

Determination Of The Quality And The Kind Of Exercise Goods In Household Expenditures Case Study: Isfahan'S Inhabitants – One Of Iran'S Cities

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Abstract—This paper present the method for determination of the Quality and the Kind of Exercise Goods in Household Expenditures, then this method was used for Isfahan's inhabitants .The present research is a descriptive one and has accomplished through survey method. The information gathering tool was questionnaire constructed by the researcher that distributed in three areas that were labeled as rich, semi rich and deprived. At random clustering 814 household that from among these three zones were elected. After that the questionnaire was distributed between them and after completion was gathered.

Index Terms— Exercise, the Kind of Exercise Goods, Household Expenditures

I. INTRODUCTION

Nowadays that immobility is one of the important difficulties of society; exercise is a good means to save society. Exercise is one of the most important factors to protect social and individual hygiene and people who pay no attention to this matter, indeed, have not learn the art of the live, yet. Nowadays doing regular bodily activity, in order to reach to mental hygiene is part of developed countries' national hygiene objectives, and in various manifests insists on the good offices of it and encourage people through doing this plans enjoy from its gifts i.e. increase in longevity and improvement in quality of life.

With due attention the economic, geographical, cultural differences and different sex and age in technology era, although sometimes create limitations in its output, has made difficult the elimination of doing exercise and supports the most of exercise for everyone and everywhere [1].

In some developed Countries, more than 60 percent of public partnership in exercise activities and to allocate more than 90 percent of exercise gross domestic product in exercise expenditure has caused noFig growth in this craft, insofar as its share of expenditure in some of these countries is more than one hundred to three hundred dollars [2]. Also In technology's era, everyone knows the uncounted profits and vantages of exercise which cause exercise to be especially

important more than ever. one of the most important from these profits, is to be healthy and preservation resulting in privileges into a nation's economic, so that we can transfuse enormous interest, due to deduction of absence and increase of exploitation correlating to be healthy and prevocational force, also the deduction of treatment and vigilance's

expenditure which is due to increasing in public preparation's level.

II. STATEMENT OF PROBLEM

In Technology era, inaction is one of the problems that people specially urbans engage in it. This subject has become more critical in our country and being trifle the contribution of exercise in household goods set confirm it more. Also Being trifle the proportion of exercise in consumer basket of household, is one of the developing countries problems, on the other hand most of social intricate inclusive of instructional, cultural, hygienic ones, originally are related to economic matters and will caused any management system face with phobia, as problem of any system. Economic policy makers' fundamental objects, are extension of welfare, engagement, elimination of poverty and unemployment and deduction of social expenditure via cultural- social developing in society. So, as an important factor, exercise play a part into meet above objects, its expenditure proportions in the society consumer basket could be as a basic index of being developed.

The men of economy, believe that any family make decision about their deal of requirements from any items so these decisions totally forms the market demand of society and consumer must be able to compare between this so called "goods set" or " goods basket" and to specify it's preferibility rank.

Consumer's budget area meet through it's fixed monetary income and is indicator of baskets he could buy. Fundamental assumption. Based on consumer's attempt in order to maximize their satisfaction from given monetary income simply means that consumer must in his budget area select the best of goods set.

Hence it is supposed that consumer treat intellectually and expend his income for buying of good goods , as he wants or has a program for reaching to his goals. His income constraint causes that he considers in the time of selection, the division for goodss including necessity, normal, deluxe and humble.

With due consideration to aforesaid subject, goods selection and service selection is done based on the amount of income, also time is another factor playing role in this matter. Consumer may rank his preferences based on time, as well and because of afore said restrictions some goods which in long period to be treat as needful are existed from consumer basket set in short period. Unfortunately, whenever consumer in developing countries faces to income restrictions, exercise is the foremost goods eliminated from his consumer basket.

One of the external issues relating to exercises elimination is to be afflicted by various maladies. If you could maximize exercise in household consumer basket, notably you would save money in family's part hygiene and treatment.

III. RESEARCH LITERATURE

In economic science the required goods for household can be categorized based on income constraint. In four level of necessity, normal, deluxe and humble. Because the exercise is as one of the household required goods, we can consider this division for it.

Jose Viese says, exercise is not excepted from expenditures and bodily and exercise activities require paying for it. For example sports clothing, sport shoe, sport instruments or club expenses are all expenditure and impressed by economic matters [3].

In a research Sanderson says, since increasing in every kind of investment at exercise section, is in fact investment on society to be healthy, and is deduction of treatment's expenditures, so in this field it seems very necessary to create required facilities to persuade private section. Also he believes that presence of spectators in the competitions requires a great deal of investment [4].

Andreff declared that the amount of sport expenditure of household in Republic of Hungary, Denmark, Italy, England and Germany is 89.1, 467.4, 9434.9, 13035.8 and 14954 million dollars. According to his sight the sport expenditure of household harmonize with the size of the market of sport goods of any country. He has stated that the value of sport goods' export in 1999 was reported about 5019 million euro that Italy with 2400 million dollar (21 percent) had the most portion of sport goods' export whereas England, Germany Italy, France with 6.575, 2.284, 2.012 and 1.916 Million dollar are larger markets of sport equipment than others in Europe [5].

IV. THE IMPORTANCE AND NECESSITY OF RESEARCH

In practice, exercise is mixed with economic aspects from the media until wearing goods, food and equipments and it could be effective on national economic of countries through direct and indirect economic effects such as the creation of engagement, increasing income family influence, attraction of spectator and tourism, the bet decreasing the cost of remedy, promoting health's level and increasing personnel's revenue operation [2].

