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Consumer Attitude towards Wellness Center (Medical Spa Services)

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Abstract:
Positive mental health and spiritual wellbeing is perception, thinking and communication in a way that helps to enjoy life and cope with difficult situations. Increasing emphasis on a healthy and wholesome lifestyle has been the springboard for the wellness industry in India. Wellness today is not just a 'metro' phenomenon. Young consumers across Tier 2 and Tier 3 cities and even pockets of rural India are today seeking wellness solutions to meet their lifestyle challenges.

Key words:
Wellness; Spa; lifestyle; spiritual wellbeing; holistic view

1. Introduction

Wellness is looking good on the outside and feeling good on the inside. Nowadays health is viewed as a resource for living. Healthy populations are achieved through an emphasis on interventions focused on achieving wellness in individuals. Positive mental health and spiritual wellbeing is perception, thinking and communication in a way that helps to enjoy life and cope with difficult situations. Spas are a special example of the effect of the wellness concept.

Even many medical practitioners focus on helping patients to become actively engaged in their health, in particular, in lifestyle change. In medical prospective integrative medical practitioners include both biomedical and contemporary and alternative approaches to their practice as incorporating a holistic view of the patient. The integration of body, mind and spirit. Integrative healing is about facilitating people to heal on all levels of being – the physical side, the emotional side, the psychological side and the energetic side. (Willis & Rayner, 2013).

2. Wellness Industry – Indian Scenario

The wellness industry in India has evolved rapidly from its nascent unstructured beginning in the early 90s to a comprehensive industry today including consumers, providers, adjacent industries, facilitators and Government.

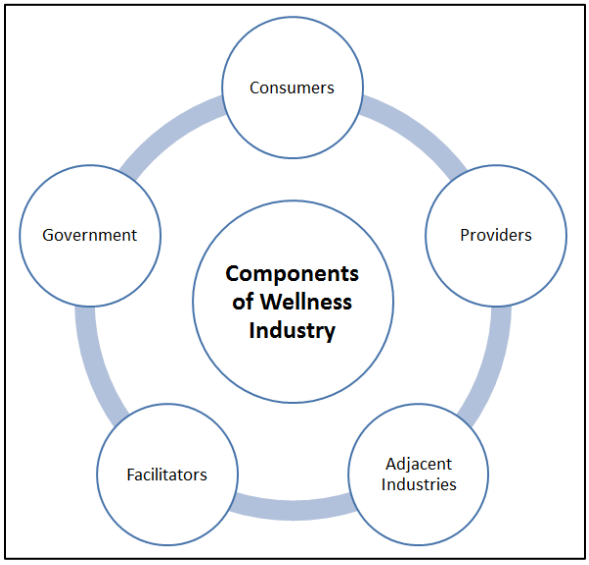


Figure 1 Components of Wellness Industry

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i) **Consumers** mainly comprise a young population with rising income levels. Increasing need to look good and feel good has led these young consumers to seek wellness solutions to meet lifestyle challenges.

ii) **Providers** offer wellness services and products to meet the hygiene, curative and enhancement needs of the consumer

iii) **Adjacent industries** such as healthcare, media, retail, gaming, hospitality and education are capitalizing on the growth of the wellness sector to generate additional revenue streams, leverage existing competencies and offer a wider array of services/products to customers

iv) **Facilitators** include employers, insurance companies and schools, who are likely to play a key role in encouraging and inculcating pro-wellness habits among consumers going forward

v) The **Government** wears multiple hats in its roles as a provider, facilitator, enabler and regulator in the industry.

3. Wellness Cluster

The wellbeing industry is proactive. It gives things and administrations to strong people, with the reason for affecting them to feel fundamentally more helpful and look better, directing the effect of developing, and in addition shielding disease from making.

Each section inside the prosperity gather is arranged in the blueprint as point to by where it falls along the continuum. The sub-parts of prosperity are described and cleared up underneath.

