

Wellness among Gen Zs in Eastern and Western cultures during Covid-19: Why marketers should care

Grenman, Miia; Hakala, Ulla; Mueller, Barbara; Chan, Kara

Published: 01/06/2021

[Link to publication](#)

Citation for published version (APA):

Grenman, M., Hakala, U., Mueller, B., & Chan, K. (2021). *Wellness among Gen Zs in Eastern and Western cultures during Covid-19: Why marketers should care*. Paper presented at The 19th International Conference on Research in Advertising (ICORIA 2021), Bordeaux, France.

General rights

Copyright and intellectual property rights for the publications made accessible in HKBU Scholars are retained by the authors and/or other copyright owners. In addition to the restrictions prescribed by the Copyright Ordinance of Hong Kong, all users and readers must also observe the following terms of use:

- Users may download and print one copy of any publication from HKBU Scholars for the purpose of private study or research
- Users cannot further distribute the material or use it for any profit-making activity or commercial gain
- To share publications in HKBU Scholars with others, users are welcome to freely distribute the permanent publication URLs

**Wellness Among Gen Zs in Eastern and Western Cultures during Covid-19: Why Marketers
Should Care**

Miia Grenman

University of Turku, Turku, Finland

Ulla Hakala

University of Turku, Turku, Finland

Barbara Mueller

San Diego State University, California, USA

Kara Chan

Hong Kong Baptist University, Hong Kong, China

Abstract

Increasing attention has been placed on how perceptions of well-being differ across cultures. This paper explores perceptions of wellness and means of achieving it during Covid-19 among Gen Zs in the U.S., Finland, and Hong Kong – representing both Eastern and Western cultures. Qualitative data was collected from 266 respondents via questionnaires administered by Qualtrics. Findings reveal that wellness is related to social relationships, particularly in the East. Most respondents perceived wellness as physical and mental/emotional, highlighting the mind-body connection. Half of the subjects noted a shift in their perceptions during the pandemic; Americans and Finns were more likely to see a positive impact than respondents in Hong Kong. Regarding means of achieving wellness, products related to healthy eating were considered most important; for services, gym memberships took the lead. Global wellness-related brand leaders include Nike, Adidas, and Apple. Marketers are advised to adopt a holistic mindset to reach this segment.

Keywords: wellness, Gen Z, cross-cultural study, Covid-19, brand perception