

The Influence of Fitness App on College Students' Exercise Consciousness and Behavior

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Abstract: In recent years, fitness APP with its own special advantages in the majority of sports media far ahead, and has won the favor of college students, with APP assisted fitness has become an overwhelming new trend. Taking taizhou University students as the survey object, this paper analyzes the advantages of fitness APP, and analyzes the influence of fitness APP on college students' physical exercise according to the theory of cognitive behavior habit.

1. Introduction

1.1 Scientific Advantage

Our country has a huge fitness team, but how to realize scientific exercise as the primary problem in public fitness. With the emergence of fitness apps, problems previously encountered by the public are readily solved. They provide scientific, personal and real-time sports services to the public just like “personal coaches”. Fitness APP involving many exercise program, it can use the video display, text narrative, dynamic figure for the exercise of the public to provide clear guidance skills, such sports users or want to learn martial arts dance, can choose according to user requirements, to their own scientific advantage promote the public consciousness of exercise and physical quality.

1.2 Advantages of Convenience

Nowadays, the pace of people's life is gradually accelerating, and people's demand for convenient services or materials is increasing day by day. For the majority of scholars who love physical exercise, the timing and fixed mode of traditional physical exercise exactly deviates from the convenience service of sports seekers, which undoubtedly has a great impact on the enthusiasm of scholars who love physical exercise. Fitness APP belongs to a branch of sports public media, providing flexible and convenient sports services to the majority of user groups. Through the rational use of fitness APP, people need not usual to specify fitness sites, looking for a fitness coach, repeat the exercise fixed content to suit itself to the requirement of exercising, no special buy sports exercise books to raise their sports knowledge, also need not into specified fitness places looking for a friend to accord with the requirement of itself social aspects and so on, As long as people open the fitness APP, they can obtain interested sports information and relevant knowledge at any time,

realize professional fitness training guidance through it, and also use it to build their own social circle of physical exercise, without thinking about time and place. And fitness APP can be run on mobile devices, its interface is simple, people can easily operate.

1.3 Social Advantage

Fitness APP is not just a sports interest group exercise housekeeper, or enhance exercise social, express emotions the best platform, in the social sector set up fitness APP, users can use the exercise to build their own social circle, the user may at any time and each region of interest here exercise group fitness experience of communication, sharing skills and knowledge, These exercise information can also be shared by fitness apps on various social platforms, only for more sports loving scholars to use for reference.

The status quo of fitness apps used in college students' physical exercise With the emergence of fitness apps, they occupy a far leading position in many sports media and are highly valued and used by the public, especially by college students. The main reason is that fitness apps can satisfy students' diverse needs for physical exercise. Based on the basic physical exercise requirements of college students, the fitness APP can realize the quantification and data of college students' physical exercise in the aspects of making exercise plans, recording and tracking data, comparison and other performance Settings, so that they can have an objective understanding of their own exercise reality, and can fully stimulate their interest in physical exercise. In view of the requirements of college students' physical exercise, the performance of the fitness APP, such as user level, friend ranking and personal medal, can satisfy their great sense of achievement and promote the overall improvement of students' confidence in physical exercise. Fitness APP to set the user groups usually between 15 to 30 students and young professionals, its function and content will be set by the group related interests, good knock in the middle for college students, as the use of fitness APP targeted groups, and higher quality on the college students belong to social talents, to fitness APP quickly accepted.

2. The Influence of Fitness Apps on College Students' Exercise Awareness and Behavior

2.1 The Impact of Fitness Apps on College Students' Awareness of Exercise

Physical exercise consciousness belongs to the inner psychological representation of the human body, which plays a regulating role in the human body's choice of participating in sports events and participating in behavioral responses, and has a direct impact on the individual's physical education and exercise effect. At the same time, as the main psychological component of adjusting sports motivation system, college students' physical exercise consciousness belongs to individual inner sports behavior. Physical exercise consciousness includes people's understanding of the meaning, purpose, evaluation and value of physical activity, experience the emotion of physical exercise activity and reflect the behavior of physical exercise activity. Active awareness of exercise is the most important thing for students to learn physical education, and forming a good awareness of exercise is the foundation of good exercise behavior. The awareness of physical exercise is not innate, but acquired by students through direct and indirect experience under the influence of social environment for a long time. From the point of view of college students, a good sense of exercise is the necessary basis for them to realize lifelong exercise consciousness. With the accelerated development of fitness apps and their wide application in the exercise range of college students, they gradually play a key role in college students' sports life and occupy an indispensable position in the development of college students' exercise consciousness.

2.2 The Influence of Fitness Apps on College Students' Exercise Behavior

As a key part of college students' sports life, exercise behavior belongs to the external manifestation. Among them, exercise time, frequency and intensity are the performance of college students' direct participation in exercise behavior, and sports consumption is one of the important components of college students' physical exercise behavior. The exercise behavior of college students is not only affected by their own quality, but also by many external factors, and fitness APP is one of them. The use of fitness apps in college students' sports life can not only help them learn physical training skills, so that their requirements on sports can be satisfied, but also promote their interest in sports learning and entertainment, so fitness apps have become a necessary good product in college students' sports life.

In the practical application of fitness APP for college students, it can not only help students to make professional exercise plans, but also remind students when they should exercise regularly, so as to help students develop a high-quality exercise habit. After college students share their own exercise data in their exercise social circle, the fitness APP can form a ranking based on the fitness data of their fitness friends. The ranking of exercise data can not only increase college students' sports achievements, but also fully stimulate their interest in sports and make them actively participate in sports exercise. During college students' physical exercise, fitness APP can remind students to keep exercise distance, appropriate speed and appropriate exercise time at will. If college students want to pause in the middle of exercise, fitness APP can provide motivational language to encourage them to continue exercise. At the same time, the fitness APP can combine the physiological indicators and exercise data of college students to analyze their energy consumption during exercise, so that they can fully understand whether the exercise intensity can meet their exercise needs, so as to increase or decrease the exercise intensity appropriately, so that college students can objectively master their own exercise intensity.

3. Conclusion

To sum up, this paper analyzes the influence of fitness APP on college students' exercise awareness and behavior. It can be seen that among college students who use fitness APP, the maintenance time, frequency and single use time of fitness APP play a positive role in the development of college students' exercise behavior.

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