



# IMPACT OF HEALTH AND FITNESS CONSCIOUS SOCIAL MEDIA INFLUENCERS ON HEALTHY LIFESTYLE AMONG YOUNGSTERS

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## **ABSTRACT**

The study aims to examine the impact of influencer marketing on the health and wellness industry and to understand young people's perception on opting for a healthy lifestyle. The primary data was collected through a survey of 150 respondents. The results of the study suggest that there is no significant difference in the gender of individuals surveyed and the type of influencer they prefer to follow, indicating that both men and women are equally likely to follow influencers. The study also found a positive correlation between the fitness level of the influencer and the self-reported level of self-implementation of the content. This means that individuals who follow fitness-conscious influencers are more likely to adopt the healthy habits and lifestyle promoted by these influencers. The research highlights the potential for influencer marketing to have a positive impact on the health and wellness industry and provides valuable insights into the role of social media influencers in shaping young people's health and wellness habits.

**KEY WORDS-** Impact, Influencer Marketing, Youngsters' perception, Healthy Lifestyle, Adoption of Healthy habits, Social-media influencing, Fitness level

## **INTRODUCTION**

Influencer marketing is a form of marketing communication that leverages the influence of individuals with a large following on social media to target customers. Influencers have become a new genre in the online world, where bloggers and vloggers have an unlimited platform to share their voices and influence others. Influencer marketing is based on consumers' trust and confidence in someone they know and respect, which makes it an effective tool for building a brand and fostering customer loyalty. The concept of influencer marketing has been around for some time and is a sub-sort of word-of-mouth marketing. The trend towards healthier eating has been a major driver of change in the food industry in recent years, with consumers increasingly favoring all-natural and healthier products. This shift has been driven by increased awareness of nutrition and has resulted

in many businesses reformulating or remarketing their products to meet changing consumer demands. The healthcare sector in India is expected to experience significant growth in the coming years, driven by factors such as increased affluence, better health awareness, and more widespread insurance access. By 2025, it is predicted that the e-health market will be worth US\$10.6 billion and will employ 4.7 million people, making it one of the top employers in the country. In conclusion, influencer marketing is a form of marketing that leverages the influence of individuals on social media to target customers. This type of marketing has been around for a long time, with roots in word-of-mouth marketing. The trend towards healthier eating has been a significant driver of change in the food industry, and the healthcare sector in India is expected to experience significant growth in the coming years.

## **LITERATURE REVIEW**

- According to a Glucksman (2017) research, a social media influencer's ability to connect with their followers and the brand through authenticity, trust, and interaction is more important than just having a large number of followers. The study also found that social media influencers use their perception to spread feelings. The most important practical qualities of an influencer are authenticity and trust, which are hotly debated ideas that should be researched (Dhanesh & Duthler, 2019). Because of their popularity, skills, and influence on consumer behaviour, influencers are effective advertising tools. Social media platforms control brand and influencer connections, as well as search and selection (Berne & Marzo, 2020). According to Singh and Banerjee's (2019) research on the credibility of powerful celebrities, these celebrities have a major impact on both the attitude of the brand and the advertising strategy based on consumers' attitudes toward the brand and buy intentions. As it enables a more genuine and interactive relationship between the brand, the consumer, and the influencer's following on social media, influencer marketing has grown in importance as a component of lifestyle public relations activities.
- Berne-Manero, B., & Marzo-Navarro, M., Exploring How Relationship and Influencer Marketing Serve Corporate Sustainability, 2020. The results of this study support the notion that relationship marketing may be successfully conducted through influencer marketing. When choosing the right influencers for their company's marketing strategy, marketing managers must take into account a variety of variables. Along with taking financial considerations and corporate objectives into account, they must evaluate the influencer's capacity to elicit strong emotions. They must also take into account the influencer's charm and credibility, since these qualities might affect the success of the marketing plan. There are three tactical choices for choosing Instagram macro and micro influencers. The first choice focuses on the identification of macro influencers using a general and less distinctive approach. With a less distinctive message, this tactic might be compared to transactional influencer marketing. The acquisition of new clients is the strategy's primary goal. The ability of the macro influencer to elicit positive feelings and the respect they arouse serve as the primary deciding factors in this situation. The second choice is a targeted and more distinctive approach that necessitates the identification of micro influencers in order to reach a more discerning and demanding niche market. This strategy emphasises relationship marketing and client retention while relying on market segmentation methodologies. Even when a new product is introduced, this method may be employed to target the brand's present customers. The third

