



Impact of social Influencers (YouTube) on Fitness Industry

¹Salman Shaik, ²Saket Singh, ³Bacchu Pavan Kumar, ⁴Dr. S. Premlatha

¹Student, ²Student, ³Student, ⁴Assistant Professor

¹ II PGDBM,

¹ Xavier Institute of Management and Entrepreneurship, Chennai, India,

Abstract: More and more people are attempting to capitalize on the popularity of health and fitness over the past couple of years by covering it on their social media platforms, particularly YouTube. It is crucial to understand how to get the confidence of the followers by being aware of the most significant aspect of trust overall because this circumstance might benefit all concerned parties - influencers, businesses, and end users. Studying the impact of social media YouTube influencer on fitness industry and also to identify the characteristics of popularity of influencers in fitness industry and to analyze the impact of pandemic on fitness industry.

Keywords: Influencer Marketing, YouTube marketing, social influencer, Fitness and wellness industry

1. INTRODUCTION

Although living a fit and healthy lifestyle has always been popular, interest in health and wellbeing has increased dramatically during the past ten years in particular. Social networking platforms frequently act as an incentive for a good diet and regular exercise, even though people have always attempted to better themselves. Due to the current social media frenzy surrounding fitness and health, many people use social media to tell stories about their lifestyles and give advice to others. This motivates and inspires its audience, especially young people, to improve themselves by adopting a similar lifestyle.

People are choosing to approach their fitness regimens in a more independent manner as a result of the frequency and knowledge of maintaining an active lifestyle rising. As a result, the market is continually flooded with new fitness-related technological tools and goods, creating strong relationships between fitness experts and aficionados.

2. REVIEW OF LITERATURE:

Abhishek Singh Tomar & Ruby Chanda (2020)

With well-being and wellness having been major issues in recent years, it comes to reason that more individuals are aiming to profit from design through their social media platforms covering it, notably on YouTube. Because this condition has the potential to benefit each involved gathering - influencers, associations, and end buyers - it is important to recognise step by step directions to gain the confidence of the fans by examining the most spectacular trust of element as a rule.

However, there are a few studies on trust in online company, and none of them have found out how to analyse the scenario involving influencer showing, particularly health-related influencers on YouTube. To solve this issue, the circle, liberality, uprightness, and capability were the three most commonly stated components in the taken under writing. Every element that was distributed included three connected factors, such as scaled requests in an online survey, which contributed in producing a distinct backslide evaluation. Customers prefer honesty above all else, according to the YouTube poll, meaning that influencers, as well as the organisations that engage with them, must be entirely honest, sincere, and caring in order to acquire the consumers' trust.

Celebrities, according to the literature, must possess seven criteria in order to effectively support a product or service.

Millennials, according to statistics, are the most prone to the fitness and gym obsession. Many individuals believe that the content on millennials' preferred social media platforms, such as YouTube, fuels their desire for a healthy lifestyle, a fit physique, and fashionable fitness clothing.

Since the company expands, having an ideal athletic figure with a low body fat percentage may help you become well-known, as many of their admirers look up to them. These fanatics buy these things or try to duplicate their workout routines in the hopes of achieving the same outcomes.

Rebecca Baranow (2019)

With health and fitness becoming increasingly popular topics in recent years, a growing number of people are seeking to capitalise on this trend by covering it on their social media platforms, notably YouTube. Because this circumstance has the ability to benefit all parties involved - influencers, corporations, and end users - it is vital to grasp how to win followers' trust by understanding the most significant component of trust overall.

Elmira Djafarova & Max Thompson (2020)

While there have been several studies on e-commerce trust, none have looked at the issue with influencer marketing, particularly fitness-related YouTube influencers. To address this issue, the loop included the three most commonly mentioned trust traits in the literature: kindness, honesty, and competency. Each element received three connected, Likert-scaled items to utilise in an online questionnaire, which was subsequently employed in a multiple regression analysis. According to the findings, YouTube users respect transparency, which leads to the conclusion that influencers, as well as firms that connect with them, must be entirely raw, honest, and selfless in order to acquire consumer confidence.

