**Title:** The impact of obesity on gym market

**Student number: 822374**

**Abstract**:

With an increasing number of children obesity in the UK even the world, the gym market is emerging and there has some good example that the gym market will become more regulated and available to more people to preventive some potential obesity-related disease in the UK.

**Contents List:**

**1.Background information**

**2 What is Cause Related Marketing.**

**3. An excellent example of Cause Related Marketing of who cares wins**

**4 Gym market with increasing number of children obesity**

**5 The successful children’s fitness center in the US and regulation of the field**

**6 Free gym in Birmingham**

[[NW1]](https://mail.qq.com/cgi-bin/viewdocument?sid=tpuT5boBOIEBf18H&filename=822374+Mr+Bowen+Xu+DLR+(37%25).docx&mailid=ZL3519-kL1FbTKf41olLAxU7QOhV71&retry=true&t=attachments_content&ef=qfunc&s=yozo#_mso_1)

literature review

1.Background information

This literature review provides background information about the project on investigating how obesity affects gym market in the UK, what about the gym market condition in the UK, how serious about obesity phenomenon in the UK.

2.What is Cause Related Marketing

Cause Related Marketing is a commercial activity, through this kind of business activities [[NW2]](https://mail.qq.com/cgi-bin/viewdocument?sid=tpuT5boBOIEBf18H&filename=822374+Mr+Bowen+Xu+DLR+(37%25).docx&mailid=ZL3519-kL1FbTKf41olLAxU7QOhV71&retry=true&t=attachments_content&ef=qfunc&s=yozo#_mso_2)and charity structure can make the enterprise become partners, to get each other's marketing image, product or service benefit, benefit both sides[[NW3]](https://mail.qq.com/cgi-bin/viewdocument?sid=tpuT5boBOIEBf18H&filename=822374+Mr+Bowen+Xu+DLR+(37%25).docx&mailid=ZL3519-kL1FbTKf41olLAxU7QOhV71&retry=true&t=attachments_content&ef=qfunc&s=yozo#_mso_3). It also can be a marketing tool, to help and solve the problem of the current society, through the provision of resources and capital to solve their business goals or plans. (Business Case Studies, 2016).

According to Adkins’s book Cause Related Marketing “who cares wins” (Adkins，1999[[NW4]](https://mail.qq.com/cgi-bin/viewdocument?sid=tpuT5boBOIEBf18H&filename=822374+Mr+Bowen+Xu+DLR+(37%25).docx&mailid=ZL3519-kL1FbTKf41olLAxU7QOhV71&retry=true&t=attachments_content&ef=qfunc&s=yozo#_mso_4)), Business and extensive community is inseparable.Business needs to obtain a business license, with good staff and a prosperous consumer base. [[NW5]](https://mail.qq.com/cgi-bin/viewdocument?sid=tpuT5boBOIEBf18H&filename=822374+Mr+Bowen+Xu+DLR+(37%25).docx&mailid=ZL3519-kL1FbTKf41olLAxU7QOhV71&retry=true&t=attachments_content&ef=qfunc&s=yozo#_mso_5)Therefore, if the business without healthy community, it would make the business in short supply and the potential of the business will be restricted. Through all aspects of business, and through Cause Related Marketing to give stakeholders helps to gain an advantage in the market. businesses not only need to build a healthy business, health workers, community health, at the same time also need to have a healthy society, thus forming a virtuous circle[[NW6]](https://mail.qq.com/cgi-bin/viewdocument?sid=tpuT5boBOIEBf18H&filename=822374+Mr+Bowen+Xu+DLR+(37%25).docx&mailid=ZL3519-kL1FbTKf41olLAxU7QOhV71&retry=true&t=attachments_content&ef=qfunc&s=yozo#_mso_6). So, when a market expansion or popular, it contains the successful factors market to understand the present situation of the people's life, people lack what, or what people need (Adkins, 1999).

