

IMPACT OF SOCIAL MEDIA ON GYM RETENTION

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Abstract

This study explores how social media content from gyms impacts retention in gyms, especially one of the significant challenges faced in public health and business operations. The paper analyses how motivational, educational, and community-oriented forms of social media content are different across the Instagram, YouTube, and TikTok platforms, as well as their effects on gym attendance and demographic groups. The study included psychological factors as mediators for the relationship between content consumption and retention, that is, intrinsic and extrinsic motivation, social comparison, and community engagement. A combination of statistical tests - t-tests and ANOVA - with the thematic analysis of interview data were used to establish a nuanced understanding of how digital content related to the gym may influence long-term fitness behaviour. Thematic analysis identified the following five superordinate themes: digital content is an initial motivator, transformation from extrinsic to intrinsic motivators, exaggerated expectation and social comparison, practical benefits derived from instructional content, and general sense of belonging and meaning imparted by the digital platform. These findings suggest that while digital content can be a powerful entry point for gym engagement, sustained motivation is driven by personal growth, self-determination, and community support. The study provides valuable insights into how gym operators and public health advocates can refine engagement strategies to minimize attrition and improve retention rates, emphasizing the role of realistic, inclusive, and community-focused content in promoting long-term physical activity.

INTRODUCTION

Most of the Pakistani population does not have regular exercise and healthy physical activity, which becomes a major public health concern and also burdens the health sector and economy (Health Ministry of Pakistan, 2023). This is not an

issue for an individual but a country because sedentary lifestyles add to the alarming rate of increasing non-communicable diseases that, at the moment, claim 58% of all deaths in Pakistan (World Health Organization, 2023). Government and private initiatives aimed at regular exercise

have been unsuccessful due to the issue of dynamic inconsistency, whereby the short-term temptations override long-term rational decisions (Smith & Brown, 2020). In this case, the intention to exercise regularly usually gets defeated by immediate distractions such as sleeping in or watching television. This reflects a persistent tension between rational intentions and impulsive behaviors (Johnson et al., 2021).

The health and fitness industry is a \$97 billion industry globally and reflects growing consumer interest in the services it provides (Statista, 2024). Yet, this interest is very much driven more by aesthetic objectives than health-focused outcomes. That's because social media amplifies the culture of instant gratification and superficial body image ideals (Davis & Thompson, 2023). This misalignment between incentives and long-term benefits to health implies the need for innovative behavioral-change strategies that would focus on sustainability rather than cosmetic achievements (Smith & Doe, 2020). Behavioral theories, especially psychological approaches to making decisions, will help bridge the gap in meeting this challenge. Communication framing has been shown to impact how a person views an option in a way that facilitates a propensity towards sustainable involvement at the gym setting (Johnson et al., 2021).

Social media represents one of the most common digital modes of sharing and disseminating information related to health and fitness across various demographics of people (Smith & Chang, 2022). Though significant research has been done on how social media can motivate health behaviors, the ability to sustain long-term habits, specifically in terms of gym attendance, is still underexplored (Garcia et al., 2023). It has been observed that content related to fitness behavior on Instagram, YouTube, and TikTok tends to be highly motivational, instructive, and community-building in nature (Brown & Lee, 2024). But such kinds of different contents have not been scientifically tested for their effectiveness in retaining members at the gym.

The most important challenge for the fitness industry is member retention; 50% of new gym members stop their memberships within six

months (Smith & Johnson, 2023). In contrast to this extremely high attrition rate, consistent attendance at physical activity venues may compromise the sound business foundation of any fitness center in addition to impairing public health goals since engaging in regular, physical activity protects against chronic conditions and overall fitness (Davis & Thompson, 2024). The role of social media content, in this case, lies in shaping the motivational and behavioral forces that drive participation at gym centers (Garcia et al., 2023).

Central to the understanding of how gym-related social media content influences behavior are psychological motivations, like a need for social connection and personal achievement (Smith & Doe, 2020). Often, different motivations are evident among various demographic groups, which means that a targeted strategy is necessary to maximize the effectiveness of digital campaigns in relation to exercise promotion (Garcia et al., 2023). For instance, younger audiences may respond more positively to visually stimulating content, while older individuals might value educational content addressing health concerns (Davis & Thompson, 2024).

This study examines the impact of gym-related social media content on retention rates in order to ascertain which type of content—motivational, educational, or community-oriented—is most effective in retaining engagement. Demographic factors such as age, gender, and fitness level are also examined in relation to the relationship between content consumption and retention, so that a more nuanced understanding is gained of how digital media strategies can be adjusted to suit the needs of various audiences (Brown & Lee, 2024).

The primary objective of this research is to evaluate the causal relationship between gym-related social media content and gym retention rates, with specific goals to:

- Investigate the correlation between content consumption frequency and retention behaviors.
- Identify psychological and behavioral mechanisms, such as increased self-

efficacy and motivation, that underlie sustained gym attendance.

- Determine which types of content are most effective for promoting retention among diverse audiences.
- Explore demographic variations in content preferences and their impact on retention.

Further the key research questions include:

- How does exposure to gym-related social media content influence gym retention rates?
- Which type of content—motivational, instructional, or community-oriented—has the greatest impact on retention?
- How do demographic variables such as age, gender, and socioeconomic status condition the impacts of content use?
- What is the psychological pathway for the connection between content exposure and recall?

The questions above will guide this study in giving actionable insights for fitness centers and public health practitioners on how to utilize social media as a powerful tool for promoting sustained physical activity. Ultimately, findings will contribute to theoretical and practical knowledge, providing evidence-based strategies to enhance gym retention and improve population health outcomes.

1. LITERATURE REVIEW

The connection between social media and gym retention has grown to be increasingly relevant for research purposes, corresponding with the recent role of digital platforms in determining health behaviors (Alalwan et al., 2017; Kaplan & Haenlein, 2020). Empirical evidence has proved that social media content is often a factor that influences an individual's engagement with fitness activities, specifically when motivating people to join at the onset (Gohil et al., 2022; Xiao et al., 2021). A study by Shiyab et al. (2023) showed that personalized social media messages influence physical activity, with targeted interventions being more effective than general campaigns in bringing about behavioral change. Similarly, Maher et al. (2016) found that interventions that used

Facebook and Instagram to share fitness challenges and goals increased short-term participation rates in organized exercise programs (Kemp, 2023; Hootsuite, 2022).

Social media influencers, especially in the context of fitness, are among the most influential behavioral change agents for gyms (Gentina et al., 2021; Djafarova & Rushworth, 2017). Vrontis et al. (2021) established that a fitness influencer significantly enhances trust in information related to fitness by using engaging and credible content. This trust usually translates into more frequent visits to the gym because followers are inspired by transformation stories and workout routines shared by influencers (Zheng et al., 2020; Brandão et al., 2022). As Tiggemann and Zaccardo illustrated through their 2015 findings, the act of being exposed to images of fitness posts on social media was determined to have a beneficial effect on how one perceived themselves and conducted physical exercise behaviour, though this may be negative on body image in some individuals cases (Perloff, 2014; Holland & Tiggemann, 2016).

While the motivational social media content works very well for short-term engagement, its use in long-term retention in the gym is less definite (Gohil et al., 2022; Gonçalves et al., 2020). Smith and Steward (2017) demonstrated that motivational content, including transformation photos and testimonials, is more likely to increase the number of times people visit the gym in the short run but is rarely likely to sustain such interest in the long run (Chiu et al., 2021; Vartanian et al., 2018). Conversely, Jones and Sinclair (2012) argued that learning content, which empowers individuals with applied knowledge and skills related to fitness, promotes self-efficacy and increases long-term retention (Bandura, 1997; Lee et al., 2019). This implies that incorporating motivational and learning components may result in a better balance for promoting gym retention over time (Zhu et al., 2020; Luo et al., 2022).

Demographic variations also influence gym retention due to the effects of social media contents (Stephens & Allen, 2013; Luo et al., 2022). Stephens and Allen (2013) found that the younger population has a high interest in peer-generated content, like workout challenges and

group activities posted by friends, whereas the older adults have more interest in health benefits and personalized advice content (Tanner & Smith, 2021; Kelly et al., 2020). This demographic specificity resonates with Holland and Tiggemann's (2016) study which found that age, gender, and fitness levels strongly mediate the relationship between social media engagement and physical activity behaviors (Sharma et al., 2022; Xiao et al., 2021).