Research from McKinsey & Company, showing the following results:

Who are consumers for a fitness influencer?

In their quest of holistic wellbeing, wellness enthusiasts (23 percent) emphasise fitness, nutrition, and mental and physical well-being. They are motivated by performance, identity, or a feeling of equilibrium. They prioritise their training routine every day since it is an important part of their enjoyment. They value and seek incremental improvements that are consistent with their ideals, yet they may be wary of spectacular new offerings.

These consumers are research-experimenter (10%) clientele seeking new experiences who are constantly on the lookout for the latest and best in fitness. Early adopters of new products may not be loyal among experimenters. Continuous innovation that inspires and maintains interest is essential for converting them.

The neighbourhood gym is not extinct, and at-home fitness solutions are here to stay. In the fitness sector, long-term consumer attraction and retention Even while the quantity and quality of competing products has risen, this should be good news for the industry; our experience with membership churn factors has shown that regular visits and exercises are the most effective means of retention. For example, a person may have left work too late to go to the gym, but they can still exercise on their spin bike for 30 minutes that evening (for more information on our fitness consumer segmentation, see the infographic titled "Who are fitness consumers?").

Regardless of the characteristics of each archetype, we have noticed a greater cross-segment emphasis on interacting and having a feeling of belonging—community. 1 The fitness industry has always capitalised on this demand for community through sports leagues and clubs, but in the last decade, it has become more apparent in certain workout classes, fitness coaching, and fitness-focused social media groups. Customers across all market sectors sense a feeling of community and belonging, which boosts loyalty, word-of-mouth, and lifetime value.

Traditionalists (11%) work out in the morning, go to the gym for lunch, and attend evening classes. They have been doing the same thing for a long time and are often the last to try something new. It is difficult to win them, and minor changes to something familiar may be necessary. Relationships with them, on the other hand, bring long-term benefits.

Despite the fact that 55 percent of passive participants do not prioritise exercise, they may acquire fitness items as a result of an external occurrence. Accessibility, connections, and emotion management are all important variables in recruiting passive participants. Another consumer pattern comes from passive individuals who create internal motivations to maintain their fitness.

According to a study by William Synnott (2021) a Business school from Dublin,

In recent years, the sorts of advertising that millennials watch have altered. Influencer marketing has become a very popular approach for advertising to millennials as a result of the growth of social media. The issue is, what are required characteristics of the influencer pushing things in health and the fitness business to the successfully influence of millennial purchase decisions? To addressing this study topic, four key objectives are established. For investigating how influentially individuals are influencing millennials' purchase decisions in health and fitness industry.

To investigate primary factors influencing millennials' trust in the health and fitness industry influencers. For understanding how influencers' attractiveness, expertise, and also the credentials of affect their credibility and,where as a result, buy decisions; to identify essential aspects and make the recommendations for the successful millennial of health and fitness influencer strategy.

Celebrity endorsement characteristics:

Source: Athens Journal of Mass Media and Communications- Volume 6, Issue 2 – Pages 131-146

According to the research of the Athens Journal of mass media and communications, there are 7 characteristics which will make the endorsement effective in terms of Influencer, both in online and offline modes. Which also be used for analysing characteristics of a YouTube Influencer for our research.

3. RESEARCH METHODOLOGY

Secondary Research on

- To study impact of social media influencer (YouTube) on fitness industry
- To identify the characteristics of popularity of influencers in fitness industry
- To analyze the impact of the pandemic on fitness industry

4. ANALYSIS & INTERPRETATION**4.1 Influencer marketing**

Market revenue for influencer marketing platforms was projected to reach \$10.39 billion in 2021. It is predicted to rise at a compound annual growth rate (CAGR) of 33.4% from 2022 to 2030. This is due to brands' shifting preferences for promoting their products through online influencers rather than traditional celebrities. Influencer marketing is fast replacing established branding strategies used by businesses and is essential. It incorporates content-driven marketing strategies with conventional celebrity endorsements.

