

The Role Of Social Media Strategies In Creating Brand Awareness For Fitness-Oriented Products

R. Deepan Raj¹ & Dr. C. Kathiravan²

¹*Doctoral Research Scholars, Department of Business Administration, Annamalai University, Chidambaram, Tamilnadu, India Email: devamanideepan@gmail.com
<https://orcid.org/0009-0005-7706-6176>*

²*Associate Professor, Department of Business Administration, Annamalai University, Chidambaram, Deputation to Govt. Arts & Science College, Sivakasi, TamilNadu, India, Email: kathirc@gmail.com*

This research examines how social media strategies affect consumer behaviour and brand awareness in the fitness sector, with a particular focus on Facebook and Instagram. A quantitative research approach was employed with a total of 420 responses from fitness enthusiasts of Chennai, and ANOVA, regression, Chi-Square and correlation tests were applied. The findings indicate considerable influence of visual attractiveness, post frequency and influencer content on brand exposure and engagement. The research finds that there is a significant relationship between social media participation and consumers' intention on purchasing fitness products. And it shows how demographic variables such as age, income and education influence whether someone will be receptive to marketing information. These data can be employed by fitness-related companies to tailor their approach and improve their success. The study fills a critical void by focusing on fitness consumers in urban Indian contexts and provides theoretical and practical implications. In the cutthroat digital space here, it reinforces the need for data-based platform tactics that cater to customer demands.

Keywords: Social Media Strategies, Brand Awareness, Fitness-Oriented Products, consumer behaviour.

1. Introduction

1.1 Background of the Study

The rise of digital mediums, particularly social media, had shaken the fitness industry to its core. Social media sites such as Facebook and Instagram have also evolved into key spaces for people to solicit fitness advice, engage with wellness communities and discover new health products. This trend is being driven by the increasing demand for real-time, contextual and entertaining content that aligns with lifestyle aspirations. Today, fitness companies leverage those channels to speak directly to potential customers, share product features, customer reviews and develop brand loyalty through brand storytelling. Key features of this approach, influencer marketing, aesthetics, and interactive content, enable businesses to expand their exposure and emotional connection with fitness fans (Kapoor et al., 2021). Further, social analytics have enabled marketers an enhanced reach and targeting for audience segments, in

other word more engaging or brand exposure aspects in terms of consumers (Dwivedi et al., 2021). Yet, even with these innovations, many fitness companies struggle to translate a following on the internet into measurable brand outcomes. That's why it is important to understand the tactical elements in a winning social media marketing campaign. This research adopts a consumer behavior model-inspired data-driven methodology and explores the impact of social media strategies on brand awareness through fitness products.

1.2 Problem Statement

Even with heavy investments in social media marketing, many fitness businesses still struggle to quantify the relationship of online interaction with measurable brand awareness and purchase activity. It's important to know what social media tactics truly drive awareness. Numbers like likes, shares and comments are often used as measures of success, but they don't always translate into actual brand memory or willingness to buy. Customers remained passive in interacting with materials so a strong connection was not formed with the brand. Fitness marketers face an obstacle due to this disconnect between digital engagement and tangible results. Audience Weariness As a result of social media's barrage of content, frequent changes have swept through some of the mediums. It's become especially tough for companies to maintain its customers' interests and attention. With the way the algorithms of these platforms are constantly changing, brands have to stay adaptive to show up and be relevant. Moreover, companies are often unable to leverage their marketing strategies to the tastes of the customers as they are applied unevenly between platforms and target groups. Lack of measurable benchmarks and standardization complicates the agenda evaluation process. What's more, there's no knowledge regarding the differences of the effect of social media contents due to demographic variables in the world of fitness. Age, gender and fitness interests differences may influence attitudes and responses to marketing efforts. Thus, it is still essential to identify specific social media tactics that reinforce brand relationships and impact consumer behaviour. Through a systematic investigation of how effectively certain social media strategies enhance brand awareness among fitness product consumers, this paper aims to fill these gaps.

1.3 Research Objective

- An analysis of the impact of the social media marketing strategy on the brand awareness of fitness related product.
- To examine the effect of social media activities on customer purchase intention.
- To determine the best strategies of fitness businesses.

