

FROM COUCH POTATO TO FITNESS ENTHUSIAST: A QUALITATIVE EXPLORATION OF THE ROLE OF FITNESS APPS IN LIFESTYLE CHANGE

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Abstract

With the rapid and significant advancement of technology nowadays, there are a lot of themes to be explored in the field of integrating technology into health and fitness. The role of online applications such as fitness trackers is the main concept to be addressed. The purpose of this study is to gain insight regarding how fitness tracking applications assist the lifestyle transition of an individual from being sedentary to becoming more active. The study is centered on identifying which app features encourage students to make long-term changes to their habits and lifestyle. Qualitative-Phenomenological Approach is employed in this study to better understand the experience and perspective of the students concerning the role of fitness apps in lifestyle development. Therefore, the use of in-depth interviews with the key informants is utilized in gathering data specifically the viewpoint and testimonies of the students. Consistent with the stated purpose, this study opts to serve as a guide for future application developers and enlightenment for individuals as for the function of technology in relation to fitness and well-being.

Keywords: Role, Fitness Tracking Applications, Lifestyle.

Introduction

According to Risby (2024), fitness and workout apps are rapidly growing around the world. This means people are switching to digital apps for their fitness needs. These apps provided a wide range of features, making it easier to stay fit. For instance, having personalized workout plans meant they could get workouts matching their goals, whether they want to lose weight, build muscle, or improve stamina.

Beutler (2020) reviewed 103 gamified fitness tracking apps available on Google and Apple stores, finding that gamified apps motivated students through competition, challenges, and social influence. These elements created a sense of achievement. Leaderboards promote friendly competition and streaks, encouraging consistency in workouts. Patkar (2020) found that social sharing boosts motivation, allowing students to connect, share achievements, and stay accountable. Visual rewards like badges boost confidence. Notifications ensure students stay active despite busy schedules.

According to Yang et al. (2020), the use of behavior modification methods is essential for maintaining motivation. Social features include sharing development, socializing with other users, and enhanced responsibility. Despite the benefits they provide, fitness tracking apps struggle to promote continuous habit development. Overall, fitness tracking apps show possibilities to boost physical activity; however, they require enhancements in personalization, interaction techniques, and information accuracy. According to Vinnikova et al. (2020), the download rate for mobile fitness apps was substantial, but so was the deletion rate. The main reason why students stop using the apps were caused by the high effort required for data entry, diminishing interest.

While there were many records of its effectiveness, researchers have yet to explore their prolonged efficacy. According to Vaghefi and Tulu (2019), although these apps provide astounding benefits, their impact is short-lived. If the app was unable to maintain its students' interest, it could have been

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because of disappointment due to the app not surpassing expectations of providing significant gain that push students to further utilize the app. Jin et al. (2020) stated that students are more likely to be willing to engage if they are determined to finish their prior goals. If their goals do not align with the app's functions, it ultimately leads to disengagement.

This study aims to grasp a better understanding on the role of fitness tracking apps in changing one's lifestyle by making use of students' perception to identify the functions of these apps and how they contribute to their motivation into continuing their progress. The researchers wanted to explore essential elements like the advantages and disadvantages individuals may encounter that can affect how they perceive its efficacy.

According to Yuan et al., (2021) and Chen et al., (2022), irregular physical activities and poor diets are the common factors that lead to diseases. In result, the use of fitness tracking applications is highly encouraged to provide easy-to-use resources in physical exercise and promote healthier lifestyle. It will benefit its users' health through enhancing their motivation for being physically fit, which can help reduce high risk of diseases.

Conceptual Framework

The diagram illustrated below presents the research paradigm. The phenomenological topic that will be studied is the effectiveness of fitness tracking apps is located at the left side of the illustration. Six concepts were identified that may indicate the effectiveness of fitness tracking applications, (1) application features, (2) external influences, (3) behavioral outcomes, (4) health outcomes, (5) students' engagement, (6) students' feedback.