3. Example of Cause Related Marketing of who cares wins[[NW7]](https://mail.qq.com/cgi-bin/viewdocument?sid=tpuT5boBOIEBf18H&filename=822374+Mr+Bowen+Xu+DLR+(37%25).docx&mailid=ZL3519-kL1FbTKf41olLAxU7QOhV71&retry=true&t=attachments_content&ef=qfunc&s=yozo#_mso_7)

Computer school is one of Britain's most famous Related Marketing plan, but also Cause Related Marketing an award-winning example in the UK. This example is a Tesco program to give computers to schools. This simple program, based on around a token redemption scheme, has been running for more than ten years, and during that time delivery for a staggering 84 million pounds of information communication equipment to the school in the UK (Adkin[[NW8]](https://mail.qq.com/cgi-bin/viewdocument?sid=tpuT5boBOIEBf18H&filename=822374+Mr+Bowen+Xu+DLR+(37%25).docx&mailid=ZL3519-kL1FbTKf41olLAxU7QOhV71&retry=true&t=attachments_content&ef=qfunc&s=yozo#_mso_8), 1999). So, “who cares wins”, Tesco cares school then wins.

Another example is the “Age UK and Innocent”, In the past ten years, Age UK groups around all country have knitted small wool caps for Innocent smoothie bottles. For every ‘behatted’ smoothie that’s sold, Innocent donates 25p to Age UK. As well as raising over £1.75 million, ‘The Big Knit’ plan solve the problem of social isolation between the elderly (Top cause-related marketing campaigns, 2016[[NW9]](https://mail.qq.com/cgi-bin/viewdocument?sid=tpuT5boBOIEBf18H&filename=822374+Mr+Bowen+Xu+DLR+(37%25).docx&mailid=ZL3519-kL1FbTKf41olLAxU7QOhV71&retry=true&t=attachments_content&ef=qfunc&s=yozo#_mso_9)).

4.Gym market with increasing number of children obesity

4. 1 A dramatically increasing number of childhood obesity threats the health of the children in the UK

Now, research by British government health (2004, p12-13), [[NW10]](https://mail.qq.com/cgi-bin/viewdocument?sid=tpuT5boBOIEBf18H&filename=822374+Mr+Bowen+Xu+DLR+(37%25).docx&mailid=ZL3519-kL1FbTKf41olLAxU7QOhV71&retry=true&t=attachments_content&ef=qfunc&s=yozo#_mso_10)according to the report that childhood obesity has tripled in the past 20 years in the UK, obesity will soon replace smoking as the main cause of premature death in adults, half of Britain's children will be clinically obese by 2020. Therefore, it is a huge opportunity to the gym in the UK market.[[NW11]](https://mail.qq.com/cgi-bin/viewdocument?sid=tpuT5boBOIEBf18H&filename=822374+Mr+Bowen+Xu+DLR+(37%25).docx&mailid=ZL3519-kL1FbTKf41olLAxU7QOhV71&retry=true&t=attachments_content&ef=qfunc&s=yozo#_mso_11)

4.2 Gym in UK market

Research by Quesnel [[NW12]](https://mail.qq.com/cgi-bin/viewdocument?sid=tpuT5boBOIEBf18H&filename=822374+Mr+Bowen+Xu+DLR+(37%25).docx&mailid=ZL3519-kL1FbTKf41olLAxU7QOhV71&retry=true&t=attachments_content&ef=qfunc&s=yozo#_mso_12)(2016) shows that the first time British gym membership number more than 9 million in 2016, the gym membership increased by 5.3%, and the gym market value increased by 3.2%, British gym is now estimated at 4.4 billion pounds total market capitalization. And now Britain has 6435 fitness facilities, increase than last year's 6312 (Quesne[[NW13]](https://mail.qq.com/cgi-bin/viewdocument?sid=tpuT5boBOIEBf18H&filename=822374+Mr+Bowen+Xu+DLR+(37%25).docx&mailid=ZL3519-kL1FbTKf41olLAxU7QOhV71&retry=true&t=attachments_content&ef=qfunc&s=yozo#_mso_13), 2016). According to those data, David Minton who are director of The Leisure Database Company argues that this is a good result in the gym market. The ascension of each core index shows that technology, innovation and take the customer as the center of the potential of fitness products together (Quesne[[NW14]](https://mail.qq.com/cgi-bin/viewdocument?sid=tpuT5boBOIEBf18H&filename=822374+Mr+Bowen+Xu+DLR+(37%25).docx&mailid=ZL3519-kL1FbTKf41olLAxU7QOhV71&retry=true&t=attachments_content&ef=qfunc&s=yozo#_mso_14), 2016).

