ASSESSING CONSUMER RECEPTIVENESS TO A GYM FACILITY IN BOTSWANA'S TOWNSHIP

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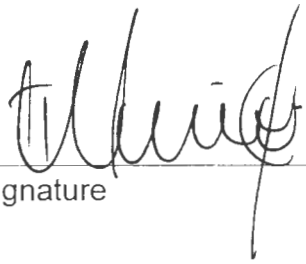

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Date

DEDICATION

I dedicate this mini-thesis to my family, especially Mrs Sejale Motsewabeng and Ms Karabo Motsisi who supported me through all the challenges I went through during my MBA studies. Their understanding at the time when they needed me the most, but couldn't get my time due to my studies gave me hope and much needed support to complete my studies.

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LIST OF ACRONYMS

DRC: Development Research Committee

GYM: Gymnastic Yoga Meditation.

IFF: Indoor Fitness Facility,

NCDs: Non-Communicable Diseases

SPSS: Statistical Package for Social Sciences.

TB: Tuberculosis

US: United States

USP: Unique Sales Production.

WHO: World Health Organisation

ABSTRACT

The aim of this study was to assess consumer receptiveness to the sporting facility, Gymnastic Yoga Meditation, in Mogoditshane, a township in Botswana. The township is the fastest growing township in Botswana in terms of businesses and residential settlements. World Health Organisation (WHO) reported physical inactivity as risk of mortality (WHO, 2009). The report noted that people involved in regular physical activities are said to have lower risks of non communicable diseases. The objectives of the research therefore included determining factors that influence use of the sporting facility and how much money people are willing to pay to use the facility.

The study used a cross-sectional descriptive study. Through the use of structured questionnaires, quantitative data were collected from Mogoditshane households and business people. 70% of the people who participated in the study are employed. However, organizational barriers and socio-economic barriers constitute major factors that prohibit them from enrolling in gym activities.

Against that backdrop, the study recommended that organizations should support their employees with fitness policies, gym facilities, and other financial resources so as to encourage them to enrol in gym activities. The study further suggests research to be conducted in other areas within the country of Botswana.

DEFINITION OF KEY TERMS

Indoor gym: A place where people come to exercise with machines

Mogoditshane: One of the fastest growing townships in Botswana.

Sporting facility: In the context of this study, a sporting facility is defined as premises designed or adapted to indulge in sporting activities, especially in an indoor sport.

Viability: It is measured in this study by the long-term survival of a business and its aptitude to have sustainable profits over a period of time.

CHAPTER ONE

1.1 Introduction

Hoyer, MacInnis and Pieters (2016) noted the importance of assessing consumer behaviour, which affects the viability of the business. The sustainability of profit-making enterprises depends on the customers' patronage in the product or service offered. This is the reason why customer surveys are critical for business success. Ailsa and Drakatos (2009:10) referred to consumer receptiveness as the emotional attachment to a product or service and consider it as an essential part of their lives. To improve or maximize the consumer receptiveness, businesses need to target consumers with this strong emotional attachment. This research therefore assesses such receptiveness by focusing on the response to a sporting facility.

Though the findings of this research may affect other areas where the sporting facility is to be established, this research has been restricted to one of the fastest growing townships in Botswana. Factors which led the researcher to primarily select the township have been discussed in the study. Such factors include the increasing population size, diverse infrastructure found in the area and the life style of the residents. Their discussion may need to be considered by the business owner with interest in establishing a sporting facility.

The researcher has well appreciated that physical activities touch different aspects of motivation according to peoples' interests; such as doing it for fun; increasing chances of living longer; feeling better of oneself; sleeping better; and having strong muscles. In this study, the researcher studied sporting or physical activities in association with people's health and how it contributes in the reduction of death rates caused by non communicable diseases (NCDs) as specified in this research. Actions from Botswana Government to support or to encourage the sporting activities have been discussed in the study.

1.2 Background Information

In the context of the current study, a sporting facility refers to an Indoor Fitness Facility (IFF), which is a Gymnastic Yoga Meditation (GYM) facility. The proposed activities includes cardio theatre, group exercise classes, sports club, personal training, health-shops, snack bars, restaurants, and child-care. By extension, the cardiovascular training equipment includes the stationary exercise bikes, elliptical trainers, rowing machines and treadmills. The activities that are included in the group exercise classes are aerobics, cycling, boxing, yoga, aqua aerobics, and other activities.

Mogoditshane township was chosen for the research study because it is the fastest growing township in Botswana in terms of businesses and residential settlements. Statistics Botswana (2011) indicates that the population of Mogoditshane was 14,246 at the 2001 census and 57,637 at the 2011 census. In addition, the township is easily accessible because of its good road network. The effect of urbanization and growing need of healthy living have increased the demand of affordable indoor sport facility, especially in areas closer to the people's home. Figure 1.1 shows the location of the township in Botswana.

Figure 1.1: Location of Mogoditshane Township in Botswana.

Source: https://www.google.co.bw/search?q=mogoditshane+botswana+map&tbm

Over the years, there have been few sporting facilities in Gaborone and its surrounding areas, but just one in Mogoditshane. The sporting facility is not just for economic gain, but it contributes toward achieving Botswana's vision of a healthy nation. Health goes beyond concern of weight loss, but encompasses the element of productivity, health care, long life, and self-esteem. As cited in Lievense, Bierma-Zeinstra, Verhagen, Bernsen, Verhaar and Koes (2003) said "recreational physical activities, including sporting activities, are widely encouraged as a major public health initiative to reduce cardiovascular diseases and osteoporosis". Different governments have reported to have sport policies focused on supporting sport performance and increasing participation rates in competitive sports (Nicholson, Hoye & Houlihan, 2011). For example, the Botswana Government has implemented a policy on wellness for its employees. Dominant among the wellness activities is the weekly/monthly exercise. Exercise has been emphasized by many researchers to have both physical and psychological benefits that reduce the risks of cardiovascular disease, hypertension, diabetes, cancer and obesity (Bryan., Ferris., & Steben 2007; Centre for Disease Control and Prevention, 2006; Brukner & Brown, 2005; Byers., Nestle., Mctiernan., Doyke & Currrie-Williams, 2002; Pate., Pratt., Blair., Haskell & Macera 1995). Scholars such as Kennedy and Newton (1997) and Plante (1999) contend that exercise cures psychological disturbances such as depression, anxiety and stress disorders. In addition, Booth, Roberts and Laye (2012) found that physical exercises can prevent accelerated biological aging/premature death, low cardio-respiratory fitness (VO2max), sarcopenia, metabolic syndrome and obesity. Other health-related issues, which the exercise can prevent include insulin resistance, prediabetes, type 2 diabetes, non-alcoholic fatty liver disease, coronary heart disease, peripheral artery disease, hypertension, stroke, congestive heart failure, endothelial dysfunction, arterial dyslipidemia, haemostasis, deep vein thrombosis, cognitive dysfunction, depression and anxiety, osteoporosis and many others.

In accelerated initiatives to combat the aforementioned diseases, Tshube and Hanrahan (2016) noted that Botswana Government through the Public-Private Partnership has invested heavily on sports activities. The investment includes participating in walks to raise funds for charity, running, and other activities. However, for the investment to

attract more investors and become sustainable there is a need for affordable sporting facility in order to support the growth of Botswana's national goal of a healthy nation. The ideal facility will not only assist the athletes to be fit, but also accommodate non-athletes. In order to assist the economy to achieve her vision of a healthy nation, there is a need to undertake a feasibility study to ascertain consumer receptiveness of sporting project. Foxall (2005) argue that assessing and evaluating buyers' activities, both ex-buyers and potential buyers from pre-purchase to post-purchase and from continued consumption to discontinuance might assist a new business competitor to predict the viability and or profitability of the business. It is for this reason that the current study assessed the consumer receptiveness of another sporting facility in one of Botswana's townships.

1.3 Problem Statement

The problem that this study is trying to address is the continuous increase of death rates as a result of non-communicable diseases, which includes respiratory diseases, cardiovascular diseases, cancers, diabetes and others. The World Health Organisation (WHO) reported that physical inactivity as the one of the behaviour risk with 20% to 30% increase risk of all cause of mortality (WHO, 2009). People involved in regular physical activities are said to reduce risks of high blood pressure, depression, diabetes, breast and colon cancer. Global Health Observatory Report recorded that "of the 57 million global deaths in 2008, 36 million, or 63% were due to NCDs. Of the 56 million global deaths in 2012, 38 million, or 68% were due to NCDs. The burden of these diseases is rising disproportionately among lower income countries and populations". The report anticipates deaths caused by NCDs to continue to increase worldwide and as such requested countries to set targets and implement cost effective actions that can be used to safe millions of lives that are continuing to be lost yearly.

NCDs, as identified by Booth, Roberts and Laye (2012), are also said to be caused by lack of exercises and have been found to be the major cause of death. The Government of Botswana, through the Ministry of Youth Empowerment and Culture Development,

has come up with sporting activities to reduce the health related issues associated with lack of exercise, but indirectly such activities exclude the working class. The working class constitutes the bread winners and might have valid excuse not to exercise. The excuses include lack of time, tiredness, the GYM facility is expensive, and distance. The exercise facility in Botswana is associated with class and certain people, especially those that are affected by the diseases identified by Booth *et al.* (2012). Unfortunately, there has not been enough effort by Government of Botswana to persuade private entity to assist in this campaign of healthy nation.

A healthy nation is a prosperous nation. As such, both the government and private sectors have been working toward achieving a healthy nation. One of the efficient ways to achieve this is to encourage people to engage in sporting activities. Botswana has also recognized that exercise is one way to achieve the goal and on that effect has invested a lot in sports. The private sector is gradually becoming involved in the sporting business, but on a small scale and lower pace in comparison to neighbouring countries. The researcher has therefore considered the lucrativeness of the sporting or gym facility given its importance in the economy. As such it becomes important to assess consumers' receptiveness to the sporting facility in Botswana, in the given priority of the particular location (Mogoditshane). In addition, no study to the best knowledge of the researcher has been undertaken to assess consumer receptiveness to the sporting facility in Botswana. The current study aims to fill that gap of information.

1.4 Research Objectives

The main objective is to determine the consumer receptiveness to the sport facility in Mogoditshane. The specific objectives are:

a) To determine the factors that influence use of the sporting facility (GYM);
b) To examine how much customer's service can influence participation or patronization of the business;
c) To determine how much people are willing to pay for using the sporting facility;
d) To determine the best places to market the sporting business;

e) To develop the best strategy in running the sporting business;

f) To develop a business plan for the sporting facility;
g) To make recommendations for a viable sporting facility.

1.5 Specific Research Questions

The following questions are used to determine the consumer receptiveness to the sporting facility in Mogoditshane:

h) What are the critical influencers of the rate of sporting facilities' utilisation in Mogoditshane?
i) How is customer service influencing sporting facility's utilisation in Mogoditshane?
j) How is pricing affecting sporting facilities' utilisation in Mogoditshane?
k) Which strategies can be adopted for marketing sporting business in Mogoditshane?
l) How effective are the strategies for running the sporting business in Mogoditshane?
m) What business plans are suitable for the development of Mogoditshane sporting facilities?

1.6 Importance and Benefits of the Proposed Study

The importance of this study is guided by the need for Botswana Government to achieve a healthy and productive nation. A healthy and productive nation is part of Botswana's national goal. It will answer the questions from the view point of the users. The questions will seek answers to why people do not involve in the sporting activity even though is very essential for healthy living. This study will be of great importance to private investors that will need to know the consumer receptiveness of the sporting

business before investing in it. Finally, this study will contribute to the body of the existing literature in the context of Africa, in particular Botswana.

1.7 Delimitations and Assumptions

The delimitations include features that made this study to range within a certain limits and thus stating the parameters for operation in the study. Leedy and Ormrod (2010:62) argued that assumptions are the basics in a research and without them there will be no research problem. In the light of the foregoing, the main assumption of the current study is that there are diverse reasons that inform consumers' receptiveness of sporting facility in Mogoditshane.

1.7.1 Delimitations (Scope)

The study is restricted to determining consumer receptiveness to a sporting facility. There is just one sporting facility in Mogoditshane even though it is an affordable prime area for businesses and residences. The study adopted health belief theory with the intention to understand why and what motivates people to engage in sporting activities (Corning, *et al.,* 2006). The only people targeted for this study are those who are living, doing business, or working in Mogoditshane.

1.7.2 Assumptions

Firstly, the study assumes that price and the information about the importance of sporting facility makes it unpopular in Botswana, especially in Mogoditshane. Secondly, the study assumes that even though the government spends on sporting activities, the private sector does not see it as a profitable venture.