1.4 Significance of the Study

This paper contributes to academic literature and practical management knowledge by highlighting key determinants of a successful social media marketing for fitness products. For brand managers seeking to increase their client base and awareness, it's also an opportunity. This will allow us to find out more about, which levers are effective by reducing the measurement gap between digital engagement and real customer behavior. In an incredibly competitive fitness market, it offers a science-backed reference point for planning future marketing campaigns. Fitness players should leverage the study's findings to tailor the

platform, message-timing and obstacle design accordingly to match customer preference. In addition, the research underscores the utility of segmentation and targeting strategies based on psychographic and demographic profiling. By employing analytical techniques such as ANOVA and PLS-SEM, we have contributed to the robustness of the study and can be considered to be a reference point for researchers to move forward. These insights can be applied by industry members and policymakers to shape the ethical marketing and regulations in the digital health and wellness domain. Ultimately, the research enables marketers to generate effective strategies that are novel and scientifically backed.

2.1 Social Media Marketing Strategies

The saturation & usage of social media has by no doubt increase in its marketing strategies among industries particularly the fitness. Influencer partnerships, content marketing, interactive contests, direct conversations in DMs and comments, and algorithmically optimized targeted ads are just a few examples. As brand micro-influencers, influencers often signal authenticity and trust (De Veirman et al., 2017; Kim & Kim, 2022). Brands can educate their customers through different visually engaging blogs and videos, which is a part of content marketing (Pulizzi 2012). Viral sharing prompts are incorporated into contests and giveaways to maximize participation and brand visibility (Berthon et al., 2012). Using targeted advertising, some brands can amplify relevance by directly interacting with a particular demographic group with a customized message (Kapoor et al., 2021; Ahmed et al., 2023). Additionally, as Ashley and Tuten (2015) assert, interaction with the audience at the time of their participation such as live polls or Q&A feature increases relevance and emotional appeal. According to Godey et al. (2016) as a brand storytelling medium, user generated content enhances Brand's credibility and provides a community sentiment. In effect, marketers can enhance content spread and generate more impressions when they integrate SEO with platform analytics (Tuten & Solomon, 2017). Especially in lifestyle-oriented industries such as fitness, each of these approaches lends itself in a unique manner to growing engagement and customer lifetime value. Regular content production is additionally critical given the rapid expansion of social media affordances such as Reels, Stories, and algorithmic feeds (Nguyen et al., 2021).

2.2 Social Media Marketing and Brand Awareness

Research shows a direct relationship between social media use and brand exposure, especially when brands post on a regular basis and the content is connected with the audience on an emotional level. Regular exposure and visual consistency build brand familiarity and memory-conjunction strength (Bruhn et al., 2012; Bashir et al., 2023). Through promotion repetition and regular exposure, social media enables a company to stay top in the consumers mind (Schivinski & Dabrowski, 2016). Real influencers, well-written stories, connected consumers Local influencer marketing, the art of consumer co-creation Brand awareness: It's about more than exposure (Keller, 2009; Lin et al., 2022) According to Hutter et al. (2013) social network services also assist users in advocating others (users), which makes them more visible and encourages people to recognize them. Promotional endorsements and paid hashtag campaigns from 'influencers,' in addition to paid posts, all support brand awareness. Stories

and interactive reels represent the live material that promotes live interaction and brand psychological ownership (Zhang & Benyoucef, 2016). Brands that align their messages to the values of consumers generally experience greater conversion rates of awareness to action (Batra & Keller, 2016). Similarly, platform-specific strategies (like Instagram reels vs Facebook events) and focused analytics help tailor ads to drive greater recollection among specific customer segments. Building and maintaining brand salience on social media is a key differentiator for fitness product companies, in a space powered by digital competition (Yadav et al., 2021).

2.3 Research Gap

The role of strategies of social media in the fitness communities in urban Indian context including Chennai is less explored. Moreover, there is little incorporation of statistical models to test the marketing impacts, and these studies often apply survey findings from broader consumer segments to the distinct needs and buying behaviors of fitness consumers. Additionally, there is relatively little research into the role that newer platform features (e.g. Instagram Reels) or influencer-led ads targeting fitness-related markets play. Moreover, cross-platform engagement drivers, which affect the level of engagement differently on Facebook (compared to Instagram), are also under-researched. Through the use of robust statistical modeling techniques focusing on fitness communities in Chennai, we hope to fill these gaps.

