身房锻炼的频率：Kaip dažnai sportavote, sporto klube, per paskutinius 3 metus? (pažymėkite Jums artimiausią variantą):

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	通常每月一次或者更少 kartą per mėnesį ar rečiau	4	.9	1.1	1.1
	每月2到3次2-3 kartus per mėnesį	71	16.6	19.1	20.2
	每周一次1 kartą per savaitę	104	24.4	28.0	48.1
	每周2到3 次2-3 kartus per savaitę	123	28.8	33.1	81.2
	每周4到5次4-5 kartus per savaitę	57	13.3	15.3	96.5
	每周6到7次6-7 kartus per savaitę	11	2.6	3.0	99.5
	每周超过7次 (每天锻炼超过一次)daugiau nei 7 kartus per savaitę (sportavote dažniau nei kartą per dieną)	2	.5	.5	100.0
	Total	372	87.1	100.0	
Missing	System	55	12.9		
Total		427	100.0		

Number 15. Frequency of respondents exercise in a gym during the last 3 years in Lithuanian and China

最近3年内您在健身房锻炼的频率：Kaip dažnai sportavote, sporto klube, per paskutinius 3 metus? (pažymėkite Jums artimiausią variantą):

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	通常每月一次或者更少 kartą per mėnesį ar rečiau	17	2.2	2.5	2.5
	每月2到3次2-3 kartus per mėnesį	129	16.5	18.6	21.1
	每周一次1 kartą per savaitę	203	26.0	29.3	50.4
	每周2到3 次2-3 kartus per savaitę	217	27.7	31.4	81.8
	每周4到5次4-5 kartus per savaitę	95	12.1	13.7	95.5
	每周6到7次6-7 kartus per savaitę	21	2.7	3.0	98.6
	每周超过7次 (每天锻炼超过一次)daugiau nei 7 kartus per savaitę (sportavote dažniau nei kartą per dieną)	10	1.3	1.4	100.0
	Total	692	88.5	100.0	
Missing	System	90	11.5		
Total		782	100.0		

Number 16. Time of respondents have spent for exercising in a gym per one visit during the last years in Lithuanian

在过去三年中，您每次访问健身房通常花费多少时间：Kiek laiko įprastai praleisdavote sportuodami sporto klube vieno vizito metu, pastarųjų 3 metus laikotarpiu (pažymėkite Jums artimiausią variantą):

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 分钟或者更少20 min. ar trumpiau	3	.8	.9	.9
	21-30 分钟21-30 min.	36	10.1	11.3	12.2
	31-45 分钟31-45 min.	105	29.6	32.8	45.0
	45-60 分钟45-60 min.	118	33.2	36.9	81.9
	61-90 分钟61-90 min.	53	14.9	16.6	98.4
	91- 120 分钟91- 120 min.	4	1.1	1.3	99.7
	超过 120分钟Ilgiau nei 120 min.	1	.3	.3	100.0
	Total	320	90.1	100.0	
Missing	System	35	9.9		
Total		355	100.0		

Number 17. Time of respondents have spent for exercising in a gym per one visit during the last years in China

在过去三年中，您每次访问健身房通常花费多少时间：Kiek laiko įprastai praleisdavote sportuodami sporto klube vieno vizito metu, pastarųjų 3 metus laikotarpiu (pažymėkite Jums artimiausią variantą):

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 分钟或者更少20 min. ar trumpiau	9	2.1	2.4	2.4
	21-30 分钟21-30 min.	62	14.5	16.7	19.1
	31-45 分钟31-45 min.	97	22.7	26.1	45.2
	45-60 分钟45-60 min.	151	35.4	40.6	85.8
	61-90 分钟61-90 min.	44	10.3	11.8	97.6
	91- 120 分钟91- 120 min.	8	1.9	2.2	99.7
	超过 120分钟Ilgiau nei 120 min.	1	.2	.3	100.0
	Total	372	87.1	100.0	
Missing	System	55	12.9		
Total		427	100.0		

Number 18. Time of respondents have spent for exercising in a gym per one visit during the last years in Lithuanian and China

在过去三年中，您每次访问健身房通常花费多少时间：Kiek laiko įprastai praleisdavote sportuodami sporto klube vieno vizito metu, pastarųjų 3 metus laikotarpiu (pažymėkite Jums artimiausią variantą):

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 分钟或者更少20 min. ar trumpiau	12	1.5	1.7	1.7
	21-30 分钟21-30 min.	98	12.5	14.2	15.9
	31-45 分钟31-45 min.	202	25.8	29.2	45.1
	45-60 分钟45-60 min.	269	34.4	38.9	84.0
	61-90 分钟61-90 min.	97	12.4	14.0	98.0
	91- 120 分钟91- 120 min.	12	1.5	1.7	99.7
	超过 120分钟ilgiau nei 120 min.	2	.3	.3	100.0
	Total	692	88.5	100.0	
Missing	System	90	11.5		
Total		782	100.0		