1.8 Summary

This chapter has presented the foundation and preliminaries for the study. They include the introduction and provision of background details on the conceptual issues. Also, the chapter has presented the statement of the problem, the research questions, and research objectives. The problem statement encouraged the researcher to carry out the study on the consumer receptiveness to a gym facility in Mogoditshane, Botswana township.

The next chapter presents discussions from literatures that are relevant to the subject matter of the current study.

CHAPTER TWO

LITERATURE REVIEW

The literature review of this study is divided into two parts: the theoretical framework and the empirical reviews.

2.1 Theoretical Framework

This study adopted the health belief theory on the premise that the sporting facility is surrounded by health qualities. The health belief theory is used for health education and its promotion (Glanz, Rimer & Lewis, 2002). The theory emerged in the middle decade of the century and was designed to elucidate the health testing initiatives in the United States (US) hospitals especially for tuberculosis (TB) (Hochbaum, 1958). The idea behind this theory on health behaviour is influenced by people's perceptions about to live healthy as cited in Hochbaum (1958). The author further stated that personal perception is influenced by factors affecting health behaviour.

This theory has four personal perceptions embedded in its model, namely perceived seriousness, perceived susceptibility, perceived benefits, and perceived barriers (Hochbaum, 1958). The model has been extended to include motivating factors, cues to action, and self-efficacy. In this study, all the identified variables are discussed in line with activities in a sporting facility.

The idea of perceived seriousness states that individual's belief about the severity of sporting activities is often based on knowledge that sport activities are very difficult and no need to participate (Hochbaum, 1958). For example, the belief that sporting activity is tiring and after doing it, one needs to spend more hours to recover. It can also result to one becoming tired at work or the time spent in the gym could have been used to do some other activities.

People believe that there is a personal risk that is so strong in people's mind associated with absence of exercise. This makes people want to participate in sporting activities.

The health beliefs theory termed it, perceived susceptibility. The theory postulated that if one thinks that the risk is high, the person would want to engage in exercise or sporting activity at all cost. Citing Belcher *et al.* (2005), the reason why people use condoms is to reduce their chances of being infected with HIV. The same is applicable to the need of enrolling in an exercise. This is logical and consistence with human rationalism. It implies that if one is at a risk of an illness as a result of absence of exercise, the individual is more likely to enrol in an exercise facility than opposed to a situation that the individual is not susceptible. In this case, demand for exercise facility is a derived demand.

As cited in Stretcher and Rosen-Stock (1997), the combination of perceived serious and perceived susceptibility will yield perceived threat. Therefore, people will change their perception based on the perceived threat of the danger associated to absence of exercise (Mullens *et al.*, 2003). As highlighted earlier, most human beings are rational and will engage on a particular activity if they think it is beneficial. That is known as perceived benefits.

In terms of participation in sporting activity, the idea of perceived benefits asserted that person's opinion of the value or usefulness of a new behaviour. In this case, engaging in an exercise is dependent of reducing the risk associated with not doing it. That is, people indulge in good behaviours when they think it will reduce the likelihood of getting a disease. However, there could be certain barriers, which can hinder people from participating in a healthy behaviour.

As cited in Janx and Becker (1984), authors argue that the barrier one faces when he/she wants to indulge in a new behaviour depends on that person's evaluation of that situation. This type of barrier is termed perceived barrier. The perceived barrier is indulging or enrolling in a sporting activity that is surrounded by one's own evaluation of how difficulty the activity is going to be. Umeh and Rogan-Gibson (2001) have been cited saying that such barriers include difficulty with starting a new behaviour or developing a new habit, fear of not being able to do it well, the opportunity cost of doing, and the embracement.

The four major ideas of health beliefs theory are modified by including variables, such as culture, education level, experience, skills, and motivation. These are the characteristics that influence personal perceptions. Apart from the perceptions and modified factors, the theory stipulates that behaviour is influenced by cues action. These actions are events, people, or things that move people to change their behaviour. The health of the individual or the family member can make one to indulge in a healthy behaviour (Graham, 2002). Advertisement or media can make people to engage in new behaviour (Ali, 2002). Lastly, what also can influence one to indulge in a new behaviour is the ability that one to belief in him or herself. It is known as self-efficacy (Rosenstock, Strecher & Becker, 1988).

2.1.1 Theoretical Framework

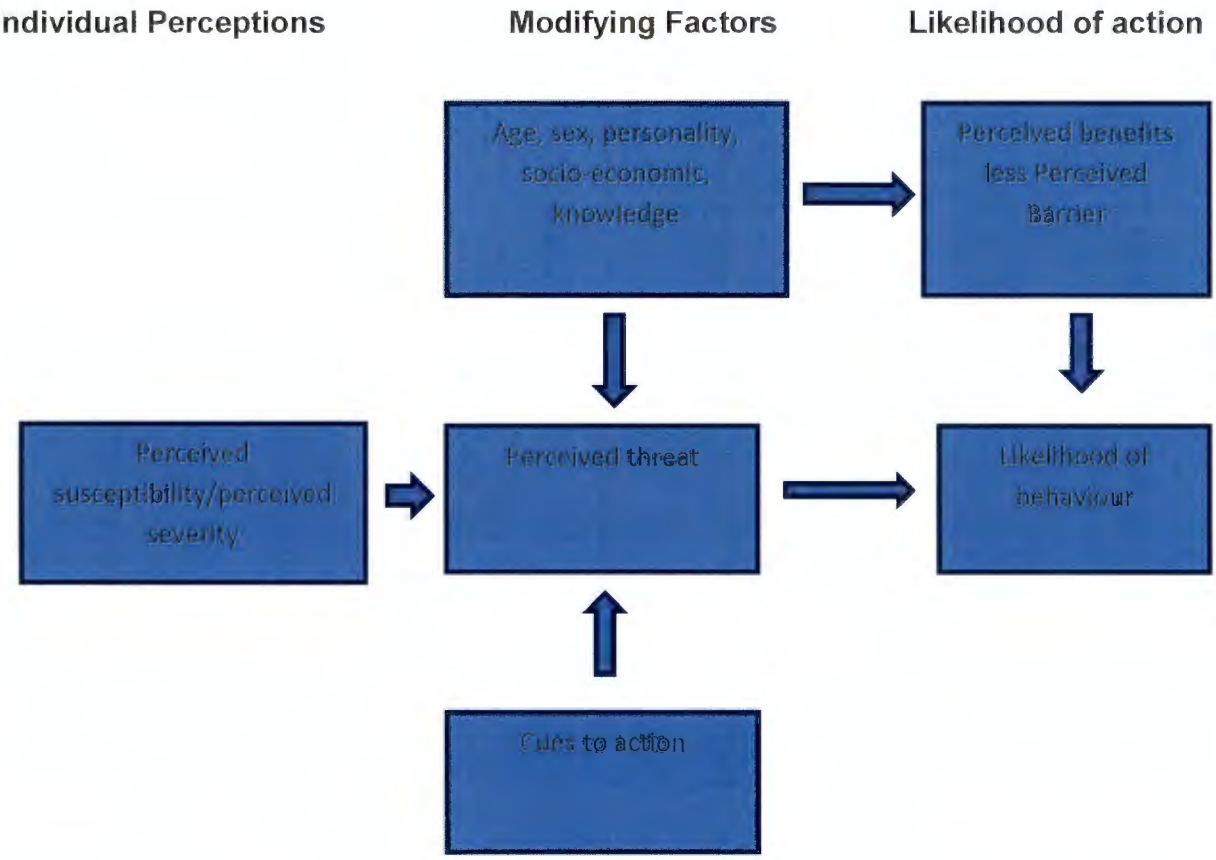


Figure 2.1.1 The Health Belief Model. Source: Stretcher, V., & Rosenstock, I. M. (1977).

From the theoretical framework, the participation or engaging in the sporting activity is a function of individual perceptions, modifying factors and likelihood of action. The next part of the literature review is the empirical reviews, a summary of what other scholars have found from their studies.

2.2 Empirical Reviews

2.2.1 General Review

In the empirical reviews, the researcher looks into studies on health benefit and as well as socio-economic benefit of sporting facility. There are researchers that argue that exercise should be a lifestyle for anyone who wants to live long. Some of the scholars have also argued that making use of sporting facility is good, but should have a limit.

For instance, Daley and Huffen (2003) suggest that stretching the body for a couple of minutes in mode-ration in a fitness facility give one a measure of merits that helps in conditioning the human mind. Too much of it might result in adverse effects such as loss of strength and energy. The authors implied that if anyone who is not in sporting business, that is, any sporting activity as a career should exercise a maximum of 20 minutes on daily basis. The study highlighted the importance of be fitness, and people that indulge in sporting activities live healthy.

In support of Daley and Huffen (2003), Bartholomew *et al.* (2005) highlighted the importance of exercise to health. They saying that exercising as a group or having some people whom one exercises with can reduce or cure psychological distress, depression, confusion, fatigue, tension, and anger. They assessed two cases, one as an individual and the other as a group. They found that only individuals that exercise as a group reported a significant increase in positive well-being and vigour scores. In the light of this, some authors have viewed participation sporting activities as a way of adding positive value to one's well being (Diener *et al.* (1985). These authors defined good health as the predominance of positivity in order to have a good satisfaction about life. As cited in Diener (2002), the author summarized the definition by saying that human

beings who highly value their well being; will in turn exercise to satisfy their desire for good health.

Furthermore, many other authors argue that physical activity is a viable tool for not only improving well being, but it is related to more positive effects and higher satisfaction with life (Arent *et al.*, 2000; Ekkekakis, Parfitt & Petruzzello, 2011; Ekkekakis, 2003; Netz, Wu, Becker & Tenenbaum, 2005; Penedo & Dahn, 2005; Rejeski & Mihalko, 2001). However, it is very important to have a limit and do not stretch yourself to extent of fatigue. Netz *et al* (2005) in their study reported the effects of exercise on individuals who are advanced in age are more positively noticed on people in their mid 60's than those in their mid 70's. The authors emphasized that exercise cannot be effective without considering the other factor, such as lifestyle and age. Exercise has numerous advantages other than improving one's well being. Expectedly, psychology has significant effect in explaining involvement in sport. Many authors have emphasized the significance of sport in generating psychological well being through stimulation (Scitovsky, 1976), feelings of control (Csikszentmihalyi, 1975) and the desire to emulate sporting heroes.

The other advantage of exercise is improving one's mental ability. Citing Crew, Lochbaum and Landers (2004), physical exercise has a positive relationship with psychological well being of adolescents and children. Their results found that low-income respondents that cannot afford to indulge in any physical exercise were found to have problems such as depression and self-esteem. These problems associated with lack of exercise can lead to cardiovascular problems. Hyde *et al.* (2011) argued that physical exercise improves mental well being. They also found that it relates to more positive effect and higher satisfaction with life, such as the way one think, feel, and act changes with age. All these factors can affect physical activity, well being, and the link between physical activity and well being changes with age too.

Although, utilization of sporting facility is good but researchers have found that children and young adults participate more in exercise than the older adults. For instance, Troiano *et al.* (2008) reported that younger children are very much more likely to engage in at least an hour long exercise each day than older people. Existing studies

supports Pate *et al.* (2002) study which shows that over 90% of school-going children, aged 7–16 years old, are engaging in at least 30 minutes of moderate physical activity per day on five or more days a week. Their study concludes that children are more likely to be meeting or exceeding physical activity guidelines than older adults. Unfortunately, most children are still not as physically active as they should be. According to American Physical Activity Guidelines Advisory Community (2008) children are recommended to participate in 60 minutes of physical activity daily. Brownson, Baker, Housemann, Brennan and Bacak (2001) noted that people ordinarily reported that they are not physically active because of a lack of available time, feeling too tired, or having no motivation.

It is very important to make sporting activity to be fun and attractive for people to use it, even if is free. As cited in Weiss (2000), although physical activities are healthy and good, people do not attend or participate, especially, children if it is not enjoyable and fulfilling. Strauss, Rodzilsky, Burack and Colin (2001) supports Weiss's study and argue that although health, social and physical benefits of sporting activities are known, people still feel that such activities are waste of their time. The authors further highlights that for people to indulge in such activities, it should be fun and fulfilling. As cited in Elavsky and McAuley (2005), physical fitness reduces perceived severity of menopausal effects and improves psychological well being of women.

Unlike the government, the private sector investors do not just look at how much the public will enjoy the investment, but how much profit they will make. It is as a result of this reason that the well being of others is considered. Barghchi *et al.* (2009) argue that there are several factors which influence investment in the sporting facility. The authors further highlighted that such facility in the city might increase congestion and make such facility susceptible to closure. They aver that one of the reasons why a sporting facility is appropriate in a township is that the facility will play a significant role in the development of that area. However, the area should be accessible by transport and they cited case study of Debrecen, one of the outstanding cities of Hungary from the point of view of sports.

