

A new perspective:

Consumer values and the consumption of physical activity

Introduction:

The leisure sector is worth £117billion and in 2014 accounted for 7.4% of UK GDP and is growing at faster rate than the retail sector (Deloitte, 2016). Despite the industry's growth physical inactivity remains a significant issue within society today, in particular participation levels remain relatively stagnant (Sallis et al, 2016), which contributors to the increase in non-communicable disease (BHF, 2017; WHO, 2017b) and costs the nation over a billion pounds (BHF, 2017).

What is going wrong? Rothchild (1999) recognised that the management of public health behaviour relied too much on educational programmes and law remedies whilst disregarding the potential of marketing. Gordon et al. (2006) findings demonstrate that there is support for social marketing interventions that are aimed at, influencing physical activity behaviour, educating and improving knowledge regarding the benefits of physical activity and increasing positive attitudes. However, such interventions encountered difficulties when measured against increasing actual levels of physical activity. So why aren't people participating in physical activity? This paper presents a fresh approach by advocating a midstream social marketing approach that is based on understanding the value that individuals gain from participating in physical activity as opposed to just identifying benefits of participating in physical activity (Zainuddin et al, 2011; Kearns et al, 2012). In relation to education and training there is gap between the finished graduate and the 'type' of graduate the industry actually needs, the graduate is educated through a number of courses and degrees and still start 'at the bottom' (Foley et al, 2004, p240). Student courses are based around the physicality of participation and less on the business side (Jones and Ratten, 2018) and understanding the consumer (Kearns et al, 2012, Williams-Burnett, 2014). By educating students in areas such as consumption values will enable the graduate to have a greater understanding of their clients and participants and why they take part in physical activity (Kearns et al, 2012). Therefore the individual would be better equipped to enter the health and fitness sector either working for an organisation or running their own business which would reduce the fear of failure in business (Jones and Jones, 2014).

We believe consumer value represents an approach that policy makers, leisure service providers, sports educators and marketers' need to better understand as a method of both determining and delivering-on community needs in relation to participation in sport and physical activity. It is only through better education and training on consumption values such as 'altruistic', 'physical environment' and 'social' value can they be used to inform the design of products services and offerings that motivate and entice individuals to become more physically active. It is important that policy makers, leisure service providers, sports educators and marketers' know that physically active adults participation is impart based on altruistic consideration such as: the desire for greater independence in later life, other aspects related to personal gains such as to be healthy for themselves and wanting to avoid ill-health.

This paper offers a new viewpoint to understanding participation in physical activity and seeks to help inform policy makers, leisure service providers, sports educators and marketers' of the dimensions of consumer value which underpins the consumption of physical activity, which is under researched area within the field of sport, education and training. The Sport and Physical Activity Value (S&PAVAL) Model represent significant and ground breaking advancement regarding understanding how, through a service providers interaction with its customers, value can be co-created at various stage of the consumption experience (Russell-Bennett et al., 2009; Zainuddin et al., 2008; 2011).

This paper is structured first with a comprehensive literature review drawing from the fields of physical activity, policies, social marketing, and consumer value, followed by methodology detailing approach, data collection and analysis (quantitative, independent t-test). The findings and discussion is divided into three sections (pre, consumption and post) identifying the differences between and of the consumer values for non-active and active individuals. Finally, this paper concludes with practical and managerial implications and the future research which is currently underway as a result of the findings from this particular paper

Overview of Literature

Research has identified that individuals know an active lifestyle is healthier than a sedentary one (DoH, 2004), they understand what the benefits of participating in physical activity are, as well as how much physical activity they should participate in (Williams-Burnett, 2014) – yet participation in physical activity has been stagnant for the last decade (Sallis et al, 2016). To

facilitate a voluntary behaviour change Influencers must provide Enactors with something beneficial in exchange (Russell-Bennett et al, 2013, p. 225), something that is valued, something that incentivises them (Dann, 2008; Kotler and Lee, 2008) and boosts their inclination to change (Hasting and Saren, 2003, p. 309). This study posits that it is only through investigating what the dimensions of consumer value underpinning the consumption of sport and physical activity are, will policy-makers and practitioners be able to offer 'valued exchanges' by design products, services and offerings that offer value. The study attempts to identify the consumption values underpinning physical activity by using the S&PAVAL Model (Kearns, 2014) to gain an 'understanding of customer value in the consumption of physical activity' (Zainuddin et al, 2011, p. 363).

Literature review:

Physical activity

Globally it is estimated that physical inactivity costs the health-care organisations \$53.8 billion (Ding et al, 2016), Physical inactivity is ranked fourth in the worldwide causes of death (NCD Alliance, 2016), attributing to 6-10% as the cause of the world's non-communicable diseases (Lee et al, 2012) and accounting for 3.2 million deaths globally (WHO, 2017a). In the United Kingdom, a developed nation, physical inactivity is estimated to cost the NHS £1.2 billion a year (BHF, 2017), individuals run the increased risk of developing non-communicable diseases, such as, type 2 diabetes, cancers, heart and circularly diseases (BHF, 2017; WHO, 2017b) and affect mental health (NHS, 2015).

Numerous campaigns and initiatives have been implemented to encourage individuals to participate in physical activity (see Change 4 Life) but yet still 39% of adults in the UK do not meet the recommended levels of participation in physical activity of 150 minutes moderate intensity activity in a week (BHF, 2017). In Wales this figure is higher, 41% of individuals do not participate in physical activity, of the 59% of who do participate, men (63%) are more likely to participate compared to women (44%) (Sport Wales, 2017). But these findings are not new, extant research constantly documents the disparities between levels of participation between males and females, with males participating more than females (Sport Wales, 2017;BHF, 2017). The older the individual gets the less likely they are to participate in physical activity, individuals from lower socio economic groups and deprived areas participate less than

those from higher socio groups and wealthier areas (Sport Wales, 2017; BHF, 2017; Welsh assembly, 2014).

Those who do not participate or do not participate regularly identify barriers that prevent them from being active, notable factors like 'being too busy at work', 'too old', 'not fit enough', or 'too many family commitments' (Sport Wales, 2017; Williams-Burnett, 2014). Interestingly there is a disparity between genders, men had fewer barriers and felt that work and age were bigger barriers, whereas females had more barriers such as, family commitments, the cost, and someone to exercise with (Sport Wales, 2017; Williams-Burnett, 2014). Respondents from deprived areas also noted that there was a divide between the social classes, 'Them' being those individuals who categorised as posh, wealthy, fit and skinny are the type of people who go the gym, 'Us' are the normal people, the average person, the overweight and older individual (Williams-Burnett, 2014, p334). Females also feel a greater pressure to look a certain way and there is a preconceived idea that all people who participate in physical activity are body perfect, skinny, and ripped (Williams-Burnett, 2014) therefore demonstrating lower levels of self-efficacy (Bandura, 1977; Sniehotta et al, 2005), and more likely to feel self-conscious of their own physical appearance (Liechty et al, 2006; Edmunds et al, 2011). This suggests that even before people have begun to exercise they have already made their mind up that they would not fit in, not be welcome and feel out of place.

The benefits of participating in physical activity are widely publicised, improvements in physical health include a reduction of non-communicable diseases, increase in life-expectancy, lowered risk of osteoarthritis, lowered risk of dementia (N.H.S. 2015; CDC, 2015). Mental health studies also state the benefits of participating, the individual can feel stronger, manage levels of depression or see an improvement in their happiness (Teychenne et al, 2010), greater energy and less stress (Laverie, 1998), and improved physical and psychological well-being (Bezner et al, 1999; Thogersen-Ntoumani and Fox, 2005; W.H.O., 2017a; Department of Health, 2011; Dugdill and Stratton, 2007).

Policies

In Wales there have been a few initiatives to try to get people moving more and being more physically active. Climbing Higher launched in July 2005 was a long term strategy to put physical activity firmly on the Welsh political agenda and within the lives of individuals with key priorities outlined as increasing physical activity, creating healthy citizens, ensuring

synergy between physical activity and the environment, and increasing physical literacy by 2025 (Welsh Assembly Government, 2005). Climbing Higher evolved into 'Climbing Higher Next Steps' and is now 'Creating an Active Wales'. These initiatives have implemented free swimming across Wales for the under sixteens during school holidays and weekends and for the over sixties (National Assembly for Wales, 2014). In April 2012 Sport Wales launched their vision of 'Getting every child hooked on sport for life' encouraging all children to become hooked on sport through positive participation in sport (Sport Wales, nd). The Change4Life Wales programme focuses on the individual and behaviour change, them being more active, and adopting a healthier lifestyle. This campaign is implemented using social marketing techniques and has 54,000 Welsh families/individuals signed up (National Welsh Assembly for Wales, 2013). The Active Travel (Wales) 2013 was passed November 2013 which calls for local authorities to improve and maintain routes where individuals can walk and/or cycle safely and encourage active travel (National Welsh Assembly for Wales, 2013). Statistics identify that in 2017 47% of adults walked for active travel purposes compared to 46% in 2013 (Welsh Statistics, 2017).

As listed above these initiatives that are designed to educate, supposedly motivate and facilitate the Welsh population to participate in physical activity. However, as seen from studies from Sport Wales and Health Wales levels of participation have yet to grow, questioning the effectiveness of targeting the demographic that are least likely to participate. Globally there is an increasing body of literature and studies documenting levels of participation, benefits of participation, barriers and motivators yet participation levels remain stagnant (Sallis et al, 2016). People understand what they need to do in order to be active in their lives (Williams-Burnett, 2014), however, education and knowledge alone may not be enough to motivate the individual into changing their behaviour (Jochelson, 2006). Currently, physical activity is rarely viewed as a single entity but rather something that sits within the discussion of obesity prevention or a prescription to reduce levels of obesity (Lee, 2012; Das and Horton, 2012) when in actual fact physical activity is and should be viewed as a 'major contributor to one's overall physical and mental wellbeing' (Das and Horton, 2012, p 189). Additionally, there is a need to focus on understanding the value that individuals gain from participating in physical activity other than just the traditionally identified benefits of participating in physical activity (Zainuddin et al, 2011).