5.The successful children’s fitness center in the US[[NW15]](https://mail.qq.com/cgi-bin/viewdocument?sid=tpuT5boBOIEBf18H&filename=822374+Mr+Bowen+Xu+DLR+(37%25).docx&mailid=ZL3519-kL1FbTKf41olLAxU7QOhV71&retry=true&t=attachments_content&ef=qfunc&s=yozo#_mso_15) and regulation of the field

5.1 Successful case of My Gym in the US

Children's fitness center to expand its mission [[NW16]](https://mail.qq.com/cgi-bin/viewdocument?sid=tpuT5boBOIEBf18H&filename=822374+Mr+Bowen+Xu+DLR+(37%25).docx&mailid=ZL3519-kL1FbTKf41olLAxU7QOhV71&retry=true&t=attachments_content&ef=qfunc&s=yozo#_mso_16)is becoming more important during the adolescent obesity phenomenon more epidemic (2013, p.20-22). Focus on children's fitness center has existed for a long time, but because the epidemic of American children dislikes active phenomenon, the fitness center has given established a renewed aim to improve children psychology of facilities to help children to adapt to (2013, p.20-22).[[NW17]](https://mail.qq.com/cgi-bin/viewdocument?sid=tpuT5boBOIEBf18H&filename=822374+Mr+Bowen+Xu+DLR+(37%25).docx&mailid=ZL3519-kL1FbTKf41olLAxU7QOhV71&retry=true&t=attachments_content&ef=qfunc&s=yozo#_mso_17) My Gym is one of them, not only is it a safe place to let the children and they trained coach for activities, but also provides a guide to a healthier life (2013, p.20-22).

5.2 The ACE provides youth fitness specific educational certifications

Diego (2013, p.20-22)[[NW18]](https://mail.qq.com/cgi-bin/viewdocument?sid=tpuT5boBOIEBf18H&filename=822374+Mr+Bowen+Xu+DLR+(37%25).docx&mailid=ZL3519-kL1FbTKf41olLAxU7QOhV71&retry=true&t=attachments_content&ef=qfunc&s=yozo#_mso_18) who are providing new youth fitness-specific educational certifications claims that as more and more businesses enter this space, the American Council on Exercise (ACE). Since may, ACE has been providing youth fitness and health nutrition experts certification (2013, p.20-22). Wall argues that Adolescent health certificate is very important because children need to work with the certified personal trainer. At the same time data about childhood obesity, want to keep the leading trends and statistics. More in-depth understanding of the two part, the first is the content of the course more questions from fitness experts and the second on how to training with teenagers under the age of 12 or aerobic training.

6. Free gym in Birmingham

Heart of Birmingham teaching primary care trust In Ladywood district of the city recently launched the “Gym For Free” plan. Select the area because it has a high level of obesity in children and infant mortality. And life expectancy for residents is also very short. Participants are eligible for free in the Ttie city fitness and swimming. The project aims to encourage more people to use leisure center and swimming pool. Participants are assigned a mentor and must attend four times a month fitness, fitness or swimming meeting, in order to return visit to the plan (Birmingham, 2008). It is a good start in the UK and related with Cause Related Marketing, this will make the gym market expanded rapidly in the UK.[[NW19]](https://mail.qq.com/cgi-bin/viewdocument?sid=tpuT5boBOIEBf18H&filename=822374+Mr+Bowen+Xu+DLR+(37%25).docx&mailid=ZL3519-kL1FbTKf41olLAxU7QOhV71&retry=true&t=attachments_content&ef=qfunc&s=yozo#_mso_19)

**references**[**[NW20]**](https://mail.qq.com/cgi-bin/viewdocument?sid=tpuT5boBOIEBf18H&filename=822374+Mr+Bowen+Xu+DLR+(37%25).docx&mailid=ZL3519-kL1FbTKf41olLAxU7QOhV71&retry=true&t=attachments_content&ef=qfunc&s=yozo#_mso_20)**:**

Adkins, S. (1999). *Cause related marketing*. Oxford: Butterworth-Heinemann.