In addition, the WHO (2009) report shows that a higher physical activity is associated with decreased risks of cardiovascular disease, diabetes, overweight, and obesity, and several types of cancer. Accordingly, physical inactivity has been identified as the fourth leading risk factor for global mortality, accounting for over 300 million preventable deaths. In a later report, WHO (2010) assert that physical activity is an adjustable lifestyle factor that plays an imperative role for public health and in the prevention of many NCDs.

Furthermore Bonn *et al.* (2016) found that lower prevalence of physical inactivity was associated with middle age, higher education, having previous experience of sports participation, subsequently a low glycaemic index and having a light physical workload. Also, a high prevalence of inactivity was associated with greater age, high body mass index, smoking, never drinking alcohol, having children, having a weak social network or lower levels of emotional support, and a low vegetable intake. Sallis *et al* (2000) showed a strong positive relationship between time spent outdoors and physical activity. The authors highlighted that the recommendation of an indoor sport facility for those living in urban area because it will help them live healthier lifestyles.

The foregoing discussions have been primarily focused on the synthesis of empirical sources. The sections that follow focus on the economic and environmental impact of sporting activities.

2.2.2 Economic Impact of Sporting Facility

Sporting facilities do not only have health benefits, but they also have economic effects. Economic effects occur through increase in income, job creation, increase in tax revenue and also create other businesses around the facility.

For example, Feng and Humphreys (2008) found that sport facilities in Columbus had a significant positive distance-decaying effect on surrounding house values; support the professional athletes and also has pronounced effect on the local economy. Citing Carlino and Coulson (2001), authors argue that sporting facilities brand a city or town in

which they are established and thereby promote community pride (civic pride), psychological well being and solidarity, reinforcing the community spirit and the conscience of local-regional identity. On the contrary, some studies have shown that sport facilities have negative impact on the local economy (Coates & Humphreys, 2003; Nelson, 2001; and Siegfried & Zimbalist, 2000). The authors contend that this happened in a case where the owner of the facility wanted to maintain a classic environment. This environment will not permit roadside businesses to operate around the facility. One of the ways to achieve that is using a moral persuasion.

2.2.3 Environmental Impact of Physical Activity

The environment has an influence on physical activity. For example David and Lawson (2006) reported positive relationships between children's involvement in physical activity and publicly entertaining infrastructure (access to recreational facilities and schools) and transport infrastructure (presence of sidewalks and controlled intersections, access to destinations and public transportation). Also the study reports that transport infrastructure (number of roads to cross and traffic density/speed) and local conditions (crime, area deprivation) are negatively associated with children's participation in physical activity.

As cited in the US, Adkins, Sherwood, Mary and Davis (2004) reported a negative relationship between obesity and exercise. Their result also showed that girls who are supported by their parents during exercise tend to have close bond with them. In other words, exercise brings closeness between or among the people participating in the activity. In a later study as cited on United Kingdom (UK) toddlers, Brodersen, Steptoe, Williamson and Wardie (2005) showed that there was no relationship between sedentary behaviours and participation in active physical exercise among the children. Factors such as ethnicity, socio-economic, development stage, psychological, and environment had significant relationships with exercise and sedentary behaviour in a univariate model. In multiple regression analysis, sedentary behaviour was greater in ethnic minority groups, among students from more disadvantaged backgrounds. Their

results further showed that girls who were more advanced and who testified emotional symptoms also involved in more sedentary behaviours. Active participation in physical exercise had significant relationship with good self-rated health, prosocial psychological characteristics, and among boys with low emotional symptoms.

Moreover, Ciles-Corli and Donovan (2002) has been cited showing that physical environmental determinants were primarily hypothesized as spatial access to popular recreational facilities in Western Australia. Their result showed that public facilities situated close to the residential areas were more patronized and used than those found somewhere else. The most frequently used facilities were informal: the streets (46%); public open space (29%) and the beach (23%).

Their results suggested that access to a supportive physical environment is necessary, but may be insufficient to increase recommended levels of physical activity in the community. Complementary strategies are required that aim to influence individual and social environmental factors. The authors asserted that although that walking is attractive, it is safer, motivating, affordable and effective to have an indoor sport facility for greater use. Similarly Utter, Denny, Robinson, Ameratunga and Watson (2006) supported Ciles-Corli and Donovan (2002) study as they described motivations for physical activity and relationships between recreational facilities and physical activity among a nationally representative sample of New Zealand youth. Their results suggested that physical activity interventions should address both the social (opportunities for social engagement) and physical (access to recreational facilities) environments of adolescents.

Additionally, Eime, Harvey, and Payne (2015) showed that there was a positive relationship between physical activity participation and socio-economic status and negative relationship with remoteness. As remoteness increased and socio-economic status decreased, participation in many team sports actually increased. For both socio-economic status and remoteness, Eime *et al.* (2015) reported that there were significant relationships with overall participation, than with regular participation or participation in more organized contexts.

Be that as it may, Street, James and Cutt (2007) asserted that regular physical activity is widely recommended as an antidote that can reduce disease burden. The authors cited evaluation reports by government departments in Australia and the US, which found that people who participate in sports clubs and organized recreational activities enjoy better mental health; are more alert; and are more resistant against the stresses of modern living. Participation in recreational groups and socially supported physical activities are revealed to reduce stress, anxiety and depression, as well as reduce symptoms of Alzheimer's disease.

Unfortunately, more than one-third of adult Australians report no participation in sports and physical recreation. Reports also showed that physical activities are increased when the social environment is helpful and that the mental and physical benefits of participating in organized recreational activity can be knowledgeable by people other than those directly involved with the sport or activity.

Finally Murphy and Carbone (2008) noted that the gains of physical activity are well known for all children, and disabled members of the society. The involvement of children with disabilities in sports and recreational activities encourages inclusion, minimizes deconditioning, optimizes physical functioning, and boosts overall well-being. Authors further argued that notwithstanding these benefits, children with disabilities are more controlled in their participation, have lower levels of fitness, and have higher levels of obesity than their peers without disabilities.

2.2.4 Sports Activities and Education

Sports activities have positive effect on student well beings. They have been reported in literature to have the potentialities of increasing their concentration in class. Kantor, Grimes, and Limbers (2015) argued that sports activities in schools or for students as part of "training" is an important phase in the educational process. Its importance in the life of students goes beyond healthy living, but helps students in their mental articulation. In their studies, they found that sports activities was associated with better social functioning, physical functioning, and total health-related quality of life in our

sample of rural Hispanic youth. Their results are consistent with Barber, Eccles and Stone (2001) and Broh (2002), which showed positive relationship between athletic team participation and self-esteem, social connectedness and competence to work in an interpersonal environment to attain a shared goal in non-Hispanic community.

In Kantor *et al* (2015) there is a revelation that students who attach themselves to TV programmes are less likely to participate in sporting activities. Thus, the study hypothesizes that they are prone to health related problems and struggle to study their books. Their results are similar with that of Temblay *et al.* (2011) and Gopinath *et al.* (2012).

Nonetheless, Dubnov *et al.* (2003) argued that people who are obese are greatly prone to Type 2 diabetes, cardiovascular disease, hypertension, and certain types of cancer. Deforche *et al.* (2006) said that engagement in physical activity can prevent the health risks associated with obesity. The main reason why obese people do not participate in the physical activity is because they want to avoid insult and guilt about their size (Deci & Ryan, 2002). Wilson *et al.* (2004) said that an organized physical activity can help the individual to overcome their guilt and shame. Lim and Wang (2009) supported the organized physical activity.

There are also some scholars who believe that good diet and engagement in physical activity goes a long way in achieving healthy living. For instance, Gertrude *et al.* (2007) said that lack of physical activity and poor dietary are the major cause of obesity. An increase in physical activity with good diet should be recommended by children for healthy living (Butland *et al.* 2008).

2.2.5 Viability of Sporting Facility

For someone to venture into any business, it is important to understand every part of the business. The parts may include the target customers, their ability and willingness to consume your products and competitors. Sweeney (2003) argue that understanding customers' value is the most important aspect of business, especially in sport. The

reason is that, the merits of being part of a gym facility might not be in the awareness of the customer. More so, the customer needs to have the experience of the activities and effects of enrolling into such activities. It is after these that the customer comes in to terms with the value of the service in the fullest measure.

According to Hoyer, MacInnis and Pieters (2013), "consumer behaviour reflects the totality of consumers' decision with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by (human) decision-making units (over time)". Hoyer *et al.* (2013) noted that consumer behaviour covers a range of consumptions of different things which includes tangible and non-tangible goods or services. Such behaviour has been reported to be changing over time as new brands and marketing messages get revealed. Empirical evidences also noted that consumer behaviour affects more than one individual. This is more so because of the consultations and benefits which could be enjoyed by different individuals from a single purchase. Hoyer *et al* reported that consumer behaviour is also affected by the emotions and the possibility to cope with situations. To profile the consumer behaviour, researchers noted that marketers are interested in different things which include consumer use and disposal of an offering. It has, however, been noted with interest that "the entire markets are designed around linking one consumer's disposition decision to other consumers' acquisition decisions". Therefore, one of the reasons for the existence of different businesses is to provide a platform to acquire disposition from the other.

Furthermore, a basic marketing concept states that firms exist to satisfy consumer needs. These needs can only be satisfied to the extent that marketers understand the people or organizations that will use the products and services they offer, and that they do so better than their competitors" (Solomon, Bamossy, Askegaard & Hogg, 2006:8).

The knowledge about the target customers can be used effectively in future when the business is in operation to persuade customers to buy from the business as opposed to its competitors. In every private business without royal customers, the survival of that business is questionable. For instance, Unique Selling Proposition (USP) said that the growth of the business is driven by customer needs when making buying decisions. It may therefore have a little benefit to the business to provide a service which people do

not have much interest in. To persuade them to buy the service may therefore come with a business cost which could have otherwise been avoided.

Mouncey and Wimmer (2007) reported that successful customer research may not necessarily translate in to business success. They cited Omar Mahmoud (2007:133) saying "the operation was successful but the patient died". They noted that the failure could be attributed to different factors such as weak advertising, parity products or service, high price, inadequate media and low distributions which might affect customer perceptions. In their study, Mouncey and Wimmer (2007) further noted that almost every year new products and brands are launched and appear on shelves, but continue to fail as time passes by and in some cases end up being discontinued. The failure could be due to different factors such as, technology-driven idea not built on consumer needs, product or service which does not meet the concept promise, negative perception from consumers, narrow target group, sluggish distribution to consumers, inadequate initial promotion, strong competitors retaliations, and changes in the consumer needs.

In view of the dynamism of consumer goods and services, Managers are therefore expected to continuously identify gaps in between customer expectations and the actual service they provide with an aim to close it and improve or exceed customer service. Wrong interpretations of customer needs by the company could mean that the company is trying to meet wrong or non-existing customer needs.

Lorenzon and Pilotti (2008) argue that we cannot talk of consumer receptiveness without talking of marketers. The study noted that "marketers play an important, active role in providing social relationships" which is now becoming the marketing strategy for most businesses. Citing Blau (1973), Kang and Ridgway (1996), Lorenzon (2008) reported that the social exchange theory suggest that consumers in most cases feel more obliged to return the marketers friendly service by visiting the business with an aim of buying. Such consumer decision is said to be mainly influenced by the social interaction which the researcher noted that it "makes people feel less connected to friends and other support systems and makes them more likely to respond to sellers who pay attention".

Similarly, Lorenzon *et al* (2008) citing Nahemow (1980) noted that "Individuals who, by virtue of their social isolation, are not in a position to argue their opinions for the benefits of a brand with other people ultimately become unsure of their own point of view and are, therefore, highly vulnerable to persuasive communication". Businesses who understand the theory around social isolation and have a strong marking team can therefore increase the consumer receptiveness and increase their profit margins by taking advantage of unsure individuals.

Lorenzon *et al.* (2008), further cited Gardner and Levy (1955), stating that the ability of marketing team to create and maintain a long lasting image affects the business success. Researchers noted that the current consumer needs and competitors are the short term marketing driven factors which are normally used to manage the brand image or company position. As a result, decisions made on the current conditions are not strategically oriented.

Like Sweeney and Soutar (2001), Chua (2001) includes two separate functional quality dimensions: performance/quality and price/value for money. Chua (2001) also added a social interaction value dimension. The researcher considered attending a gym as a recreational activity. As many gym members attend gym with friends to motivate each other to exercise; this is the social interaction value. The author identified the following five dimensions of customer perceived value before engaging in the activity: functional value (performance quality), social value (enhancement of social self-concept), emotional value (generated positive feelings or affective states), social interaction value (derived from interacting with other customers) and monetary value (value for money).

