

**WHAT ARE THE FACTORS THAT INFLUENCE PEOPLE TO  
USE THE SERVICES OF ANTI-AGING AND WELLNESS  
CENTERS IN BANGKOK?**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
THE DEGREE OF MASTER OF MANAGEMENT  
COLLEGE OF MANAGEMENT  
MAHIDOL UNIVERSITY  
2022**

**COPYRIGHT OF MAHIDOL UNIVERSITY**

Thematic paper  
entitled  
**WHAT ARE THE FACTORS THAT INFLUENCE PEOPLE TO  
USE THE SERVICES OF ANTI-AGING AND WELLNESS  
CENTERS IN THAILAND?**

was submitted to the College of Management, Mahidol University  
for the degree of Master of Management

on  
December 18, 2022



*Ratipan Panpinij*  
.....  
Miss Ratipan Panpinij  
Candidate

*Sooksan Kantabutra*  
.....  
Assoc. Prof. Sooksan Kantabutra,  
Ph.D.  
Advisor

*Randall Shannon*  
.....  
Assoc. Prof. Randall Shannon,  
Ph.D.  
Chairperson

*Vichita Ractham*  
.....  
Assoc. Prof. Vichita Ractham,  
Ph.D.  
Dean  
College of Management  
Mahidol University

*Juthamas Kaewpijit*  
.....  
Assoc. Prof. Juthamas Kaewpijit,  
Ph.D.  
Committee member

## ACKNOWLEDGEMENTS

First and foremost I would like to begin by expressing my sincerest gratitude to my advisor, Associate Professor Sooksan Kantabutra,PH.D, for all the valuable guidance and moral support throughout all the processes endured to complete this thematic paper. To all the CMMU instructors and faculty members, I genuinely thank you for all your support and for creating this wonderful experience as a master's degree student that I will treasure forever.

This paper couldn't have been completed without the co-operation of all the interviewees that spared their time for the interview, allowing me to have in-dept insights on their views towards the research topic. I thank you truly.

Lastly, I would like to thank you all my friends and family for all the support throughout my master's degree journey and through the completion of this thematic paper.

Ratipan Panpinij

**WHAT ARE THE FACTORS THAT INFLUENCE PEOPLE TO USE THE SERVICES OF ANTI-AGING AND WELLNESS CENTERS IN BANGKOK?**

RATIPAN PANPINIJ 6349132

M.M. (ENTREPRENEURSHIP MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. SOOKSAN KANTABUTRA, Ph.D., ASSOC. PROF. RANDALL SHANNON, Ph.D., ASSOC. PROF. JUTHAMAS KAEWPIJIT, Ph.D.

**ABSTRACT**

The objective of this thematic paper is to examine the factors that influence people to use the services of Anti-Aging and Wellness Centers. The ultimate goal of Anti-Aging and Wellness Centers is for one to attain their ultimate health. I, the author, am working on an actual Anti-Aging and Wellness Center that will be opening on the beginning of 2023 in Silom area, thus this thematic paper will be tremendously helpful in understanding the factors that contribute to using the services of such a center. This research was done by using in-depth interviews with people who fall in the potential customers criteria by asking open-ended questions to allow them to share their views and reasons behind each point. The theoretical framework applied to this paper is the Maslow's Hierarchy of Needs.

The results from the analysis show what motivates people into using services of such a center, identified through applying questions derived from the theory. At the end of the paper, there are recommendations on how to make people interested in using the services of the center.

**KEY WORDS:** Anti-Aging and Wellness Centers / Health / Motivation/ Maslow's Hierarchy of Needs

30 pages

## CONTENTS

	<b>Page</b>
<b>ACKNOWLEDGEMENTS</b>	<b>ii</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>LIST OF TABLES</b>	<b>vi</b>
<b>LIST OF FIGURES</b>	<b>vii</b>
<b>CHAPTER I INTRODUCTION</b>	<b>1</b>
1.1 Background and problem statement	1
<b>CHAPTER II LITERATURE REVIEW</b>	<b>4</b>
2.1 Research Question	4
2.2 Research Objectives	4
2.3 Maslow's Hierarchy of Needs	4
2.3.1 Physiological Need	5
2.3.2 Safety Needs	6
2.3.3 Love and Belonging Needs	6
2.3.4 Esteem Needs	6
2.3.5 Self-Actualization Needs	7
<b>CHAPTER III RESEARCH METHODOLOGY</b>	<b>8</b>
3.1 Sampling Method	8
3.2 Data Collection	9
3.3 Interview Questions	9
<b>CHAPTER IV FINDINGS ANALYSIS</b>	<b>13</b>
4.1 Findings Analysis	14
4.1.1 Dimensions of the feeling of safety	14
4.1.2 Love and belonging may result in repeat usage of service	17

## CONTENTS (cont.)

	<b>Page</b>
4.1.3 Self-esteem improved through self-control	18
4.1.4 Consideration of Anti-aging and Wellness to reach Self-actualization	18
<b>CHAPTER V CONCLUSION</b>	<b>21</b>
5.1 Recommendations	21
5.2 Conclusion	24
<b>REFERENCES</b>	<b>25</b>
<b>APPENDICES</b>	<b>26</b>
Appendix A: Supported Code Data	27
<b>BIOGRAPHY</b>	<b>30</b>

## LIST OF TABLES

<b>Table</b>		<b>Page</b>
3.1	Interview questions	10
4.1	Overview of the emerging themes	13
4.2	Summary of the emerging theme categorized through each interviewee	19



## LIST OF FIGURES

<b>Figure</b>		<b>Page</b>
2.1	The pyramid of Maslow's Hierarchy of Needs	5
5.1	Recommendation Overview	21
5.2	Details of the target customer and scenario planning sample	23





# CHAPTER I

## INTRODUCTION

### 1.1 Background and problem statement

There is no denying in the growth of healthcare industries around the world, further stressed to grow exponentially due to Covid-19 in the past 2 years (Amit Shukla ,2022). People are thriving for a healthier life and taking better care of themselves in various aspects. Different people take care of themselves in different ways, generally eating healthy, taking certain supplements to strengthen their body and exercise in numerous ways. Some would go the extra mile and use the services of “Wellness Centers”. Wellness centers are broadly defined, so for the purpose of this paper I will focus on “Anti-Aging and Wellness Centers”. These Wellness Centers have been around over 10 years in Bangkok but as the trend of health rises (Grand View Research,2022), these centers are slowly growing too. But how ready are Thai people in paying for services like this? Are they aware of what these centers are and how beneficial it can be for them? Will this be the next solution to better healthcare of the future or will it just be a trend that will change through time?

