

## Leveraging Social Media Marketing to Boost Brand Engagement and Purchase Intent in Fitness Products

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### Abstract

The internet market is booming when it comes to fitness due to the increasing number of fit lifestyles and health awareness. This research aims to explore how AIDA (Attention, Interest, Desire, Action) based communication strategies can influence brand awareness, purchase intentions and social media marketing effectiveness in the fitness product industry. A quantitative method was employed where 450 customers are engaging with fitness companies through the social media. We analysed the relationship of brand awareness, purchase intention, social media marketing, and communication strategy by Partial Least Squares Structural Equation Modelling (PLS-SEM). The results demonstrate significant positive effect of AIDA model based communication to enhanced customer behavior and marketing effectiveness. Fitness companies can leverage this information to enhance their digital marketing strategies.

**Keywords:** Brand awareness, Fitness products, Social media marketing, AIDA model, Purchase intention.

### 1. Introduction

There is a significant rise in the need for all things fitness, due to the global initiative to lead a healthier life and a renewed concern with personal well-being. The industry has exploded to include smartwatches and protein supplements and home gym equipment and fitness clothing. As a result of this growth, there is more competition among fitness companies, especially online, where consumers often search for product reviews, workout inspiration and health guidance. Fitness businesses are increasingly leveraging social networks as marketing tools. Consumers turn to Facebook, Instagram, TikTok, and WhatsApp groups for health and fitness content and advice. By inspiring and involving the communities, these platforms also help to influence consumers' decisions. Fitness groups especially on Facebook and WhatsApp have shown strong peer-to-peer engagement which influence thoughts on certain products or businesses. Comments were contributed to this study by 450 posts from across a number of fitness related social media groups in Chennai, a cosmopolitan city that has a flourishing health and fitness culture. Also sampled were members of fitness-themed Facebook groups, the followers of fitness influencers on Instagram, those participating in exercise challenges on WhatsApp, and gym-goers connected via online forums. This motley crew throws up insightful perspectives on consumer behaviour and urban Indian life; it captures the digital fitness culture of Chennai. The communication structure was adapted according to AIDA model (Attention, Interest, Desire, and Action). According to Hassan et al. (2015), which is also considered as a godsend tool in marketing communications as it offers a systematic path to guide prospective customers from attention to conversion. It has been proven effective in various domains, including e-commerce (Su et al., 2019), sports (Ojagh et al., 2023), and digital marketing (Mumtaz, 2019). The prevalence of AIDA in digital communication is not new and it has been previous research too. For example, Amanda et al. (2019) found out that AIDA is effectively changing tourism excitement into valuable customer behavior. Seo and Park (2018) also demonstrated that the AIDA modelled marketing activities have significant influence on brand loyalty in social media marketing. According to Dewi et al. (2022), purchase intention is directly affected by the interaction of social media along with targeted marketing. A strong significant relationship was observed between consumer goods brand awareness and social media usage by Bilgin (2018). The relationship between AIDA and social media marketing is very important for fitness companies that want to increase sales prospect and brand exposure. Trust and intention of a consumer towards a brand goes high when they are exposed to structurally developed AIDA based brand message as found by Umair Manzoor et al. (2020). Further, it helps small firms create interesting stories that attract and retain their clients in digital landscape, evidenced by Evania et al. (2022). The purpose of this research is to analyze the effectiveness of AIDA-based advertising strategy in gaining social media brand awareness and purchase intention for fitness-related product. The findings could lead to more effective online marketing for home fitness marketers.

