

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

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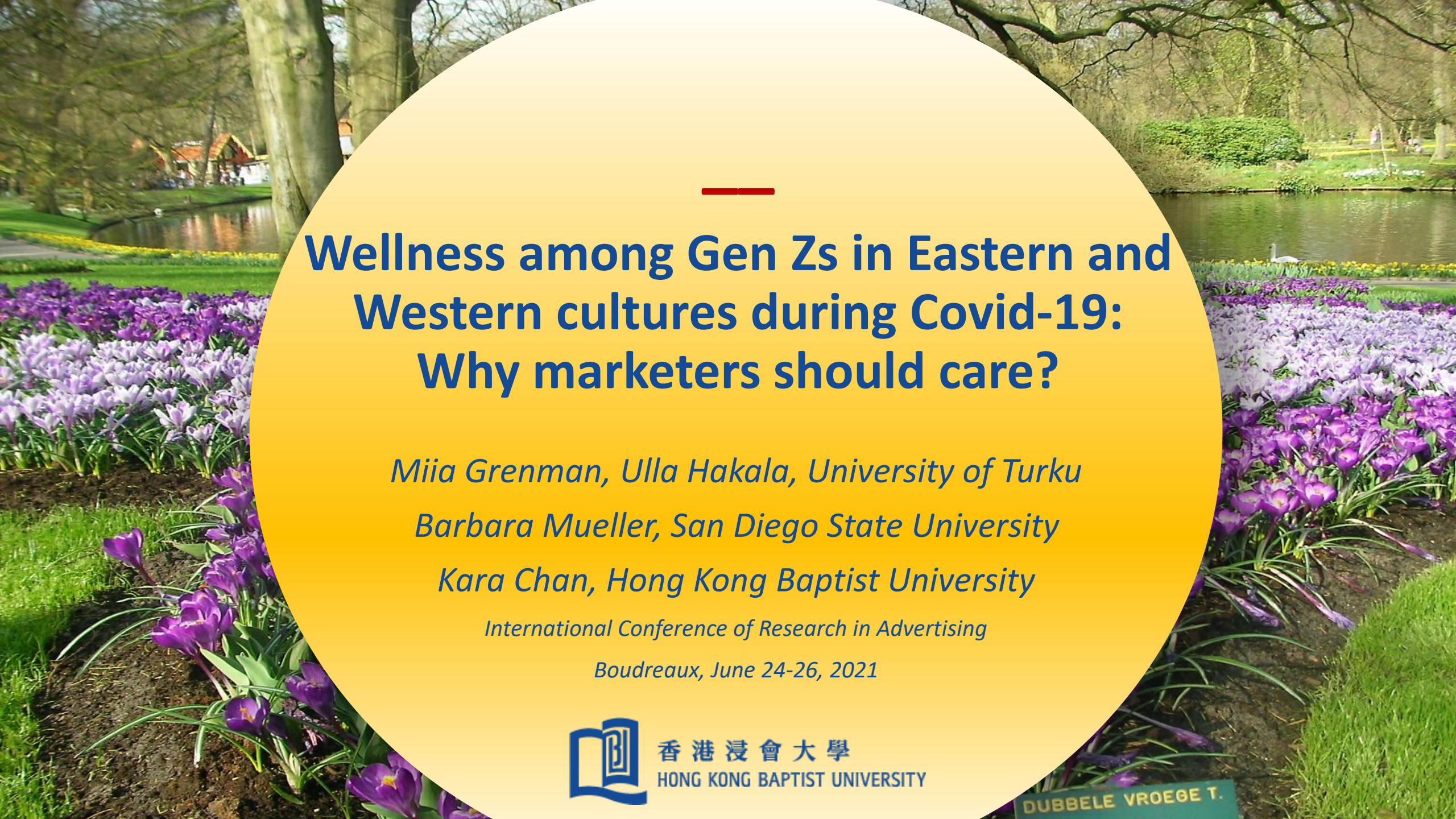
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# Wellness among Gen Zs in Eastern and Western cultures during Covid-19: Why marketers should care?