People would go to hospitals when they start to get sick, when they can't bear the pain anymore or when something looks or feels out of the ordinary. This is like finding a solution *after* a problem occurs. Anti-Aging and Wellness Centers “protect” people *before* problems occur in the future. Like the word “anti” and “aging”, the services offered will prevent people from aging and prolong their youth for as long as possible. Aging does not only mean physical aging of the face and body but primarily focuses on anti-aging from within. This is the major difference between Aesthetic based Centers and Anti-Aging Centers that offer anti-aging services, where Anti-Aging Centers will target health of the internal body (through hormone levels, blood level, organ conditions etc) so that beauty and good health is the projection of healthy internal systems. “Wellness”, on the other hand, cover's all aspects of a person's wellbeing. What each Wellness Center focuses on is often defined by the phase/word used in front

of the word Wellness. For example, a “Spa and Wellness Center” often focuses more on massages and treatments to the face and body, a “Aesthetic and Wellness Center” mostly emphasizes on external beauty through various lasers and treatments while an “Anti-Aging and Wellness Center” as mentioned above, holistically treats people to age gracefully from healthy internal systems and prevent health problems that may occur in the further.

In the beginning of 2023, an Anti-Aging and Wellness Center will be established around Silom area where I am one of the partners, thus, this paper will be used as valuable insight and customer analysis for the company. The founders of this Anti-Aging and Wellness Center are 2 doctors who are siblings that specializes in treatment of cancer, anti-aging, sexology and aesthetic as well as body enhancements. One of the doctors is my old friend and had asked me to join the team. Since then I have been doing research on all areas related to this industry. Because centers like these are still new to the society, I believe it is vital to do in-depth research on customers and understand their views.

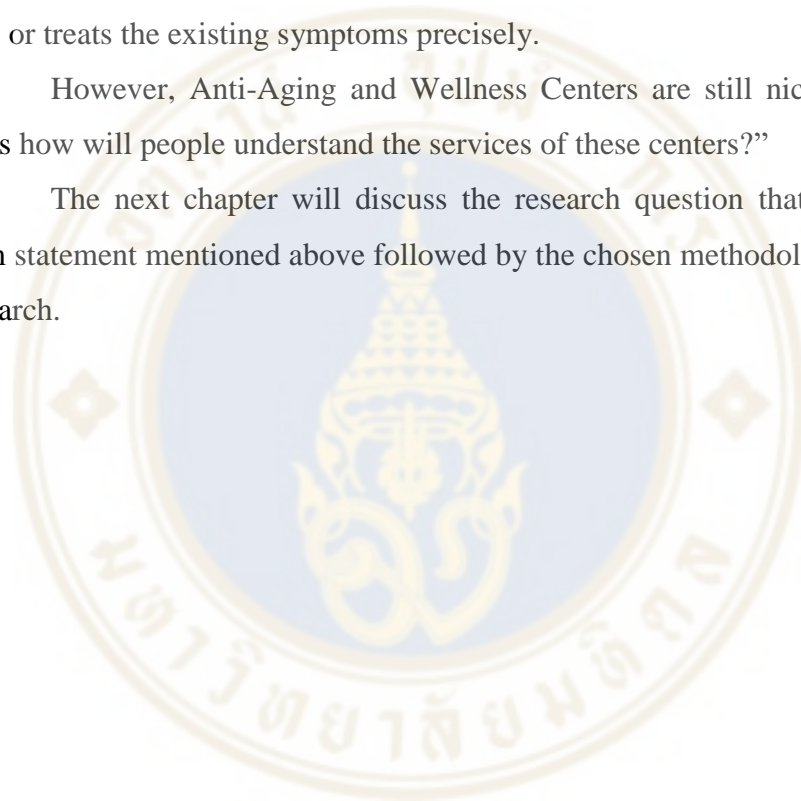
The problem statement for this paper then becomes; “the spread of the pandemic has accelerated the death toll, one thousand people die every day from non-communicable diseases or NCDs (Cancer, diseases, diabetes, chronic obstructive pulmonary disease) and the number is rising. 74% of death amongst the Thai population are from NCDs (WHO,2022) and acute illnesses are becoming more common. One famous case in fall of 2022 of such an acute illness was where a healthy young doctor from Chiangmai with healthy habits suddenly gets diagnosed with cancer (World today news, 2022). With these alarming illnesses and diseases on the rise, a way to we live well free from all these illnesses that may tackle us in the future, is through using the services of an Anti-Aging and Wellness Center because the services there allows you to have in-depth analysis of your body protecting you from what may occur. Checkups in these centers dive into cellular level and help find out the core cause of all health problems. To paint a clear picture below are examples of the services offered by Anti-Aging and Wellness Centers and their benefits:

- **Colon Hydrotherapy**= used to remove toxins deep within the colon which cannot be remove naturally through daily enemas.

- **Ozone Therapy**= used to increase the level of oxygen in the body and boost the immune system.
- **Anti-Cancer Infusion**= used as an alternative treatment to chemotherapy.
- **Micronutrient profile** = used to identify exactly what kind and what amount of vitamin is needed in each person. Everyone is different.
- **Genetic testing** = used to create personalized medicine by using each individual's unique genetic profile. This can help predict what disease you are likely to develop or treats the existing symptoms precisely.

However, Anti-Aging and Wellness Centers are still niche, so the issue becomes how will people understand the services of these centers?"

The next chapter will discuss the research question that answers to the problem statement mentioned above followed by the chosen methodology that best fits the research.



## **CHAPTER II**

### **LITERATURE REVIEW**

Due to the increasing dangers of illnesses and diseases, people need to find a way to protect themselves and this is where Anti-Aging and Wellness Centers come into play. The services, as elaborated in the previous chapter, holds great benefits for everyone, but as it is still a relatively new industry with the spread of Wellness centers globally since 2010 (Global Wellness Institute,2010), the majority of people don't understand about the services offered and it's benefits. Therefore, I would like this paper to find the answer to the following question:

#### **2.1 Research Question**

- What will be the motivating factors that push people towards considering to use the services of Anti-Aging and Wellness Centers in Bangkok?

#### **2.2 Research Objectives**

- To identify which motivational variables would result in an increase in the usage of Anti-Aging and Wellness Centers.
- To understand how people are currently taking care of their health.

#### **2.3 Maslow's Hierarchy of Needs**

To find out what will motivate people into considering to use the services of these centers, I need a theoretical framework that could help unlock people's motivational variables. The Maslow's Hierarchy of needs is a universal fundamental framework that addresses human needs and motivation at its core in a broad spectrum.

Thus, I selected this framework to understand the core motivation for people to use services of such a center. This motivational theory was founded by Abraham Maslow since 1943 (Saul McLeod ,2007). It divides human's needs into 5 levels from the first level of Physiological Needs, second level of Safety Needs, third level of Love and Belonging Needs, fourth level of Esteem Needs and the fifth highest level of Self-actualization Needs. These needs are arranged in hierarchical order where the upper level cannot be met unless the lower level is attained. The needs within these levels can be tangible like money and water and intangible such as the level of self-fulfillment. These levels are often illustrated in a pyramid form with the basic level of Physiological Needs as the base and the utmost level of Self-actualization as the peak of the pyramid.



