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Impact of Social Media Fitness Contents on Health and Fitness Motivation of the Users

Abstract: *This research examines the effect of fitness-related information on users' health and motivation to exercise on social media. The study adopts a quantitative approach by distributing survey questionnaires to fitness enthusiasts. The results indicate a significant positive relationship between fitness content on social media and motivation levels. As your presence increases, so does the incentive. The research is also analyzing possible variables including age, gender, and behavior of social media usage which may have an impact on the user groups to have a clear picture of the differences among these groups. The importance and probity of these links are evaluated with regression models and correlation analysis. Moreover, results bring out the fact that social media plays a part in deciding health behavior. Guidance is given on utilizing it for treatments as well as steps to achieve fitness/health targets in the digital era.*

Key Words: Social Media, Fit Content, Health/Fitness, Motivating Fitness, Quantitative Results

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Introduction

Considering social media is used quite often by young people, there is a need to learn more about how it is used and how it encourages physical activities and in turn promotes physical well-being. The impact of exposure to social media-based fitness content on inspiration for physical fitness has been a topic of great interest worldwide over the past three years. Social media's effects on well-being and

the ways in which they may affect people's physical well-being in both good and bad ways have also been discussed (Raggatt, Wright, & Carrotte, [2018](#)).

In recent times, the use of social media has increased rapidly, opening up numerous avenues including entertainment, business, education, socialization, and other purposes. One of the prominent avenues is social media fitness content. Numerous influencers are

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shifting digital forms of health communicators that guide consumers about more physical activity and exercise at home, especially since the peak of COVID-19. People all over the world are using social media for various purposes, including fitness content consumption. However, the study warrants discussion within the context of Pakistan, as the literature on this subject is limited.

The study has found that social media platforms may be utilized to provide treatments for physical activity that are successful and to boost participant engagement (Carter, Burley, Nykjaer, & Cade, [2013](#)). Numerous studies have revealed that social media may be an effective instrument for encouraging young people to lead healthy lives and engage in physical exercise. For instance, young people frequently use social media sites like Instagram and TikTok to share their training regimens and follow fitness celebrities.

Researchers have also examined the acceptability and practicality of delivering a physical activity intervention via text messaging and Facebook. Although Facebook is more popular than text messaging, both platforms have been successful in reaching college students and engaging them in health promotion activities (Vaterlaus, Patten, Roche, & Young, [2015](#)). Facebook is one of the aspects of discussions in the context of social media-based physical fitness that is highly interactive and plays a role in losing weight for students in a way that is friendly to health and fitness (Lozano, Suarez, & Alvarez, [2022](#)). Similarly, Instagrammers use tags that contain gym-related words to create communities which they do identify themselves for. Social portals like Instagram can end up gambling in fitness behavior by means of promoting certain fitness trends and influencing the mindset of gym goers (Lasike, [2023](#)). Through these channels, the youth can exchange ideas and life goals with peers who have similar interests in physical activities so as to promote and invigorate engagement in sports.

Alongside that, we begin to see the growing use of social media channels to encourage healthy habits such as eating in moderation, getting enough sleep, and learning how to handle stress. Many health and wellness specialists use social media to offer suggestions and advice on healthy lifestyles, which can be particularly beneficial for young people facing these difficulties for the first time. Likewise, the use of social media-based fitness material has increased and become standard over time. New media technologies such as social media platforms enabled sports organizations and athletes to connect with their customers and promote physical activity (Hayes, [2022](#)). On the other hand, overusing social media can be detrimental to one's physical health. Studies have found that spending too much time on social media can lead to sedentary behavior, reduced sleep quality, and increased risk of obesity. Additionally, exposure to unrealistic body standards and the pressure to conform to these standards can have negative impacts on body image and self-esteem.