For all individuals in all ages, bodily activities could give improvement the quality of life. The active manner of life cause individuals finding new friends, remaining in social activities and have intercourse with others in every ages range. It has been determined that outbreak of cerebral illnesses is less in bodily active individuals than the others. Bodily activity can be very helpful into remedy of some mental disorders such as depression [6], so the need to bodily activity very necessary for all persons.

In Iran, due to existence of difference in household level of life, it is necessary to determine the kind and quality of sport goods in viewpoint of necessity, normal, deluxe and humble

and division of its income group.

Sport products could be divided to sport goods, services, invents, instruction and information that the household sport expenditure in France, Germany, Italy, Spain, Switzerland and England more than 7 milliard dollar indicates the value of market and services sport in this country [4].

V. RESEARCH'S OBJECTIVES

Determination the quality and the kind of exercise goods in view of being necessity, deluxe, or humble according to the classification of income groups.

Determination the kind of current exercise activity based on level of life.

Determination of doing body exercise in leisure time based on area of residence.

VI. METHODOLOGY

Because of non-existence of standard questioner about the quality and the kind of sport goods in household expenditure, it is used a questionnaire constructed by the researcher. The questionnaire regulates in three parts of individual specifications, attitude and physical activity and exercise expenditure. The questioner was distributed between some Isfahan cities' household. It is required to mention that these household was elected from between three levels of rich, semi rich and deprived.

Present research statistical society is composed of all Isfahanian families in 1387 with according to the census in 1385 total number of families is 441784 with in eleven city Zones. On this base and according to sample volume formula, the number 814 was estimated and from these 777 questionnaires was collected so that 257 questionnaires from rich class, 264 from semi rich Class and 256 from deprived class.

Questionnaires formal validity was studied by ten professors and its content validity was calculated based on Kendal coefficient, (0/82 percent). Also, test- retest technique was used in order to measure reliability and resulted to correlation coefficient of 0/88 percent.

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VII. RESEARCH FINDINGS

For groups or classes by income to more than 900 dollars income strains is menus, so exercise for these groups is a humble goods, where as for others by income of 100 dollars to 899, it's as an deluxe or normal goods.

Go walking is the main household exercise activity and it has more slightly expenditure for doing, whereas cycling has a slightly percent of exercise activities among the families.

Finding also indicated that between the doing bodily activities in leisure times based on the area of residence there is meaningful diversity. Also these results indicate that the residences in rich and semi rich area doing more activities.

Fig 1: Income strain for various group of income

Index of Statistics	Mean of Income Level	Mean of sport expenditures	Variations of Income	Variations of expenditure	Tension of Income
Amount of					
100-299 \$	200	30479	200	3359	
300-499\$	400	33838	200	7562	0.157
500-699\$	600	41400	200	5753	0.502
700-899\$	800	47153	200	1305	0.4547
More than 900\$	1000	45848			-0.126

Fig 2: the frequency simple and percent values of kinds of activities among of Isfahanian Households

Examines Statics Type of Activity	Rich		Semi rich		Deprived		Total	
	Frequency (simple)	Frequency (percent)	Frequency (simple)	Frequency (percent)	Frequency (simple)	Frequency (percent)	Frequency (simple)	Frequency (percent)
No Activity	21	8.1	22	8.4	55	21.6	98	12.6
Walking	82	31.7	53	20.2	73	28.6	208	26.8
Mountain climbing	16	6.2	42	16	8	3.1	66	8.5
Gyration in Nature	47	18.1	84	31.9	56	22	187	24.1
Power lifting	12	8.1	20	7.6	2	0.8	43	5.5
swimming	26	10	14	5.3	9	3.5	49	6.3
cycling	0	0	0	0	17	6.7	17	2.2
Activity in gym	41	15.8	28	10.6	35	13.7	104	13.4
Other Activities	5	1.9	0	0	0	0	5	0.6
Total	256	100	263	100	255	100	777	100

Fig 3: The KAI square test's results for doing of bodily activities in leisure times based on area of residence

Frequency	χ^2	Df	Level of meaning
777	51.83	2	0.001

Fig 4: The simple frequency and percent values of doing bodily activities in leisure times based on area of residence

Area of Residence	Yes	No
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	Frequency (simple)	Frequency (percent)	Frequency (simple)	Frequency (percent)
Rich	213	82.2	46	17.8
Semi Rich	220	83.7	43	16.3
Deprived	151	59.2	104	40.8

VIII. DISCUSSION AND CONCLUSION

Based on these findings, it seems that the level of expectations of high income groups who earn more than 900\$ monthly from available exercise facilities is higher, so for this specific group, exercise could be a humble good. Also the presence of facilities could be justifiable. The available findings is representative of the fact that, the income range is very important in select of sport (with due attention to access to it). For groups with low income (lower than 899\$ monthly), other recreation are to be costly. So for doing in leisure time, cheap exercise is to be request.

Also, According to findings of research, based on the fact that walking is more current exercise to Isfahan citizen perform it. Probably, it seems that municipality could be profiFig at low in expenditures and attract people to exercise through certain suiFig areas and various programs.

The ratio of Exercise expenditure to total of the household expenditure in Isfahan than cities in other countries is low and this discrepancy may be arise from discrepancy in levels of income, welfare, culture, facilities, and possibilities.

Also Norway, England, Scotland yard are among countries by welfare's high level and their people relating to

people in Iran have high level of income therefore they pay more expenditure for their exercise activities.

On the other hand, in these countries there are more possibilities for people to settle in exercise activities and they can easily do that.

To persuade people to exercise, it could be useful to preparing more income and warfare to citizen and to establish facilities and necessary possibilities gratuitously.

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