

Role of Gym in Cultural Construction of Beauty



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Quaid-i-Azam University
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Final Approval of Thesis

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ABSTRACT

With the growing trend of the culture of gym, the cultural construction of the beauty has been also changed and people have attached new meanings of beauty standards with regard to gym activities. This research has been conducted to explore how the growing trend of gym relates itself with beauty. It discusses the factors that make the culture of gym as a beauty builder. It explores the parameters of beauty through gym, different gender behaviors at gym, and the preferential behavior of the people at gym. The current study utilizes the qualitative research method with a sample of 30 respondents to find the clear understanding of the given objectives. The findings show that various factors such as social media, healthy lifestyle and fitness and others make the culture of gym popular as a beauty builder. Many beauty parameters were found achieved by gym. Different gendered definitions and motivations were also listed by the respondents. Accessibility, affordability, and maintenance were the most preferred things for the gym users.

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1. INTRODUCTION

It is generally accepted that physical activity and exercise is beneficial for health. Regular exercise, when done properly, can reduce blood pressure, decrease the risk for cardiovascular diseases, and fight feelings of anxiety and depression (Hall and Pearson, 2013). Exercise can also improve mood, self-esteem, and boost energy (Forrest and Stuhldreher, 2007). With so many health benefits coming from regular exercise, it is surprising that people have started connecting exercises with beauty (Berry, McHugh, and Pankratow, 2013).

Many studies have also pointed towards body image perception as a common factor in determining exercise habits. There are many motivators that play a part in determining exercise habits, both external and internal, but body image, both positive and negative, can be an important factor. Today's society holds beauty and aesthetics in high regards causing many individuals to feel pressure to look a certain way. This often leads to many individuals using exercise as a method to attempt to achieve those modern beauty standards (Littrell, 2017).

Definition of Gym

A gymnasium, also known as a gym, is a covered location for athletics. The word is derived from ancient Greek gymnasium. They are commonly found in athletic and fitness centers, and as activity and learning spaces in educational institutions. Gym is also slang for fitness center, which is often an area for indoor recreation. Gyms maybe open air as well. A gym is the place with a number of equipment and machines used by the people to do exercises (Wikipedia).

Origin and Historical Background

The word gymnasium was a Greek building used for athletic activities but over the time it became a place that was also to be used for philosophical discussion.

The word gymnasium derives from the Greek word for nudity (gymnos) as the exercises and sports all were done by male members in nude. The earliest recorded examples of gymnasia date from the 6th century BC. These were simple affairs consisting of an area of packed which were shaded by trees located close to river or spring. They were especially more common at sanctuary sites such as Delphi, Olympia, and Nemea.

The gymnasium was or may have evolved from the necessity for a place dedicated for young Greek men where they could train and improve their fitness for getting themselves ready for warfare. According to another view, gymnasiums were reserved only for aristocracy and came to be a place for men where they could demonstrate their physical and social superiority to the lower class.

Sports that were typically practiced at gymnasium were wrestling, boxing, running, jumping, and gymnastics. It was accompanied by rhythmic music. Sports practiced for warfare included archery, armed combat, javelin, and catapults. These were supervised by a trainer or paidotribe, or any older athlete having great experience from Games of Greece. An aleiptes was made responsible for massaging and oiling the members of the gymnasium. A competition was held each year, the Hermaia, in which members participated in a torch race competing in three categories, vigor, discipline, and endurance (History, 2021).

Evolution of the Gymnasium

Gymnasium started becoming a common feature of sanctuaries and sites which were famous for their sorting games but also in ordinary cities. Instances illustrate that gymnasium became a place not only for sports but also a place for men where they could

discuss topics at their leisure. By the Hellenistic Period, the gymnasiums were made and became a well-developed and much frequent institution (Fitness, 2017).

The Rise of Fitness and Gym with Relation to Beauty

The rise in fitness and gym culture was a response to both the crises in health and identity. Since 1960s, the nature of the recreational fitness related activities was changed and by 2000, the fitness centers became ubiquitous features on the landscape. Images of health, beauty, professional success, and sexuality were emphasized by athleticism and muscle tone. Fitness took on an especially powerful meaning to women who were affected by the feminist movement, and also their new economic roles, the rise of women's sports and the volatile marital and social environment.

An important role was played by the women in expanding the fitness movement. They increasingly deferred child bearing and marriage. Women then entered the work force and this left them with more independence and wealth and also more money to spend on everything, including the physical exercise which made them feel and look better and also caused in providing relief from stress of all kind.

The rise of the visual culture of the body which featured sites of the body such as discos, advertising, clubs, and increasingly revealing clothes made people started taking more care of the body as the body became an important element in defining of personal attractiveness. This then affected both men and women and encouraged a new seriousness regarding exercising and shaping body.

Fitness was thus a double-edged sword. It contributed to empowering women and, at the same time, committed women to externally created and imposed standards of sexual attractiveness and beauty. It shifted the obligation for maintaining a particular shape entirely onto the individual, challenging some standards without question. If only you ate better and worked out more, the argument went, you would be prettier and more successful in life and, especially, with men, just like the women in the ads and the movies.

Fitness centers also emerged as social centers where people went to see and meet members of the opposite or same sex. The emergence of fitness centers was driven by cultural changes that swept along a significant part of several generations and helped transform the nation 's physical and intimate geography and the leisure habits and attitudes of millions (Stern, 2008).

Another important aspect of beauty is the socio-cultural influence. Research has shown that a common motivator for exercising is achieving a desired physical appearance (Hall and Pearson 2013). A large part of media today conveys a certain, specific body type as desirable (Chacon-Araya and Jimenez 2013). Individuals who encounter this bombardment of cultural stereotypes can feel pressured to look a certain way in order to feel worthy, attractive, or desirable.

Most research shows that these types of pressures can become external motivators to exercise in order to change appearance or to avoid exercise due to embarrassment or lack of confidence. A combination of the socio-cultural pressures and body image perceptions can be very impactful in determining exercise habits. Studies have been conducted regarding the relationship of body image and exercise (Littrell, 2017).

Gyms and exercise salons are now attracted by men and women, and the culture increasingly has validated this activity. A beautiful body is now one that is well-toned from exercise. With the passage of time, bodies have begun to change as a result of new exercise routines and equipment, and the effort spent in gyms by both men and women shows the rise of the fitness and gym with relation to beauty. A strong, toned body built consciously to demonstrate control over everything life has both to offer and to throw at you, had emerged along with the presentation of beauty.

Today we live in a society where there exist two types of people. Some people loathe exercise, for them it is an utter nuisance and involves way too much hard work, while for others it is a routine, a part of their existence. In an article in Tribune Fareeha Mufti writes "A new obsession has gripped Pakistani society. According to a study conducted by the BBC, Pakistan's fitness industry is one section of the economy that has not been affected by recessions or political instability; in fact, it is booming." and that "Studies

show that almost every stratum of society from top executives, middle class housewives to teenagers have shown an increasing interest towards a healthy and fitness-oriented lifestyle." (Mufti, 2011). The target customers for health clubs are the population of big cities in the age group of 18 to 50 years. Population of urban areas of Pakistan is 33 per cent of the total population out of which 50 per cent fall in the targeted customers' age group. It means clubs targeted customers living in urban areas that numbered about 26 million. The fitness centers cater to both the groups; those who want to gain weight as well as those who come there to shed it (Amer, 2018).

1.1 Statement of the Problem

In today's world of globalization, people have become conscious enough about their appearance, their health, and personality building. Since the ancient times, people around the world have been experimenting and practicing the ways of getting beauty. The aim is to appear sexually appealing. Much effort is done to beautify and alter the appearance in order to appear more sophisticated. Beauty can be defined as the quality of pleasing, someone or something that gives great pleasure.

The perception of beauty is guided by cultural influences and ideas of aesthetic determined by fashion dictates of the era. People go through a lot of pain to achieve the beauty standards. Culture plays an enormous role in our conceptions of beauty for example; youthfulness is the objective of beauty, while the standard of beauty in Europe is naturally flawless skin. In most Asian nations the standard of beauty is having a fair skin.

Throughout history, certain members of nearly all cultures have deliberately altered their body's natural appearance. Today people live in a time when medicine can cure the body and also reshape it. Hence, many people use different means, such as steroids and hormones to alter their bodies. The growing rate in the use of social media has also made people to have perfect image of beauty using or applying different tools and techniques. One of such means is the gym and the gymnastics.

The concept of gym has increased with the time. Firstly, only men were found doing gym and worked out for perfect bodies but now women are also seen being a part of gym, making themselves fit and shaping their bodies. Increase in the trend of going to gym has impacted on the cultural construction of beauty.

The purpose of this study was to gain an understanding of the growing trend of gym and how it has been related with the cultural construction of beauty. Factors has been discussed which has influenced in making the culture of gym as a beauty builder. Male and female experiences of fitness culture by gym have been explored in understanding how it has impacted on the meaning of beauty.

More specifically, the focus of this study was to explore fitness culture from a socio-cultural perspective. To learn the factors that influence the increase of culture of gym and how it plays its role in the cultural construction of the beauty. This research has also been done to explore and understand the parameters of beauty through gym, to learn about the gender differences among men and women at gym, and to study the preferential behaviors of men and women in the selection of gym and its activities.

1.2 Objectives of the Study

Objectives and goals are keeping the research on track. Following are the main objectives of this research:

1. To understand the parameters of beauty through gym.
2. To study the factors influencing the culture of gym as a beauty builder.
3. To explore the preferential behaviors in selection of gym and its activities.

