Adoption of Holistic Wellness Approaches Among Clients

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ABSTRACT

The growing popularity of holistic wellness practices among global populations has significantly increased the demand for accessible digital wellness services. This study focuses on the adoption of holistic wellness approaches by Non-Resident Indian (NRI) clients through online platforms, with specific reference to VMax Wellness Centre, Coimbatore. As wellness services move into the virtual space, addressing the unique needs of NRI clients—especially across different time zones—has become a critical concern for service providers.

The main objective of this research is to understand the factors that influence the effectiveness and satisfaction of NRI clients when using online wellness services. It investigates how scheduling conflicts, time zone mismatches, user interface design, session reminders, and payment systems affect the overall user experience. Additionally, the study aims to identify features that make digital wellness platforms more accessible and user-friendly for clients from different regions and age groups, including those who may not be very familiar with technology.

The research methodology involved primary data collection through structured questionnaires from 100 NRI clients. The questionnaire was designed based on four key objectives related to time zone management, user preferences, interface usability, and payment convenience. The responses were analyzed using percentage analysis and presented with the help of charts and tables. Microsoft Excel and SPSS software were used for data analysis.

The findings highlight that clients prefer platforms with clear time zone adjustment features, automatic session reminders, multilingual support, and flexible payment options in local currencies. Most respondents emphasized the importance of ease of use and reliable communication with wellness coaches. The study concludes that with appropriate digital solutions and user-centered design, online wellness platforms can significantly enhance the accessibility and efficiency of holistic wellness services for NRI clients.

KEY WORDS:

1.   Holistic Wellness
2.   NRI Clients
3.   Digital Wellness Platforms

CHAPTER - I

1.1 INTRODUCTION

Holistic wellness has gained significant traction in recent years, shifting the focus from isolated fitness routines to a more comprehensive approach that integrates physical, mental, emotional, and spiritual well-being. Unlike traditional health and fitness programs that primarily emphasize exercise and diet, holistic wellness incorporates diverse elements such as mindfulness, stress management, alternative therapies, and personalized wellness solutions to promote overall well-being. As awareness about the benefits of a balanced lifestyle continues to grow, many individuals are actively seeking wellness programs that cater to their unique health needs and preferences.

This study examines the adoption of holistic wellness approaches among clients at **VMAX, Coimbatore**, a renowned wellness industries known for its integrative health solutions. The research aims to identify the key factors influencing

client adoption, their motivations, challenges, and satisfaction levels in embracing a holistic wellness lifestyle. Additionally, it seeks to analyse the effectiveness of holistic wellness programs in addressing diverse health concerns, improving quality of life, and fostering long-term well-being.

With the wellness industry evolving rapidly, understanding the patterns of holistic wellness adoption can help businesses enhance their offerings to meet the growing demand for personalized and sustainable health solutions. By evaluating client experiences and feedback at VMAX, this study will provide valuable insights into how wellness industries can optimize their services, improve customer engagement, and contribute to the overall well-being of their clients. The findings will also shed light on strategies to overcome barriers to adoption and promote a more inclusive and accessible approach to holistic wellness.

Holistic wellness is an all-encompassing approach to health that focuses on achieving balance in all aspects of life—physical, mental, emotional, and spiritual. Unlike traditional health models that primarily treat symptoms, holistic wellness emphasizes overall well-being, preventive care, and lifestyle modifications to maintain long-term health. It recognizes the deep connection between the mind and body, advocating for a more integrative approach to wellness.

Key components of holistic wellness include **nutrition, physical activity, mental health, emotional balance, social well-being, and spiritual growth**. Proper nutrition fuels the body, while regular exercise strengthens it. Mental and emotional well-being is supported through mindfulness practices such as meditation, stress management techniques, and therapy. Social connections and a sense of purpose contribute to overall happiness, and spiritual well-being—whether through religion, meditation, or personal beliefs—helps individuals find meaning and fulfilment in life. These approaches focus on treating the root cause of health issues rather than just the symptoms, promoting self-awareness and self-care.