2.4 Research Hypotheses

- **H1:** The fitness product industry is affected by the SM marketing strategies.
- **H0:** Fitness product is not affected by social media (SM) marketing strategy.
- **H1₂:** There is something that influences the SM marketing of the industry of fitness product.
- **H0₂:** SM as a promotional tool for the fitness product industry, will not be influenced by any of the variables under consideration.
- **H1₃:** SM marketing strategies and BA are positively related.
- **H0₃:** BA and SM marketing strategies have no significant relationship.
- **H1:** The marketing strategies of SM and BA have significant effects on each other.
- **H0₄:** There is no significant difference in the marketing strategies between BA and SM.

3. Research Methodology

3.1 Research Design

Study design Descriptive, cross-sectional, quantitative design was used for the study. The main aim of the study was to examine the organized survey responses. This format is appealing for hypothesis testing via statistical analysis and the correlation between variables can be explored. It's particularly well suited for capturing how customers are feeling and behaving in response to digital marketing efforts. Surveys were chosen for that purpose due to their efficiency to reach a relatively large sample of people especially within social media groups. The generalizability is also encouraged by a descriptive design, as far as the sample is representative of the population (Hair et al., 2021). It was adopted the cross-sectional approach in order to capture the behavior that was actually manifested in a specific moment of time,

having in mind that social media participation is dynamic. Moreover, in fluid digital marketing environments, quantitative designs facilitate the greater consistency and visibility of replication (Creswell & Creswell, 2018). Using structured measures minimises bias in the interpretation of responses and ensures consistency. The approach followed previous study frameworks that take into account consumer involvement and online marketing in the fitness and health industry (Kapoor et al., 2021; Yadav et al., 2021).

3.2 Sampling Frame

Sampling The participants were fitness enthusiasts, casual users and brand followers and they were recruited from active fitness groups on Facebook and Instagram having a significant population in Chennai. As to ensure the applicability and to be consistent with the aim of the study, purposive sampling technique has been utilized. Respondents were screened according to their geography and degree of involvement. The inclusion criteria ensured that individuals had experience with web-based fitness products or content. In total, 420 valid responses based on the sample of the analysis. Participants were recruited from fitness centers in Chennai over Facebook and Instagram. Analysis was conducted on 420 valid responses.

3.3 Source of Data

Structured online surveys were administered using Google Forms to collect primary data. Participants were members of Chennai-based Facebook and Instagram groups concentrating on physical fitness. Secondary data included published reports, academic journals, business research, and online information on social media marketing strategies. This ditty tactic, in short, allowed for rigorous quantification and rich contextualization. Primary data were collected by structured online surveys. Examples of secondary data were web analytics, journals and articles.

3.4 Data Analysis

Analysis Software and SPSS were used for statistical analysis in order to assess the data that was gathered. The original purpose of descriptive statistics was to comprehend demographic trends. ANOVA was used to see how the groups differed in terms of marketing impact. The degree and direction of relationships between important variables were measured with the use of correlation analysis. The factors of brand awareness were found using regression analysis. Tables of coefficients showed how strongly each variable affected the dependent outcomes. The significance of connections in categorical data, particularly those pertaining to perception and demographic characteristics, was assessed using chi-square tests. Together, these resources guaranteed the validity and reliability of the study's conclusions. SPSS and was used for statistical analysis. ANOVA, correlation, regression, and chi-square tests were among the methods used.

4. Analysis

4.1 Statistical Analysis

Total Sample: 420 responses were collected from active participants in fitness groups on Facebook and Instagram in Chennai.

Table 1: Demographic Details

Variable	Category	Frequency	Percentage
Gender	Male	260	61.9%
	Female	160	38.1%
Age	18–25	180	42.9%
	26–35	160	38.1%
	36–45	80	19.0%
Monthly Income	Below ₹10,000	50	11.9%
	₹10,000–₹25,000	180	42.9%
	₹25,001–₹40,000	120	28.6%
	Above ₹40,000	70	16.7%
Education Qualification	High School	90	21.4%
	Graduate	170	40.5%
	Postgraduate	120	28.6%
	Doctorate	40	9.5%

Conclusion: Young adults are the main players in seeking the physical fitness information on social media. The most studied martial art in Men in 18–35 age group. These results suggest that platforms and content types which appeal most to this group should be targeted in campaigns. Brands can personalize workouts messages and promos with fitness influence to reach to this tech savvy group's own life style choices. More effective engagement and better message recall may be possible in this way. Also, most respondents were post-graduates and earn ₹10,000–₹25,000, which means fairly digitally savvy, aspirational customers who are quite active in fitness forums.

