

“The Impact of Digital Marketing Influencers on the Gym Industry in Pune”

UNDER THE GUIDANCE OF

Dr. Ravindra Khedkar

SUBMITTED BY

Shivraj Ram Kadam

ADT24MGTM0458

MIT COLLEGE OF MANAGEMENT, PUNE

ABSTRACT

The research study titled “*The Impact of Digital Marketing Influencers on the Gym Industry in Pune*” aims to examine the growing role of influencer marketing in shaping consumer awareness, perception, and decision-making within the fitness sector. With the rapid expansion of digital platforms and increasing health consciousness among urban populations, particularly in cities like Pune, the gym industry has experienced significant growth. In this evolving landscape, digital marketing influencers have emerged as powerful promoters who bridge the gap between gym brands and potential consumers through engaging and relatable content.

The primary objective of this study is to analyze the influence of digital marketing influencers on consumer awareness of gym brands, to examine their impact on customers’ intention to join gyms, and to identify which types of influencers are most effective in influencing consumer behavior. The study focuses specifically on Pune due to its large population of young, tech-savvy, and fitness-conscious individuals who actively engage with social media platforms such as Instagram and YouTube.

The research is descriptive in nature and is based entirely on primary data collected through a structured questionnaire. A sample size of 200 respondents was selected using convenience sampling, ensuring representation from different demographic groups including students, working professionals, and other individuals interested in fitness activities. The questionnaire was designed to capture insights related to awareness, exposure to influencer content, trust levels, and behavioral intentions regarding gym memberships.

The findings of the study reveal that digital marketing influencers play a crucial role in creating awareness about gym brands. A majority of respondents indicated that they frequently encounter fitness-related content on social media, with Instagram being the most dominant platform. Influencer posts were found to significantly help consumers discover new gyms and increase their understanding of gym services and facilities. This highlights the effectiveness of influencers in enhancing brand visibility and consumer knowledge.

Furthermore, the study demonstrates that influencer marketing has a strong impact on consumers' intention to join gyms. Many respondents reported that they have either considered joining or have already joined a gym after being influenced by digital content. Motivational content and transformation videos were identified as the most effective types of influencer content, as they create an emotional connection and inspire individuals to adopt a healthier lifestyle. Additionally, a high level of trust was observed in influencer-promoted gyms, indicating that credibility and relatability are key factors influencing consumer decisions.

The study also highlights that micro-influencers and fitness trainers are among the most influential categories due to their authenticity and practical knowledge. There is also a notable preference for local Pune-based influencers, as they are perceived to be more relatable and relevant to the audience.

In conclusion, the research establishes that digital marketing influencers have a significant and positive impact on the gym industry in Pune by enhancing awareness, influencing consumer behavior, and driving gym memberships. The study suggests that gym brands should strategically collaborate with credible influencers to maximize their reach and effectiveness. Overall, influencer marketing has become an essential component of modern digital marketing strategies in the fitness industry.

Introduction

The rapid evolution of digital technologies has significantly transformed the way businesses operate and communicate with their target audiences, particularly in urban centers like Pune. Over the past decade, the rise of digital marketing has revolutionized traditional promotional strategies, giving birth to new forms of communication such as social media marketing, content marketing, and influencer marketing. Among these, influencer marketing has emerged as one of the most powerful tools for brands to establish credibility, build trust, and engage with consumers in a more personalized and relatable manner. In the context of the fitness and gym industry, this shift has been particularly impactful, as consumers increasingly rely on digital platforms such as Instagram, YouTube, and Facebook to seek fitness inspiration, guidance, and recommendations before making decisions related to gym memberships and health routines.

Pune, being one of India's fastest-growing metropolitan cities and a major educational and IT hub, has witnessed a substantial rise in health consciousness among its population. The city is home to a large number of students, working professionals, and young entrepreneurs who are increasingly prioritizing fitness as an essential part of their lifestyle. This growing awareness has led to a boom in the gym and fitness industry in Pune, with numerous fitness centers, boutique gyms, personal training studios, and wellness clubs emerging across the city. However, with increasing competition, gym businesses are constantly seeking innovative ways to differentiate themselves and attract potential customers. This is where digital marketing influencers play a crucial role.

Digital marketing influencers, particularly fitness influencers, are individuals who have built a strong online presence and a loyal following on social media platforms by sharing fitness-related content, including workout routines, diet plans, transformation journeys, and motivational posts. These influencers are perceived as credible sources of information by their followers due to their authenticity, relatability, and expertise. Unlike traditional celebrities, influencers often maintain a closer and more interactive relationship with their audience, which enhances their ability to influence consumer behavior. In Pune, the influence of local fitness influencers has grown significantly, as they create content that resonates with the city's demographic, culture, and lifestyle.