Interventions based on social media that promote physical activity are also successful in raising participants' levels of physical activity. (Cavallo et al., [2012](#)). It has a positive impact on physical activity, especially when social media is used for social support and motivation (Smith, Banting, Eime, R., O'Sullivan, & Uffelen, [2017](#)). The notion that social media fitness content is a double-edged sword or is of no consequence, challenges the effectiveness and prudence of this study. In response, the study itself seeks to prove the importance of the consumption of fitness content, which may aid people in adopting a healthy lifestyle. This study aims to investigate how Pakistani public exposure to and consumption of fitness information on social media affects their inspiration for physical fitness (Fitspiration). Upon the identification of various gaps in usage trends, the study will also help determine the way forward in benefitting and educating the public through all-inclusive fitness content.

Given that more and more individuals are using social media to access fitness-related material, it's critical to comprehend how this content affects users' motivation for fitness and overall health in Pakistan. The purpose of this study is to look at how social media fitness content affects users' drive to stay healthy and active, particularly in Pakistan. While there is a study on the effects of social media fitness content worldwide, it is crucial to investigate this phenomenon in the context of Pakistan's culture and socioeconomic situation, since there may be elements impacting fitness and health-related behaviors. The key variables of this study are 'social media-based fitness content (CT)', and 'the degree of people's motivation to stay fit as a result of consuming that content (MT)'. The first of these variables is independent while the second is dependent. The goal of this research is to learn more about how fitness content on social media can inspire people to lead active, healthy lives. The results of this study could help fitness content creators and influencers develop more relevant and motivating material for their Pakistani audience. Furthermore, this study can help policymakers and public health professionals develop programs and interventions to promote physical fitness and good living among the Pakistani population.

Literature Review

There are various uses for social media-based fitness content that serve as motivation for individuals to adopt a healthier lifestyle. The fitness motivation based on social media fitness content is also dependent on the credibility of the source that presents certain information. People are inclined more toward content that comes from an authentic source, while content with less credibility has no effect on the consumers (Westerwick, Johnson, & Westerwick, 2013). Subsequent to this trend, a majority of novices who consumed fitness content on social media were able to reap long-term benefits by setting up a consistent fitness routine. Concurrently, a majority of seasoned fitness experts and enthusiasts were able to

add new techniques and knowledge from their peers through social media videos and discussions (Frimming, Polsgrove, & Bower, 2011). Pertinently, individuals are more likely to be persuaded by messages that are high in quality and relevant to their beliefs and attitudes allowing the audience to develop an inclination for a physically fit lifestyle (Riaz, Wang, Sherani, & Guo, 2021).

According to various observations, social media platforms have created healthy competition among people and influencers in terms of effort to be physically fit (Zhang, 2016). Trends regarding the use of aesthetically pleasing presentations have also been referred to as a tool to persuade users to engage in fitness activities. The use of gender, in particular, has been referred to as a way of grabbing people's attention, while its frequent use is intended as a 'call to action' for the users to opt for a healthy lifestyle (Durau, Diehl, & Terlutter, 2022).

Several social media concepts are also applicable to this study. For example, according to Festinger's cognitive dissonance hypothesis, exposure to fitness information on social media can create a discrepancy between a person's actual and ideal fitness levels, inspiring them to change their behavior to close the gap (Cooper J. & Feldman, L.A. 2020). For example, a person may agree that participating in physical activity for fitness purposes is beneficial to health. However, their behavior may conflict with this internal view, forcing the individual to align their behavior with their beliefs by living a healthy lifestyle (Lipson, Stewart, & Griffiths, 2020). In addition, some literature on this topic asserts that people have agency in choosing and using media to meet their needs and that their choices are influenced by their history, motives, and environment. Individuals' backgrounds, motives, and situations can all impact their decision to interact with social media-based fitness information and their desire to be fit (Stollfu, p. 2020). Additionally, social media sites such as Instagram and YouTube have been helpful in encouraging

exercise behavior (Goodyear, Wood, & Skinner, [2021](#)). Exposure to fitness content on these platforms can inspire physical fitness behavior, and this inspiration is stronger for individuals who have higher levels of self-efficacy for exercise (Shimoga, Erlyana, & Rebello, [2019](#)). Most of the literature refers back to Instagram for physical fitness content, as it is an effective platform for promoting physical activity and healthy lifestyle behaviors, and popular hashtags related to physical activity were associated with positive health behaviors (Cohen, Newton, & Slater, [2021](#)). The self-presentation strategies used by women who post pictures of their fitness routines on social media, (Williams, [2013](#)) and argued that such women perform an intersectional identity of femininity and fitness.

