



## Impact of Social Media to influence the healthcare and Fitness of Students in Coimbatore City

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### Abstract

This study expresses the impact of social media to influence the healthcare and fitness of students in Coimbatore city. This study analyses the social media types and its usage. This study reveals how social media influence the younger generations. As social media sites have become more popular, they have had a big effect on students' health care and exercise behaviors. The goal of this study is to look at how social media affects students' healthcare and exercise routines in a lot of different ways, including how it affects their thoughts, actions, and ability to get information. Key things to look into are the pros and cons of using social media for health and fitness, how common health-related lies are, the impact of social media influencers and friends on health, and how well educational programs work in encouraging good health behaviors. This study looks at these problems in order to find new ways to use social media to encourage students to live a healthy lifestyle while avoiding possible bad effects. The major objectives of the study are, to find out how social media affects health and fitness, to find out what kind of healthcare and fitness are more affected, to know how social media can be good for health care and fitness and to look into which types of media have had a bigger impact on their decisions to go into healthcare and fitness. Looking at how students used different social media sites to look at health and fitness content, including how often they used the sites, what kinds of content they consumed, and how long they were exposed. Looking into how the things that are posted on social media affect students' health and fitness, like their body image, their choices about food and their exercise habits. To look at how much students knew about health and fitness. to know how big of a role social media plays in their daily health and exercise. Many students use social media sites, so they are good ways to spread health and exercise information. Looking at how social media impact the health choices and behaviors of students can help us learn more about possible risks or benefits, like more time spent sitting or lying down, problems with body image, or getting better access to fitness tools.

**Keywords:** Exercise habits, health information, social media influence, health education, healthcare, fitness

### Introduction

In the current scenario, the world is going on digitally. The digital transformation highly impacts to all sectors, like Healthcare, Education, Transport, E-governance, Banking etc... Here we discuss the impact of social media to influence the healthcare and fitness of students. Social media is one the influencer of every student. For example, any information is true or false, it will come in the social media the people blindly believe and follow. Therefore, the social media is giving positive approach as well as negative approach. Now, many social media influence the publics in various platform, that are Facebook, Instagram, Whatsapp, X (Twitter), Youtube, Telegram, Arattai etc... This study reveals the common social media influence the student's healthcare and fitness. Because in the current situation many healthcare related interviews, shorts and advertisement are increasing day to day. In the healthcare not only allopathy medicine it including naturopathy, Homeopathy, Acupuncture, Acupressure, Yunani, siddha, Ayurveda etc...The study aim to reveal the impact of social media to influence the students in their healthcare and fitness. (Chou, 2019) [5] study clearly explain the usage of internet among the adults. The social Medias are influencing their day to day life. Finally, this study will express the impact and influences of the social media among the students in Coimbatore city.

### Research Methodology

The study methodology is a way to solve problems in a systematic way. It includes the study design, sampling method, data collection method, and analysis method.

### Study Area

People in the city of Coimbatore answered questions for the study. The original data was gathered from students in the city of Coimbatore.

### Sampling Design

Sampling is the process of choosing a smaller group that accurately reflects a larger group so that data can be collected for a project. The study was done using a poll. The easy random sampling method is used to get the information that is needed from the people who answer.

### Sample Size

The sample size is made up of the number of items chosen from the community. The study is about kids who live in Coimbatore. There are 121 samples in the study.

### Period of Study

The field study was done in November 2025.

### Sources of Data

The study used both source and secondary data. The original data was gathered using the questionnaire.

### Primary Data

Primary data was gathered using a self-made questionnaire that was put together with help from a study guide. People of different age groups filled out the form. There were 121 people in the group for the study.

**Secondary Data**

The study's secondary data came from a range of sources, including research papers, books, articles, websites, and more.

**Statistical Tools Used For Data Analysis**

The main idea of statistics in research is to help with planning the study, figuring out what the data means, and coming up with a final form. Most research projects create a lot of new data that needs to be properly trimmed so that it can be read more easily and used for more analysis.