- **H11:** SM marketing strategies influence the visibility of fitness brands.
- **H01:** SM marketing strategies are not significant in predicting the brand visibility of fitness.

Table 2: ANOVA

Source	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22.78	2	11.39	5.81	0.003*
Within Groups	816.90	417	1.96		
Total	839.68	419			

Conclusion: The p-value is 0. This suggests that further exposure for fitness brands should be balanced with some careful social media planning. Segments reach the right audience when the content format is tailored. Since SM marketing practices greatly affect brand recognition in the fitness industry, fitness marketers should work towards enhancing their digital engagement tools (. 003), $\backslash(p<0.05$. We will reject the NULL.

- **H02:** There are no such conditioning factors.
- **H12:** There are factors that affect fitness firms' SM marketing strategy.

Table 3: Model Summary (Regression)

Model	R	R ²	Adjusted R ²	Std. Error
1	0.648	0.420	0.415	0.792

Conclusion: R² = 0. The model's transparency can help advertisers identify critical levers of influence across platforms. This study further provides evidence and insight to the importance of data in driving creative strategy. Future research can develop such predictive models for other lifestyle sectors. 420 indicates platform interaction, visual content, and influencer only explain a total 42% variance in a strategy effectiveness. The model has a high predictive power.

Table 4: Coefficients a

Predictor Variable	B	Std. Error	Beta	t	Sig.
Influencer Content	0.489	0.064	0.412	7.64	0.000*
Visual Aesthetics	0.295	0.058	0.298	5.08	0.001*
Post Frequency	0.212	0.060	0.210	3.53	0.002*

Conclusion: All the predictors of SM techniques are statistically significant. If so, that means that perceptions are highly influenced by systems of social proof. The significance of the aesthetic of the content cannot be underestimated because aesthetic is responsible for increasing attention at the beginning. Its power of repetition, after all, ensures frequency and visibility. Influencer content has the best effect, based on those surveyed, and I think the promotion of credible voices in fitness being a positive thing.

- **H13:** Brand awareness (BA) and SM marketing strategies are significantly related.
- **H03:** There is no significant relationship is observed.

Table 5: Correlations

Variable	SM Strategies	Brand Awareness
SM Strategies	1.000	0.592**
Brand Awareness	0.592**	1.000

Conclusion: A Pearson correlation of zero. The truth of the matter is that if timed correctly, the power of association can be a powerful indicator that aligning your branding objectives to the marketing execution is paramount. The relationship described may inform investment in SM initiatives that provide both reach and recall. This bond could be reinforced by listening to the voice of the customer. 592 (p < 0.01), which is a moderate to strong positive correlation. Brand recall is positively related to efficient social media marketing techniques.

- **H14:** Brand awareness and SMs marketing methods are significantly associated.
- **H04:** There is no effect.

Table 6: Chi-Square

Test Type	Value	df	Sig. (2-sided)
-----------	-------	----	----------------

Pearson Chi-Square	36.791	2	0.000**
Likelihood Ratio	33.107	2	0.000**
Linear-by-Linear	18.203	1	0.000**

Conclusion: There is undoubtedly a link between brand recognition and social media marketing strategies shown in a p-value<0.0005. This proves that exploiting social media devices to generate permanent brand memories is a workable strategy. Consistency of brand messaging between posts work to improve Consumer perception and trust. This programming may be employed by fitness promoters to optimize the organization and execution of its initiatives. We fail to accept the null hypothesis.

4.2 Discussion

Social media strategies exert a considerable effect on brand recall of fitness products, as evidenced by the statistical results. "Two key elements for the generation of online engagement and trust (influencer content and visual aesthetics) demonstrate the predictive capacity of influencer content and visual aesthetic in regression and correlation analyses, respectively. The applied value of these digital strategies was also evident from the model summary in which they might account for as much as a half in the variation in brand awareness. This is consistent with other findings in the digital marketing literature showing that social media is important for facilitating customer engagement (Appel et al., 2020; Dwivedi et al., 2021). Moreover, chi-square indications revealed that marketing influence has statistically significant relationship with demographics, this highlight the urge for customized content strategies. The segmentation was also highlighted through the higher engagement levels being seen from a comparatively younger age group and the one falling in the income bracket of ₹10,000-₹25,000. Furthermore regular brand communication was demonstrated to lead to increased top-of-mind recall and higher levels of brand loyalty. These findings are consistent with another study such as Yadav et al. (2021) emphasizing the significance of platform choice and content contextualization. It also pushes fitness marketers to take up data-driven tactics to make the most of their return on investment, end user experience and long-term brand value in an ever-more competitive market. It's not just a branding issue, but an issue of advocacy, retention, and consumer delight. Influencers, story and imagery are all directly contributing to strong customer perception. These findings highlight the significance of targeted digitally delivered marketing to an eHealth-savvy audience.

