

The effects social media fitness influencers on their users' : the idea of participating in physical activity

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Abstract:

Social media fitness influencers are turning to a new digital channel that connects healthcare communicators with their customers. Drawing from source credibility theory, social cognitive theory, conservation motivation theory, and the literature on physical activity, physical fitness, and gender, we examine how men and women use it to find social media fitness influencers and User health-related variables that influence exercise intentions and social media fitness influencers. The motivations behind users following fitness influencers on YouTube and how parasocial interactions and perspectives to watch Fitness is connected to the concept of exercise. Exercise videos and socializing are obviously being watched Just to motivate fans who already work out. Users who don't exercise are drawn to YouTube through interests and relationships with influencers that have no bearing on their views of exercise. This conceptual study will help to recognize various factors responsible for consumer intent.

INTRODUCTION:

The use of social networking platforms has increased exponentially in recent decades, fundamentally changing how individuals communicate, share information, and engage with content This dramatic shift in communication and communication has not only transformed social dynamics but has become an integral part of daily life for global populations, they range from personal communication to professional networking and professional development recent research reaffirms the importance of social networking platforms, focusing on the role they can play in promoting best practices in terms of user discovery and self-esteem, Moreover, social networking platforms play an important role in creating virtual communities where users can interact, share ideas and collaborate (Aichner et al., 2021). The impact extends beyond individual experience, creating a sense of belonging and facilitating knowledge exchange on a global scale. Recent research delves into the social implications of these forums, examining how they shape collective identities, influence social groups, and contribute to informational democratization As these platforms evolve, researchers and practitioners will continue to strive to realize and harness their full potential. Ethical

considerations, privacy concerns, and balancing individuals with algorithmic effects remain major topics in discussions about social networking platforms. Advances in digital communication ensure that research in this area remains necessary to understand the various effects of social networking on society, relationships, and individual well-being. (Vaterlaus et al., 2015). Popular themes, related to health in many social media channels revolve around exercise and health (Carrotte et al., 2015). Transition (e.g., living arrangements, education, career) and the development of some independence while keeping some continuous need on parents for a variety of resources (Aquilino, 2006; Arnett, 2000) characterize the developmental time period of young adulthood.

Social media influencers, in their role as digital trendsetters, extend their influence beyond just promoting brands and products to include supporting and expanding their minds and lives. Their influence is not limited to the size of their audience just measured, but by the degree of engagement and resonance of their content. While some influencers may appeal to traditional media-like demographics, they have seen a growing trend of younger audiences gravitating towards social media content. The dynamic nature of social media platforms facilitates authentic and relatable portraits of influencers' lives (Weller, 2016). This shifting landscape highlights the transformative impact of social media influencers, shaping not only consumer choice but also cultural norms and social practices. Consequently, it is important to understand how digital celebrities and their content influence the attitudes, opinions, and behaviors of their followers beyond purchase intentions. Typically, YouTube channels are dedicated to one thing. On YouTube, fitness influencers flaunt their bodies, showcase their fitness skills and tips, and recommend free online workouts and workouts to their fans, and other things. To what extent can such digital celebrities influence viewers' quality of life?

LITERATURE REVIEW:

After nearly a decade of studying social media, our understanding of social media users and behavior remains incomplete. In today's business environment, marketers use various social media strategies to strengthen their company and brand reputation. In addition, social media advertising techniques, such as displaying ads on social networking sites, are used to persuade users to buy the advertiser's products (Neti, 2011). Despite the widespread adoption and transformative impact of social media, especially on youth perceptions, research in this area, especially from a marketing communication perspective, remains highly insightful, especially in developing regions such as South Asia. Most studies examining consumer perceptions of social media marketing have been conducted in Western countries, particularly the United States. People worldwide are largely engaged and attached to Web 2.0 technology and Social media platforms. By the same token, businesses start looking at such technologies as effective mechanisms to interact more with their customers. Equally, the related issues of social media marketing have been also the focus of attention for academics and researchers to expand the current understanding of such phenomena over the marketing area. The information provided is often vague, rarely based on criteria such as country or people quantitatively do not distinguish between users. Caution is needed when interpreting these user statistics, especially when attempting to compare them across all countries' platforms or over time. Differences in definitions lead to discrepancies, with some figures representing registered user accounts while others refer to 'active' users – a term open to different

definitions, as data is rarely published involving automated accounts or bots other than those that have logged in at least once in the last month. Recognizing the limitations of government employee size, some research programs on Internet use, such as PEW Research (Duggan, 2015), incorporate this insight by asking about individual participation in specific social media channels by asking a question.