Number 19. Comment of typical exercising session in Lithuanian

就我的努力而言，我的锻炼是（请从下面给出的答案中选择最合适的答案）：Atsižvelgiant į pastangas, įprasta treniruotė yra (pažymėkite Jums artimiausią variantą):

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	非常非常轻松labai labai lengva	28	7.9	8.8	8.8
	非常轻松 labai lengva	94	26.5	29.4	38.1
	相当轻松gan lengva	133	37.5	41.6	79.7
	有点难 šiek tiek sunki	58	16.3	18.1	97.8
	难 sunki	4	1.1	1.3	99.1
	非常难labai sunki	3	.8	.9	100.0
	Total	320	90.1	100.0	
Missing	System	35	9.9		
Total		355	100.0		

Number 20. Comment of typical exercising session in China

就我的努力而言，我的锻炼是（请从下面给出的答案中选择最合适的答案）：Atsižvelgiant į pastangas, įprasta treniruotė yra (pažymėkite Jums artimiausią variantą):

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	非常非常轻松labai labai lengva	14	3.3	3.8	3.8
	非常轻松 labai lengva	101	23.7	27.2	30.9
	相当轻松gan lengva	168	39.3	45.2	76.1
	有点难 šiek tiek sunki	67	15.7	18.0	94.1
	难 sunki	15	3.5	4.0	98.1
	非常难labai sunki	7	1.6	1.9	100.0
	Total	372	87.1	100.0	
Missing	System	55	12.9		
Total		427	100.0		

Number 21. Comment of typical exercising session in Lithuanian and China

就我的努力而言，我的锻炼是（请从下面给出的答案中选择最合适的答案）： Atsižvelgiant į pastangas, įprasta treniruotė yra (pažymėkite Jums artimiausią variantą):

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	非常非常轻松labai labai lengva	42	5.4	6.1	6.1
	非常轻松 labai lengva	195	24.9	28.2	34.2
	相当轻松gan lengva	301	38.5	43.5	77.7
	有点难 šiek tiek sunki	125	16.0	18.1	95.8
	难 sunki	19	2.4	2.7	98.6
	非常难labai sunki	10	1.3	1.4	100.0
	Total	692	88.5	100.0	
Missing	System	90	11.5		
Total		782	100.0		

Number 22. Correlations Lithuanian and China

Lithuania

Correlations

		Intention	Appearance
Intention	Pearson Correlation	1	.686**
	Sig. (2-tailed)		<.001
	N	280	280
Appearance	Pearson Correlation	.686**	1
	Sig. (2-tailed)	<.001	
	N	280	289

**. Correlation is significant at the 0.01 level (2-tailed).

China

Correlations

		Intention	Appearance
Intention	Pearson Correlation	1	.313**
	Sig. (2-tailed)		<.001
	N	340	340
Appearance	Pearson Correlation	.313**	1
	Sig. (2-tailed)	<.001	
	N	340	351

**. Correlation is significant at the 0.01 level (2-tailed).

Number 23. Lithuania regression analysis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.686[a]	.471	.469	.70655	1.654

a. Predictors: (Constant), Appearance

b. Dependent Variable: Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	123.547	1	123.547	247.483	<.001[b]
	Residual	138.782	278	.499		
	Total	262.330	279			

a. Dependent Variable: Intention

b. Predictors: (Constant), Appearance

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.275	.328		.839	.402
	Appearance	1.004	.064	.686	15.732	<.001

a. Dependent Variable: Intention

Number 24. China regression analysis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.313[a]	.098	.095	1.13142	2.021

a. Predictors: (Constant), Appearance

b. Dependent Variable: Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.897	1	46.897	36.635	<.001[b]
	Residual	432.678	338	1.280		
	Total	479.575	339			

a. Dependent Variable: Intention

b. Predictors: (Constant), Appearance

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.781	.356		7.812	<.001
	Appearance	.464	.077	.313	6.053	<.001

a. Dependent Variable: Intention

Number 25. Regression analysis between Attitude and Intention to visit a gym

Correlations

		Intenton	Attitude
Intenton	Pearson Correlation	1	.742**
	Sig. (2-tailed)		<.001
	N	620	612
Attitude	Pearson Correlation	.742**	1
	Sig. (2-tailed)	<.001	
	N	612	612

**. Correlation is significant at the 0.01 level (2-tailed).

Number 26. ANOVA between Attitude and Intention to visit a gym

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.742[a]	.551	.550	.75146

a. Predictors: (Constant), Attitude

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	422.807	1	422.807	748.732	<.001[b]
	Residual	344.465	610	.565		
	Total	767.272	611			

a. Dependent Variable: Intenton

b. Predictors: (Constant), Attitude

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.676	.214		-3.156	.002
	Attitude	1.029	.038	.742	27.363	<.001

a. Dependent Variable: Intenton

Number 27. Mean of the attitude regarding exercising in a gym

Group Statistics

	Nationality	N	Mean	Std. Deviation	Std. Error Mean
Attitude	Lithuania	275	5.7345	.71097	.04287
	China	337	5.5626	.87282	.04755

