

collaboration, and cooperation between companies or individuals represents future development and economic growth. The concept of the digital economy was first proposed by Tapscott in 1997.

This thesis will focus on definitions of the green economy and related concepts, as well as an evaluation of these concepts in terms of both strong and weak sustainability. The paper serves three purposes: To comprehend the connection between a green economy and a digital economy, we must first identify and describe the various theories, concepts, approaches, and tools that are associated with them. Second, we develop a framework that demonstrates how ideas, strategies, and methods from the green and digital economies can aid in the transition to sustainability. Such a framework can be used as a heuristic to incorporate various ideas and strategies into a framework for the green economy with the help of digitalization. Third, we discuss briefly the concepts of the green economy, their effects on development and sustainability, and how digitalization has influenced economic growth.

The overarching goal of this study is to assist nations in determining the best course of action for implementing the digital economy and evaluating its effects on long-term economic growth. The convergence of the green and digital economies ushers in new paradigms and creates opportunities for long-term growth and economic recovery in the aftermath of recent crises. This study looks into whether the convergence of the digital and green economies poses risks or opportunities for country.

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#### **IMPACT OF YOUTUBE FITNESS INFLUENCER ON USERS’ INTENTION TO EXERCISE**

According to the World Health Organization (WHO), physical inactivity is a global issue and is the fourth most significant behavioural risk factor for mortality. Social media

offers fascinating and helpful health information, reinforcing the importance that people have on fitness and so increasing their desire to stay fit [1]. Individuals are more inspired to improve their exercise behaviour when they watch exercise videos and read fitness-related posts from influencers on social media [2]. The literature review highlights that the impact of fitness influencers on an individual's online fitness behaviour has not been sufficiently studied. Fitness influencers can have a favourable impact on people's exercise intentions or behaviours [3]. Fitness influencers can be thought of as social media health communicators who use their beauty, dependability, and professionalism to influence others' fitness behaviour [4]. Considering their present traits and imagined interactions through parasocial relationships, the influence of fitness influencers on people's fitness habits is still mostly unclear. The current study focuses on how followers' inclinations to exercise will be impacted by parasocial ties between followers and fitness influencers. Additionally, the study examines the relationship between YouTube video viewers' fitness intentions and their attitudes towards those videos. The data have been collected from 356 respondents belonging to the North Indian population of millennials and Gen Z watching fitness videos on YouTube. The findings indicate that parasocial relationships and content quality are positively influenced by social attractiveness, physical attractiveness, task attractiveness, and content quality; parasocial relationships directly influence exercise intentions; and parasocial relationships serve as a mediator between exercise intentions and content quality. The study offers fresh perspectives on how individual's online fitness activities and fitness influencers interact. It will aid in developing and sustaining fitness activities of individuals who want to exercise but need motivation or informational support.

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