choice combines the prior two approaches. Brands aiming for the mainstream market may find this strategy advantageous because nano influencers (those with 1,000 to 10,000 followers) are often highly helpful. When deciding on the best corporate sustainability plan, communication goals—particularly those relating to consumer engagement—as well as financial constraints, product qualities, and target market features are considered. To target a particular niche market, for instance, a more targeted and differentiated strategy may be more successful than a generic one if client acquisition is the primary objective.

- According to Chetioui, Benlafqih, and Lebdaoui (2020), brand attitudes and purchase intentions are favourably influenced by influencer attitudes. Their perceived knowledge, congruence, credibility, and trust all have a favourable impact on how people feel about them. According to Stubb, Nystrom, and Colliander (2019), influencer credibility is much greater when influencing customer views and offering proof for new or unknown items than for brands they are acquainted with and for which they have past brand experience.
- Nyström, A.G., Colliander, J., Stubb, C. (2019). The effectiveness of sponsored content is affected by the disclosure of sponsorship compensation justification in influencer marketing. This paper presents empirical evidence that when consumers are provided with a justification for sponsorship compensation received by an influencer, they have more positive attitudes towards the influencer, and the source and message is perceived as more credible, compared to a simple sponsorship disclosure. Sponsorship compensation justification refers to the explanation provided to consumers about why the influencer is receiving compensation for promoting a product or service. This can include information about the influencer's expertise in the field, the value of their audience, or the quality of the product or service being promoted.
- Different categories of cognitive and behavioural components were looked at by Ma, Littrell, and Niehm (2012), Lee (2014), and Abner (2019). Information quality, information credibility, information usefulness, and information acceptance were identified by Erkan and Evans (2018) as the four characteristics that might affect consumers' intents to make purchases. Message type, customisation, and permission were noted by Gazley, Hunt, and McLaren (2015) as elements influencing customer attitudes that improve probability, willingness, and likelihood of buy intentions.
- The Impact of Social Media Influencers on Diet Choices of People Aged 18 to 30 by Stephanie Petrillo, 2019. This study sought to investigate how young individuals between the ages of 18 and 30 make food decisions. This age group is notorious for having the unhealthiest diets, with excessive fast food and sugary drink intake. Five servings of fruits and vegetables should be included in a balanced diet each day, and studies have shown that doing so can lengthen life and lower the risk of heart disease, cancer, and type 2 diabetes mellitus. Determining how young individuals choose their diets is crucial for avoiding long-term health effects. According to the survey, 42% of the participants said they consumed both plant- and animal-based items as part of their diet. The outcomes also showed that family has a big role in the participants' food decisions. Approximately 65% of the participants said they base their diet decisions on the foods they ate growing up or the foods their family and friends still eat today. In addition, a large number of participants reported using social media 4-6 hours a day, with Instagram being the most popular site. Social media was mostly used to establish connections with other people. The survey also discovered that young individuals view social media influencers' health-related messages on exercise, weight loss, and recipes for better cuisine. Social media exposure to

pictures of unhealthy food is a problem since it might affect young people's dietary decisions. The study backs up the use and acceptance of influencers as a new breed of advice-seeking celebrity among young people. Influencers frequently demonstrate and chronicle a lavish lifestyle that their followers do not have but wish they did, and because of this, followers see their words as being more sincere. The study's findings indicate that young individuals between the ages of 18 and 30 are affected by their family and friends when choosing their diet. They are significantly influenced by social media, especially Instagram, while making dietary decisions. For weight loss, exercise, and recipes for healthier foods, this age group enjoys social media influencers' health-related content. The study emphasises how crucial it is to comprehend how social media influences young adults' dietary decisions and how serious it is to address the exposure to unhealthy food imagery on social media.