The rising interest in holistic wellness is driven by increasing stress levels, lifestyle-related diseases, and a growing awareness of mental health. More people are adopting holistic practices to improve their quality of life, boost immunity, enhance emotional resilience, and prevent chronic illnesses. By integrating holistic wellness into daily routines, individuals can cultivate a healthier, more balanced, and fulfilling life.

1.2 STATEMENT OF THE PROBLEM

With the increasing demand for online wellness sessions, Non-Resident Indian (NRI) clients face significant challenges in accessing live sessions due to time zone differences. Wellness service providers struggle to accommodate clients from various global locations, leading to scheduling conflicts, reduced engagement, and missed opportunities for effective wellness support. The lack of a flexible and efficient scheduling system often results in inconvenience for both clients and service providers, impacting client retention and the overall effectiveness of wellness programs.

This study aims to explore the key challenges associated with scheduling online wellness sessions for NRI clients across different time zones. It will analyse the difficulties faced by both clients and wellness providers, identify gaps in current scheduling solutions, and propose strategies to enhance accessibility and engagement. Understanding these challenges will help in designing better scheduling systems, ensuring seamless access to wellness services, and improving the overall experience for NRI clients.

1.2 OBJECTIVES OF THE STUDY

a)   To create a system that adjusts for different time zones and sends automatic reminders so that clients and coaches don't miss sessions.

b)   To add features in the app that let clients choose session times and formats that suit their schedule, no matter where they live.

c)   To design the app so it's easy to use for everyone, even for people who aren't very comfortable with technology.

d)   To make it easy for NRI clients to pay by including different payment options and currencies based on the country they live in.

1.4 SCOPE OF THE STUDY

This study explores the challenges of scheduling online wellness sessions for NRI clients across different time zones. It focuses on improving time zone conversion accuracy, user-friendly design, automated scheduling tools, and notification systems to prevent missed sessions. Additionally, it examines features for client preferences, session formats, and payment options with multi-currency support. The study aims to enhance scheduling efficiency, client satisfaction, and overall service delivery in the online wellness industry.

1.5 INDUSTRY PROFILE

The holistic wellness industry is a rapidly growing sector within the broader health and wellness market, emphasizing a comprehensive approach to well-being that includes physical, mental, emotional, and spiritual health. Unlike conventional healthcare, which often focuses on treating symptoms, holistic wellness aims to address the root causes of imbalances through natural and preventive methods. The industry includes services such as yoga, meditation, naturopathy, Ayurveda, acupuncture, wellness coaching, nutritional therapy, spa therapies, and mindfulness practices.

Driven by increasing awareness of lifestyle-related diseases and stress-induced disorders, the global demand for holistic wellness services has surged. Consumers are actively seeking integrative wellness solutions that offer personalized, sustainable, and preventive health care. Technological advancements and digital platforms have expanded the reach of holistic wellness offerings, enabling remote sessions, mobile apps, and virtual coaching, especially beneficial for Non-Resident Indians (NRIs) seeking culturally familiar wellness practices.

India plays a significant role in the global wellness landscape, being the origin of ancient healing systems like Yoga and Ayurveda. Wellness centers, retreats, and digital wellness platforms from India are increasingly catering to both domestic and international clients. The industry is also gaining support from government initiatives such as the Ministry of AYUSH, which promotes traditional systems of medicine. The holistic wellness industry focuses on improving overall well-being by integrating physical, mental, emotional, and spiritual health. It includes services like yoga, meditation, naturopathy, Ayurveda, and wellness coaching. The industry has seen rapid growth, especially through online platforms, making wellness services more accessible to global and NRI clients. India plays a key role with its traditional practices gaining international recognition.

Overall, the holistic wellness industry is evolving as a vital component of the global healthcare ecosystem, blending traditional knowledge with modern technology to meet the growing demand for a healthier, more balanced lifestyle.

1.6 COMPANY PROFILE

Founded in 2022 by dedicated group fitness enthusiasts, we are passionate about revolutionizing the health and wellness industry through cutting-edge Technology

MISSION, VISION AND GOAL OF THE COMPANY

Mission:

At VMax Health Tech, our mission is to empower 1 Million People and their Healthcare Providers with the tools they need to enhance health management. We believe that technology can play a pivotal role in improving wellness, and we are committed to making that belief a reality.