Social marketing:

Social marketing is defined as the “adaptation of commercial marketing technologies to programmes designed to influence the voluntary behaviour of target audiences to improve their personal welfare and that of the society of which they are a part of” (Andreasen, 1994, p.110). Social marketing has and is widely applied, and practitioners consider that social marketing has the capabilities to influence society and reduce social issues within the social order (Andreasen, 1994; Williams and Kumanyika, 2002). Likewise governments also implement and adopt social marketing as a weapon against chronic disease and behaviour change (Zainuddin et al, 2011; Change4Life, n.d.).

There is no hard and fast rule as to “who” can implement social marketing, the aim of social marketing is to improve the “social good”, however, who decides what is good and what is not good is subjective to the supposed social marketer and not the intended audience for the campaign (Andreasen, 1994). Research identifies that those responsible for creating social marketing campaigns are entrenched within the “health service, and that middle class professionals” are far removed from the social problem and the target market for whom the social marketing campaign is intended for (Williams and Kumanyika, 2002, p16). Collins et al (2010) advocates that the social marketer must consider and incorporate not only the individual and the desired behaviour, but also the environment in which the individual is in. Lefebvre (2011) contributes to this standpoint by asserting that the social marketer should be assessing and developing the services and conditions that are needed to assist the individual in changing their behaviour, instead of placing behaviour change at the centre of the programme leading to a lack of support for the individual. This focus on the individual and not the removal of the barriers that prevents the individual from changing their behaviour greatly reduces the effectiveness of social marketing (Wymer, 2011).

Social marketing campaigns apply one of two approaches, empowerment or patronising (Zharekhina and Kubacki, 2015). Empowerment seeks to give the individual a choice in their behaviour based on the notion that they are self-thinking, and have the ability to choose between a good and bad behaviour (Feste and Anderson, 1995). This is implemented in a number of ways, storytelling as way to connect to the target audience own self, presenting questions to encourage the individual to seek out more information/knowledge (John et al, 2009), the freedom of choice demonstrating the desired behaviour to the individual in a variety of ways (John *et al*, 2009). An example of an ‘Empowerment’ social marketing campaign is

Sport England's 'This Girl Can' campaign (Sport England, nd). This campaign depicts women of all ages, different ethnicities, with not the traditional 'fitness model' physique all participating in physical activity and not caring but embracing their own physical prowess. To date research suggests that this has encouraged 1.6 million women in participating in some form of physical activity, with 37 million views of the advert through Facebook and YouTube (Kemp, 2016). In contrast patronising social marketing campaigns utilise techniques such as using fear, shame and guilt of participating in the socially unacceptable behaviours (Brennan and Binney, 2010; Hastings et al, 2004), by removing the freedom of choice in that the individual must change their behaviour, and finally by nudging the individual into the desired behaviour (John et al, 2009), this style of social marketing advertising approach is the most prevalent (Zharekhina and Kubacki, 2015). Change 4 Life is a government lead social marketing campaign which centres on tackling obesity in the UK focusing on key areas such as 5 a day, participating in physical activity, cutting back sugar, fats and alcohol, and the latest '100 calorie snacks' (Change 4 Life, n.d.). The campaign portrays family life and everyday choices using cartoon figures, utilising tactics of fear, shame and guilt through highlighting poor parenting when making food choices for their children, sitting on the sofa promoting inactivity and emphasising the different illnesses caused by wrong choices. Change 4 Life state that over 4 million families have signed up to programme (Change 4 Life, nd), although it is not known how many have stuck with programme. Research identified that some of the target audience did not connect with the campaigns suggesting that they were 'Not aimed at me', or 'I take no notice of adverts to be honest' (Williams-Burnett, 2014).

There are three approaches in the design and focus of "whom" a social marketing campaign should target, downstream, upstream and midstream, with upstream and downstream being the dominant of the three (Hoek and Jones, 2011). Downstream social marketing campaigns target the individual and the desired behaviour is communicated i.e. the Change 4 Life campaign, Move more, Eat less (Hastings, 2007; Lee and Kotler, 2011; Glanz et al, 2008; Wymer, 2011; Newton et al, 2016). However, the basic premise of social marketing is that a change in behaviour by the individual must be voluntary (Kotler and Roberto, 1989). This leaves the individual to decide whether to alter their ways or not, highlighting that social marketing has the ability to influence behaviour but not always change behaviour (Andreasen, 1994).

Upstream social marketing focuses on the policy makers, organisations, and governments who have the ability to bring about "infrastructural change" (Glanz et al, 2008, p. 440), by changing

policy and regulations (Hoek and Jones, 2011; Lee, and Kotler, 2011). The aim of upstream social marketing is to modify and change the “environment” that facilitates the risky behaviour (Hoek and Jones, 2011), i.e. the ban on smoking in vehicles with individuals under 18 (DoH, 2015) but this changing of policy and laws goes against the basic premise of social marketing and voluntary behaviour change (Newton et al, 2016).

The third approach, midstream, although not widely implemented is increasing in popularity as it suggested that it increase the success rate of social marketing (Russell-Bennett et al, 2013; Luca et al, 2016). Midstream social marketing is focuses on the environment in which the target individual is in, the factors that can influence them within the Meso level i.e. friends, family, community and public services (Luca et al, 2016; Russell-Bennett et al, 2013; Dibb, 2014). Midstream social marketing utilises community based models such as McKenzie-Mohr’s Community Based Social Marketing (2000, 2013) and individuals from within the community and target audience to fully understand the contributing factors that may inhibit or facilitate behaviour and, also as alternative to traditional upstream and downstream approaches (Stead et al, 2012). Furthermore, midstream looks at the interactions between two ‘actors’ (Influencer and Enactor) who are ‘involved in creating behaviour change’ (Russell-Bennett et al, 2013, p. 225).

A growing number of researchers are calling for a fresh approach to thinking about how physical activity is viewed in daily life, how to get individuals active and that more of the same interventions and schemes are no longer good enough (Hallal et al, 2012; Das and Horton, 2012). A need to focus on the environment and social aspects of participating in physical activity is also called for to aid and motivate the individual instead of instructing them on how to be active in their daily lives (Das and Horton, 2012).

This paper represent a fresh approach by advocating a midstream social marketing approach that is based on understanding the value that individuals gain from participating in physical activity as opposed to just identifying benefits of participating in physical activity (Zainuddin et al, 2011). Policy-makers need to understand achieving a voluntary (not forced or coerced) change from unhealthy behaviour for a new heathier one of societies choosing – they should expect the target individual to ask ‘why’ and ‘what’s in it for them?’ Influencers need to offer Enactors something that they perceive to be beneficial and value (Hasting and Saren, 2003, p. 309), there needs to be a value proposition that induces action and/or motivates effort from the target consumer (Zainuddin et al, 2011; Dann, 2008; Kotler and Lee, 2008; Andreasen, 2002).

Zainuddin *et al.* (2011) and Andreasen (2012) have both emphasised the need to understand the value offering being exchanged. They have both argued that policymakers and service providers need to know what 'it' is that customers value from their consumption experience in order for 'it' to be included into the design and implementation of campaigns aimed at enticing and motivating individuals to change behaviour.

Consumer Value

Two key approaches to the conceptualisation of consumer value have emerged from the literature which can broadly be described as either uni-dimensional (also referred to as value-in-exchange) and multi-dimensional approaches (referred to as experiential or value-in-use). Traditionally, marketing has adopted an economic approach whereby value is the outcome of a cost-benefit trade-off or exchange based on the utility gained (Payne and Holt, 1999). Value is viewed as embedded in the product that is exchanged, or, value has been added during the production process and can be measured by the price a customer is prepared to pay for it (Grönroos, 2004). This trade-off has its emphasis on functional value such as benefits, cost and utility overtly implies a monetary exchange such as value-for-money, which within a social marketing context is not necessarily the case.

By contrast, a value-in-use approach has evolved to embrace more intrinsic aspects, so that the 'thinking and feeling' dimensions of a product, service or experience are now regarded to be valuable in their own right (Sweeney & Soutar, 2001). A number of value-in-use approaches to understanding customer value have been proposed that combine the cost-benefit trade-off and/or exchange notion with experimental and socio-psychological dimensions such as Woodruff and Gardial's (1996) customer value hierarchy, Sheth *et al.*'s (1991) theory of consumption values and Holbrook's (1994, 1999) typology of experiential value.

Consumer value research has indicated that multiple value dimensions impact on both choice and purchase decisions in a number of different settings, such as golf holidays (Petrick and Backman, 2002), cruising (Petrick, 2004), attending festivals (Lee, Patrick and Crompton, 2007) and dining at a vegetarian restaurant (Sanchez-Fernandez *et al.* 2009). Williams and Soutar (2005) found that emotional value, functional value (in the guise of value-for-money) and novelty value influenced satisfaction levels on an adventure tourism trip. Further research identified that the strongest influence on intentions to visit a coastal destination in Western Australia was emotional value, with social and functional value having a smaller impact

(Sourtar et al, 2008). Sanchez-Fernandez et al. (2009) research indicated that the intrinsic elements of play, aesthetics and altruistic were more reflective of consumer value in a service context than are extrinsic categories of efficiency, quality and social.

Despite the emerging importance of value as an incentive for customers to perform desired behaviours, there is little research that considers value or value creation from a sport and physical activity context. Kearns (2014) proposed a Sport & Physical Activity Value (S&PAVAL) Model, which identified 8-consumption value underpinning adult's participation in a local authority Leisure Centre setting: Physical Environment – ambiance, Physical Environment – surroundings, Altruistic Value, Benefits of Exercise, Quality Services Experience, Cost of Exercise, Fun and Enjoyment Value and Social Value.

The first and second consumption values related to the 'Physical Environment' or servicescape within which the physical activity was delivered and consumed (Bitner, 1992) indicated that expectations of 'fit-for-purpose' facilities that are conducive to exercise in terms of their overall ambiance (lighting, temperature, decoration, signage and background music) were key value dimensions.