**Figure 2.1** The pyramid of Maslow's Hierarchy of Needs (Saul McLeod ,2007)

### 2.3.1 Physiological Need

Physiological Needs at Level 1 includes all the basic human needs vital for life; water, nutrition, shelter, air, clothing and so on. Only those that have their physiological needs met can afford to go the extra mile to take better care of their health. The theory of Maslow's Hierarchy of Needs are often used in business settings and this level of need would mean the basic needs an employee needs to have at their workplace and also in their personal space. In the context of this paper, Physiological Needs would help frame the focus and target group of the Anti-Aging and Wellness center. Only when a person has fulfilled their physiological needs, that is when he/she can have access and afford these centers. The services of these centers are specialized and advanced



therefore, may somewhat be costly depending on the level of service offered. If a person cannot even afford enough food or shelter to sleep, they will most definitely not be interested in enhancing their health at an Anti-Aging and Wellness center

### **2.3.2 Safety Needs**

Safety Needs at Level 2 focuses on factors that will provide the elements of safety and security. This includes financial stability and also “health and wellness”. People want to feel a sense of order, law and protection from unpredictable occurrences. Exploring the factors that make people feel “safe” under the Health and Wellness category may help uncover the factors that will influence them into using services of an Anti-Aging and Wellness Centers. With the outburst of Covid-19 and many illnesses playing a stronger role in our society (The Lancet Vol. 392,2018), the requirements for one to feel “safe” may have changed. It is not simply health insurance that will cover when one is sick or easy access to doctors but people need to protect themselves from any diseases that may come their way. Not only will Anti-Aging and Wellness Centers perform health checkups like hospitals, they are able to provide personalized treatment for each individual, altering their lifestyle for the better making them feel safe in a holistic manner. Because of this “Safety Needs” will be the focus level of this paper.

### **2.3.3 Love and Belonging Needs**

Love and Belonging Needs at Level 3. This encompasses the sense of community, love, belonging and acceptance, focusing on the human emotional drivers. To attain this level of needs, the center must be able to offer some sense of community or love and care so that users have an emotional driver to become a part of the healthy community. When safety needs are met from the center, a sense of love and care from the service providers such as from the therapist and doctors may help fulfill this level of need and keep them coming back to have repeat service.

### **2.3.4 Esteem Needs**

Esteem Needs at Level 4 is where appreciation and respect becomes the core motivation. One would need to accomplish some kind of success and be recognized for

it so that they feel valued and feel that they made contribution to the company or world somehow. Even in Anti-Aging and Wellness Centers, esteem may be achieved when the user is given a task to improve their lifestyle and when the goal is reached they would feel a sense of accomplishment and want to keep on taking care of themselves at that particular Wellness Center.

### 2.3.5 Self-actualization Needs

Self-Actualization Needs at Level 5 focuses on one's personal growth and the interest in fulfilling their utmost potential. When a person has climbed up all the level of needs, some cases may even grow into self-actualization where good health becomes a part of their own personal growth. People may be successful in life professionally, in relationship and in wealth but the underlying foundation to be able to live out all these successes is to have the ultimate health. Free from any illnesses they may come and become the best version of themselves from the inside out. To reach self-actualization in terms of health, Anti-Aging and Wellness Centers are the key for everyone to reach that goal.

Given the framework discussed above and the research question posed, I have developed the proposition for qualitative research as follows:

P1: The provision of basic needs will **enable** people to access the services of Anti-aging and Wellness Centers.

P2: The provision of safety will **motivate** people into using the services of Anti-aging and Wellness Centers.

P3: The provision of love and belonging will **sustain** people to continue the services of Anti-aging and Wellness Centers.

P4: The provision of self-esteem will **span** the services people use in Anti-aging and Wellness Centers.

P5: The provision of self-actualization will allow them to become the best version of themselves from the inside out and use the services of the center **throughout their lifetime**.

The next chapter will outline how the qualitative research will be constructed, designed and collected to explore these propositions.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

The goal of this research is to find out about the factors that motivate people to use the services of an Anti-Aging and Wellness Center. The research methodology used was “qualitative” to allow an in-dept observation of the views and triggers of people towards using these centers. The questions were designed based on the levels of Maslow Hierarchy of Needs to explore the fulfillment in each level and see how/if they motivate people to use services of these centers. The data gained from the research will be processed and analyzed thoroughly to come up with a hypothesis that answer to the question mentioned above. The details of the research are discussed below.

#### **3.1 Sampling Method**

The qualitative research was based on a semi-structural interview, with a goal to conduct interviews with at least 20 interviewees, 10 women and 10 men. The Anti-Aging and Wellness Center caters to both genders equally. The target group will be based on the actual Anti-Aging and Wellness Center that will be establishing in Silom in the beginning of 2023 as follows:

1. Age between 25 – 45 years old.
2. Mid to high salary range
3. Lives in Bangkok.
4. Employed with/without children

The criteria of the interviewees follows the above categories because they need to have the basic requirements to become potential customers of the Anti-Aging and Wellness Center that is soon to open. The Anti-Aging and Wellness Center will be based in Silom and aims to target mid to high paying office workers/entrepreneurs/freelancers. Due to the age group they can either be married with children or single.



### **3.2 Data Collection**

The qualitative research was conducted as an one-on-one interview with open-ended questions to understand the reasons behind each answer. The interview was conducted via phone call or in person, depending on the comfortability and schedule of the interviewees. The flow of the questions is fixed, arranged from the basic introductory questions that confirm that they have their physiological needs met, building up to self-actualization questions. However, through this fixed flow, there can be flexibility to emphasize on certain topics and the technique of probing was used to clarify their answers. There was no time limit to the interview and I made sure each interviewee can spare no less than 30 minutes. By not rushing and taking time in each question, it revealed more about their point of view towards each issue.

### **3.3 Interview Questions**

The interview questions were designed to follow the Maslow Hierarchy of Needs, yet each level of this theory will have different intentions. The questions under the physiological needs will help confirm that they are potential target customers of the center. The emphasis will be on the “safety needs”, as understanding what makes them feel safe might be the starting point for the consideration of these centers. Therefore, more questions will be asked to find out more about this level. Questions under love & belonging needs will help clarify how important factors of care are and its importance when considering to use these centers. Questions on self-esteem and self-actualization needs, will unravel their ultimate health goals and what they have been doing or are willing to do to reach that goal. The questions are open-ended to allow interviewees to respond in their own unique ways. All the questions are addressed in a casual manner, almost like a conversation with a friend, to unlock unfiltered answers and make the interviewees feel less formal. The questions are as follows in the table:

**Table 3.1 Interview questions**

Level	Framework component	Interview question	Proposition
1.	Physiological needs	<p>1. What business or work do you do?</p> <p>2. What would you say your happiness level is at in terms of the work you do, in environment you are in , your working hours and salary/benefits?</p>	P1
2.	Safety needs	<p>3.Can you tell me about the sports or fitness activities do you do and why you like them?</p> <p>4.Do you take any vitamins supplements? ( Yes = please elaborate / No = please explain why)</p> <p>5.When was the last time you had a body checkup and what were the results ? (Why checkup often or why don't you check up more often)</p> <p>6.How do you feel about your health condition?</p> <p>7. Do you sometimes have headaches, digestive problems, allergies, difficulty sleeping, ongoing skin problems, body aches or anything that annoys you regularly?</p> <p>8.Have you got Covid yet? How have your views towards health changed after the spread of covid?</p> <p>9.What do you think is the role/functions of Wellness centers? Have you been to one?</p> <p>10.You may have seen Spa and Wellness Centers, Aesthetic and Wellness Centers but what about Anti-Aging and Wellness Centers, what do you think are the roles of them can you guess?</p> <p>11. If you look 10 years from now, are there any illnesses or diseases you fear?</p>	P2

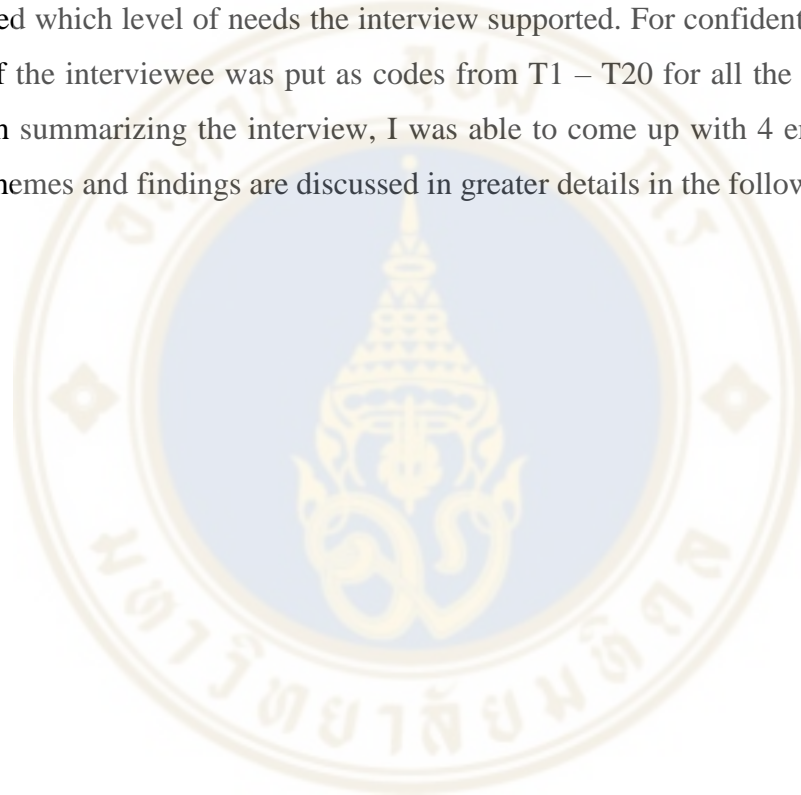
**Table 3.1 Interview questions (cont.)**

Level	Framework component	Interview question	Proposition
3.	Love & Belonging needs	12.Refer back to question no.3.Since you play ....., do you think having a community or friends you work out with is important? Please elaborate. 13.When you use services with provision of professionals ( fitness trainer, therapist, doctor) have you ever felt the feeling of care from them? Please explain.	P3
4.	Self-Esteem needs	14.Are you happy with the condition of your health ? (you're eating habits, sleeping patterns, your body and health over all, refer back to latest health checkup results) 15.Why aren't you happy with.... How do you think you can improve it? What lifestyle change would you alter?	P4
5.	Self-Actualization needs	16.Tell me how you see the best version of yourself. 17.If I told you going to the Anti-aging and Wellness Centers could help you reach that goal would you consider going to one?	P5

To affirm the validity of the data collected I put all bias and expectations of the answers aside, while not judging any of the answers. The technique of probing was used constantly. Probing was used to generate critical thoughts towards an open-ended question (Jamie Birt,2020). When open-ended answers were given sometimes clarifying questions would follow to help clarify a precise understanding of that particular topic. If a response would be unclear or seem unreliable I would inverse the question and see if the interviewee would reply in the same way. I also in co-operated

the technique of respondent validation (Harry Torrance,2012) to ensure validation of the data gathered. After an average 30-minute time spent in an interview is over, I would repeat the responses given to me from them for them to validate before the interview ends. After doing so the interviewee may correct any in accurate data or expand on certain issues.

After the interview was over, I laid out all the responses in an excel sheet and cross checked the completeness of my findings with the audio recording of the interview. I then summarize each of the interview (please see the appendix on page 36) and noted which level of needs the interview supported. For confidentiality reasons the name of the interviewee was put as codes from T1 – T20 for all the 20 interviewees. Through summarizing the interview, I was able to come up with 4 emerging themes. These themes and findings are discussed in greater details in the following chapter.



## CHAPTER IV

### FINDINGS ANALYSIS

When the interview was complete and the data gathered was analyzed by assessing each interviewee whether they showed evidence that could enable, motivate, sustain, span the usage of Anti-aging and Wellness centers, I was able to group these findings in emerging themes that was relevant in answering what motivates people in using the services of Anti-Aging and Wellness Centers, shown below on the table.

**Table 4.1 Overview of the emerging themes**

<b>4.1.1 Dimensions of the feeling of safety</b>	Present and Future perception of health a. People that solve health problems in the present and neglect the future b. People with fair- low health satisfaction in the present have worries of health in the future c. Unresolved health issues grown into the “norm” d. Unawareness of the role of Anti-Aging and Wellness Centers
<b>4.1.2 Love and belonging may result in repeat usage of service</b>	a. Requirement for a certain level of care b. Values sense of community
<b>4.1.3 Self-esteem improved through self-control</b>	
<b>4.1.4 Consideration of Anti-aging and Wellness to reach Self-actualization</b>	

## 4.1 Findings Analysis

All of the interviewees have more or less fulfilled their physiological needs and have the means to become potential customers of the Anti-aging and Wellness Center. When asked about Covid-19 and their views towards health after the spread of the pandemic, everyone stated that “no” Covid-19 made no alterations towards their views on health. Some would be more cautious by washing their hands more often and using alcohol spray. It did not change the way they take care of their health. The questions that followed the topic of Covid-19 however, led to some very interesting emerging themes discussed below.