The impact of these influencers on the gym industry is multifaceted. Firstly, they play a significant role in shaping consumer perceptions and attitudes toward fitness and gym memberships. Through engaging content and real-life success stories, influencers inspire

individuals to adopt healthier lifestyles and consider joining gyms. Secondly, influencers act as brand ambassadors for gyms and fitness centers, promoting their services through collaborations, sponsored posts, and reviews. Such promotions are often more effective than traditional advertisements, as they are perceived as genuine recommendations rather than direct marketing efforts. This has led to an increase in customer acquisition and brand visibility for gyms that leverage influencer marketing strategies.

Moreover, influencer marketing has enabled gyms in Pune to target specific segments of the population more effectively. For instance, some influencers focus on weight loss, while others specialize in bodybuilding, yoga, or functional training. By collaborating with influencers who align with their brand identity and target audience, gyms can tailor their marketing campaigns to attract the right clientele. Additionally, micro-influencers, who have a smaller but highly engaged following, are becoming increasingly popular among gym businesses due to their cost-effectiveness and higher engagement rates compared to macro-influencers.

Another important aspect of influencer marketing in the gym industry is its role in building community and engagement. Influencers often organize fitness challenges, live workout sessions, and meet-ups, which foster a sense of belonging among their followers. This sense of community not only motivates individuals to stay consistent with their fitness goals but also strengthens their connection with the gyms associated with these influencers. As a result, gyms are not just perceived as places to work out but as hubs of social interaction and lifestyle enhancement.

However, the growing reliance on digital marketing influencers also presents certain challenges. Issues such as authenticity, credibility, and the potential spread of misinformation have raised concerns among consumers and industry stakeholders. Not all influencers possess professional qualifications in fitness, which may lead to the promotion of ineffective or even harmful practices. Additionally, the increasing commercialization of influencer marketing can sometimes reduce the perceived authenticity of endorsements, thereby affecting consumer trust. Therefore, it is essential for gym businesses to carefully select influencers who align with their values and maintain transparency in their marketing practices.

Furthermore, the effectiveness of influencer marketing is influenced by various factors, including the influencer's reach, engagement rate, content quality, and the relevance of their audience to the gym's target market. Measuring the return on investment (ROI) of influencer marketing campaigns also remains a challenge for many gym businesses, as it involves

analyzing both quantitative metrics, such as increased memberships and website traffic, and qualitative aspects, such as brand perception and customer loyalty.

In conclusion, the impact of digital marketing influencers on the gym industry in Pune is both significant and dynamic. As the city continues to grow and evolve, the role of influencers in shaping consumer behavior and driving business success is expected to become even more prominent. This research aims to explore the various dimensions of this impact, including consumer perceptions, marketing effectiveness, and the challenges associated with influencer marketing in the gym industry. By analyzing these aspects, the study seeks to provide valuable insights for gym businesses, marketers, and researchers, helping them understand how to effectively leverage digital marketing influencers to achieve sustainable growth and competitive advantage in Pune's rapidly expanding fitness market.

Literature Review

1. Sharma & Verma (2021) Influence of Social Media Marketing on Fitness Industry Growth in Urban India

The study examined how social media platforms contribute to the growth of fitness centers in metropolitan cities using survey responses from gym members. It revealed that visually engaging content and transformation stories significantly motivate individuals to join gyms. Research Gap: The study broadly analyses social media marketing but does not specifically evaluate the role of influencers in shaping consumer decisions or gym brand perception.

2. Patil (2022) Role of Instagram Influencers in Promoting Fitness Culture among Youth in Pune

This research focused on the influence of Instagram fitness influencers on youth behavior in Pune through questionnaires and interviews. It found that influencer credibility and consistency in content significantly impact fitness motivation and gym membership decisions.

Research Gap: The study emphasizes youth behavior but lacks analysis of how gyms strategically collaborate with influencers for business growth.

3. Singh & Kaur (2020) Digital Marketing Strategies in the Indian Fitness Industry

The study analysed various digital marketing tools used by fitness brands, including SEO, paid ads, and content marketing. It concluded that digital presence enhances brand visibility and customer engagement.

Research Gap: The research does not explore influencer marketing as a distinct strategy nor its effectiveness compared to traditional digital marketing techniques.

4. Deshpande (2023) Consumer Perception towards Fitness Influencers in Maharashtra

This study evaluated consumer trust and perception toward fitness influencers using survey data from multiple cities in Maharashtra. It found that followers trust influencers who share authentic transformation journeys and relatable content.

Research Gap: The study does not connect consumer perception with actual gym enrollment or business outcomes for fitness centers.

5. Gupta & Mehta (2021) Impact of Influencer Marketing on Consumer Purchase Intentions

The research analysed how influencer endorsements affect purchase intentions across industries. It found that micro-influencers generate higher engagement and stronger trust compared to celebrity endorsements.

Research Gap: The study is general in nature and does not specifically focus on the gym or fitness industry, limiting its applicability to this sector.

6. Kulkarni (2022) Growth of Boutique Gyms in Pune and Their Marketing Practices

This study explored the emergence of boutique gyms in Pune and their marketing strategies. It revealed that digital promotions and personalized branding play a key role in attracting niche audiences.