Previous research has shown the significant influence of media in shaping audiences' perceptions, attitudes, and behaviors. These effects can manifest themselves directly through exposure to the information provided or through the conscious modification or reinforcement of opinion leadership and social networks (Bandura, 2001). Notable examples linking media consumption with effects on smoking behavior, aggressive behavior, and eating disorders are found in studies by (Wakefield et al 2003), (Bushman,1998), and Bair et al in the 1990s. respectively. Unlike the early media-effects model, which portrayed audiences as merely passive consumers of content (Fleur, 1956), the later emergence of active listening theory implies that audiences actively select information dealing with it based on their own opinions and beliefs (Seaman, 1992). From this perspective, media is a tool for reinforcing existing beliefs and practices rather than a catalyst for change. Also, it is important to note that the influence of the media extends beyond mere attraction or product selection. It plays an important role in shaping social perceptions and values, helping to co-construct reality. As individuals engage with media content, they not only interpret but actively incorporate it into existing cognitive frameworks, giving rise to the influence of media on their attitudes and behaviors is again plausible.

Theoretical background:

Drawing on social cognitive theory, Bandura (2001) emphasizes that viewer behavior can be influenced by viewing a model, and this view extends to media viewing. The critical role of a care learning deals with practices shaped by media exposure. Furthermore, social cognitive theory suggests that individuals tend to imitate behaviors and become more aware of their consequences when they identify with a role model. This phenomenon applies not only to direct observational learning but also to cognitive processing of information, reinforcing the idea that media plays a major role in shaping behavior by being a source of models and on the possible consequences. Example:

Transformation Stories: Social media is full of change stories with individuals sharing their fitness journey from weight loss to muscle gain. According to social cognition theory, such stories serve as role models for viewers, influencing their beliefs and behaviors when they see the positive achievements of others.

Existing research has consistently shown that the often unrealistic "ideas" that circulate on traditional social media can negatively impact how individuals view their bodies, leading to self-esteem and satisfaction being reduced (Grabe et al.,2008 Thompson, 2004;Festinger,1954,Vartanian & Day, 2013; Rogers et al. 2011). However, the process of social comparison and self-evaluation can stimulate aspirations, especially when the goals seem unattainable. For example, although the achievements of elite athletes may serve as motivation for individuals to adopt more active lifestyles, the perceived differences between professional athletes and spectators may discourage them from doing so they follow, as Funk

& James (2001) highlighted. Conversely, audiences tend to perceive influencers as related peers, creating a sense of relatedness (Colliander & Dahlén, 2011; Kleemans et al., 2018). As a result, positive fitness outcomes demonstrated by influencers are not only seen as "doable" but also genuinely motivating. This relational factor increases the capacity of individuals to receive inspiration from influencers and to consider adopting healthy behaviors in their lives. Fitness influencers play a vital role in promoting fitness and healthy lifestyles to a wider audience. Wellness-related YouTube channels typically contain training videos, exercise tutorials, motivational talks, and articles featuring the influencer's personal experience and advice. While assumptions that audiences actively choose media content based on their preferences and interests, it is assumed that Followers of Exercise influencers are usually interested in adopting a healthy and independent lifestyle incorporate exercise activities (Sokolova & Perez, 2021). According to this theory, spectators who self-select to a pro-life advocacy model may have similar behavioral intentions. This is the hypothesis that spectator motivation to participate in sport is voluntary in participation in sport are similar (Ramachandani et al, 2014). The impact of such incentives is particularly noticeable among the younger generation. Additionally, fitness influencers are known for their dynamic and emotional reactions. Individuals tend to react instinctively to observed emotions. Through the concept of vicarious learning, observers have the ability to develop vicarious interests when they recognize the interests expressed by the influencer (Bandura, 2001). As a result, the emotions and interests of the influencer can be transmitted to the audience, as Bandura suggested in 1992. This highlights the highly influential role healthy influencers can play in the emotional experience and the response of their audience gives it emphasis.

Extensive social media research includes personal perspectives that shed light on important issues across platforms. Notably, Maxkasi and Michaelson (2011) provide valuable perspective by using measures such as gender distribution to analyze retweets on Twitter and comparing patterns of retweet behavior to Boyd et al around (2010) and Nagarajan et al. (2010) contribute to this area by focusing specifically on retweet behavior, providing additional insights. In addition to retweet dynamics, other researchers have explored different aspects of social media engagement. For example, the work of Kunha et al. (2011) examine the dynamics of hashtag use, and unpack the trends and theories associated with this prevalence. Chang (2010) contributes to our understanding of hashtag dynamics, further extending our understanding of user interactions across platforms that use this classification system. Furthermore, insights into user actions, information dissemination, and the role of influencers in shaping online discourse have informed scholars such as Danescu-Niculescu-Mizil about social media dynamics (2012) have analyzed language modeling and content creation, while the study by Bakshi et al. (2011) examine in detail the dissemination and mechanisms of information dissemination in social networks.