Vision:

We envision world where technology and wellness go hand in hand, creating communities through smarter health management. By continuously innovating and improving our solutions, we aim to set new standards in the Health and Wellness industry.

Goals:

VMax Health Tech is dedicated to integrating technology with wellness to create healthier communities. Their primary goal is to empower individuals and healthcare providers by equipping them with advanced tools for efficient health management. They strive for continuous innovation, setting new industry standards through the enhancement of their wellness solutions. A key focus is simplifying communication between patients and healthcare professionals by developing a seamless CRM system. Additionally, they aim to improve health record management by ensuring secure and efficient access to medical information. By leveraging artificial intelligence, VMax Health Tech provides intelligent insights and personalized health recommendations, making health management more effective and user-friendly. Their commitment to technological advancement drives their mission to revolutionize the health and wellness industry.

ORGANISATIONAL HIERARCHY
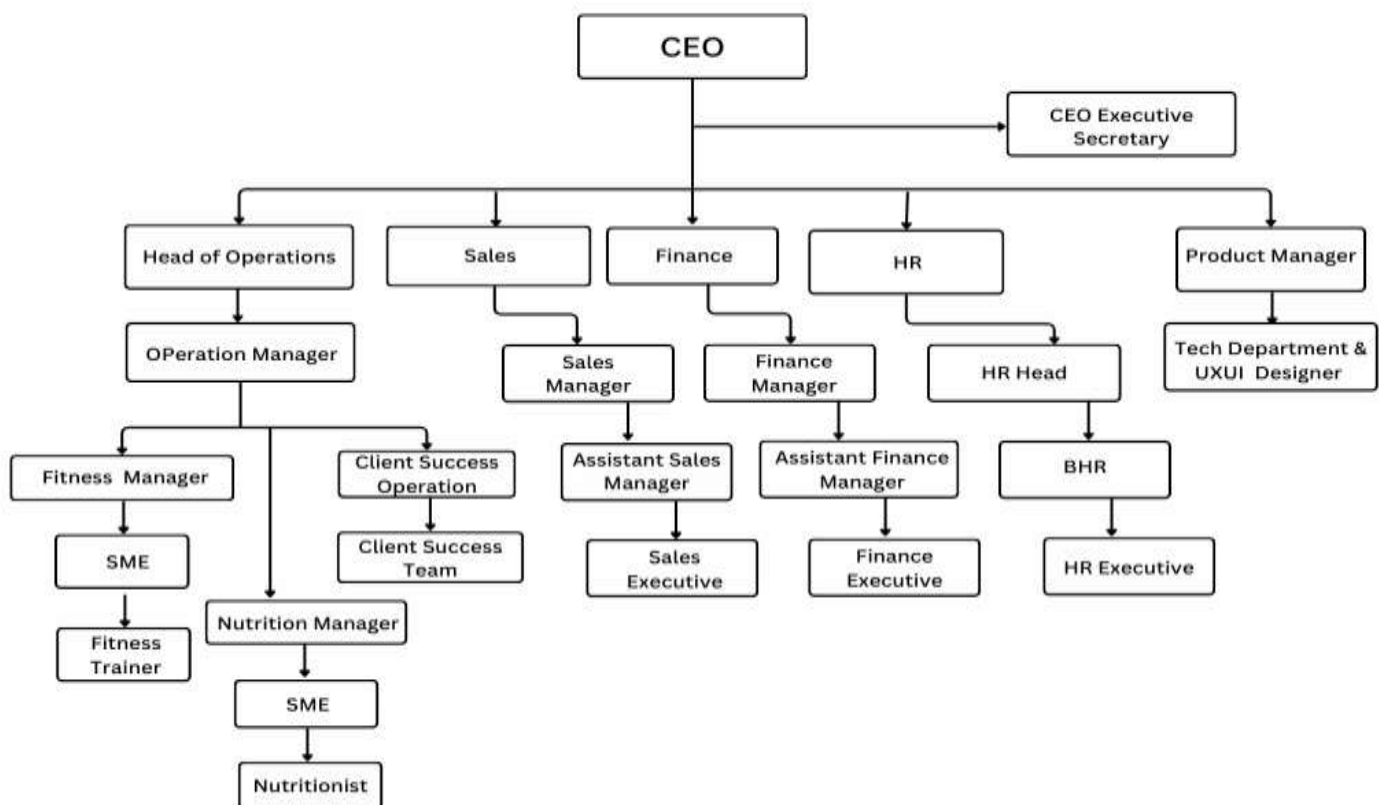
SWOC ANLYSIS OF A COMPANY

Strengths:

- Offers personalized wellness plans combining fitness, nutrition, and mental well-being.
- Utilizes AI-driven recommendations and wearable device integration for enhanced engagement.
- Provides flexible scheduling options, catering especially to NRI clients across different time zones.
- Access to expert trainers, nutritionists, and wellness coaches for holistic guidance.
- Strong focus on technology-driven solutions for an improved client experience.

Weaknesses:

- Heavy reliance on digital platforms may create barriers for users unfamiliar with technology.
- Limited brand awareness compared to well-established competitors in the wellness industry.
- High initial investment in technology and expert-led live sessions.
- Scalability challenges in maintaining service quality while expanding globally.
- Potential language barriers in reaching a broader international audience.

Opportunities:

- Growing global demand for online wellness solutions, especially post-pandemic.
- Expansion into corporate wellness programs to attract businesses and employees.
- Integration of more wearable devices and AI-based health monitoring for a data-driven approach.
- Partnerships with influencers and social media marketing to boost brand recognition.
- Expansion of multilingual support to reach a wider audience globally.

Challenges:

- Strong competition from established brands like Mindbody and other wellness platforms.
- Navigating diverse international regulations and compliance standards in different countries.
- Maintaining high engagement levels to ensure long-term user retention.
- Addressing cultural differences in wellness preferences across regions.
- Risk of technological disruptions or app maintenance issues affecting user experience.

1.7 NEED FOR THE STUDY

The purpose of this study is to explore and understand the challenges and opportunities in scheduling online wellness sessions for NRI (Non-Resident Indian) clients across different time zones, specifically in the context of holistic wellness services offered by VMax, Coimbatore. With the growing demand for digital wellness solutions and the rise in global clientele, especially from NRIs, it is crucial to investigate how time zone differences impact service delivery, client satisfaction, and overall engagement. This study aims to identify key pain points in scheduling, evaluate current technological tools and methods, and recommend effective solutions that ensure seamless coordination between clients and coaches. The ultimate goal is to support the development of an inclusive, efficient, and user-friendly wellness scheduling platform that accommodates diverse time zones, enhances user experience, and promotes the adoption of holistic wellness practices globally.

CHAPTER II

REVIEW OF LITERATURE

Workers' Compensation Centre. 2018.

This article examines holistic well-being within the framework of balanced work system theory. Holistic well-being is understood as a combination of well-being in both work and non-work domains. Theories of balanced work systems and balanced organizations are revisited in the context of holistic well-being, demonstrating how different individuals within organizations can contribute to achieving desired outcomes across various process levels. The article highlights the interconnectedness of work and personal life and how a balanced approach can optimize well-being at both the individual and organizational levels.

Day, A., and N. Hartling . 2017.

A substantial body of literature highlights the negative effects of work–life conflict and its interference with both individual and organizational outcomes (e.g., Greenhaus et al., 2001; Bianchi and Milkie, 2010; Amstad et al., 2011; Young et al., 2013). Conversely, research also demonstrates the positive impact of work–life balance (WLB) on individual well-being and organizational performance (e.g., McCarthy et al., 2012; Haar, 2013). These studies emphasize the importance of managing work and personal life effectively to foster both employee satisfaction and organizational success.

Mato-Juhasz, A. , E. Kiss-Toth , and K. Szegedi . 2016.

Health is not only a crucial element of sustainable development but is also interconnected with all three pillars: environmental, economic, and social dimensions. It plays a role both directly and indirectly in every goal related to sustainable development. Whether through promoting clean environments, economic stability, or social well-being, health is a foundational factor that influences the overall success of sustainable development efforts across various sectors.