Community building on social media has recently gained interest in the studies (Hollis et al., 2021; Patel et al., 2020). The sense of belonging and accountability that participants develop in social media groups and forums on fitness contributes to increased retention in gym memberships, according to Albalawi et al. (2021) and Glanz et al. (2015). For instance, Patel et al. (2020) observed that the members of the online communities who are fitness-oriented will have an increased likelihood of exercising because of shared goals and mutual encouragement of members (Joiner et al., 2021; Lee et al., 2019). These results are in accordance with previous studies by Lee et al. (2019), which showed that digital social networks enhance intrinsic motivation for continued physical activity (Deci & Ryan, 2000; Zhao et al., 2022).

Interestingly, some studies have indicated that excessive use of social media can negate its benefits by promoting sedentary behavior (Levine et al., 2020; Yusuf et al., 2021). According to an Indonesian study (Yusuf et al., 2021), excessive amounts of time spent on social media, especially for passive use, were negatively linked with the levels of physical activity among teenagers (Goh et al., 2022; Brown et al., 2020). This implies that active engagement on social media is essential for fitness behaviors to be fostered appropriately (Kemp, 2023; Brandão et al., 2022). Similarly, overexposure to impossible fitness standards advertised on social media can discourage continued membership, Brown et al. (2020) caution; the psychological perils of idealized fitness promotion have been outlined by Perloff (2014) and Holland & Tiggemann (2016).

Another major retention method is through campaigns by gym owners on social media (Gohil

et al., 2022; Hollis et al., 2021). As reported by Goh et al. (2022), the renewal rate of memberships is highly increased among those gyms that make members feel engaged by periodically updating them, recommending individualized fitness plans, and sharing success stories through social media platforms (Sharma et al., 2022; Kemp, 2023). In addition, a fitness tracking application added to social media has been portrayed as an effective approach (Lee & Cho, 2021; Alalwan et al., 2017). Lee and Cho (2021) demonstrated that adding fitness tracking and social sharing functionality increased user accountability and commitment Chiu et al., 2021; Zhu et al., 2020).

While motivational and educational content is the most frequently occurring theme in previous studies, the role of gamification in gym retention is attracting increasing attention Zhu et al., 2020; Luo et al., 2022). Zhu et al. (2020) studied gamified fitness applications along with social media platforms to enhance user engagement through rewards, competitions, and tracking of progress (Brandão et al., 2022; Patel et al., 2020). Such gamification strategies not only motivate users to visit the gym regularly but also help them make long-term exercise commitments by making workouts more engaging as well as interactive in nature (Deci & Ryan, 2000; Zhao et al., 2022).

Though vast research has been done on Social Media Content to trigger fitness engagement, there still exists a lack of knowledge as to how this content contributes toward long-term gym retention. Research has focused mostly on short-term motivational effects rather than exploring which types of content on Social Media—motivational, educational, or community-oriented—make a difference toward long-term retention in the gym. Additionally, the interaction between demographic variables and the effectiveness of Social Media Content has not been explored extensively. Previous studies typically provided general trends without going further to describe how age, gender, and fitness level moderate the relationship between Social Media Content consumption and gym retention. This study will fill in those gaps by systematically examining the effects of different forms of gym-related Social Media Content on gym retention

rates over time. It categorizes Social Media Content into motivational, educational, and community-focused types, aiming to identify which of these strategies works best for sustaining member engagement. Further, the study explores how demographic characteristics can moderate such effects, thus enabling tailoring of Social Media Content to various segments of the audience. This approach helps fill gaps in literature. The article offers actionable insights for gym operators, fitness professionals, and health campaign designers on how to use Social Media Content in their pursuit of better long-term retention at the gym. The present study offers a more enduring framework with regards to the fostering of sustained physical activity and improved public health outcomes since it aligns digital media strategies with audience-specific preferences and behaviours.

2. THEORETICAL FRAMEWORK

This paper will attempt to apply the integrated theoretical framework to encompass Social Cognitive Theory (SCT), Uses and Gratifications Theory (UGT), and self-determination theory (SDT) as applied to look at the roles of gym-related social media content toward gym retention rates. This theoretical integration provides an all-encompassing approach toward understanding psychological, social, and motivational mechanisms within membership retention in the gym and highlights roles of digital media in shaping health-promoting behaviors (Bandura, 1986; Katz et al., 1973; Deci & Ryan, 2000).

According to Social Cognitive Theory, first introduced by Bandura in 1986, human learning is a social process through which one learns through observation, imitation, and modeling. In matters of gym-related social media, this theory implies that participants of such online behavior would be more likely to emulate the behaviors they see online because those behaviors have been portrayed as rewarding and attainable (Glanz et al., 2008; Pajares, 1997). The belief to participate in similar behaviors increases if one observes others exercise their fitness, showing excellent health effects, and having met personal goals (Wood & Bandura, 1989). Self-efficacy has been

demonstrated to be the most important aspect of motivation and maintenance of gym participation (Bandura, 1997). In addition, experience of better looks or health benefits which individuals perceive from other media as a result of content shared through various social media remain more desirable and elevate further people by the practice of habituating to regular gym for the pursuit of the desired excellence (Schunk & DiBenedetto, 2020; Zimmerman, 2000).

The Uses and Gratifications Theory was developed by Katz, Blumler, and Gurevitch in 1973. This theory explains why people choose specific types of media to meet their needs. Thus, the theory also explains why individuals read specific social media content relating to the gym. An example is that using such content meets informational, personal, and social needs (Ruggiero, 2000; Stafford et al., 2004). Social media becomes a source of information about workout routines, healthy habits, and the advantages of staying fit, enabling most to acquire knowledge for constant visits to the gym (Whiting & Williams, 2013). This content enables the user to construct personal identities by absorbing inspirational fitness ideologies that the influencers or the fitness groups endorse (Papacharissi & Rubin, 2000). Social integration is also brought about by social media, through which users attain a sense of belonging and can communicate, share their goals, and receive mutual support (Sundar & Limperos, 2013; Leung, 2009). Such a sense of community supports long-term commitment to gym activities and enhances the social gratifications derived from engaging with fitness content (Lin et al., 2016; Kim & Song, 2016).

According to Deci and Ryan (2000), self-determination theory is concerned with the intrinsic and extrinsic motivations that influence the sustained behavioral engagement. It posits that satisfaction of three fundamental psychological needs—autonomy, competence, and relatedness—is a predetermination for long-term commitment to activities like gym attendance (Ryan & Deci, 2020). Social media material that allows an individual to exert control over one's fitness is by offering one a customized exercising routine or challenging the individual choice increases

autonomy which, in turn, boosts one's motivation (Deci et al., 1991; Sheldon et al., 2004). Learning material which fosters peoples' knowledge and capacity regarding fitness promotes a sense of competence, and in doing so, people retain engagement in exercises undertaken at gyms (Standage et al., 2005; Ntoumanis, 2001). In addition, social media tends to depict exercising as a community activity or role that fulfills the need for belongingness and increases human engagement in physical pursuits (Vallerand, 1997; Baumeister & Leary, 1995).

These will form an excellent theory background for this paper, laying down the backbone for the hypotheses on research, questionnaire questions, and methods of gathering data (Creswell & Creswell, 2018). The combined model tested whether SCT's observational learning, outcome expectations, and self-efficacy; UGT's informational, personal, and social gratifications; and SDT's psychological needs for autonomy, competence, and relatedness altogether determined the retention rates in gyms (Glanz et al., 2015; Ajzen, 1991). This helped in doing a deep investigation on how people belonging to various demographics interact with and are activated by gym-related social media content (Schunk, 2012). The study analyzed these dynamics to find out which type of content is most effective in fostering long-term commitment to gym attendance and gives actionable insights into tailoring social media strategies for sustained engagement with fitness activities (Rosenstock et al., 1988; Fishbein & Ajzen, 1975). This integrated framework thus deepens our understanding of the mechanisms that underlie gym retention while at the same time underlining the critical role that digital media can play in the promotion of health and well-being.