HYPOTHESIS:

H1: Greater the perceived (a) reliability, (b) proficiency, and (c) appeal of the social media fitness influencer, the greater the motivational influence wielded by the social media fitness influencer.

H2: The more positive the outlook on the social media fitness influencer, the greater the inclination to engage in exercise.

H3: The More substantial the perceived motivational impact of the social media fitness influencer, the greater the inclination to engage in exercise.

Individuals recall the model's behavior as a behavior option that may stimulate future behavior by witnessing the repercussions of the behavior. Influencers can influence the decisions of their followers and elicit beneficial impacts on intentions to follow their advice, as well as stimulate particular behaviors. As a result, if a social media fitness influencer elicits favorable views and users ascribe the influencer with high motivating power, users' intentions to exercise with the social media fitness influencer are likely to be higher.

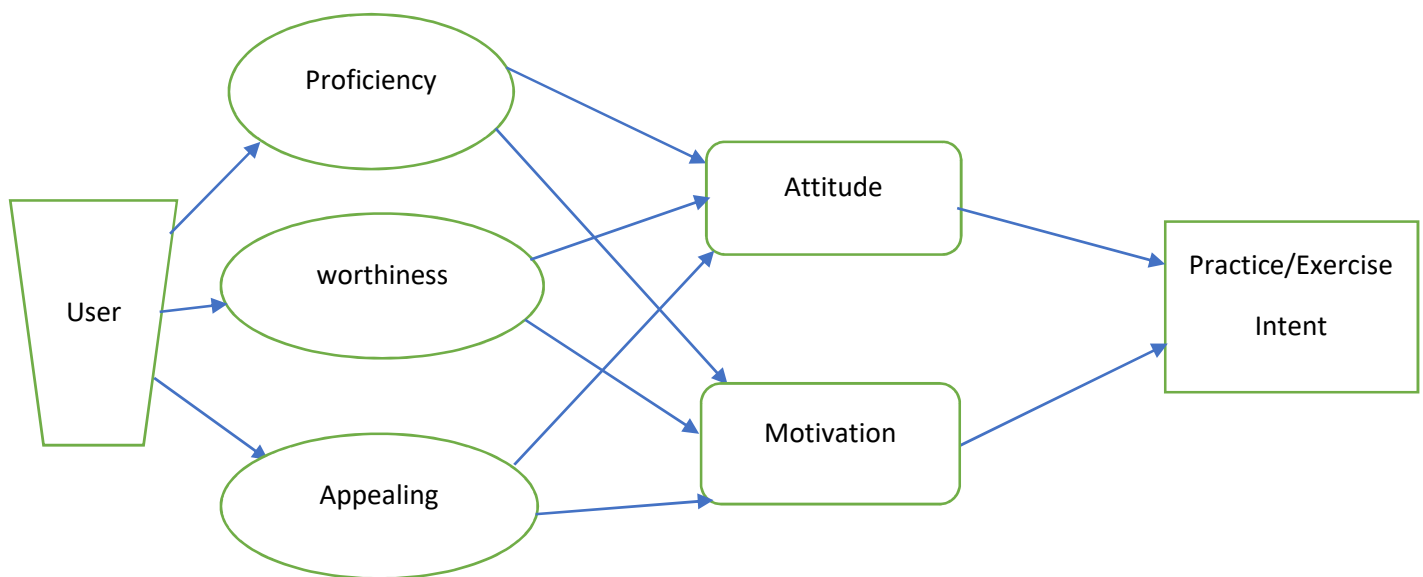


Fig:1

Methodology:

The methodology of this study is to carry out a comprehensive survey of online and offline library materials to evaluate the previous literature on

This study includes various sources such as in journals articles and book chapters. References are primarily sourced from online databases such as Web of Science, Scopus, Science Direct, and Google Scholar. The search criteria are specifically designed to include keywords related to Social media, influencers, physical activity, fitness and effects Only journal articles, book chapters, and full-text articles were considered. However, it should be noted that limitations arise due to the limited nature of the databases used, excluding scientific, educational, and health research on fitness influencers.

Conclusion:

This paper has effectively constructed a theoretical framework that holds effect for guiding future research in this field. Additionally, this study has offered new perspectives towards investigations, redirecting the focus on social media fitness influencers' success factors to a new approach, which involves identifying factors to enhance more.

Future Scope:

This paper will be looking into deeper insights on consumer perspective and their views on what are the major changes they have experienced after following a particular fitness influencer or content.

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