The third consumption value identified related to 'Altruistic Value' which in a sport and physical activity setting was interpreted as representing the extent to which being physically active was related to, or was motivated by, wider factors than the immediate health related benefits of exercise such as the deferred health benefits that could be reaped in later life. The S&PAVAL Model suggests that Altruistic Value could be highly relevant to social marketers, as active adults are motivated to change their behaviour on the basis of wanting to contribute to the greater good and in doing so derive a sense of satisfaction from contributing to their own wellbeing and that of society, in essence exercising for tomorrow and not today (Edwards and Brauhaltz, 2000; McCann et al, 2010).

The fourth and fifth consumption values related to the trade-off an individual makes between the 'get' (immediate benefits associated with exercise) and the 'give' (costs associated with exercising). The benefits of exercise (such as improved physical and mental wellbeing) was a distinct consumption value in the costs of exercising (such as money, time and effort), providing empirical support for active adult's consumption of physical activity opportunities being driven a trade-off between:

- a) a desire to reap the health benefits with the most important items relating to either a health body or a healthy mind
- b) accepting the costs associated with physical active such as a monetary exchange, but also other costs such time, psychological barriers, effort, transportation and knowledge may be more significant (Peattie and Peattie, 2003; Kay and Jackson, 1991; Jackson, 2005; Coatler,1993)

The sixth consumption value identified related to the factors affecting a customer's perception or their appreciation regarding the quality of their 'Service Experience' in terms of their interaction with, and experience of staff. The S&PAVAL Model supported previous research which suggest that a high quality of service experience is a core aspect of consumers overall participation in exercise (Crawford et al. 2007), that it can impact upon customer's elevation of the quality of service they experienced (Afthinos *et al.*, 2005) and plays a significant role in the creation of value perceptions (Sweeney et al.,1999).

The seventh consumption value of 'Fun & Enjoyment' represented the extent to which undertaking exercise relates to, and/or is motivated by fun and enjoyment relating to aspects of consumption in terms of a sense of joy, happiness, pleasure or delight. In a sport and physical activity context, the enjoyment of physical activity has been found to be highly associated with participation. A wide range of participation literature has routinely supported the positive link between the enjoyment of exercise and adult's engaging in physical activity (Courneya and McAuley, 1994; Horne, 1994; McAuley, 1991) and adhering to structured exercise programmes (Wilson et al., 1994). Furthermore, Salmon et al. (2003) found that enjoyment of a physical activity was a significant predictor of participation, specifically those reporting high levels of enjoyment of a structured physical activity were twice as likely to participate in vigorous activities.

The final consumption value identified related to 'Social Value' which represented the extent to which being physically activity was linked to impressing others, gaining their respect and facilitating more social opportunities in terms of the notion of 'social wellbeing'. Elliott and Hamilton (1991) indicated that when deciding to participate in sport and leisure programmes, socialising was identified as the second most important factor in their decision making process, specifically selecting activities that "*their friends are doing*" (p. 328). The S&PAVAL Model indicated that active adults valued suitable socialising opportunities (Afthinos et al. 2005;

Green, 2005) and offering opportunities for friendship between customers (Diehl and Berg, 2006).

Methodology:

In total, the questionnaire was made available online for 4 weeks (October 2017) and a total of 477 responses were collected. The questionnaire was based on Kearns (2014) Sport & Physical Activity Value (S&PAVAL) Model, using the Physical Environment – ambiance, Physical Environment – surroundings, Altruistic Value, Benefits of Exercise, Quality Services Experience, Cost of Exercise, and Social Value dimensions.

Two question styles were used within the questionnaire, single answer which allowed researchers to separate active respondents from non-active respondents and scaled –response (Likert) questions were used for all of the Sport & Physical Activity Value questions allowing the respondents to state the level of intensity that they believed the value to affect their level of participation (McDaniel and Gates, 2013). The opening question asked respondents if they participated in physical activity or not, dependent on the answer respondents would either answer the Sport & Physical Activity Value questions based on their actual participation values (active respondent) or if they were to participate (non-active respondent). The questions were kept the same for active and non-active respondents with only the verbs/adjectives/tenses changing i.e. When participating – If you did participate, allowing for consistency in data collection and analysis. Finally, demographic questions were asked to all respondents. The questionnaire took approximately five to seven minutes to complete.

Data collection: The questionnaire was available online through the social media platform Facebook using the selling pages in the South Wales area. Facebook was chosen as it has 74% of the market share of social media networks in the UK compared to second place Twitter (12%)(Statisia, 2017a). Furthermore, Facebook has older users than other social network sites (Statisia, 2017b). All selling pages that ran along the South Wales M4 corridor (Monmouth – Tenby), a total of 48 selling pages were joined by the researcher and posted a short explanation of the survey and a link. No-probability convenience sampling was implemented (Bryman and Bell, 2015) By using an online Web survey allowed the researchers to cover a wider and targeted geographic region, include skip and filter questions, greater flexibility as the questionnaire could be accessed using mobile technology and low cost (Bryman and Bell, 2015; McDaniel and Gates, 2013). However, there are restrictions as it is only available to

online populations and low response rate (Bryman and Bell, 2015).

Respondent criteria was any individual aged eighteen years and older, those under eighteen were filtered out at the very beginning when ticking the consent box. All ethical considerations were undertaken, ethics was approved by Cardiff Metropolitan Ethics committee, respondents were assured anonymity and only the researchers had access to the data.

Data Analysis: SPSS v24 was used to analyse the data, which enabled the dataset to be checked for data entry errors and missing values which result in a final data-set of 342 responses. A independent t-test was conducted to compare the means between two unrelated group - those who identified themselves as physically active and those who identified themselves as non-active - with regard to the S&PAVAL Model value dimensions.

Findings:

Descriptive Analysis: The majority of respondent were female (77.5%, n=265), respondents ages ranged from 18 to 72 years although most (76.9%, n =274) were aged 25-59. Most respondents were either married (52%, n= 178) or single (26.6%, n= 91), were in employment (67.6%, full-time = 135, part-time = 64 or self-employed = 32) and were highly educated with 35.5% having a degree or post-graduate qualification.

With regard to participation in sport or physical activity 78.4% (n =268) currently participated in physical activity and were deemed to be 'active-adults', whilst the remaining 21.6% (n=74) were considered as 'non-active' adults. Active-adults physical activity was predominantly located with-in traditional built facilities such as Local Gyms (12.6%), Health Clubs (9.9%), and Leisure Centres (10.5%). However, 10.5% did used community run class and 19.6% used the outdoors. This largely corresponded with the 'ideal locations' for the non-active adults as illustrated in Table 1.

Table 1: Actual and Ideal Participation Locations

Location	%
Private Health Club (i.e. national chain)	Active = 9.9% Non-active = 12.3%
Local Leisure Centre	Active = 10.5% Non-active = 21.6%
Local gym (i.e. independent)	Active = 12.6% Non-active = 18.4%
Community run classes	Active = 10.5% Non-active = 16.4%
Outdoors	Active = 19.6% Non-active = 17%

Consumption Values

In order to test the study’s proposition that participation in sport and physical activity is a locally-motivate consumption behaviour the study explored the relevance of six S&PAVAL Model’s consumption values (Kearns, 2014) to active adults participation experiences and non-active adult participating decision making considerations as illustrated in Figure 1:

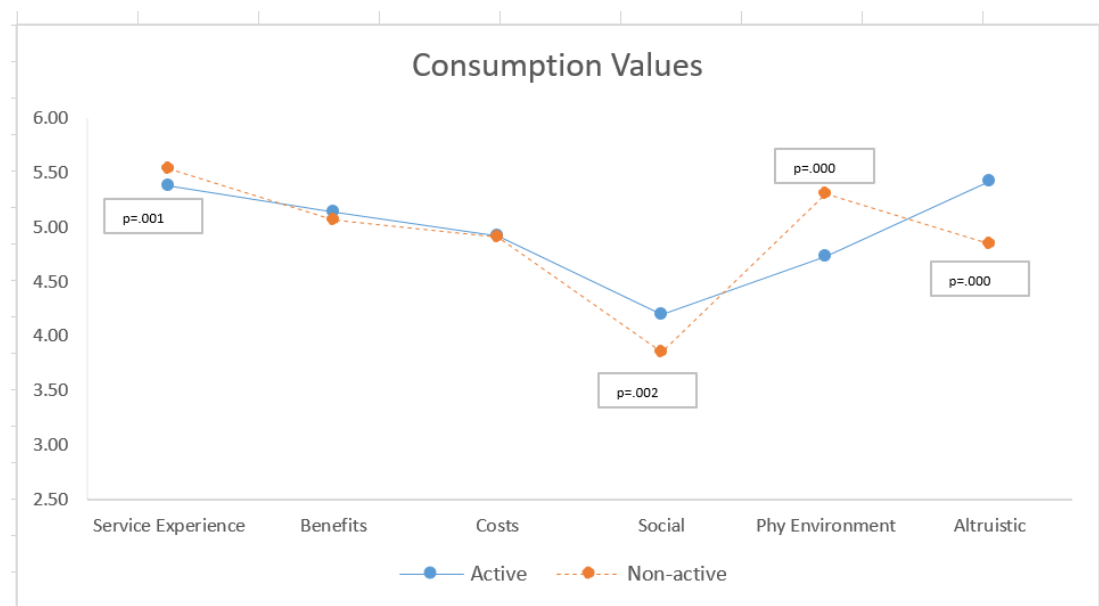


Figure 1: Consumption Values

The study’s findings indicated (Table 2) there were no significant differences in the opinions of active and non-active adults with regard to the benefit and cost of exercise. However, statistically significant differences were noted with regard to service experiences (p = .001), social value (p = .002), physical environment (p = .000) and altruistic value (p = .000).