Väyrynen, S., H. Jounila , J. Latva-Ranta , S. Pikkarainen , and K. von Weissenberg . 2016.

This chapter reviews health, safety, environment, and quality (HSEQ) management models, drawing from both existing literature and real-world applications. It focuses on a model developed and implemented within various Finnish company networks, particularly in the process, manufacturing, and energy industries. The main emphasis is on the role of small- and medium-sized enterprises (SMEs), including microenterprises, as network partners. Special attention is given to their work systems (WSs), HSEQ assessment outcomes, and how these relate to sustainability and safety culture.

Thatcher, A. , and P. H. P. Yeow . 2016.

Current human activities are putting serious pressure on both natural and social systems, making it harder for them to function properly. If we continue on this path, we risk harming our own chances of survival. This challenge is often described in terms of sustainability. As professionals, citizens, and individuals, many of us feel a strong shared responsibility to protect the environment and society that support our lives.

Lyytimäki, J. , and L. Peltonen . 2016.

The economic, social, and ecological implications of mineral resource extraction have gained increasing attention under the concept of the social license to operate. In Finland, the recent mining debate has been shaped by critical public

framings, often characterized by concerns over unmet economic promises, unreliable technology, and environmental risks. These concerns highlight the challenges faced by the mining industry in securing and maintaining public trust, as well as the need for more sustainable and transparent practices in the sector.

Väyrynen, S. , H. Jounila , J. Latva-Ranta , S. Pikkarainen , and K. von Weissenberg . 2016.

The scope of this chapter is to review health, safety, environment, and quality (HSEQ) management models, drawing from both the literature and empirical contexts. A model for HSEQ assessment has been developed and successfully applied within numerous Finnish company networks, particularly in the process, manufacturing, and energy industries.

CHAPTER III

METHODOLOGY AND RESEARCH DESIGN

RESEARCH DESIGN:

This study employs a **descriptive research design**, aiming to capture existing trends, patterns, and scheduling challenges in virtual wellness practices. It also seeks to assess user satisfaction, effectiveness, and adaptability of wellness services in a globalized context.

SAMPLE DESIGN:

NRI **clients** who have enrolled in online wellness services provided by VMax.

SAMPLING TECHNIQUE:

The study adopts a **non-probability purposive sampling technique**, allowing the researcher to specifically select individuals who have relevant experience with the subject matter (online wellness services for NRIs).

SAMPLE SIZE:

The survey is conducted based on sampling methods. The total population includes 1,000 NRI clients who participate in online holistic wellness sessions. For this study, I have chosen a sample size of 106 respondents, representing 10% of the total population. This sample is expected to provide meaningful insights into time zone challenges, scheduling preferences, and user experience in digital wellness services.

AREA OF STUDY:

The study focuses on online holistic wellness services for NRI clients, exploring scheduling challenges across time zones and digital interactions, with reference to VMax Wellness Centre, Coimbatore.

SOURCE OF DATA

The study used both primary and secondary data.

Primary Data:

Primary data was collected from 100 NRI clients through a structured questionnaire focusing on their experience with online wellness sessions.

Secondary Data:

Secondary data was gathered from existing literature, research articles, wellness industry reports, and relevant online sources.

SOFTWARE **USED**
 Microsoft Excel

SPSS: Statistical Package for Social Science

ANALYTICAL TOOLS

Tables and charts were used to represent data clearly, and the analysis was carried out using Percentage Analysis to interpret client responses related to online holistic wellness adoption and scheduling preferences.

1. Data Collection Tools:

- **Structured Questionnaire**:

A well-designed questionnaire consisting of closed-ended questions (including Likert scale, multiple-choice, and ranking questions) is used to gather primary data from employees.

2. Data Analysis Tools:

- **MicrosoftExcel/GoogleSheets**:

Used for coding, tabulating, and organizing data for analysis, including creation of charts and graphs.

