

The Impact and Research of Combining Fitness and the Internet

Cheng Jianhong^{1,a}, Khunanan Sukpascharoen^{1,b,*}

¹Chakrabongse Bhuvanarth International Institute for Interdisciplinary Studies, Rajamangala University of Technology Tawan-ok, Bangkok, Thailand

^a304507201@qq.com, ^bkhunanan_su@rmutto.ac.th

*Corresponding author

Abstract: With the rapid development of technology and information technology, people have entered the Internet age, flooding people's work and life. The government has greatly supported the sports industry as a booming industry. The sports and fitness industry has an immeasurable weight in the sports industry. How to meet user needs more comprehensively, reduce costs, and increase profits is particularly important. Therefore, this article explores the Keep App and Leke Fitness and their advantages and disadvantages in the market. First, taking Keep as a research object, it analyzes and explores its functional structure, business performance, development history, external marketing environment, existing users, similar competitors, and internal competitiveness. Second, analyze how Internet Gym Leke Sports and related sites, staff, courses, application, and its existing users operate. I hope this article can contribute to the networking and practical development of the sports industry and provide a valuable reference for managers in the sports industry.

Keywords: Fitness; Keep App; Questionnaire; Marketing strategy optimization

1. Introduction

CNNIC statistics, as of December 2018, the number of Internet users in China reached 829 million, of which 788 million users use mobile devices, and the proportion of Internet users using mobile devices reached 98.6%. The popularization of mobile Internet has broken the fixed scene of audiences and intelligent terminals. Compared to Internet communication in the era of PC, the scene occupies a crucial position in the current era of mobile communication. The central content of communication in the era of mobile Internet is to provide corresponding suitable services to users in different scenarios [1]. This adaptation includes physical product services and insight into the psychology of different users. Scholar Peng Lan believes that scene will soon become another central element of media after content, form, and social interaction. The era of mobile communication highlights the importance and necessity of scenarios. Communicators tailor personalized services to users based on different scenarios and deliver them directly to users through various means, which has become a new requirement for media and communicators in the era of mobile communication.

On the other hand, with the rapid development of mobile Internet today, as an intelligent mobile terminal, mobile applications with various functions are emerging in an endless stream, among which fitness applications are prominent. Users offer different products and services to meet the different needs of different users for exercise and fitness in various scenarios. The main function of fitness apps is to provide people with more professional sports and fitness information to guide them to a healthy life [2]. Secondly, the emergence of fitness apps is also in line with the theme of current national fitness movement.

"Internet+ fitness" was born to integrate national fitness resources and realize modern, technological, and intelligent national fitness services [3]. Development opportunities, the "Internet + sports" era has arrived, which not only impacts the traditional way of life but also changes the current social ideology. With the popularization and continuous development of Internet technology, as well as the continuous improvement of national fitness awareness, the "Internet + sports and fitness" model is constantly accepted by most fitness consumers.

2. Purpose of the study

By combining theoretical materials and literature, we will learn about the current state of research on "Internet +", "Internet + sports," and sports and fitness applications at home and abroad and make an analysis corresponding to their origin and their development, their meaning, and interpretation, mechanism, and influence. As part of "Internet +", based on relevant marketing theories, the popular Keep The app and the popular offline Leke Gym were used as objects of research, and it found that there were many problems in terms of differences, functional design, brand culture and profit model, and analyzed external marketing environment and internal competition [4]. The corresponding marketing strategy optimization suggestions are put forward from the aspects of process strategy, personnel strategy, performance strategy, and project strategy to ensure the effective implementation of marketing strategy optimization suggestions and provide rich resources for the harmonious development of this research theoretical basis.

3. Literature review

Junyang Li said That with the inclusion of "Internet+" in China's national strategy, the Internet has swept through the entire industry at lightning speed and received wide attention and enthusiastic responses from society. As one of the first industries to grow in the Internet age, the sports and fitness industry relies on the use and development of multimedia and connectivity. In October 2014, the Chinese government issued "Several notices on accelerating the development of sports industry and promoting sports consumption", which mentioned that sports should strengthen penetration and deep integration with " Internet + "and use advanced Internet technology. With diversified business, the platform stimulates the continuous optimization and upgrading of the sports industry, deeply digs the commercial value of the sports industry, and radiates greater development potential, thus injecting new vitality into the Chinese economy.