- **Spa**: Spa is an acronym for salus per aqua, or health through water. While the origins of spas are rooted in the healing waters of natural hot springs, the focus of spas around the world has shifted. Many spas



Figure 2 The Wellness Cluster

today are nothing less than lifestyle universities, places of recreation and education that advocate a holistic approach to human complicated natures. It is a comfortable, protected, soothing place, where one can enrich the mind, improve health and fitness, and nourish one's spirit and soul. (Lazarus, 2000)

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Major change and the trend of the modern spa culture are the concentration of the attention on the treatment to the preventive action and promotion of general healthy lifestyles that would ensure a long life and good health in an older age. (Tomasberg, 2011).

- **Complementary and alternative medication (CAM):** Encompasses grouped remedial, human administrations, far reaching, and normally or significantly based structures, practices, and things that are not by and large idea to be a bit of conventional arrangement or the transcendent social protection system Example: homeopathic, naturopathic, chiropractic, standard Chinese solution, Ayurveda, imperativeness recovering, reflection, home developed cures, et cetera.

- **Preventive/modified prosperity:** Includes restorative organizations that consideration on treating-awesome people, neutralizing ailment, or recognizing peril factors - for example, routine physical exams, symptomatic/screening tests, and so on.

- **Medical tourism**: Refers to individuals embarking to another country to accomplish and therapeutic, surgical, or dental care, including meddling, expressive, and healing strategies - basically in light of the way that the care is more sensible, of higher quality, or more accessible.

- **Wellness tourism:** Comprises strong individuals taking off to another country to look for after widely inclusive, preventive, or lifestyle based organizations that enhance their own particular flourishing.

- **Healthy eating/support and weight lessening:** Includes vitamins and supplements; commonsense sustenance's; prosperity foods; typical and normal foods; weight loss and thin down authority associations and consultative organizations; eating strategy and weight diminishment sustenance's and devour organizations; and forceful to forcefulness pharmaceutical and over-the-counter prescriptions.

- **Fitness and mind-body work out:** Includes rec focuses/prosperity clubs; individual getting ready; yoga, Pilates, judo, and other identity body practices; health and exercise dress; wellbeing and exercise equipment. Like sustenance, wellbeing is fundamentally a proactive development, yet can in like manner be looked for after responsively, due to physical diseases.

- **Beauty and against developing:** Includes greatness/salon organizations; skin/hair/nail mind organizations and things; embellishing specialists, toiletries, and other individual care things; dermatology; cure pharmaceuticals for sound skin; and furthermore things and organizations that especially address age-related prosperity and appearance issues, such

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cosmetics for skin/go up against/body mind, hair mind/advancement, and pharmaceuticals/supplements that treat age-related prosperity conditions.

- **Working environment prosperity:** Includes programs offered by associations and associations went for upgrading the prosperity and wellbeing of agents, remembering the true objective to diminish costs and enhance productivity and execution.

4. Industry and Consumer Awareness

i) Eighty-three percent of industry respondents are utilizing the term - prosperity in their affiliations, and all purchaser respondents consider the term.

ii) Industry and customers have a pattern to describe prosperity in similar ways, and the two social affairs relate the going with words and articulations most personally with wellbeing: individual fulfillment, physical health, bliss, change, loosening up, energetic modify, extend decline, and spa. Regardless, clients rank - psychological well-being and - therapeutic thriving among their best ten terms related with flourishing, while industry individuals rank far reaching success and critical thriving in their best ten.

iii) Eighty-one percent of buyer respondents communicated that they are - to an extraordinary degree or to a great degree captivated by improving their own particular prosperity. When endeavoring to overhaul their prosperity, buyer respondents said they are bound to work out, eat better, and visit a spa. The position of action and eating better at the most noteworthy need on the summary demonstrates an open entryway for spas to incorporate or enhance their organization offerings in the scopes of wellbeing and sustenance.