Research Gap: The research does not analyse influencer collaborations as a marketing tool or measure their effectiveness in customer acquisition.

. Roy & Banerjee (2020) Effectiveness of Social Media Influencers in Health and Fitness Promotion

The study assessed how influencers contribute to promoting healthy lifestyles through social media campaigns. It found that regular interaction and motivational content positively influence audience behavior.

Research Gap: The study focuses on lifestyle impact but does not examine how gyms leverage these influencers for business development or branding.

8. Jadhav (2023) Consumer Decision-Making Process in Selecting Gyms in Urban Areas

This research analysed factors influencing gym selection, including pricing, location, facilities, and online reviews. It concluded that digital presence plays a crucial role in initial awareness.

Research Gap: The study does not specifically consider influencer recommendations as a factor influencing the decision-making process.

9. Nair & Thomas (2021) Role of Digital Content in Building Fitness Communities Online

The study examined how digital content such as workout videos and live sessions fosters online fitness communities. It found that engagement-driven content increases user participation and loyalty.

Research Gap: The research does not link community-building efforts with gym memberships or analyze influencer partnerships in this context.

10. Chavan (2024) Impact of Local Influencers on Small Business Marketing in Pune

This study investigated how local influencers support small businesses in Pune through promotions and collaborations. It revealed that localized content and regional relatability enhance customer trust and brand recall.

Research Gap: The study focuses on general small businesses and does not specifically explore the gym industry or fitness-related influencer marketing.

Objectives

- 1 To study the influence of digital marketing influencers on consumer awareness of gym brands in Pune.
- 2 To examine the impact of influencer marketing on customers' intention to join gyms.
- 3 To analyze which types of digital influencers most influence gym consumers in Pune.

Research Methodology

Research methodology refers to the systematic process used by a researcher to collect, analyze, and interpret data to achieve the objectives of a study. It provides a structured framework that ensures the research findings are reliable, valid, and relevant. For the present study titled *“The Impact of Digital Marketing Influencers on the Gym Industry in Pune,”* the methodology focuses on collecting primary data from consumers to understand their awareness, perception, and Behavioral intentions influenced by digital marketing influencers in the fitness industry.

The study aims to analyze how digital marketing influencers affect consumer awareness of gym brands, their intention to join gyms, and which types of influencers have the most significant impact on consumers in Pune. The research is designed to generate insights into the effectiveness of influencer marketing strategies used by gyms in an urban context.

1. Research Type

The present research is descriptive in nature. Descriptive research is used to describe consumer characteristics, opinions, and behavior regarding a specific subject. In this study, descriptive research helps in understanding how digital marketing influencers affect consumer awareness, perception, and decision-making related to gym memberships.

The research examines how individuals in Pune are influenced by fitness influencers on platforms such as Instagram, YouTube, and other digital channels. It also focuses on evaluating whether influencer promotions play a significant role in shaping consumer interest and intention to join gyms.

1.1 Respondents

The respondents selected for this study include individuals who are either currently enrolled in gyms or have an interest in fitness and health-related activities. The respondents belong to different demographic categories such as students, working professionals, homemakers, and entrepreneurs.

These individuals are active users of digital platforms and are likely to be exposed to fitness influencers. Their responses provide valuable insights into how influencer content affects their awareness of gym brands, perception of fitness services, and decision to join a gym.

1.2 Area of Study

The research has been conducted in Pune city, Maharashtra. Pune is a rapidly developing metropolitan city with a strong presence of fitness centers, gyms, and wellness studios. It has a large population of young, educated, and health-conscious individuals who actively use social media platforms.

The high level of digital engagement and increasing fitness awareness among residents make Pune a suitable location for studying the impact of digital marketing influencers on the gym industry.

1.3 Study Population

The study population consists of individuals residing in Pune who are either gym members or potential gym customers interested in fitness activities. This population includes people from different age groups, occupations, and income levels.

Since digital influencers mainly target urban and digitally active audiences, this population is relevant for understanding how influencer marketing affects consumer awareness and decision-making in the gym industry.

2. Sample Size

A sample size of 206 respondents was selected for the purpose of this study. The sample represents a segment of the total population and allows the researcher to collect meaningful data within limited time and resources.

The responses obtained from participants provide sufficient information to analyze the influence of digital marketing influencers on consumer awareness, intention to join gyms, and preference for different types of influencers.

3. Sampling Method

The study uses a convenience sampling technique, which is a non-probability sampling method. In this method, respondents are selected based on their accessibility and willingness to participate in the research.

The respondents were approached through online platforms such as social media networks and personal contacts. Individuals who were willing to participate voluntarily completed the

questionnaire. This method allowed quick and efficient data collection from a diverse group of respondents within Pune.

4. Data Collection Method

The data for this research was collected solely through primary sources using a structured questionnaire. The questionnaire was designed to collect information related to the research objectives.