Scholars generally believe that the advantages of "Internet + sports and fitness" for the reform and development of the sports industry outweigh the disadvantages. At the same time, sports and fitness can take advantage of the advantages of real-time Internet interaction, real-time convenience, resource sharing, rich and vivid presentation, etc., to provide diversified sports and fitness programs to meet the sports and fitness needs of different groups of people.

Rui-Rui Li took the theory of use and gratification in communication as the theoretical basis, took the Codoon application as the object of research, and conducted analysis and research from the two aspects of the user's sensory perception and emotional experience layer. The selection of sports and fitness programs has the characteristics of volunteerism, amateurism, diversity, and looseness, but at the same time, it also highlights that this application includes inaccurate data records. There is still room for improvement.

Jiawei Chen researched and studied the status quo of sports and fitness applications around the world, examined the problems existing in "Internet + sports and fitness" from the perspective of sports and fitness applications, and made it clear that with the advent of the era of big data.

Ruixi Wu pointed out that there is a serious content homogeneity in the development of China's Internet sports and fitness application service platform at the current stage, the single function of sports recording, the development of functions is biased in favor of women and the profit model is retrograde.

Although sports and fitness software started relatively late in China, its development is fast. Many researchers from China have summarized the development process, development trends, existing challenges, and problems of sports and fitness software in China. The challenges and issues mainly focus on content consistency and functional design, such as not having their own brand characteristics, profit model, etc., and proposing corresponding improvement measures. However, there are few issues related to resonance with users, how to convert users' purchasing power into profits, and the relatively new profit model of online and offline joint development.

4. Relevant research on Leke Fitness

With the rapid development of the country's economy and the growing demand for sports, the country has begun to attach importance to the development of the sports industry. In the context of "mass entrepreneurship and innovation", more and more sports entrepreneurs are focusing on the fitness club

market, especially commercial sports fitness clubs, and the growth rate is the fastest [5]. Chinese fitness clubs have not been developed for a long time and are mainly directly managed chains. Depending on the venue area, market positioning, investment funds, consumer groups, etc., they may be divided into three types: large, medium, and small. Due to the high cost of opening a store, slightly larger clubs are fully equipped, training areas, group exercise rooms, swimming pools, recreation areas and water fees, electricity and property all require huge expenditure. This kind of more comprehensive fitness club costs at least 3,000 yuan per year in a more developed city About 6,000 yuan to 8,000 yuan per year for high-end, all consumers cannot accept it, which leads to the development of fitness clubs in an industry with high returns on investment and high risks.

Most commercial club operating models are membership-based operating models. Profits are mainly based on the sale of membership cards and private education. The membership card management system is adopted. The club relies on membership management to allow members to organize themselves spontaneously. For consistent fitness goals, it is also practical. Comply with the corresponding rules of the club. It is precisely through this system that in managing the club, the turnover of membership cards and private instruction courses accounts for almost all the turnover of the whole club. At the same time, the membership card system is like a filter, eliminating many people with average spending power, making the industry that originally required more people to participate become noble pursuits, but in fact the largest number of people are still concentrated in potential users who are excluded by this so-called membership system.

Although the number and scale of fitness clubs in China are growing rapidly, most clubs are struggling due to high operating costs, unique marketing methods, and lack of operating features because the fitness industry market system has yet to reach mature standards [6]. To get out of this difficult situation, the club should have precise positioning, clear development direction, improve service quality, change marketing methods and operating characteristics, and strengthen brand competitiveness to promote better development of fitness clubs. The research found that Leke Fitness is adopting the S2b2c business model of "new retail + service-oriented industrial Internet" and has built a digital operation with data as the processing object, a technology platform as the production tool, and digital products and digital services like the system effectively meets user needs through digital research and development [7].

