

#Fitspiration on Instagram: The role of the kind of objectification  
evoked by fitspiration imagery on the influencing path toward a healthier  
lifestyle

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Cite as:

Lingenhel Katrin, Bidmon Sonja (2025), #Fitspiration on Instagram: The role of the kind of objectification evoked by fitspiration imagery on the influencing path toward a healthier lifestyle. *Proceedings of the European Marketing Academy*, 54th, (126479)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



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

## **Abstract**

An emerging trend on social media is consuming “fitspiration” content on Instagram, describing a healthy lifestyle, predominantly in the form of imagery showcasing perfectly shaped bodies as a result of healthy nutrition and regular exercise. Studies dealing with the effect of fitspiration imagery have been scarce so far. Therefore, we develop an influencing chain, starting with two kinds of objectification comparisons on the path toward a healthier lifestyle. An online survey was conducted with n=172 students of a middle-sized European university, using Lime Survey, between August and November 2023. The results from SEM emphasize the necessity to differentiate between the effect of objectification in the form of focussing on muscles vs. focussing on the body shape shown, as they 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, Instagram, emotions

**Suitable Tracks (in our view):** Digital Marketing and Social Media