- **Statistical Tools**:

  o **Percentage Analysis**: To understand the distribution of responses across categories.

  o **Chi-Square Test**: To examine relationships between categorical variables (e.g., department vs. satisfaction level).

  o **Correlation Analysis**: To identify the association between employee engagement and retention levels.

  o **Anova (Analysis of Variance):** To identify whether there are statistically significant differences in means across multiple groups.

  o **Mean and Standard Deviation**: To measure average engagement scores and variation among employees.

- **SPSS(Optional)**:

For more advanced statistical testing, SPSS can be used to run detailed analysis and hypothesis testing.

CHAPTER   IV
DATA ANALYSIS AND INTERPRITATION

HYPOTHESIS TESTING
The hypothesis testing will be tested by the following techniques:

1. CHI-SQUARE TEST
2. ANOVA
3. CORRELATION

CHI-SQUARE TEST

The Chi-square test evaluates how much observed frequencies deviate from expected frequencies, measuring the overall discrepancy between them. Known as the "goodness-of-fit" test, it follows the Chi-square (χ^2) distribution and is used in hypothesis testing to compare observed and theoretical frequencies. Introduced by Helmert in 1875.

ANOVA (analysis of variance)

In statistics, ANOVA (Analysis of Variance) is used to determine if the means of two or more groups are equal. It is a type of hypothesis testing commonly applied to experimental data. The null hypothesis in ANOVA assumes that all group means are equal, indicating they are random samples from the same population. ANOVA combines several statistical ideas and is widely used for comparing group differences.

CORRELATION

Correlation measures the strength and direction of the relationship between two variables. In this study, it evaluates whether employee engagement is linked to retention at Trident Pneumatics. A positive correlation suggests that higher engagement leads to better retention, helping guide strategies to improve workforce stability.

WHAT TIME OF DAY WORKS BEST FOR YOU FOR SESSIONS?

TABLE 4.11 SHOWING THE RESPONDENT OF WHAT TIME OF DAY WORKS BEST FOR YOU FOR SESSIONS?

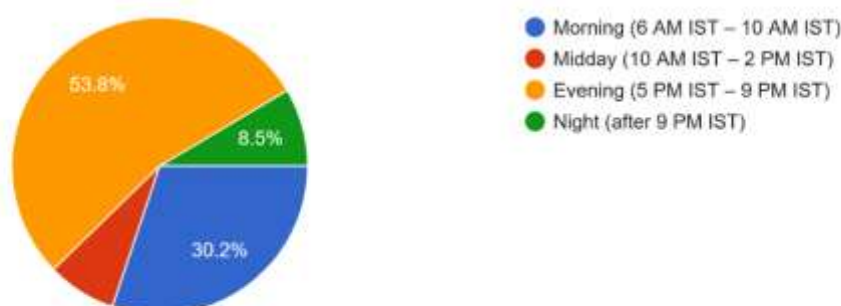| Particulars	No. of respondents	Percentage of Respondents
Morning (6 AM IST – 10 AM IST)	32	30.2%
Midday (10 AM IST – 2 PM IST)	8	7.5%
Evening (5 PM IST – 9 PM IST)	57	53.8%
Night (after 9 PM IST)	9	8.5%
Total	**106**	**100%**

CHART 4.11 SHOWS WHAT TIME OF DAY WORKS BEST FOR YOU FOR SESSIONS? OF THE RESPONDENTS

INTERPRETATION:

Out of 106 respondents, 57 (53.8%) prefer the evening (5 PM IST – 9 PM IST) for their activities, 32 (30.2%) prefer the

morning (6 AM IST – 10 AM IST), 8 (7.5%) prefer midday (10 AM IST – 2 PM IST), and 9 (8.5%) prefer the night (after 9 PM IST).

WHICH DEVICE DO YOU MOSTLY USE FOR ONLINE SESSIONS?

TABLE 4.12 SHOWING THE RESPONDENT OF WHICH DEVICE DO YOU MOSTLY USE FOR ONLINE SESSIONS?