1.3 Significance of the Study

Gym and gymnastics are now increasing and has become much popular in Pakistan. Men and women either of upper class or middle go to gym for different purposes. Factors that

are becoming the reason in the increase of the trend of gym have been highlighted in this research. This will help to know what factors are influencing in making gym and gymnastics a common activity among men and women. People spend a lot of time and money in gym in working hard doing tough exercises. As gym has become a common cause of providing perfect healthy body, this research focuses on different reasons why people go to gym. This research will also provide a guide for how gym plays its role in cultural construction of beauty (Crystal, 2015).

There is limited researched evidence about the broader online fitness culture, and qualitative assessment of the experiences of users involved in the gym culture. Accordingly, this research seeks to address this gap by investigating young males and females with their experience of gym fitness culture to understand how it has an impact on the understanding of health, and health practices such as diet and exercise.

This research will help in pursuing an understanding of the influence of gym and gymnastics. This study will make a significant and original contribution to the broad field of health and online fitness literature. The study offers a new perspective for understanding the social and cultural influences on constructions of 'health'. This may help illuminate the ways in which health promotion can shape understandings of health.

1.4 Outline of the Thesis

The first chapter ensures the introduction of the topic. The second chapter of the thesis reviews the relevant existed literature with essential concepts and their operationalization as per the present study. It includes a brief explanation and justification for the use of research tools and techniques. The third chapter describes the methodological approaches that were used to conduct the research. Chapter four presents brief information about the research area and features of some most popular and reviewed gyms of the community under study.

Chapter five explores the parameters of beauty through gym. Chapter six gives a detailed account of the factors that have been considered in making the gym culture as a beauty builder. Chapter seven illustrates different preferential behaviors of people at gym.

The last two chapters analyze the data and summarize the thesis by relating it to the key findings and conclude the research. The appendices consist of an interview guide and socio-economic form employed for data collection.

2. REVIEW OF RELEVANT LITERATURE

Gym offers people an opportunity for changing and manipulating their bodies in different directions. It maintains or change their way of looking at the relationship between the gender identity and body. Gym offers the means to change the body and this offer is attractive to many people. In late modern societies, this phase is, among other things, characterized by identity games and a gradual consolidation of identity. The body is also drawn into the reflexive project of the self. Young people seek different areas where they can try out various identity positions; the gym offers such a social space in which it is possible to experiment with one's physical appearance and identity (Johansson, 1995)

The gym has become a project in the late modern societies. The reflexivity of the self also gradually extends to the body; the body is, therefore, drawn into the narcissistic pursuit of the self (Giddens, 1991; Falk, 1994). The body is made in different places one of such place is the gym, which is the focus of this study. A sort of subculture; that is developing a certain taste, style and a specific way of relating to body is formed by people who spend considerable time in the gym (Johansson, 1996).

The Gym, the Body and the Youth Culture

The gym culture shapes expectations, experiences, and philosophy. It also establishes the ideals that influence members' behavior, which are reflected in member self-image, interactions, inner workings with the outside world, and future expectations. This culture is founded on shared attitudes, habits, beliefs, written and unwritten regulations that have evolved over time and are deemed valid. The culture serves as the foundation for forming a fitness community with built-in relationships for its members (Musclestache, 2019).

Hippolyte Trait, a French gymnast and vaudeville strongman, is credited with opening the first commercial gym. In the late 1840s, he launched his first club in Brussels, followed by a second in Paris. Another gym was founded by an enterprising music hall strongman

at the end of the nineteenth century. Eugen Sandow held the world's first physique competition in 1901, and he later pushed the developing fitness culture by promoting numerous periodicals, equipment, and dietary products, as well as running a chain of training facilities across the United Kingdom. This health club and fitness pioneer is still honored with an award at the Mr. Olympia competition.

The YMCA was founded in 1844 in London, England, and would go on to inspire many men to get in condition. According to the YMCA website, the first gymnasium-equipped facilities were built in 1869. Robert J. Roberts, a Boston YMCA employee, invented the term "body building" in 1881 and developed exercise sessions that were the forerunners of today's health club model. The YMCA was founded. At the vanguard of the health club model that will evolve over the 20th century.

In Oakland, California, fitness superstar Jack LaLanne built what is said to be the first U.S. health club in 1939. LaLanne found success and designed and introduced many of the machines that are still mainstays on traditional gym floors, such as the first leg extension machines and pulley-cable based strength equipment, at a time when doctors advised patients that there were dangers associated with lifting weights and rigorous exercise. He was even an early proponent of women lifting weights, albeit few women took him up on his offer in the start.

Women now make up more than half of gym-goers, and the birth of health club chains in the 1960s and 1970s can be credited for some of this increase. Health clubs were essentially outlying dismal boxes with rusted iron and maybe a boxing ring where predominantly men lifted weights in pursuit of perfection or trained for sports prior to the creation of the health club chain, that was comparable to the motivation for the first gyms in ancient Greece. Joe Gold followed his success with Gold's gym by founding the World Gym chain in 1977 (Fitness, 2017)

As a result, when you enter this sphere, you become a member of a lifestyle in which certain attitudes, bodies, and styles are valued more highly than others. The bodybuilding and gym literature is replete with tips for young people on how to get the optimum

appearance. 'A lot of times I see ladies who look great, and they still find a small minor flaw, but that shows she is very critical of herself, which is healthy,' explains Arnold Schwarzenegger, who has written many books on bodybuilding. Life becomes very dead as soon as you believe you are perfect.' (Green, 1988:86).

The 'ideology of the dissatisfied' is a way of looking at the body that clearly creates a constant need to progress and change. The design of the perfect body also raises gender issue's identity: what should the ideal male or female body look like? Regardless of the fact that diverse procedures can be used to transform the body and gender norms are being contested today, there are still some rather tight, if informal, laws governing the construction of gender. It is possible, for example, to focus on a specific milieu where bodies are constructed in order to study alterations as well as stable patterns of gender identities (Crystal, 2015).

The gym is not simply a place to exercise after a long day at work; it is also a place where gender identities are formed. Clothes, body techniques, periodicals, facilities, and wall paintings all reflect the gender hierarchy. The gym is a gendered environment, with certain body techniques and areas linked with women's bodies and others with men's bodies.

Gym culture in general must not be regarded simply as a reflection of youth culture. However, it is possible to identify a huge proportion of gyms where the majority of the people who use them are young. Despite the fact that many gyms attempt to attract people of all ages, they frequently fail to attract middle-aged adults. This can be explained in a variety of ways. The gym's expressive atmosphere, which includes music played through loudspeakers, clothing, and pacing, is unmistakably linked to popular young culture. In the gym, there are often photographs of youthful, attractive bodies on the walls: the ideal body is one that is young and healthy (Klein, 2001).

As a result, the most of the instructors are young and well-trained, and while some are in their thirties, they often appear much younger. The surroundings clearly favor a certain sort of self-presentation - the focus is on the young, active, and expressive body. So, while there are no explicit restrictions on who may join the gym's clientele, there are

unspoken and normative obstacles that make it difficult for middle-aged people to participate in this culture. Another feature of the gym culture is the emergence of many subcultures. (Cathcart, 1938).

Many young people spend a considerable amount of time at the gym, and their identity is inextricably linked to a certain group. As a consequence, the gym is also a social space where you can meet new people and create a distinct taste and style. The abovementioned groups are often the creators of a more general cultural environment in the gym, as well as body ideals. Unlike some gyms, which are filled by people who do not fit the image of a young, well-trained body, the gyms we studied, which are mainly 'hot' gyms, develop a culture in which the beautiful body becomes a more or less normative category. This puts a lot of pressure on people who want to enter this social area, making it tough for 'strangers' to get in (Johansson, 1996).

Beauty and Cultural Norms

In Western culture, personal beauty and its nurture have played a significant role in defining the self. Religious and popular beliefs have long associated beauty with the ability to witness an individual's personal qualities, associating beauty with inner goodness and ugliness with vice; even so, these beliefs are accompanied by the Cartesian notion of the body's plasticity and the supremacy of the soul. Simply put, a strong self may overcome an inadequate body and build a look that reflects the true nature of the inner self through disciplined actions (paulford, 2009).

Across cultures, the concept of beauty remains elusive. Few people have trouble identifying someone who is considered lovely anywhere on the planet. Beauty is often desired, revered, and perceived as a personal virtue. Beauty standards are usually social markers that determine cultural standing, social acceptance, and mate suitability. Beauty, on the other hand, is an elusive concept. Scientists are still investigating the biological and anthropological variables that influence physical appearance, and merchants are still using beauty ideals to sell products. Countless people continue to strive to be or remain

beautiful in order to reap the benefits that society has to offer. Throughout the world's many civilizations, a physical aesthetic has remained stable over time. Beauty has been viewed in this light as a reflection of health, vitality, sexual allure, and social attractiveness. Although the specifics of what makes someone beautiful vary by nation, culture, and society, the concept of beauty stays the same. the concept of beauty has existed for as long as there have been people (paulford, 2009).

The society in which we are immersed has a significant influence on how we feel about ourselves and how we think about our bodies. Many cultural traditions impact body image and self-esteem, and can influence either a negative or positive body image. A person's environment may be helpful to or resistant to the development of a healthy body image and self-esteem, depending on the culture and general emphasis of traditions involved (Crystal, 2015).

3. RESEARCH METHODOLOGY

The research methodology is a systematic method to deal with research that how research is carried out. It is the work plan of the researchers through which they describe, explain, and predict how the knowledge is gained. The qualitative process provides explanations, and expression with the help of tools and techniques. I have used relevant qualitative research methods to carry out this research.

3.1 Locale

This research was conducted in the gyms of Islamabad city. Islamabad is the capital city of Pakistan and administered by Islamabad capital territory. Respondents were selected as per the judgment of the researcher and research criteria. I have selected Islamabad for my research as it is a developed and elite city with vast number of men and women joining gyms. This locale helped me in getting access to local gyms and gaining the required information from the men and women at gyms.