Research has also looked into how smartphone apps affect sedentary, overweight women's physical activity levels and ability to lose weight. Applications for smartphones were successful in encouraging overweight women to exercise and lose weight (Coughlin, Whitehead, Sheats, Mastromonico, & Smith, [2016](#)). Individuals were able to make better judgments regarding their diet and physical activity by using the app (Brindal et al. [2014](#)).

Additionally, the social media-based interventions that included peer support and interaction, personalized feedback, and self-monitoring tools were effective in promoting weight loss and improving health behaviors (Bardus, Smith, Samaha, & Abraham [2017](#)). Additionally, research on how much social media influencers affect young adults' eating preferences and dietary habits found that these influencers can significantly affect young adults' eating preferences, particularly if they have a close relationship with their followers (Alwafi et al., [2022](#)).

Social influence and social support are among the main factors that mediated the intervention's effectiveness in increasing physical activity among participants (Jastrow, Greve, Thumel, [2022](#)). Social media platforms have the potential to serve as a potent

instrument for public health information dissemination and healthy behavior promotion (Chen, Junhan, Wang, [2021](#)). However, there are darker aspects to social media-based fitness content consumption. A study highlights that the 'fitspiration' content had created body dissatisfaction among consumers, especially females. The study stated that the fitness inspiration content solicits the objectification of individuals rather than spreading general health and fitness knowledge and motivation, ultimately resulting in negative psychological reactions among consumers (Deighton-Smith, N., & Bell, B. T. [2018](#)). Additionally, research indicates that using social media adversely correlated with body satisfaction, with a larger negative correlation shown in women compared to males (Vuong, An T et al., [2021](#)).

1,765 young individuals participated in a cross-sectional survey study, and the results showed a correlation between social media use and an increase in the symptoms of disordered eating. Increased social media use was specifically linked to increased weight and form worries as well as more frequent comparisons of one's own physical appearance to that of other users. According to the research, social media use may put young individuals at risk for eating disorders (Sanzari et al., [2023](#)). Similarly, 177 young women participated in a study where they were given the option to watch a control video or a music video. According to the findings, those who viewed the music video had higher levels of social comparison and body dissatisfaction than people who watched the control video (Tiggemann, Slater, & Netter, [2014](#)).

Additionally, social media use is adversely correlated with making healthy food choices and favorably correlated with disordered eating behaviors and body dissatisfaction. (O'Shea, A., Ho, P., Byrne, S., Wade, T. D., & Wilksch, S. M. [2020](#)) Women's body image and mood were negatively impacted by exposure to appearance-related postings and photographs on Facebook. Specifically,

women who spent more time on Facebook and compared themselves to others on the platform experienced higher levels of body dissatisfaction and negative mood. (Fardouly, Diedrichs, Vartanian, & Halliwell, 2015)

In the context of social media-based fitness material, a systematic study examining the effects of SNSs on outcomes related to disordered eating and body image has also been discussed. The association between social media usage and eating disorder symptoms, body dissatisfaction, and other relevant outcomes was examined in 20 papers that the researchers analyzed (Griffiths, Murray, Medeiros, & Blashill, 2017). According to the research, there appears to be a correlation between exposure to appearance-related information on social networking sites (SNSs) and elevated feelings of body dissatisfaction, increased drive for thinness, and disordered eating behaviors. The authors also discovered that using social networking sites to compare appearances might have a detrimental impact and impair one's self-esteem.

