

# Assessing the Amount of Demand for the Choice of Paid Physical Education, Health and Sports Services by Students

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## **Abstract:**

The article provides a brief overview of options for changing the demand for independent physical activity outside of school hours for students at a capital economics university. Using questionnaire survey methods, empirical and statistical, the motives and needs that shape the frequency and magnitude of demand for physical education, health and sports services, as well as the interdependence of demand and prices for them, were studied. Positive and negative factors influencing changes in motivation for regular physical activity and fluctuations in the magnitude of demand for the choice of services of interest have been established.

**Keywords:** first-year students, physical activity, physical education, health and sports services, changes in demand, price, outside of school hours, money.

In modern education, physical education classes for students studying in higher educational institutions are a generally recognized and mandatory component in the process of training qualified specialists. Physical culture as an academic discipline forms a harmoniously developed personality and helps maintain a balance between the physical and mental health of students [1, 8]. In addition to scheduled physical education classes, it is equally important to be physically active outside of school hours. But in modern realities, with the current price range for paid physical education, health and sports services, as well as the lack of free time at the disposal of students, especially first-year students, not everyone can and wants to afford to exercise for a fee [7, 9].

The purpose of the study is to clarify changes in the amount of demand for additional physical activity among first-year students, since the first year of study at a higher educational institution is the most

important and difficult. It is in the first year that an understanding of the amount of both material and time resources that students can spend on additional classes is formed, and priorities are set between the main classes at the university and the arsenal of possible additional activities [5, 6].

To achieve the goal of the empirical study, survey methods and mathematical statistics were used. The questionnaire survey of respondents was carried out using the personalization of information content: about the experience of physical education in a higher education institution and outside it, determining opinions regarding the price and time ranges for additional physical activity classes available to first-year students.

The respondents were first-year students of the Gulistan Pedagogical Institute. the city of Gulistan, Syrdarya region (Table 1). The number of participants who took part in the research survey was more than 250 people.

When processing the data obtained during the study, the question “Do you engage in physical activity in your free time, in addition to physical education classes at the university?” the following answers were given: “1-2 times a week” - 12.5%, “2-3 times a week” - 10%, “3 times a week or more” - 2.5%, “I don’t do” - 75%.

The result of the following question specified in the questionnaire: “Are you satisfied with the prices for purchased physical education, health and sports services?” became: “satisfied” - 40%, “not satisfied” - 60%.

To another significant question of the survey: “Do you have enough time for physical activity during non-school hours?”, the following answers were received: “enough” - 9.7%, “enough but would like more” - 21.3 %, “not enough” - 69%.

The answer to the question: “If you received additional money, you could spend it on physical activity in your free time” showed: “yes” - 89%, “no” - 11%.

**Table 1 – Results of the survey of first-year students.**

Opinion Research Questions	Distribution of opinions	
	Answer options	Quantity
Do you engage in physical activity in your free time, in addition to physical education classes at university?	1-2 TIMES A WEEK	40
	2-3 TIMES A WEEK	22
	3 TIMES OR MORE	8
	I DON'T DO	180
Are you satisfied with the prices for paid physical education, health and sports services in the nearest fitness centers?	SATISFIED	125
	NOT SATISFIED	150
Do you have enough time for physical activity outside of school hours?	ENOUGH	31
	ENOUGH, BUT I WOULD LIKE MORE	68
	LACKS	200
Would you engage in physical activity if you had more free time?	YES, I WOULD DO IT REGULARLY	163
	YES, I WOULD SOMETIMES	95
	NO, I DID NOT	62
If you received extra money, you could spend it on physical activity in your free time	YES, I WOULD SPEND IT	225
	NO, I WOULDN'T SPEND IT	35

Based on the results of the analysis of the data obtained during the survey, the following conclusions can be drawn: the majority of the students surveyed do not engage in additional physical activity in their free time from study. The result of this is both dissatisfaction with the prices for the purchase of

paid physical education, health and sports services, and the lack of time that students would like to have. I would like to draw your attention to the fact that the vast majority of first-year students, when additional money became available, expressed their willingness to spend it on organizing their physical activity.

The results of the survey allow us to conclude that respondents are mainly motivated to engage in additional physical activity, however, the price factor for purchasing paid services for exercise is a deterrent.

Most often, it is solvency that determines the amount of demand for economics students when purchasing or refusing to use paid services. To determine the average price that students must pay for additional physical activity, we provide examples of prices for the purchase of various options for paid services in three fitness centers in Moscow, located within walking or transport distance from the largest university dormitories (Table 2).

**Table 2 – Approximate prices for paid services in network fitness centers**

Paid service option	Subscription price (in Uzbek sum)		
	Network A	Network B	Network C
Trial training	15000	10000	12000
Subscription for 1 month	300000	200000	180000
1 year subscription	200000	1300000	1800000

Despite the potential desire, not every student can spend the specified amounts of money on sports activities monthly or annually. This shows the elasticity of demand for services provided by nearby fitness centers. Indeed, with an increase in prices in various sports complexes, demand quickly falls, and with a decrease, it increases noticeably, the influx of new clients is revived [2, 3].

But there are ways to solve this problem. One of them is the creation of a system of benefits and discounts for students. The Financial University has concluded cooperation agreements with a network of fitness clubs with the code name “A”, which provides a 5% discount to students, as well as with a sports club with the code name “X”, which provides discounts on club cards from 10% to 20% only to university students and graduates, but also to their immediate relatives. The growth in the number of partners in the sports industry increases the number of first-year students who want to engage in physical activity outside of school hours. In addition to all of the above, we offer an alternative option for increasing demand for a choice of paid physical education, health and sports services [4].

From a certain time, part of this money, namely 200,000 soums, is allowed to be spent on watching films in cinemas. But isn't the health of the younger generation and the development of sports in our country just as important as visiting theaters, museums and film screenings? We believe the answer is obvious. The average student scholarship is 583,000 soums, which means that before purchasing the most budgetary subscription in the “B” network of fitness centers, a student still lacks 180,000 soums for at least 1 month.

To solve these problems, we propose to introduce a monetary limit into the functionality for both students and schoolchildren, due to which every year the user will be able to spend on the purchase of paid services in commercial gyms, sections or other institutions that provide physical activity. This will help not only increase the demand for paid physical education and sports services, popularize an active lifestyle, but also reinforce the need for regular sports among both the younger generation and the adult population of the country.

Increasing demand for children to attend fitness classes, for example, in fitness centers, may encourage their parents to attend such training. Accordingly, this will affect the growth of demand

among adult audiences. As a result, we can predict a decrease in prices for season tickets. When prices for season tickets are lowered, every age category of citizens will pay attention to the increasing availability of sports or other physical activity. In such an economic situation, students will be more likely to be able to afford regular classes at various commercial sports complexes, experiencing fewer financial difficulties than at the present stage.

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