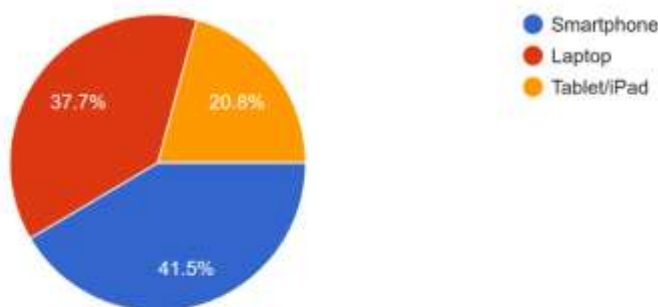| Particulars	No. of respondents	Percentage of Respondents
Smartphone	44	41.5%
Laptop	40	37.7%
Tablet/iPad	22	20.8%
Total	**106**	**100%**

CHART 4.12 SHOWS WHICH DEVICE DO YOU MOSTLY USE FOR ONLINE SESSIONS? OF THE RESPONDENTS
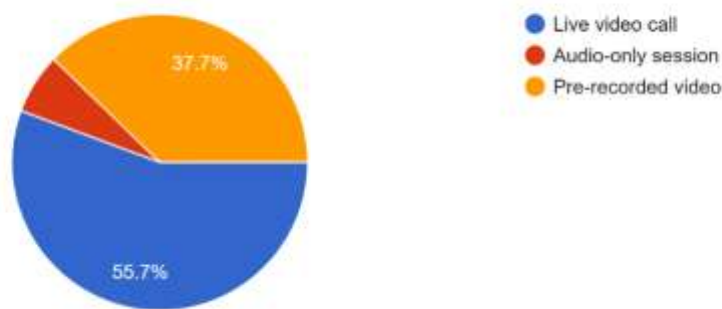
INTERPRETATION:
Out of 106 respondents, 44 respondents (41.5%) use a smartphone to attend sessions, followed by 40 respondents (37.7%) who use a laptop. A smaller group, 22 respondents (20.8%), use a tablet or iPad.

WHAT SESSION FORMAT DO YOU PREFER?

TABLE 4.13 SHOWING THE RESPONDENT OF WHAT SESSION FORMAT DO YOU PREFER?

Particulars	No. of respondents	Percentage of Respondents
Live video call	59	55.7%
Audio-only session	7	6.6%
Pre-recorded video	40	37.7%
Total	**106**	**100%**

What session format do you prefer?
106 responses

CHART 4.13 SHOWS WHAT SESSION FORMAT DO YOU PREFER? OF THE RESPONDENTS

INTERPRETATION:

Out of 106 respondents, 59 respondents (55.7%) prefer live video call sessions. 40 respondents (37.7%) prefer pre-recorded video, while only 7 respondents (6.6%) prefer audio-only sessions.

CHAPTER – V

FINDINGS, SUGGESIONS AND CONCLUSION

5.1 FINDING

- Majority of the respondents are female 79 respondents, 74.5%.
- Majority of the respondents are between 26–34 years old i.e., 62.3%, indicating that this age group is the most engaged or interested in the survey topic.
- Majority of the respondents are undergraduates 53 i.e., 50% indicating that most participants are college-level qualification.
- Majority of the respondents are married 94 i.e., 88.7% indicating that the survey mostly attracted individuals who are currently in a marital relationship.

5.2 SUGGESSION:

- Tailor wellness programs and content to suit the 26–34 age group, which forms the majority of respondents.
- Introduce women-focused wellness offerings, as most participants are female.
- Offer flexible scheduling and short-duration programs for working professionals who dominate the user base.
- Increase availability of sessions in the evening slot, preferred by more than half of the users.
- Develop loyalty and engagement strategies for existing clients to encourage long-term participation.

5.3 LIMITATIONS OF THE STUDY:

- The study is limited to clients of VMax Wellness Centre, which may not represent the broader experiences or practices across other wellness platforms.
- The use of online questionnaires may have excluded participants with limited digital access or low tech-savviness, affecting the representativeness of the sample.

CONCLUSION:

This study highlights the growing relevance and demand for holistic wellness services among Non-Resident Indian (NRI) clients, particularly through digital platforms. With clients spread across multiple time zones, the need for user-friendly systems, flexible scheduling, automated reminders, and secure, multi-currency payment options has become essential.

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