Figure 1: The Conceptual Paradigm of the Study

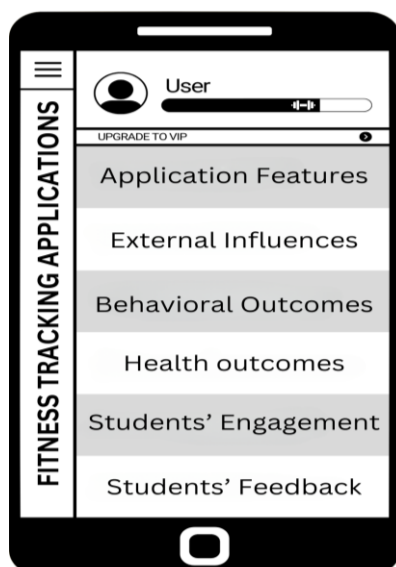


Figure 1 shows the conceptual framework of the study. It illustrates the relevance of the main concepts which are application features, external influences, behavioral outcomes, health outcomes, students' engagement, and students' feedback. The first variable is the application features. Tracking health data and progress, goal-setting, and customization, are important in identifying the effectiveness of such apps. Second variable is the external influences. It is associated with the effectiveness of fitness tracking apps because they can serve as motivations for the users to continue using the app. Third variable is the behavioral outcomes. Through the behavioral changes, it can be a way to distinguish the effectiveness. Fourth variable is the health outcomes of users. By recognizing the improvements, a user has experienced while using the application can identify whether the app is effective. Fifth variable, students' engagement. This can be used to determine the effectiveness since users who use the app more often signify that the application does work. The sixth variable is the students' feedback. A students' feedback is one of the most commonly used in terms of knowing the effectiveness of an app since people can share their honest reviews on the fitness tracking apps, which then enables others to be informed on the efficacy of the app.

Statement of The Problem

This study aims to assess the role of fitness tracking apps in the development of a healthy lifestyle as perceived by students. The researchers will answer the questions below;

Central Question: How do students perceive the role of fitness tracking applications in their change of lifestyle?

Probing Questions

1. How do fitness tracking apps influence students' perspectives regarding physical activity?
2. What specific features of fitness apps do students find most helpful in motivating them to become more active and change their lifestyle?

Scope and Delimitation

This study is focused solely on understanding how students perceive the role of fitness tracking apps. The researchers aimed to assess the impact of these apps on user engagement, goal achievement, and overall motivation to maintain fitness habits. The respondents were selected from Senior High School and College students who utilize fitness tracking apps around Malolos, Bulacan. The research was conducted during the first semester of the academic year 2024-2025.

Methodology

Methods and Techniques of The Study

This study applied qualitative research design to identify the effectiveness of fitness tracking apps. According to Asper and Corte (2021), it makes use of a process between theories and evidence to gain information that explains particular phenomena. It dives into real-world problems analyzed in collected data. Data were gathered through observations, surveys and interviews, or by making use of already existing data. The study used qualitative research design because it aims to understand subjective experiences and perspectives of students. This approach develops better understanding of students' attitudes by taking viewpoints and insights that are relevant to their experiences using fitness apps. Qualitative methods allowed for a more in-depth understanding of what motivated key informants, what their challenges were, and how they behaved.

In this research, a phenomenological approach was used. According to Alhazmi and Kaufmann (2022), phenomenological research allows exploration and observation on different aspects of life while conducting the study based on human experiences. The phenomenological approach which focused on analyzing the key informants' lived experiences helped in conducting the study. A phenomenological approach was used in the study because it aided in understanding the experiences and perspectives of the key informants about effectiveness of tracking applications that might not emerge with other research methods.

Respondents of The Study

Essential data was collected from selected senior high school and college students around Malolos, Bulacan. These students served as key informants, and the data they provided offered insights and supported the research findings. There were 22 key informants who were observed for this study. The researchers used a purposive sampling technique to select key informants. According to Hassan (2024), purposive sampling is a non-probability technique that targets individuals with specific characteristics relevant to the research. By clearly defined selection criteria, researchers could effectively address their research questions. Additionally, Nikolopoulou (2023) pointed out that purposive sampling was beneficial in qualitative research, as it allowed a deeper understanding of a small number of cases. By utilizing purposive sampling technique, researchers were able to select informants who fit the criteria. In this case, Senior high school and College students who (1) had been actively and consistently using the app at least 3 times a week for the past 3 months, (2) had sufficient experience with the app and were familiar with its functions, and (3) were willing to participate in the study, were selected as they possessed the knowledge essential to obtain insights.