5. Sports fitness Software Keep application status analysis and issues

5.1 Keep sports fitness software App status quo analysis

5.1.1 Keep Application Overview

The application was developed by Beijing Calorie Information Technology Co., Ltd. and officially launched on February 4, 2015. It is a one-stop personalized sports and fitness service software dedicated to providing users with fitness classes, running, cycling, making friends and communicate, fitness and diet advice, and equipment purchases. Founder Wang Ning graduated from Beijing University of Information Technology, Keep The development of the application has adhered to the concept of national fitness from the very beginning, therefore, the app has greatly inspired modern people's concept of sports and fitness, and it has attracted attention since its launch. As an industry leader in fitness apps, Keep has successfully influenced the exercise habits of over 100 million people since its launch in February 2015. Keep is committed to providing services such as fitness education, daily exercise company, social media and professional diet. Therefore, the analysis of Keep APP as a case is not only representative of the industry, but also has a certain practical significance [8].

5.1.2 Analysis of the app's external marketing environment

With the good upward trend of macroeconomics driving the continuous development of all walks of life in China, China's GDP per capita in 2017 has already exceeded the level of economic development during the "blowout" period of the sports industry in the United States. On the one hand, the improvement of the economic level has led to the growth of per capita disposable income, and the public demand for sports and physical fitness has gradually increased.

The sharing of resources and the continuous updating and upgrading of Internet technology contribute to creating a "community-oriented" sports and fitness application. Through shared data collection and artificial intelligence technology, combined with big data and cloud computing technologies, users' health data can be mastered, thus realizing personalized sports and fitness customization and providing a comprehensive experience for sports and fitness app users.

5.2 Analysis of app users of the Keep software

5.2.1 Questionnaire Settings

Questionnaire has 16 questions. The first part is the personal information of the users surveyed, including gender, age, education level, occupation, and usual exercise and fitness conditions. There are 5 issues in total. The second part is the channel through which surveyed users discovered the Keep App, a total of 1 question. The third part is about Keep Knowledge of the application and its marketing activities, a total of 6 questions.

Among the valid questionnaires collected, female users represented 73.56% of all surveyed users and male users 26.44%. Figure 1 shows that most women use the Keep app, consistent with women paying more attention to body shaping in real life. They pay more attention to healthy living. Second, most users are under the age of 45, of which 26-35-year-olds accounted for the largest proportion, followed by 18-25-year-olds accounted for a relatively large proportion, as shown in Figure2; users' occupations are mostly daily Busy white-collar workers and students with heavy schoolwork accounted for 36.33% and 24.49% of all surveyed users, respectively, as shown in Figure 3, mainly because these two types of people are under high study and work pressure and need to reduce stress and relax, which is why exercise and physical fitness are essential.