In marketing a business service or product, the societal marketing concept stated that marketing should deliver superior value to customers and successively improve consumers' and society's wellbeing (Kotler *et al.*, 2006). Dagger and Sweeney (2006) said that service experiences and service evaluations are likely to affect quality of life perceptions as they impact on customers' lifestyle. As exercise forms an important part of a healthy lifestyle, the perceived quality of a fitness center is likely to influence the quality of life perceptions of their members. For instance, if a gym member believes the service offered by the gym is of value for money, in terms of money paid for

membership and results gained from exercise, they may perceive their quality of life to be higher. Emotional value is also a noteworthy element, if joining the gym makes the member feel good and gives enjoyment, overall quality of life may be enhanced. Furthermore, studies have shown that participating in sports can be associated with demographic characteristics of the people. For instance, gender influence on physical exercise (Gratton & Taylor, 2000:75; Thompson, *et al.*, 2002), ethnicity, and educational attainment (Thompson *et al.*, 2002).

2.3 Conclusion

In summary, this literature has presented the theoretical aspect of the health and socio economic benefits of sporting facilities. The foregoing discussions have also been focused on the synthesis of empirical sources. There are evidences that sporting facilities do not only have health benefits, but they also have economic effects. Economic effects occur through increase in income, job creation, increase in tax revenue and also create other businesses around the facility. Empirical discussions also show that sports activities have positive effect on the students' well being. They have been reported in literature to have the potentialities of increasing their concentration in class.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design, Location and Methods

As mentioned in the previous section, both quantitative and qualitative methods have been used in this study. It is important to discuss the quality and rigour of the proposed design. The quantitative research is associated with positivist paradigm, while the qualitative method is linked with naturalistic paradigm. The quantitative method is a formal, objective, and deductive approach to problem solving, whereas the qualitative method is more of informal, subjective, inductive approach to problem solving.

Also quantitative research is considered to be more rigorous and the qualitative is more qualitative in nature. In the quantitative method, the current study used a logistic regression tool to determine the factors that influence people participation in an indoor sporting facility, to examine how the customer service influences their participation, and determines how much people are willing to pay for using the sporting facility. The qualitative method has been used to determine organizational development of the sporting facility, to determine the best way to finance sporting facility, to develop the best strategy in running the business, and determine the best way to market the business.

3.2 Target Population

The Mogoditshane township is the only township selected for the study because it is the fastest growing township in Botswana in terms of businesses and residential settlements. Statistics Botswana (2011) indicated that the population of Mogoditshane was 14,246 at the 2001 census and 57,637 at the 2011 census. The town is located in the Kweneng District of Botswana. In addition, the township is easily accessible because of its good road network.

For the purposes of this study, the target population included people who either live or do businesses in Mogoditshane. The selection includes people working, schooling, and football clubs found in the area of study. They have been included purposively to ensure that the sample selected is appropriate for making business specific analyses and conclusions.

To address the objectives of the study more effectively, descriptive study has been deployed as the best suited method. The researcher has collected quantitative data from Mogoditshane households and business people through the use of structured questionnaires.

3.3 Sampling

The study used a simple random sampling technique. The sample includes the residence of Mogoditshane, people who are working or doing business in Mogoditshane, schools in Mogoditshane, and sport clubs in Mogoditshane. As the sample size of the research affects the cost of the research and time taken to complete it, statistical determinants such as the total population of Mogoditshane residents and margin of error were taken into consideration. The researcher used a sample size of two hundred (200) individuals. The estimated population of Mogoditshane was about fifty seven thousand six hundred and thirty seven (57,637) in the year 2011.

3.4 Data Collection

Data collection was done by the researcher and an assistant with appropriate experience in sports.

3.4.1 Primary Data

Primary data was collected for the study. This was done through the use of questionnaires.

Questionnaires were used to collect data for the selected participants, which included:

- demographic, social, economic, cultural, geographical, and residential attributes of the selected participants;
- knowledge, beliefs, practices and attitudes regarding an organised sporting facility;
- the number of people willing to pay for using indoor sporting facility; and
- determining the influence of customer service on participation/patronization of the business.

3.4.2 Secondary Data

Data collected using documentary reviews focused on the following:

- Review of research on sporting facility in Botswana and other countries.
- Reviews focused on examining factors that affect the participation in sports in general and in the context of sporting facility in particular.
- The reviews were critical so as to identify gaps and good practices in Botswana and other countries regarding the activities in an organised sporting facility.

3.5 Stages of the Study

- *Stage 1:* Designed the transport logistics and interview plan.
- *Stage 2:* Designing research instruments, conducting the pre-test, finalizing the instruments and making copies of the final instruments.
- *Stage 3:* Data collection from the sampled respondents
- *Stage 4:* Data cleaning, coding and entry for the quantitative questionnaires, transcription of qualitative data and data analysis.

- *Stage 5:* Developing analytical, quantitative and qualitative report and peer review of the report by experts.
- *Stage 6:* Submission of zero draft to North-West University to check plagiarism rate.
- *Stage 7:* Final report submitted to North-West University.

3.6 Implementation Arrangements

- The first activity the researcher undertook was to get permission from North West University to conduct the research. The researcher developed research tools including in-depth interview guides and, in discussions with the supervisor, reached a consensus on the research instruments.
- The second activity was to pre-test the developed and agreed instruments to ensure content and construct validity and reliability of the tools.
- The third activity was to ensure efficient and timely collection of data. Data collection was completed within three weeks.

3.7 Data Analysis

The researcher collected two types of data, quantitative and qualitative.

The quantitative data collected was statistically analyzed to:

- identify the characteristics, knowledge, attitudes and practice of sporting facility for the selected respondents;
- identify factors that influence participation in sporting facility in the Botswana township;
- identify the potential investors; and
- examine the ability of the expected customers to pay for the service.

The SPSS software used in this study is suitable for analyzing and presenting statistical data. Results have been presented in tables and charts.

3.8 Assessing and Demonstrating the Quality and Rigour of the Research Design

The researcher undertook a pilot study in order to determine the reliability of the instrument before it was used for the intended sample. The importance of this pilot was to get an informed opinion from the respondents on whether the questions in the questionnaire reflected their intended honest opinion. Further, both the internal and external validity of the research design has been tested. According to Wilson (1993), internal validity shows the significance difference between the independent and dependent variables. The study used a chi-square from model specification fitting in logistic regression to test for it. The researchers' intention is to produce a viable empirical study on the consumer receptiveness of the sporting facility in Mogoditshane. If the researcher did not use the right method, the conclusion was to lead to Type 1 error and Type 2 error. The Type 1 errors occur when one used a wrong method to conclude that there is significance between the independent and dependent variables, when in actual sense there is none. The reverse is the case of Type 2 error.

The external validity refers to generalization of the study's finding. The research used the appropriate technique in order to produce reliable and replicating outcomes for the purpose of making the findings marketable. This increased the rigour and quality of the research design.

3.9 Quality Assurance

To ensure that data collected is of high quality a number of quality assurance mechanisms has been implemented. These are:

- *Pre-testing of data collection tools:* Data collection tools have been pre-tested to ensure their appropriateness in data collection. This also helped in evaluating the capability of the research assistant in appropriate use of the research instruments. A day review of the pre-test were made, research tools corrected

and the researcher with the assistant incorporated the corrections and updated their skills.

- *Editing:* Field editing was done by the researcher.
- *Data entry*: The researcher was involved in the data entry to ensure that data quality was not compromised. The qualitative data were processed by the researcher and the researcher was assisted in the data analyses by a social scientist who has a wealth of experience in dealing with such data.
- *Office editing*: After data collection was completed, the researcher edited the data prior to the data entry and processing;
- *Data cleaning*: This was done before analysis to ensure consistency and completeness.
- *Project Management*: Management of the project was done by the researcher to ensure that the study remains on track.

3.10 Outputs

The study outputs include:

- A report detailing the approaches to the study including sampling, developed research tools (questionnaires and in-depth interview guide) and implementation plan.
- A report of research findings in technical version and popular versions (fact sheet). This presents size, demographic, social, economic and cultural characteristics; and geographical and residential distribution of individual respondents. The report also outlined challenges and good practices identified in the reviewed literature as well as field work.

3.11 Research Ethics

The research has been forwarded to the Development Research Committee (DRC) of the Ministry of Youth Empowerment and Culture Development after been approved by

Office of Research and Development at North West University before the commencement of the study. The purpose of the study was explained to all stakeholders involved before administering the instruments. The participants were informed that participation in the study is voluntary, and that there is no payment made for participation and they are free to withdraw from participating at any time. They were assured of confidentiality of information obtained as the instruments are coded to ensure anonymity. Participants who voluntarily participated in the study gave written consents. Finally, the study strictly adhered to the purpose at which it was conducted.

3.12 Summary

Every research has some fundamental philosophical assumptions about which research method(s) is/are appropriate for a given study. This section presented the philosophical assumptions, research methodology, and design used in this study, which includes strategies, instruments, data collection and analysis methods, and the explanation of the stages and processes that are involved in the study.

The following chapter presents the results of the findings of the study. This is also followed by the discussion and interpretations in the subsequent chapter.

CHAPTER FOUR

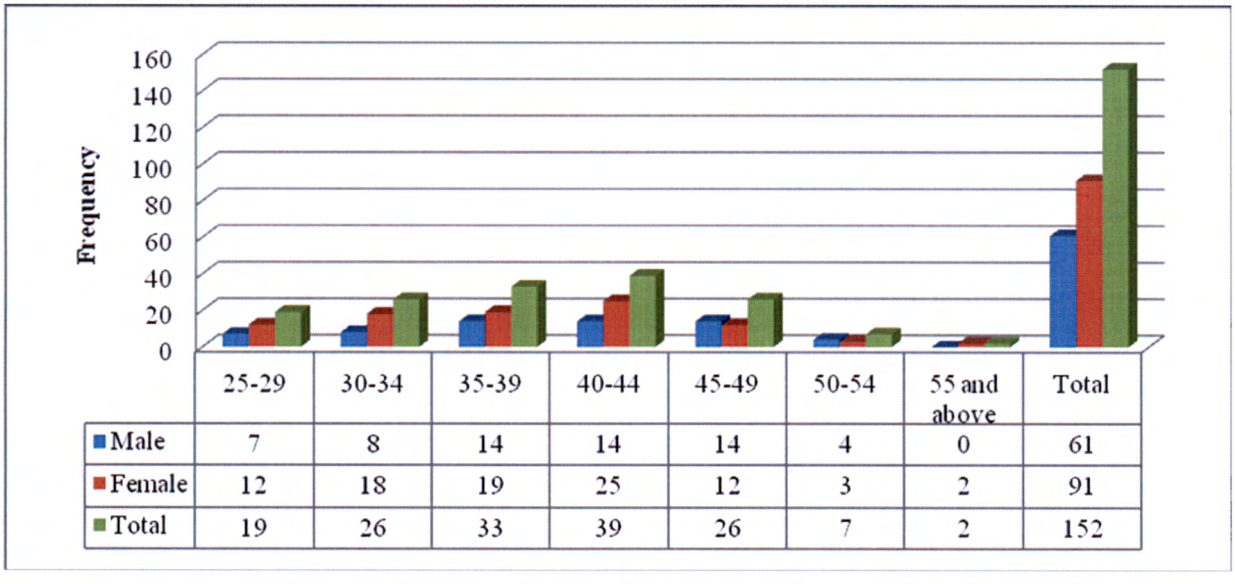
DISCUSSION OF FINDINGS

4.1.1 Introductory Findings

This chapter presents the results of the study. Overall, the targeted study population was 200 and the same number of questionnaires was distributed. However, a total of 190 respondents were able to participate in the study. This indicates a response rate of 95% with 5% variance. Ngoepe (2008) asserted that a response rate of over 50% can be considered good for analysis. The presentation of the results begins with the demographic details of the respondents.