The questionnaire consisted of 15 structured questions covering the following areas:

- Awareness of gym brands influenced by digital marketing influencers
- Exposure to influencer content on platforms like Instagram and YouTube
- Impact of influencer recommendations on intention to join gyms
- Types of influencers followed (celebrity influencers, fitness trainers, micro-influencers, etc.)
- Factors influencing gym selection decisions

The survey was distributed using Google Forms, making it convenient for respondents to participate. This method ensured efficient data collection and easy compilation of responses for further analysis.

5. Nature and Type of Data

The present study is based entirely on primary data. Primary data refers to original data collected directly from respondents for a specific research purpose.

In this study, data was collected through a questionnaire survey conducted among individuals in Pune. The responses provide direct insights into how digital marketing influencers impact consumer awareness, influence their intention to join gyms, and determine which types of influencers are most effective.

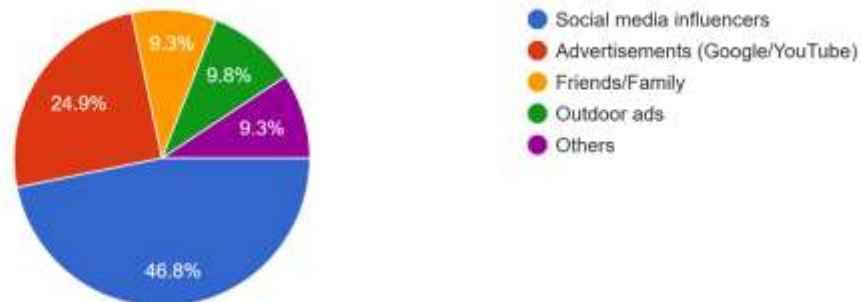
The collected data was systematically organized and analyzed to identify patterns, trends, and relationships between influencer marketing and consumer behavior in the gym industry.

Data Analysis & Interpretation

Primary Data

1. How did you first become aware of gym brands?

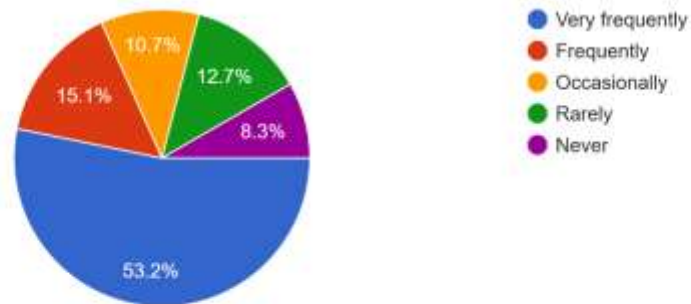
205 responses



The majority of respondents (46.8%) became aware of gym brands through social media influencers, making it the most dominant source. Advertisements account for 24.9%, indicating a secondary influence. Friends/family, outdoor ads, and others contribute relatively less. This shows that influencer marketing plays a crucial role in creating awareness. Traditional methods are less impactful compared to digital influence.

2. How often do you see gym-related content from influencers on social media?

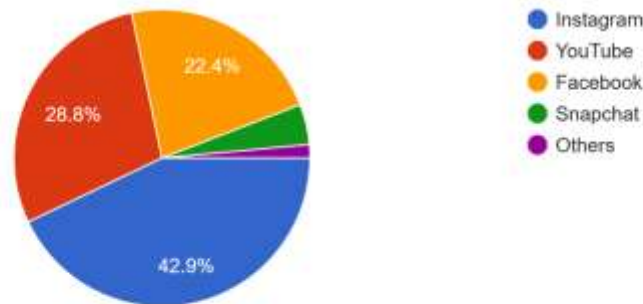
205 responses



A significant 53.2% of respondents reported seeing gym-related influencer content very frequently. Additionally, 15.1% see it frequently, showing high exposure levels. Only a small percentage rarely or never encounter such content. This indicates strong digital presence of fitness influencers. It also highlights continuous engagement with fitness-related content.

3. Which platform do you mostly see fitness influencers on?

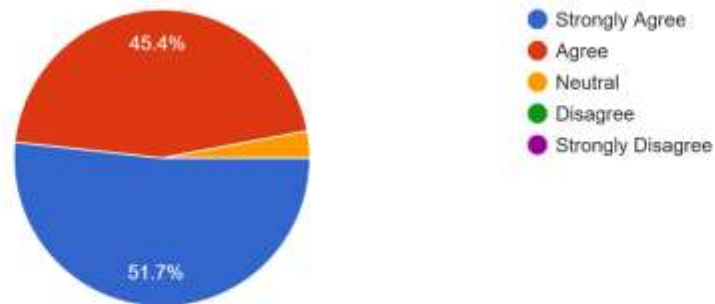
205 responses



Instagram dominates as the primary platform with 42.9% of responses, followed by YouTube at 28.8%. Facebook holds moderate usage, while Snapchat and others have minimal influence. This shows Instagram is the most effective platform for fitness promotion. Marketers should focus more on Instagram-based campaigns.

