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**#Fitspiration on Instagram:  
The role of emotions evoked by fitspiration imagery  
on the path toward a healthier lifestyle**

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## **#Fitspiration on Instagram: The role of emotions evoked by fitspiration imagery on the path toward a healthier lifestyle**

### **Abstract**

There are different ways to prevent physical inactivity and encourage people to exercise. Social media consumption, especially “fitspiration” content on Instagram, has recently become an emerging trend, especially amongst the younger generation on their path toward a healthier lifestyle. As a result, the researchers’ interest in the role of emotional responses to fitspiration imagery has awakened. However, research investigating the role of emotions evoked by fitspiration imagery in the influencing chain toward a healthier lifestyle is scarce. Therefore, to test the proposed influencing chain, an online survey was conducted with n=172 students of a middle-sized university in Europe using LimeSurvey from August to November 2023. The results from SEM calculated with IBM SPSS AMOS Version 28 emphasize the necessity to differentiate between negative and positive emotions elicited by exposure to fitspiration imagery, as they both have a strong but nuanced impact on the intention to exercise and toward healthy nutrition. Limitations and implications for theory and practice are discussed.

**Keywords:** fitspiration, fitspo, Instagram, positive emotions, negative emotions

**Suitable Tracks (in our view):** Consumer Behavior, Digital Marketing, Well-Being