Number 28. Significance of Levene's test

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Attitude	Equal variances assumed	25.141	<.001	2.631	610	.009	.17193	.06535	.04360	.30027
	Equal variances not assumed			2.686	609.999	.007	.17193	.06402	.04621	.29766

Number 29. correlation between Subjective norm and Intention to visit a gym

Correlations

		Intenton	SN
Intenton	Pearson Correlation	1	-.180**
	Sig. (2-tailed)		<.001
	N	620	606
SN	Pearson Correlation	-.180**	1
	Sig. (2-tailed)	<.001	
	N	606	606

**. Correlation is significant at the 0.01 level (2-tailed).

Number 30. Subjective norm ANOVA

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.180[a]	.033	.031	1.10152	1.819

a. Predictors: (Constant), SN

b. Dependent Variable: Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.630	1	24.630	20.299	<.001[b]
	Residual	732.860	604	1.213		
	Total	757.490	605			

a. Dependent Variable: Intention

b. Predictors: (Constant), SN

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.652	.125		45.347	<.001
	SN	-.134	.030	-.180	-4.505	<.001

a. Dependent Variable: Intention

Number 31. Mean of the subjective norm regarding exercising in a gym

Group Statistics

	Nationality	N	Mean	Std. Deviation	Std. Error Mean
SN	Lithuania	273	3.1197	1.47678	.08938
	China	333	4.5415	1.18701	.06505

Number 32. Subjective norm significance of Levene's test

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
SN	Equal variances assumed	22.778	<.001	-13.140	604	<.001	-1.42188	.10821	-1.63440	-1.20937
	Equal variances not assumed			-12.863	517.499	<.001	-1.42188	.11054	-1.63905	-1.20471

Number 33. Correlation between Perceived behavior control and Intention to visit a gym

Correlations

		Intention	PBC
Intention	Pearson Correlation	1	.725**
	Sig. (2-tailed)		<.001
	N	620	589
PBC	Pearson Correlation	.725**	1
	Sig. (2-tailed)	<.001	
	N	589	589

**. Correlation is significant at the 0.01 level (2-tailed).

Number 34. Perceived behavior control ANOVA

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.725[a]	.526	.525	.76758	1.971

a. Predictors: (Constant), PBC

b. Dependent Variable: Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	383.521	1	383.521	650.942	<.001[b]
	Residual	345.848	587	.589		
	Total	729.370	588			

a. Dependent Variable: Intention

b. Predictors: (Constant), PBC

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.158	.209		-.754	.451
	PBC	.942	.037	.725	25.514	<.001

a. Dependent Variable: Intention

Number 35. Mean of the perceived behavioural control regarding exercising in a gym

Group Statistics

	Nationality	N	Mean	Std. Deviation	Std. Error Mean
PBC	Lithuania	264	5.7184	.74355	.04576
	China	325	5.5190	.93113	.05165

Number 36. Perceived behavioural control significance of Levene's test

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
PBC	Equal variances assumed	21.467	<.001	2.825	587	.005	.19946	.07061	.06078	.33814
	Equal variances not assumed			2.890	586.838	.004	.19946	.06901	.06393	.33499

Number 37. Mean of Intention to visit a gym

Group Statistics

	Nationality	N	Mean	Std. Deviation	Std. Error Mean
Intention	Lithuania	280	5.3964	.96966	.05795
	China	340	4.9029	1.18940	.06450

Number 38. Intention to visit a gym significance of Levene's test

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Intention	Equal variances assumed	19.550	<.001	5.581	618	<.001	.49349	.08842	.31984	.66713
	Equal variances not assumed			5.691	617.942	<.001	.49349	.08671	.32320	.66377

Number 39. Correlation between Intention and Exercise

Correlations

		Intenton	Exercise
Intenton	Pearson Correlation	1	.210**
	Sig. (2-tailed)		<.001
	N	620	620
Exercise	Pearson Correlation	.210**	1
	Sig. (2-tailed)	<.001	
	N	620	692

**. Correlation is significant at the 0.01 level (2-tailed).

Number 40. Intention ANOVA

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.210[a]	.044	.042	.63141

a. Predictors: (Constant), Intenton

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.326	1	11.326	28.410	<.001[b]
	Residual	246.380	618	.399		
	Total	257.706	619			

a. Dependent Variable: Exercise

b. Predictors: (Constant), Intenton

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.705	.119		22.790	<.001
	Intenton	.121	.023	.210	5.330	<.001

a. Dependent Variable: Exercise