3.2 Rapport Building

It is one of the imperative and initial steps of fieldwork for the researcher that develops mutual trust and positively affecting the findings of the research (Stephen, Miller, & Schallenkamp, 2007). It is the method to create a connection with people to establish an environment of understanding and trust and negotiating relationships. It is a fundamental phase for successful interaction between the researcher and respondents. Rapport building provides a non-judgmental behavior and harmonious relationship between respondents and researchers so the researcher can generate effective communication with people.

The initial and vital step of my fieldwork was to build comfortable communicational connections with the respondents. Gym and its practices preferences is one of the personal matters of every individual. To ask questions or to discuss openly delayed on a personal level requires friendly and comfortable communication. For this purpose, I employed this technique prior to using other research tools.

3.3 Key Informants

Key informants are the members of the community under study that have expertise in their culture and have firsthand information about the phenomenon being investigated. In the Field of cultural anthropology and other social sciences, the key informant technique is used as a major source of data collection (Bernard, 2012).

I had a female key informant who was a trainer at a gym. She was 27years old. Being a trainer, she had professional ties with gym and its members. During first few days of the fieldwork, I choose her as my key informant. After getting in touch with her, I easily got comfortable with my respondents at gym and other people associated with gym activities. Through my key informant, I could properly speak and comprehend my purpose of gaining information from the respondents. This helped me in managing my interaction with the gym participants and gaining the desired information and I did not face any difficulty while communicating with the respondents. When I met my key informant, I informed her about my research purpose. She happily assisted me throughout my fieldwork. Due to her aid, I comfortably achieved the data in relation with research questions.

3.4 Sampling unit and sampling size

Sampling is the process of selection of few individuals from a population of interest to generalize the results about the situation of the whole population. The sampling unit of

my research was males and females of Islamabad practicing gymnastics. I selected 30 respondents, with an age group between 25 to 35 years for my research purpose. I selected this sampling unit because it was difficult for me to cover all the population acquiring in a short period. I have used multiple sampling techniques for my research.

Purposive Sampling

I have used purposive sampling to select my sample. In qualitative research, purposive sampling is a widely used method also termed as judgmental sampling that fulfills the criteria of research questions in the selection of respondents and helps to identify respondents more efficiently. In purposive sampling, the researcher finds individuals who comply with the requirements of research questions and the aim of the research. I have used purposive sampling because my research focused on exploring the culture of gym with respect to beauty. 19 respondents were selected by purposive sampling. I went to different gyms for selecting my respondents who were gym members. I interacted with people and introduced them to my topic and purpose. The respondents who showed interest and who were observed to have much knowledge about the gym and its practices were then selected purposely to conduct interviews to gain the desired information. I introduced myself and provided a brief purpose of arranging the interview and aim of the research at the start of the discussion. Following the introduction, to create a friendly situation for all respondents and asked a few general questions about their perception of the topic.

Snowball Sampling

Snowball sampling or chain-referral sampling is a sampling technique, in which existing subjects provide referrals to recruit samples required for a research study (QuestionPro, 2021). It is defined as another non-probability technique. I have used snowball sampling by finding my respondents referred by my other respondents, participating in the gym activities. 11 respondents were selected by snowball sampling. The key informant suggested me to interview few respondents through her reference. These respondents then gave me references of their friends whom they thought can give me better access to the information needed for the research.

3.5 Socio-economic Census Form

The information about the income, social life and demography was collected through Census form. I have used a census form consists of several basic questions related to the social and economic life of the respondents. It has also assisted me to identify the research sample as I only had to select respondents associated with gym activities.

3.6 In-depth Interviews

Both formal and informal interviews are widely used techniques in social researches that generate detailed information about the research questions and provide useful data (Stuckey, 2013). I prepared an interview guide to conduct structured interviews whereas the informal discussions were also the part of daily life conversations redirected towards research objectives. The in-depth interviews were done in one-to-one setting and each interview had duration of one hour to two hours. The schedule of the interviews conducted was dependent on the availability of the respondents as they have limited time to give due to their engagement in their other life activities. Furthermore, interviews were conducted according to the willingness of every respondent. A few interviews were written manually, while other interviews were recorded using an audio recording.

3.7 Focus Group Discussion

It is a qualitative participatory research technique that focuses to know several differing paradigms and serves as a platform to get local knowledge by a moderator (Nyumba, Wilson, Derrick, & Mukherjee, 2018). It is an effective method to assemble individuals with related areas of interest in obtaining knowledge and information. Further, it helps in establishing discussion amongst several participants that provide understanding about their experiences, beliefs, and differences on a particular topic. I have conducted group

discussion by using this method and key participants helped me in arranging group discussions that facilitated me in collecting different perceptions, worldviews, and experiences about research objectives.

I introduced myself and provided a brief purpose of arranging the discussion and aim of the research at the start of the discussion. Following the introduction, to create a friendly situation for all respondents I asked a few general questions about education during the discussion, I have tried to get participants to respond in detail and prevent them from giving short responses. The focus group discussions were recorded by audio recorder.

3.8 Case Study Method

The case study method is an appropriate method of investigation of an issue or a situation when complex factors are involved (Fidel, 2004). It helps the researcher for deeply studying and understanding of the whole case. It is not a sole method of inquiry rather it involves a variety of methods such as interviews and observation to reveal the history of a person. I have conducted three case studies to investigate through detail interviewing, discussing and observing respondents. The case study method generated detailed information often irrelevant to research objectives, the irrelevant data and information was omitted while writing the thesis. Less stress and anxiety, healthy lifestyle and fitness, and improved health and shaping body were the selected topics for adding case studies.

3.9 Interview Guide

The interview guide is necessary to conduct formal interviews. The researcher asks questions from the interview guide. I prepared an interview guide comprised of relevant, understandable, and meaningful questions for research respondents. All the questions had an open-ended response pattern. The interview guide was used while conducting

interviews and discussions with respondents. It assisted me in generating relevant themes of data.

3.10 Audio Recording

It is a process of collecting related data through discussion and involvement with respondents in which a researcher allows people to express their views openly in their ways (Jamshed, 2014).

This method has helped me to get in-depth information. During an informal discussion, I have asked open-ended questions to access the experiences of gym participants and their activities in general. I started discussions with questions based on free and daily life routine and tried refocusing people towards research questions. While discussing their social and economic life conditions, I did not use all the questions from interview guide. In the early phase of fieldwork, I have made discussions with respondents associated with different gym activities about the process of activity, their daily schedule, issues associated with their health and other family conditions which are directly or indirectly linked with their livelihood.

I have tried to make the pattern of each discussion from general to specific questioning related to research objectives. I spoke less but gave my contribution to guide each discussion towards research purpose. I allowed all research respondents to speak openly and tried to make them communicate without any hindrance.

3.11 Audio Recording

To employ research techniques including interviews and discussions, audio recording is one of the supplementary tools to record detailed information as it is difficult for the researcher to write each and every point during interviews and discussions. This technique provides reliability and authenticity of the data because recordings can easily listen again and again during evaluation to deliver valid results. I have applied a sound

recording device to record in-depth interviews and focus group discussions after taking permission from research respondents. It helped in avoiding interruption during interviews and discussions. It facilitated me to collect every piece of data and to concentrate on non-verbal data and information. It facilitated me to examine the facial expressions of the respondent during the interview. The audio recording method also helped me to save extra time. I have recorded data during the fieldwork.

3.12 Photography

In academic social research, photography is a creative attempt and a collaborative tool to record visual information. It assists the readers to entirely comprehend the explored data (Wilton, 2016). I have captured photographs of Islamabad and relevant those to my data. Ethical consideration was taken into account and all the pictures were taken with the permission of authorities.

3.13 Field Notes

In the field, writing field notes is an effective method in recording daily events and facts. It is one of the primarily used methods to record data and is still employed. It is comprised of writing essential information by using paper and pen as one is unable to remind every piece of information. It is an important source of collecting ideas and memories from interviews during fieldwork (Tessier, 2012). In this research, it is one of the significant techniques utilized to record research data. During fieldwork, it is very difficult to convince respondents to record interviews using an audio recording. It was also not possible to record whole informal discussions by using audio a recorder. Therefore, I record data according to research objectives, non-verbal data gathered through participant observation and interpretation of interviews. The relevant data written in the daily diary was later analyzed.

3.14 Research Ethics

This research is accomplished by the consideration of various ethical practices. The identity of the researcher and the purpose of this research was not hidden from research respondents. To ensure informed consent, females who were willing to become a part of this research were selected as research respondents. Personal information of respondents such as name, age, and other confidential data was kept as secret. Interviews were recorded after taking permission from respondents.

3.15 Data Analysis

A researcher must turn data collected through observations, interviews, photos, and jotting into results. According LeCompte (2000) turning data into results will be useful in improving programs, in finding out the solutions of the problem, and in explaining the events happened during field work. I tried to turn the data acquired during the field work into findings for the sake of better understanding the state of special education, the problems and barriers faced by the authorities, and the perception of the people regarding gym and beauty.

Almost all of the data was preserved either in audio recording or in field notes. It contained information regarding various aspects of different abilities, state of education of differently abled, hurdles and problems of social, economic and infrastructural nature as well as short account of respondents' personal life along with prominent habits.

Good qualitative data should be as unbiased as possible but as it is known that human have biases embedded in their cognition so, complete impartiality is not possible. Qualitative research collects large amounts of data, which may be in different pieces that need to be brought together to provide a good picture of what the researcher intended to find out. There are various approaches which are used by research in order to analyze

data. Alan Bryman (2011) highlights most commonly used and appropriate approaches used in the analysis of qualitative data. These include thematic analysis, grounded theory, narrative analysis, discourse analysis and qualitative content analysis. I have used thematic data analysis approaches for analyzing the collected data. According to Bryman thematic analysis approach does not have distinguishing collection of techniques as compared to other approaches of data analysis, since the use of themes has been applied in most approaches to qualitative data analysis. Bryman further argues that most of researchers used coding so, for them the theme is also more or less like a code (Bryman, 2011).