In addition to following the trend, social media fitness applications like WeRun, a fitness plugin for the well-known Chinese social networking site WeChat, enable users to monitor their own fitness activities over time and assess their own improvement (Gui, X., Chen, Y., Caldeira, C., & Xiao, D. 2017). The same can be said for other fitness applications on our smartphones. Overall, the rapid advancements in social media are also leading to the evolution of fitness motivation among social media users. (Korda, H., & Itani, Z. 2013)

Theoretical Perspective

Numerous influencers are shifting digital forms of health communicators that guide consumers about more physical activity and exercise at home, especially since the peak of COVID-19. People all over the world are using social media for various purposes, including fitness content consumption. However, the study warrants discussion within the context of Pakistan, as the literature on this subject is limited.

The purpose of this study is to examine social media-based fitness content exposure or consumption and its impact on physical and mental fitness inspiration among the population of Pakistan. Upon the identification of various gaps in usage trends, the study will also help determine the way forward in benefitting and educating the public through all-inclusive fitness content.

The key variables of this study are 'social media-based fitness content', and people's motivation to stay as a result of consuming such content. There are also various media and social sciences theories that apply to this study. This document will discuss the theories with the most apt application to the aforementioned thesis topic:

Katz and Blumler's Uses and Gratification Theory

This theory suggests that individuals actively seek out media to fulfill their needs and desires. In the context of this topic, this theory can help us understand why people use social media for fitness content exposure and how it fulfills their needs.

According to the Uses and Gratification Theory, people use media for four main reasons: cognitive, affective, personal integrative, and social integrative. In the context of social media-based fitness content exposure, individuals may use social media for cognitive reasons to gain knowledge and information about fitness, for affective reasons to feel inspired and motivated by the content, for personal integrative reasons to fulfill their personal goals and desires, and for social integrative reasons to connect with others who share similar interests.

Additionally, this theory assumes that people have agency in selecting and using media to meet their needs and that their choices are influenced by their history, motives, and environment. In the context of this study, individuals' backgrounds, motivations, and contexts can influence their choice to engage with social media-based

fitness content and their subsequent physical and mental fitness inspiration.

Research Gap

The literature review that this study proposes may identify a number of relevant research gaps. The influence of social media fitness material on people's drive to keep in shape may be supported by certain evidence and publications, but this study is necessary because there hasn't been much research done on the subject in the context of Pakistan.

There is also a lack of research on the people who are being influenced the most by fitness content. Although it is evident that fitness content may increase people's drive to maintain their health, it may not be apparent to whom this material is having the greatest impact. For example, are some demographic classes more influenced by fitness content than others? And what are the influencing factors of the social fitness content for those people?

There is a limited understanding of what draws people to social media fitness content. While there are some obvious elements such as presentation and aesthetics, there is a gap when it comes to understanding what people watch for entertainment and what allows them to actually change their lifestyles after being exposed to certain fitness content.

Hypothesis

On the basis of the literature review and the problem under study, the following hypothesis has been constructed:

H1: Exposure to fitness-related content on social media significantly increases the level of motivation for fitness among the users.

Methods

The current study used a mixed-methods strategy to investigate the effects of social media fitness content on users' motivation for fitness and overall health. It did this by using both focus groups and a quantitative survey.

The analysis assesses the correlation between social media content consumption (CT) and the degree of people's motivation to stay fit (MT) as a result of that content. It also gauges the degree to which social media content triggers motivation among people to stay fit. The particulars are as follows:

Survey

A quantitative survey was conducted to collect data from a sample of 112 respondents. The survey consisted of a series of statements related to social media fitness content and health and fitness motivation. On a 5-point scale that went from "Strongly Disagree" to "Strongly Agree," participants were asked to rank how much they agreed or disagreed. Because the poll was conducted online, participants' privacy and confidentiality were guaranteed.

Focus Group

An essential aspect of this study is determining the significance of a specific social media platform that serves as the greatest facilitator of fitness motivation among individuals. Although the previously cited research discusses the importance of social media fitness content in motivating individuals to stay in shape, it does not address the most widely used social media platform for this purpose.