Table 2: Consumption Values

Consumption Value	Item	Statistical Difference	Mean	Std D	
Service Experience	Sum	Yes	p = .001	Active = 5.13	.775
				Non-active = 5.38	.442
Benefits of Exercise	Sum	No	p = .312	Active = 5.14	.547
				Non-active = 5.06	.536
Costs of Exercise	Sum	No	p = .900	Active = 4.92	.722
				Non-active = 4.91	.535
Social Value	Sum	Yes	p = .002	Active = 4.19	.826
				Non-active = 3.85	.848
Physical Environment	Sum	Yes	p = .000	Active = 4.73	.855
				Non-active = 5.30	.445
Altruistic Value	Sum	Yes	p = .000	Active = 5.41	.646
				Non-active = 4.84	.833

Service Experience

The study indicated that factors affecting a non-active customer’s perception or their appreciation regarding the quality of their service experience are a key consumption value which impacts upon their participation decision-making process (Figure 2 and Table 3). Service experience factors such as customer interaction with staff, experience of staff and their chosen activity were considered to be more important by non-active respondents when deciding whether to exercise (M = 5.38, ± .442) than by active adults (M = 5.13, ± .775; p = .001).

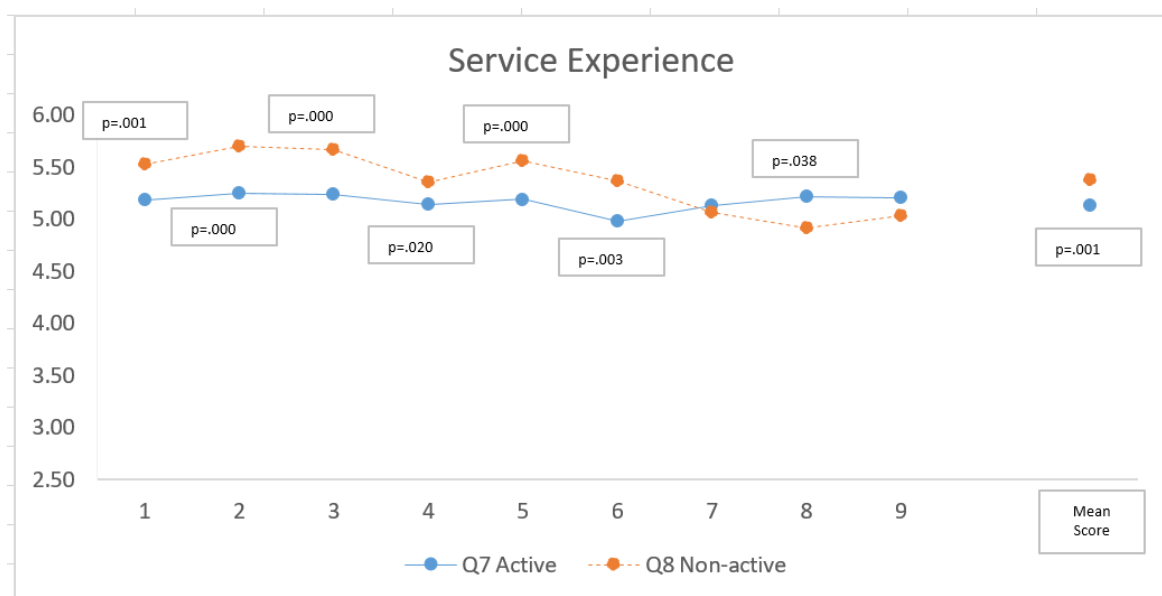


Figure 2: Service Experience Consumption Values

Table 3: Service Experience Consumption Value

Consumption Value	Item	Statistical Difference	Mean	Std D	
Service Experience	Sum	Yes	p = .001	Active = 5.13 Non-active = 5.38	.775 .442
	Q7.1	Yes	p = .001	Active = 5.18	1.039
	Q14.1			Non-active = 5.53	.607
	Q7.2	Yes	p = .000	Active = 5.25	.947
	Q14.2			Non-active = 5.70	.492
	Q7.3	Yes	p = .000	Active = 5.24	.960
	Q14.3			Non-active = 5.67	.473
	Q7.4	Yes	p = .020	Active = 5.14	.889
	Q14.4			Non-active = 5.36	.473
	Q7.5	Yes	p = .000	Active = 5.19	.909
	Q14.5			Non-active = 5.56	.529
	Q7.6	Yes	p = .003	Active = 4.98	1.009
	Q14.6			Non-active = 5.37	.681
	Q7.7	No	p = .651	Active = 5.13	.961
	Q14.7			Non-active = 5.07	.867
	Q7.8	Yes	p = .038	Active = 5.22	.940
	Q14.8			Non-active = 4.93	.879
	Q7.9	No	p = .197	Active = 5.21	.946
Q14.8			Non-active = 5.03	.897	

When considering adopting a physically active lifestyle non-active respondents had higher expectations regarding staff competencies such as being knowledgeable ($M = 5.53, \pm .607$ vs $M = 5.18, \pm 1.039$ $p = .000$), approachable ($M = 5.70, \pm .492$ vs $M = 5.25, \pm .947$ $p = .000$), politeness and respectful ($M = 5.67, \pm .473$ vs $M = 5.24, \pm .960$ $p = .000$), being a good communicator ($M = 5.36, \pm .473$ vs $M = 5.14, \pm .960$ $p = .020$) and having high levels of integrity ($M = 5.56, \pm .529$ vs $M = 5.19, \pm .909$ $p = .000$). By contrast active adults only had higher expectations regarding activities always being on time ($M = 5.22, \pm .940$ vs $M = 4.93, \pm .879$ $p = .038$).

Social Value

The role of social value was identified as an important aspect of consuming of physical activity. Gaining the respect of others and facilitating more social opportunities was considered to be a more important consumption value by active respondents ($M = 4.19, \pm .826$) than by non-active respondents ($M = 3.85, \pm .848$; $p = .040$) as illustrated in Figure 3 and Table 4.

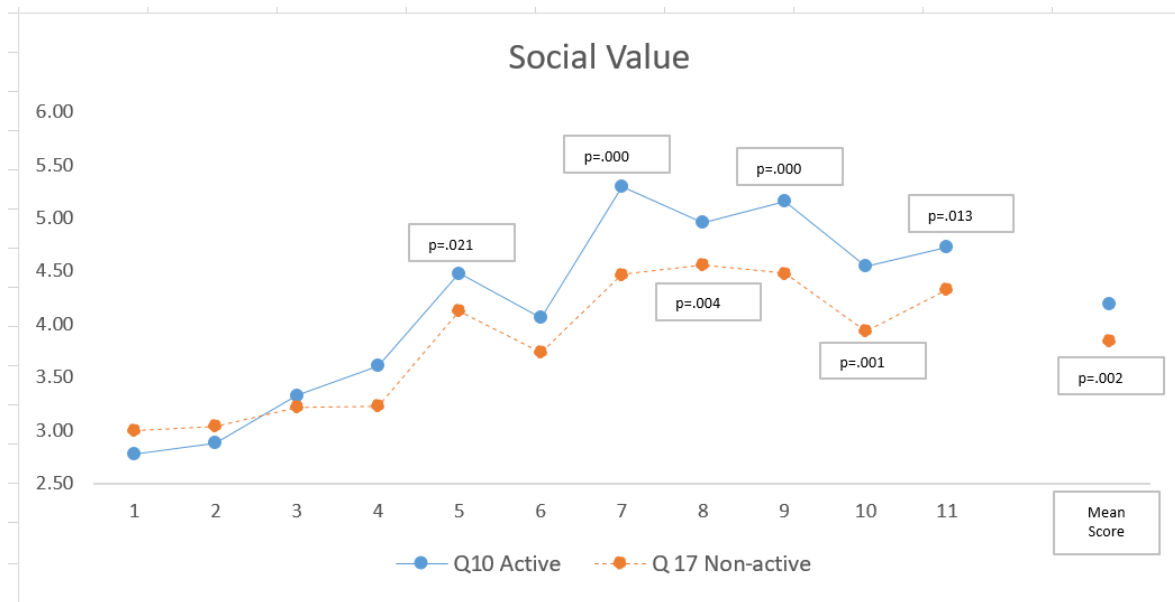


Figure 3: Social Value Consumption Values

Table 4 : Social Value Consumption Value

Consumption Value	Item	Statistical Difference	Mean	Std D	
Social Value	Sum	Yes	p = .002	Active = 4.19 Non-active = 3.85	.826 .848
	Q10.1	No	p = .199	Active = 2.78 Non-active = 3.00	1.263 1.225
Q10.2	Q17.2	No	p = .376	Active = 2.88 Non-active = 3.04	1.281 1.429
	Q10.3	No	p = .556	Active = 3.38 Non-active = 3.22	1.385 1.278
Q10.4	Q17.4	No	p = .052	Active = 3.61 Non-active = 3.23	1.405 1.390
	Q10.5	Yes	p = .021	Active = 4.48 Non-active = 4.13	1.106 1.262
Q10.6	Q17.6	No	p = .098	Active = 4.06 Non-active = 3.74	1.414 1.232
	Q10.7	Yes	p = .000	Active = 5.30 Non-active = 4.47	.829 1.166
Q10.8	Q17.8	Yes	p = .004	Active = 4.96 Non-active = 4.56	1.015 .894
	Q10.9	Yes	p = .000	Active = 5.16 Non-active = 4.48	.942 1.185
Q10.10	Q17.10	Yes	p = .001	Active = 4.55 Non-active = 3.94	1.356 1.381
	Q10.11	Yes	p = .013	Active = 4.73 Non-active = 3.33	1.172 1.100

An item level, although not surprisingly was that active participants ($M = 4.48, \pm .1.106$) knew more people who exercised than did their non-active counter-parts ($M = 4.13, \pm 1.262; p = .021$). However, because of being physically active, their personal experiences made them more convinced that exercising made them happier ($M = 5.30, \pm .829$) than did non-active respondents ($M = 4.47, \pm 1.166; p = .000$), that exercise helped them to relax more ($M = 4.96, \pm .1.015$ vs $M = 4.56, \pm .884, p = .004$), gave them a ‘buzz’ ($M = 5.16, \pm .942$ vs $M = 4.48, \pm .1.185, p = .000$), acted as a way to meet new people ($M = 4.55, \pm 1.356$ vs $M = 3.94, \pm .1.381, p = .001$) and finally acted as a catalyst to try new things ($M = 4.73, \pm 1.172$ vs $M = 3.33, \pm .1.100, p = .013$).