Numerous organisations' business strategies have been significantly altered by the growing usage of the internet for advertising. It has also given advertisers new opportunities to reach their target customers. Such marketing endeavours make it possible to give personalised advertisements, which enhances the customer experience.

Social media platforms like YouTube, Meta (Facebook), Pinterest, and YouTube have grown significantly for these marketing objectives. It is projected that these cutting-edge branding and promotion techniques would enhance the market prospects for influencer marketing platforms in the next years.

Influencer marketing platforms witnessed a sharp rise in popularity during the COVID-19 epidemic. Due to the restrictions imposed by the government-mandated lockdown, the production firms and advertising agencies were forced to postpone the scheduled commercial shooting, which forced the corporations to adopt alternate promotion techniques. The increasing usage of social media during the lockdown enhanced influencer marketing. It is believed that this tendency will continue even after the outbreak.

4.2 How Influencers make money as a fitness instructor on YouTube

- Monetize YouTube videos
- Monetize live streams
- Sell fitness merchandise online
- Turn YouTube channel into a marketing tool

Tasks of a fitness coach

- Helping people reach their fitness and health goals, improving their diet, immunity, and stamina via the use of suitable exercise routines is among the duties of a fitness trainer or coach.
- Develop the person's physical attributes, provide workout routines, and provide wellness and dietary advice.
- Creating post-session training plans to maintain consumer's health.
- Encouraging clients to continue their commitment to training and achieve their aspirations and goals
- Make sure users of the fitness equipment maintain it properly and use it correctly.
- Effectively manage and train both people and groups.
- To guarantee that the clients receive the greatest care, keep up with developments in the personal trainer course in India, the fitness industry, and equipment and technology.

4.3 YouTube Marketing

YouTube was launched in 2005. It was created by three PayPal employees, Chad Hurley, Jawed Karim, and Steve Chen. They operated out of a modest eatery in San Mateo that served as their office.

Many well-known celebrities got their start on YouTube, with the most popular categories at first being vlogging, gaming, and comedy. There are hundreds of channels on YouTube now with millions of subscribers that cover almost every topic, with Ryan's World, a channel for kid's toys, earning the most in 2021.

4.4 YouTube Statistics: With more than 2.5 billion monthly users, YouTube will bring in \$28.8 billion in revenue in 2021, a 46% increase over the previous year. 50 million people subscribed to YouTube Premium in 2021.

4.5 YouTube user's country wise:

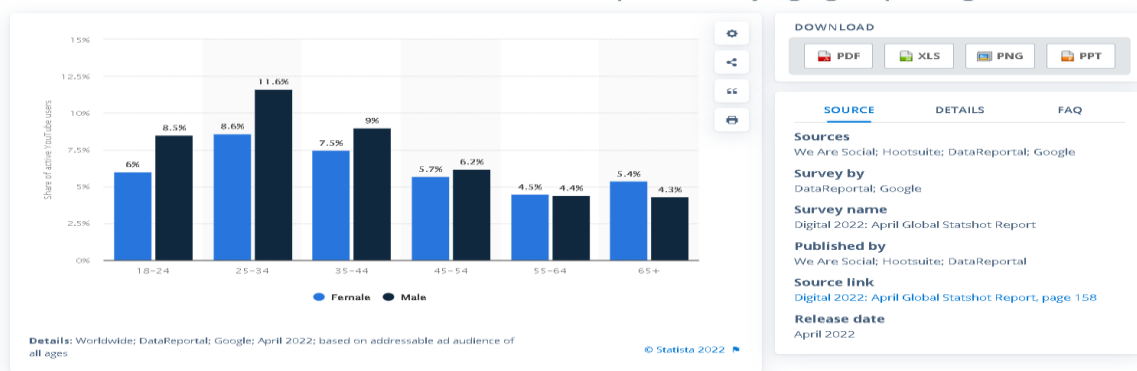
Country	The number of YouTube users in the Millions
India	468
United states	248
Indonesia	134
Brazil	135
Russia	108
Japan	105
Mexico	80.
Germany	72.8
Pakistan	71.9
Vietnam	62.4
United Kingdom	57.2
Turkey	57.7
Philippines	55.7