Birmingham. (2008), *UP AND RUNNING* [[NW21]](https://mail.qq.com/cgi-bin/viewdocument?sid=tpuT5boBOIEBf18H&filename=822374+Mr+Bowen+Xu+DLR+(37%25).docx&mailid=ZL3519-kL1FbTKf41olLAxU7QOhV71&retry=true&t=attachments_content&ef=qfunc&s=yozo#_mso_21)*Gym for Free*, Regeneration & Renewal, 9.

Children's Fitness Centers Expanding Their Mission, Becoming More Important during Youth Obesity Epidemic. (2013). *Club Industry*, 29(9), 20-22.[[NW22]](https://mail.qq.com/cgi-bin/viewdocument?sid=tpuT5boBOIEBf18H&filename=822374+Mr+Bowen+Xu+DLR+(37%25).docx&mailid=ZL3519-kL1FbTKf41olLAxU7QOhV71&retry=true&t=attachments_content&ef=qfunc&s=yozo#_mso_22)

Quesnel, C. (2016). *Press Release: 2016 State of the UK Fitness Industry Report*. The Leisure Database Company. Retrieved from http://www.leisuredb.com/blog/2016/5/11/press-release-2016-state-of-the-uk-fitness-industry-report

 Top cause-related marketing campaigns. (2016). *Barnardos.org.uk*. Retrieved from http://www.barnardos.org.uk/get\_involved/corporate\_partnerships/barnardos-in-business/innovation3/corporate\_partnerships-topcharitycampaigns.htm

UK health: childhood obesity epidemic feared. (2004). *Pharma Watch: Monthly Review*, 3(7), 12-13.

What is cause related marketing - The importance of cause related marketing - Cadbury Schweppes | Cadbury Schweppes case studies and information | Business Case Studies. (2016). *Businesscasestudies.co.uk.* Retrieved from http://businesscasestudies.co.uk/cadbury-schweppes/the-importance-of-cause-related-marketing/what-is-cause-related-marketing.html#ixzz4RxGc5CTs

**Project Draft Literature Review Feedback Form**

**Student:** 822374 Mr Bowen Xu **Mark:** 37

|  |  |  |
| --- | --- | --- |
| Criterion | Y/N | Comments |
| Provisional title – is this clear and suitable? | N | The title needs revising – the subject matter – obesity and the gym market is clear – but we don’t know what direction the research or the investigation is going to take.  Obesity and the gym market are both too general in meaning – the focus needs to be narrower.  You need to focus your project so that it is more specific – the section on cause-related marketing would be interesting for this. |
| Project topic  - Is it relevant to your course of study?  - Is it focussed on one or more countries other than your own?  - Is it feasible in practice? | Y  Y  Y/N | The topic is relevant to both your personal and academic interests – however, as noted, it is still at this point far too general and must be made more specific.  As discussed in tutorials, yes – the project is feasible as it should be possible for you to contact and interview people in the gym industry.  However, before you can do that you must make your focus a lot clearer. |
| Are ideas organised logically? | N | Although you have organised the sections more or less logically, the content is not explained clearly. You are taking too general a view and your focus is not specific enough. |
| Are all in-text citations included? | N | The in-text citations need to be checked carefully |
| Is the bibliography complete?  Is it in APA 6th ed. format? | N  Y/N | The reference list uses APA 6th but needs to be checked carefully |
| Sources:  - Are they sufficiently varied?  - Are they relevant to the topic area?  - Are they sufficiently up to date?  - Do they collectively give a balanced view? | N  Y  N  N | You rely on press releases and news articles too much for your literature review and you only have one main source on cause-related marketing.  When you revise this text, you should look more carefully at the academic literature on cause-related marketing and related concepts such as Corporate Social Responsibility and Public Relations. |
| Literature review  - Is there evidence of background reading on related theories and current/past research/studies?  - Is there good relevance to the topic?  - Does the review logically lead-in to specified research question(s)/Project aims?  - Are all statements fully supported? | N  N  N | There is not enough information here and the information you do have is too general and not focussed enough.  The literature review does not really make it clear what the focus of the research is – we only know the general topic - the rise in adolescent obesity as a business opportunity for the health and fitness industry. |
| Is there a copy of the poster materials?  Does it correspond with the draft? | N  N | ***Note****: Due to issues with Moodle, I told my students they did not have to submit the poster with the Draft Literature Review.* |

**First Marker:** Nicholas White **Date:** 8th January 2017

**Second Marker:**