### 4.1.1 Dimensions of the feeling of safety

The focus of this interview falls onto the questions that lie under “safety needs”, to unlock what motivates them to use the services of such a center. The interviews follow a pattern that can be grouped into the following findings:

#### Present and Future perception of health

When asked about the current health status, feeling of fulfillment in terms of healthiness and future fears of health, the results show that the interviewees can be grouped into 2 groups:

#### a. People that solve health problems in the present and neglect the future

Many of the interviewees are solving their health problems in the present and have no plans to solve their health issues in the long-term. For example, interviewee **T16** has always struggled with a bad sleeping pattern and cannot fall asleep easily. He never thought this was an alarming health problem because he has been living with this condition for half his lifetime. I then examined his views towards solving this issue and found out that every night in order to fall asleep he would need to smoke cannabis to sleep well. I then asked him about solving this issue in the long-term and asked if he wanted to be dependent on smoking cannabis throughout his whole lifetime. He replied “ *Oh, I actually never thought of that. To be honest I don't know what do other than smoking cannabis. I also don't want to be dependent on sleeping pills either because I heard that it's bad for your body.*” He was stumped admitted to not thinking of solving the problem in the long term. Another similar case was a woman in her 30s, **T6**, who



has problems with her digestion. She works in the fitness industry and is very health conscious. To solve her indigestive problems, she has been taking a special Thai herbal tea for the past 3 months and it has helped her tremendously. I then questioned, since you have always had indigestive problems, you have constantly been finding solutions from time to time. Each solution works for an amount of time, but do they last? What if your body gets used to the tea and it doesn't help you with your digestion anymore, you would then go into the same cycle of finding products that gives you a quick fix, helping you in the "present". Have you thought about it in the long-term or solving the problem at the root cause. She replied was similar to the previous example with "*Well no, I never really thought about it in the long run. When it doesn't work anymore, I will just probably try to find other alternatives when the time comes.*"

**b. People with fair-low health satisfaction in the present have worries of health in the future**

Amongst all of the 20 interviewees, 17 people fall into this category. People either fear for the future because there are diseases that run in the family with common ones being cancer, diabetes and cardiac arrest, or afraid because of the news they see of sudden deaths and people getting ill at a very young age. Interviewees with low satisfaction on their health fear that the condition they have will deteriorate in the future, especially as it remains unresolved. For example, one woman in her 30s, **T1**, suffers from body aches and needs to go get chiropractic therapy once every 2 weeks, fear that in her 40s-50s it may worsen. She said, "*I'm only in my 30s and I already feel body aches and require therapy, I can't imagine how much pain I might be in when I'm older with brittle bones and weaker muscles.*" Another case was a woman who just gave birth 8 months ago, **T9**. Since then, she has suffered from excessive mood-swings and accumulative stress. She is very afraid she may get an ischemic stroke one day. She stated, "*After given birth my body has been a mess, my emotions swing so often. If this goes on, I'm really afraid I will get depression or even an ischemic stroke.*" The other 3 people who have high health satisfaction, (**T13, T15, T20**) do not worry about their health in the future, except one who likes to drink alcohol, **T15**, and is mildly concerned about his liver problems in the future but does not worry as he believes he is already taking good care of himself.

### **c. Unresolved health issues grown into the “norm”**

90% of the interviewees have at least a minor health issue. As explained in the case earlier of **T16**, he did not think that it was a health issue but rather the norm that he faces every day for over 10 years. Other cases with constant struggles of allergies, body aches (office syndrome), food intolerance, fatigue, stress, indigestion, and weak immune system, all think that it's a “norm”, where everybody else faces too. As a result of this thought people would only solve the issue when it gets too unbearable or when pushed to the limit, taking medicines or going to the doctor only when needed. They are unaware that these issues when suffered for a long amount of time may accumulate. Most importantly they are unaware that these issues can be fixed at the root cause to attain long-term results. This leads to the next finding.

### **d. Unawareness of the role of Anti-Aging and Wellness centers**

People are accustomed to treating health problems with “traditional medicine”, whereas Anti-Aging and Wellness centers dwell in “functional medicine”. Traditional medicine is when people take medicines or go to specified doctors to treat a particular problem, tackling problems in an isolated matter. For example, if one has a headache, they would take medicine to help with the headache, one who has back pain problems will go to the therapist to help with the backpain. Functional medicine operations in a “holistic matter” identifying a problem as a whole to examine the underlying factors that cause the illness (Samson Wallace, 2008). If the same case of the example given above was to approach the treatment through functional medicine, when headaches occur the doctor at the Anti-Aging and Wellness Center will ask questions about the patient's lifestyle including the food they consume, the daily life activities, their history and more. The doctor will not prescribe pills to help with the headache but find the underlying cause that causes the headache in the first place. After studying the patient's lifestyle and doing some tests, the result may be that the patient has food tolerance towards a particular ingredient that when consumed would always result in the headache, so the solution will be to stop eating that particular ingredient and the headache will never occur again. Functional medicine has only been around since the early 90s from the creation Jeffrey Bland (Mchale Fionnuala,2018) and none of the interviewees have ever heard of the term functional medicine or the benefits it can provide.



#### **4.1.2 Love and belonging may result in repeat usage of service**

The level of love and belonging was tested in 2 manner; level of care and sense of community.

##### **a. Requirement for a certain level of care**

When asked if the feeling of care from the service providers is important or not, 70% said that it was more or less important while the other 30% thought that it was not so important. Amongst the 70% of people who thought that the level of care was important, most people refer to care as the act of “asking questions throughout the services” and having a “positive attitude”. If the service providers did not have both these qualities and performed their duties in a quick and uncaring manner, the interviewee will not go back to that service provider again. For example, interviewee **T4**, loves to go to spa’s to get her “me-time” expressed, *“I want to feel happy and relaxed after the service which means the therapist should know which areas of my body I want to emphasize by asking me or noting what I liked last time to repeat what they did when I go for the service again and make me feel special, if not I’d rather do the spa myself at home.”* The rest of the interviewee who does not think that level of care is important claimed that they are paying for a professional service, if the service providers are able to perform their duty that is enough, they do not want to engage too much with these therapist and want more privacy. Interviewee **T7**, falls into this category and said, *“I have to interact with so many people in a day, if I go get some sort of treatment, I want full privacy and don’t want to talk with the service provider but really rest and get the service I paid for with quality.”*

##### **b. Values sense of community**

The interview resulted in a draw, with 50% saying sense of community is important and the other 50% saying the opposite. People who say that a sense of community is important are those who like to do group sports or sports that require a partner such as tennis, football or dance classes. They claim that without friends who do the same activity, they would feel lazy and might skip the exercise altogether. Interviewee **T8** said, *“What fun would it be if you’re all alone in a dance class and even when I try out new exercises, it can never happen if I don’t go with a friend. I would end up feeling lazy and procrastinate.”* People in the other group prefer to exercise alone

such as those who do yoga, fitness training or bouldering. They say a sense of community is good but is not what drives them to exercise because they prefer to go solo. Interviewee **T2** expressed, *“I don’t want to wait around for my friends to be free to be able to go to exercise or do treatments, many times the activities I go are done solo anyways.”*

#### **4.1.3 Self-esteem improved through self-control**

90% of the interviewees claim that they should have a healthier work life balance. Many are not sleeping well and eating well because of their work-life imbalance and they themselves should be in better control of their life routines.