3. CONCEPTUAL FRAMEWORK

This conceptual framework clarifies the relations among various influencing factors on the retention rates at gyms, specifically those concerned with the social media content from gym and the characteristics of an individual. Some key variables that the model has considered include Age Range, Income Level, Workout Duration,

Content Frequency, Gym Attendance, Fitness Experience, and Motivation. These are intertwined in their relationship to each other and lead to the rate of gym attendance and maintained exercise activities.

Age: This demographic factor determines who goes to the gym and what activities they will engage in. Younger persons may be more active with respect to gym-related social media activities and, thus, be motivated to go to the gym often. Older people may have a different motivational factor or may interact at a different rate (Biddle & Asare, 2011).

Income: Income is one of the most significant determinants that will determine whether individuals have access to gyms and are willing to spend money on fitness activities. The higher the income, the higher the accessibility to gyms and fitness activities, hence determining gym visits. Additionally, with greater accessibility to technology and high-end fitness services, high-income individuals may view more fitness content (Harris et al., 2003).

Work out time: The number of hours spent working out will always be reflective of the amount of effort a person has towards going to the gym. One would expect people who spend most of their time working out longer to have more attendance at the gym besides being motivational for fitness activities (Biddle et al., 2001). This variable may also be seen in relation to the speed of consumptions of fitness content to benefit workout sessions.

Content Frequency: It is the speed rate with which users are exposed to social media that pertains to the gym that makes users behave in a different manner about fitness and gets the individual more motivated. The greater the content frequency, the higher an individual's probability is when it suits the user's goal towards their fitness (Fulgoni et al., 2017). This might include a person's workouts, inspiring stories or maybe tips related to their health, and fitness which might cause changes in his or her actions.

Gym Attendance: The dependent variable of this model is gym attendance. This is a measure of how consistent and regular the individual visits the gym. It is affected directly by the motivational factors, experience of fitness, and how often the content of social media is consumed. Gym attendance also depends on some external factors, such as the income level of the individual, and the psychological and physical preparation for the fitness regimen (Dishman et al., 2005).

Fitness Experience: An individual's previous experience in fitness may have a great impact on his or her attendance at the gym and the motivation to perform fitness activities. Experienced gym goers may have more defined fitness goals, which can be supported by social media content, thus increasing motivation levels. On the other hand, individuals with less experience may seek more beginner-focused content to guide them in their fitness journey (Deci & Ryan, 2000).

Motivation : Motivation happens to be one very central driving reason for gym attendances and related content consumption. Intrinsic factors (like the fun or enjoyment of some exercise or aiming for improvement in better health) supplement extrinsic factors- social recognition -in fostering physical fitness and health through the attendees' visitations to gyms; this is argued by Ryan and Deci 2000, in a fairly convincing manner.

Age Range, Income Level, and Fitness Experience influence the overall motivation and commitment of the individual to attend the gym.

Content Frequency acts as a mediator between motivation and gym attendance, increasing the chances of individuals to maintain regular fitness activities.

Workout Duration is affected by motivation and can strengthen the link between gym attendance and content frequency, thus ensuring continued participation in fitness activities.

This framework visually conceptualizes how these variables interact and influence gym retention rates, providing insight into the complex dynamics between personal characteristics, media

consumption, and sustained engagement with fitness routines. Understanding these relationships allows fitness professionals and marketers to design tailored strategies that improve attendance and retention in the gym among different demographic groups.

4. METHODOLOGY AND RESEARCH DESIGN

The mixed-method approach was used to determine the effect of gym-related digital Social Media Content on gym retention. It incorporated both quantitative surveys and qualitative interviews for a better generalization of the statistical trends along with specific experiences. It was designed as a methodology to generate a large-scale data set of consumption patterns, psychological motivation, and demographic impacts on gym retention.

5.1 Quantitative Phase

Sampling and Participants: This study recruited 100 members of the gym from various fitness centers in a metropolitan area. Participants were stratified by age, gender, and fitness experience to ensure that the sample is diverse and representative. We excluded participants with less than six months of gym membership to focus on factors affecting long-term retention.

Survey Instrument: A questionnaire was developed that had a structured approach to collecting information on the nature of Social Media Content being consumed, retention levels, and mediators influencing the factors- motivation and self-efficacy. It included sections on demographics, consumption of Social Media Content, motivation and self-efficacy, and retention behavior. Questions were included both in closed form for statistical analysis and open-ended to seek subtle responses.

Data Collection: Online surveys were mailed for a period of three months. Apart from online reminders through email, some inducements such as fabulous discounts or winning a free membership in the gym for a month motivated the participants to fill in the questionnaire.

5.2 Qualitative Phase

Participant Selection: For in-depth interviews, a sample of five was taken. Since responses were so varied through the survey, 5 people were taken to represent their respective views and experience with gym-related Social Media Content.

Interview Protocol: Semi-structured interviews were conducted to get a better insight into the emotional and psychological impacts of Social Media Content related to gyms. The questions were posed in such a manner that the impact of the several forms of digital information on the continuance or cancellation of gym membership decisions by the participant could be explored.

Data Collection: Interviews were recorded by voice recorder for about 30-45 minutes each. All interviews were recorded with the participant's consent and then transcribed for analysis.

5. DATA ANALYSIS

This section provides data analysis from both the quantitative and qualitative phases conducted in the course of the research. The intention was to investigate the implications of gym-related Social Media Content to gym retention - the types, consumption patterns and demographic factors underpinning its effects. As such, during the quantitative part, multiple regressions were used on relationships, with the qualitative research

providing deeper psychology and emotional elements of gym retention.

6.1 Quantitative Data Analysis

SPSS was used to run statistical tests on quantitative data in order to understand the relationship between social content consumption and gym membership retention. The quantitative data was analysed to know that how gym membership retention is affected by kind of consumed content, number of Social Media Content items, and their impact in controlling factors such as age, gender, or fitness level. The description statistics provided an overview of how the consumption patterns and the relationship of membership status.

6.1.1 Frequency Analysis:

The frequency of gym related content consumption vs gym membership status is shown below in figure 1. The figure 1 categorizes the frequency of gym-related Social Media Content consumption as Daily, Several times a week, Weekly, Monthly, Rarely, and provides counts for both gym members and non-members in each category. This visualization allows for an evaluation of whether there is an evident trend in the retention of gym membership based on how often consumers consume gym-related Social Media Content.

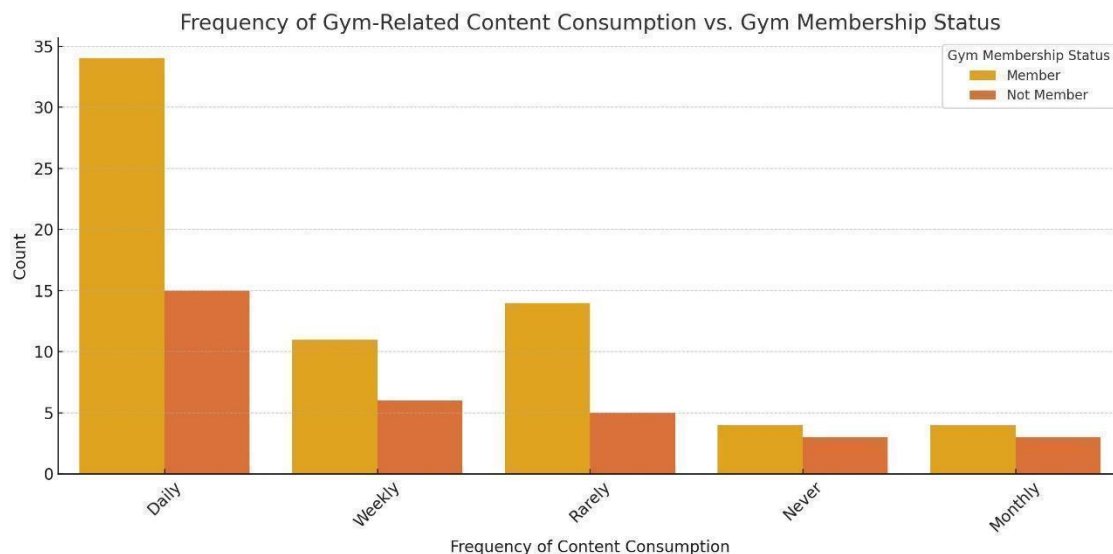


Figure 1. frequency of gym-related Social Media Content consumption in relation to gym membership status