Source: Statista

4.6 YouTube Users Age wise:

Internet > Online Video & Entertainment

Distribution of YouTube users worldwide as of April 2022, by age group and gender



Source: Statista

4.7 YouTube Revenue

Over the past four years, YouTube has recorded a revenue rise of more than 30%. It produced \$28.8 billion in 2021, up 46% from the amount in 2020.

Year	Revenue in billion dollars
2010	0.9
2011	1.2
2012	1.6
2013	3.0

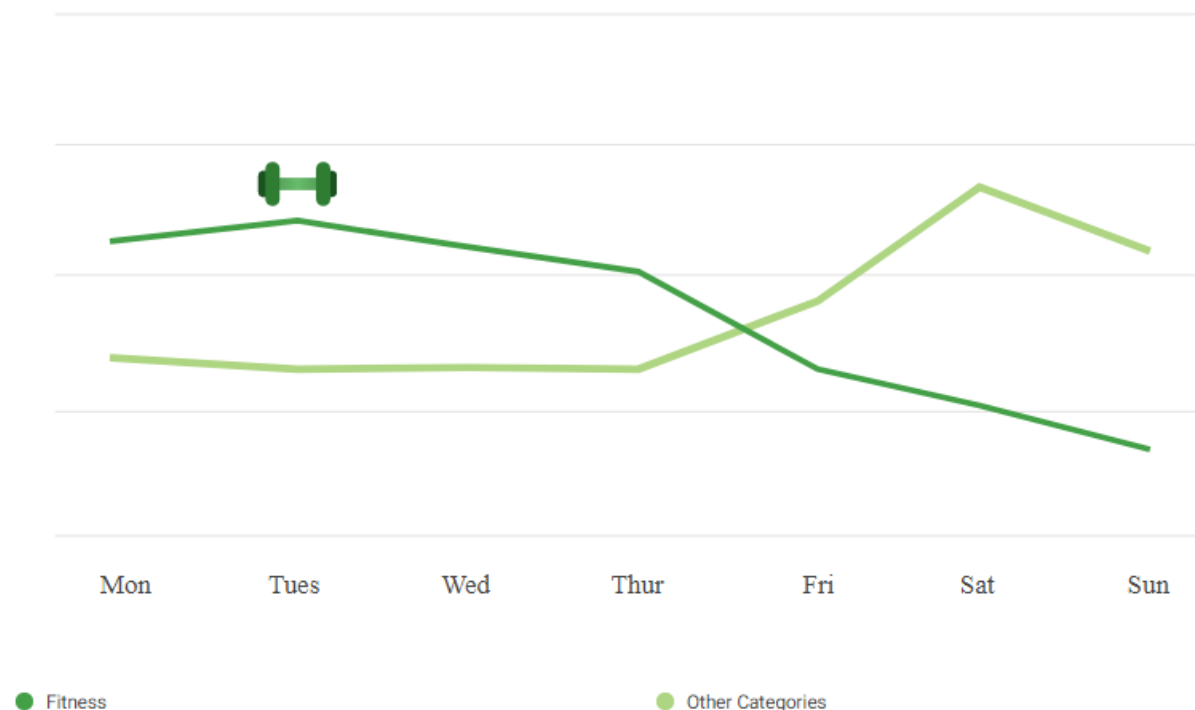
2014	4.1
2015	5.4
2016	6.6
2017	8.0
2018	11.0
2019	15.0
2020	19.8
2021	28.7