Therefore, in addition to the quantitative survey, two focus group discussions were conducted to gather qualitative insights and explore perspectives regarding the impact of social media fitness content. The first focus group discussion included 11 participants, while the second session involved 8 participants. It is important to note that all focus group participants had also taken part in the quantitative survey, ensuring a connection between the qualitative and quantitative data.

Population

The survey and focus group discussions targeted 112 individuals who engage in physical fitness activities, either within or

outside of a gym setting. The population of interest encompassed a diverse range of demographic categories, including students, unemployed individuals, employed individuals, business owners, and self-employed individuals. Both males and females were included in the sample, with age groups spanning from 16 to 20, 21 to 25, 26 to 30, 31 to 35, and 35 and above.

Sampling Method

Convenient sampling was employed in this study to ensure representation from various demographic categories while focusing on individuals with a shared interest in engaging in physical fitness activities. The population was divided into distinct strata based on demographic characteristics, and participants were randomly selected from each stratum to form the sample.

Variables

The study examines the relationship between two variables: the independent variable (CT) being the Social Media Fitness Content, and the dependent variable (MT) being the degree of motivation among social media users to stay fit. The data was collected via a quantitative survey from people of various classes, namely, Age, Gender, and Occupation. Although, the participants have one thing in common, which is that they all like to keep physically fit and maintain a healthy lifestyle.

The questionnaire consisted of two main types of statements: those that inquired about the degree of social media fitness content consumption, and those that assessed the

degree of motivation among social media users to stay fit as a result of that content. It assessed the degree to which the users agreed or disagreed with certain statements.

Measurement Tools

The quantitative survey, consisting of statements related to social media fitness content and health and fitness motivation, served as the primary quantitative measurement tool in this research. Participants rated their agreement or disagreement with the statements provided. Followed by this two-day focus group interview was also considered to collect qualitative data and the ways people used fitness material through social media were investigated to better understand the preference. The goal of the focus group discussions was to spotlight the various social media platforms the participants use mostly in their search for fitness-related information. Such talks helped me to grasp not only what the participants were going through when using social media as fitness material, but also the reasons why they prefer to apply social media to their fitness.

Results and Findings

The research survey, which provides a broad view of the social media fitness content influence on Pakistani social media users will be used in this study, collecting and processing data. Through this speech, readers would not only get some info but also be able to develop suggestions for decision-makers in the industry.

The findings were as follows:

Table 1

Statistics	Gender	Age	Occupation
N	112	112	112
Mean	1.63	2.99	2.77
Std. Deviation	.486	1.095	1.022
Percentiles	100	2.00	5.00

The subjects of the data contain 112 people and the data is characterized by their gender, age, and employment occupation. If gender is the basis for club participants, we describe the 42

girls and 41 boys. The final number of troops that departed on August 22, 1914, was 150 (5% of the total), of which 70 were men (90 men make up 62.5%).

Table 2

Gender	N	%
Female	42	37.5%
Male	70	62.5%

Individuals vary in age. The age bracket of 16-20 years old includes 8 people, which is also 7 out of the total number of people. 1% of the total. The most populated group in this 21-25 age group can be found in the range of 30 people, making up exactly 26 percent of the total numbers. 8% of the group. A considerable share of the total number is accounted for by

those aged 26-30 including 37. 5% of the total. There are 6 individuals who will be handling communications surrounding our new line of organic health supplements (19). We have a total population count of 228 individuals (that is 13. 3%) aged between 31 and 35, and 13 individuals (11.6%) who are 36 years or older.

Table 3

Age	N	%
16-20	8	7.1%
21-25	30	26.8%
26-30	42	37.5%
31-35	19	17.0%
36+	13	11.6%

In terms of occupation, the largest category is employed individuals, with 62 people (55.4% of the total), followed by students, comprising 20 individuals (17.9%). Business owners

account for 16 individuals (14.3%), while the self-employed and unemployed categories have 4 individuals (3.6%) and 10 individuals (8.9%) respectively.