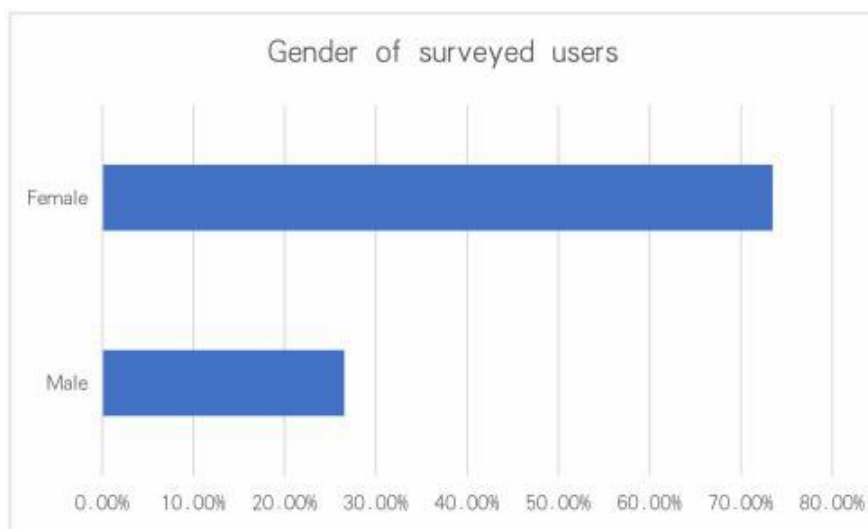


Figure 1: Gender of surveyed users

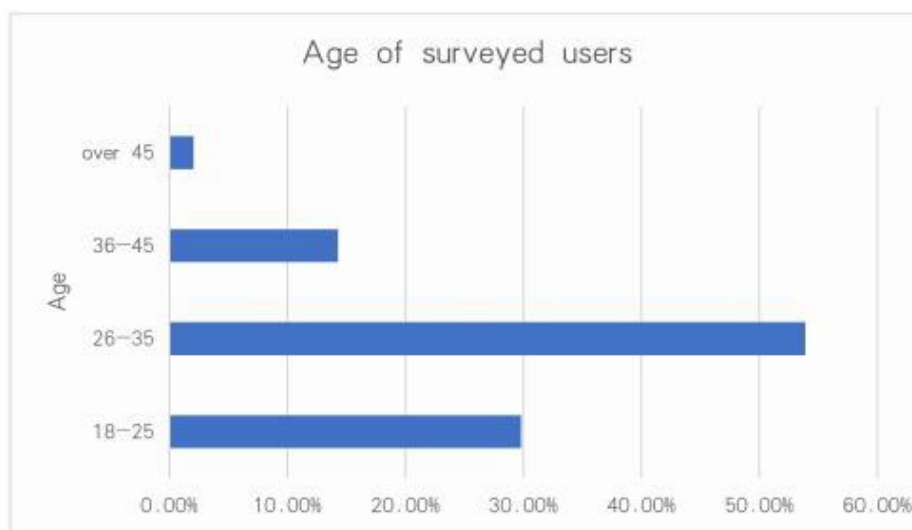


Figure 2: Age of surveyed users

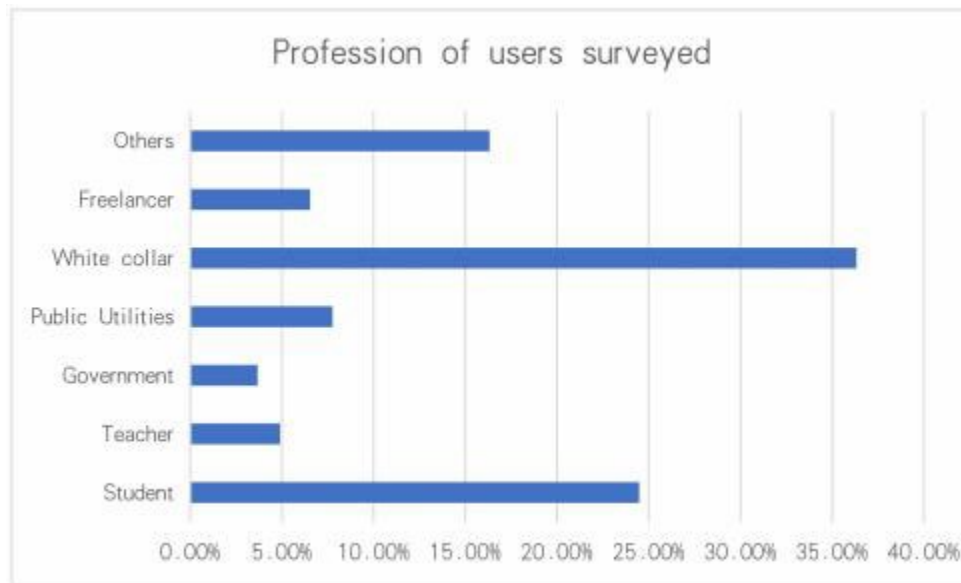


Figure 3: Profession of users surveyed

5.2.2 Cultivate a high-quality team and improve user satisfaction

Implementing all marketing strategies of Keep App is inseparable from the mutual assistance of different professional teams to achieve maximum work efficiency and ensure the sustainable development of Keep App. The management team should clarify Keep App's goal to become synonymous with the industry and quickly implement correct marketing decisions in various marketing activities to help it grow steadily. Technical team, every product has its essential functions. Its original intention is to help users and meet user needs. Therefore, the technical team should continuously improve essential functions according to customer needs at different stages and continuously develop products different from similar sports and fitness apps. Customized functions to enhance Keep App's core competitiveness in the market.

