

The Influence of Social Media on Gym Memberships in the UAE

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Abstract : In recent years, social media has revolutionized the way businesses market their products and services. Platforms such as Instagram, Facebook, YouTube, and TikTok have become powerful tools for reaching large audiences and engaging with consumers in real-time. These platforms allow businesses to create visually appealing content, interact with customers, and leverage user-generated content to enhance brand visibility and credibility. Recent statistics indicate that businesses that actively participate in social media marketing see improvements in brand visibility, customer engagement, and revenue generation. For example, several studies reveal that 70% of business-to-consumer marketers have gained customers through Facebook. This study aims to contribute to the academic literature on social media marketing and consumer behavior, specifically within the context of the fitness industry in the UAE. The findings will provide valuable insights for gym and fitness center managers, marketers, and social media strategists looking to enhance their engagement with potential customers. By understanding the impact of social media on purchasing decisions, businesses can tailor their marketing efforts to meet consumer expectations better and drive membership growth.

Keywords : social media, consumer behavior, digital native, influencer

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