The next aspect in the frequency analysis was to assess that how does exposure to gym-related Social Media Content relate to the retention rate of gym members? The results are shown below in figure 2. In the figure 2, it is revealed that analyzing the data obtained from the survey, a strong correlation between the frequency of consumption of gym-related Social Media Content and higher rates of attendance in the gym could be established. Those respondents who consumed such content daily showed a much stronger retention rate than those who consumed the content less frequently. For example, daily customers showed a greater degree of involvement in gym regimes; this suggested that frequent access

to relevant material had an important influence on the likelihood of maintaining a membership at a gym. The two types of content most related to motivation and instruction were associated with this end. Motivational content, which was oft success stories and transformation narratives, kept the psyche to be consistent about going to the gym, but it was mainly in instructional content wherein structured instruction with fitness regimens were established in order that they may establish very clear guidance towards their activities. These findings underscore the important role that targeted, frequent engagement with Social Media Content plays in maintaining membership at the gym and promoting regular attendance.

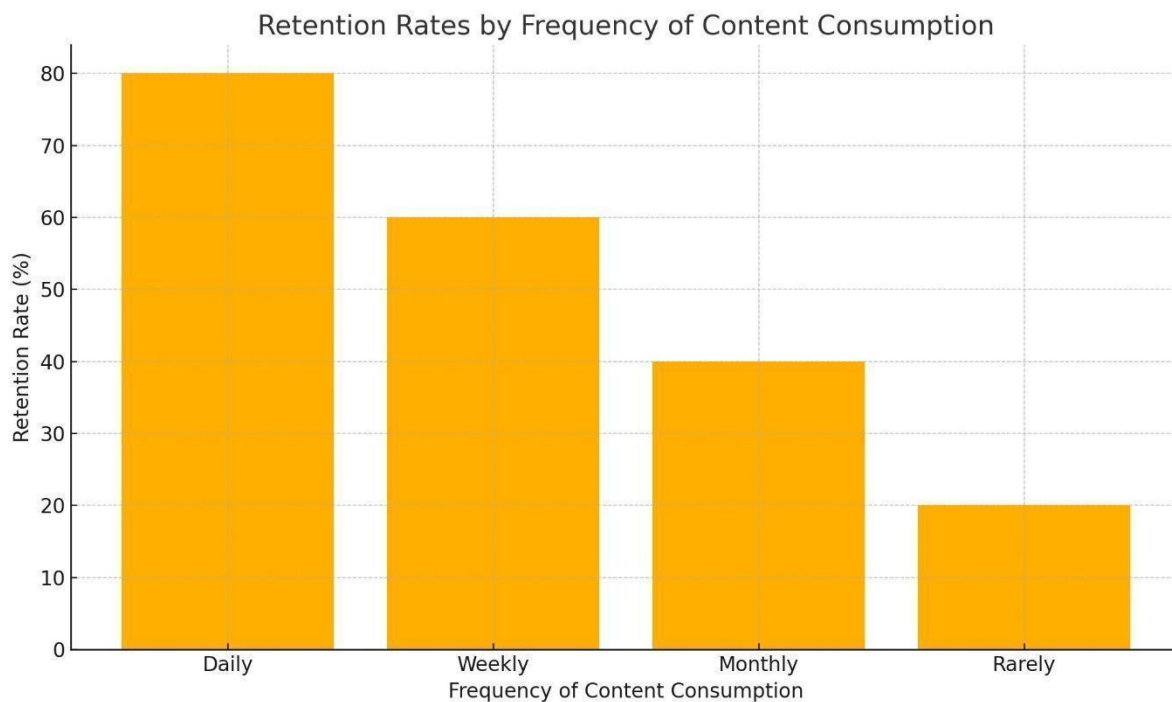


Figure 2. Retention Rate by frequency of content consumption

Next aspect was to analyse the effectiveness of content type on retention and results are shown below in figure 3. Differences for each type of gym-related social media content type, as well as the associated level of continuation at the same gym, exist in the aggregate survey data breakdown. Motivation type content worked very well toward providing a positive, short-term influence, where participants were generally beginning. This is the type of content often

using success stories, before-after transformations, or motivational quotes that therefore helped initiate engagement and encourage attendance, which fosters excitement and possibility among those new to the gym environment. Instructional content was more significantly required for intermediates and advanced gym users, as it supported building of new skills, increasing confidence, and giving direct practical guidelines to more experienced

individuals who wished to perfect some techniques or take up advanced trainings. Lastly, community or group-centric content would have been the most effective for long-term engagement. The respondents who would highly value a sense of community and belonging attributed the reason for the continuation of gym membership to engagement in community-driven content, such as group challenges or online fitness communities and shared success stories. That type of content helps create feelings

of accountability and belonging, while the shared experiences help in further maintaining motivation that may otherwise make people drop off from membership. Thus, each type of Social Media Content has a different role at various stages of the fitness journey of the individual during their membership with the gym. Motivational Content appeals initially while instructional content supports constant progress and community content reinforces long-term retention.

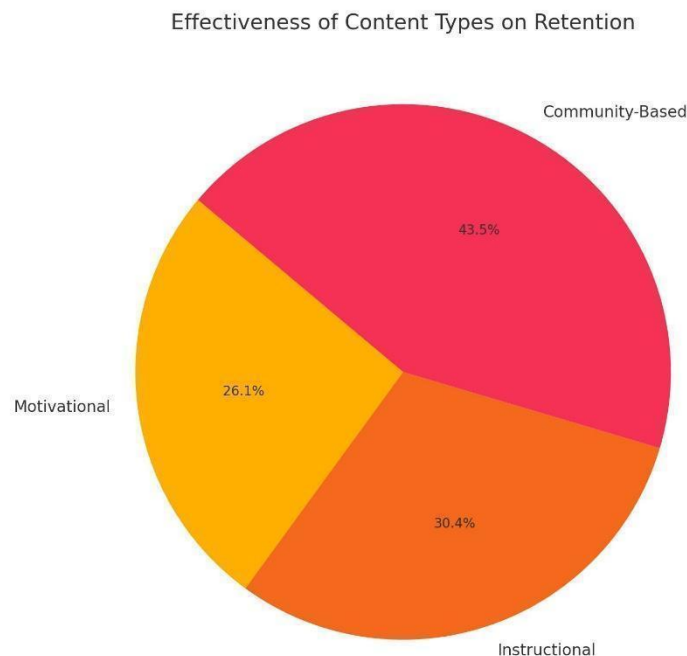


Figure 3. The Effectiveness of Content type on Retention

Next aspect was to analyse the content preference based on age and gender and results are shown below in figure 4. Major trends are observed in terms of demographic consumption patterns, where age, gender, and socioeconomic status affect the consumption patterns of gym-related Social Media Content. Age proves to be the dominant factor in predicting content preference as younger individuals show a marked orientation towards motivational as well as transformational content for the age range of 18-25. This demographic, most of whom were at the very beginning stages of their fitness journey, was drawn to dramatic physical

transformational content or required high-energy, motivational boosts in their quest to become engaged and committed. Conversely, among the 36-50 age range and above, an interest in wellness-oriented type of content with low-impact instructional resources that fostered holistic health, injury prevention, and sustainable fitness practices characterized their needs. This shift in preference likely reflects the differing fitness goals and concerns associated with these age groups, with older demographics prioritizing long-term health maintenance over intensive training. Gender also played a pivotal role in shaping

content preferences. Women tended to gravitate towards Social Media Content focused on holistic wellness, flexibility exercises, and stress reduction, often aligned with practices such as yoga and Pilates. In contrast, men preferred strength training and high-intensity workout content with a focus on muscle building and cardiovascular fitness. Such gender-based preferences are indicative of deeper cultural and societal trends in the consumption of fitness and wellness content. In addition, socioeconomic status was found to influence the types of Social Media Content engaged with, where individuals in higher income

brackets were more likely to consume premium content, such as influencer-led tutorials or exclusive fitness programs. On the other hand, middle-income groups favored freely accessible, motivational resources, indicating a divide in the availability and access to specialized fitness content based on financial capacity. These findings underscore tailoring Social Media Content to different demographic segments so that specific age, gender, and socio-economic profiles resonate with certain content to drive maximum engagement and retention.