This technique ensured that the researchers gathered only the crucial data from informants who could directly contribute to solving the objectives of their study, thereby enhancing the reliability, relevance, and broadness of their findings.

Instruments of The Study

The researchers used structured interviews to gather data. According to Xu (2023), a structured interview is a set of pre-made questions for the interviewer to ask the interviewee. This ensures all candidates are asked the same set of predetermined questions. This study applied structured interviews because it enables the researchers to have specific answers and minimize biases on the insights. This interview allows details to be considered in capturing experiences and perceptions of students. This method ensures a direct comparison on the respondents' consistency and comparability, which allows the researchers to point out patterns and themes.

Data Gathering Procedure

The researchers obtained approval from the subject teacher to conduct a study in-campus in Malolos, Bulacan, selecting 22 key informants to answer questions about app effectiveness. In-person interviews were conducted to gain insights. Consent was first obtained from each informant, and the researchers discussed the study's purpose and its relevance. Informants then answered 3 questions, each with a 10 minutes response period. The researchers examined these responses to assess the overall perceived role of fitness tracking apps. The researchers followed the interview procedure below;

- The researchers thoroughly selected key informants to interview.
- The key informants were given a consent form to participate in the study.
- Each question was given to the key informants and the researchers allotted time for the key informants to analyze the questions.
- All forms would be collected and all who gave consent would then be given at least 10 minutes per key informant to answer 5 questions regarding the study.
- The data acquired from the key informants are examined and utilized by the researchers to conduct the study.

The questions within the interview guide were subjected to scrutiny by three panels of experts. The first expert is a graduate of Master in Arts in Education Major in Physical Education and Sports. The second expert is a fitness enthusiast and a personal trainer at a gym in Malolos with a background of a degree in Physical Education. The

last expert consulted for validation is a health professional of a private hospital.

Data Processing & Statistical Treatment of Data

The researchers have utilized thematic analysis to analyze the data. According to Caulfield (2019), thematic analysis is a way for understanding qualitative data. This helps researchers find common topics and patterns in the data. It usually follows six steps namely familiarization, coding, generating themes, reviewing themes, defining and naming themes, and writing up. According to Morrow (2020), the phenomenological method developed by Colaizzi is an organized technique for analyzing qualitative data. It involves choosing important sentences from participant answers and understanding their underlying ideas. The themes that capture the essence of the topic under study are used. Key informants' validation, in which they are informed of the results to ensure an accurate representation of their experiences, is an essential part of the methodology. The researchers applied Colaizzi's phenomenological method in the study to delve into students' lived experiences with fitness tracking apps.

Ethical Consideration(s)

The researchers of the study will follow the guidelines below to ensure that the study will not violate or commit ethical issues;

1. The objectives and essence of the research will be defined accurately.
2. Key informants will be selected using the inclusion criteria.
3. Potential harm to the key informants will be considered.
4. Key informants will acquire benefits from participating in the study such as additional knowledge in fitness.
5. The study did not involve animals but committed to ethical standards by respecting animal welfare guidelines.
6. The data gathered will be kept only by the researchers conducting the study to make sure that the key informants' privacy and confidentiality is well-protected.
7. Researchers will be giving out consent forms to have the authority to record the interviews.

8. All key informants shall be asked permission to use a standardized instrument in the interview.
9. All key informants shall be granted the freedom to withdraw or put the interview on hold if necessary.
10. Every key informant will be given the right to not answer any question/s that they are not comfortable answering.
11. Key informants have the right to be informed. Therefore, researchers are expected to share the findings of the study.
12. The right to ask questions shall be granted to the informants.
13. The researchers will be the only ones who have the ability to make use and discard all gathered data.
14. The researchers will produce only accurate and reliable data that would contribute to any individual's health and lifestyle.

