

# Social Media and Digital Innovation in Promoting Health Consciousness: A Shift from Illness to Wellness

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**Abstract**

*The increasing awareness regarding preventive healthcare, mental well-being, fitness, and healthy lifestyles has significantly transformed consumer behaviour from illness-oriented healthcare approaches to wellness-focused living. In recent years, social media platforms and digital innovation have emerged as powerful tools for promoting health consciousness and wellness communication. Platforms such as Instagram, YouTube, Facebook play an important role in influencing consumer perceptions, attitudes, and wellness-related decisions through digital influencers, interactive communication, and personalized content.*

*This study examines the role of social media and digital innovation in promoting health consciousness and supporting the transition from illness-centered healthcare to wellness-oriented lifestyles. The study is descriptive in nature and is completely based on secondary data collected from research articles, industry reports, websites, and online databases. Recent industry statistics indicate that there were approximately 5.79 billion social media user identities globally in 2026, demonstrating the growing importance of digital communication in modern consumer lifestyles (DataReportal, 2026). The study also highlights the rapid growth of the global digital health market. According to Grand View Research (2026), the digital health market was valued at USD 347.4 billion in 2025 and is projected to reach USD 1,830.4 billion by 2033 with a CAGR of 23.4% (Grand View Research, 2026).*

*The findings reveal that influencer credibility, content authenticity, digital storytelling, wearable technologies, telemedicine, and wellness applications significantly influence consumer wellness awareness and engagement. The study concludes that social media and digital innovation are transforming global wellness communication and encouraging preventive healthcare behaviour.*

**Keywords:** Social Media, Digital Innovation, Wellness Industry, Health Consciousness, Influencer Marketing, Preventive Healthcare

## Introduction

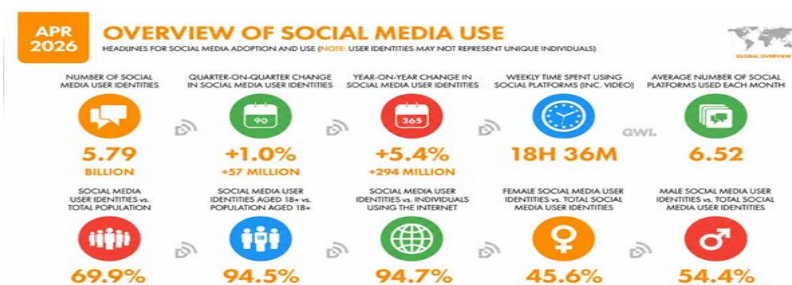
The modern healthcare environment has experienced a major transformation from illness-oriented treatment approaches toward wellness-centered lifestyles. Consumers are increasingly focusing on preventive healthcare, mental well-being, fitness, nutrition, and healthy living practices. This shift has been strongly influenced by the rapid growth of social media platforms and digital technologies. Social media platforms such as Instagram, YouTube, Facebook have become important channels for wellness communication and health awareness. Through influencers, digital creators, healthcare professionals, and wellness communities, consumers are continuously exposed to information related to fitness, self-care, healthy eating, yoga, mindfulness, skincare, and mental wellness.

Recent global reports indicate the enormous expansion of digital engagement worldwide. According to DataReportal’s Global Social Media Statistics Report (2026), there were approximately 5.79 billion social media user identities globally at the beginning of April 2026, representing more than two-thirds of the world’s population (DataReportal, 2026). The report further revealed that social media users spend approximately 18 hours and 36 minutes per week on social networking platforms such as Instagram, YouTube, Facebook, and TikTok (Data Reportal, 2026).

The rapid advancement of digital innovation has also accelerated the development of wellness communication. Technologies such as wearable devices, telemedicine, artificial intelligence, health applications, and mobile healthcare systems have transformed the way individuals monitor and manage their health conditions. According to the Grand View Research Digital Health Market Report (2026), the global digital health market was valued at USD 347.4 billion in 2025 and is projected to reach USD 1,830.4 billion by 2033, growing at a compound annual growth rate of 23.4% (Grand View Research, 2026). This rapid growth indicates the increasing dependence on digital healthcare solutions, wearable technologies, and preventive wellness systems globally.