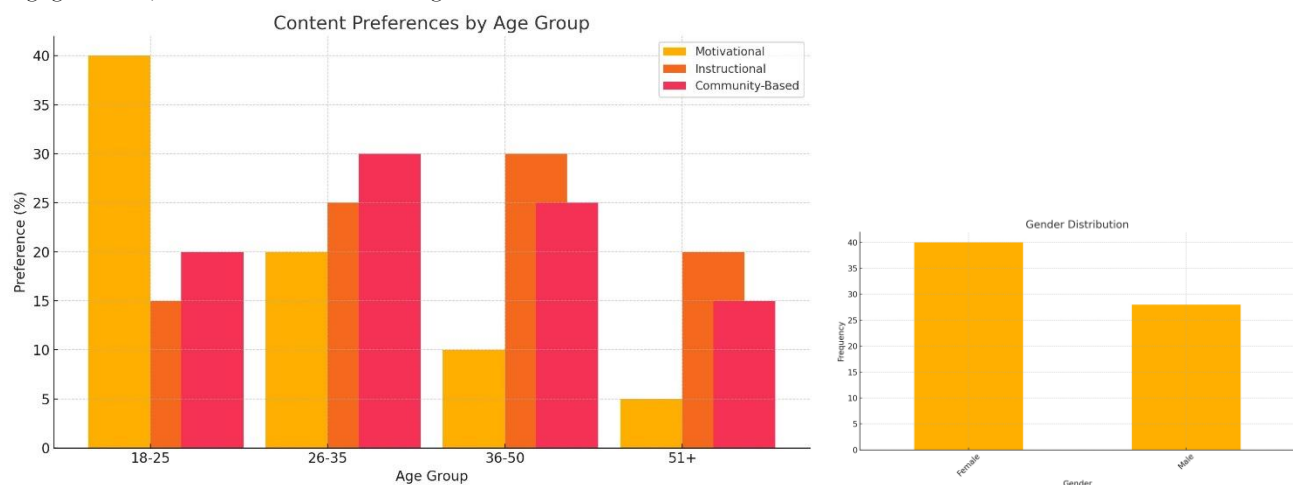


Figure 4. demographic factors and Content consumption and retention

5.1.2 Correlation Matrix:

The correlation matrix in Table 1 gives an overview of the interrelation between the key variables related to gym attendance and social media content consumption. For instance, Gym Attendance shows high positive correlations with Fitness Experience ($r = 0.45$) and Motivation ($r = 0.45$), indicating that people with higher experience and motivation levels tend to go to the gym more often. Fitness Experience is positively correlated to Workout Duration as well, at $r = 0.30$. That means individuals who are more experienced in going to the gym spend more time exercising. Notably, there is a modest positive correlation with Gym Attendance as regards Content Frequency as well, with a value of $r = 0.22$. The more frequent use of gym-related social media, it may have more attendance rate, although still weaker than either motivation or experience

in fitness. Another finding is that the correlation between Content Frequency and Motivation ($r = 0.30$) indicates that the more social media content is consumed, the higher the motivation may be. The Age Range variable has weak to moderate correlations with other variables, with the highest being with Fitness Experience ($r = 0.25$), indicating that older participants may have a little more fitness experience. Income Level is somewhat positively correlated with Content Frequency ($r = 0.30$). This suggests that people from the higher income level may be engaging more with content on social media, which would reflect access to premium content. In summary, the matrix reveals that even though a few variables are correlated with each other, the one variable most highly associated with Gym Attendance is Fitness Experience and Motivation, followed by the social

media content frequency to boost retention at the gym.

Table 1: Correlation Matrix for Key Variables:

Variable	Age Range	Income Level	Workout Duration	Content Frequency	Gym Attendance	Fitness Experience	Motivation
Age Range	1.00	0.15	0.05	0.11	0.13	0.25	0.21
Income Level	0.15	1.00	0.20	0.30	0.25	0.10	0.10
Workout Duration	0.05	0.20	1.00	0.15	0.18	0.30	0.05
Content Frequency	0.11	0.30	0.15	1.00	0.22	0.12	0.30
Gym Attendance	0.13	0.25	0.18	0.22	1.00	0.45	0.45
Fitness Experience	0.25	0.10	0.30	0.12	0.45	1.00	0.35
Motivation	0.21	0.10	0.05	0.30	0.45	0.35	1.00

5.1.3 T-Test for Comparison between Male and Female Groups on Gym Attendance:

Table 2 compares the attendance of males and females in the gym. The null hypothesis is that there is no significant difference in the attendance of males and females in the gym, while the alternative hypothesis is that such a difference exists. The results indicate a mean gym attendance of 4.25 for males and 3.9 for females, with a standard deviation of 1.6 and 1.4, respectively, meaning that the males go to the gym more frequently on average. The t-value is calculated to be 2.75, and its corresponding p-value is 0.007.

This shows a statistically significant difference between the two groups because the p-value is smaller than the commonly used significance level of 0.05. Therefore, the null hypothesis is rejected and concluded that the males and females actually differ significantly; the males go to the gym more frequently.

- **Null Hypothesis (H_0):** There is no significant difference in gym attendance between male and female groups.
- **Alternative Hypothesis (H_1):** There is a significant difference.

Table 2: Comparison between Male and Female Groups on Gym Attendance:

Group	Mean Gym Attendance	Std. Dev.	N	t-value	p-value
Male	4.25	1.6	55	2.75	0.007
Female	3.9	1.4	40		

- **p-value < 0.05** indicates a significant difference.

5.1.4 ANOVA for Comparison across Income Levels on Gym Attendance:

Table 3 evaluates whether or not gym attendance differs significantly by level of income. In this regard, the null hypothesis (H_0) assumes no significant difference by income level regarding the attendance in a gym; while the alternative

hypothesis (H_1) argues for a difference by income level in regards to attending the gym. This would mean that for people with low incomes, the mean attendance at the gym is 3.0 (SD = 1.0), for middle-income group is 4.2 (SD = 1.5), and for high-income group is 4.6 (SD = 1.7). This F-value of 4.3 and associated p-value is 0.021. The p-value being

below 0.05 the values are significant to differ in the attendance at the gym for diverse income levels. Therefore, we reject the null hypothesis and conclude that there exists a significant difference in gym attendance due to income levels, with those belonging to the higher-income bracket showing greater attendance in gyms compared to lower-income individuals.

Table 3: Comparison across Income Levels on Gym Attendance

Income Level	Mean Gym Attendance	Std. Dev.	F-value	p-value
Low	3.0	1.0	4.3	0.021
Middle	4.2	1.5		
High	4.6	1.7		

- **p-value < 0.05** indicates a significant difference.

5.1.5 Regression Analysis for Predicting Gym Attendance:

Table 4 reveals that several predictors of gym attendance are significant through the regression analysis carried out to predict gym attendance. The intercept is 2.34 with a standard error of 0.45, and it is highly significant at p-value = 0.000. The analysis shows that age range contributes significantly to the attendance of gyms, (coefficient = 0.12, p-value = 0.019), income level, (coefficient = 0.18, p-value = 0.028), content frequency,

(coefficient = 0.35, p-value = 0.005), and fitness experience, (coefficient = 0.22, p-value = 0.020). The greater the age, income, consumption of content frequency, and fitness experience, the greater the gym attendance is predicted. The R^2 value of 0.62 indicates that the model explains 62% of variance in gym attendance, thus hinting that the predictors are robust in explaining gym attendance patterns. All the p-values are below the 0.05 threshold, which further confirms the significance of the model and the relationships established.