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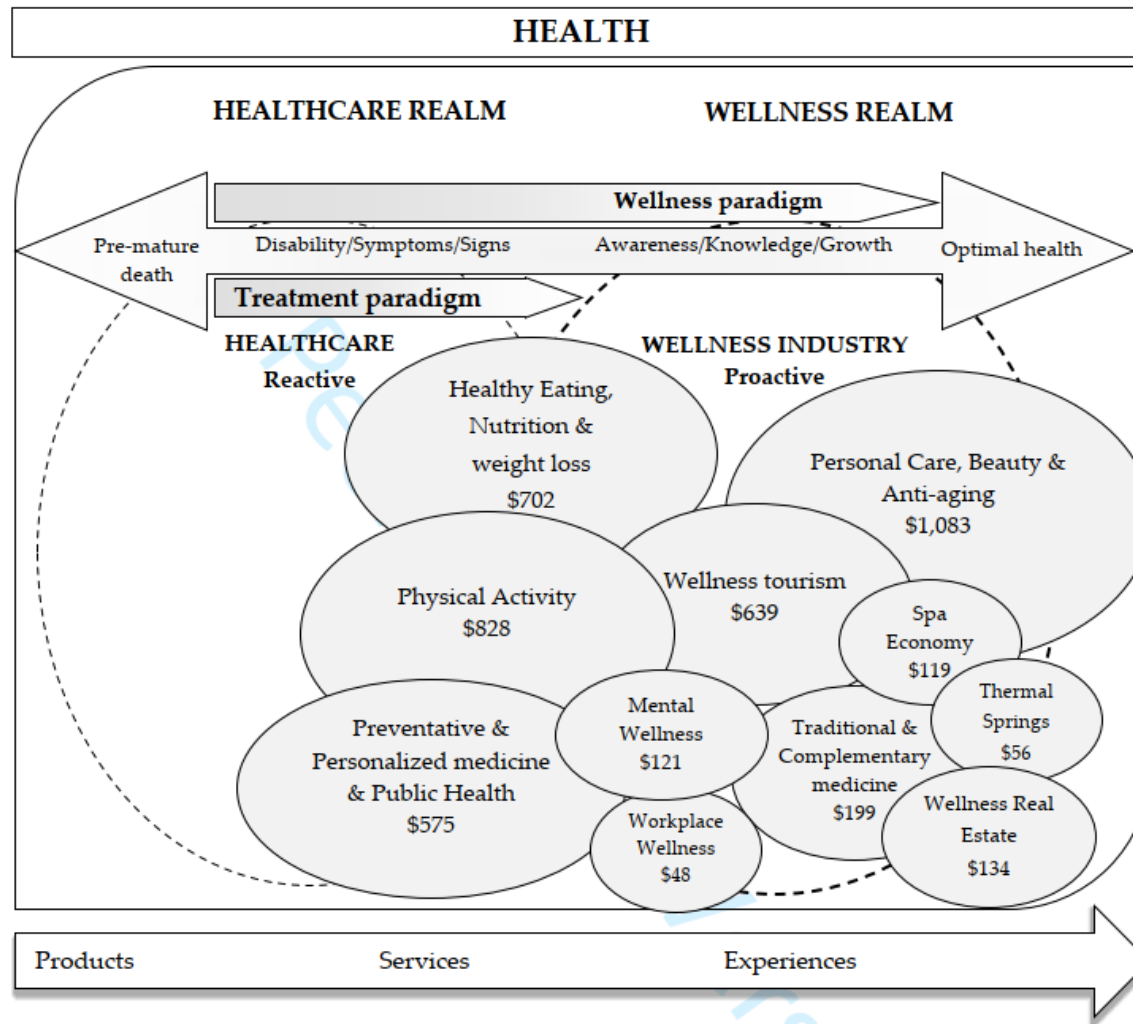


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DUBBELE VROEGE T.

# Global wellness industry: \$4.5 trillion



# Wellness

- Preventative, holistic care of the self
- An active and dynamic process
- Not a passive or static state



# Covid-19 changes

- How we live, work, do business
- Travel and socialize
- Re-evaluation of our priorities, values, and consumption patterns

Coronavirus Cases:

**177,411,013**

[view by country](#)

Deaths:

**3,838,384**



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# Impact on Gen Z

- Born between 1996 and the late 2000
- Account for 40% of global consumers
- Living through the pandemic during formative years
- Challenges: online learning, loss of income from p/t jobs, shrinking job market leading to anxiety

# Research questions

- How do GenZ consumers perceive wellness?
- Has the perception changed as a result of the pandemic? How?
- Do perceptions of wellness differ among different cultures?
- Which products and services are used by GenZs to achieve wellness?