4.1.2 Demographic Characteristics

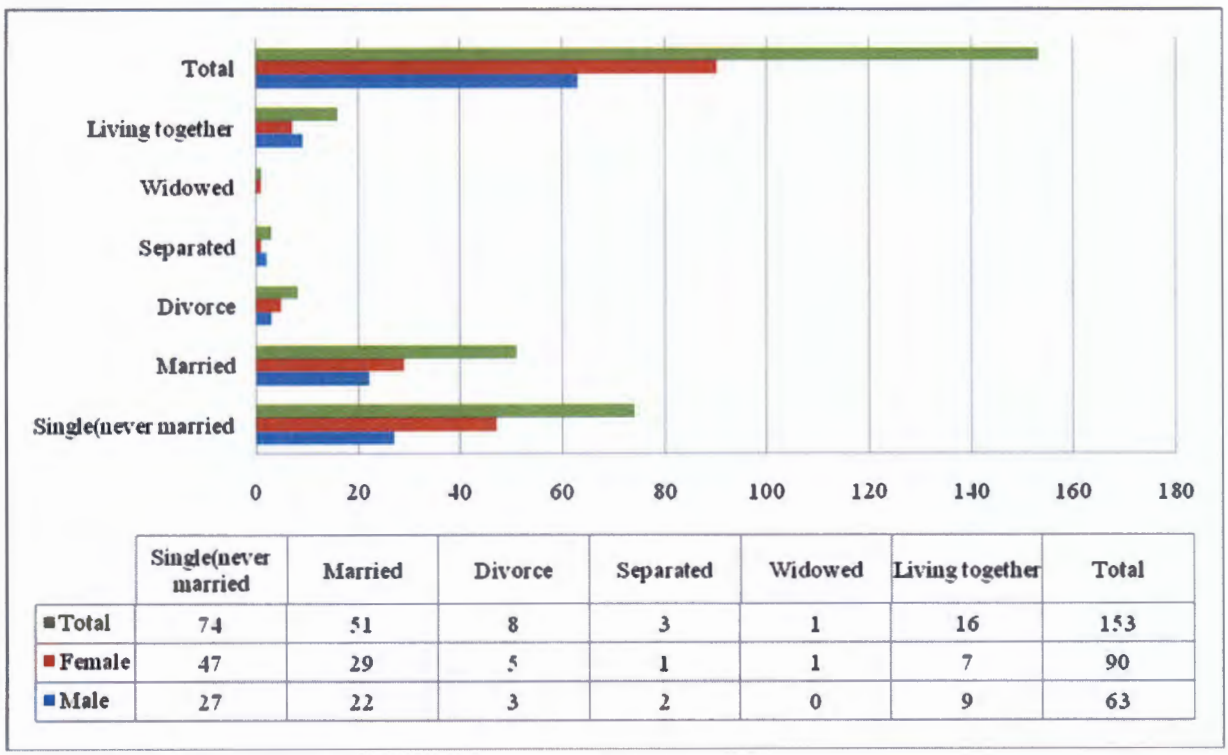
The study sought to know the gender and age of the respondents, gender and marital status, gender and number of dependents



	25-29	30-34	35-39	40-44	45-49	50-54	55 and above	Total
Male	7	8	14	14	14	4	0	61
Female	12	18	19	25	12	3	2	91
Total	19	26	33	39	26	7	2	152

Figure 4.1: Gender and age of the respondents

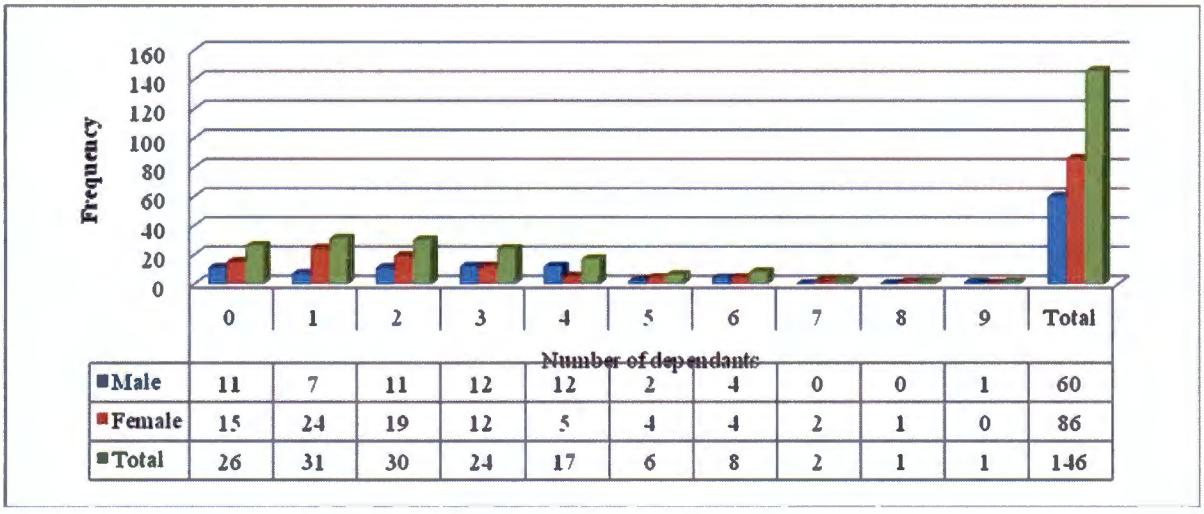
There are 152 respondents who participated in the survey. The majority of them (n=91) are female, while the rest are their male counterparts. Most of the participants (n=39) are between the ages of 40–44 years old, followed by participants that are between 35–39 years and two of them are 55 years or older.



	Single(never married	Married	Divorce	Separated	Widowed	Living together	Total
Total	74	51	8	3	1	16	153
Female	47	29	5	1	1	7	90
Male	27	22	3	2	0	9	63

Figure 4.2: Gender and marital status

From the 153 that participated in this study, Figure 4.2 shows that most of them are single (n=74), 51 of them are married, eight are divorced, three are separated, one of them are widowed, and 16 of them are living together.



	0	1	2	3	4	5	6	7	8	9	Total
Male	11	7	11	12	12	2	4	0	0	1	60
Female	15	24	19	12	5	4	4	2	1	0	86
Total	26	31	30	24	17	6	8	2	1	1	146

Figure 4.3: Gender and number of dependents

Figure 4.3 shows the gender of the number of dependents of the respondents. The results show that the majority of the respondents have between zero and two, eight of them have six dependents, two has eight, and one of them has nine dependents.

4.1.3 Economic Status of the Respondents

Table 4.1: Gender against bread winner and highest education

		Male	Female	Total
Bread winner in the family	Yes	47	52	99
	No	13	36	49
	Total	60	88	148
Highest Education qualification	Certificate	17	40	57
	Diploma	20	19	39
	First Degree	18	30	48
	Masters	8	1	9
	Total	63	90	153

Table 4.1 shows that most of the participants are bread winners of their family (n=99), mostly the female participants. It also shows that these respondents have formal education qualifications. For instance, 57 of them have certificates, 39 with diplomas, 48 of them have degrees, and 9 with master's degrees.

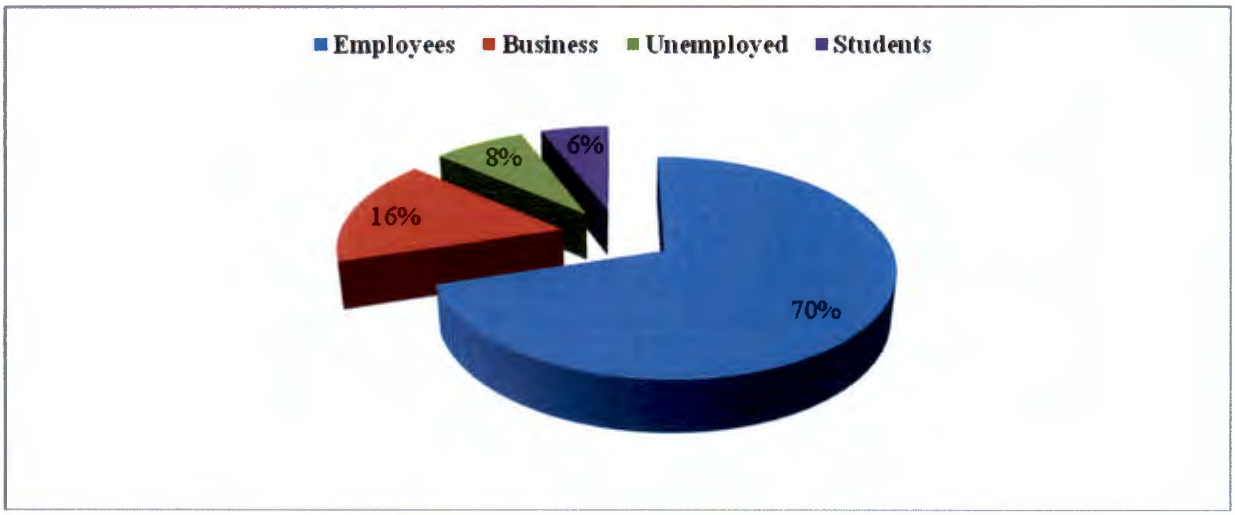
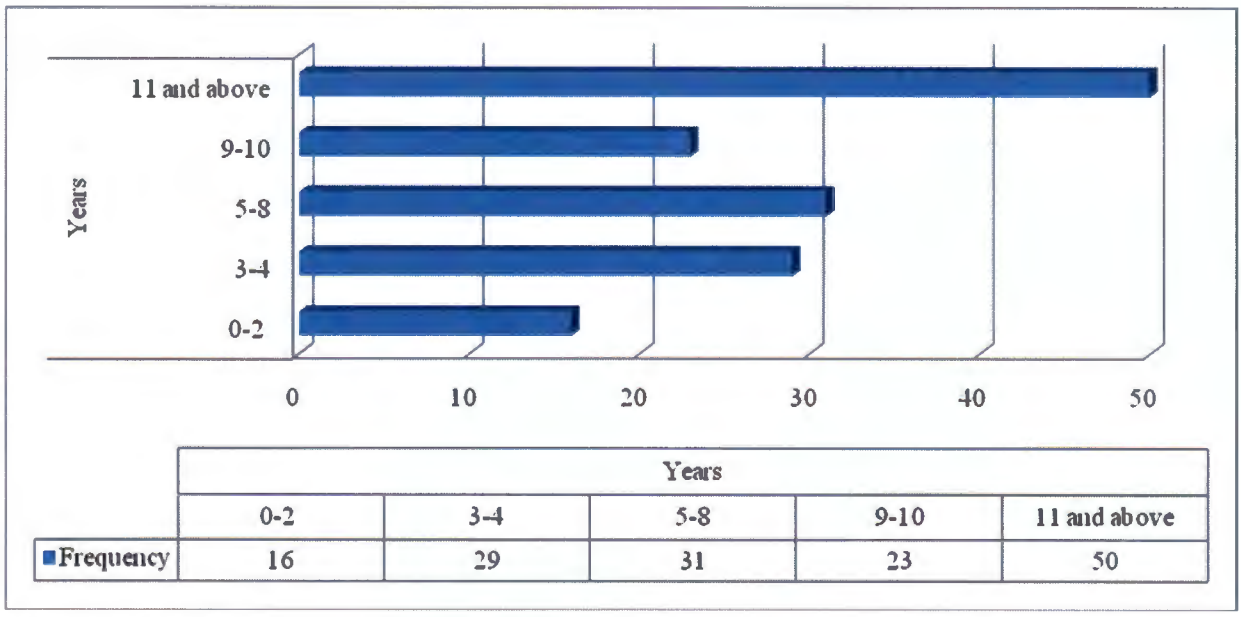


Figure 4.4: Employment Status (N=156)

Figure 4.4 shows that most of the respondents are employed (70%), 16% of them have businesses, 8% are unemployed and the rest are students.



	Years				
	0-2	3-4	5-8	9-10	11 and above
Frequency	16	29	31	23	50

Figure 4.5: For how long (years) have you been working or doing business

From Figure 4.5, most of the respondents have worked 11 years or longer, followed by 5–8 years, 3–4 years, and some of them have worked 9–10 years.

4.2 Main Findings Based on the Research Questions

4.2.1 What are the critical influencers of the rate of sporting facilities' utilisation in Mogoditshane?

The first research question of this study was to determine the factors that influence the use of a gym sporting facility. A total of 118 participants responded to this question. Responses show that, organizational barriers have the highest number of indicators. It has a total of n=48 which represents 41% of the population, whereas socio-economic followed the list with n=45 representing 38% of the population. Other reasons are communication barriers, and cultural barriers which elicited n=15 and n=11 representing 13% and 9% respectively. The responses to the foregoing are summed up and presented in Table 4.2.

Table 4.2: Reasons that prohibit you to be enrolled in GYM

	Multiple Responses N = 118	Percentage of Cases
Socio-economic barriers – the cost of membership is prohibitive.	45	38.1
Organizational barriers – a lack of supportive policies, facilities and financial resources.	48	40.7
Communications barriers – information about GYM resources and services doesn't accommodate low-income people.	15	12.7
Cultural barriers – visible minorities feel uncomfortable and unwelcome.	11	9.3

From the foregoing responses the current study can conclude that organizational barriers and socio-economic barriers constitute major factors that prohibit participants from enrolling in gym activities. Recommendations should be made to organizations to

encourage their employees through supportive policies, facilities, and financial resources and funding.