4. Do influencer posts help you discover new gyms in Pune?

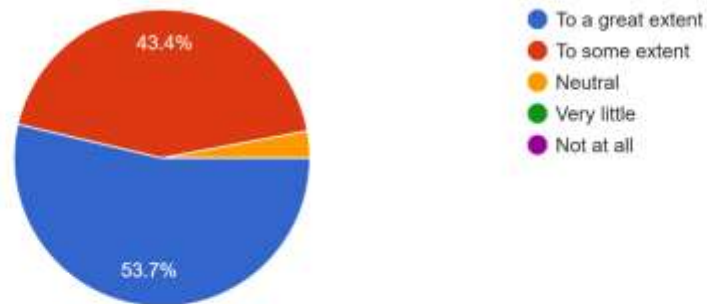
205 responses



A majority of respondents strongly agree (51.7%) or agree (45.4%) that influencers help them discover new gyms. Very few respondents remain neutral or disagree. This indicates that influencers are highly effective in promoting gym awareness. Influencer marketing significantly contributes to brand discovery.

5. How much do influencers increase your awareness about gym facilities/services?

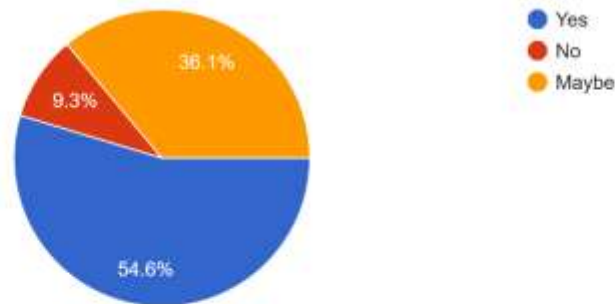
205 responses



More than half of the respondents (53.7%) believe influencers increase their awareness to a great extent. Another 43.4% feel it happens to some extent. Very few respondents show neutral or negative responses. This reflects that influencers play a strong role in educating consumers. They effectively communicate gym services and benefits.

6. Have you ever considered joining a gym after seeing influencer content?

205 responses



A majority (54.6%) have considered joining a gym after seeing influencer content. Additionally, 36.1% responded “maybe,” showing potential influence. Only a small portion (9.3%) said no. This indicates that influencer marketing strongly impacts consumer interest. It plays a role in shaping intentions.

7. How strongly do influencer recommendations affect your decision to join a gym?

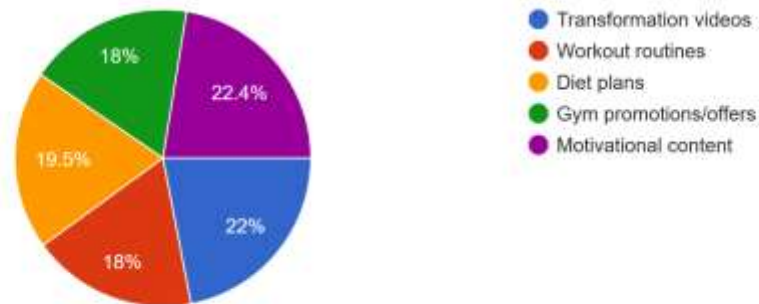
205 responses



Around 46.3% of respondents feel strongly influenced, while 39.5% feel influenced by recommendations. Very few respondents reported low or no influence. This highlights the strong persuasive power of influencers. Influencer endorsements significantly affect decision-making.

8. What type of influencer content motivates you to join a gym?

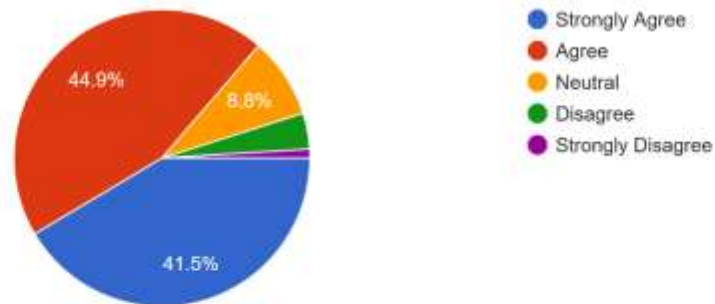
205 responses



Motivational content (22.4%) and transformation videos (22%) are the top motivators. Diet plans (19.5%) and workout routines (18%) also contribute. Gym promotions have slightly lower impact. This shows emotional and relatable content works best. Consumers prefer inspiration over direct promotions.

9. Would you trust a gym promoted by your favorite influencer?

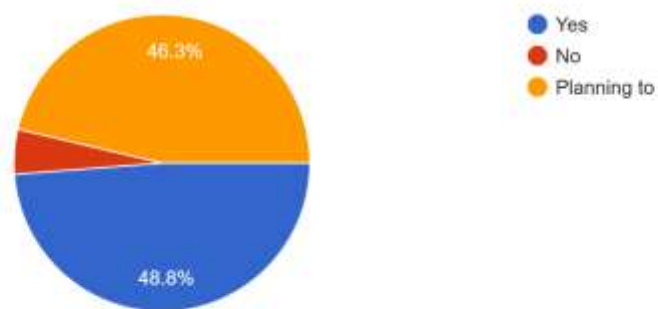
205 responses



A large portion of respondents agree (44.9%) or strongly agree (41.5%) that they trust influencer-promoted gyms. Very few disagree or remain neutral. This reflects a high level of trust in influencer recommendations. Influencers play a key role in building brand credibility.