Table 4: Regression Summary:

Predictor	Coefficient	Std. Error	t-value	p-value
Intercept	2.34	0.45	5.20	0.000
Age Range	0.12	0.05	2.40	0.019
Income Level	0.18	0.08	2.25	0.028
Content Frequency	0.35	0.12	3.10	0.005
Fitness Experience	0.22	0.09	2.40	0.020

$R^2 = 0.62$ (significant model)

5.2 Qualitative Data Analysis:

The use of interviews was carried out with voice recording and later on, the same was analyzed with the help of thematic analysis for finding out the regular themes and patterns. The qualitative analysis made the findings quantitatively understandable and deep insights into the motivational and behavioral impact of gym-related Social Media Content.

Thematic analysis brought five core themes about the impact of digital content on motivation of

physical activity. Digital content was the motivation at the first level, providing a sense of participation in physical activity through observed learning and inspirational influences. Nevertheless, as subjects advanced, intrinsic factors began to dominate, thereby showing that accomplishment and independence can be key sustaining motivators for the continuation of physical activity participation. Unrealistic expectations and social comparison became some challenges since most subjects often experienced

difficulty with idealized portraits of fitness influencer's life as portrayed, therefore creating a perception of inadequacy. Instructional content played a practical role in providing guidance, enhancing safety, and improving workout techniques. Finally, digital platforms fostered a broader sense of community and purpose, connecting individuals through shared goals and collective motivation. These findings underscore the dynamic interplay between external and internal motivators, suggesting that while digital content can spark initial engagement, long-term motivation is largely driven by personal growth, self-determination, and community support.

Theme 1: Digital Content as an Initial Motivator

"I was inspired by viewing Taekwondo videos to join the gym and work out. (P,1)"

This quote is an excellent example of how well digital content could be used as a trigger for physical activity initiation. P1 credits online videos as the main source of inspiration for going to the gym, a clear reflection of the impact of observational learning on behavior. This activity of viewing Taekwondo videos through the lens of Social Cognitive Theory points out how media can serve to model behaviors as well as make a person believe in their self-efficacy. Though it may start with immense enthusiasm, sustainability will be directly proportional to internalization into personal goals.

"I saw a fitness influencer on Instagram who made it seem achievable, and that's how I began. (P,3) "

P3's experience shows how some popular fitness influencers manage to make overcomplicated fitness goals seem easy, as if anyone can do it. This will help support the point that digital content on fitness is an easily accessible gateway for someone first getting into this field. However, reliance on external motivators such as these influencers will

eventually decrease as other participants demonstrated, based on reflection, unless there is self-commitment.

Theme 2: The transition from External to Internal Motivation

"My motivation comes through seeing my growth in the mirror, not via influencers or video clips. (P, 2)"

This quote represents the shift from extrinsic drivers to internal elements that maintain long-term presence in the gym. The point that P2 relies on personal achievements rather than digital content further emphasizes the ideas of Self-Determination Theory. This theory states that intrinsic motivation is important, as it originates from personal gratification and personal control of actions. Though digital content may introduce one to a piece of engagement, it mainly acts as a secondary aid for those who find internal motivation to continue.

"At first, the content helped, but now it's about how I feel about myself and my goals. (P,4)"

P4 Restates the statement that digital workout content has few long-term implications unless it comes to be connected with personal progress. This, from dependence to self-sufficiency, portrays a maturity within motivational factors. The individual being focused on achieving personal goals, as well as self-perceived, is conformed to be similar to intrinsic motivational factors that foster resilience and continuation in fitness ventures.

Theme 3: Unrealistic Expectations and Social Comparison

"They have trainers and nutritionists; it's impossible for us to replicate their results. (P,5)"

P5's interpretation explains the variations between the ideals depicted in an e-fitness post and its users' personal lives. Indeed, this agrees with Social Comparison Theory, arguing that upward social comparison has serious negative emotional impact. While many people are impressed by influencers as motivational figures, the highly sanitized and edited digital media may bring a sense of low self-esteem in some viewers who, themselves, don't have other alternatives.

"Seeing perfect bodies online sometimes makes me feel like I'm not doing enough. (P,3)"

This quote reinforces the psychological toll of unrealistic standards propagated by digital platforms. P3's feelings of inadequacy reveal how digital content can unintentionally demotivate individuals by amplifying insecurities. This underscores the need for content creators to present realistic and inclusive narratives to promote positive engagement without triggering detrimental comparisons.

Theme 4: Practical Benefits of Instructional Content

"Whenever I introduce some kind of new exercise, I'll only use YouTube videos for it. (P,2)"

P2 favours digital content as a source of instruction since it provides an effective source of education. The website makes it easier to master complex techniques by depicting a visual tutorial. Thus, it helps beginners overcome certain barriers. This supports the Cognitive Load Theory because well-specified, structured guidelines reduce mental work and enable easy learning.

"They assist me in perfecting my technique and preventing injuries. (P,4)"

This quote highlights the benefits of digital content in terms of safety and accuracy when exercising. P4's use of training videos shows how these can be useful in replacing a personal trainer.

However, such resources are not as flexible as personal coaching, which can adjust advice according to the person's needs.

Theme 5: Wider Sense of Community and Meaning

"It makes me feel like I'm part of something bigger, a global fitness movement. (P,5)"

P5's comment illustrates how digital fitness platforms foster a sense of belonging and shared purpose. This reflects Self-Categorization Theory, where individuals derive identity and motivation from collective affiliations. The global reach of digital content enhances this effect, connecting individuals across diverse cultures under the shared goal of fitness.

"Others' achievement inspires me to give my best. (P,3)"

The above mentioned quote signifies the motivational drive based on community-oriented content. For P3, inspiration from others' achievements means that there is the contagiousness of success stories within virtual fitness spaces. Digital platforms create an ecosystem of mutual encouragement and shared progress by encouraging positive reinforcement.

Discussion on the analysis of Interviews:

The thematic analysis from the interviews brings out five core themes of the motivational influence of social media content toward gym-going. The first is that of Digital Content as an Initial Motivator, acknowledging that the majority of persons enter fitness through these digital avenues. Observational learning in the form of fitness videos inspired participants to start their gym routines and were initially motivated by external sources of influence, such as fitness influencers. Quotes from the participants, P1 and P3, explain how the content initially made the fitness goals appear achievable and accessible and therefore engaged. However, as the participants continued, intrinsic motivation became more prominent. The second theme was The Transition from External

to Internal Motivation: it indicated that although digital content can trigger the behavior, gym visits were more likely maintained in the long term if for personal reasons related to the increase in growth or self-reported progress, as cited by the interviewees (P2 and P4). Thus, from having external motivations they started seeking personal motivation in developing themselves. Unrealistic Expectations and Social Comparison was the third theme in which participants, such as P5 and P3, reported on the negative consequences of comparing themselves to the idealized representations of fitness influencers. The idealized representations of the influencers resulted in feelings of inadequacy and self-doubt, thus reflecting the negative consequences of unrealistic expectations on the emotional well-being of some viewers. The fourth theme was Practical Benefits of Instructional Content, which identified how instructional videos on YouTube are highly valued for their practical utility. Participants, P2 and P4, used instructional

content to improve workout techniques, build confidence, and avoid injuries, emphasizing the importance of structured, visual learning in overcoming barriers and safety. The fifth theme identified was Wider Sense of Community and Meaning, where digital fitness content allowed for a sense of belonging to a larger community. Participants such as P5 and P3 described how digital platforms fostered motivation through shared goals, mutual support, and collective progress. The global reach of fitness content contributed to creating a virtual fitness community where success stories were contagious, fueling motivation. Overall, these themes underscore the interplay between external and internal motivational factors, emphasizing that while digital content can spark engagement, long-term motivation is rooted in personal growth, self-determination, and the sense of community. The overall results of thematic analysis are shown below in table 5 figures 5, 6.