Table 4.3: Reasons for having insurance policy

	Multiple Responses N = 89	Percentage of Cases
Has a chronic disease that required me to regularly visit health care facilities too often	17	19.1
Might fall sick in future	72	80.9
Part of work benefit	2	2.2

Table 4.3 shows the respondents' reasons for having an insurance policy. The majority of them said the reason is that they might fall sick in future (80.9%), 19.1% said that they have chronic disease that required them to regularly visit health care facilities, and 2.2% said that it is part of their work benefit.

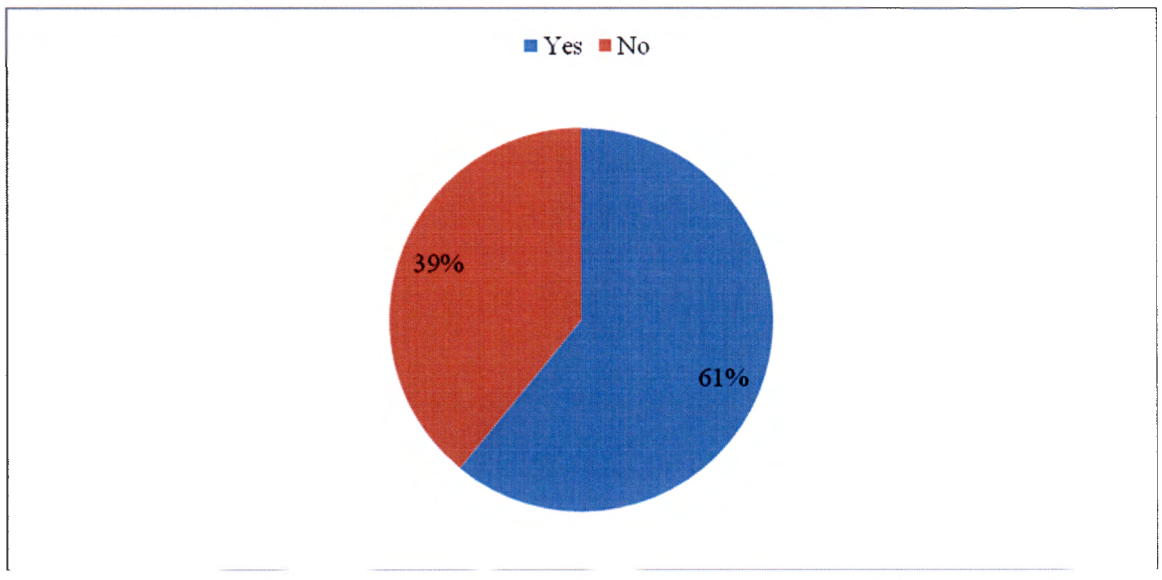


Figure 4.6: Have medical insurance policy

The majority of them have medical insurance policy and 39% of them don't have.

4.2.2 How is customer service influencing sporting facility's utilisation in Mogoditshane?

The fifth research question of this study was to examine how much customer's service can influence participation and patronization of the business.

Table 4.4: How would you prefer to go to GYM facility?

	Multiple Responses	Percentage of Cases
	N = 140	
GYM car	10	7.1
Own car	45	32.1
Public transport	6	4.3
Walking	79	56.4

Respondents were asked how they would prefer to get to the gym. The results show that majority of the participants (n=79) representing 56% of the population, preferred walking to a GYM facility. Other respondents (n=45) representing 32% of the population indicated that they will prefer to use their own car, and few of them (n=6) said they do not mind using public transport. This study, therefore, recommends that the management of the gym facility should direct its resources toward other areas of development and not in acquiring a gym car. The reason is that a majority of the population do not want a gym car.

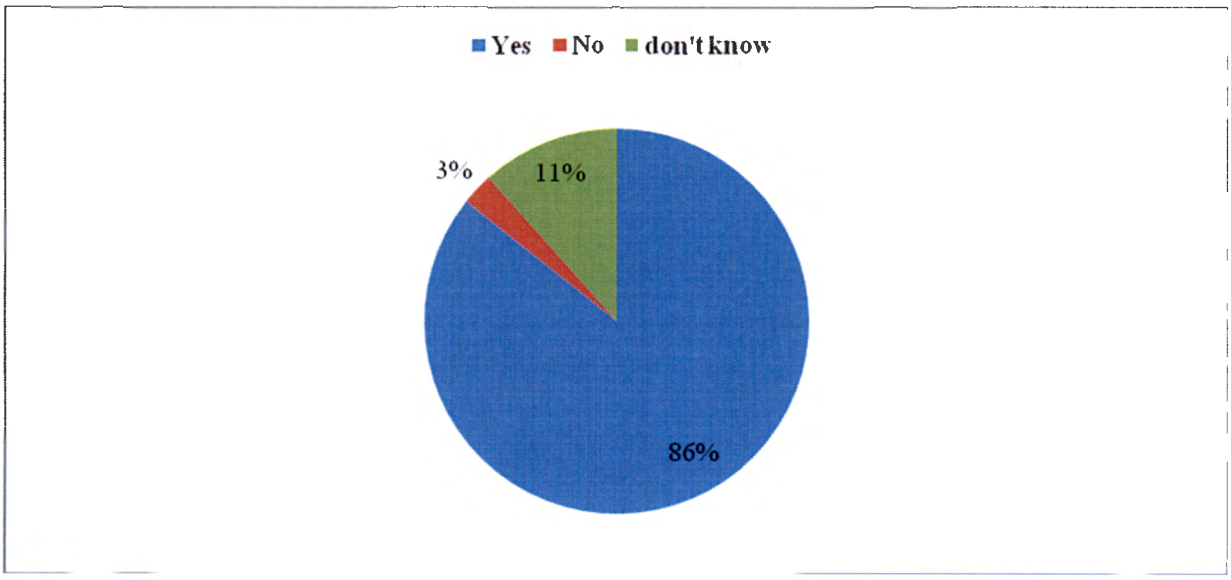


Figure 4.6: If you have a GYM facility next to your workplace or residential place, would you subscribe for membership (N=147)

An overwhelming majority of the population (86%) shows that they need GYM facility either close to their workplace or residence, whereas only a few of them (11%) indicated that they do not want, and the rest 3% is indecisive. The purpose of this question was to determine convenience of service for customers. For recommendation purposes, the study concludes that gym facilities should be located close to residential areas.

4.2.3 How is pricing affecting sporting facilities' utilisation in Mogoditshane?

The fourth research question of this study is to determine how much people are willing to pay for using the sporting facility.

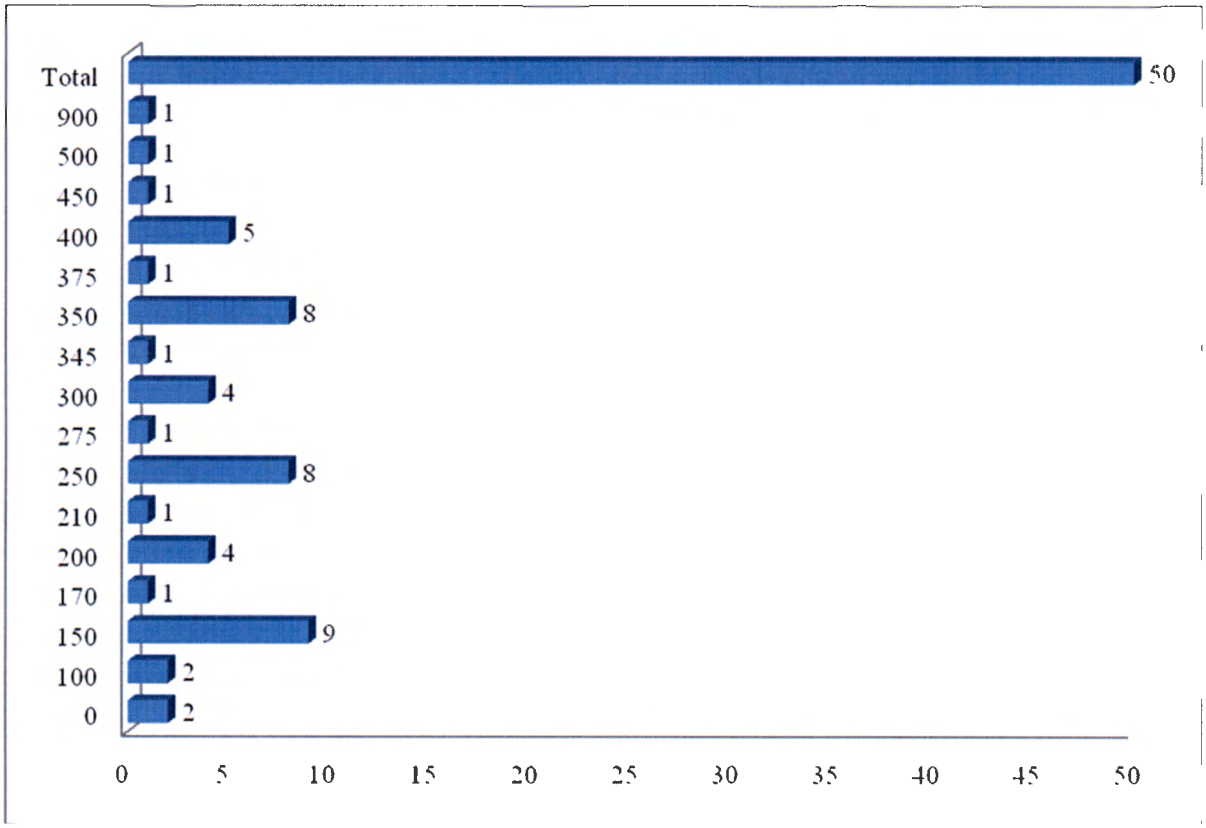


Figure 4.9: If you previously participated in GYM facility, how much was the subscription rate monthly? (In Pula)

Those that are already using gym facilities said it ranges from P100– P900 for monthly subscription.

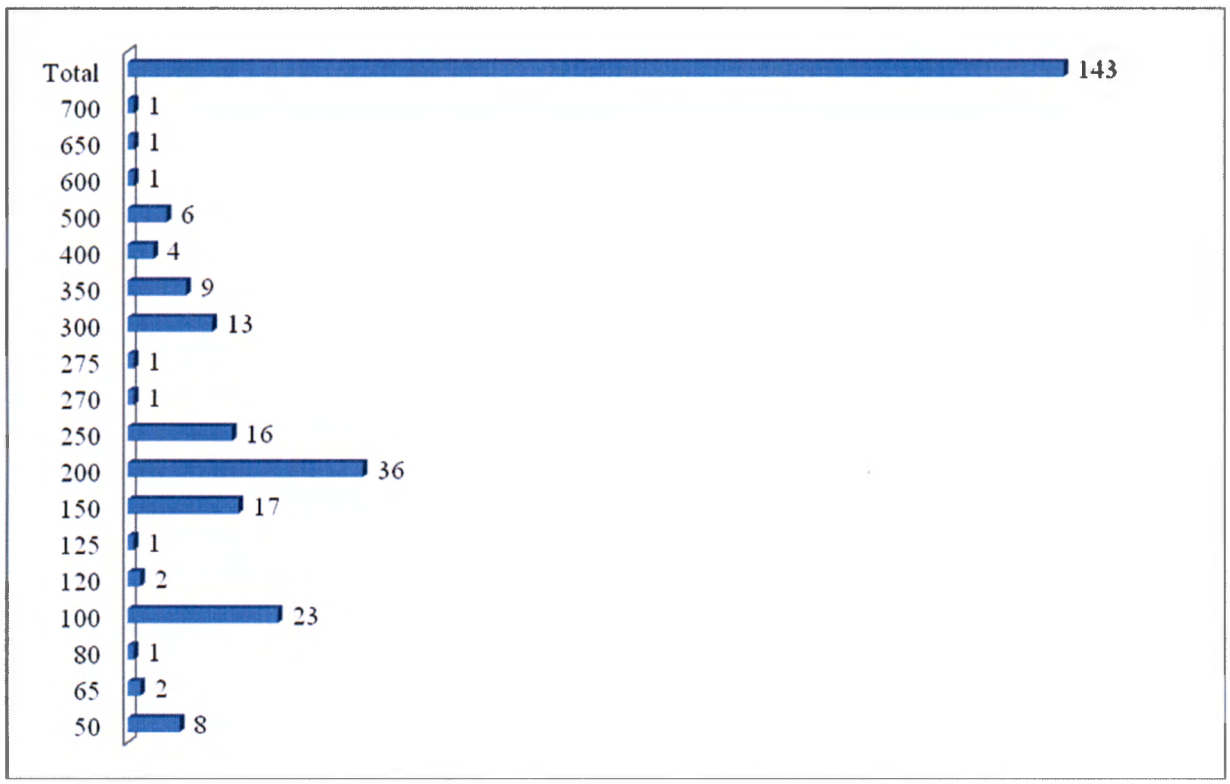


Figure 4.10: How much do you think a subscription fee for a GYM in a month should be for you to be a member (in Pula)?