Physical Environment

With regard to the ‘*physical environment*’ or servicescape (Bitner, 1992) within which physical activity is delivered and consumed, the findings indicate that creating a pleasant environment in the minds of non-active respondents more important ($M = 5.30, \pm .445$) than for those who already participated ($M = 4.73, \pm .855; p = .000$) as illustrated in Figure 4 and Table 5.

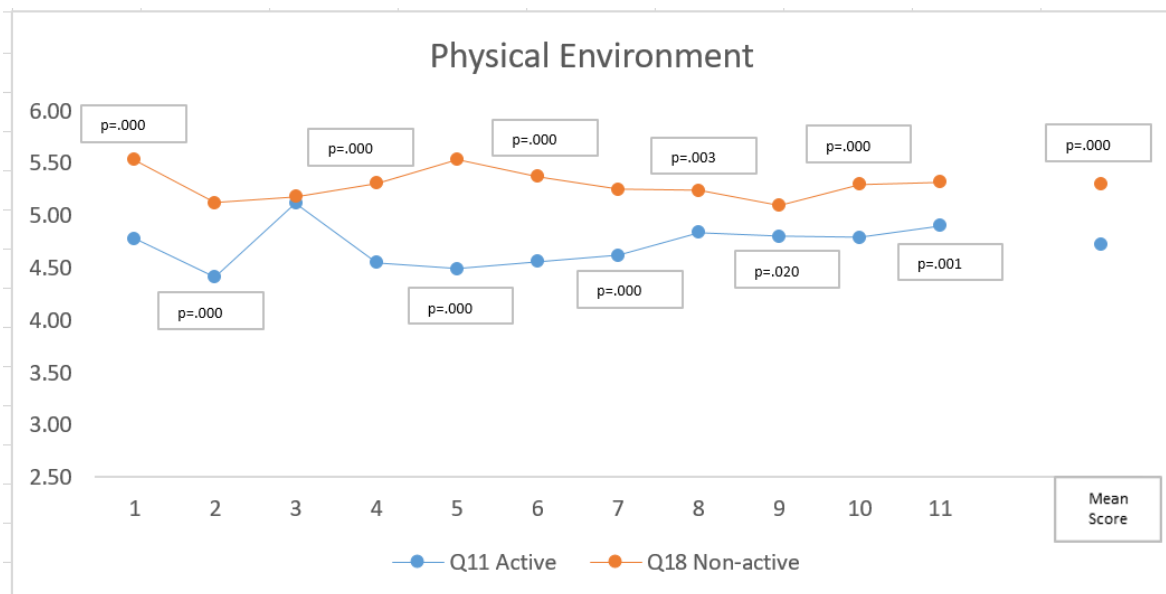


Figure 4: Physical Environment Consumption Values

Table 5 : Physical Environment Consumption Value

Consumption Value	Item	Statistical Difference	Mean	Std D	
Physical Environment	Sum	Yes	p = .000	Active = 4.73 Non-active = 5.30	.855 .445
	Q11.1	Yes	p = .000	Active = 4.78	1.103
	Q18.1			Non-active = 5.53	.583
	Q11.2	Yes	p = .000	Active = 4.41	1.125
	Q18.2			Non-active = 5.12	.729
	Q11.3	No	p = .585	Active = 5.12	.790
	Q18.3			Non-active = 5.18	.690
	Q11.4	Yes	p = .000	Active = 4.55	1.374
	Q18.4			Non-active = 5.31	.713
	Q11.5	Yes	p = .000	Active = 4.49	1.303
	Q18.5			Non-active = 5.54	.557
	Q11.6	Yes	p = .000	Active = 4.56	1.084
	Q18.6			Non-active = 5.37	.516
	Q11.7	Yes	p = .000	Active = 4.62	1.086
	Q18.7			Non-active = 5.25	.682
	Q11.8	Yes	p = .003	Active = 4.84	1.051
	Q18.8			Non-active = 5.24	.751
	Q11.9	Yes	p = .020	Active = 4.80	1.398
	Q18.9			Non-active = 5.10	.667
	Q11.10	Yes	p = .000	Active = 4.79	1.221
	Q18.10			Non-active = 5.30	.574
	Q11.11	Yes	p = .001	Active = 4.90	.979
Q18.11			Non-active = 5.32	.581	

Of particular importance are perceptions regarding hygiene such as venue cleanliness ($M = 5.53, \pm .583$ vs $M = 4.78, \pm 1.103, p = .000$), changing room cleanliness ($M = 5.54, \pm .557$ vs $M = 4.49, \pm 1.303, p = .000$) and temperature ($M = 5.37, \pm .516$ vs $M = 4.56, \pm 1.084, p = .000$). Furthermore, access to information was also considered more important ($M = 5.24, \pm .751$ vs $M = 4.84, \pm 1.051, p = .003$) and signage ($M = 5.25, \pm .682$ vs $M = 4.62, \pm 1.086, p = .000$), as was booking classes online ($M = 5.10, \pm .667$ vs $M = 4.80, \pm 1.398, p = .020$) and finally easy to navigate website ($M = 5.30, \pm .547$ vs $M = 4.79, \pm 1.221, p = .000$). A clear implication of the servicescape is that the physical setting within which activities occurs can either help or hinder a customer's consumption experience (Bitner, 1992).

Altruistic Value

The study's finding indicated that altruistic value is an important aspect of consuming of physical activity. Acting for the betterment of themselves, their families and society was considered a more important contribution to their active lifestyle by active adults participation

(M = 5.41, ± .646) than non-active respondents (M = 4.84, ± .833; p = .000) as illustrated in Figure 5 and Table 6.

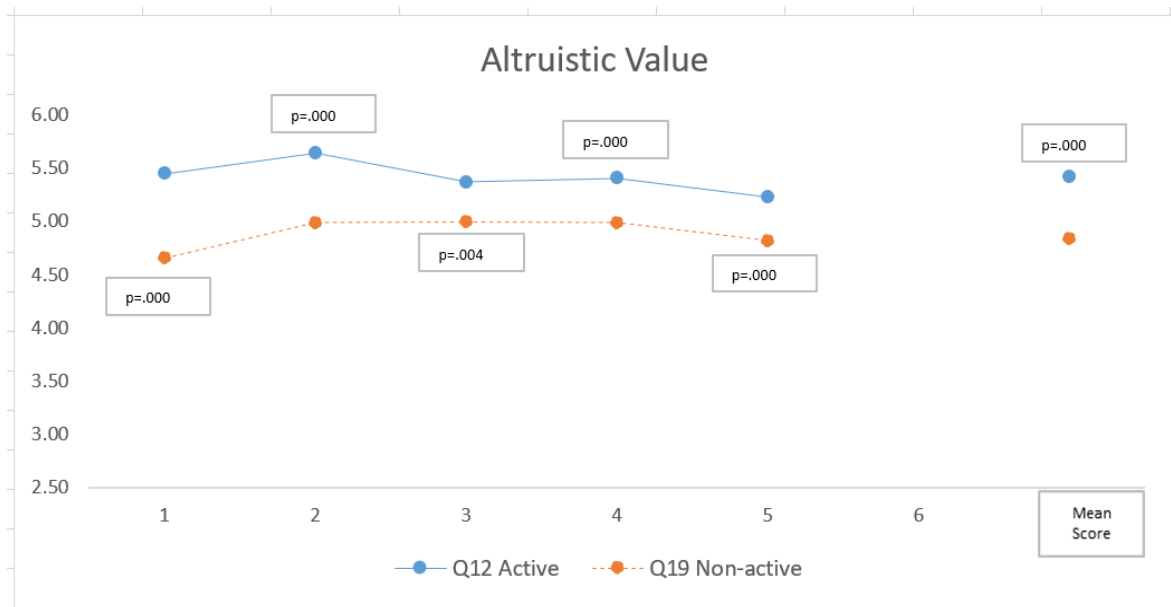


Figure 5: Altruistic Value Consumption Values

Table 6 : Altruistic Consumption Value

Consumption Value	Item	Statistical Difference	Mean	Std D
Altruistic Value	Sum	Yes p = .000	Active = 5.41 Non-active = 4.84	.646 .833
	Q12.1	Yes p = .000	Active = 5.45	.761
	Q19.1		Non-active = 4.66	.915
	Q12.2	Yes p = .000	Active = 5.65	.636
	Q19.2		Non-active = 4.99	.789
	Q12.3	Yes p = .004	Active = 5.37	.922
	Q19.3		Non-active = 5.00	.985
	Q12.4	Yes p = .000	Active = 5.41	.798
	Q19.4		Non-active = 4.99	.825
	Q12.5	Yes p = .002	Active = 5.23	.942
Q19.5		Non-active = 4.82	.991	

Active adults considered that being fit and healthy was more important in general (M = 5.45, ± .761 vs M = 4.66, ± .951, p = .000) and specifically for themselves (M = 5.65, ± .636 vs M = 4.99, ± .789, p = .000), for their family (M = 5.37, ± .922 vs M = 5.00, ± .985, p = .004), to avoid ill-health (M = 5.41, ± .798 vs M = 4.99, ± .825, p = .000) and finally to be more independent in later life (M = 5.23, ± .942 vs M = 4.82, ± .991, p = .002)

Discussion

This paper offers a different perspective to educators, policy-makers and service providers alike by firstly adopting a midstream social marketing perspective proposing that participation in sport and physical activity is a locally-motivate consumption behaviour and secondly by advocating the role of the consumer value construct where value expectations influence an individual's health behaviour intentions. Consumption values are a new and essential resource needed by midstream social marketers operating in the sport and physical activity sector if they are to increasing the proportion of adults that are physically active. Given the low levels of physical activity with-in the adult population (Sallis et al, 2016) combined with the potential public health benefits that arise from being physically active – the physical inactivity status-quo is no longer acceptable. As Henry Ford once said *'if we keep on doing what we have always done, we will always get what we have always got'*.