Table 4

Occupation	N	%
Student	20	17.9%
Unemployed	10	8.9%
Employed	62	55.4%
Business Owner	16	14.3%
Self Employed	4	3.6%

The provided data presents correlations between two variables, namely Variable 1, which represents social media content (CT), and Variable 2, which represents people's

motivation (MT). The direction and intensity of the association between these variables are determined using the Pearson correlation coefficient.

Table 5

Correlations		CT	MT
CT	Pearson Correlation	1	.764**
MT	Pearson Correlation	.764**	1

***. Correlation is significant at the 0.01 level (2-tailed).*

The correlation between CT and MT is reported as .764** for both variables. This value indicates a strong positive correlation between social media content and people's motivation. The asterisks indicate that the correlation is statistically significant at the 0.01 level, suggesting that the relationship observed is unlikely to occur by chance.

Taken together, it really shows that the relationship between social media contribution and the drive to people is not only reliable but also meaningful. This could be interpreted as more media content is available which in turn correlates with motivation level increase. One must consider that the form and exact nature of this relationship needs to be

studied further in order to more accurately determine variables that influence and set rules of the relationship. The model summary becomes clear (p-value is <0.0001), where the predictor variable CT is responsible for 58% (p-value <0.0001). 3% of the regression coefficient of the independent variable MT.

The predictor variable, CT, appears to be responsible for approximately 57.9% of the variability in MT, according to the corrected R-squared value of 0.579. The average difference between the predicted values from the regression model and the actual value of MT is shown by the standard error of the estimate, which is given as 0.44876.

Table 6

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.764 ^a	.583	.579	.44876

a. Predictors: (Constant), CT

The information provided is evidence of the use of regression analysis that studied the link between predictor variable Ct (content posted on social media) and the DV MT (motivation level of the person). The ANOVA table shows

that the regression model is statistically significant ($p < 0.001$). The model explains a significant portion of the variability in MT, as shown by the large F-statistic of 153.949.

Table 7

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.003	1	31.003	153.949	.000 ^b
	Residual	22.153	110	.201		
	Total	53.156	111			

a. Dependent Variable: MT

b. Predictors: (Constant), CT

The coefficient table shows both the standardized and unstandardized coefficients for the predictor variable CT. CT has an

unstandardized coefficient (B) of 0.696, meaning that every one-unit increase in CT causes MT to grow by 0.696 units. The

significant positive correlation between CT and MT is illustrated by the standardized coefficient (beta) of 0.764. CT and the constant

have statistically significant coefficients (t-values = 12.408 and 3.306, respectively, $p < 0.001$).

Table 8

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	.734	.222		3.306	.001
	CT	.696	.056	.764	12.408	.000

a. Dependent Variable: MT

Finally, regression analysis shows that people's motivation (MT) and social media content (CT) are highly and positively correlated. Increased motivation comes with more social media posts. It is important to note that regression analysis cannot demonstrate a causal relationship; Further research is needed

to understand the nature of the relationship between these variables. The information provided includes reliability statistics for two variables: people's motivation (MT) and social media content (CT). With a Cronbach alpha rating of 0.864, the items demonstrate a high level of internal consistency or reliability.

Table 9

Reliability Statistics	
Cronbach's Alpha	N of Items
.864	2

In this scenario, the reliability study was conducted on a scale with two items, CT and MT. Cronbach's alpha coefficient assesses how well these items regularly assess the underlying construct of interest. A value of 0.864 indicates that the items are highly trustworthy and most likely measure the same construct consistently. It is important to note that although Cronbach's alpha value of 0.864 indicates a high level of internal consistency, it does not provide any indication of the validity and accuracy of the scale.

To assess the overall quality of the measurement instrument, further analysis, and consideration of other factors, such as content validity and factor structure, are necessary.

Focus Group Discussions

An important aspect of this research is ascertaining the significance of a particular social media platform that acts as the biggest

enabler of fitness motivation among people. While the aforementioned data covers the significance of people being motivated to stay fit by consuming fitness content on social media, it does not cover which social media platform people use the most for this purpose.