iv) Seventy-one percent of purchaser respondents said they would be - significantly more probable or - to some degree more slanted to visit a spa in case they found that a movement of research looks at demonstrated that spa prescriptions pass on quantifiable therapeutic points of interest.

v) Industry Interest in Wellness as a Business Opportunity

vi) Eighty-nine percent of industry respondents view wellbeing as a basic future driver for the spa business.

vii) Eighty-two percent of industry respondents exhibited that they have figured out how to respond to the wellbeing improvement over the span of the latest five years, and among this social affair, 91% also uncovered that these movements have yielded advancement in salaries.

viii) Nine out of 10 industry respondents mean to make prosperity related

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interests in the accompanying 5-10 years. Every one of them believe their business will see advancement from these hypotheses, and 70% expect their prosperity related dares to provoke more than 10% wage improvement.

6. Recommendations

1) Develop a mixed understanding of prosperity wording and thoughts in association with the spa business, to diminish client confuse. Regardless of the detail that it isn't basic for all spa accomplices to portray wellbeing in the particularly comparative way, we endorse that the huge business begin thinking about prosperity dealt with around a couple of focus guidelines:

2) Wellness is multi-dimensional and comprehensive, intertwining estimations of physical, mental, energetic, significant, social, and common prosperity.

3) Wellness can be envisioned and clear up by the malady prosperity continuum. Wellness is client driven.

4) Promote and support advancing exchanges on prosperity in the wellbeing spa business (and with various prosperity parts) to be educated concerning a rapidly creating and changing prosperity advertise.

5) Build a gathering of affirmation based customer investigate that partners spa to prosperity. Customer ask about upheld by neighborhood or country industry affiliations and focusing on wellbeing buyers inside specific markets and zones would be of preferred standpoint to various spa accomplices.

6) Facilitate and propel evidence based/sensible investigation on wellbeing approaches. Offering an overall research allow for exceptional examination on the medicinal focal points/effects of spa-related prescriptions.

7) Support new industry research to expose issues of and pull in enthusiasm for wellbeing openings. Industry investigate zones can be maintained or energized by GSS or diverse affiliations include:

8) Teach spa counsels to fathom and propel prosperity. The GSS and other industry affiliations could work with genuine spa pro planning schools to provide guidance on new instructive arrangement that would address wellbeing thoughts and demonstrate to spa counsels proper methodologies to educate their customers in exhaustive prosperity principles and practices.

9) Educate spa organization on prosperity thoughts and business sharp. Industry pioneers could work more personally with the humble gathering of spa organization getting ready projects/universities that exist

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to help shape the instructive modules to reflect future market needs - for example, joining a - prosperity theory part into the coursework; giving additional preparation on designs and operational philosophies in various prosperity related regions (e.g., wellbeing, pharmaceutical, corporate wellbeing, strong developing/magnificence, et cetera.); and giving more expansive coursework on business progression, headway, and promoting.

7. CONCLUSION

Wellness is extensive: Wellness is a more wide idea than physical flourishing or wellbeing, concentrating on the flourishing of the entire individual. It isn't just the nonattendance of physical sickness, yet an approach that underscores all parts of a man - body, cerebrum, and soul - working in appropriateness.

There is a basic move as for customers toward prosperity and preventive prosperity (instead of ruining) which has driven purchaser needs as of recently. This joins an extended comfort level with med-spa frameworks and solidifying this into neutralizing activity meds and organizations. This will finally drive a more synergistic approach with the prosperity and restorative organizations. Buyers are getting the chance to be clearly altogether additionally prosperity insightful and esteem sensitive which will drive a closer joint exertion among spas and therapeutic administrations. It is likely that spas will continue expanding their part in prosperity, and recuperating focuses will be more disposed to have spa offerings later on.

The sprouting prosperity industry joins proactive ways to deal with oversee unwinding and protecting torment from making

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