5.3 Technical guarantee for Keep App sports and fitness software marketing strategy optimization

With the continuous development of society and the continuous improvement of science and technology, making good use of science and technology is a powerful guarantee for Keep App to go faster and further.

First, technology creates sports scenes. As a sports community that meets the sports and fitness needs of different groups of people, it is necessary to provide users with all kinds of Keep sports applications. Innovative treadmills, smart body fat scales, and smart wristbands are on the market. You just need to connect them to the Keep app to complete home exercise and record body and exercise data simultaneously. Second, technology creates a big data platform. When a user meets the App, Keep learns the user's social attributes, age, gender, city, and current basic physical data through Big Data. Exercise data will be recorded for later data analysis. Finally, the technology builds an algorithmic platform based on big data. With sports scenes and big data, it's about making the data generate value through technological means like artificial intelligence.

6. Conclusion

Based on the basic theory of marketing, this article takes Keep App as the research object, combines the current functional structure of Keep App business performance, and proposes that Keep App has functional homogeneity, system flaws, and added value that has not been fully developed and related issues such as a unique profit model. Although the Keep application has a short development time, it is in the superior environment of a loose market environment, the transformation of people's consumption habits to high quality, and the government's strong support. For these problems, it offers practical marketing strategy optimization suggestions. These optimization suggestions help Keep the App's marketing activities running smoothly. At the same time, the measures are proposed to guarantee the successful implementation of the optimization proposal.

As a leader in the new gym industry featuring fitness with the support of internet technology, Leke Sports uses data to connect users, venues, and class services, optimize cost structure industries, and lower the consumption threshold for home users to participate in sports. Based on the S2b2c business model under the development of the Internet, Leke Sports has transformed and optimized the offline service scene, distributed offline traffic through the intelligent platform, created a new retail ecological fitness circle, and restructured the fitness industry while combining the advantages of Internet technology with big data algorithms and Internet of things technology to break down the barriers of the fitness industry and provide users with services and scenarios cost-effective scientific fitness.

References

- [1] Humphreys L, Von Pape T, Karnowski V. *Evolving mobile media: Uses and conceptualizations of the mobile internet [J]. Journal of computer-mediated communication, 2013, 18(4): 491-507.*
- [2] Howard D R. *Participation rates in selected sport and fitness activities[J]. Journal of Sport Management, 1992, 6(3): 191-205.*
- [3] Xie Y, Xu S, Yang Y. *Research on transformation and upgrading of Liuzhou fitness industry under the "Internet+" service platform[C]//MATEC Web of Conferences. EDP Sciences, 2021, 336: 09029.*
- [4] Zhou L, Tuo Z. *The Digital Transformation in the Fitness Sector of China[M]//The Digital Transformation of the Fitness Sector: A Global Perspective. Emerald Publishing Limited, 2022: 127-131.*
- [5] Heroux L. *Comparative marketing strategies of fitness clubs in the United States and Canada[J]. Economics World, 2017, 5(6): 529-538.*
- [6] Tang Y C. *"Satisfaction" research on stable development of high-end fitness clubs in China [M]//Sports Engineering and Computer Science. CRC Press, 2015: 257-264.*
- [7] Fu L. *Research on S2B2C E-commerce Model of Fresh Agricultural Products in the Field of Social E-commerce [C]//IOP Conference Series: Materials Science and Engineering. IOP Publishing, 2020, 740(1): 012155.*
- [8] Liu Y, Heimgärtner R. *KEEP fit worldwide: cultural adaptations of the user interface of mobile fitness apps in different language versions[C]//International Conference on Human-Computer Interaction. Cham: Springer International Publishing, 2022: 84-104.*