**T13**, falls into the 90% and is one of the most health-conscious interviewees admitted, *“I am very happy with my health but because of my crazy work schedule I am not sleeping as good and eating as well as I should, so I need to improve this myself.”*

#### **4.1.4 Consideration of Anti-aging and Wellness to reach Self-actualization**

After talking to each of the interviewee for around 30 minutes and understanding each person’s personal struggles, when asked the final question that “if I told you going to an Anti-Aging and Wellness Center could help you heal/recover from .... (Each person’s unique problem) at the root cause and reach your health goal, would you consider going to one?”, 100% of the interviewees said yes. “Yes” was either followed by “if it’s not too expensive” or “if it really works”. After the interview ended half of the interviewees seemed to be genuinely be interested and asked further questions about Anti-Aging and Wellness Center.

The following table summarizes the findings by highlighting which category each interviewee falls into. If the box is shaded grey, it means that the interviewee falls into that category. For further info of the interviewees and their replies, please see the appendix on page 36.

**Table 4.2 Summary of the emerging theme categorized through each interviewee**

	4.1.1				4.1.2		4.1.3	4.1.4
	a	b	c	d	a	b		
T1								
T2								
T3								
T4								
T5								
T6								
T7								
T8								
T9								
T10								
T11								
T12								
T13								
T14								
T15								
T16								
T17								
T18								
T19								
T20								

From the analysis above and all the data derived, the propositions posed are concluded as follows:

**P1 enable:** All the interviewees that were selected need to be able to afford the services of the Anti-aging and Wellness Centers. Through the interviews, the interviewees gave examples of the services they have had, thus guarantees that they are able to use the services of Anti-aging and Wellness Centers.

**P2 motivate:** Provision of safety in terms of health can motivate them to use the services of Anti-aging and Wellness Centers.

**P3 sustain:** The majority of interviewees give importance to the feeling of care in a service, thus, can potentially help sustain them, keeping them coming back for more.

**P4 span:** Further research and experiment will be needed to test if when an individual reaches their health goal by using the services of Anti-aging and Wellness Centers would allow them to try out new services. When conducting the interview and asked how they believe self-esteem can be improved, almost everyone said it was to improve their lifestyle by themselves.

**P5 usage throughout their lifetime:** As with P4, further research needs to be conducted to accurately test this proposition. However, the research points towards a positive outcome, where in the end everybody seemed to be interested in using the services of the Anti-aging and Wellness Center, so when the center provides long term health improvement results, the interviewee most probably will use the services for long durations of their life.

From these findings, I have drawn on practical recommendations and conclusions that could help motivate people towards considering the usage of the services of Anti-Aging and Wellness Centers in the final chapter.

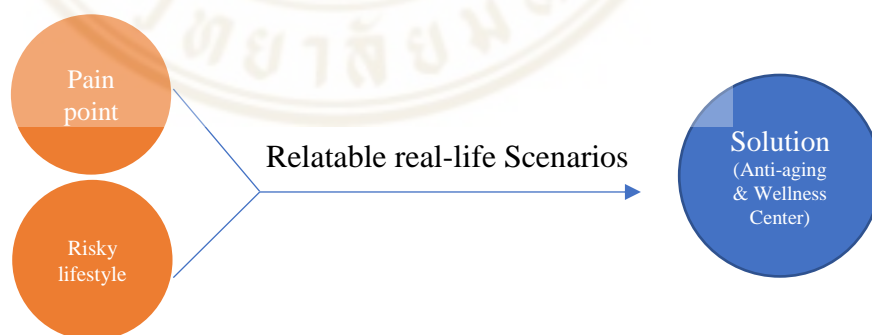
## CHAPTER V

### CONCLUSION

From the finding above I believe if the dimensions of safety 4.1.1 can be understood by the target market, it would motivate them to use the services of Anti-Aging and Wellness Centers. People need to acknowledge that there are ways that they can solve health problems in the present that have long-term effects. All their health fears in the future can be prevented. They need to understand that certain conditions that they think are “normal” are not normal and can be improved. Finally, they need to understand that the Anti-Aging and Wellness Centers is what they need to gain all these health benefits. Below is a step by step recommendation on how this can be achieved.

#### 5.1 Recommendations

##### 1. Portraying people’s pain point/ risky lifestyles and recommending the solution



**Figure 5.1 Recommendation overview**

They must understand that Anti-Aging and Wellness Centers are the solution to their health struggles. According to the analysis the health struggles are either resolved for the short-term, left to linger with fear of it getting worst in the future,

unresolved because people thought it's normal to have these conditions or left unresolved because they don't think it's curable. Many people fear future health problems from the news they see, the close people who have experienced illnesses including those in the family line that catch genetic diseases. Because of this I suggest these relatable real-life scenarios be played out to display that the problems in each scenarios can be solved by going to an Anti-aging and Wellness Center. The scenarios must be communicated by the Anti-aging and Wellness Center in an easy to understand manner through the marketing in different platforms. Some examples are to get influencers to come get the services at the center and treat relatable symptoms such as insomnia and let them post a review about the service. Another way maybe to create short skits where common scenarios are acted out in a short video and posted online. What this step does is:

- Educate people about the health struggles they have
- Raise awareness of the services of Anti-Aging and Wellness Centers

**2. Categorizes the target group and display scenarios and solutions accordingly**

The target customers can be categorized as shown in the graphic below. There are 3 types of categories the target group can be classified in. One are those living normal lifestyles that are at risk unknowingly, those living with symptoms that were always there which is not normal and fear of future illnesses. Painpoints from these target groups are then emphasizes through relatable life scenarios followed by providing the solution through the services of an Anti-aging and Wellness Center. For example a person who likes to drink alcohol fears for future illnesses by getting kidney disease. The scenario is then played out followed by the solution of offering “liver cleansing” at the Anti-Aging and Wellness Center.