### 2. Literature Review

#### 2.1 AIDA

The AIDA model of advertising posits that the modern marketing communications process consists of four psychological phases: Attention, Interest, Desire, and Action. It serves as a strategic foundation for developing campaigns that attract, engage and persuade prospective customers. The AIDA model can be utilized to create compelling content about fitness products for consumers to motivate them to live healthier lives. According to Amanda et al. (2019), AIDA can be useful for promoting tourism to attract potential tourists and stimulate them to act. The AIDA strategy was also found to be useful by Evania and colleagues. (2022) for structuring information that enhances customer engagement and intention-to-buy. Kandavel et.al (2018) reveals teamwork helps to develop the morele. Mumtaz (2019) identified the way in which AIDA can

be used in small businesses to fit their brand message to customer decision-making. AIDA has been applied in the sports area by Ojagh and co-worker (2023) who discovered that Athlete centric marketing approach met well with the success. AIDA's clear and structured framework allows fitness companies to communicate their value proposition better. They can tailor content for each customer interaction point by breaking down the communication cycle into individual steps. This model ensures that messaging is not only read but understood AND acted upon, in a digital universe where people's attention is fleeting. Influence Following is the AIDA arc, for instance, typically observed in influencer collaborations since images will be employed to capture attention before stories are utilized to foster interest. AIDA is cross-browser, cross-platform support makes it a solid choice for pushing fitness products.

### 2.2 Social Media Marketing

Promoting brands and selling products or services with the help of social media platforms like Facebook, Instagram, and TikTok is social media marketing. For fitness companies, this is important – interactive elements make for real-time user feedback, meaning it's more than just a platform for developing a community page or spreading a viral video. The impact of social media activity on brand equity and customer perceptions was emphasized by Seo and Park (2018). According to Dewi et al. (2022), visual storytelling is an effective method of enhancing customer intention in fashion industry. Bilgin (2018) found that social media facilitates brand loyalty through continuous interaction. The role of trust in enhancing purchase intention through social media involvement has been emphasized by Umair Manzoor et al. (2020). A dynamic platform, social media provides fitness businesses the opportunity to try different forms of content such as reels, live Q&A sessions, testimonials, and short films. Higher levels of audience participation are implemented through interactive applications such as challenges, polls and activity monitors integrated into social applets. Social media analytics also help marketers gain insights on customer preferences and optimize the effectiveness of campaigns. Editorial Comments Social media marketing is a powerful resource for any fitness business looking to grow their following and sales online, but that's just scratching the surface.

### 2.3 Brand Awareness

Brand awareness is a measure of how well a brand is known to the target market. Awareness is the first step in the customer journey for fitness businesses and it's the gateway to influencing their decision to purchase. Clarity of branding Larger recall value among people is always a consequence of influencer marketing, visual consistency, and soliciting feedback from the consumer. Branding and remembering are the best when customer see regularly as it is possible to read in Bilgin (2018). Brand recognition and perceived value The perception of value a product offers increases with high brand recognition (Azzari and Pelissari(2021)). Analogous with fitness branding, Foroudi (2019) linked the higher brand performance in the hotel sector to the higher degree of brand visibility. Word-of-mouth and packaging According to Harwani and Sakinah (2020), word-of-mouth and packaging have direct effects on consumer behaviour and brand awareness. Brand value might be the important factor in a saturated market. "Even in cases where there are options, people generally like to buy brands they are familiar with." Fitness products may build brand identification through exposure to sponsored content, branded products and community involvement. Emotions fostered through brand transformational experiences, sympathetic brand advocates, and storytelling also elevate awareness. Ultimately strong brand awareness has an effect on the consideration of the product and trustworthiness of the customer.

### 2.4 Purchase Intention

DOI is an index of a consumer's inclination to buy. It bridges real purchase behaviour with brand exposure. It's highly driven by things like emotion of content: how content makes you feel, online review score, chemical ingredients. In the study of Su et al., cyber value enhances purchase intention. (2019). As reported by Umair Manzoor et al. (2020) identifying consumer trust as a key moderator in social commerce. According to Dewi et al. (2022), social media boosting the buy impulse itself. According to Evania et al. (2022), structured communication which respects AIDA has a positive effect on customers' purchase decisions. purchase intention in the fitness domain is influenced by goal congruence, social validation, and seasonalities. Consumers are more likely to purchase items that influencers and their peers set out as goals to achieve in fitness. Product reviews, time-limited deals and before-and-after photos lend credibility and urgency. Hence, marketers must create an environment of trust and motivation beyond demonstration of their products. Iterative marketing strategy improvements are enabled by the collection and analysis of surveys and engagement on purchase intent.