10. Have you ever joined or visited a gym because of influencer promotion?

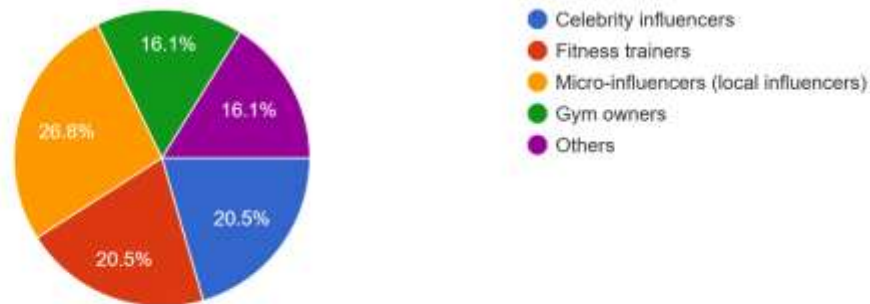
205 responses



Nearly half of the respondents (48.8%) have already visited or joined a gym due to influencer promotion. Another 46.3% are planning to do so. Only a small percentage have not taken any action. This indicates a strong conversion impact. Influencer marketing drives actual consumer behavior.

11. Which type of influencer do you follow the most for fitness content?

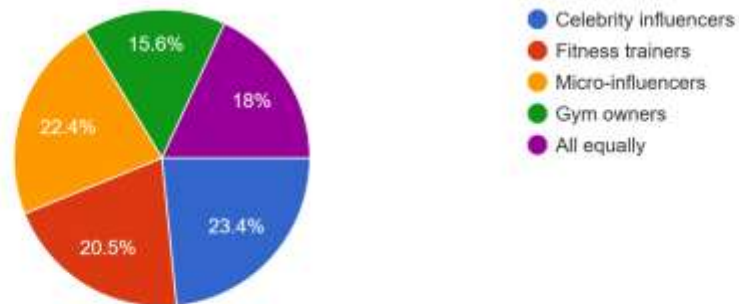
205 responses



Micro-influencers (26.8%) are followed the most, followed by fitness trainers and celebrity influencers (20.5% each). Gym owners and others have lesser influence. This shows people prefer relatable and realistic influencers. Micro-influencers have stronger audience connection.

12. Which type of influencer do you trust the most?

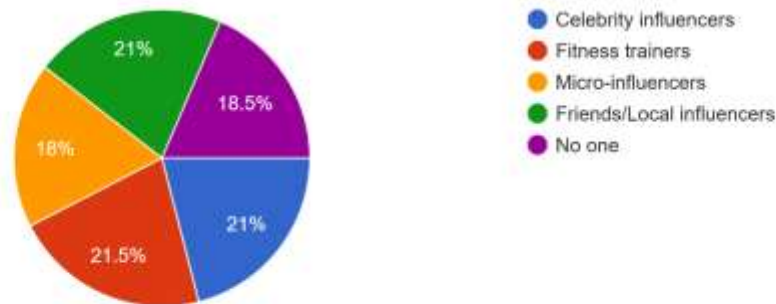
205 responses



Celebrity influencers (23.4%) and micro-influencers (22.4%) are the most trusted, followed closely by fitness trainers. Gym owners have slightly lower trust levels. This indicates that trust is distributed among different influencer types. However, relatability and popularity both matter.

13. Whose recommendations influence your gym choice the most?

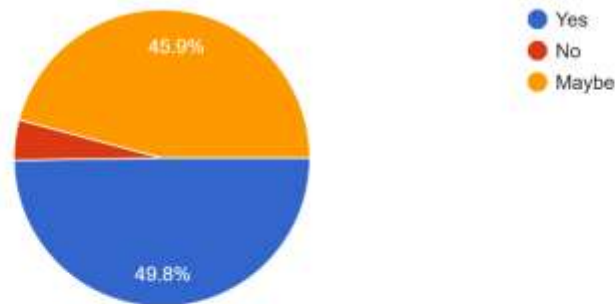
205 responses



Fitness trainers (21.5%) and celebrity influencers (21%) have the highest influence on gym choice. Friends/local influencers also have a significant role (21%). Micro-influencers follow closely. This suggests multiple sources influence decisions. However, expert and relatable sources dominate.