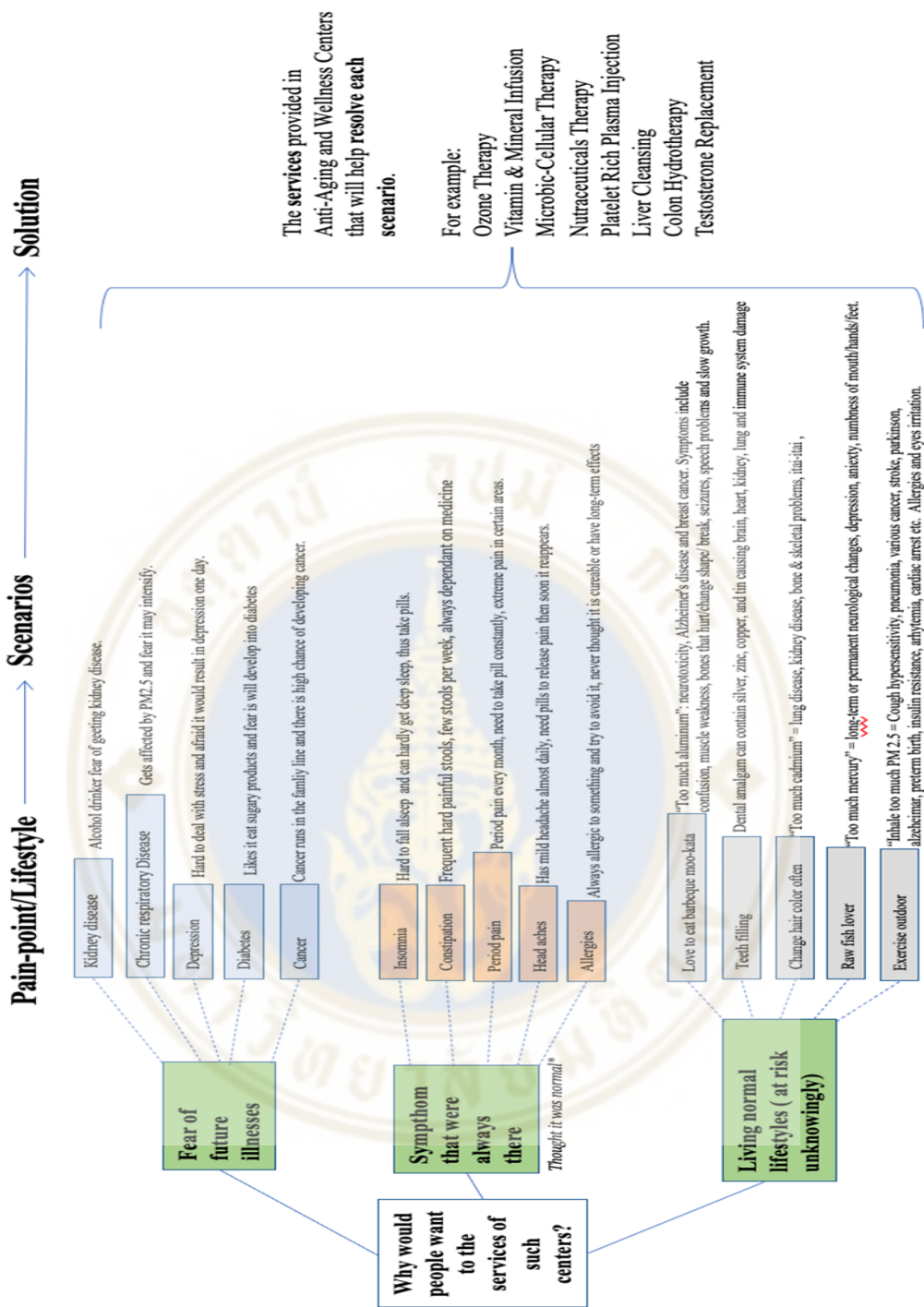


Figure 5.2 Details of the target customer and scenario planning sample

## 5.2 Conclusion

A very interesting conclusion from doing this research is the “perception of health” amongst people. Almost all the interviewees have some kind of health problems but view it as a normal part of their life just because they have been living with it for a long time and that other people they know suffer the same issues too. Because of this they are reluctant to find a solution to solve these problems. Only when the illness gets more severe is when they will start looking for help by searching for ways to help their condition or going to the doctor. Everyone is used to “ traditional medicine” and none of the interviewee understands “ functional medicine”. People always fix the problem at its final stage and never looked at the root cause of issues to solve a problem in the long run. By introducing a more permeant way to solve their problems, everyone seemed to be interested to try out the services of an Ant-Aging and Wellness Center. As explained earlier functional medicine is still a new intervention and with the unclear definition of an Anti-Aging and Wellness Center, one can only imagine what the services could possibility feel like. This is why the recommendation explained above may potentially educate people and introduce them to what Anti-Aging and Wellness Centers can actually provide. Health can be a big and broad term, so by portraying relatable scenarios that can touch each individual, they can be motivated to consider using the services of such centers because the scenarios will speak to them at a personal level. After these recommendations bring in the target customers, the level on care in the service provider will sustain them to repeat the service. When services are repeated and they improve their health fulfilling self-esteem they can potentially be the best versions of themselves in their own unique ways and reach self-actualization.



## REFERENCES

- Amit Shukla (2022). Consumer Health industry poised for further acceleration in the post-COVID environment. *IQVIA Inc.*
- Global Spa Summit (1010) 2010 Spas and the Global Wellness Market: Synergies and Opportunities. *Global Wellness Institute*
- Grand View Research (2022). Thailand Aesthetic Medicine Market Size, Share & Trends Analysis Report by Procedure Type (Invasive, Non-invasive), By End-use (Hospitals, Clinics & Aesthetic Centers), And Segment Forecasts, 2022 – 2030. *Grand View Research*
- Harry Torrance (2012) Triangulation, respondent validation, and democratic participation in mixed methods research. *Manchester Metropolitan University Research Repository*
- Jamie Birt (2020) Probing Questions: Definition, Comparisons and Examples. *Indeed*
- The Lancet Vol. 392, ISSUE 10152 (2018). NCD Countdown 2030: worldwide trends in non-communicable disease mortality and progress towards Sustainable Development Goal target 3.4. *The Lancet*
- Mchale Fionnuala (2018). Functional medicine: “Is it the future of healthcare or just another wellness trend?” *Irish Independent*
- Saul McLeod (2007). Maslow’s Hierarchy of Needs. *Simple Psychology*
- Samson Wallace (2008). Functional Medicine – New Kid on the Block. *Science-Based Medicine*
- Thotsapohn Palajin (2021) What is Marketing Funnel? Fundamental strategies and thoughts you needs to create all integrated marketing. *Digital Mind Hub*
- World Health Organization (2022) Prevention and Control of Noncommunicable Diseases in Thailand – The Case for Investment. *WHO official website*
- World today news (2022) Parade to encourage a 28-year-old doctor with terminal lung cancer. Even if the body is normal. *Credits Facebook: Fight Diwa*