The participants said that GYM subscriptions fee should be from P50–P700 depending on the type of subscription.

Table 4.5: Increase in the subscription fee

	Yes	No	Don't know	Total
If the amount is increased by 10% annually, will you continue being a member?	84	33	25	142
What if it increased by 15% annually, will you still continue to be a member	31	66	40	137

Eighty-four (n=84) of the participants indicated that if the price increases by 10%, they will continue to patronize the facility, whereas n=33 provided contrary response.

However, if the GYM fee increases to 15% most of them said that they will unsubscribe and some said they do not have any choice. Therefore, the recommendation should be that the facility management should not consider frequent increase of subscription rate so as not to scare participants.

4.2.4 Which strategies can be adopted for marketing sporting business in Mogoditshane?

The sixth research question of this study was to determine the best places to market the sporting business.

Table 4.6: where do you think GYM facility should be located (N=145)

	Responses	Percentage of Cases
	N = 145	
Around CBD Centre	18	12.4
In residential areas	100	69.0
In isolated areas	10	6.9
At the mall	21	14.5

The results show that overwhelming majority of the respondents, n=100 representing 69% of the population indicated that they need GYM close to their residential areas, whereas n=21 representing 14.5% of the population indicated that they would want a gym facility to be located at the mall, n=18 representing 12% of the population indicated that they want a sporting facility located around CBD Centre, while n=10 representing 7% of the population indicated that they would prefer a sporting facility in isolated areas. The study hereby recommends that the management should introduce excellent marketing strategies for popularization of the gym facility.

4.2.5 How effective are the strategies for running the sporting business in Mogoditshane?

The third research question of this study was to check how effective the strategies for running the sporting business in Mogoditshane. In order to elicit data for analysis, questionnaires were distributed to the population. About 142 of the population attempted this question. The responses are presented in the forthcoming presentation.

Table 4.7: Time participants normally go to gym or would want to go to the gym

	Multiple Responses	
	N = 142	Percentage of Cases
In the morning	48	33.8
Afternoon	17	12.0
Evening	66	46.5
Any time of the day	19	13.4

For a business organization to be successful with its strategy, the choices and preferences of its customers must be integrated its business. Therefore, in the current study, the time at which respondents would prefer to patronize the gym is inquired. The table shows that n=66 of the participants, representing 46.5% prefer to patronize in the evening, whereas n=48 representing 34% of the population. In addition, n=19 and n=17 of the respondents representing 13% and 12% of the population respectively. The recommendation to make here is that the management should run all sporting activities round the day, the week, the month, and the year.

Table 4.8: What enrolling in GYM facility mean

	Multiple Responses	
	N = 142	Percent of Cases
Status	3	2.1
Health	124	87.3
Socialization	19	13.4

People have different reasons for enrolling in GYM facility. The reasons they mentioned include status, health related, and socialization. However, majority of them (87.3%) identified health is the main reason. Since more respondents are interested in health-related reasons, the management of the gym should introduce more of health-solution activities so as to attract more customers.

Table 4.9: For you to attend a GYM, apart from the equipment(s), what do you think an ideal GYM facility should have?

	Multiple Responses	
	N = 146	Percent of Cases
Psychologist	23	15.8
GYM members (trainers)	49	33.6
Instructor	91	62.3

Respondent were also asked to respond to what they think an ideal gym should have. This is in terms of expertise. Table 4.9 shows what the participants think that GYM facility should have. They indicated it should have a psychologist (n=23); GYM members (Trainers) (n=49); and instructor (n=91). For the purposes of recommendation, the gym management should enhance its human resources and engage more experts and professionals to work in the gym.

4.2.6 What business plans are suitable for the development of Mogoditshane sporting facilities?

The second research question of this study was to develop a business plan for a sporting facility. A business plan is a description of how a business intends to run its marketing, financial and other operations within a given period of time. Before a business plan is designed, there must be a business and potential clients in place. In this study, therefore, the focus is on an existing gym facility and respondents were asked if they are currently active members of the facility. The objective of the question was to determine the customer strength of the sporting facility. In response, 22% of the participants indicated that they are currently active members of the facility, whereas 78% provided contrary response. This shows that there is considerable potential to increase the patronage from the population. The pie chart in Figure 4.7 is a graphic representation of the responses.

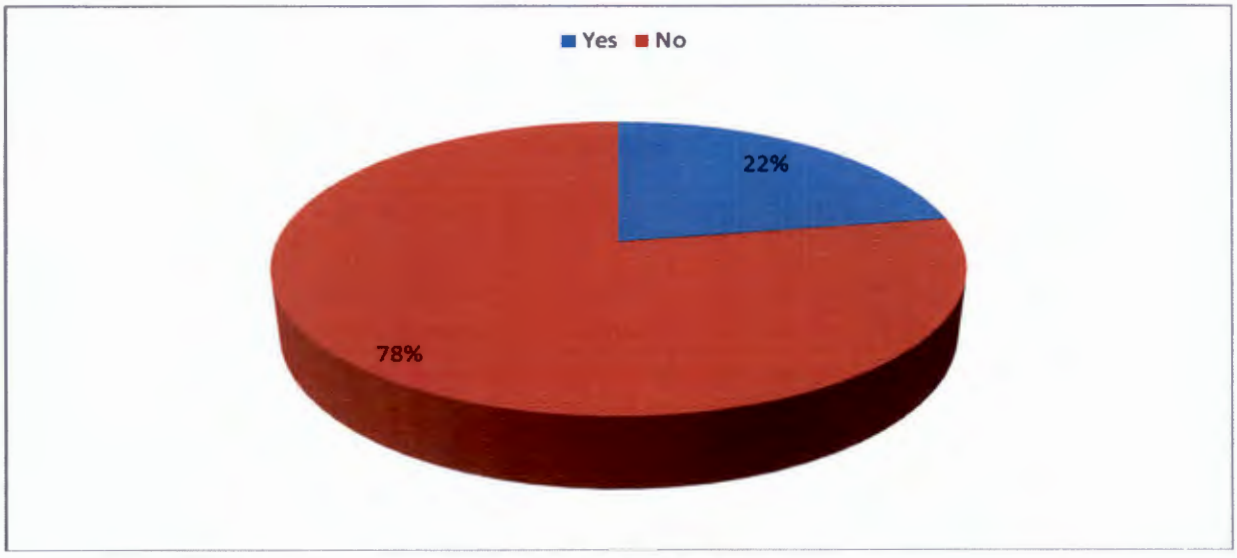


Figure 4.7: Chart Showing Rate of Active GYM Members

Table 4.10: Reasons for joining a gym

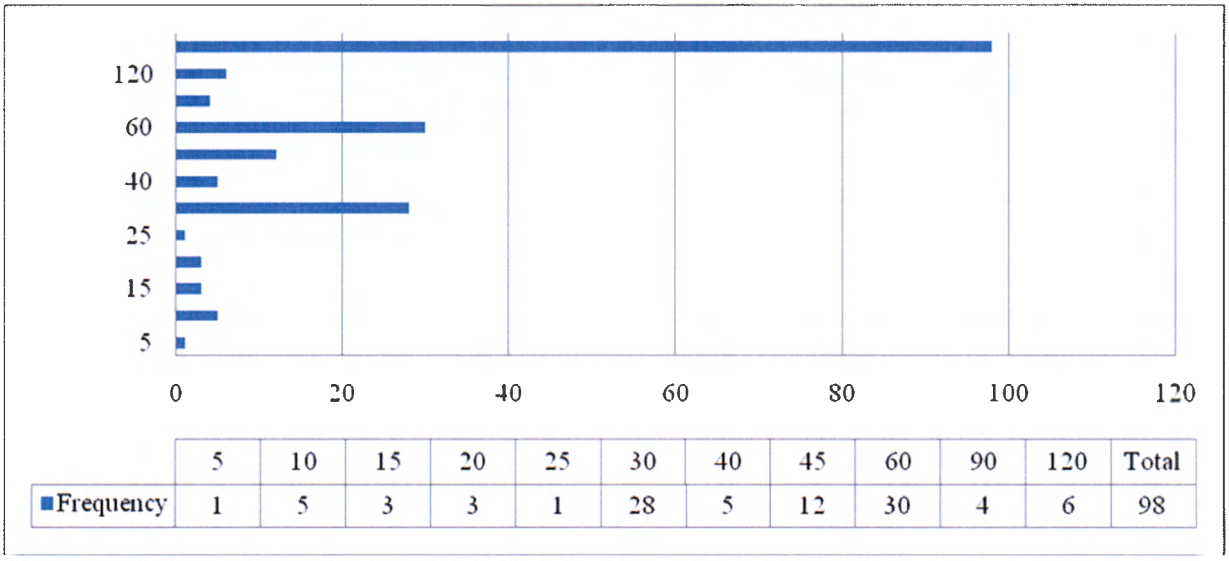
	Multiple Responses	Percentage of Cases
	N = 126	
Lose weight	29	23.0
Build muscles,	15	11.9
Socialize	8	6.3
Health issues	67	53.2
Refresh	22	17.5

In order to help the business execute its operation smoothly, it is imperative to determine the priorities of the respondents so as to align the business objectives with customer preference. In effect, the study sought to find out the reasons why respondents patronize sport facilities. Responses show that health reasons have the highest frequency of 67, which represents 53% of the respondents. In other words, more than half of the study participants patronize the sporting facility for health-related reasons. This is followed by those with intention to lose weight, which has a frequency of 29 representing 23% of the population. Other reasons provided by respondents were to refresh and to build muscles. They have frequency response of 22 and 15, and percentage rate of 17.5% and 12% respectively. The least patronized reason is that of socialization which has a frequency of 8 and percentage of 6%. A tabularized response of participants reasons for joining a gym given in Table 4. Recommendations shall be made to the management of facilities to ensure that customers patronize the gym with the right reasons.

Table 4.11: Types of exercise that the respondents are involved in

	Cycling	Running/Walking	Football	Tennis
Daily	16	33	6	1
Weekend	5	22	8	1
Monthly	3	6	0	0
Rarely	1	15	0	2
Total	25	76	14	4

The study also sought to find out the type of exercise that respondents are involved in. Knowledge of the type of exercise that respondents participate is important for the design of a business plan. This knowledge will help in the design of a comprehensive business plan. Results of the study shows that more than half of the respondents involve in running/walking (n=76), of which most of them do it on daily bases (n = 33); some on weekend basis (n=22); others do those on rarely basis (n=15). Another, high frequency option is that of cycling with n=25. Of the 25 participants that identified cycling as their exercise, most of them do that on daily basis; five of them on weekend, three do it on monthly bases, and one rarely cycling. Also, (n=14) of them have a preference for football, of which some plays daily and others on weekend. The same applies for those that play tennis. The study has noted that for recommendation purposes, the management of the gym should introduce more and more indoor and outdoor games in order to attract more clients. The responses of the participants in terms of choice of sporting event are presented.



	5	10	15	20	25	30	40	45	60	90	120	Total
Frequency	1	5	3	3	1	28	5	12	30	4	6	98

Figure 4.8: How long do you exercise in a day (in minutes)

Furthermore, the duration of participation is inquired from the respondents. Respondents were asked how long they exercise in a day. A total of 98 responses were elicited. Responses show that (n=6) respondents exercise for 120 minutes; n=4 exercise for 90 minutes; n=30 exercise for 60 minutes; n=12 exercise for 45 minutes; n=5 exercise for 40 minutes; n=28 participants exercise for 30 minutes; and much fewer respondents exercise for 20 minutes or less. The interpretation is that the gym facility be open for longer period of time in a day because more of the respondents tend to be spending more time in the gym. Recommendation should be made to the management of the gym to consider running the facility for longer hours, perhaps for 24 hours. The responses are presented in the bar graph in Figure 4.5.

Table 4.12: Activities expected an ideal gym facility to include

	Multiple Responses N = 140	Percentage of Cases
Swimming	54	38.6
Aerobics	71	50.7
Karate	14	10.0
Boxing	14	10.0
Cycling	39	27.9
Weight lifting	48	34.3

Another aspect of the business plan the study investigated were the activities expected in the gym facility. A number of activities emerged from the responses. For example, aerobics has the highest number of expectants with a frequency of 71, representing more than half of the study population. This is followed by swimming by 54, representing 39% of the participant population. Weight-lifting and cycling have 48 and 39 frequencies which represent 34% and 28% respectively. The activities that have the least expected patronage are karate and boxing with frequencies of 14 each, representing 10% of the study population. Table 6 shows the activities that the participants expected for an ideal GYM facility should have. The activities include swimming, aerobics, karate, boxing, cycling, and weight lifting.

