

#Fittok: The Impact of Fitfluencers' Workout TikTok Videos on Adolescents' Intention to Work Out and Body Satisfaction

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Abstract

Previous studies on fitfluencers have repeatedly shown their possible negative impact. This study aims to investigate the potential of workout TikTok videos of fitfluencers to mitigate the negative effects on adolescents. A one-factor experimental design (N = 221) was employed to investigate the impact of workout TikTok videos (vs. posing videos) of fitfluencers on adolescents' (14-18 years) intention to work out and state body satisfaction. The role of self-efficacy, and assimilative and contrastive social comparison as parallel mediators was examined in this. Results show no significant differences between workout and posing TikTok videos in terms of intention to work out and body satisfaction. In addition, no significant indirect effects were found. Results did show a significant positive effect from self-efficacy, and assimilative and contrastive social comparison on intention to work out and a significant negative effect of contrastive social comparison on body satisfaction.

Keywords: fitfluencer, TikTok, intention to work out, body satisfaction, self-efficacy, assimilative and contrastive social comparison