Thematic analysis is an outcome of reading and re-reading of field notes, and interviews, or listening the audio recording, from which a researchers assemble themes and sub-themes emerging from the questions. The themes and sub-themes are the product of the repeated statements of the respondents in the text, which are later applied to the data. In order to produce insightful thematic analysis, it is advisable to a researcher to collect data them self. This is because data familiarization is a key to thematic analysis as it is for other qualitative data analysis methods (Howit & Cramer, 2007).

As it is known that a researcher collects huge amount of data in qualitative research so, I made sure that I examine each specimen of data collected on weekly or sometime on daily basis in order to test suitability. I categorized the data collected during the field work according to the themes of objectives. Objectives were divided into variables and three or four questions were asked from the respondents based on variables. After that I accumulated the data acquired from each respondent according to the variable and then I draw a distinctive map of each theme in order to avoid overlapping of themes and data. In addition, the recorded interviews were also transcribed on a daily basis to avoid accumulation of notes, and also mixing up of respondents' voices, since it is always very important to understand who said what and when. Thematic analysis made a clear path for me in order to connect data with review of literature presenting the findings.

3.16 Problems faced during Fieldwork

The researcher has faced various difficulties while conducting research. Mainly, it was much difficult for the researcher to stay in gym and have an easy access to people working out in gyms. Secondly, at the time of workout there were privacy issues due to which photography and observation was not allowed. The working schedule of the respondents was strict, it was not easy to manage interview schedule with their timing.

4. RESEARCH SETTING

This research was conducted in the gyms of Islamabad city. Islamabad is the capital city of Pakistan and administered by Islamabad capital territory. Respondents were selected as per the judgment of the researcher and research criteria. I have selected Islamabad for my research as it is a developed and elite city with vast number of men and women joining gyms. This locale helped me in getting access to local gyms and gaining the required information from the men and women at gyms. Figure 1 shows the map of Islamabad city.

Figure 1: Map of Islamabad



Source (Google Map)

4.1 Introduction to the Research Locale

This research has been conducted at gyms located in different sectors of Islamabad. Islamabad is the capital city of Pakistan, located in the North-West of the country, on the Potohar Plateau. Islamabad is one of the most planned and developed city in Pakistan. It is made up of both urban and rural land. It was built in 1960 as a replacement of the capital of Pakistan from Karachi to Islamabad because of its central location in the country. After the formation of Pakistan, a need of new and permanent capital city was felt which could reflect the diversity of the nation. In 1958, a commission was accordingly set in motion. It entrusted the task of selecting a suitable site for making a new capital of the country which had more particularly emphasized on its location, logistics, climate, defense requirements, scenic, aesthetics and the natural beauty. At the beginning of the development of the city, only government officers and few residents were resided. With the passage of time Islamabad grew as one of the most developed cities of Pakistan compared to other cities of the country. Islamabad is a city of greeneries, with clean and spacious environment. The area of the city is known to be the first settlement of Aryans from Central Asia, ancient caravans passing from Central Asia, and the massive armies of Tamerlane and Alexander.

Margalla Hills are found to the north of the city. The weather in the city can be summarized as hot summers, monsoon rains and cold winters. The city is also famous for having a rich wildlife ranging from wild boars to leopards.

Figure 2: Islamabad View



Source (Researcher)

4.2 The Islamabad Club

The Islamabad club is one of the oldest clubs for fitness and sports in Islamabad. It was established in the year 1967 for providing recreational sports facilities to the citizens, Government servants, diplomats and other inhabitants of Islamabad. It was initially registered as a limited company which was titled as ‘The Islamabad Club’ under the companies Act of 1913.

It covers an area of 244.8 acres which was leased by the Capital Development Authority. Currently, the geographical area of the Club is approximately 352 acres. The Club ownership was resumed by the government of Pakistan and the company was dissolved

through the Presidential Ordinance No. XXXIII of 17th July in 1987. Since then, the Club has been operated under the said ordinance also known as Club Ordinance.

President of Pakistan is the Parton of the Club and it is a statutory body. It came under the administrative control of CA & DD after the 8th amendment, under the Ministry of Sports, Culture and Youth Affairs. With the abolishment of CA & DD in 19th September, 2018, the Club got under the administrative control of the Cabinet Division, Government of Pakistan.

The assets of the Club and the administration are vested in the Administrator who is appointed by the Federal Government. It is aided and advised by the Managing Committee which is appointed by the Federal Government. The Club is committed to facilitate and provide the best services to its members and their families. It ensures to provide every possible sport and facility which are best in keeping people fit and healthy with getting an easy access

The facility of gym of Islamabad Club is equipped with variety of state of art equipment, by which the fitness needs of individuals are cater. The trainers are fully trained ensuring safety and result oriented exercises for the members. The Club members can enjoy and benefit from the new fitness concepts and innovations by the world class fitness equipment from Techno Gym Italy. The gym facility is comprised of a variety of customized exercise programs such as individual training as well as group classes for all age groups members, based on the health and fitness levels and lifestyles (History, 2021).

4.3 Best Gyms Located in Islamabad

There is no shortage of good gyms in Islamabad certainly. The city has many gyms and some of the best fitness and health centers which boast state of the art equipment and offer a number of workout classes for women and men both. People can find all kinds of fitness courses in Islamabad easily. Some of the top-rated gyms and workout places of Islamabad are mentioned below.

The Executive Club

This gym is located in the F sector of Islamabad. This gym offers a wide range of cardio and strength exercises, boxing and kickboxing, sauna, group classes and also the best eatery place in Islamabad. It is opened for both male and females. Separate area and different timings are available for the females. It has several professional trainers who are made to keep the track of the progress of its clients and also keep updating the workout routine for the maximum impact. The staff is available all the time for queries, motivation and help. The gym also has state of the art gym equipment which makes the fitness journey worth it (Blog, 2020).

Omnifarious Fitness and Nutrition

It is the only gym in Middle East and the South Asian subcontinent which is certified by the Precision Nutrition of John Berardi, a PhD Nutritionist, and also National Academy of Sports Medicine (NASM) the USA, and International Sports Science Association (ISSA) USA, and Functional Movement Systems of Gray Cook, world's top physical therapist and orthopedic specialist.

Customized plans for the customers are devised by dedicated staff members. The trainers take account of all the fitness needs by an exclusive plan. It also has the option of training in the gym or either stays at home and follows the plan and exercises.

Metafitness

It is a boutique personal training studio located at the heart of Islamabad since 2006. Instead of implying a readymade routine on everyone, the dedicated staff follows a 7-step full-body assessment which allows them to determine the client's fitness level and quality of movement. This seven-step system is perfect for the dynamic and ever-changing nature of the human body and it also helps with the controlled cycles of stress, disruption, and adaptation taking each body to its unique potential.

Kinetix

It is a fitness passion project of fitness trainers who have 10 years of training experience and learning from the very best in the industry. It is known among the masses because of its state-of-the-art equipment and internationally recognized trainers (Blog, 2020).

Maisha Spa & Health Club

One of the few widely recommended co gyms in Islamabad, offers members and guests an outdoor jogging track along with Pilates, Zumba and kickboxing, taekwondo, martial arts and yoga classes among others. All courses are conducted by trained professionals. It is located in Serena Hotel, Islamabad.

The Gym Islamabad

The Gym is yet another one of the popular workout places in Islamabad offering a wide range of fitness courses. Certified trainers, top-notch training equipment and world-class exercise facilities for both men and women make The Gym one of the ideal workout places in the city to break a sweat after a long and hectic day at work. Along with quality exercise equipment and personal training sessions, The Gym Islamabad also offers separate women-only cardio, strength training and high-intensity workout classes that are led by female professional trainers. It is located in Blue Area, Islamabad.

Vostro World

The certified nutritionists at Vostro World also offer meal plans and guidelines to members within the cost of the boot camp. It is located in F-11 Markaz, Islamabad, considered to be one of the best gyms of Islamabad.

Emsfitness by ZK

It is located in F sector of Islamabad. Boot camps and fitness challenges are also included along with fitness and personal training programs. It is rated as one of the top gyms located in Islamabad (Zameen.com, 2017).

Other than these, some of the most reviewed gyms in Islamabad are NESCOM club, Fitness Zone, Ginnastic Arena, Muscle Mania Gym, Islamabad, MetroFlex Gym, Power Pumpers Gym, Fight Fortress MMA, The Platinum Gym, and many more (TopRated.online)

5. Parameters of Beauty through Gym

People who go to gym regular feel better about their self-worth. One's self-worth is directly linked with the perceived attractiveness and feeling of self-insurance. Going to gym can have incredible benefits that can help in increasing beauty of the person and one's life. There are plenty of reasons people do exercise. No matter whatever the goal or motivation is, benefits of exercising are obvious. Going to gym can improve nearly every aspect of one's health and beauty from the inside out. Regular physical activities can make one feel active, happier, and younger. It improves one's appearance, helps in losing weight and increases life expectancy. Whether one exercises for losing weight or staying healthy, inevitable improvements can be seen in one's personality by going to gym.

5.1 Less Stress and Anxiety

Exercise can improve one's mood and decreases feelings of anxiety, depression, and stress. The physical activity done at gym produce changes in the parts of the brain that helps in dealing with stress and anxiety. It increases brain sensitivity for the hormones which relieve feelings of depression.

Having less stress and anxiety by exercise helps to produce positive feelings and make a person look happier. Working out at gym reduces the symptoms of anxiety and stress. Anxiety, stress, and fearfulness drain one's vitality and dampens mood which in turn tends to appear on the face and in the way one carries his or her self. Going to gym has been shown to alleviate anxiety and improve mood. It keeps a person to stay calm and relaxed. People who go to gym are more likely to be happier and have control on their moods. People who stay happy apparently look better and attractive.