- According to Alnasor et al. (2016), a company's promotional content on its social media accounts affects customers' intentions to make purchases. According to Khatab and Ragab (2014) and Abdel Al (2015), resource expertise, similarity, and trust have a beneficial impact on the online purchasing intentions of Egyptian youth. Purchase intentions and views toward influencers are positively correlated, according to AIDahrawy's (2019) study on Arab adolescent attitudes about social media marketing. According to the study, young people's purchase decisions are influenced by appearance, interpersonal contact, experience, and credibility. The beneficial effects of purchasing intention, brand awareness, and e-WOM were demonstrated by Paset (2020).
- Spring H. Han, Jungwoo Lee, Masuda, This study was started in January 2022 with the intention of better understanding the traits of the concept of "perceived similarity and relevance" (PSR), a crucial component of social media influencer marketing. In order to do this, the researchers carried out an online poll of Korean customers who had made a purchase after viewing an influencer's YouTube video commercial. In terms of PSR and persuasion theory, the survey sought to investigate the marketing impact of influencers on repurchase intention.

### **OBJECTIVE OF STUDY**

- Impact of Influencer Marketing on Health and Wellness Industry.
- Youngsters' perception on opting a healthy lifestyle.

### **STATEMENT OF HYPOTHESIS**

- There exists a relationship between the gender of the people and the kind of influencers they follow which means gender of people is affecting what kind of influencers they will follow.
- There is a relationship between the level of fitness of the influencers who fit themselves by follow healthy lifestyle and adaptation of the same by people under their influence which means people adapt the fitness and healthy lifestyle under the influence of the fit and healthy influencers.

## RESEARCH METHODOLOGY

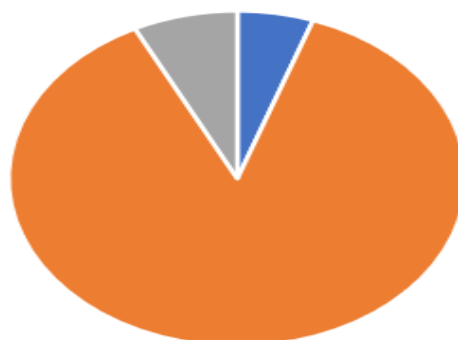
1. **Research Design** – Descriptive study with goal of gathering data for analysis. Cross-sectional design with no control over variables, data gathered in a certain time period.
2. **Sample Size**- The sample size is 150 social media users and followers, consisting of college students and corporate workers aged 15+. The sample size may vary based on the number of responses received during research.
3. **Sampling Technique**- Quantitative research uses mathematical models to study and test hypotheses. It focuses on acquiring and evaluating numerical data and aims to describe quantitative relationships between variables. The approach is critical for accurate measurement and hypothesis testing.
4. **Tools for Analysis**- The survey tools that we are employing. It is accomplished by the use of a questionnaire. A questionnaire is a research instrument that consists of a series of questions designed to elicit information from respondents. These instruments have an interview-style framework and may include other written or oral questions.
  - Google Form
  - Microsoft Excel
  - Data value testing and Data testing – IBM