The paper was submitted for review to the ethics committee of a private university in Bulacan.

Results and Discussion

The following figures shows the identified themes which are the following:

- (1) the perceived role of fitness tracking applications regarding health and well-being is convenience since it provides assistance in tracking data and accessibility;
- (2) perspectives involving exercises and physical activities are highly influenced by the use of tracking applications;
- (3) specific features developed within fitness trackers including: calorie tracking, specific programs, and daily streaks are perceived to be the most helpful features for students employing fitness softwares;
- (4) enforcing self-discipline, development of a healthy lifestyle, adequate consumption in particular are considered the beneficial aspects of fitness apps.

Emergent Theme 1: On the influence of tracking apps

Meaning Units	Condensed Meaning Units	Sub-theme	Theme
<i>"Before I started using a fitness app, I thought that working out was hard and you needed professionals to teach you, but then when I</i>	The fitness app revolutionized the view of the user towards working out by providing custom	Fitness tracking applications provide students concise guide, custom exercises, and detailed information as they allow students to monitor	Fitness tracking applications influence students' perspective on physical activities for it provides them workouts

<i>started using a fitness app, it changed my perspective. The app provides guides, and the exercises are personalized for you, adjusting based on whether you're a beginner, intermediate or experienced, etc."</i>	exercise and guides in accordance with the fitness level of the user.	their Fitness goals and progress from the calories, they intake, the weight they have lost and the runs/steps they acquired.	they need and monitor their progress and achievements.
<i>"Fitness apps provide users with detailed information about their activity levels, such as steps taken, calories burned, and workout duration."</i>	Fitness tracking apps help students track their activity by rendering detailed information in the form of number of steps, calories loss, and time arrived at even duration of workout.		
<i>"It is a big help because fitness tracking apps can identify what physical activities or exercises do you need to do each day and we can see how long it require us to execute such activities and with that it becomes motivating because you are able to see how much calories or kilograms you have lost."</i>	Fitness tracking application provides daily workouts and routines that may help to lose their weight and it monitors how much weight or calories the student's lost each time.		
<i>"The fitness app has changed my view of physical activities like walking, running, or just moving your body can help burn some calories, tho not all or not much but still you are losing some of it."</i>	The fitness tracking apps shifted the perception of the students with regard to exercises and indicated that even small movements can help burn calories, even if it's not a lot.	Fitness tracking apps help students understand that constant movement burns calories, changing their view on exercise. These apps enhance physical fitness by tracking lifts, calorie intake, and offering personalized activity schedules.	
<i>"It is easier to create a plan for physical activities because I am able to schedule specific physical activities that I do."</i>	Fitness tracking application yields a custom schedule calendar that may help suggest physical activities for them to do every day.		
<i>"Based on my experience before, the applications that I used, each day I check it, gives out motivational quotes that are actually effective for me because it helps me feel motivated. Also, before, as days go by, the more I use fitness</i>	Fitness tracking applications feature 'motivational quotations' to its students which help students to feel more motivated about exercising.	Fitness tracking apps offer the students a better understanding of how important exercise and health care are. These apps provide detailed information to serve as a guide for students to base on in terms	

<i>tracking applications, I see changes in my holistic health which leads me to be more motivated."</i>		of staying fit and becoming a better version of themselves.	
<i>"Because it gives out clear information regarding the things that I need to do and my progress. With the help of these details, it makes me more aware of the importance of regular exercise and the benefits it has for my health. I became more conscious of the value of regular exercise and I am more inspired to continue my fitness journey."</i>	Fitness tracking applications offer concise information for the students to be able to track their progress accurately that may benefit them with awareness of health importance.		
<i>"The fitness tracking applications that I use educate me about the importance of each physical activity and significance of taking care of one's health."</i>	Fitness Tracking Apps help students understand how exercise and health care are vital to everyone.		

The figure presents the themes identified, which include:

- (1) fitness tracking apps simplifies creating an exercise routine;
- (2) encourages a shift in point of view regarding physical activity;
- (3) promotes awareness on the importance of living a healthy lifestyle.