## Appendix A: Supported Code Data

INTERVIEWEE	SUPPORTED CODE DATA	INFORMANT	DATA TYPE	SUPPORT EVIDENCE FOR				
				Physiological Needs	Safety Needs	Love & Belong Needs	Esteem Needs	Self-act Needs
T1	I exercise regularly and had my last health checkup 3 years ago before the pandemic. I have acid reflux and once every 1-2 weeks I have to go to get chiropractic treatment to ease my body ache. I worry that my condition will worsen as I age. I love going to spas but I have never been to any actual Wellness center.	Female architect	In person interview	/		/		/
T2	I have recently started to exercise 1-2 times a week and take vitamin C & E supplements. I had my health checkup last April because I'm about to get married and start a family. I have used a wellness & spa treatment before. I do treatments that enhances my facial features. I don't have any health issues other than the cystic ovary surgery I had a month ago, hope it won't reappear.	Female Entrepreneur	Phone interview	/			/	/
T3	I exercise when I have time but not on a regular basis. I take vitamin C & D daily. I sometimes suffer from office syndrome and resolve it by trying to move around more. I had my last health checkup 2 years ago and all was good except for the numbers for my liver. A few members in my family member have cancer so that's my major health fear.	Female project manager	Phone Interview	/		/		/
T4	I exercise on a regular basis and take collagen, fish oil and multivitamin supplements every day. My last health checkup was mid of last year and I would only do a checkup if I feel ill or in some kind of pain. I am allergic to dust particles and I have first bite syndrome. I like going to spas and getting IV drips. I have been to wellnesses before and love when it's super relaxing, it's the "me time" I need.	Female oil trader	In person interview	/		/	/	/
T5	I try to exercise regularly but when I'm too occupied with work I stop for months. I take vitamin C & Zinc regularly I had my health checkup in the beginning of the year and my cholesterol levels were a little too high. I tend to get migraine sometimes especially when I'm on my period. Recently I have been having rashes on my skin from time to time. I have only used the services of an aesthetic and wellness center for laser treatments	Female Start-up Co-founder	Phone interview	/		/		/
T6	I exercise regularly and eat whole food to get my vitamins. I don't take any supplements. I just had my health checkup 3-4 months ago and everything is good. My only health issue is my digestion, where I have to drink herbal tea daily to help me go to the toilet every morning. My mum has cancer so that would be my major health fear. I like taking care of myself by myself so I have never gone to any kind of Wellnesses.	Female project manager	Phone interview	/			/	/
T7	I hardly exercise. I don't like to do cardio. I now take fish oil and melatonin supplements. I had my health checkup last year with my company and I have risk of getting diabetes so I have to control my sugar intake. I struggle with having a good sleep so I wear my apple watch when I sleep to track it. I have never used the services of a wellness center but like to have massages.	Female analyst	Phone interview	/				/
T8	I teach dancing so that's my form of exercise every day. I take vitamin C and calcium as supplements. I did a health checkup last year because I was peeing often and was afraid I will get diabetes. I'm easily allergic to things, so rashes and spots sometimes appear on my skin. I work late nights and fear one day the blood vessels in my brains will pop like in the news. I have never used the services of wellness centers. I only do massages regularly and facial treatments in the clinics.	Female business owner	In person interview	/		/	/	/

T9	After giving birth for almost a year I have recently started getting back to exercising by doing Pilates. I don't take any supplements at the moment. I can't remember the last time I had my health checkup. I think I have office syndrome because I feel pain throughout my body, I have migraines and sometimes it's hard for me to deal with stress. My health fear is that if what I am experiencing doesn't get better, I might get depression and I'm now gaining more weight than before. I also fear cancer because of all the news. I have used the service of a wellness center before where there are services like spas, walking on stones, stream and sauna in relaxing settings.	Female family business owner	Phone interview	/	/	/		
T10	I exercise regularly outdoors in nature. I take omega-3, grape seed extract and vitamin D supplements. I had a health check up in the beginning of the year and I usually get my health checked every 6 months to 1 year. I have mild heart arrhythmia and had 2 serious incidents in the past where my heart stopped for a few seconds. I try to eat healthy ,sleep well and exercise so there is no strain to my heart. I have never used the services of wellness centers before.	Female vocal coach	Phone interview	/	/	/	/	
T11	No I don't exercise. I take collagen, vitamin C, B and omega 3. Never had a health checkup before but want to. I get sick so often in one year. I think I have weak immune system and I always sleep late because of work. In the future I'm scared I might get cancer and diabetes. I have been to wellnesses. For me a wellness is a place that makes you feel clam, relaxed physically and mentally in a luxury setting.	Male artist/actress manager	In person interview	/	/	/	/	
T12	I exercise regularly at home. I take Magnesium, D3, Omega 3, Zinc and Iron. I had my health checked 1.5 year ago because I felt tired walking up the stairs. I don't have any health problems but I am a light sleeper and take time before I actually fall asleep. I want to be more energized each day. I have never used the services of wellness centers before.	Male Software Developer	Phone interview	/	/	/	/	
T13	I go to the gym 6 days a week. I am also a certified fitness coach and nutritionist. I also do a lot of outdoor sports. I take protein and multi vitamins. I can't remember the last time I had a health checkup. I never get sick so I don't really think much about doing my health checkup. However, since covid I went to the gym less and gained weight which I am now in the process of losing. I have been to a wellness before where they offer spa and physiotherapy services. I don't have any health worries, I just want to improve my stamina and become better physically.	Male Consultant	Phone interview	/	/	/	/	/
T14	I exercise regularly through group sports. I take supplements on and off in various kinds depending on the period in my life. I did a health checkup last year as it was a program in my company. I have office syndrome, particularly back pain, allergic to shrimp and alcohol. I have used the service of a spa wellness before and tried shock wave treatment to help with my aches. Because of the people I'm surrounded by, I fear I may get cancer, Alzheimer's or diabetes in the future.	Male Engineer	Phone interview	/	/	/	/	
T15	I don't exercise but play football once a week. I do not take any supplements right now but try to eat more organic food. I had a health check up on new years because my girlfriend bought a package for me. Most things are normal except for my liver because I like to drink alcohol. I don't fear it will get worst in the future because everybody drinks less. I have never used the service of a wellness before.	Male Project Manager	Phone Interview	/	/	/	/	

T16	I go to the fitness weekly and right now I am taking no supplements. I do basic health checkups once a year because I like to eat very salty and sweet food and afraid it can develop into diseases. I have always suffered from migraines, throat and stomach pain as well as acid reflux. I have problems falling asleep and depend on cannabis to fall asleep easier and reduce stress. I am afraid of cancer because my mum has cancer and of illnesses related with the gut and liver. I have never been to a wellness center before.	Male Business owner	In person interview	/					/
T17	I go to the gym regularly but it has reduced a lot since covid. I take vitamin C and probiotics. My health checkup was 2 years ago after I had my knee operation. I am allergic to dust, flower pollen and when there is high pm2.5 I cough a lot and always get runny nose. I have no major health but the pm2.5 has been bothering me more and more. I have looked up services that help like those ozone therapy in wellnesses but still have not tired, thus, have never gone to a wellness yet.	Male Real Estate Developer	Phone Interview	/			/	/	
T18	I go the gym 3-4 days a week and I jog in the morning when I'm not too busy. I get my health checked every year because my brother is a doctor and he always suggests what to check and lets the family know when there are interesting packages. I don't have any health concerns. However, many family members in my mother's side have Alzheimer's so I do fear because even now I always forget things. I have been to a wellness before and understand their services.	Male Pilot	Phone Interview	/		/	/	/	
T19	I don't really exercise but like to play tennis from time to time. I get my health checked yearly because it's the company policy. I don't take any supplements right now. I don't have major health issues but I have always had knee pain maybe because I'm too tall. I also have been having pimples in my back area that never seem to go away. I have tired pills and going to the clinic and it still is unresolved so I have given up. I have never used a service of the wellness center.	Male Project Manager	Phone Interview	/		/	/	/	
T20	I exercise 5 days a week alternating different types of exercise. I now take Omega3, vitamin C and D. I had my health checkup last year when I took my dad to get his health checkup. I don't have any health issues at all. When I was young I struggle with severe acne but now I'm fine. I personally have not used the services of an anti-aging and wellness, before but I have taken my dad to them so I understand the general picture.	Male Business Entrepreneur		/	/	/	/	/	