**Table 1:** Age of the Respondent

Sl. No	Age / Gender / Edu	No of Respondents - 121	Percentage
1	15-18	29	24%
2	18-21	55	45.5%
3	21-24	37	30.6%
4	Male	80	66.1%
5	Female	41	33.9%
6	Higher Education	25	20.7%
7	UG	65	53.7%
8	PG	31	25.6%

**Interpretation**

From the above table, it is inferred that 24 percentage of the respondents are under 15-18 age category, 45.5 percentage of the respondents are under 18-21 age category, 30.6 percentage of the respondents are under 21-24 age category. it is inferred that 66.1 percentage of the respondents are MALE, 33.9 percentage of the respondents are FEMALE. The same table inferred that 20.7 percentage of the respondents are pursuing higher education, 53.7 percentage of the responds are pursuing UG, 25.6 percentage of the respondents are pursuing PG.

**Table 2:** You use social media platform

Si No	Factors	No of Respondents	Percentage
1	Several times a day	39	32.2%
2	Once a day	26	21.5%
3	Few times a week	42	34.7%
4	Rarely	14	11.6%
Total		121	

**Interpretation**

From the above table, it is inferred that 32.2 percentage of the respondents are using the social media at several times a day, 21.5 percentage of the respondents are using the social media at once a day, 34.7 percentage of the respondents are using the social media at few times a week, 11.6 percentage of the respondents are using the social media at rarely.

**Table 3:** Fitness influencers or health related accounts on social media

Si No	Factors	No of Respondents	Percentage
1	Yes, regularly	35	29.8%
2	Occasionally	50	41.3%
3	No, never	35	28.9%
Total		121	

**Interpretation**

From the above table, it is inferred that 29.8 percentage of the respondents are following the influencers regularly, 41.3 percentage of the respondents are following the influencers

occasionally, and 28.9 percentage of the respondents are following the influencers at never.

**Therefore majority 41.3 percentage of the respondents are following the influencers occasionally**

**Table 4:** Healthcare information do you come across more frequently on social media

Si No	Factors	No of Respondents	Percentage
1	Physical fitness (Workout, exercise routines)	31	25.6%
2	Mental health (stress management, mindfulness)	40	33.1%
3	Nutrition and diet advice	28	23.2%
4	General health tips (hygiene and sleep)	22	18.2%
Total		121	

**Interpretation**

From the above table, it is inferred that 25.6 percentage of the respondents are following the physical fitness, 33.1 percentage of the respondents are following the mental health tips, 23.2 percentage of the respondents are following the nutrition, and 18.2 percentage of the respondents are following the general health tips.

**Table 5:** Ever tired a fitness or health related trend you saw on social media

Si No	Factors	No of Respondents	Percentage
1	Yes	57	52.9%
2	No	64	47.1%
total		121	

**Interpretation**

From the above table, it is inferred that 52.9 percentage of the respondents are tired fitness tips, 47.1 percentage of the respondents are haven't tried fitness tips.

**Table 6:** Aspect of nutrition do you believe most influenced by social media

Si No	Factors	No of Respondents	Percentage
1	Wait loss diets	26	21.5%
2	Plant based diets	31	25.6%
3	Protein rich diets	42	34.7%
4	Balanced nutrition advises	22	18.2%
Total		121	

**Interpretation**

From the above table, it is inferred that 21.5 percentage of the respondents are believes that weight loss diets is better, 25.6 percentage of the respondents are believes that plant based diets is better, 34.7 percentage of the respondents are believes that protein rich diets is better, 18.2 percentage of the respondents are believes that balanced nutrition advise is better.

**Table 7:** Ever tired a specific workout routine or exercise recommended on social media

Si No	Factors	No of Respondents	Percentage
1	Yes, multiple times	25	20.7%
2	Yes, once or twice	55	45.5%
3	No, never	41	33.9%
Total		121	

**Interpretation**

From the above table, it is inferred that 20.7 percentage of the respondents are tired a specific workout at multiple

times, 45.5 percentage of the respondents are tired a specific workout at once or twice, 33.9 percentage of the respondents are haven't tired a workout.