**Analysis of Data**- Age of the responder.

### AGE

AGE	RESPONSES
15-20	08
21-25	130
21-30	11

### RESPONSES

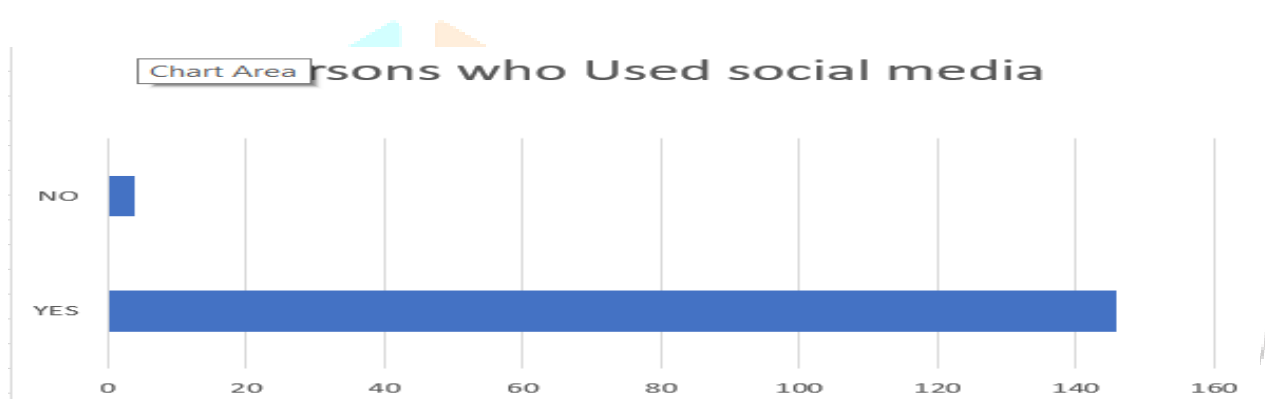


■ 15-20 ■ 21-25 ■ 21-30

This data shows the results of a survey that asked respondents to indicate their age. The data shows that out of the total number of respondents, 8 are between the ages of 15-20, 130 are between the ages of 21-25, and 11 are between the ages of 26-30. This suggests that most of the surveyed population (87%) is between the ages of 21-25, while a small minority (8%) is between the ages of 15-20, and a slightly larger minority (7%) is between the ages of 26-30.

### Persons who Used social media

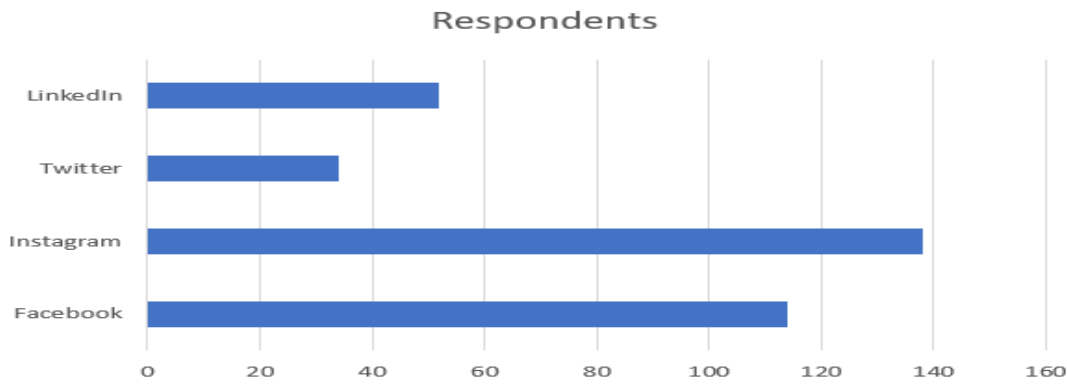
Particular	Respondents
YES	146
NO	4



97% of 150 surveyed people use social media, while 3% do not, according to survey results. This suggests social media is widely adopted, but the data is based on a specific group and may not represent the general population.

### Which Social Media platform is mostly used by you?

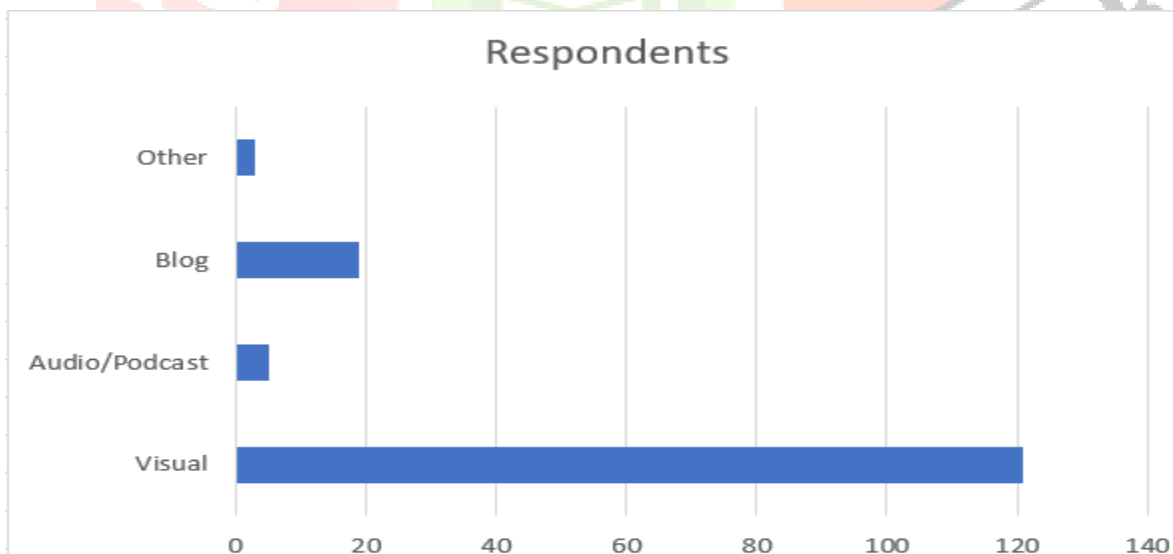
Platform	Respondents
Facebook	114
Instagram	138
Twitter	34
LinkedIn	52