14. Do you prefer local Pune-based influencers for gym recommendations?

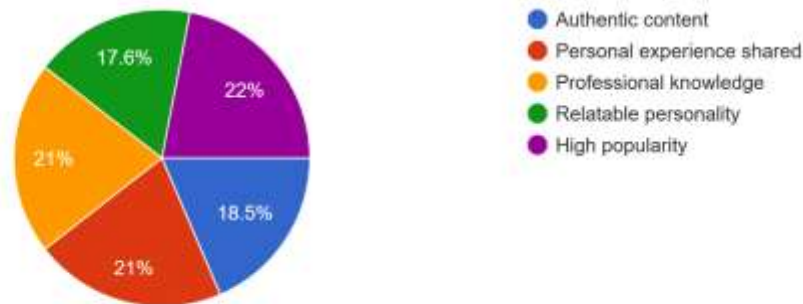
205 responses



Almost half of the respondents (49.8%) prefer local Pune-based influencers. Around 45.9% are unsure, while very few said no. This indicates a growing importance of local influencers. Regional relatability plays a key role in decision-making.

15. Why do you trust certain influencers?

205 responses



High popularity (22%) is the biggest reason for trust, followed by personal experience and professional knowledge (21% each). Authentic content and relatable personality also contribute significantly. This shows trust is built through a mix of credibility and relatability. Influencers must maintain authenticity to sustain trust.

Findings

1. Awareness Source of Gym Brands

Social media influencers are the primary source of gym awareness among respondents.

Traditional sources like ads and word-of-mouth have comparatively lower impact.

2. Frequency of Seeing Influencer Content

Most respondents frequently encounter fitness influencer content on social media. This indicates high exposure and strong digital engagement.

3. Platform for Fitness Influencers

Instagram is the most preferred platform for fitness influencer content, followed by YouTube.

Other platforms have minimal influence.

4. Discovery of New Gyms

Influencers play a major role in helping consumers discover new gyms. A large majority rely on influencer content for gym awareness.

5. Awareness of Gym Services

Influencers significantly increase awareness about gym facilities and services. They act as effective communicators of fitness-related information.

6. Consideration to Join Gym

Influencer content strongly impacts consumers' intention to consider joining a gym. Very few respondents remain unaffected.

7. Influence on Decision Making

Influencer recommendations have a strong effect on gym selection decisions. Most respondents are influenced directly or indirectly.

8. Motivating Content Type

Motivational content and transformation videos are the most effective in influencing consumers. Emotional and relatable content works better than promotional content.

9. Trust in Influencer-Promoted Gyms

Consumers show high trust in gyms promoted by influencers. Influencer marketing helps build brand credibility.

10. Actual Gym Visits/Joining

A significant number of respondents have visited or joined gyms due to influencer promotion. This shows strong conversion impact.

11. Type of Influencer Followed

Micro-influencers are followed the most due to their relatability. Fitness trainers and celebrities also hold significant importance.

12. Most Trusted Influencers

Consumers trust a mix of celebrity influencers, micro-influencers, and fitness trainers. Trust is influenced by both popularity and expertise.

13. Most Influential Recommendations

Fitness trainers and celebrity influencers have the strongest impact on gym choice. Friends and local influencers also play an important role.

14. Preference for Local Influencers

Respondents show a strong preference for local Pune-based influencers. Regional relatability enhances trust and influence.

15. Reasons for Trusting Influencers

Trust is mainly driven by popularity, personal experience, and professional knowledge. Authenticity and relatability also contribute significantly.

Conclusion

The present study titled “*The Impact of Digital Marketing Influencers on the Gym Industry in Pune*” highlights the growing importance of influencer marketing in shaping consumer behavior within the fitness sector. With the rapid expansion of digital platforms and increasing health consciousness among individuals in urban areas like Pune, influencer marketing has emerged as a powerful tool for promoting gym brands and influencing consumer decisions.

The findings of the study clearly indicate that digital marketing influencers play a significant role in creating awareness about gym brands. A majority of respondents reported that they first came to know about gyms through social media influencers, particularly on platforms like Instagram and YouTube. This demonstrates that traditional marketing methods such as advertisements and word-of-mouth are gradually being replaced or complemented by digital influence. The high frequency of exposure to fitness-related content further reinforces the idea that influencers have successfully captured consumer attention and engagement.

Moreover, the study reveals that influencers are highly effective in shaping consumer perceptions and intentions. A large number of respondents agreed that influencer posts help them discover new gyms and increase their awareness about gym facilities and services. Influencer content, especially motivational videos and transformation stories, creates a strong emotional connection with the audience, which in turn motivates them to adopt a fitness-oriented lifestyle. This emotional engagement is a key factor that differentiates influencer marketing from traditional promotional strategies.

In terms of consumer behavior, the research shows that influencer marketing has a direct impact on the intention to join gyms. Many respondents admitted that they have either considered joining or have already joined a gym after being influenced by digital content. This highlights the effectiveness of influencer marketing not only in generating awareness but also in driving actual consumer action. The high level of trust in influencer-promoted gyms further supports this finding, as consumers tend to rely on the authenticity and relatability of influencers when making decisions.