A growing number of researchers are calling for a fresh approach to thinking about how physical activity is viewed in daily life, how to get individuals active and that more of the same interventions and schemes are no longer good enough (Hallal et al, 2012; Das and Horton, 2012). A need to focus on the environment and social aspects of participating in physical activity is called for to aid and motivate the individual and less of instructing individuals how to be active in their daily lives (Das and Horton, 2012). In this context, the adoption of a customer value mind-set would be a positive step forward as it represents one method of both determining and delivering-on the needs of a target community. Some clear recommendations for practise have emerged from our findings based on understanding value from a multi-dimensional or experiential perspective and then being able to skilfully apply the S&PAVAL consumption values to the design of products, services and offerings that entice and motivate individuals to become more physically active.

Understanding what adult's value or want from being physically active will enable policy-makers and leisure providers to present physical activity opportunities to both new and existing audiences that create value and make sense to their everyday life (Holt, 2003). It makes sense that if offering and/or opportunities are unrelated to what customers' value, they will fail to be motivated to change (Zainuddin et al., 2011; Andreasen, 2012). Zainuddin et al. (2008; 2011) suggest that consumers of a social marketing intervention experience value at three stages of the consumption process (pre, consumption and post). The study findings represent a significant advancement in terms of understanding how, through a service provider's

interaction with its customers, value can be co-created at each stage of the consumption experience (Russell-Bennett et al., 2009; Zainuddin et al., 2008; 2011). Midstream social marketers can now target their offering and/or opportunities on emphasising the experiences and outcomes, which are highly valued depending on the individual's stage of the consumption process.

Practical and managerial implications and recommendations

Recommendations for Pre-consumption.

At the pre-consumption stage, consumers are still considering whether to use the social marketing service or intervention, or not. At this stage non-active adults will be considering the extent to which they could reap the benefits of physical activity verses the 'cost of exercise' which related to the experiential and financial inputs that need to be overcome in order to exercise such as time, commitment, tiredness, effort and money. Findings identify that respondents understand the benefits of participating in physical activity that has been communicated to them (N.H.S. 2015; CDC, 2015; Change4Life, n.d.), which is a positive, however, education and knowledge alone is not enough for some to motivate (Jochelson, 2006) and it is time to change the message for the non-active. Marketing communications could be used firstly to promote both the immediate health and wellbeing benefits of exercise such as improved mental outlook, feeling good and improved body shape (benefits of exercise) and secondly to help customers to make less risky and better informed decision regarding the price of activities or the times facilities are available (cost of exercise value).

Our findings also indicated that at the pre-consumption perception of the servicescape or physical environment (Bitner, 1992) and the quality of service experience can either help or hinder a customer's consumption as non-active adults placed greater emphasis on these two consumption values than did active customers. With regard to the servicescape, non-active adults had higher expectations of 'fit-for-purpose' facilities in terms of ensuring the overall ambiance of the facility (lighting, temperature, decoration, signage and background music) is comfortable to exercise in and ensuring the overall surroundings of the facility are conducive to customers use of the facilities. Given the importance placed on the physical environment within which exercise occurs, consideration should be given to the use of actual images of the facilities to avoid over promising and then disappointing customers by under delivering when the aspirational images used to promote facilities bear little resemblance to the actual facilities

(physical environment - ambiance and surroundings value). Providers should also consider their online presence, or e-servicescape as the internet is a first point of contact for information, whether through providers' webpages (Cox & Dale, 2001), furthermore, user-generated content is identified to encourage and influence consumer behaviour (Malthouse et al, 20116). These platforms also need to be monitored to ensure a true representation of the provider, the facilities and gains to be had from participating in physical activity. The study's findings contribution to the emerging debate which considers the servicescape as an opportunity for interaction and value co-creation (Edvardsson et al., 2008; Grönroos & Ravald, 2011) by confirming that the servicescape concepts are a key dimensions of consumer value rather than simply as factors that impact upon consumer's decisions to stay, explore, spend money, return or avoid places.

Previous consumer services research has indicated that service quality plays a significant role in the creation of value perceptions (Sweeney et al.,1999), that high level of service quality experience increases participation, retains customers and enable premium pricing (Wei *et al.*, 2010) and the type of facility (public or private) can impact upon customer's elevation of the quality of service their experienced (Afthinos *et al.*, 2005). Our study indicated that non-active adults had higher expectation regarding aspects such as customer interaction with and experience of staff. With regard to service experience value this can be created by marketing messages emphasising the provision of highly qualified staff who are available to assist in achieving customers goals and on ensuring that interactions between staff are customer-orientated, polite, professional and that organisational systems such as booking and paying for activities are also customer-centric rather than organisational-orientated.

Recommendations for Consumption.

At the consumption stage, active adults have made their decision to engage in physical activity based in part on the premise that exercising will satisfy their functional needs in-term of accruing the health related benefits. However, active adults also placed greater emphasis on altruistic and social value than did non-active adults.

Our study indicates that the value adults received from being physically is also based on both altruistic motivation in terms of accruing the deferred or long-term benefits of exercise and on their expectation of reaping the immediate benefit of exercise in term of a healthier body and healthier mind. Practitioners therefore need to promote both the short-term benefit such as

improved mental outlook, feeling good and improved body shape (benefits of exercise) as well as the benefits associated with the longer-term such as avoidance of ill-health and the achievement of more independence in later life (altruistic value). The relevance of Altruistic value to social marketing needs further examination, as many consumers appear to be motivated to change their behaviour on the basis of 'weak' or 'conditional' altruism which encompass an element of personal interest or personal benefit (Edwards and Brauhaltz, 2000; McCann, Campbell & Entwistle, 2010). The possible future notion that altruistic value(s) could be implemented using social marketing with the approach of empowerment through storytelling and freedom of choice demonstrating the desired behaviour (John et al, 2009; Zharekhina and Kubacki, 2015) an approach which is perceived to be more targeted than patronising approaches (Williams-Burnett, 2014).

With regard to social value, Afthinos et al. (2005) research indicated that "*opportunities to meet people*" was listed as one of the most desired aspects of customer participation experience, similarly Green (2005) has also indicated that socialising or social outcomes could be a primary motivator for partaking in sporting activities, and finally Diehl and Berg (2006) suggested that older people sought activities that provided opportunities to socialise. Therefore, our research indicated that consideration needs to be given to the provision of social spaces and a variety of socialising opportunities such as customer social events, gym challenges and participation in charity events. Furthermore, the use of customer testimonials to help customers identify social groups and friend-making element of the exercise experience could be incorporated.

Recommendations for Post-consumption.

Once the service or intervention has been consumed and the experience completed the importance of functional value has diminished due to the customers' exercise needs having been fulfilled. However, if customers reflect on their decision and feel that they have performed a socially-responsible act, they may experience high levels of altruistic value.

Conclusion

Current physical activity interventions are failing to encourage and motivate individuals to participate in physical activity even though people are educated in understanding the benefits and expected levels of participation (Williams-Burnett, 2014). A new approach to physical activity is needed (Das and Horton, 2015, 2016) by understanding consumer value and the consumption of physical activity (Kearns, 2014). Physical activity is an offering where value

expectations influence individual's health behaviour intentions. This paper suggests that it would be unwise to attempt to understand the behaviour of physically active adults and/or the decision-making process of non-active adults without incorporating affective components, which are centred on feelings generated by the purchase and consumption experience (Grönroos, 2004). This paper contributes to an under researched area in understanding the dimensions of consumer value and the consumption of physical activity. It brings a new focus in understanding the active and non-active individual to those who educate future sports providers, the sport provider and facilitators, therefore allowing future physical activity interventions to be created and targeted more effectively at the midstream community level and sports providers hopefully greater success in attracting and retaining individuals within participation. It may be that participation levels in physical activity could be increased if policy makers, leisure service providers, educators and sports marketers move beyond the rational or functional understanding of value based primarily on the quality-price trade-off, to instead understand the importance of the emotional or hedonic aspects of value in a sport and physical activity context.

Future research

Future developments, work has already begun to test the findings from this paper in relation to consumption values. One of the researchers (a qualified health and fitness instructor) started a new in January 2018, the class is located in a community centre in deprived area in South Wales, the primary target market is females, and aims to focus on the consumption stages and values. Authors recognise that this study was confined to the South Wales area and that whilst a large amount of data was collected it was quantitative and additional qualitative studies are needed to explore the findings and gain even deeper comprehension.

REFERENCE LIST:

- Afthinos, Y., Theodorakis, N.D., & Nassis, P. (2005). Customers' expecting of service in Greek fitness centres: Gender, age, type of sport center, and motivation differences. *Managing Service Quality*, 15, 245-258.
- Andreasen, A. R. (1994) Social marketing: Its definition and domain, *Journal of Public Policy and Marketing*, 13 (1), p.p. 108-114
- Andreasen, A. R. (2002). Marketing social marketing in the social change marketplace. *Journal of Public Policy & Marketing*, 21(1), 3–13.
- Andreasen, A. R. (2012) Rethinking the Relationship Between Social/Nonprofit Marketing and Commercial Marketing, *Journal of Public Policy & Marketing*, 31 1, p.p.36–41
- Bandura, A. (1977) Self-efficacy; Toward a unifying theory of behavioural change, *Psychological Review*, 84(2), 191-215
- Bezner, J., R., Adams, T. B. & Whistler, L. S. (1999) The relationship between physical activity and indicators of perceived wellness, *American Journal of Health Studies*, 15(3), p.p.130-138
- BHF (2017) Physical Inactivity and Sedentary Behaviour, Report 2017 [online] Available at: <file:///C:/Users/Nicola/Downloads/physical-inactivity-report--my-marathon-final.pdf> (Accessed: 15/12/2017)
- Bitner, M.J. (1992). Servicescapes: the impact of physical surroundings on customers and employees. *Journal of Marketing*, 56, 55-71.
- Brennan, L. & Binney, W. (2010) Fear, guilt and shame appeals in social marketing, *Journal of Business Research*, 63(2), 140-146
- Bryman, A. & Bell, E. (2015) *Business Research Methods*, 4th ed, Oxford University Press, Oxford
- CDC (2015) Physical activity and health, Available online: <https://www.cdc.gov/physicalactivity/basics/pa-health/index.htm> (Accessed: 15/12/2017)
- Change 4 Life (nd) <https://www.nhs.uk/change4life#cRvKP3Yr4Q80Y9pl.97> (Accessed: 15/12/2017)
- Coatler, F. (1993). Sports Participation: prices or priorities? *Leisure Studies*, 12: 3, 171- 182
- Collins, K., Tapp, A. and Pressley, A. (2010) Social marketing and social influences: using social ecology as a theoretical framework. *Journal of Marketing Management*, 26 (13 & 1). pp. 1181-1200

Courneya, K.S., & McAuley, E. (1994). Are there different determinants of the frequency, intensity, and duration of physical activity? *Behavioral Medicine*, 20:84–90.