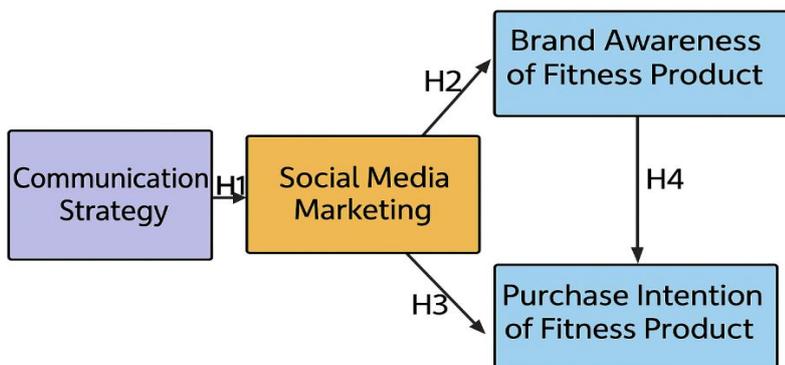


Figure 1. Research Model

**3. Methods**

The present study used purposive sampling and a quantitative approach to target participants meeting specific criteria concerning the consumption of fitness products and social media activity (Etikan, 2016). Conducted in Chennai, India, the research targeted individuals who often consume 'fitspiration' content on social media channels such as Facebook, Instagram, WhatsApp, groups and discussion forums. Up to 450 responses were compiled in February and March 2025. Among the respondents, 165 were men (36.7%) and 285 were women (63.3%). Most participants (392 individuals, 87.1%) were aged 18–30 years; 41 individuals (9.1%) were 31–40 years old, whereas the remaining 17 individuals (3.8%) were older than 40 years. The largest buyer group of online sales of fitness goods in social media is younger people with stronger engagement on digital platforms, according to this age structure. Eighty-five (18.9%) participants earned more than INR 40,000 per month, 105 (23.3%) between INR 20,000 and 40,000, and 260 (57.8%) less than INR 20,000/month. The majority of responses came from students, young professionals and gym goers who are frequent consumers of digital fitness information. An online survey using Google Forms was distributed, which consisted of a 5-point Likert scale from 'strongly disagree' (1) to 'strongly agree' (5). "LIKE" to ascertain if the participant has had exposure to health and fitness information on social media one screening question was used. The questionnaire was composed of four dimensions: Social Media Marketing, Brand Awareness of Fitness Products, Communication Strategy and Purchase Intention of Fitness Products.

**Table 1. The Indicators of Constructs**

Variable	Code	Indicators	Reference
Communication Strategy (AIDA Model)	CS1	Social media facilitates communication between customers and the brand	Evania et al., 2022; Idris et al., 2017
	CS2	Social media stimulates interest in fitness products	
	CS3	Social media helps users understand product features	
	CS4	Social media clarifies the benefits of fitness products	
Social Media Marketing	SMM1	Fitness content on social media is engaging and interesting	Idris et al., 2017; Seo & Park, 2018
	SMM2	Social media helps in understanding brand offerings	
	SMM3	Fitness brands/services are easily accessible via social media	
Brand Awareness	BA1	I can identify fitness brands on social media easily	Azzari & Pelissari, 2021; Bilgin, 2018
	BA2	Social media provides detailed brand information	
	BA3	I pay attention to fitness brand updates on social media	
Purchase Intention	PI1	Social media boosts my intent to buy fitness products	Azzari & Pelissari, 2021; Dewi et al., 2022; Wibisono et al., 2023
	PI2	I prefer fitness products recommended by social connections	
	PI3	I am willing to buy fitness products through social media	

I have no problem buying workout clothes on social media. We employed the Partial Least Squares Structural Equation Modelling (PLS-SEM). This involved a two-step analytic process: (1) assessment of the measurement model for validity and reliability (2) analysis of the structural model to examine path coefficients, fit indices and coefficient determination (R<sup>2</sup>) (Hair et al., 2019). This technique enabled a full understanding of the casual relationships between digital communication tactics and consumer behaviours within the fitness industry.