Women or men who had been diagnosed with depression showed that exercising daily has significantly decreased their feelings of depression.

Case Study:

This is a case study of a twenty-six years old girl. She goes to university and had a stress and anxiety problems due to the burden of studies. For her beauty is feeling of attraction towards anything if one feels that attraction that thing becomes beautiful, beauty is about whole personality, having confidence, way of talking, dealing with people and also one's qualification effects the personality and all these things makes a person beautiful.

Before joining gym, her weight was increased and it was 76kg. When she was writing her thesis that period was a torture period for her. She had to sit the whole night writing and eating because according to her when uses the brain, you feel very hungry and the weight increases and movement was not easy for her as she was a walking person. The burden of studies and the disturbed routine of sleeping and eating made her gain so much stress, anxiety but after she joined gym now, she became happy, the stress has gone, her digestion system became better, now she is more active, she can carry weight. According to her opinion, when one goes to gym and exercise the hormones like endorphins releases which effects on health and make you happier, before gym she became angry very immediately but now her anger has controlled, the intestinal microbial normalized, good bacteria is produced which reduces the chances of infection and immunity system becomes stronger which helps in this time of pandemic, the person who goes to gym can fight with viruses and have less chances of getting infected with the virus.

5.2 Less Fat and Toning Body

Staying inactive is one of the major reasons of gaining weight and obesity. Regular exercises have been shown to increase one's metabolism which causes in burning of calories faster and digesting food. Exercise and going to gym are crucial to support a healthy metabolism and burning more calories per day. It helps in maintaining muscle mass and gaining weight or weight loss. Regular exercise trains the body to burn the extra fat more efficiently and the body looks better as a whole. Loss of excess fat inside the

body boosts overall vitality and the looks, and also affects skin, hair and general appearance. As gym is helpful for losing weight it also helps skinny people to gain weight and tone their body.

Respondent narrated: *“For me beauty is having good physical appearance like having broad eyes, fair skin and the person is attractive. One of the major cultural factors which has made gym important is that people degrade you, if you are smart people will say you are so slim and if you have obesity then people will say you are chubby that has made gym important. Gym impacted on your beauty; your body become in shape. The purpose of gym is to maintain body, to become fit. I have joined gym for gaining weight; I am very slim my body is not in shape I am like clothes are hanging in the hanger. People influenced me to join gym as my weight was not increasing and my friend suggests me to do gym when you will join gym you will work out and you will feel hungry and then you will eat and gain weight. Gym has many benefits but for me gym has increased my appetite, I eat a lot after joining the gym and I sleep peacefully because I get tired and have a peaceful sleep.”*

5.3 More Radiant and Smoother Skin

Working up daily can act as a facial for skin. The sweat caused from exercising expels trapped dirt and oil. It also reduces body wide inflammation and helps regulate skin significant hormones. When the exercise is done, the pores in the skin open up allowing a better flow of blood to reach the skin's surface. The nutrients delivered to skin during exercise works efficiently making the skin look younger. Exercise is a great deterrent of wrinkles, fine lines, and sagging skin which imparts a healthy glow. It makes skin smoother and even toned, removing stressed appearance of the face. When exercise is done, skin retains its natural flexibility and elasticity. The freckles, puffy eyes, stress lines, and wrinkles all start to disappear with time.

Respondent narrated: *“Gym impacts on beauty because when we join gym, we move towards fitness through which the body becomes in shape and we look beautiful. Gym*

helps in increasing beauty when you daily do gym you feel change in yourself and your level of confidence increases day by day, when we do gym, our skin become good and detoxification occurs due to sweating which makes skin fresh and clear, acne issues resolved.”

5.4 Greater Self Confidence

Going to gym can also help building confidence by improving one's body image. When exercising makes the body get in shape and tone it, the results make one feel better about the way they look improving the self-esteem. Going to gym makes people more confident from the inside out. Self-esteem refers to how one truly feels about his or her self. Working out at gyms can provide with internal self-confidence making one feel the best of his or her self. It leads to a positive perception of body image, better health, stronger muscle's mass, and a good mood. The confidence build from gym makes one feel better about their appearance.

Respondent narrated: *“For me beauty is having confidence and self-esteem. How you carry yourself, how you talk to others it matters and it is my concept of beauty. In our culture physical appearance matters but for me it is how is one’s personality. In our culture you should be good looking and having a perfect body, the marriages are delaying because people do not like chubby girls so this factor has made gym very important, girls get awareness and go to gym for the perfect body. Gyms has a proper impact on the beauty of a person when a chubby girl starts gym and lose weight and get a perfect body then she feels that she is the most beautiful girl so gym has the impact on beauty. This helps building confidence. As I am 34, I realized that my age is growing and I need gym to be active and fresh. It’s been one year I am doing gym. As I told you that for me beauty is having self-esteem and confidence and way of carrying yourself, so through gym I am attaining that goal my confidence level is increasing day by day and I am more confident and powerful women.”*

Another respondent narrated: *“I am doing gym to have fitness and health. For me beauty is having confidence and self-esteem. How you carry yourself, how you talk to others it matters and it is my concept of beauty. In our culture physical appearance matters but for me how is one’s personality. After I join the gym become more positive, more physically fit, and energetic. I become relax and mind also becomes positive.”*

5.1 Better Posture

Postures can be affected by many things done in daily life. It can be sitting at a desk all day, slouching at the dinner table, and as you grow older by age. Exercise and gym can also help in improving postures. A better posture allows one to move with efficiency and confidence. A good posture with better pose makes one feel more powerful and confident. It makes one naturally stand taller and shave years off one's appearance. The tip for improving posture includes strengthening the chest, upper back and core. The purpose of gym is to get the body in the shape, in gym there are four factors which are important those are biceps, chest, triceps and shoulder these are the exercises which boost up your body and when we do workout protein muscles get in shape.

Going to gym is proved to result in building and maintaining strong muscles and bones. Exercise plays a vital role for good muscles and bones. Weightlifting stimulates muscle building when paired with adequate protein intake. Practicing regular physical activity is essential to reduce muscle loss and maintain strength as one grows older. It also helps in building bone density when one is younger preventing osteoporosis and other diseases later in life. Exercises such as gymnastics, running etc helps a higher bone density. A person with stronger bones and healthy muscles automatically looks visibly active and smart.

Respondent narrated: *“Gym has impacted on my beauty when you come to gym and exercise to shape body then you look beautiful. The benefits of gym are that you become active if you do gym for an hour, you become active whole day, and the body’s posture is also maintained.”*

5.5 Boosts Energy

Regular activity at gym can improve strength and boost endurance. This gives more energy to tackle daily chores. Exercise improves both the strength and the efficiency of your cardiovascular system to get the oxygen and nutrients to your muscles. When your cardiovascular system works better everything seems easier and you have more energy for the fun stuff in life.

Respondent narrated: *“I have joined gym to lose weight, my weight increased so rapidly and diagnosed with obesity my BMI range was over, I became very lazy even in normal household work become tough for me. Gym has many benefits like my routine has set I have a proper schedule to do in the whole day, secondly, I feel fresh and active by starting the gym and feel relaxed. I feel change in myself I feel confident, no one force me to do gym so when I feel change in myself, I feel very happy and relaxed.”*

Another respondent narrated: *“Before going to gym I was a lazy person I was socially inactive I was not able to do active work but after joining gym I become active and I have a routine to do daily workout and become active and boosted. You become active and fresh and feel happy that you have lost weight.”*

5.6 Better Sleep

Exercising also improves sleep for many people and it also helps alleviating daytime sleepiness and, for some people, reduces the need for sleep medications. It can also improve sleep in indirect ways. By going to gym and physical activity one can decrease the risk of excessive weight gain. It improves the quality of the sleep and this also gives time to body to repair itself.

Respondent narrated: “*Main ab apna hadab hasil kr rhi hun, main kha ri hun wazan bharha rhi hun aur apni body ko thk kr rhi hun. Gym any sy pehly main ziyada khati nahi thi aur mjhy bhok bhi nhi lgti thi aur thakti bhi nhi thi isliye meri neend bhi skon wali nhi hoti thi pr gym join krny k bd main bohat khush hun, skon main hun aur thak jati hun toh neend achi ati hy aur khany peeny ki adat bhi achi hogai hy.*” (I am achieving my target now I am eating and gaining and shaping my body. Before going to gym, I did not eat a lot and I did not feel hungry and not get tired so my sleep was not so peaceful but after joining gym I am very happy, relax and get tired and have a good sleep and good eating habit).

Exercise makes your skin refreshed as you get adequate time to sleep which helps in repairing the dead skin and also makes the min refreshed. It also makes one to start off a new day with fresh mind, clear skin and having an active body which looks fresh and healthy. Sleeping properly can also increase the life span and slow down the aging of cells.

Table 1

Parameters	Male	Female	Total
Less stress/anxiety	3	12	15
Toning body	6	11	17
Glowing skin	2	15	17
Confidence	7	9	16
Better posture	2	6	8
Boosts energy	8	15	23
Better sleep	10	8	18

6. Factors Influencing the Culture of Gym as Beauty Builder

The gym and fitness phenomenon has been flourished and gained much popularity in today's era. The gym culture is at infancy stage at present which is growing at a very fast pace as more and more people now join gym. People joining the gym have different targets in mind. While some come to build a fit body, others come for power enhancement. In present times, people do not hesitate in spending quite a sizeable amount and time for looking and feeling good. The sheer number of people hitting the gyms is a testimony to this trend. There are various factors behind the popularity of fitness gyms in the country.