A survey found that 138 respondents used Instagram, 114 used Facebook, 52 used LinkedIn, and 34 used Twitter. Instagram was the most popular platform, followed by Facebook, LinkedIn, and Twitter. The data suggests a preference for visual-based platforms over text-based platforms, but is limited to the surveyed group.

**What kind of fitness/health related content you like to consume?**

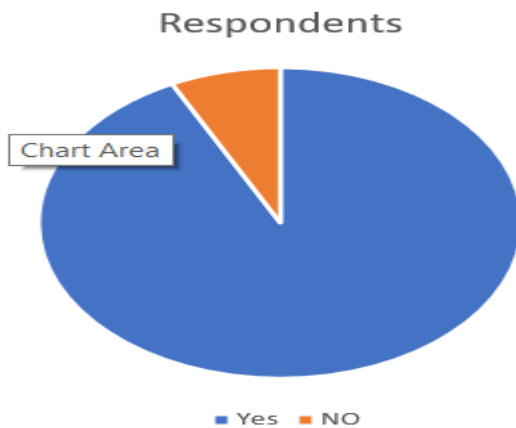
Platform	Respondents
Visual	121
Audio/Podcast	5
Blog	19
Other	3



The results of a survey on fitness/health content preferences show that 121 out of 150 respondents prefer visual content, while only 5 prefer audio/podcast, 19 prefer blog, and 3 prefer other types. This indicates that 81% of the surveyed population prefer visual mediums, while 6% prefer audio/podcast or blog and 3% prefer other forms of content. This data suggests that visual content is the most popular way for the surveyed population to consume fitness/health-related information. However, it's important to note that this data is based on a specific group of respondents and may not represent the general population.

**Do you find yourself more influenced by content having advanced graphics and vfx?**

Particular	Respondents
Yes	138
NO	11



The survey data shows that 138 out of 149 respondents find themselves more influenced by content with advanced graphics/visual effects. This suggests that 93% of the surveyed population is drawn to visually appealing content. However, this data may not reflect the general population.

**Do you consider the number of followers of an influencer before following them?**

Particular	Respondents
Yes	126
NO	23





The data shows 84% of respondents consider the number of followers before following an influencer. It suggests followers care about the influencer's popularity and credibility.

**Do you check their past reviews and consider researching on what kind of community have they built before following them?**

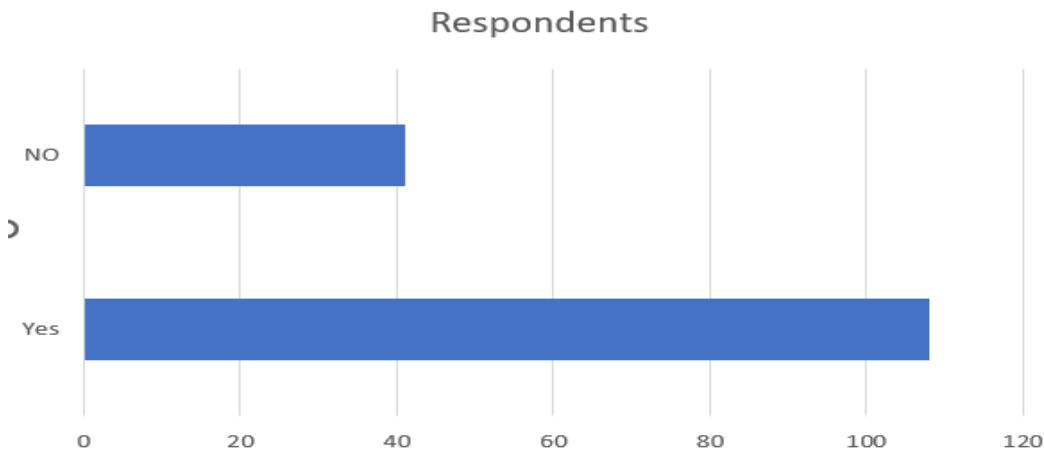
Particular	Respondents
Yes	122
NO	27



Most of the surveyed population (82%) checks past reviews and community before following an influencer on social media, showing a thorough approach. However, this data is based on a specific group of respondents and may not be representative of the general population.