**Table 8:** Ever discovered a new workout routine or exercise technique through social media

Si No	Factors	No of Respondents	Percentage
1	Yes, multiple times	24	19.8%
2	Yes, once or twice	56	46.3%
3	No, never	41	33.9%
Total		121	

**Interpretation**

From the above table, it is inferred that 19.8 percentage of the respondents are tired a new workout at multiple times,

46.3 percentage of the respondents are tired a new workout at once or twice, 33.9 percentage of the respondents are haven't tired a workout.

**Table 9:** Ever participated in online fitness challenges or competitions organised through social media

Si No	Factors	No of Respondents	Percentage
1	Yes, multiple times	20	16.5%
2	Yes, once or twice	31	25.6%
3	No, never	70	57.9%
Total		121	

**Interpretation**

From the above table, it is inferred that 16.5 percentage of the respondents are participated in fitness challenges at multiple times, 25.6 percentage of the respondents are

participated in fitness challenges at once or twice, 57.9 percentage of the respondents are haven't tired the fitness challenges.

**Table 10:** Health or fitness-related content do you engage with the most on social media

Si No	Factors	No of Respondents	Percentage
1	Watching workout videos	26	21.5%
2	Reading articles or blogs	31	25.6%
3	Following fitness influencers	45	37.2%
4	Participating in online challenges or communities	19	15.7%
Total		121	

**Interpretation**

From the above table, it is inferred that 21.5 percentage of the respondents are watching workout videos, 25.6 percentage of the respondents are reading articles or blogs,

37.2 percentage of the respondents are following fitness influencers, 15.7 percentage of the respondents are participating in online challenges or communities.

**Table 11:** Type of fitness trend gains more popularity on social media

Si No	Factors	No of Respondents	Percentage
1	Short-time challenges (30 days workout challenges)	34	28.1%
2	Long-time lifestyle (adopting a new diet or exercise routine)	57	47.1%
3	Fads (unconventional diets or exercise)	30	24.8%
Total		121	

**Interpretation**

From the above table, it is inferred that 28.1 percentage of the respondents are watching the short-time workout

challenges, 47.1 percentage of the respondents are watching the long-time workout challenges, 24.8 percentage of the respondents are watching fads video challenges.

**Table 12:** Social media promotes healthy lifestyle choices among students

Si No	Factors	No of Respondents	Percentage
1	Yes	45	37.2%
2	No	45	37.2%
3	Insure	31	25.6%
Total		121	

**Interpretation**

From the above table, it is inferred that 37.2 percentage of the respondents are think that social media promotes healthy

lifestyle, 27.2 percentage of the respondents are haven't think about it, 25.6 percentage of the respondents are thought it was not sure.

**Table 13:** Motivated to adapt healthier habits because of content you saw on social media

Si No	Factors	No of Respondents	Percentage
1	Yes	54	44.6%
2	No	67	55.4%
Total		121	

**Interpretation**

From the above table, it is inferred that 44.6 percentage of the respondents are get motivated because of seeing the

fitness content, 55.4 percentage of the respondents are haven't get motivated because of seeing the fitness content.

**Table 14:** Encounter advertisements or promotions for fitness products on social media

Si No	Factors	No of Respondents	Percentage
1	Very often	32	26.4%
2	Occasionally	39	32.2%
3	Rarely	41	33.9%
4	Never	9	7.4%
Total		121	

**Interpretation**

From the above table, it is inferred that 26.4 percentage of the respondents are very often watch fitness advertisements, 32.2 percentage of the respondents are occasionally

watching the fitness advertisement, 33.9 percentage of the respondents are watching the fitness advertisement rarely, 7.4 percentage of the respondents never watch the fitness advertisements.