4.8 The rise of Fitness You Tubers in India:

Name of channel	Views	Subscribers
HEALTH AND FITNESS	69,761,985	642,066
GURU MANN FITNESS	37,865,875	599,431
FITNESS ROCKERS INDIA	14,122,756	180,986
TARUN GILL	44,562,756	360,147
BEER BICEPS	19,527,896	386,769

4.9 YouTube videos on the TV screens by the day of week:

Tuesdays are peak day of the week for the YouTube videos on fitness on TV screens:



Source:
<https://vidooly.com/blog/indian-fitness-youtubers/>

According to a study from Vidooly a analysis and blogging platform, it is found that Tuesdays are the most screened day of the week, in which it is also mentioned that weekends are the least interactive in terms of screening of the fitness content in YouTube.

4.10 Top Fitness You Tubers Worldwide:

Name of the Channel	Subscribers	Viewership	Started on
Yoga with Adrienne	11.2M	1.7B	August 30, 2012
Blogilates	6.86M	1.0B	June 13, 2009
POPSUGAR Fitness	5.96M	988M	November 21, 2010
Scott Herman Fitness	2.95M	575M	May 25, 2009
Bradley Martin	3.52M	478M	August 20, 2014
The fitness Marshall	3.5M	789M	September 11, 2014
Fitness blender	6.56M	1.0B	January 19, 2010
Pamela reif	8.62M	1.0B	September 16,2013
Officialthenx	7.97M	578M	February 4, 2013
The body coach	2.8M	327M	August 12, 2011

4.11 Total earnings of the YouTubers on monthly basis:

Position	Channel	Subscribers	Monthly Earnings (\$)
1	Tibo Inshape	6.4million	816,037.50
2	Athlean-X	8.5million	440,405
3	Calisthenicmovement	2.2million	290,051
4	The Fitness Marshall	2.1million	209,296
5	Bodybuilding Workout Routine and Diet Planning	4.2million	139,811.50
6	Emi Wong	1.3million	130,541
7	Leslie Sansone's Walk at Home	1.3million	117,554.50
8	FitnessBlender	5.8million	109,758.50
9	Blogilates	4.7million	86,650
10	Simeon Panda	1.2million	82,055
11	ScottHermanFitness	2.3million	70,259
12	Lucy Wyndham-Read	1million	63,762
13	Entrena con Sergio Peinado	2million	63,221
14	Rohit Khatri Fitness	3.6million	56,480
15	Mark Bell – Sling Shot	433,000	44,508.50
16	Twin Muscle	2.2million	40,485.50
17	HASfit	1.1million	36,368.50
18	Bradley Martyn	2.2million	30,467.50
19	Alan Thrall	639,000	29,598.50
20	Omarlsuf	802,000	28,904

According to Golf support, the shopping site with a focus on golf equipment culled its list by taking into consideration subscriber numbers and social media impact, among other things, and excluded channels maintained by merchants, brands, or businesses., As given in the above table, we found that highest monthly earning of a fitness YouTube channel is \$816,037 and average monthly earnings of top 20 fitness YouTubers being \$144,310

4.12 Fitness Industry in India

- The Health & Fitness segment's overall revenue is anticipated to reach US\$43.89m in 2022.
- From 2022 to 2026, the total revenue is projected to increase at a compound annual growth rate (CAGR) of 6.13%, with a predicted market volume of US\$55.68 million by that time.
- In-app purchase (IAP) revenue for the Health & Fitness category is projected to reach US\$14.77m in 2022.
- Paid app income is estimated to reach \$0.46 million in the Health & Fitness sector by 2022.

- In the field of health and fitness, advertising income is projected to amount to US\$28.67 million in 2022.

- 293.4 million downloads are projected for the Health & Fitness sector in 2022.

The average income per download, according to the current prediction, is \$0.15.