**Does the number of likes and views of the fitness/health influencer influence your decision of following them?**

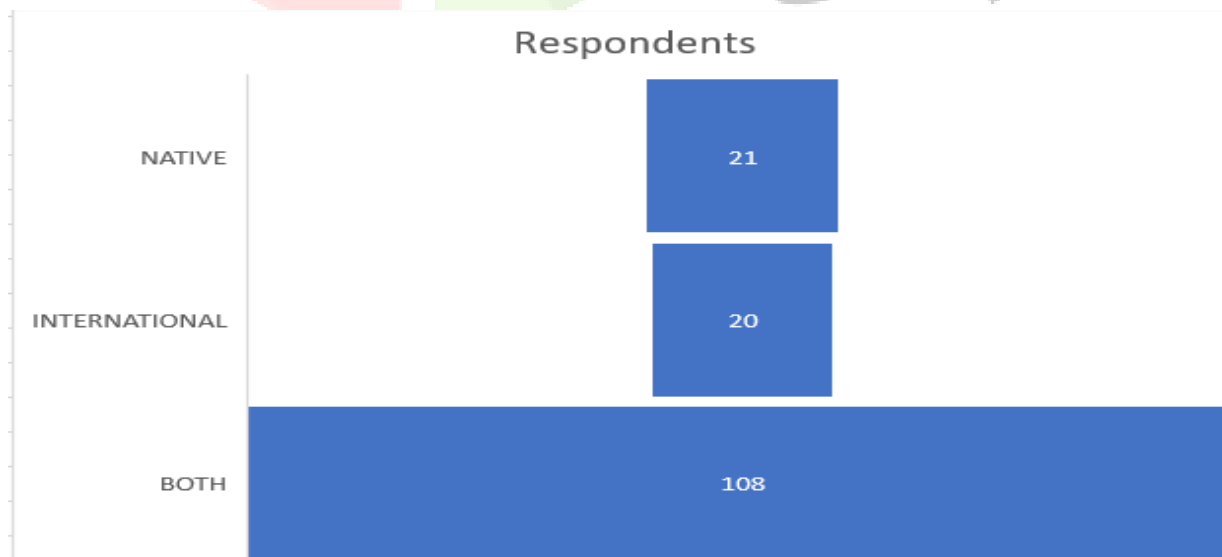
Particular	Respondents
Yes	108
NO	41



This data shows a survey on following fitness/health influencers. Of the respondents, 72% (108) said the number of likes and views influence their decision to follow. The data suggests the surveyed population values popularity and credibility, using likes and views as a metric for choosing who to follow on social media. However, the data is based on a specific group and may not be representative of the general population.

**What type of fitness influencers you prefer to follow?**

PARTICULAR	RESPONDENTS
NATIVE	21
INTERNATIONAL	20
BOTH	108



This data shows most respondents (72%) prefer following both native and international fitness influencers, while a minority prefer just native (14%) or international (13%) influencers. This suggests a diverse taste among surveyed population.

Gender \* Kind\_of\_Influencer Crosstabulation

			Kind_of_Influencer			Total
			Native	International	Both	
Gender	Female	Count	7	6	22	35
		% within Gender	20.0%	17.1%	62.9%	100.0%
		% within Kind_of_Influencer	33.3%	30.0%	20.4%	23.5%
		% of Total	4.7%	4.0%	14.8%	23.5%
		Count	14	14	86	114
% within Gender	12.3%	12.3%	75.4%	100.0%		
% within Kind_of_Influencer	66.7%	70.0%	79.6%	76.5%		
% of Total	9.4%	9.4%	57.7%	76.5%		
Total		Count	21	20	108	149
		% within Gender	14.1%	13.4%	72.5%	100.0%
		% within Kind_of_Influencer	100.0%	100.0%	100.0%	100.0%
		% of Total	14.1%	13.4%	72.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.189 <sup>a</sup>	2	.335
Likelihood Ratio	2.093	2	.351
Linear-by-Linear Association	2.089	1	.148
N of Valid Cases	149		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 4.70.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Phi	.121	.335
Cramer's V	.121	.335

