

Body Weight and Perceived Social Pressure to Exercise at a Health Club

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Objective: To determine the social pressure overweight (OW, n=1183) and normal-weight (NW, n=550) adults perceive regarding health club exercise. **Methods:** A 12-item survey, based on the theory of reasoned action and theory of planned behavior, measured subjective norm toward exercising at a health club 30 min, twice a week, for the next month. **Results:** OW feel more social pressure to exercise at a club than do

NW, but motivation to comply is the same between groups. **Conclusions:** Exercise interventions for OW should capitalize on individual perceived social pressures to exercise by designing strategies to increase motivation to comply with these pressures.

Key words: subjective norm, social expectations, exercise participation, exercise expectations, exercise behavior

Am J Health Behav. 2009;33(5):494-503