Furthermore, growing awareness regarding chronic diseases, obesity, diabetes, mental stress, and unhealthy lifestyles has encouraged consumers to adopt wellness-oriented behaviour. The World Health Organization (WHO) highlighted that non-communicable diseases contribute significantly to global mortality, increasing the importance of preventive healthcare awareness and wellness communication (WHO, 2023).

Therefore, the present study attempts to examine how social media and digital innovation influence health consciousness and facilitate the transition from illness-focused healthcare to wellness-oriented lifestyles.



**Source:** DataReportal Global Social Media Statistics Report, April (2026)

## Statement of the Problem

The rapid growth of social media platforms and digital healthcare technologies has transformed wellness communication and consumer health engagement worldwide. Consumers increasingly rely on digital platforms, wellness influencers, mobile applications, and online healthcare systems

for fitness guidance, mental wellness support, nutrition awareness, and preventive healthcare information. Social media platforms have become major sources of health-related communication, significantly influencing consumer perceptions, attitudes, and lifestyle behaviour.

However, despite the increasing popularity of digital wellness communication, several challenges continue to affect the reliability and effectiveness of online wellness information. The increasing spread of misinformation, unrealistic body standards, unethical influencer marketing practices, exaggerated health claims, and lack of content authenticity negatively impact consumer trust and healthcare decision-making. Many wellness brands and influencers promote wellness products and services without proper scientific evidence or healthcare credibility.

Furthermore, the increasing dependence on digital wellness communication has created concerns regarding the quality, reliability, and ethical standards of online healthcare information. Recent reports also indicate the rapid expansion of digital wellness engagement and digital healthcare systems globally. According to Grand View Research (2026), increasing smartphone penetration, wearable fitness technologies, telemedicine adoption, and mobile health applications have accelerated digital healthcare transformation worldwide (Grand View Research, 2026). Similarly, DataReportal (2026) reported that approximately 94.7% of internet users worldwide actively use social media every month, demonstrating the growing dependence on digital communication platforms for lifestyle and wellness-related information (DataReportal, 2026). Therefore, there is a need to critically examine the role of social media and digital innovation in promoting health consciousness and understanding how digital wellness communication influences consumer wellness-oriented behaviour.

### **Research Objectives**

The major objectives of the study are:

- To examine the role of social media in promoting health consciousness.
- To analyze the impact of digital innovation on wellness communication.
- To study the influence of influencer credibility on consumer wellness perceptions.
- To identify the relationship between digital engagement and wellness awareness.
- To understand the transition from illness-oriented healthcare to wellness-focused lifestyles.

### **Research Methodology**

The present study is descriptive in nature and is completely based on secondary data sources. The study primarily focuses on understanding the influence of social media communication and digital innovation on consumer health consciousness and wellness-oriented behaviour through previously published academic literature, global market reports, digital databases, and healthcare industry statistics.

Relevant data for the study were collected from research journals, conference papers, books, industry reports, websites, online databases, wellness reports, and healthcare publications. Important secondary data sources used in the study include DataReportal Global Social Media Statistics Reports, Grand View Research Digital Health Market Reports, World Health Organization (WHO) publications, digital healthcare industry reports, and previously published literature related to influencer marketing, wellness communication, digital engagement, and preventive healthcare.

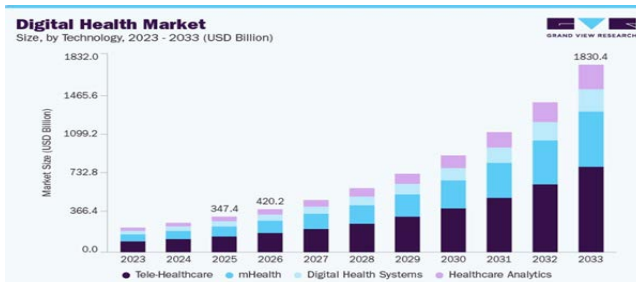
The collected information was analysed using conceptual analysis, literature review interpretation, and analytical discussion methods to understand the relationship between social media platforms, wellness influencers, digital innovation, and consumer wellness behaviour. The study mainly examined factors such as influencer credibility, digital storytelling, interactive communication, wearable technologies, telemedicine systems, mobile healthcare applications, and digital wellness engagement patterns.