In correlation to the study of Chaudhari et al. (2024), stating that tracking advancements allows students to assess the sustained advantage of their customized routines. In other words, the capability to execute assigned exercises and monitor improvement serves as a stimulus and reinforces healthy habits.

Additionally, Kalidindi and Srija (2024) say that providing information on the user's progress helps them recognize the current habits that withhold them from living a healthier lifestyle. This highlights that such systems are capable of giving students mind-altering realizations to take control of their well-being.

According to Hilmarsen et al. (2021), every step and effort are valuable. Students find that tracking apps serve as a support system that boosts their confidence to make healthy lifestyle changes.

Emergent Theme 2: On the perceived most helpful features of fitness tracking applications

Meaning Units	Condensed Meaning Units	Sub-theme	Theme
<i>"I think the feature that helped me the most to be more active is the part that when you search the food, it will show you the calories per serving. Then, when I check the calories of the food that I always ate, I realize that I need to lessen my food intake and do more workouts."</i>	The application feature which shows the calories per serving when searching for food helps students make better choices. Also, it helps them monitor daily calorie intake every day.	Calorie tracking and food search features in fitness apps encourage healthier choices by showing calories per serving, helping students adjust intake and boost exercise.	The useful features of tracking applications are calorie tracking, providing specific programs depending on the students' needs and streaks that motivate students to be consistent in using the application while

<i>“I think that one of the most effective ways that helped me by using a fitness tracking app is the calorie tracking feature. Because the calorie tracking feature helps me to track my daily calories, and if I go beyond my tracking limit, I can also use the steps or walking tracking app to burn the calories that I exceeded.”</i>			actively engaging in physical activities.
<i>“For me, the particular feature that I can have that has helped me is that fitness apps give me exercise and give out for the amount of food I can intake to maintain my diet.”</i>	The feature that has helped the most is how fitness apps provide exercise recommendations and suggest the amount of food to consume to maintain a balanced diet. This helps students manage their fitness and nutrition effectively.		
<i>“In my opinion it's the personalized workout plans and monitoring feature where it monitors my progress. Since it's personalized, the intensity of the exercise is tolerable and it makes me think that it is not that hard to do various exercises. Workout plans give me information on what part of the muscle group I need to work on, making me satisfied knowing what part of the muscle group I'm training.”</i>	Students find personalized workout plans and progress monitoring effective, as they make exercise more manageable and provide clarity on which muscle groups are being targeted, leading to a sense of satisfaction.	Personalized workout plans and visual progress tracking, like charts and graphs, help students target muscle groups effectively, stay motivated, and experience a sense of satisfaction by clearly showing their achievement.	
<i>“Apps that display progress visually, through charts, graphs, or even simple progress bars, make it easier for users to see how far they've come and stay motivated.”</i>	Fitness tracking apps show progress visually, through charts, graphs, or progress bars, and help students track their achievements. This visual representation makes it easier to see progress and stay motivated.		
<i>“The most helpful feature in fitness tracking apps is the idea of “streaks”, which pertain to your consistency in utilizing the app and engaging in</i>	The most helpful feature in fitness tracking apps is the concept of “streaks” which track consistency in using the app and engaging in physical activities. These	The “streaks” feature in fitness tracking apps aids students to stay consistent by tracking their activity, providing a sense of	

<i>physical activities. These streaks gives you a rewarding feeling or a sense of accomplishment, helping you stay consistent and look forward to your next physical activity."</i>	streaks provide a sense of accomplishments, motivating students to stay consistent and look forward to their next workout	accomplishment and motivating them to look forward to their next workout.	
<i>"The home workout app is what I use sometimes if I'm just at home. This app is also what I use so that I won't be able to skip my daily workout."</i>	Students occasionally use a home workout app to stay consistent with their daily workouts when at home. Moreover, students find this app easy and helpful because it allows them to save time exercising and doesn't require big equipment to use.	Fitness tracking applications help students stay consistent and active by offering equipment free exercise that can be done at home, saving time and eliminating the need to go elsewhere.	
<i>"The app that helped me is the Home Workout app, and it has helped me become more active in working out because I can do it at home. It makes my time easier since I don't have to go anywhere."</i>			
<i>"What helped me is the Home Workout App, and it's more helpful for me to become more active. Sometimes, it even makes working out easier without any equipment, and you don't need to go outside your house."</i>			