**Table 15:** The most significant benefit of using social media for healthcare and fitness

Si No	Factors	No of Respondents	Percentage
1	Access to information and resources	29	24%
2	Motivation and support from online	51	42.1%
3	Opportunities to connect with experts and influencers	41	33.9%
Total		121	

**Interpretation**

From the above table, it is inferred that 24 percentage of the respondent's view was access to information and resources, 42.1 percentage of the respondent's view was to motivation

and support from online communities, 33.9 percentage of the respondent's view was opportunities to connect with experts and influencers.

**Table 16:** Social media has influenced you more to choose the healthcare fitness

Si No	Factors	No of Respondents	Percentage
1	Facebook	21	17.4%
2	YouTube	35	28.9%
3	Instagram	52	43.8%
4	Telegram	12	9.9%
Total		121	

**Interpretation**

From the above table, it is inferred that 17.4 percentage of the respondents are chooses Facebook, 28.9 percentage of

the respondents are choosing YouTube, 43.8 percentage of the respondents are choosing Instagram, 9.9 percentage of the respondents are choosing telegram.

**Table 17:** Social media as a positive or negative impact on your overall health and fitness habits

Si No	Factors	No of Respondents	Percentage
1	Positive	34	27.9%
2	Negative	31	25.4%
3	Neutral	57	46.7%
Total		121	

**Interpretation**

From the above table, it is inferred that 27.9 percentage of the respondents are thinks that social media is positive, 25.4 percentage of the respondents are thinks that social media is negative, 46.7 percentage of the respondents are thinks that social media is neutral.

usage of internet among the adults are high in their research. Majority of 66.1% of the respondents are MALE. The education level majority of 53.7% of the respondents are pursuing UG. The frequent majority of 34.7% of the respondents are using the social media at few times a week. The influence majority of 41.3% of the respondents are following the influencers occasionally. The tips majority of 33.1% of the respondents are following the mental health tips. The tips majority of 52.9% of the respondents are tired fitness tips. The diet majority of 34.7% of the respondents are believes that protein rich diets are better. The workout

**Findings, Sugession, Conclusion**

**Findings**

The majority of 45.5% of the respondents are under 18-21 age category- (Chou, 2019) [5] study clearly explain the

related majority of 45.5% of the respondents are tired a specific workout at once or twice. The workout majority 46.3% of the respondents are tired a new workout at once or twice. The workout majority 57.9% of the respondents are haven't tired the workout. The fitness majority of 37.2% of the respondents are following fitness influencers. The workout challenge majority 47.1% of the respondents are watching the long-time workout challenges. The majority of 25.6% of the respondents are think that it was not sure. Therefore 55.4% of the respondents are haven't get motivated because of seeing the fitness content. The majority of 33.9% of the respondents are watch the fitness advertisement rarely. The majority of 42.1% of the respondent's view was to motivation and support from online communities. The platform majority of 43.8% of the respondents are chooses Instagram. The status majority of 46.7% of the respondents are thinks that social media is neutral.

### Suggestion

Social media sites support fitness experts and health professionals to promote positive behaviors like staying mentally healthy, eating well, and exercising regularly on their pages. To fight false information and encourage healthy habits, share correct and evidence-based health and fitness information on your social media platforms. Encourage students to only use social media a little bit and set limits on their screens in order to avoid spending too much time on them. This can help them stay active and maintain a healthy sleep schedule. This research shows that social media is an important part of daily life; instead of just using it, we should use it in a meaningful way. A lot of people are into fitness challenges and healthy living, but most of them don't do what fitness leaders tell them to do. If they did, they would have a healthy lifestyle.

### Conclusion

This study finds that students' health and exercise are greatly affected by social media. The best thing about it is how easy it is to get. There are more reviews from people who have already trained and those who have seen results from the exercises, diet plans, and lifestyle changes that trainers and teachers have recommended. More guys than women want to watch health and fitness videos on social media. Taking care of our health every day is very important, so social media makes it easy for everyone to get more information about exercise and health. And when it comes to healthcare, people mostly focus on mental health issues, like how to deal with stress. And most people are affected by diets that are built on plants and losing weight. Also, students think that social media makes people live a good life.

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