## Literature Review

Previous studies have significantly contributed to understanding the growing role of social media communication and digital innovation in influencing health consciousness and wellness-oriented consumer behaviour. Persuasive communication and storytelling techniques significantly improve wellness awareness and consumer health engagement through social media platforms. Emotionally connected wellness communication creates stronger audience attention and behavioural influence (Deutsch, 2023). Wellness influencers build consumer trust and credibility through authenticity, transparency, and emotional connection. Audiences increasingly depend on influencers who provide relatable and trustworthy wellness communication (Eu, 2023). Micro influencers generate stronger engagement, higher audience interaction, and better purchase intention compared to celebrity influencers. Micro influencers create closer emotional relationships with followers due to relatability and authenticity (Kay et al., 2020).

Interactive communication, personalized content, and content quality positively influence follower engagement and digital participation. Audience interaction significantly improves digital wellness communication effectiveness (Tafesse & Wood, 2020). Ethical concerns associated with misinformation, unrealistic wellness standards, and unethical promotional practices negatively affect digital wellness communication credibility. Responsible and evidence-based wellness communication strategies are therefore essential (Bahar & Hasan, 2024). Recent industry reports also support the growing influence of digital healthcare systems and wellness technologies. Significant global growth in social media engagement and digital communication usage has been reported worldwide (DataReportal, 2026). Similarly, the rapid expansion of digital healthcare systems, telemedicine, wearable devices, and mobile health applications has accelerated digital wellness transformation globally (Grand View Research, 2026). The increasing integration of artificial intelligence, telemedicine systems, and wearable healthcare technologies has enhanced personalized healthcare management and digital wellness participation among modern consumers (World Health Organization, 2023).

These studies collectively indicate that influencer credibility, content authenticity, digital storytelling, digital innovation, and wellness communication strongly shape modern consumer health awareness and wellness-oriented behaviour. Interactive audience engagement and personalized digital wellness experiences significantly improve consumer participation and preventive healthcare practices. Furthermore, the increasing adoption of wearable fitness technologies, mobile health applications, and AI-based healthcare systems demonstrates the growing dependence on digital platforms for wellness management and healthy lifestyle decision-making.



Source: Grand View Research Digital Health Market Report (2026)

## Industry Statistics and Market Trends

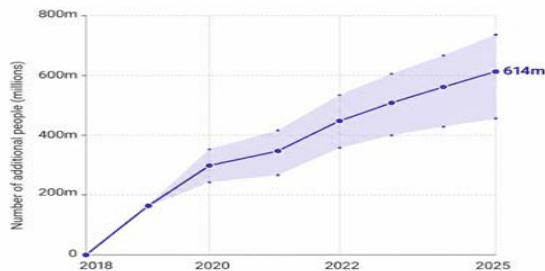
The wellness and digital healthcare industries have experienced rapid expansion due to increasing health awareness, preventive healthcare adoption, and digital transformation.

Consumers increasingly depend on digital wellness systems, healthcare applications, social media communication, and wearable technologies for maintaining healthier lifestyles.

According to DataReportal (2026), social media users worldwide spend approximately 18 hours and 36 minutes per week on digital platforms, indicating the enormous influence of digital communication on modern consumer lifestyles. The report further revealed that users actively engage with an average of 6.5 different social media platforms every month (DataReportal, 2026). The Grand View Research Digital Health Market Report (2026) identified telemedicine, wearable devices, artificial intelligence, mHealth applications, and digital healthcare systems as major growth drivers of the global wellness and healthcare ecosystem. The report additionally highlighted that increasing smartphone penetration and preventive healthcare awareness are significantly accelerating digital wellness adoption globally (Grand View Research, 2026).