Above is the table that shows the gathered experiences of the informants:

- (1) Features give choices of healthy foods with their calorie value.
- (2) Provide personalized activity schedules.
- (3) Streaks and rewards are given for consistency of usage.
- (4) Fitness Applications offer equipment-free workouts that can be done at home.

According to Bülent and Köse (2023), a fitness tracking application offers calorie tracking. Users will be able to know the calories per serving of the food they consumed, which encourages students to consume healthy and beneficial foods, accompanied by exercises.

Balagnesh et al., (2022) studied that fitness tracking applications provide personalized activity schedules and progress tracking for students to easily manage their activities; Furthermore, personalized workout plans and visual progress tracking features keep students motivated and have a sense of satisfaction on their progress.

In accordance with the prior study of Bretterbauer et al., (2021), nowadays, home workout applications have become more relevant. Users view this as wise and easy because it doesn't require any equipment to engage in physical activities every day.

Emergent Theme 3: On the perceived positive outcomes on lifestyle

Meaning Units	Condensed Meaning Units	Sub-theme	Theme
<i>“This leads to improved cardiovascular health, increased muscle mass, and a lower risk of chronic diseases.”</i>	Utilizing fitness tracking apps offers countless health benefits on the physical and physiological well-being.	Fitness tracking applications present advantages to the students such as; health benefits and guaranteed positive lifestyle transformations all while empowering students to conquer their fear regarding starting a new fitness journey.	Fitness tracking applications are perceived to be positive in the aspects of: in encouraging practices in healthy lifestyle, self-discipline, and motivating to monitor one’s progress based on the results they see themselves as they utilize the applications.
<i>“I will say that a fitness tracking application helped me get started on having a positive shift in lifestyle, it made this shift easier, and it guided me to overcome the fear of getting started.”</i>	This app provided guidance towards achieving the goal of living a healthy lifestyle by helping conquer the worries of taking the first step.		
<i>“I can now say that utilizing fitness tracking apps has positive results as I see the positive changes it brings in my lifestyle, my fitness lifestyle became active and my body muscles became more prominent.”</i>	Using the app yields positive lifestyle changes, allowing its students to live an active life while also promoting bodily transformations, making the body muscles more defined.		
<i>“It helped me establish strict yet healthy limitations on what I eat and how much calories I need to consume.”</i>	It aids in enforcing nutritious eating habits tailored to the students’ specific needs. Additionally, this app is efficient in terms of restricting excessive calorie intake, which leads to enhanced physical health.	Employing tracking applications allows students to develop self-discipline since it encourages students to nurture good eating habits by modifying current habits and altering it like restricting too much food consumption and keeping track of calorie count in order to enhance one’s health.	
<i>“In just a month of tracking calories I got better results than when I just eat what I want to eat and not properly tracking my calorie intake.”</i>			
<i>“I started to pay more attention to my activity and progress, which made me become more strict with exercising and more conscious of the necessity of having a healthy lifestyle.”</i>	Progress awareness prompts realizations about the importance of living a healthy lifestyle, making students more attentive about their habits. It pushes students toward an active lifestyle.		
<i>“It motivates me to be active and do simple exercises.”</i>			
<i>“The most obvious outcome is a significant increase in physical activity. Users are more likely to walk more, exercise more frequently, and engage in more</i>	The app's motivational and goal- setting feature sparks students' excitement and initiative to do more activities,		

<i>strenuous activities due to the motivation and engage in more strenuous activities due to the motivation and accountability provided by the apps.”</i>	leading them to achieve better results.		
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The recurring themes drawn for insights provided are the following:

- (1) Fitness tracking applications offer benefits; improve health and positive lifestyle and conquer fears.
- (2) Utilizing fitness apps helps build self-discipline, change negative behaviors, and monitor progress.
- (3) These apps encourage students to engage more in exercises.