Cox, J., and B. G. Dale. 2001. Service quality and e-commerce: An exploratory analysis. *Managing Service Quality* 11 (2): 121–131

Crawford, S.Z., Greenwell, T.C., & Andrew, D.P.S. (2007). Exploring the relationship between perceptions of quality in basic instruction programmes and repeat participation. *Physical Educator*, 4, 65-72

Dann, S., (2008). Adaption and adoption of the American Marketing Association (2007) definition for social marketing. *Social Marketing Quarterly XIV* (2), 92-100.

Das, P. & Horton, R. (2012) Rethinking our approach to physical activity, *The Lancet*, 380 , Issue 9838 , 189 – 190

Das, P. & Horton, R. (2016) Physical activity – time to take it seriously and regularly, *The Lancet*, 388, Issue 10051 , 1254 – 1255

Deloitte (2016) Passion for leisure, A view on the UK leisure consumer, Available online: <file:///G:/Research/Sport,%20Physical%20activity%20paper/Articles%20etc/deloitte-uk-cip-leisureconsumer.pdf> (Accessed, : 17/12/2017)

Department of Health (2004). *At Least Five a Week: Evidence on the Impact of Physical Activity and its Relationship to Health – A report from the Chief Medical Officer*. London: Department of Health.

Department of Health (2011) *Start Active, Stay Active: A report on physical activity for health from the four home countries, Chief Medical Officers*. [Online], Available at: http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/documents/digitalasset/dh_128210.pdf (Accessed: 15/12/2017)

Dibb, S., & Carrigan, M. (2013). Social marketing transformed. Kotler, Polonsky and Hastings reflect on social marketing in a period of social change. *European Journal of Marketing*, 47(9), 1376– 1398.

Dibb, S. (2014). Up, up and away: Social marketing breaks free. *Journal of Marketing Management*, 30(11–12), 1159–1185.

Diehl, M., & Berg, K.M. (2006). Personality and involvement in leisure activities during the third age: Finding from the Ohio longitudinal study. *Annual Review of Gerontology & Geriatrics*, 26, 211-226.

Ding, D., Lawson, K. D., Kolbe-Alexander, T. L., Finkelstein, E A., Katzmarzyk, P. T., van Mechelen, W. & Pratt, M. (2016) The economic burden of physical inactivity: a global analysis of major non-communicable diseases, *The Lancet* , Volume 388 , Issue 10051 , 1311 – 1324

Dugdill, L. & Stratton, G. (2007) Evaluating Sport and Physical Activity Interventions, Sport England, [Online], Available at:
http://usir.salford.ac.uk/3148/1/Dugdill_and_Stratton_2007.pdf (Accessed: 15/12/2017)

Edmunds, S., Hurst, L. & Harvey, K. (2011) Physical activity barriers in the workplace: An exploration of factors contributing to non-participation in a UK workplace physical activity intervention, *International Journal of Workplace Health Management*, In Press, Available at:
<http://westminsterresearch.wmin.ac.uk/10109/> (Accessed: 15/12/2017)

Edwards, S., Braunholtz, D. (2000). Can unequal be more fair? A response to Andrew Avins. *Journal of Medical Ethics*, 26:179-182.

Edvardsson, B., Enquist, B. & Johnston, R. (2008), Creating and Test-driving Service Experiences Prior to Purchase and Consumption – Case-Studies in Three Different Service Contexts. *2008 La Londe Conference, May 27 to 30*, eds. S. Llosa, K. Goudazi & C. Orsingher.

Elliott, R., & Hamilton, E. (1991) Customer choice tactic and leisure activities. *International Journal of Advertising*, 30, 325-332.

Feste, C. & Anderson, M. R. (1995) Empowerment; From philosophy to practice, *Patient Education and Counselling*, 26 (1-3), 139-144

Foley, M., Frew, M., McGillivray, D., McIntosh, A. & McPherson, G. (2004) Problematizing “education and training” in the Scottish sport and fitness, play and outdoor sectors, *Education and Training*, 46 (5), 236-245

Glanz, K., Rimer, B. K. & Viswanath, K. (2008) ‘Theory, research, and practice in health behaviour and health education’ In Glanz, K., Rimer, B. K. & Viswanath, K. (eds) *Health behaviour and health education, theory, research and practice*, 4th edn, San Francisco, Jossey-Bass

Green, B.C. (2005). Building sports programmes to optimise athlete recruitment, retention and transition: Towards a normative theory of sport development. *Journal of Sports Management*, 19, 233-253.

Grönroos, C. (2004). The relationship marketing process: communication, interaction, dialogue, value", *Journal of Business & Industrial Marketing*, Vol. 19 Iss: 2, pp.99 – 113.

Grönroos, C. & Ravald, A. (2011), "Service as Business Logic: Implications for Value Creation and Marketing". *Journal of Service Management*, Vol. 22, No. 1, pp. 5-22. Outstanding Paper Award 2011.

Hallal, P., Bauman. A. E., Heath, G. W. & Kohl, H. W. (2012) Physical activity: more of the same is not enough, *The Lancet*, 380, Issue 9838, 190-191

Hastings, G., Saren, M., (2003). Special Issue on Social Marketing. *Marketing Theory* 3 (3), 291-405.

Hastings, G., Stead, M. & Webb, J. (2004) Fear Appeals in Social Marketing: Strategic and Ethical Reasons for Concern, *Psychology & Marketing*, 2 (11), 961-986

Hastings, G. (2007) *Social marketing, why should the devil have all the best tunes?*, Oxford, Butterworth-Heinemann

Hastings G & Saren M (2003) The critical contribution of social marketing: Theory and application, *Marketing Theory*, 3 (3), pp. 305-322.

Hoek, J. & Jones, S. C. (2011) Regulation, public health and social marketing: a behaviour change trinity, *Journal of Social Marketing*, 1 1, pp. 32-44

Holbrook, M.B. (1994). 'The Nature of Customer Value', In: R.T Rust and R.L Oliver (eds.), *Service Quality: New Directions in Theory and Practice*. Sage, CA.

Holbrook, M.B. (1999) Introduction to consumer value. In: M.B. Holbrook (ed.) *Consumer Value: A Framework for Analysis and Research*. London: Routledge, pp. 1–28.

Holt, D.B. (2003). How to Build an Iconic Brand, Market Leader, June.

Jackson, E. L. (2005). Leisure constraint research: Overview of a developing theme in leisure studies. In Jackson, E. (Ed.), *Constraints to Leisure*. State College, PA: Venture Publishing.

Jochelson, K. (2006). Nanny or steward? The role of government in public health. *PublicHealth*, 120. 1149-1155.

John, P. Smith, G. & Stoker, G. (2009) Nudge, nudge, think, think: Two strategies for changing civic behaviour. *Political Quarterly*, 80(3), 361-370

Jones, P. & Jones, A. (2011) Attitudes of Sports Development and Sports Management undergraduate students towards entrepreneurship, *Education and Training*, 56(8/9):716-732

Kay, T., & Jackson, G. (1991). Leisure despite constraint: The impact of leisure constraints on leisure participation. *Journal of Leisure Research*, 23, 301–313.

Kearns, P., Williams-Burnett, N. & Skinner, H. (2012). Towards developing understanding of the drivers, constraints from the consumption values underpinning participation in physical activity, *Proceedings of the Academy of Marketing Conference*, University of Southampton's School of Management, 2nd – 5th July 2012.

Kearns, P. J. (2014) 'On Your Marks, Get Set, Go!' *The Development of the Sport and Physical Activity Value (S&PAVAL) Model for use in the Leisure Industry*. (Unpublished Doctorial Thesis, University of South Wales)

Kemp, N. (2016) Case study: How 'This girl can' got 1.6 million women exercising <https://www.campaignlive.co.uk/article/case-study-this-girl-can-16-million-women-exercising/1394836> (Accessed: 15/12/2017)

Kotler, P. & Roberto, E. (1989) *Social Marketing: Strategies for changing public health behaviour*, New York, The free press

Kotler, P., & Lee, N.R. (2008). *Social marketing: Influencing behaviors for good*. Sage Publications, Los Angeles.

Laverie, D. A. (1998) Motivations for on-going participation in a fitness activity, *Leisure Sciences*, 20(4), p.p. 277-302

Lee, N. R. & Kotler, P. (2011) *Social marketing, Influencing behaviours for good*, 4th edn, Sage, Thousand Oakes

Lefebvre, R. C. (2011) An interactive model for social marketing, *Journal of Social Marketing*, 1(1), p.p. 54-72

Lee, I-M., Shiroma, E. J., Lobelo, F., Puska, P., Blair, S. N., & Katzmarzyk, P. T. (2016) Effect of physical inactivity on major non-communicable diseases worldwide: an analysis of burden of disease and life expectancy, *The Lancet*, Volume 380, Issue 9838, 219 - 229

Lee, S.Y., Petrick, J.F., & Crompton, J. (2007). The role of quality and intermediary constructs in determining festival attendees' behavioural intention. *Journal of Travel Research*, 45(4), 402-412.