### Healthier Populations India, 2018 – 2025

In India, the number of additional people expected to be enjoying better health and wellbeing is projected to be 614.2m (455.8m – 736.5m) by 2025 compared to 2018.



Source: Healthier Populations Report, India (2018–2025)

## Theoretical Support

The study is theoretically supported by the Technology Acceptance Theory and Social Influence Theory. Technology Acceptance Theory explains that consumers adopt digital healthcare technologies and wellness systems when they perceive them as useful, accessible, and beneficial for improving their health and lifestyle management. Social Influence Theory explains how social media influencers, online communities, and digital communication significantly affect consumer attitudes, perceptions, and behavioural decisions. Wellness influencers shape consumer health awareness through emotional storytelling, digital engagement, and persuasive communication.

These theoretical perspectives support the relationship between social media communication, digital innovation, influencer marketing, and consumer wellness-oriented behaviour.

## Discussion and Findings

The study reveals that social media platforms and digital healthcare technologies significantly influence consumer health awareness and wellness participation in the modern wellness ecosystem. Social media has become an important communication channel through which consumers access information related to fitness, nutrition, mental wellness, preventive healthcare, and lifestyle management. Wellness influencers, digital creators, healthcare professionals, and wellness communities continuously shape consumer perceptions and behavioural decisions through interactive and personalized digital communication.

The findings indicate that influencer marketing and digital storytelling have emerged as highly effective communication strategies within the wellness industry. Consumers increasingly trust influencers who provide authentic, transparent, and relatable wellness content. Influencer authenticity and emotional connection significantly improve audience trust, engagement, and wellness participation. Previous studies also support that micro influencers generate stronger

audience interaction and emotional connection compared to celebrity influencers because of their relatability and closer communication with followers (Kay et al., 2020).

The study further identified that interactive communication, personalized wellness applications, wearable fitness devices, telemedicine systems, and AI-based healthcare technologies positively influence preventive healthcare behaviour and digital wellness participation. Consumers increasingly depend on digital wellness systems for monitoring health conditions, maintaining fitness routines, improving mental well-being, and accessing personalized healthcare guidance.

However, despite the growing influence of digital wellness communication, several challenges continue to affect consumer trust and information reliability. The increasing spread of misinformation, unethical promotional practices, unrealistic body image standards, and non-scientific wellness claims negatively impact the credibility of digital healthcare communication. Therefore, responsible influencer practices, evidence-based wellness communication, and ethical digital marketing strategies are essential for maintaining consumer trust and promoting sustainable wellness awareness.

## **Conclusion**

The study concludes that social media communication and digital innovation play a significant role in promoting health consciousness and facilitating the transition from illness-centered healthcare to wellness-oriented lifestyles. The rapid growth of social media engagement, influencer marketing, wearable technologies, telemedicine systems, and digital healthcare applications has transformed global wellness communication and consumer health behaviour.

Recent global reports clearly indicate the enormous expansion of digital wellness ecosystems worldwide. Consumers increasingly depend on digital platforms and influencers for healthcare guidance, preventive wellness awareness, and lifestyle management. Influencer credibility, content authenticity, interactive communication, and digital personalization strongly affect consumer wellness engagement and behavioural decisions.

The study also highlights that preventive healthcare communication has become increasingly important due to rising lifestyle disorders, chronic diseases, obesity, diabetes, and mental stress. Digital innovation has significantly improved healthcare accessibility, wellness participation, and personalized healthcare management through mobile healthcare systems, wearable devices, AI-driven recommendations, and telemedicine technologies.

At the same time, ethical communication, evidence-based wellness content, responsible influencer practices, and reliable healthcare information are essential for maintaining consumer trust and ensuring sustainable digital wellness communication. Overall, social media and digital innovation will continue to shape the future growth of the wellness industry and health-conscious consumer behaviour globally.

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