According to Saklani et al. (2021), self-tracking devices support healthy lifestyle modification and advancements in health. The initial parts cover topics that affect students' behavior and well-being, encourage active living, physical changes, and improving physical health.

As stated by Boldi et. al (2024), increase in physical awareness may be linked to the device's ability to track and display real-time physical data. The study highlights the similarity of the outcome that progress awareness prompts realizations about the importance of living healthily.

In accordance with the study of Terekhov (2024). The app you want should be adaptable. Interactivity and user engagement is a crucial aspect of fitness apps. The results show that features in fitness tracking apps push the students to reach their goals and have a healthy lifestyle.

According to Saklani and Vidlayala (2023), the health improvement that the existing fitness tracking apps offer could be efficient in offering real time tracking of physical activity. The results of the study shows that although these apps increase physical activity, the ability to promote maintained behavior change is dependent.

In conclusion, the usage of fitness trackers help facilitate physical activities suitable for users. Users adapt positive attitudes like self-discipline and accountability while acknowledging the significance of keeping up with advancement of technologies. Developing fitness tracking applications is considered to be a viable tool for individuals as they practice living a healthy lifestyle.

Implications of the Study

The results of this study correlate to the Theory of Acceptance and Use of Technology by Davis et al.

(2003). It supports integrating technologies in the field of health and well-being. This implies that facilitating conditions, such as technology and the internet plays a vital role. Additionally, features like progress tracking, goal-setting, and personalized routines, boost performance expectancy by assisting in achieving fitness goals, encouraging users to engage more actively in their lifestyle.

Based on the insights, researchers propose targeted activities to address identified issues. One initiative, "Live, Laugh, Love Running", a fun run program that encourages students to participate in a running contest, with top performers receiving rewards based on their steps. Another activity, "We Like to Move it: Collaborative Fitness Journey", promotes family and peer involvement by encouraging students to invite loved ones for weekly exercises. Additionally, "Work it Out: Virtual Group Workout", aims to engage workers by using fitness apps for group workouts, highlighting the importance of staying fit despite busy schedules.

Limitations

The scope of this study is limited to Senior high school and College students within Malolos, Bulacan, meaning the findings will not come across from different industries. The study is focused on tackling the advantages of utilizing fitness applications and does not discuss its disadvantages. However, the results of the study may be used in specific groups of people, especially those who are interested in fitness and health.

Conclusion

With yield results pertaining to the gathered data, here are the conclusions reached:

1. Fitness tracking apps influence students by creating personalized routines that encourage activity and shift in perspectives. They also promote the importance of a healthy lifestyle, which inspires students to pursue their fitness journeys.
2. The specific fitness app features that students find most helpful is the provision of personalized fitness programs, food intake suggestions, rewards and equipment-free workouts are a big help. These features make fitness accessible, motivating, and fit to individual needs.

3. Students have a positive outlook of their lifestyle when they use fitness applications because it can help develop habits and change of behavior towards an optimistic mindset fostering a better lifestyle as an individual.

Recommendations

Based on the conclusions derived from the findings, here are the following recommendation to be considered:

1. Fitness tracking applications should bring aspects that gear towards involvement of peers and family in physical activities. By engaging with them, it fosters moral support that fosters accountability.
2. Fitness tracking applications should try to create a rewards system feature where there can be a leaderboard for top users. These rewards systems can give different prizes depending on the task. This feature can help motivate the users due to the appeal of receiving rewards after a hard work of engagement in physical activity.
1. Students with zero experience in engaging in physical activities yet they aspire to do so must be encouraged to utilize fitness applications to obtain broader personal development and widen the audience range reached by the applications.

Conflict of Interest

There is no conflict of interest between the authors in this manuscript. Results have been deduced objectively; nothing influenced this result by any individual, monetary, or institutional interests. In effect, utmost endeavors were in order to conduct a bias-free operation of gathering and analyzing the data into interpretation and producing a study based on merit, away from research inconsistencies.

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