Table 2

Factors	Agreed	Not Agreed	Uncertain
Healthy lifestyle	27	0	3
Social media	18	5	4
Societal pressure	22	8	0
Body shaping	24	6	0
Easy access to equipment	8	5	9
Proper training and diet	13	6	7
Social interaction	16	9	4
Social status	12	16	2

6.1 Healthy Lifestyle and Fitness

With the growing awareness of fitness and health, people have become more conscious in looking after their health. Some join gym to stay healthy and others to maintain their fitness. People want to live longer and healthier lives. Exercises have been proven scientifically in improving health and making one feel better.

Case study:

This is a case study of a married working lady. Her age was thirty-five years old. She joined gym for fitness and for a healthy lifestyle. She started gym when she was sixteen years old. At that time there were very few gyms in the city. She was always very excited to join the gym because at that time there was not much concept of health and fitness and it joining a gym was sought of an achievement for her. Her target for joining the gym was to be a fit person. According to her, the exercises in gym were for good health and for her the concept of beauty is that one should be living a healthy, and fit lifestyle because if one becomes healthy then the lifestyle would be good and happy. When she started gym at that time women from the film industry usually went to gym but now it has become common and on every door step one can find a gym. It is all because it has become a part of life and people have made it as an important cultural part.

It has now become a need to join gym to enjoy a healthy lifestyle. The need of being healthy and fit is the main factor of gym culture, and when the women start doing jobs, they want themselves to look beautiful not only by their face but by their whole body and maintain a healthy lifestyle.

Respondent narrated: “*Beauty aik healthy lifestyle ko kehty hain.*” (A healthy lifestyle can be called beauty).

6.2 Role of Social Media

The rise of social media use has had a significant influence on the fitness trends. Social media feeds are showered with the image of the perfect body, workouts, and diets. Given that people are now the most avid users of social media, there is no doubt that this has changed how one takes care of his/her body. The usage of social media has made gym culture very important.

The prevalence of fitness influencers on social media platforms i.e., Instagram, YouTube etc, has made people relate the perfect fitness to these influencers making them their role models and wanting to copy their perfect body lifestyles. Social media makes people think things like, how can one eat better, how can one look better or how can one increase his/her beauty through exercises.

The use of social media has made gym culture popular and also the awareness through advertisements of gym suits, shoes is very popular and everyone wants to wear gym suits and shoes which have made gym culture important.

One of the respondents narrated: *“Meny gym isliye jana shuro kiya kyn k mery fiancé ko main patli chahiye thi. Main bohat pressure main agai thi. Meny pehly egg diet start ki par uska bohat bura asar hua mery lifestyle py, meri skin ka color change hony lg gaya. Phir meny social media py influencer aur actresses kodekha. Instagram, Facebook aur YouTube py videos dekh k meny gym jana start kiya.”* (I started gym because my fiancé wanted me to become and look skinny. I got into too much pressure. At first, I started egg diet and it had a harmful impact on my lifestyle, my skin color started changing. Then I watched influencers and actress on social media. I started going to gym by watching videos on Instagram, Facebook and YouTube).

The impact of perfect body image also builds stress and societal pressure of looking smart and healthy. People want to copy the lifestyles of their role models portrait on social media and start following their diets and exercise routines. This also leads people to join gym to get the desired body image which can increase their beauty and look. Gym

culture is popular because people use social media and women watch the smart girls and want to be like them.

Another respondent narrated: *“Gym aik bohat purana concept hy par ab iski maqboliyat Pakistan main ziyada hoti ja rahi hy aur ab har jgha gym ban geya hy. Shuro main gym sirf body building k liye istemal hota tha par ab har larka acha tandarust jisam chahta aur iski wajha ye b hy ab har koi social media istemal karta hy aur jb social media py sb models dekhty hain to unki trha achi body bnana chahty hain aur unki trha dikhna chahty hain aur is wjha sy gym jany ka culture mashoor hogeya hy.”* (Gym is an old concept but it has now become popular in Pakistan and now everywhere there is a gym. In starting, gym was only used by the body builders but now every boy wants to have a fit body this is also because everyone now uses social media and when they see the models with perfect body, they want to look like them, that is why the culture of gym has become very popular).

6.3 Societal Acceptance and Pressure

The changing trends of beauty have made people drive to join gym. It has caused in increasing the societal pressure for people in joining gym and getting the body and beauty which is acceptable by the society. To look good and beautiful, one should have a perfect body. This factor has made gym very important; people have started following fitness fanatics and going to gym for the perfect body.

Mostly, society accepts and like people who look smart and fit with beauty bones and this has become one of the main factors which has made gym important. The meaning of beauty has been changed by the society causing in making gym culture become popular. Before the gym culture got popular, people had a different meaning of beauty but now people are made to think that when joining the gym can make one become beautiful by losing fat, toning body, and become smarter and more attractive.

Respondent narrated: *“Acceptance has made gym an important part of our society for example when we look at a person who is chubby, then no one will be happy from him or her but if he or she has a good figure then everyone will accept him or her and whatever they wear or do people will accept it. If they wear lose cloths, they will look beautiful because their body is in shape and people will start attracting towards them and make them feel important. Women come in gym for losing their belly fat because they feel depressed when they are not being accepted by people and this is why gym is becoming important in our societies. People degrade you, if you are skinny, people will say you are so slim and if you have obesity then people will say you are chubby that has made gym important and these societal norms have made gym important.”*

6.4 Improved Health and Shaping Body

Nowadays, everyone is very well aware of the importance of staying healthy and eating a proper balanced diet. The increase in social media platforms, newspaper, magazines, and all have built the awareness of health in people. This is why people are now more into practicing activities that may keep them healthy and live longer. This has increased in the demand for joining gyms.

Case study:

This is a case study of a thirty years old lady. She has been married for seven years. She lives in a joint family. After pregnancy, she has put on too much weight. Everyone told her that she has gotten fat, she looks chubby, and her belly has gained too much fat. Her mother told her that she should go to gym to lose the weight. Her friends also motivated her and her husband also supported her at joining the gym. During her pregnancy, she got diagnosed with diabetes and due to this she had breathing issues and BP problems. When she started going to the gym, she witnessed healthy changes in her health. Her diabetes was controlled and she had no breathing and BP issues later. She also had a throat infection and when she started doing the neck exercise her infection was gone.

The gyms have become the part of our culture because obesity is very common now and due to eating fast foods people gain too much weight and to overcome this weight, they have to do gym that is why the culture of gym is getting important.

One of the respondents narrated: *“Main job karta hun jiski wajha sy mjhe computer k samny bethna parta hy sara din. Computer py lgatar bethny sy meny bohat weight gain karna shuro kardiya tha. Mujhe bohat bura lagta the apna weight dekh k, mera pait pregnant aurat ki tarha hogeya tha isliye meny gym jana shuro kiya. Mujhy apni botypehly jesy krni thi pehly main bohat smart aur acha dikhta tha.”* (I am doing a job and my job is on computer so I have to sit continuously due to which I gained weight and my belly started increasing, I looked so bad with lifting the weight like a pregnant woman on my belly so I decided to go to gym. I wanted to look like the same way as I was before because I was smart and my body was very good looking).

Table 3

	Male	Female	Total
Improved health	13	12	25
Weight loss	11	9	20
Weight gain	3	7	10

6.5. Easy access to Equipment

One of the reasons that had made people in joining gyms is the easy access and availability of the wide range of machines and equipment at the gyms. These machines include cardio machines, strength machines, weights, boxing kits and various functional training gears that aid in the regular exercises and increasing beauty.

It is one of the primary reasons that drives fitness freaks to the gym. People can easily avail and take benefits of expensive machines and equipment which they cannot afford at

homes. All the equipment and machines are readily available and one can use according to his/her needs and wants.

One of the respondents narrated: “*Gym k faidy bohat zrurii hain, aur sb sy bra faida ye hy k jo lrky apni body ko thk krna chahty hain un k pas asani sy har trha ki machine aur equipments gym sy mil jata hy aur log bohat ye machines aur equipments use kar sakti hain jo k bohat mehngi hoti hain khreedny k liye par sirf har mahiny fees dy k istemal ki ja skti hain. Main stationary bike, treadmill, leg adductor istemal krta hun apni thighs ko shape krny k liye. Bicep curl machine istemal krta hun biceps ko takatwar krny k liye aur smith machine bhi use karta hun.*” (The benefits of gym are very important, one of the main benefits is that the boys which want to shape their bodies have easy excess to all types of machines and equipment and people can use these machines which are very costly to buy but can have excess of it by paying fee monthly. I used stationary bike, treadmill, leg adductor used for thighs shaping, bicep curl machine for strengthen the bicep muscles in the arms and the smith machine for anchoring the barbell and guiding the movements).

6.6. Availability of Personalized Trainer and Other Facilities

The personalized trainers available at gyms help people to keep up and achieve their desired target. People joining gym are not aware of what exercises to do, how to do, when to do and what to eat etc. The trainers at gyms help in following and providing a systematic workout schedule and diet that suits their respective fitness needs and goals. It also provides professional advice on importance of correct diet and equipment and the techniques that should be followed.

One of the respondents narrated: “*Gym main hum mukhtalif exercises karty hain jinki wajha sy hamari body shape main aati hy jo humy chahiye hoti hy. Iss process main time lagta hy aur proper schedules hoti hain har exercise aur body shaping k liye. Instructors’ humy btaty hain humy knsi exercise karni chahiye hamari body type k mutabik.*” (At gym we do different exercises and through which our body gets into shape the one in the way

we want. This process takes time and there are different schedules for every exercise for body shaping. The instructor guides us and gives us the schedule according to our body type).

One of the most important reasons of going to gym and needing a personal trainer is because it helps in bringing accountability and sincerity which one cannot take care of at homes.