Liechty, T., Freeman, P. A. & Zabriskie, R. B. (2006) Body image and beliefs about appearance: Constraints on leisure of college-age and middle-age women, *Leisure Sciences*, 28(4), 311-330

Luca, N. R., Hibbert, S. & McDonald, R. (2016) Midstream value creation in social marketing, *Journal of Marketing Management*, 32:11-12, 1145-1173

Malthouse, E. C., Calder, B. J., Kim, S. J. & Vandebosch, M. (2016) Evidence that user-generated content that produces engagement increases purchase behaviours, *Journal of Marketing Management*, 32 (5-6), 427-444

McAuley, E. (1991). Efficacy, attributional, and affective responses to exercise participation. *Journal of Sport & Exercise Psychology*, 13:382–393.

McCann, S., Campbell, M., & Entwistle, V. (2010). Reasons for participating in randomised control trials: conditional altruism and consideration for self. *Trials*, 11(31). <http://www.trialsjournals.com/content/11/1/31>.

McDaniel, C. & Gates, R. (2013) *Marketing Research Essentials*, 8th edn, Wiley, USA

McKenzie-Mohr, D. (2000) New Ways to Promote Proenvironmental Behaviour: Promoting Sustainable Behaviour: An Introduction to Community-Based Social Marketing, *Journal of Social Issues*, 56 (3), p.p. 543-554

McKenzie-Mohr, D (2013) *Fostering sustainable behaviour. An introduction to community-based social marketing*, 3rd Ed, New society publishers, Canada

National Assembly for Wales (2014) Participation levels in sport, Available online: <http://www.assembly.wales/Laid%20Documents/CR-LD9687%20-%20Report%20by%20the%20Communities,%20Equality%20and%20Local%20Government%20Committee%20into%20Participation%20Levels%20in%20Spo-13032014-254538/cr-ld9687-e-English.pdf> (Accessed: 15/12/2017)

NCD Alliance (2016) The 4th leading risk factor for death worldwide: physical inactivity is an urgent public health priority, Available at: <https://ncdalliance.org/news-events/blog/the-4th-leading-cause-of-death-worldwide-physical-inactivity-is-an-urgent-public-health-priority> (Accessed: 15/12/2017)

NHS (2015) Benefits of exercise, Available online: <https://www.nhs.uk/Livewell/fitness/Pages/whybeactive.aspx> (Accessed: 15/12/2017)

Newton, J. D., Newton, F. & Rep, S. (2016) Evaluating social marketing's upstream metaphor: does it capture the flows of behavioural influence between 'upstream' and 'downstream' actors?, *Journal of Marketing Management*, 32(11-12), 1103-1122

Payne, A., & Holt, S. (1999). A review of the "value" literature and implications for relationship marketing. *Australasian Marketing Journal* 7 (1), 41-51.

Petrick, J. F. (2003). Measuring cruise passengers' perceived value. *Tourism Analysis*, 7, 251–258.

Petrick, J.F. (2004). The role of quality, value and satisfaction in predicting cruise passengers' behavioural intention. *Journal of Travel Research* 42(2), 397-407.

Petrick, J.F, & Backman, S.J. (2002). An examination of the determinants of gold coast travellers' satisfaction. *Journal of Travel Research* 40(3), 252-258.

Peattie, S. & Peattie, K. (2003). Ready to fly solo? Reducing social marketing's dependence on commercial marketing theory. *Marketing Theory*, 3(3), 365–385.

Ratten, V. & Jones, P. (2018) Future research directions for sport education: Towards an entrepreneurial learning approach, *Education and Training*, February in Press

Russell-Bennett, R., Wood, M. & Pivet, J. (2013) Fresh ideas: services thinking for social marketing, *Journal of Social Marketing*, 3(3), 223-238

Sallis, J, Bull, F, Guthold, R, Heath, G, Inoue, S, Kelly, P, Oyeyemi, AL, Perez, L, Richards, J & Hallal, PC 2016, 'Progress in physical activity over the Olympic Quadrennium' *The Lancet*. 388, Issue 10051, 1325-1336

Salmon, J., Owen, N., Crawford, D., Bauman, A., & Sallis, J. F. (2003). Physical activity and sedentary behavior: A populationbased study of barriers, enjoyment, and preference. *Health Psychology, 22*, 178–188.

Sánchez-Fernández R., Iniesta, M.A., & Holbrook M. B. (2009). The conceptualisation and measurement of consumer value in services, *International Journal of Market Research, 51*, 93-113.

Sheth, J.N., Newman, B.I., Gross, B.L., (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research 22* (2), 159-170.

Sniehotta, F. F., Scholz, U. & Schwarzer, R. (2005) Bridging the Intention Behaviour Gap: Planning, Self-Efficacy, and Action Control in the Adoption and Maintenance of Physical Exercise, *Psychology and Health, 20* (2), p.p.143-160

Soutar. G.N., Lee. J.A., & Jenkins. N. (2008). What type of value drives intentions to visit WA coastal destinations? Australian and New Zealand Marketing Academy Conference, Sydney, Australia.

Sport England (nd) This girl can campaign, Available online: <https://www.sportengland.org/our-work/women/this-girl-can/> (Accessed: 15/12/2017)

Sport Wales (2017) Sport and Active lifestyles: State of the nation. A statistical release from the National survey for Wales 2016-17, Available online: http://sport.wales/media/1929053/state_of_the_nation_report_english.pdf (Accessed: 15/12/2017)

Statista (2017a) Market share held by the leading social networks in the United Kingdom (UK) as of July 2017, Available online: <https://www.statista.com/statistics/280295/market-share-held-by-the-leading-social-networks-in-the-united-kingdom-uk/> (Accessed: 15/12/2017)

Statista (2017b) Total number of Facebook users in the United Kingdom (UK) in January 2017, by age group and gender (in millions), Available online: <https://www-statista-com.ezproxy.cardiffmet.ac.uk/statistics/507417/number-of-facebook-users-in-the-united-kingdom-uk-by-age-and-gender/> (Accessed: 15/12/2017)

Stead, M., Arnott, L. & Dempsey, E. (2012) Healthy heroes, magic meals and a visiting alien: Community led assets based social marketing, *Social Marketing Quarterly, 19*(1) 26-29

Sweeney, J.C., & Soutar, G.N., (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing 77*, 203-220.

Sweeney, J.C., Soutar, G.N., & Johnson, L.W. (1999). The role of perceived risk in the quality–value relationship: a study in a retail environment, *Journal of Retailing, 75*, 77–105.

Teychenne, M., Ball, K. & Salmon, J. (2010) Physical activity, sedentary behaviour and depression among disadvantaged women, *Health Education Research*, 25 (4), p.p.632-644

Thogersen-Ntoumani, C. & Fox, K. R. (2005) *Physical Activity and Mental Well-Being Typologies in Corporate Employees: A Mixed Methods Approach*, *Work and Stress*, 19(1): 50-67

Welsh Assembly Government (2015) *Climbing Higher*, Available online: <http://gov.wales/docs/drah/publications/150311-climbing-higher-en.pdf> (Accessed: 15/12/2017)

Welsh National Assembly (2013) *Active Travel (Wales) Act 2013*. Available at: <http://senedd.assembly.wales/mgIssueHistoryHome.aspx?IID=5750> (Accessed: 15/12/2017)

Welsh Government (2017) *Active travel: Walking and cycling* <http://gov.wales/statistics-and-research/active-travel/?lang=en> (Accessed: 15/12/2017)

WHO (2017a) *Health topics, Physical activity*, Available online: http://www.who.int/topics/physical_activity/en/ (Accessed: 15/12/2017)

WHO (2017b) *Noncommunicable diseases , Fact sheet*, Available online: <http://www.who.int/mediacentre/factsheets/fs355/en/> (Accessed: 15/12/2017)

Wei, P.C., Hung, H.C., Yany, H.C., Hsu, Y.j., & Ma, Z. (2010). Examination of the influence of service quality on membership renewal in fitness centres in San Francisco bay area. *Journal of Service Science*, 3(2), 13-23.

Williams, J. D. & Kumanyika, S. K. (2002) Is social marketing an effective tool to reduce health disparities? *Social Marketing Quarterly*, 8 4, p.p. 14-31

Williams, P., & Soutar, G.N., (2005) Customer value and tourist satisfaction: A multidimensional perspective. *Proceeding of the Australian and New Zealand Marketing Academy Conference*, Fremantle, Australia, December, 129-138.

Williams-Burnett, N. (2014) *A holistic study of the determinants of physical activity of women from South Wales*, Unpublished PhD Thesis, University of South Wales

Wilson, M.G., Crossman, L., Davis, D., & McCarthy (1994). Psychosocial and organizational characteristics of fitness program participants, *American Journal of Health Promotion*, 8;422-424.

Woodruff, R.B., & Gardial, S.F. (1996). *Know Your Customers: New Approaches to Customer Value and Satisfaction*, Cambridge, MA. Blackwell.

Wymer, W. (2011) Developing more effective social marketing strategies, *Journal of Social Marketing*, 1 1, p.p. 17-31

Zainuddin, N., Russell-Bennett, R. and Previte, J. (2008). Describing Value in a Social Marketing Service: What is it and How is it Influenced? Paper 19, Partnerships, Proof and Practice – Proceedings of the 2008 International Nonprofit and Social Marketing Conference.

Zainuddin, N., Previte, J. & Russell-Bennett, R. (2011) A social marketing approach to value creation in a well-women's health service, *Journal of Marketing Management*, 27 3-4, p.p. 361-385.

Zharekhina, L. & Kubacki, K. (2015) What message does social marketing advertising send? A content analysis of advertisements aiming to minimise harm from alcohol consumption. *International Journal of Nonprofit and Voluntary Sector Marketing*, 20, 285-298