-

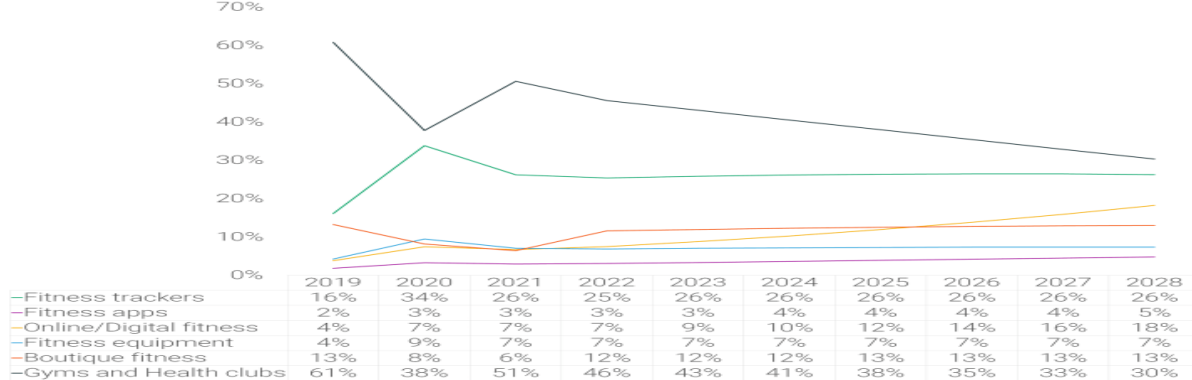
According to comparisons on a global scale, the United States produces the most money. (US\$3,016.00m in 2022).

4.13 Fitness Industry Statistics 2021 – 2028

The value of the fitness business peaked in 2019 and fell by 31.45% in 2020, totalling around \$38 billion.

By the end of 2021, the sector is projected to have recovered to its pre-pandemic levels, with expected sales of 45 billion USD, and will then continue to grow to 48.5 billion in 2022.

Fitness Industry Market Share by Segment 2019 - 2028

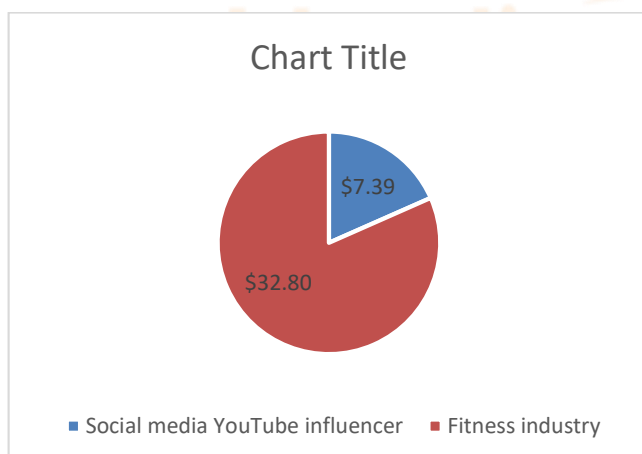


5. FINDINGS

Market size of 3 industries

In billions			
Market size	2022	2030	CAGR
influencer marketing	\$14.28	\$143.11	33.80%
Social media YouTube influencer	\$7.39	\$79	41.84%
Fitness industry	\$32.80	\$189	40.80%