**4.1 Measurement Model Analysis**

The purpose of the measurement model is to measure the convergent validity, discriminant validity and Composite Reliability, which estimates the internal consistency reliability of each construct (Hair et al. Henseler et al. (2016) affirm that convergent validity is already established when AVE is greater than 0,50 and the outer loadings are higher than 0,70. According to Hair et al. (2011), which states that a construct is considered reliable if its Composite Reliability (CR) and Cronbach's Alpha (CA) exceed 0.70.

**Table 2. Result of Measurement Model**

Constructs	Items	Loading	CA	CR	AVE
Communication Strategy	CS1	0.725	0.714	0.824	0.539
	CS2	0.790			
	CS3	0.718			
	CS4	0.701			
Social Media Marketing	SMM1	0.801	0.700	0.833	0.625
	SMM2	0.818			
	SMM3	0.752			
Brand Awareness	BA1	0.760	0.685	0.826	0.613
	BA2	0.832			
	BA3	0.754			
Purchase Intention	PI1	0.765	0.706	0.836	0.630
	PI2	0.817			
	PI3	0.797			

The results reveal that all constructs meet the minimum requirements for convergent and reliable factors with factor loadings over 0.70, CA and CR greater than 0.70, and AVE values exceeding 0.50 These findings confirm the utility and stability of the indicators used for further structural analysis.

**4.2 Discriminant Validity Analysis**

The instruments used in this study are further supported by Table 2 as AVE and outer loading are greater than 0.5 and 0.7, respectively. To maintain the integrity of the model, all these four indicators were deleted. Although (0.700 and 0.706) are exactly the CA and CR values for Purchase Intention and Social Media Marketing, they are considered acceptable as they still in an acceptable limit. Hair et al. (2011, 2019) highlight the need to evaluate both CA and CR, since CA may underestimate dependability. The discriminant validity was checked against the Fornell-Larcker criterion for the uniqueness of constructs. By the guideline, the square root of AVE of the constructs should be higher than their correlation with other constructs (Hair et al., 2017). Results provide evidence for the discriminant validity of the two constructs.

**Table 3. Fornell-Larcker Criterion**

Variables	CS	SMM	BA	PI
CS	0.734			
SMM	0.552	0.791		
BA	0.454	0.483	0.783	
PI	0.358	0.533	0.494	0.794

Table indicates that all of the constructs used in the study are having discriminant validity as the diagonal elements (square root of AVE) are greater than the off Diagonal elements (Inter construct correlations).

**4.3 Structural Model Analysis**

After examining the measurement model for validity and reliability, you can then assess the structural model. Structural model testing is the process of co-relating variables. According to Hair et al. (2019), Table 2 presents the path coefficients, predictive relevance (Q<sup>2</sup>), goodness of fit (GoF), coefficient of determination (R<sup>2</sup>), and effect size (f<sup>2</sup>).

**Table 4. The Goodness-of-Fit Result**

Variables	AVE	R <sup>2</sup>	Q <sup>2</sup>
Communication Strategy	0.539		
Social Media Marketing	0.625	0.305	0.175
Brand Awareness	0.613	0.233	0.130
Purchase Intention	0.630	0.357	0.218
<b>Average Score</b>	0.602	0.298	
<b>GoF = √(AVE × R<sup>2</sup>)</b>			<b>0.423</b>

Henseler et al., divide the GoF values into three groups. (2016): 0.36 (big), 0.25 (middle), and 0.10 (small). A high level of the GoF value of 0.423, which considered big in Table 4 (Wang et al., 2016), indicates that the model suggested in this study is very compatible form the created hypotheses. The effect from exogenous variables to endogenous variables is tested with the R<sup>2</sup> value, and the power rates of these variables is classified as 0.19 (weak), 0.33 (moderate) and 0.67 (big) (Hair et al., 2017). As we can see from Table 4, all exogenous variables has a small influence on the endogenous variables. The value of Q<sup>2</sup> (predictive validity) needs to be greater than 0 (Hair et al., 2019). This article exceeded the 478 level (if we refer to Table 4). Bootstrapping is applied to examine correlations of variables in the proposed research model at the time of structural model assessment. The objective of this analysis is to test the degree of association existing between the variables and the hypotheses proposed in this research. A p- value 1.96, the hypothesis can accept Hair et al., (2017).

