

Connecting to Fitness: Exploring The Impact of Social Fitness Apps on User Behavior and Outcomes

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Abstract: *This study explores how users' attitudes, behaviour's, levels of physical activity, and usage patterns are affected by Social Fitness Applications (SFAs). The impact of SFAs on fitness reveals a strong positive relationship between app usage and increased participation. Individuals exhibit increased drive and faithfulness to exercise regimens thanks to these apps. Assessment of users' attitudes and actions after using SFA highlights a favourable change toward commitment to and awareness of fitness. SFAs encourage users to set goals, feel accountable, and receive social support, all of which increase the likelihood that users will continue to engage in physical activity over time. An analysis of usage patterns indicates diverse engagement strategies employed by users. While some prioritize tracking and goal setting features, others gravitate towards community engagement and virtual challenges. This variability highlights the versatility of SFAs in catering to individual preferences and needs. Recommendations include promoting SFAs through targeted marketing campaigns to amplify awareness and adoption, enhancing app features to cater to diverse user preferences, investing in user education to maximize utility, and continuously monitoring and analyzing usage data to refine app functionalities and user experiences.*

Keywords: Social Fitness Applications (SFPs), Motivation and Engagement in physical activity, Personalized Fitness Plans and goals, Digital Fitness Ecosystems and gamification elements