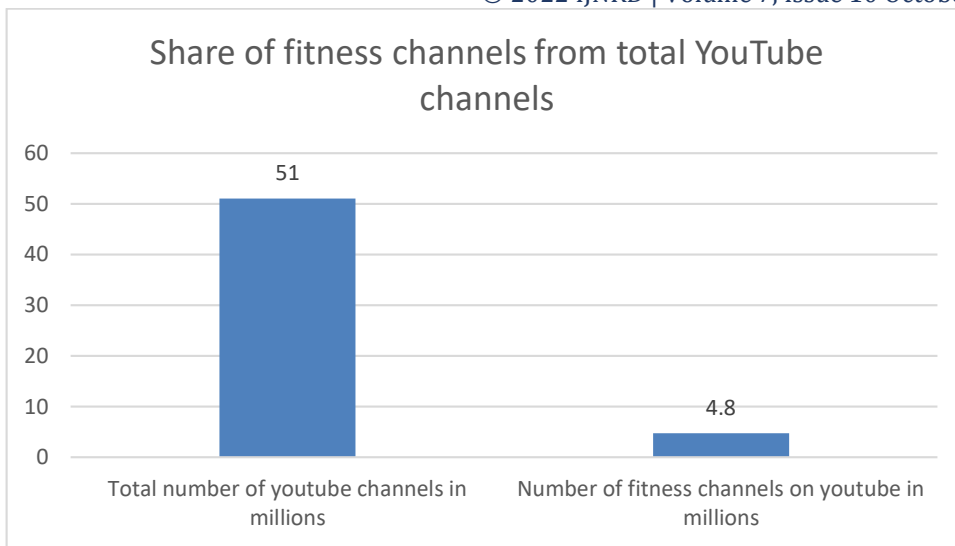
5.1 To study impact of social media influencer (YouTube) on fitness industry



- The Impact of YouTube social media influencer on fitness industry is 22.53%
- $(7.39/32.8)*100 = 22.53\%$

5.2 To identify the characteristics of popularity of influencers in fitness industry

Total number of YouTube channels in millions	51
Number of YouTube channels on YouTube in millions	4.8



Out of total number of YouTube channels being 51 million as of 2022 being 100%, the fitness channels being 9.411% which is a large part

$$\rightarrow (4.8/51) * 100\% = 9.411\%$$

5.3 To analyze the impact of the pandemic on fitness industry

Due to the more than 50% revenue loss in the gym sector, it was the first time that gyms did not account for more than half of the revenue in the fitness industry in 2020. This is as a result of the other segments' combined share of market revenue, which was 54.03%.

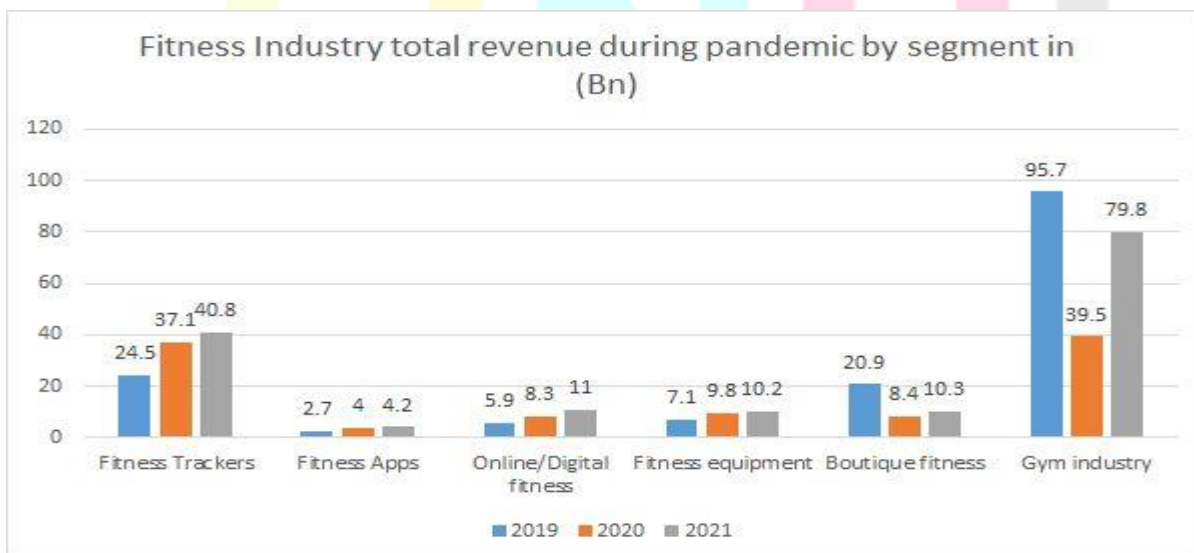
Fitness equipment saw the largest growth during the first year of the pandemic, increasing by 50.6% from 6.8 billion in 2019 to 10.2 billion in 2020.