A respondent narrated: “*Mjhy bohat sy logon main ghr main exercises karun par mery liye ye possible nahi that kyn k ghr main itna time nahi milta k ap khud py focus kar sako aur proper schedule follow kar sako. Gym main hum properly exercises kar saktay hain aur humary pas trainer bhi hota hy humy check karny k liye.*” (Many people told me that I should start exercising at home but it was not possible for me because I do not get much time at home to focus on myself and follow a proper schedule. At gym, we can exercise properly and we have a trainer to have a check on us).

6.7. Source of Social Interaction

For some people going to gym is a great place to relax and unwind with fellow fitness focused friends or relatives. Talking while working out is a great way to catch up with old friends or even make new ones. Physical exercises and going to gym can significantly affect social interactions and helps in promoting prosocial behaviors.

Gym is a social interaction center because women from different background come and do exercise and talk to each other about their problems. It can be said that gossiping is very common in the gym. This also helps in people getting the life which they actually want from years. It makes them happier and satisfied.

Social success relies on the ability to communicate affectively and appropriately. It helps in making simple tasks easier such as remembering person's name and other social cues easy such as offering compliments to each other which causes promotion of positive behavior and influence one to master ways to communicate, enhancing confidence.

Another respondent narrated: *“Yes gym is a source of social interaction for me there are many friends of mine there we talk, we do exercises and have fun. Before joining gym, I was very upset and worried about my body which was not socially acceptable by my loved ones so after joining gym I am very happy, satisfied and confident. We interact with each other and get motivated and talk about our lives. I am working out to achieve my target and will achieve after three months. Before going to gym when I wore shirts, I did not look good and everyone said that the cloths are loose but after joining gym all shirts now fit me and where ever I go everyone ask about how I have joined gym, which protein I am using, what have I done to look good, and this makes me happy, satisfied and proud that I have achieved what I wanted.”*

Gym is also a source of social interaction as people get to make many friends from different backgrounds. It helps them achieve their daily target as the motivation increases from meeting new friends daily.

One of the respondents also narrated: *“Gym is a source of social interaction for me. Before joining gym, I had no interaction with the people now I have started interacting, I have interacted with highly qualified people. As you know Quaid I Azam University is a platform with highly qualified people. When I joined the gym, I interacted with many people who belonged to each and every level. I have achieved 70% of my target and achieving and soon I will get the body shape I want. I was smart from the beginning but now after doing gym I am active and more powerful and beautiful because everyone wants to be smart healthy and this is my concept of beauty.”*

6.8. Symbol of Social Status

For some people going to gym is just a healthy activity to stay fit whereas, for some it has become a leisure activity to show off their wealth and status. Some people just like to work out and work hard at gym just to maintain their social status on social platforms and among the people they are surrounded by.

One of the respondents narrated: *“Main gym bs isliye jati hun kyn k meri society ki tkreeban sari hi khwateen ny gym join kiya hua hy to unko dekh k mjhy inferiority complex hota tha isliye phr meny bhi gym jana shuro kr diya. Ab main bhi unki trha gym k status update krti hun mjhy bhi acha lagta hy phr.”* (I go to gym just because almost every woman in my society has joined gym. Looking at them I had inferiority complex so then I also started going to gym. Now I also update my gym status like them and it makes me feel good).

Gym is a place where people spent hours of enjoying, working hard, and relaxing and this also makes it a mean of social status for many and it cannot be denied from that people love to share and upload pictures from their workout at the gym.

Respondent narrated: *“Gym mery liye social status hy kyn k jesy k apko pta hy social media ka zamana hy sbko dikhana hota hy sb kuch jo wo krty hy.”* (Gym is a social status for me as you know it is the time of social media everyone wants to show everything they do).

As for some thought gym as a symbol of social status, there were also many who had a opposite opinion. They did not go to gym for their social status but their main purpose was just to become healthy and fit.

One of the respondents narrated: *“Gym is not a social status for me as I am a housewife and it is very difficult for me to manage time for gym. I just started going to gym for gaining weight and looking healthy.”*

Another respondent also narrated: *“Gym is not a social status for me rather it is an opportunity for me to lose my extra fat and have a healthy life. The girls who do gym for show off are from elite class they have free time and they can waste their money but I am from middle class, we join gym for a healthy life.”*

Table 4

	Yes	No	Uncertain
Gym is a symbol of social status	13	16	1
Gym is not a symbol of social status	7	11	3

7. Preferential Behaviors in Joining the Gym

People joining gym have different purpose and goals set in their minds. Everyone has their own preferences at gym according to their needs. There are some key factors people may take into consideration while joining a gym.

7.1 Affordability

This is one of the obvious factors for people looking for a gym. Many people cannot afford the high-priced memberships and personal training fees that some elite gyms offer.

Respondent narrated: *“Meny ye gym isliye join kiya kyn k ye mery ghr sy qareeb hy aur kam kharch hy, meny dusry gyms bhi dekhy thy wo sasty nhi thy aur udhr machines bhi nhi thi pr ye gym sasta hy aur sari machines hain idhr aur instructor bhi acha trainer hy jo thk sy sekhata hy. Jb ap gym dekh rhy ho toh ye dekho k instructor acha ho, sari machines hon aur wo kam kharch ho.”* (I have joined this gym because it is near my home and it is economical, I have checked other gyms and they were not economical and machines were not available but this gym is economical and all machines are available and the instructor is a good trainer who guides properly. If you are looking for a gym then check that the instructor is good, machines are available and it should be economical).

For people who are concerned about their finances, the membership cost of the gym is the prime decision-making factor while looking for a gym. Gym memberships vary in cost depending on the plans or timings of the workout or depending on at what area does the gym exists or if it is a more exclusive type of a gym. People like to choose membership costs that suit their income and costs wisely.

One of the respondents narrated: *“Meny ye gym isliye join kiya kyn k ye mery liye mali tor py sasta hy aur mery ghr k qareeb hy. Jb ap gym psnd kr rhy ho to ye lazmi dekho*

udhr machines hon, wo sasta ho aur any jany main masla na ho.” (I have joined this gym because it is financially affordable and near to my home. If you are looking for a gym then make sure that the gym has machines, financially affordable and there is no issue of transport).

7.2 Infrastructure and Equipment

When looking for a gym, people make sure to go inside the gym and take a good walk around to see the quality of the equipment and machines available. People want to make sure that the gym has the equipment and machines that they want to use or are often used. It also important to see if the care of the machines and equipment is done right and they have been maintained and don't look as though they will fall apart anytime soon.

Many of the gyms may have machines that look like they are old enough and might not be the safest thing to be used. People also look for gym that offer plenty of machines and equipment that are available all the time so one does not have to wait for their turn when the gym is crowded.

One of the respondents narrated: *“I recommended that a gym must have machines for every body part and for every exercise; instructor should be good who can guide you properly and give you a diet plan. I joined this gym because it is near from my home and also it is affordable. In a gym there must be a good environment and should be reasonable to join. When I choose this gym, I first looked around the gym, checked the environment and the price.”*

Another respondent narrated: *“Jb ap gym dekh rhy ho toh ye lazmi dekho k udhr har tarha ki machines hon aur instructor acha ho.”* (If you are looking for a gym make sure there is availability of all machines and a good instructor).

7.3 Accessibility

People also prefer and take into account if the gym is relative to their house. People find it convenient to have a gym near where they live. The farther away the gym is the less likely people find themselves going to the gym.

Respondent narrated: “*Meny ye gym isliye join kiya hy kyn k ye mery ghr sy sb sy ziyada qareeb hy. Jb ap koi gym psnd kr rhy ho to apko uski management dekhni chahiye k wo achi hy, aur instructor apko thk sekhata hy.*” (I have joined this gym because it is nearest from my home. When you are choosing a gym, you should check that the management is good, and the instructor guides you properly).

People also look for the option to consider how close the gym is to their work place. This also becomes convenient for the people who go to job and work. They can stop at the gym in the morning before their job or on their way back to home after work. After a long day of work people do not want to spend hours fighting in traffic to go to gyms which are at hour driving.

Another respondent narrated: “*Meny ye gym isliye join kiya hy kyn k ye mery ghr sy qareeb hy aur ek medical student hoty huye mery liye asan hota hy gym ana waqt zaya kiye bagair.*” (I have joined this gym because it is near to my home and being a medical student, it is convenient for me to access the gym easily without wasting time).

7.4 Facilities and Environment

Everyone has a different preference for when they like to work out or what time suits them better to go to the gym. Some people like to work out early morning while others would rather want to go at night when there are less people at gym. Some people like to work out on holidays as they finally get the chance to spend a fair amount of time in the gym, so having a gym that remains open every time is the most beneficial and preferred.

Women at gyms prefer separate sections for them where they can easily exercise and wear whatever they feel comfortable in. Women when working out feel more conscious about how they are looking or who might be watching them. There should also be the option of female trainers for women who feel shy or hesitate to work out among men.

People also like and prefer the gyms where they are offered added features like a daycare for women having young toddlers where they can leave them and workout without any stress of kids at home.

Respondent narrated:“*Is gym ki timing aurton k liye sbha sy sham 4 tk hy to mery liye asan hota hy ana 9 sy 4 k darmiyan aur mery ghr waly mjhy ijazat nahi dety co gym jany ki.*”(This gym has timing for ladies from 9am to 4pm so it is convenient for me to come at any time between 9am to 4pm, and my family does not allow me to do go to a co-gym.).

The gym must have a changing room, a bathroom for bath; the gym should be open and wide so that you feel fresh in open air. Snack bars, clean water, clean washrooms are also observed while looking for a gym to join. Things like fresh towels to use while working out spray bottles or sanitizers to wipe equipment down after use and how often the gym is looked after for cleanliness and maintenance. If one wants to join a gym then he/she should visit the gym and make sure that there is availability of the machines and trainers are there and a good environment is also important for the selection of the gym.

7.5 Personal Training options

Many different types of personal training options are offered by gyms. Some offer plans that are available with the membership whereas other personal training packages can be bought separately with one's own choice. There are also deals where there can be offers available like discounts or buying one and getting the other free.