.335) and the Cramer's V (Phi = .121, p = .335). The p-value is higher than .05, meaning there is more than a 5% chance that the association between the two variables (gender and influencer preference) is due to chance. The results of both the chi-square test and Cramer's V are consistent with each other, indicating no statistically significant association between the two variables. Therefore, the null hypothesis (that there is a relationship between the gender and the kind of influencer preferred) is rejected, and the alternate hypothesis (that there is no relationship) is accepted. These results suggest that the gender of the individuals surveyed does not affect the type of influencer they prefer to follow.

fitness\_of\_influencer \* self\_implementation Crosstabulation

			self_implementation					Total
			Very Less	Less	Neutral	More	Very much	
fitness_of_influencer	Very Less	Count	10	0	1	0	7	18
		% within fitness_of_influencer	55.6%	0.0%	5.6%	0.0%	38.9%	100.0%
		% within self_implementation	45.5%	0.0%	7.1%	0.0%	7.0%	12.1%
		% of Total	6.7%	0.0%	0.7%	0.0%	4.7%	12.1%
		Count	0	0	0	0	1	1
% within fitness_of_influencer	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%		
% within self_implementation	0.0%	0.0%	0.0%	0.0%	1.0%	0.7%		
% of Total	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%		
Less	Less	Count	2	1	2	1	2	8
		% within fitness_of_influencer	25.0%	12.5%	25.0%	12.5%	25.0%	100.0%
		% within self_implementation	9.1%	100.0%	14.3%	8.3%	2.0%	5.4%
		% of Total	1.3%	0.7%	1.3%	0.7%	1.3%	5.4%
		Count	1	0	7	4	1	13
% within fitness_of_influencer	7.7%	0.0%	53.8%	30.8%	7.7%	100.0%		
% within self_implementation	4.5%	0.0%	50.0%	33.3%	1.0%	8.7%		
% of Total	0.7%	0.0%	4.7%	2.7%	0.7%	8.7%		
More	More	Count	9	0	4	7	89	109
		% within fitness_of_influencer	8.3%	0.0%	3.7%	6.4%	81.7%	100.0%
		% within self_implementation	40.9%	0.0%	28.6%	58.3%	89.0%	73.2%
		% of Total	6.0%	0.0%	2.7%	4.7%	59.7%	73.2%
		Count	22	1	14	12	100	149
% within fitness_of_influencer	14.8%	0.7%	9.4%	8.1%	67.1%	100.0%		

The study shows that there is a positive correlation between the fitness level of an influencer and the self-reported level of self-implementation of fitness/health content by the people following them. The results of a chi-square test of independence between the two variables reveal a strong correlation with a p-value of .000 and a substantial Pearson chi-square value of 100.881. The value of the phi coefficient is .823, indicating a strong positive association between the variables. Cramer's V is also .411, confirming the strong positive association.

The study suggests that individuals who follow fit influencers are more likely to adapt a healthy lifestyle. The Null Hypothesis of the study is accepted, meaning there is a relationship between the level of fitness of the influencer and the adaptation of healthy lifestyle by people who follow them.

**Conclusion-** Influencer marketing has the potential to promote healthy lifestyles among young people, as influencers who advocate for healthy eating and exercise can inspire their followers to adopt similar habits. It is crucial for young people to evaluate the information they receive from these sources and for parents, educators, and healthcare professionals to educate and guide them. The research suggests that both men and women are equally likely to follow influencers, regardless of their gender. The fitness level of the influencer also positively correlates with the self-reported level of self-implementation of the content. This means that individuals who follow fitness influencers are more likely to adopt a healthy lifestyle. The results suggest that the fitness level of the influencer may be a key factor that increases the likelihood of individuals adopting a healthy lifestyle. This could be due to individuals being more likely to trust and believe in the advice of influencers who lead a healthy lifestyle themselves. Overall, it appears that influencer marketing may play a role in promoting healthy lifestyles among young people, however, more research is needed to understand the full impact and factors that influence the adoption of a healthy lifestyle in the context of influencer marketing.

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