Another important aspect highlighted by the study is the type of influencers that have the most impact. The results indicate that micro-influencers and fitness trainers are highly influential due to their relatability and perceived expertise. While celebrity influencers also hold importance, consumers tend to trust individuals who share real-life experiences and provide practical fitness guidance. Additionally, there is a noticeable preference for local Pune-based

influencers, as they are more relatable and better understand the local audience's needs and preferences.

Overall, the study concludes that digital marketing influencers have a substantial and positive impact on the gym industry in Pune. They not only enhance brand visibility and awareness but also influence consumer attitudes, build trust, and drive purchase decisions. For gym businesses, collaborating with the right influencers can lead to increased customer engagement, higher membership rates, and stronger brand positioning in a competitive market.

However, it is also important for businesses to ensure authenticity and credibility in influencer partnerships, as consumer trust is a critical factor in the success of such strategies. By leveraging influencer marketing effectively, gyms in Pune can achieve sustainable growth and better connect with their target audience in the digital age.

Recommendations

Recommendations for Gym Brands

Gym brands should actively collaborate with relevant fitness influencers, especially micro-influencers and local Pune-based influencers, as they have higher relatability and trust among consumers. Since platforms like Instagram and YouTube are the primary sources of awareness, gyms should focus on creating engaging content such as transformation videos, workout reels, and motivational posts rather than traditional advertisements. Additionally, gyms should ensure authenticity in influencer promotions and highlight real customer experiences, as trust plays a crucial role in influencing consumer decisions and increasing memberships.

Recommendations for Consumers

Consumers should critically evaluate influencer recommendations before choosing a gym by considering factors such as facilities, pricing, trainer qualifications, and reviews. While influencer content can be motivating, it is important to verify the credibility of the gym through trials or visits before making a final decision. Consumers can also benefit from following different types of influencers, including fitness trainers and local influencers, to gain diverse and practical insights about fitness and gym options available in Pune.

Recommendations for the Government / Regulatory Bodies

Regulatory authorities should establish guidelines to ensure transparency in influencer marketing, especially in the fitness industry, where misleading promotions can affect consumer health and finances. Influencers should be required to clearly disclose paid partnerships and promotions related to gyms. Additionally, the government can promote awareness campaigns encouraging safe and scientifically guided fitness practices. Monitoring misleading claims and ensuring ethical marketing practices will help protect consumers and maintain credibility in the growing fitness industry.

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ANNEXURE – QUESTIONNAIRE

Title of the Study:

Impact of Digital Marketing Influencers on Gym Industry in Pune

Section A: General Information

1. Age Group:

- Below 18
- 18–25
- 26–35
- 36–45
- Above 45

2. Gender:

- Male
- Female
- Prefer not to say

3. Occupation:

- Student
- Working Professional
- Business Owner
- Homemaker
- Others

4. Do you currently go to a gym?

- Yes
- No
- Planning to join

Section B: Influence on Consumer Awareness of Gym Brands

5. How did you first become aware of gym brands?

- Social media influencers
- Advertisements (Google/YouTube)
- Friends/Family
- Outdoor ads
- Others

6. How often do you see gym-related content from influencers on social media?

- Very frequently
- Frequently
- Occasionally
- Rarely
- Never

7. Which platform do you mostly see fitness influencers on?

- Instagram
- YouTube
- Facebook
- Snapchat
- Others

8. Do influencer posts help you discover new gyms in Pune?

- Strongly Agree
- Agree
- Neutral
- Disagree

- Strongly Disagree

9. How much do influencers increase your awareness about gym facilities/services?

- To a great extent
- To some extent
- Neutral
- Very little
- Not at all

Section C: Impact on Intention to Join Gyms

10. Have you ever considered joining a gym after seeing influencer content?

- Yes
- No
- Maybe

11. How strongly do influencer recommendations affect your decision to join a gym?

- Strongly influence
- Influence
- Neutral
- Slightly influence
- No influence

12. What type of influencer content motivates you to join a gym?

- Transformation videos
- Workout routines
- Diet plans
- Gym promotions/offers
- Motivational content

13. Would you trust a gym promoted by your favorite influencer?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

14. Have you ever joined or visited a gym because of influencer promotion?

- Yes
- No
- Planning to

Section D: Types of Influencers Impacting Consumers**15. Which type of influencer do you follow the most for fitness content?**

- Celebrity influencers
- Fitness trainers
- Micro-influencers (local influencers)
- Gym owners
- Others

16. Which type of influencer do you trust the most?

- Celebrity influencers
- Fitness trainers
- Micro-influencers
- Gym owners
- All equally

17. Whose recommendations influence your gym choice the most?

- Celebrity influencers
- Fitness trainers
- Micro-influencers
- Friends/Local influencers
- No one

18. Do you prefer local Pune-based influencers for gym recommendations?

- Yes
- No
- Maybe

19. Why do you trust certain influencers?

- Authentic content
- Personal experience shared
- Professional knowledge
- Relatable personality
- High popularity