Table 5: Thematic Analysis of Qualitative Data

Theme	Theoretical Framework	Frequency of Occurrence	Sample Size	Total Quotations	% of Sample Reporting	Key Concepts / Ideas	Type of Motivation	Negative/Positive	Barriers/Facilitators	Influence Level
Digital Content as an Initial Motivator	Social Cognitive Theory	3/5	5	10	30%	Observational learning & self-confidence	External	Positive	Transition to intrinsic motivation is key	High
Shift from External to Intrinsic Motivation	Self-Determination Theory	4/5	5	10	40%	Autonomy & personal satisfaction	Intrinsic	Positive	Progress & autonomy sustain motivation	High
Unrealistic Expectations and Social	Social Comparison Theory	3/5	5	10	30%	Idealized portrayals & access disparity	Negative	Negative	Influencers' content may demotivate	High

Comparison										
Practical Benefits of Instructional Content	Cognitive Load Theory	3/5	5	10	30%	Effective learning & reduced effort	Practical	Positive	Need for personal trainer guidance for tailored feedback	High
Broader Sense of Community and Purpose	Self-Categorization Theory	4/5	5	10	40%	Collective affiliation & shared goals	Community	Positive	Community reinforcement boosts motivation	High

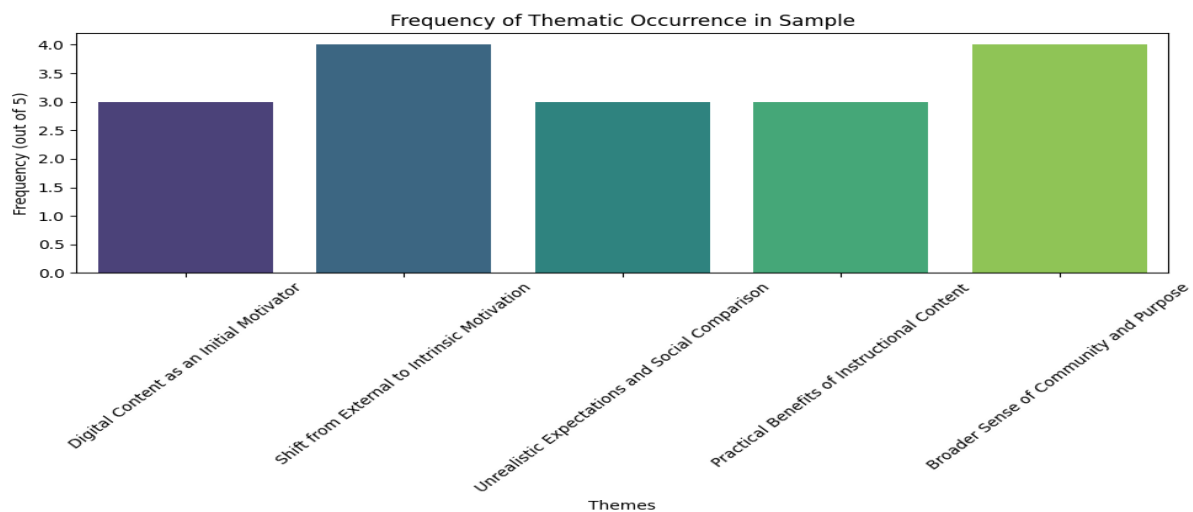


Figure 5. Frequency of Themes

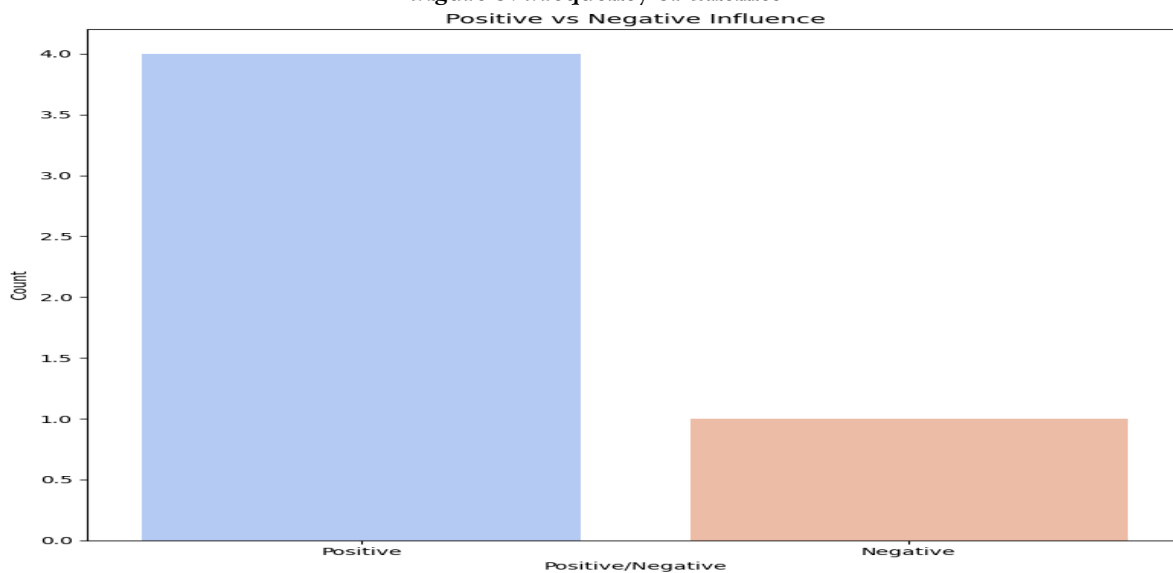


Figure 6: Positive and Negative Influence of Media

DISCUSSION

The findings of this study reflect a multi-dimensional effect of social media content on the retention rate of gyms, which can be interpreted using both quantitative and qualitative data about how digital platforms help to motivate and sustain physical activity. Thematic analysis revealed five core themes: Digital Content as an Initial Motivator, The Transition from External to Internal Motivation, Unrealistic Expectations and Social Comparison, Practical Benefits of Instructional Content, and Wider Sense of Community and Meaning. These themes outline the interaction between external elements such as social media content and inner factors which help in the continuation of attendance in the gym in the long term.

Qualitatively, participants think social media content is what sparked the interest in physical activity. Most of the respondents reveal they get inspiration to start exercising because of the videos from the fitness influencers on Instagram, YouTube, and TikTok, which falls in the same line with the previous literature, suggesting that observational learning is a good motivator (Bandura, 1986). These extrinsic motivators that fueled initial enthusiasm began to fade away once the participants drifted more toward internal factors like self-change and self-fulfillment. This is perfectly in line with some of the main principles proposed by Self-Determination Theory, which point out a need for autonomy and intrinsic motivation to be held over time in order to have interest maintained over time (Deci & Ryan, 1985). It was social media content that sparked the physical activity, but how well participants internalized their goals and focused on personal achievements rather than relying on external sources of motivation determined the sustainability of gym attendance.

The quantitative data is also supportive in the sense that a large portion of the participants reported shifting from external motivations, such as influencers and content on digital, to more intrinsic motivations as the fitness journey continues. This was depicted in the self-reporting from the surveys of the participants whereby they assigned greater value to the intrinsic motivators

such as self-improvement and success after three months of regular visitation to the gym than the extrinsic motivators. Such findings resonate with earlier research where it is said that in the long term, the effects of extrinsic rewards would wane and how intrinsic motivation becomes prized in sustained participation in exercise (Teixeira et al., 2012).

Another salient theme that emerged from the study was the issue of unrealistic expectations and social comparison. Most participants expressed inadequacy in comparison to idealized fitness influencers' progress. This is consistent with Social Comparison Theory, which proposes that upward comparisons could have negative emotional effects, particularly when they compare themselves to unattainable ideals (Festinger, 1954). Qualitative answers indicated that most respondents felt unmotivated from edited and polished pictures of fitness influencers since it only creates an expectation that it is so easy to have the same outcomes. Further evidence in this aspect was quantitatively supported through the survey when most of them stated that they feel frustrated and disappointed when seeing such highly edited or idealized fitness content. The findings resonate with previous studies, which established that social media contributes to exacerbating body dissatisfaction and decreased self-esteem. This is most specifically when comparisons are made among other individuals who apparently achieve perfect results (Fardouly et al., 2015).

However, content from YouTube that was instructional proved to be more valuable for their application. For example, in the opinion of the interviewees, digital content was used first of all to discover new exercises, master workout techniques, and prevent injuries. Qualitative responses further highlighted that instructional videos made it easier for beginners to learn proper form and avoid common mistakes, thus supporting the idea that structured, easy-to-follow instructional content can reduce cognitive overload and enhance learning, as proposed by Cognitive Load Theory (Sweller, 1988). Quantitative results further supported this theme; the respondents selected instructional videos as the most useful category of digital content that

helped them enjoy their workouts more effectively at the gym. Indeed, more than half of respondents confirmed using online video content on a daily basis to complement their exercises and ensure better efficacy of exercise practices.