While throughout the whole epidemic, the online/digital fitness industry has grown the most. Online fitness content will be available for 10.7 billion hours by the end of 2021, up from 6.1 billion hours in 2019. This is a 76.7% increase.

The two sectors growing were fitness applications (increased 65.2% from 2019 to 2021) and wearable fitness trackers (up 63.8% from 2019 to 2021)

On the other hand, the boutique fitness industry has suffered the greatest loss, plummeting 58.3% in 2020 and continuing to decline by 51.2% by the end of 2021.

Fitness Industry	2019	2020	2021
Fitness Trackers	24.5	37.1	40.8
Fitness Apps	2.7	4	4.2
Online/Digital fitness	5.9	8.3	11
Fitness equipment	7.1	9.8	10.2
Boutique fitness	20.9	8.4	10.3
Gym industry	95.7	39.5	79.8



6. RECOMMENDATIONS AND CONCLUSION

- The Impact of YouTube social media influencer on fitness industry is 22.53%
- Out of total number of YouTube channels being 51 million as of 2022 being 100%, the fitness channels being 9.411% which is a large part

- Fitness equipment saw the largest growth during the first year of the pandemic, increasing by 50.6% from 6.8 billion in 2019 to 10.2 billion in 2020.
- While throughout the whole epidemic, the online/digital fitness industry has grown the most. Online fitness content will be available for 10.7 billion hours by the end of 2021, up from 6.1 billion hours in 2019. This is a 76.7% increase.

REFERENCES:

1. Abhishek Singh Tomar & Ruby Chanda (2020), The impact of influencer marketing in the fitness industry on consumer trust, European Journal of Molecular & Clinical Medicine, Volume 7, Issue 09, 2020. Page 1900- 1911.
2. Mariusz Duplaga (2020), The Use of Fitness Influencers' Websites by Young Adult Women: A Cross-Sectional Study, International Journal of Environmental Research and Public Health, Volume 17, 6360.
 - a. DOI:10.3390/ijerph17176360
3. Rebecca Baranow (2019), The impact of influencer marketing in the fitness industry on consumers' trust, Modul Vienna University.
4. Elmira Djafarova & Max Thompson (2020), Exploring the Credibility of Fitness YouTube Micro-Celebrities on Young British Males, Athens Journal of Mass Media and Communications- Volume 6, Issue 2 – Pages 131-146.
 - a. DOI=10.30958/ajmmc.6-2-4
5. <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/sweating-for-the-fitness-consumer>
6. <https://www.financialexpress.com/lifestyle/health/fitness-industry-in-india-how-coronavirus-pandemic-forced-players-to-stray-away-from-traditional-methods/2281210/>
7. <https://timesofindia.indiatimes.com/blogs/voices/the-fitness-industry-in-india-is-being-reshaped-by-ml-wearable-technology-and-ai-based-workouts/>
8. <https://www.fortuneindia.com/long-reads/how-to-make-money-from-social-media/109213>
9. <https://www.telegraphindia.com/edugraph/career/top-5-skills-you-need-to-master-to-be-a-fitness-instructor/cid/1874683>
10. <https://khatabook.com/blog/how-to-become-a-fitness-instructor-in-india/>
11. <https://journals.sagepub.com/doi/full/10.1177/20552076221102769>
12. Influencer Marketing's effect on purchasing decisions in the health & fitness industry from the perspective of a millennial by William Synnott for Dublin Business School
13. <https://www.forbes.com/sites/theyec/2018/07/30/understanding-influencer-marketing-and-why-it-is-so-effective/?sh=5f4fb5d371a9>
14. <https://vidooly.com/blog/indian-fitness-youtubers/>