4.3 Conclusion on the Fundamental Areas Emerging From the Findings

This study focused on people living, working and studying in the Mogoditshane area in Botswana. They were contacted by the researcher as the potential users of an organized gym sporting facility. The results indicate that most of the respondents are single, followed by married, and just one widowed. The researcher understood that most of the participants have dependents, a factor which can affect their willingness to subscribe for GYM. All the participants are older than 20 years old, which means that they can make unilateral decisions about their health based on law. For the purposes of

discussion, four fundamental areas emerge in this study, namely rationale for patronage, organizational support, effective communication, and effective marketing strategy.

4.3.1 Rationale for Patronage

The study reports that staying healthy is the fundamental reason for patronizing a gym. Discussion with participants revealed that a good health status embraces an element of pride and as such has an impact on one's way of life and a positive impact on the economy. There is the slogan, 'A healthy nation' is a prosperous nation," which the Botswana government has been practicing over the years, but some authors failed to agree with that policy. For instance, Nelson (2001) argued that a gym facility has a negative impact on the economy of a nation. The author postulated that the time the individual spent in the GYM could have been used for something more productive and rewarding. The author further claimed that because of the payment of gym fees and issues related to socialization, people's concentration minimized at the office when it came close to the time for exercise. However, in Botswana and in this study people believe that the utilization of a GYM is important to health, but some said that the cost is beyond their means. It is also clear from this study that most of the participants are willing to enrol in the GYM facility if the fee is within the range of P100–P250. They are also willing to continue to subscribe if the fees increased by 10%, but further increase would make them reconsider the concept of opportunity cost. In other words the participants have seen GYM enrolment as a normal good activity, which abides within the law of demand.

4.3.2 Organizational Support

This refers to the degree of contributions and care which an organization bestows on its employees' socio-emotional needs. The findings of this study show that respondents have a longing for organizational support to enable them patronize gym facilities in their

locale. In elucidating the benefits that accrue from organizational support, Dalley and Huffen (2003) aver that organizational support translates into increased work efforts and contributions on the part of the employees. In other words, when organizations support their employees, the employees are more likely to make significant contributions to the growth and development of the organization.

Furthermore, an organization can serve as a barrier to participants in the gym activities. The policies of some organizations might not give their employees time to go to the GYM after work. This is because some employees leave work very late at night and need to return early in the morning. If the gym facilities are far from their work or home, they weigh the consequence of either coming late to work or being tired at home. The current study indicated that people associated GYM with class. They also said that low-income people cannot afford it. This study supported the findings of Eimeet *et al.* (2015) that showed that there was a positive relationship between GYM enrolment and socio-economic status. Furthermore, the current study shows that culture is one of the prohibiting factors that hinder people from going to GYM. In some tribes, it is forbidden for women to indulge in any form of exercises and as such increases the obesity rate among women. Gertrude *et al.* (2007) said that lack of physical activity and poor dietary are the major cause of obesity.

4.3.3 Effective Communication

Effective communication is a simple and clear way of relaying information to get one's point across. It has to do with delivering the intended message. In this study, effective communication is identified as fundamental in that it has the potential of enhancing gym participation. For example, it highlighted that lack of communication prohibits enrolment in the gym. In other words, when information about the resources does not reach the intended audience, the patronage becomes low. The current study is of the view that more effective communicative strategies should be put in place in order to propel participation.

4.3.4 Marketing Strategy

In business, an organization's marketing strategy combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the product mix in order to achieve the maximum profit and sustain the business. The marketing strategy is the foundation of a marketing plan. In this study, a comprehensive marketing strategy is to be designed in order to enhance efficiency.

This chapter has presented the findings of the study. The presentation is consistent with the specific objective of the study. The objectives include: to determine the factors that influence use of the sporting facility; to develop a business plan for the sporting facility; to develop the best strategy in running the sporting business; to determine how much people are willing to pay for using the sporting facility; to examine how much customer's service can influence participation or patronization of the business; to determine the best places to market the sporting business; and to make recommendations for a viable sporting facility.

CHAPTER FIVE

CONCLUSION, POLICY IMPLICATIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the conclusion, policy implications and recommendations of the study. It begins with the conclusion from the findings as presented below;

5.2 Conclusion

The overall objective of this study was to assess consumer receptiveness of a sporting facility in a selected township in Botswana. There is great importance for a business organisation to assess the consumer receptiveness on its goods and services. The objective must be to improve and enhance consumer receptiveness so that the organization gives its optimum to its targeted market. The study presented its preliminary parts in the first chapter, including the problem that underpins the study and the research questions that are drawn thereof. Also, relevant literature were interrogated and synthesised in the current study. This assisted in putting the current study into clear perspective. In addition, the study also presented issues of the methodology adopted. The population was specified and the relevant instrument for data collection was clearly stated. After data was gathered and analysed, results are presented in line with the research objectives of the current study. Although the findings might relate significantly to any other location in Botswana or otherwise, it should be stated that the study was conducted in one selected township of Botswana.

It is evident from the result that people enrol in GYM exercise because they want to lose weight, building muscles, socialize, for health reasons, and being refreshed. These reasons show the importance of GYM facility in Mogoditshane. It is also noted that participants that have health insurance think that they have taken care of their health. They believe they are healthy because of their insurance policies. As stated previously, GYM activities have been seen by the participants as a normal, good and necessary for a healthy lifestyle, there is a need for the facility to have personnel who can assist. For instance, the participants identified the need for a psychologist who can help them

understand the process of healthy living. They will also help them to understand their feelings such as thinking of themselves as being fat, lazy and guilty.

The results also identified the need for trainer who can support in the exercise as well as guide them toward achieving their goals. They believed that it is very effective and enjoyable when the exercise is done in a group instructed by a trainer. They further highlighted that group exercise provides support for one another and helps each one to maximize their objective function.

The most profitable locale for a GYM facility is to be in walking distance for potential customers within residential areas. This accommodates early morning exercise at the gym with time to still prepare to go to work. After results were presented, there is also a discussion of the results within the context of existing literature. This is imperative as it presents the extent to which the findings of this study relate or deviate from existing literature. At last, recommendations were in line with the findings of the results.

5.3 Policy Recommendation

- As per findings shown in Table 4.2, organizations are encouraged to support their employees through supportive policies, facilities, and financial resources so that they may enrol in gym activities.
- In line with designing business plan for the gym (Table 4.4 and 4.5), the study recommends that management considers focusing on weight loss, muscle building, and health issues. It should also consider expanding facilities on the various types of exercise in which the respondents are involved, such as cycling, running/walking, football, and table tennis.
- The management of the gym facility should ensure that customers patronize the gym for the right reasons by introducing relevant activities in the gym (Tables 4.4, 4.6 and 4.8).
- The study recommends that the management of the gym should attract more clients by introducing more indoor and outdoor games (Tables 4.5 and 4.6).

- Recommendation is hereby made to the management of the gym to consider running the facility for longer hours, perhaps even being open for 24 hours each day of the week (Figure 4.8 and Table 4.7).
- Since more respondents are interested in health-related reasons, the management of the gym should introduce more of health-solution activities so as to attract more customers (Tables 4.8 and 4.9).
- The gym management should enhance its human resources and engage more experts and professionals to work in the gym (Table 4.9).
- The facility management should not consider frequent increase of subscription rate so as not to scare participants (Figures 4.9 and 4.10; Table 4.10).
- This study also recommends that the management of the gym facility should direct its resources toward other areas of development and not in acquiring a gym car. The reason is that a majority of the population do not want a gym car (Table 4.11).
- The study concludes that gym facilities should be located close to residential areas (Table 4.12).
- Finally, the study hereby recommends that the management should introduce excellent marketing strategies for popularization of the gym facility.

5.4 Recommendations for Further Research Studies

This study targeted people living, doing business or working in Mogoditshane township only. The research did not expand to other areas of importance due to limited resources such as time and costs. Further research assessing consumer receptiveness to gym facilities in other areas within the country of Botswana is recommended.

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APPENDIX

ASSESSING CONSUMER RECEPTIVENESS TO A GYM FACILITY IN BOTSWANA TOWNSHIP

SECTION A: FACTORS INFLUENCING PARTICIPATION IN SPORTING FACILITY

1.	Gender	Male	Female

	Age of respondent								*Tick the one that affect you.*
15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55 and above	

3. Marital Status of respondent

Single(never married) , Married, Divorced, Separated, Widowed, Living together,

Any other (specify) .....

4. Number of dependants.....

5. Are you the bread winner in your family? 1. Yes, 2. No

6. Highest Education qualification (tick as applied)

Certificate, Diploma, First degree, Masters, PhD

Any other (specify)

.....

7. What do you do for a living? (tick as applied)

Employee, Business, Not employed, Student,

Any other (specify)

.....

8. An estimation of your monthly income (in Pula) (tick as applied)	
P0.00-P2 500, P2 501-P4 500, P4 501-P6 500, P6 501-P8 500, P8 501-P10 500, P10 501 and above	
9. For how long (years) have you been working or doing business	*Tick the one that applies to you.*
0-2, 3-4, 5-8, 9-10, 11 years and above	

10. How far is the GYM facility to your house? (Estimates)

.....Meters.....Kilometers

11.	What are the reasons that may prohibit you to enrolled in GYM	Select A, B, C, D, E or F below
a.	**Socio-economic barriers** – the cost of membership is prohibitive	
b.	**Organizational barriers** – a lack of supportive policies, facilities and financial resources	
c.	**Communications barriers** – information about GYM resources and services doesn't accommodate low-income people	
d.	**Cultural barriers** – visible minorities feel uncomfortable and unwelcome	
e.	**Gender barriers** – there is a bias in favour of men, especially in sports	
f.	Any other specify:	

	INSURANCE POLICY	
12.	Do you have medical insurance policy?	*Write* 1 = Yes or 2 = No as applied to you
13.	If yes in above question, what is/are reason/s of acquiring the policy?	Select A, B or C below
a.	Has a chronic disease that required me to regularly visit health care facilities too often?	
b.	Might fall sick in future?	
c.	Any other reason please specify:	

SECTION B: DEVELOPMENT OF SPORTING FACILITY

14. Are you currently an active GYM member?	Write 1=Yes, or 2=No as applied to you

15. What could be the reasons making you to join the GYM? (tick as applied)
Lose weight, build muscles, Socialize, Health issues, Refresh, Any other (specify):

16.	What types of exercise are you involved in	tick as applied	1=daily, 2= weekend, 3=monthly, 4=rarely
Cycling, Running/Walking, Football, Tennis, Other specify			

17. How long do you exercise in a day (in minutes) .....

18. What could be the reason(s) for not exercising daily?

.....

.....

19. In your opinion what activities do you expect an ideal GYM facility to include? (tick as applied)
Swimming, Aerobics, Karate, Boxing, Cycling, Weight lifting Any other (specify) .....

SECTION C: DEVELOPING BUSINESS STRATEGY IN RUNNING SPORTING FACILITY

20.	What time do you normally go to GYM or would want to go to the GYM?	tick as applied
In the morning, Afternoon, Evening, Any time of the day		

21.	What does enrolling to GYM facility mean to you?	tick as applied
Class, Health, Socialization, Waste of time, Boredom Any other specify:		

22.	For you to attend a GYM, apart from the equipment(s), what do you think your ideal GYM facility should have?	Select A, B, C or D below
a.	A psychologist	
b.	GYM members (trainers)	
c.	Instructors	
d.	Any other specify	

SECTION D: SPORTING FACILITY SUBSCRIPTION RATES

23.	If you previously participated in GYM facility, how much was the subscription rate monthly? (in Pula)	

24. How much do you think a subscription fee for a GYM in a month should be for you to be a member (**in Pula**)? .....

25. If the amount is increased by 10% annually, will you continue being a member? A=**Yes, B=No, C=Don't know**

26. What if it increased by 15% annually, will you still continue to be a member? A=**Yes, B=No, C=Don't know**

SECTION E: INFLUENCE OF CUSTOMER SERVICE

27.	How would you prefer to go to GYM facility?	tick as applied
GYM car, Own car, Friends car, Public transport, Walking Any other:		

28. If you have a GYM facility next to your workplace or residential place, would you subscribe for membership?

a. Yes, b. No, c. Don't know

SECTION F: MARKETING GYM FACILITY

29.	In your opinion where do you think GYM facility should be located?	tick as applied
Around CBD Centre, In residential areas, In isolated areas, At the mall Any other specify.....		

30. What do you think is/are the best way(s) to market GYM facility?

.....

31. In your opinion what do you think GYM owners should do in order to attract or retained your membership in their facility?

.....

32. If you are a member of a GYM facility and another one opened next to either your workplace or your residential area, what would the new owners do in order to make you to move to the new facility?

.....
.....