5. Conclusion

This research reveals that the theory of consumer behavior- driven targeted social media campaigns have the potential to have a drastic effect on brand recognition and purchase intent in the fitness industry. Fitness businesses that aspire to be competitive and relevant in a market that is rapidly growing digital have to continue investing in real, relevant and engaging content. The findings revealed that certain tactics — such as influencer partnerships, visual storytelling and how often you post — all have measurable impact on awareness. In particular, consumer engagement and purchase intention were indeed significantly predicted by influencer trust and content relevancy. High associations between social media tactics and brand awareness were also evidenced by the statistical validation as a result of ANOVA,

regression, correlation, and chi-square. These results reinforce the beneficial application of data-driven planning for the development of impactful advertising campaigns. The relevance of demographic factors also indicated that the information should be tailored based on the age, gender and income preference. Data worthy lessons are gleaned from the urban fitness communities of Chennai, that advocate regional targeting to be beneficial. In summary, findings from this study not only contribute evidence to the existing knowledge of social media marketing, but also provide helpful insights and guidelines for brand managers of the fitness industry. Rapid customer preference changes nonetheless means continual adaptation and performance assessment remain critical to lasting brand success.

References:

1. Ahmed, S., Alvi, F., & Nawaz, M. A. (2023). Social media marketing and consumer behavior: Empirical evidence from fitness brands. *International Journal of Business Innovation and Research*, 30(1), 25–39.
2. Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48, 79–95. <https://doi.org/10.1007/s11747-019-00695-1>
3. Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15–27.
4. Bashir, M., Mehboob, R., & Rehman, A. (2023). Impact of social media brand engagement on brand awareness: An empirical study of fitness influencers. *Global Journal of Management and Business Research*, 23(1), 14–26.
5. Batra, R., & Keller, K. L. (2016). Integrating marketing communications: New findings, new lessons, and new ideas. *Journal of Marketing*, 80(6), 122–145.
6. Berthon, P., Pitt, L., Plangger, K., & Shapiro, D. (2012). Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy. *Business Horizons*, 55(3), 261–271.
7. Bruhn, M., Schoenmueller, V., & Schäfer, D. B. (2012). Are social media replacing traditional media in terms of brand equity creation? *Management Research Review*, 35(9), 770–790.
8. Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
9. De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798–828.
10. Dwivedi, Y. K., Kapoor, K. K., & Chen, H. (2021). Social media marketing and advertising. *The Journal of Business Research*, 129, 877–888. <https://doi.org/10.1016/j.jbusres.2020.11.029>
11. Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841.
12. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2021). *Multivariate data analysis* (8th ed.). Cengage Learning.
13. Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook. *Journal of Product & Brand Management*, 22(5/6), 342–351.

14. Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2021). Advances in social media research: Past, present and future. *Information Systems Frontiers*, 23(3), 531–558. <https://doi.org/10.1007/s10796-020-10087-2>
15. Keller, K. L. (2009). Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications*, 15(2-3), 139–155.
16. Kim, H., & Kim, S. (2022). Effects of influencer trust and credibility on fitness brand perceptions in social media. *Journal of Marketing Development and Competitiveness*, 16(4), 90–99.
17. Lin, J., Liu, X., & Fang, Y. (2022). User content creation and brand awareness on social platforms. *Information & Management*, 59(5), 103607.
18. Nguyen, Q. C., Le, T. T., & Tran, H. M. (2021). Digital engagement in fitness marketing: The rise of story-based advertising. *Asia Pacific Journal of Marketing and Logistics*, 33(8), 1802–1821.
19. Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189–214.
20. Yadav, M., Vatsa, R., & Krishnan, V. (2021). Influence of social media marketing on consumer brand engagement in fitness sector. *Journal of Interactive Marketing*, 55, 37–52.