Respondent narrated: “*Meny ye gym isliye chuna kyn k mera dost bhi issi gym ata hy to meny bhi yehi gym join krliya. Jb ap gym ko psnd kr ry ho join krny k liye to ap ye zaror dekho k wo gym munasib h yap k liye aur gym ka trainer bhi acha ho jo apko apki marzi ka result dy saky.*” (I joined this gym because a friend of mine also does gym here so I decided to join the same gym. When you are choosing a gym make sure that the gym is affordable for you and then there must be a good trainer who can train you and helps you to get the body shaped in the way you want).

People often when joining the gym, look for if there are discounts offered and what type of personal training suits them better. Some people want to have a friend who trains at the gym as this might be a way to cut back some cost and make working out more fun.

Some people also find it important to ask and know about the qualifications of the trainers they will be provided for their personal training. They want to make sure they are investing their money to someone who is qualified enough to help with the personal training. People want to ensure if they are getting the help and support properly which they want and need for their fitness goals.

People want to be satisfied by knowing that their personal trainer is qualified and knows what he/she is talking about. Trainers with advanced degree/certifications are looked upon to ensure that one is getting best help and support with their fitness and health

Another respondent narrated: “*Meny ye gym isliye join kiya kyn k mjhy pata chala tha yahan ka trainer bohat acha instructor hy isliye meny ye gym join kiya. Mery hisab sy jb ap gym dekh ry ho to ye lazmi dekho k trainer acha instructor hy aur agar trainer acha ho to phr gym bhi acha hy.*” (I have joined this gym because I came to know that the trainer working here is a good instructor so that’s why I joined this gym. According to me, if you are looking for a gym then you should make sure that the trainer is a good instructor; if the trainer is good then the gym is a good gym).

Table 5

Preferences at Gym	No. of respondents
Affordability	21
Accessibility	24
Environment	16
Equipment	11
Personal trainer	19

7.6 Men vs Women Exercise Preferences

Women's quadriceps muscle is naturally dominant. Performing quadriceps-focused workouts like leg extensions or lunges on a regular basis would be avoided by most females. Instead, concentrate on creating the posterior chain/glutes and hamstrings to balance out the quadriceps' strength. Deadlifts of multiple kinds, hip bridges of multiple kinds, good mornings, anterior leaning lunges, and hamstring curls are one of these exercises.

Case Study: The process of body shaping started with mobility and then exercises are done, there are specific exercises for legs, chest, abs, shoulder, triceps and biceps there are different exercises for every body part. The muscles are trained, and to hit specific muscle there is specific exercise. When you move your body according to the exercises, and you do exercises repeatedly, move your muscles in the shape you want, then your body become in shape it takes time and you can see your efforts in your body. If a person is not in a shape his body gain fat, when we take excessive calories then the fat deposit. There are two types of exercises, cardio and strength, in cardio hits your fat and utilize the fat while strength exercises hit muscles, build up the muscles the women have not to do excessive buildup they just have to shape their muscles, the muscles take calories from

fat and utilize it for building the muscles and then your body become in shape. I prefer strength exercises because I have done cardio exercises and lose 10kg weight within 3 months now the weight is not losing because body slowly move in shape because I have shaped my body now it takes time for further shaping; I prefer to do strength exercises in which muscles buildup and body become in shape. We start with warmup, then we do treadmill and do exercises through which our heart rate increases it takes 10-15 minutes then there are set of exercises like we do chest day or back day or leg day the days are decided. These exercises are most common and everyone do these exercises.

One of the female respondents also narrated: *“The process of body shaping includes a schedule that a person has to follow. I prefer to work out through different exercise given by the trainer and I do not use machines because I believe that the physical exercises are best for a healthy body. As I told, I do physical exercises like pushups, up and down, arms circulation, legs exercise etc.”*

Whereas, compared to women, men can put more power wattage into each set as they have more strength and muscle than women, which implies they need more time to recover between exercises. Females can often tolerate a high learning density within a given workout because they are unable to devote as much energy into each rep as men due to strength differences.

One of the male respondents narrated: *“The process of body shaping includes dumbbells, rods, and there are three sets of each, and if we are doing chest exercises, we will exercise through rods and pick one muscle at a time to get shaped and put all the energy in that one muscle to get the muscle in shape. In gym we do 5 days exercises, our first day is chest day, the whole workout focuses on chest, the second day is wings day, and then biceps, triceps and the shoulder. These are common exercises of men at gym. I prefer biceps and triceps in gym.”*

8. Summary and Conclusion

This study was done to explore fitness culture from a socio-cultural perspective. To learn the factors that influence the increase of culture of gym and how it plays its role in the cultural construction of the beauty. This research has also been done to explore and understand the parameters of beauty through gym, to learn about the gender differences among men and women at gym, and to study the preferential behaviors of men and women in the selection of gym and its activities.

The gym and fitness phenomenon has been flourished and gained much popularity in today's era. The gym culture is at infancy stage at present which is growing at a very fast pace as more and more people now join gym. People joining the gym have different targets in mind. While some come to build a fit body, others come for power enhancement. In present times, people do not hesitate in spending quite a sizeable amount and time for looking and feeling good. Various factors can be seen behind the growing trend of fitness gyms in the country.

People who go to gym regular feel better about their self-worth. One's self-worth is directly linked with the perceived attractiveness and feeling of self-insurance. Going to gym can have incredible benefits that can help in increasing beauty of the person and one's life. There are plenty of reasons people do exercise. No matter whatever the goal or motivation is, benefits of exercising are obvious. Going to gym can improve nearly every aspect of one's health and beauty from the inside out. Regular physical activities can make one feel active, happier, and younger. It improves one's appearance, helps in losing weight and increases life expectancy. Whether one exercises for losing weight or staying healthy, inevitable improvements can be seen in one's personality by going to gym.

People joining gym have different purpose and goals set in their minds. Everyone has their own preferences at gym according to their needs. When it comes to going to gym and working out, men and women gender differences do exist. Gym provides opportunities for physical activity and for health enhancing behaviors but at the same

time they also reinforce gender differences and disparities. There are some gender patterns that exist around how men and women consume their space in the gym.

When working out in gym men or women may have differences and variations are found in their goals. Men may like working out because it's fun, it's a sport, it's competitive or it's just something they have always done but the focus is always more on getting bigger and bulkier. Whereas women usually workout to lose weight, follow a fitness routine or look good. They may see pictures and videos of actress or colleagues and feel the pressure to keep up. Women are reported to exercise mostly for weight loss and toning more than men, whereas men are reported to exercise for enjoyment more than women. Men and women working out at gym define success and beauty in the gym according to their own standards. They may have different ideals that keep them motivated to work hard at gym.

9. Recommendations

- Social platforms and influencers should take the responsibility and play their role to be more careful for showing positive image for every body type.
- There should be no comparison between the body image of actress and actresses shown on media;
- Awareness should be given to people to accept how they look and how gym can help them make look better.
- People should always try to keep a little movement and exercise as a part of their life as it is always healthy and has many benefits to make one beautiful and healthier.

10. Gym and Beauty Survey Questions

Table 6

How old are you?	No. of respondents
25-28	13
29-32	11
33-35	6

Table 7

What is your education?	No. of respondents
Metric	3
Intermediate	7
Bachelors	15
Masters and above	5

Table 8

Relationship status	No. of respondents
Single	11
Married	19
Divorced	0

Table 9

Ethnicity	No. of respondents
Punjabi	14
Pakhtoon	5
Sindhi	2
Saraiki	4
Other	5

Table 10

Health status	No. of respondents
Poor	0
Good	7
Better	19
Best	26

Table 11

What are your general exercise goals?	No. of respondents
Weight loss	11
Appearance modification	17
Increased fitness	7
Improved health	10
Other	4

Table 12

Have you achieved your targets of joining the gym?	No. of respondents
Yes	25
No	3
Uncertain	2

Table 13

Do you see any difference in your beauty before and after joining the gym?	No. of respondents
Yes	27
No	3

11. Pictures Taken During Fieldwork

Figure 3: Ginnastic Gym



Figure 4: Universal Gym



Figure 5: StayFit Gym



Figure 6: Fitlytics Gym



Figure 7: Stationery Cycle



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13. Interview Guide

Name

Age

Education

What is your relationship status?

How do you define beauty?

What is beauty?

What changes gym had made in your beauty?

What is the difference for male and female beauty?

Why did you start going to the gym?

What are your general exercise goals?

How does the culture influence the meaning of beauty through gym?

What cultural factors have made gym important?

How has gym impacted on meaning of beauty?

What role gym plays in cultural construction of beauty?

Can going to gym help in increasing beauty?

Why is gym culture important?

What is the purpose of gym?

How going to gym can help in building beauty?

What is making the gym culture popular?

Why do you go to gym?

When did you start going to gym?

What influenced you to join gym?

Has gym impacted on your beauty?

How gym impacts on the beauty of a person?

What are the benefits of gym for you?

What are the reasons people go to gym?

Why gym is important?

How gym helps in body shaping?

What is the process of body shaping through gym?

What are your preferences in a gym?

What physical activities/exercise you do at a gym and why?

Which physical activity/exercise is most common in gym?

Why did you join this specific gym?

What do you look for in a gym?

What makes a good gym?

What factors should be considered when choosing a gym?

What should be the things every gym may have?

What are your recommendations for a good gym?

Is gym a social status for you?

Is a gym a source of social interaction for you?

Have you achieved your targets of joining the gym?

How did the gym help you to get smarter and beautiful?

Do you see any difference in your beauty before and after joining the gym?

Census Form

Name	
Age	
Level of Education	
Marital Status	
Ethnicity	
Household Size	
Profession	
Monthly Income	
Family Structure	
Health Status	