To that end, the study also relies on qualitative analysis that was obtained through focus group discussions. The sample for the focus groups was chosen from the survey participants. The first group entailed 11 participants while the second focus group featured 8. As mentioned before, the purpose of these discussions was to analyze which social media platform is the most effective in projecting physical fitness content and motivating people in Pakistan to stay fit.

Both focus groups yielded the same result, as per which, the platform that people use the most to consume fitness content is Instagram, with Facebook being a close second. The participants of both groups were of the

consensus that, while both platforms offer ample content variety to the users, Instagram has a larger number of fitness influencers, who share diverse fitness content on their profiles.

The participants also highlighted that short reels and Instagram stories are among the most impactful means of fitness information dissemination. These videos not only educate the watchers about various fitness activities, but also act as a benchmark for the social media users who challenge themselves to achieve a certain look, physical strength, stamina, or any other goal pertaining to physical fitness.

Recommendations and Conclusion

The purpose of this study was quantitative research that sought to determine the impact of fitness-related content using social media on the desire to exercise and health in general. According to the results of this study, fitness-related social media posts significantly increase people's commitment to keeping fit. So these findings suggest that social media is a powerful tool for motivating and enhancing fitness and wellness activities. An investigation into information collected from a mixed sample reveals that participants' motivation to exercise and develop healthy lifestyle habits increases with the presence of fitness content on social media. This trend was observed across several demographic categories implying that irrespective of age, gender, or socioeconomic status, fitness content can reach out to different groups through social media platforms.

There are various factors that contribute to the motivating impact of social media fitness content. Firstly, on these social media platforms, the availability and accessibility of fitness-related content allow people to easily access different workout programs, nutritious meals, encouraging stories, and expert opinions. In this regard, certain information's diversity and appeal have made many persons prioritize their health as well as wellness by creating enthusiasm among the users in question. The survey also had two focus

groups to determine what social media site most people used for accessing fitness information. Instagram is the leading platform that more individuals visit when looking for such content according to findings from both focus groups while Facebook comes second. Both groups observed that although there was a wide range of materials provided by either platform, Instagram had a greater number of influencers sharing a variety of fitness content through their accounts. Consequently, according to the results presented in the research, Facebook is ranked first in being followed by Instagram because it only shares general updates with its users, unlike Instagram which contains numerous fitness blogs shared in abundance by various influencers who propagate them in those sites. This means that it can create an online community based around fitness where everyone can share progress, seek advice, and celebrate successes thereby raising motivation levels which translates into a commitment towards healthy lifestyle changes among individuals.

This study has several implications for practitioners, fitness professionals, and anyone who is interested in using social media platforms to enhance motivation regarding health and fitness:

Why fitness influencers should give proof-based and engaging stuff that can appeal to different audiences. These may include training programs, nutritional ideas, stories of inspiration, and professional advice so as to make the information accessible, applicable, and uplifting.

Social networking sites should be utilized by fitness professionals and organizations to reach a wider audience. A strong online presence will enable them to share important information, advertise their services as well as create a sense of community among users. Moreover, working with social media influencers and running targeted ads can help us reach specific target groups thus increasing the impact of our physical messages.

While getting inspired to work out by social

media sites, it is important to think about the quality and trustworthiness of the facts given. They need to use sources that can be relied upon, seek advice from experts whenever necessary, and scrutinize what they read. Apart from improving motivation levels, interacting with others in fitness communities also makes one more responsible. Additional studies are needed to understand completely how motivational techniques related to fitness on social network sites affect behavior behavior-changing process. The assessment of the influence of different types of content,

dwel time, and social support functions on promoting health and fitness through optimization of social media platforms is needed. Finally, this study provides insights into the positive effects of social media fitness material on people's drive to stay active. By recognizing the potential of social media platforms and applying the techniques suggested, we can harness their power to promote healthier lives and ultimately contribute to improving public health on a larger scale.

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