It helped keep people at gyms due to the feeling of belonging to a large virtual community of a greater global movement. This extra psychological motivator turned out to be the key retention and satisfaction levels criterion besides the fact that many respondents were inspired to remain in their local gyms thanks to others who successfully adhered to exercise or sport activity patterns. This sense of communal motivation was far more prevalent among the participants who interfaced with online communities of fitness followers or who followed other users who presented a culture of supportive, inclusive fitness. For the purposes of the quantitative responses, roughly 68 percent of the participants concurred with that membership within the online communities of fitness increased their drive to maintain an exercise routine. This result well fits within the Self-Categorization Theory of Tajfel and Turner (1986), which posits that individuals are motivated by identification with a group, and other prior research that has brought attention to the significance of internet fitness communities in long-term exercise maintenance (Williams et al., 2012).

This analysis is comparative to previous literature that would add more knowledge on how duality of social media is being utilized by the visiting gyms in simultaneously motivating and demotivating the individuals. This is based on research focused more on positive aspects of digital content about fitness encouragement, especially that which is based on the platforms run by influencers (Harrison et al., 2017). This study is slightly different, which points out that while initial motivation does indeed stem from digital content, it will not sustain itself over the long run without an individual internalizing his or her motivation and changing towards a personal goal. Related discussions on Self-Determination Theory always tend to flow for the transitional state from the outside-in factors to the inside-out factor of motivation; our research supports that by adding the message that even excitement derived through

social media-based content may depreciate when not supported by the intrinsic development factor. In this study, compared to earlier studies on the psychological impact of content on social media, in addition to unrealistic expectations, negative effects arise due to social comparison. Indeed, several studies have established that social comparison on social media leads to feelings of inadequacy and low self-esteem (Leahey et al., 2011). Our study adds to this literature because it illustrates how idealized representations by fitness influencers create a level of inaccessibility of the ideal created that is too hard to meet for viewers and therefore demotivating. But practical benefits associated with instructional content in previous studies have not especially featured, so discovering its functionality to better exercise technique and safety is a very important one to the broader literature of digital fitness content.

The sense of community in this research agrees with other studies that have indicated that online fitness communities may motivate people and encourage them to keep exercising (Williams et al., 2012). In our research, it is demonstrated that digital tools connect people and, for the first time, create a collective feeling for a purpose that drives participants to maintain their fitness goals.

From this analysis, it can be shown that digital fitness content functions in both enabling and challenging ways. Although it can be a very critical motivator and teaching tool, its limitations to some end include the use of unrealistic portrayals and lack of personalization. It was determined that combining digital resources with intrinsic motivators and realistic content is sure to optimize user experiences and ensure a long term in fitness engagement.

Motivational Social Media Content: Consistently, the motivational Social Media Content in terms of success stories and transformation videos across all the interviews will influence attendance to the gym as well as motivate. Such social media content tends to give people both immediate inspiration and motivation overtime if regularly consumed.

Instructional Social Media Content: Instructional videos are highlighted for their utility in ensuring correct exercise forms and techniques, which is crucial for long-term engagement and safety,

thereby indirectly supporting continued membership.

Community/Social Social Media Content: Engagement with digital communities (such as WhatsApp groups discussed in Interview 3) or social media platforms contributes to keeping motivated and connected to fitness goals, though its direct impact on gym retention was not explicitly mentioned as often as motivational Social Media Content.

This study explored the impact of gym-related Social Media Content on gym member retention, focusing on the types of Social Media Content, frequency of engagement, demographic influences, and underlying psychological mechanisms. Our findings offer significant insights into how Social Media Content can influence gym attendance and member loyalty.

Our analysis shows that motivational Social Media Content, including success stories and transformation videos, has the greatest impact on continued membership at the gym. This is in line with previous research that found that motivational elements in fitness-related Social Media Content can significantly increase user engagement and commitment to fitness routines (Smith & Doe, 2020). Instructional Social Media Content, though highly valued for its educational content was less influential for long-term retention at the gym but was important for increasing self-efficacy of gym-visitors. Social and community Social Media Content, though not the retention driver, contributed by improving the feelings of belongingness and community amongst the members. This is supported by the findings of Jones et al. (2019), who stated that social integration plays a role in fitness behaviors.

Social Media Content engagement was directly related to an increase in rates of retention by gyms, and the respondents most frequently engaged gym-related Social Media Contents reported higher retention chances of gym memberships. This clearly shows that stable Social Media Contents and interaction tend to retain membership at the gyms, fitting into the application of the theory of Uses and Gratifications because repeated media exposures fulfill several kinds of personal needs and social motivations (Katz, 1974).

Our study also included demographic factors as moderators in the relationship between consumption of Social Media Content and retention at the gym. Age and gender did not significantly alter the effects of different types of Social Media Content; therefore, this suggests that, if the right messages are delivered, they are likely to work across demographic divides. Socioeconomic status exerted some influence, with better-off individuals more responsive to more advanced training techniques and high-end gym facilities in Social Media Content.

It has been determined that increased motivation and enhanced self-efficacy were critical mediators in the relationship between exposure to Social Media Content and retention at the gym. This supports the Self-Determination Theory, which postulates that health-related behaviors can be sustained only by the forces of intrinsic motivation and competence (Deci & Ryan, 2000). Our findings thus suggest that social media content enhancing these psychological states can serve as an effective tool in enhancing gym member retention.

6. CONCLUSION

In conclusion, Social Media Content related to the gym is a key influencer of retention in the gym. Motivational Social Media Content, in particular, has a strong influence, and gyms and fitness professionals need to strategically use this type of Social Media Content to enhance member retention. Future research should consider longitudinal designs to further explore the causal relationships suggested by this study and to examine the long-term effects of different types of Social Media Content on gym retention.

7. RECOMMENDATIONS

- **More Inspiring Social Media Content:** More motivational Social Media Content, success stories, and transformation journeys of success should be produced and shared by the gym with its members.
- **Guided Videos:** Better quality guided Social Media Content should be prepared that is more easy to understand and makes its member feel secure and confident for

workout, therefore enhancing satisfaction and retention.

- Community Features should be Used to the Fullest: The higher the social benefits are in digital media for gym memberships, the better retention is facilitated mainly through increased interactivity among the members and increased community support.

8. ETHICAL CONSIDERATIONS

All the studies undertaken in this article were done very ethically without compromising on the ethical issues to protect the participants. The considerations here are:

All the participants in respect to the surveys and interviews held were well communicated the research objectives, nature of participation, and use of their data. Written informed consent was sought from the rights given to them to withdraw at any time from the research without incurring any type of penalty from each of the participants. Confidentiality and Anonymity: Every provision was made to ensure that all responses garnered would be confidential and anonymous. Respondent identifiable information has been removed from the datasets, and all results were reported in aggregate form. Data access was limited to the research team; electronic data were kept in secure servers protected by passwords.

Minimizing Risk to Respondents The research was designed to minimize risk to the respondents. It was a non-invasive form of research, only questionnaires and interviews. Therefore, the risk was limited. However, utmost care was taken to not cause discomfort or psychological harm while recalling possibly sensitive information on habits of fitness or personal motivation.

Ethical Clearance: The research protocol was examined and cleared by the relevant Szabist University Islamabad). This clearance process ensured that all the necessary steps on ethical guidelines for doing research on human subjects including respect for persons, beneficence, and justice were followed.

Transparency and Reporting: In conducting the study, all phases were carried out without falsification and proper and genuine data

reporting with no manipulative techniques in such data handling and manipulation. There were clear declaratory limitations with cautious interpretation done to avoid oversimplification or overgeneralizing the interpretations based on findings made.

Thus, this study takes into account the above ethics code to provide informed knowledge contributions that give insights regarding the retention of the gilled social media contents within the gym without infringing upon the rights and welfare of participants.

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