**Table 5. Result of Hypotheses Testing**

Hypothesis	Relationship	β	t-value	p-value	Result
H <sub>1</sub>	CS → SMM	0.552	10.724	0.000	Accepted
H <sub>2</sub>	SMM → BA	0.483	9.661	0.000	Accepted
H <sub>3</sub>	SMM → PI	0.344	6.156	0.000	Accepted
H <sub>4</sub>	BA → PI	0.309	5.803	0.000	Accepted

As Table 5 reflects that all hypotheses are accepted, as all t-values are greater than 1.96 and all p-values are less than 0.05. Based on the study, the value of tension coefficient for the communication strategy in the AIDA model is 0.552. Accordingly, it can be deduced that communication strategy has a strong impact on social media marketing, and therefore on fitness product brand awareness and purchase intention.

**Table 6. Indirect Effect Result**

Path	Indirect β	t-value	p-value	Total Effect β	Total t-value	Total p-value	Result
CS → SMM	-	-	-	0.552	10.724	0.000	Accepted
CS → BA	0.267	5.985	0.000	0.267	5.985	0.000	Accepted
CS → PI	0.294	6.361	0.000	0.294	6.361	0.000	Accepted
SMM → BA	-	-	-	0.483	9.661	0.000	Accepted
SMM → PI	0.149	4.971	0.000	0.533	9.902	0.000	Accepted
BA → PI	-	-	-	0.309	5.803	0.000	Accepted

The constructions also include a variety of other indirect effects that are represented in Table 6. There is a 0.000 p-value associated with each path in Table 4 which means that all of the paths lead to positively related variables.

## 5. Discussion

The four propositions proposed in this paper are supported by the findings and the findings can be discussed in relation to previous research. First, AIDA model –based communication strategy was significantly and positively related to social media marketing. This finding is in line with the Idris et al. (2017) who argued that AIDA affects social media marketing positively. Given its meticulous and structured nature, it is adequate for structuring a social media marketing plan (Mumtaz, 2019). Fitness equipment brands may tailor their communication strategies to be more conform to AIDA to enhance engagement. This means developing content that showcases benefits, engages directly, and converts interest into intent. Second, social media marketing and brand awareness were found to be positively and statistically significantly related. Consistent findings from previous studies also revealed that the consumers used social media to receive brand updates and company information, therefore building brand awareness (Seo & Park, 2018). In the present study, subjects were frequently exposed to branded fitness content, which can be seen as an enabler for brand-to-brain availability. Third, the dependent variable of purchase intention can also be driven from social media marketing. The obtained results are in accord with the results found by Dewi et al. (2022), who suggested that the use of interactive toolkits, peer recommendations, and dynamically generated content affect purchase intention. Social media mediates the relationship between communication strategy and purchasing behavior, which is evidenced by the indirect path coefficients. Finally, brand awareness itself had a positive influence on purchase intention. People were more likely to consider purchasing a brand's fitness items if they knew the brand or frequently saw it. This is in line with Bilgin (2018) who obtained that brand familiarity enhances conversion and trust. In conclusion the results underline the importance of a well thought-out digital communication strategy based on the AIDA model. When used correctly, it can enhance social media marketing, raise brand awareness and make a big difference in fitness product buyers' choices.

## 6. Conclusion

In the context of the use of social media marketing, this research explored the impact of AIDA communication theory on brand awareness and purchase intentions of fitness product brands. The research revealed that as a result of concentrating on the communication strategy, the selling effectiveness is heightened through a model and 450 social media user's responses were considered from Chennai. This leads to the fact that effective social media engagement also enhances brand awareness and purchase intentions. The results suggest that the AIDA model is a valuable framework for constructing digital marketing strategies. If we wield these social media spaces as strategies and possibilities for influence in own rights rather than as mere vehicles for connection. There's also the massive importance of brand as it directly affects how customers buy. For gyms and fitness businesses focused on how to optimize their online visibility and conversion strategies in increasingly competitive markets these nuggets are priceless.

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