# Culture and wellness

Western culture (US, Finland)	Eastern culture (HK)
Individual as active, independent agent	Individual as an interdependent agent
Wellbeing is personal	Wellbeing is relational and collective
Wellbeing associates with self-esteem and happiness	Wellbeing associates with self-criticism and personal discipline



# Research method

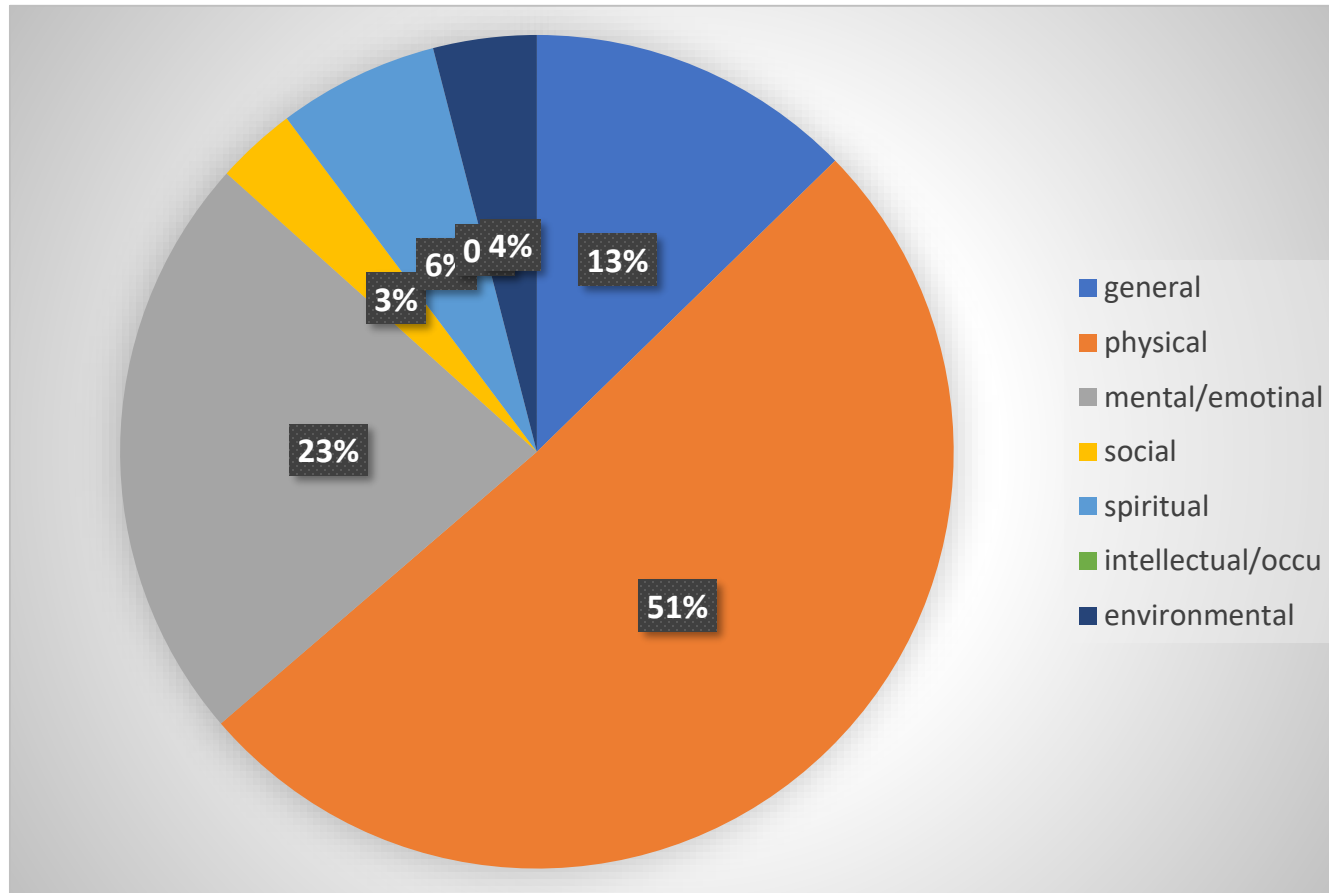
- Qualitative data from open-ended surveys
- Administered via Qualtrics at universities in California, Finland, and Hong Kong
- Nov/Dec 2020
- N=266 (77 US; 99 Fin; 90 HK)
- Age: 18-23 (75% F)
- [List five words came to your mind for wellness]
- Data analyzed by the six-dimension wellness model by Hettler (1984)

# Results

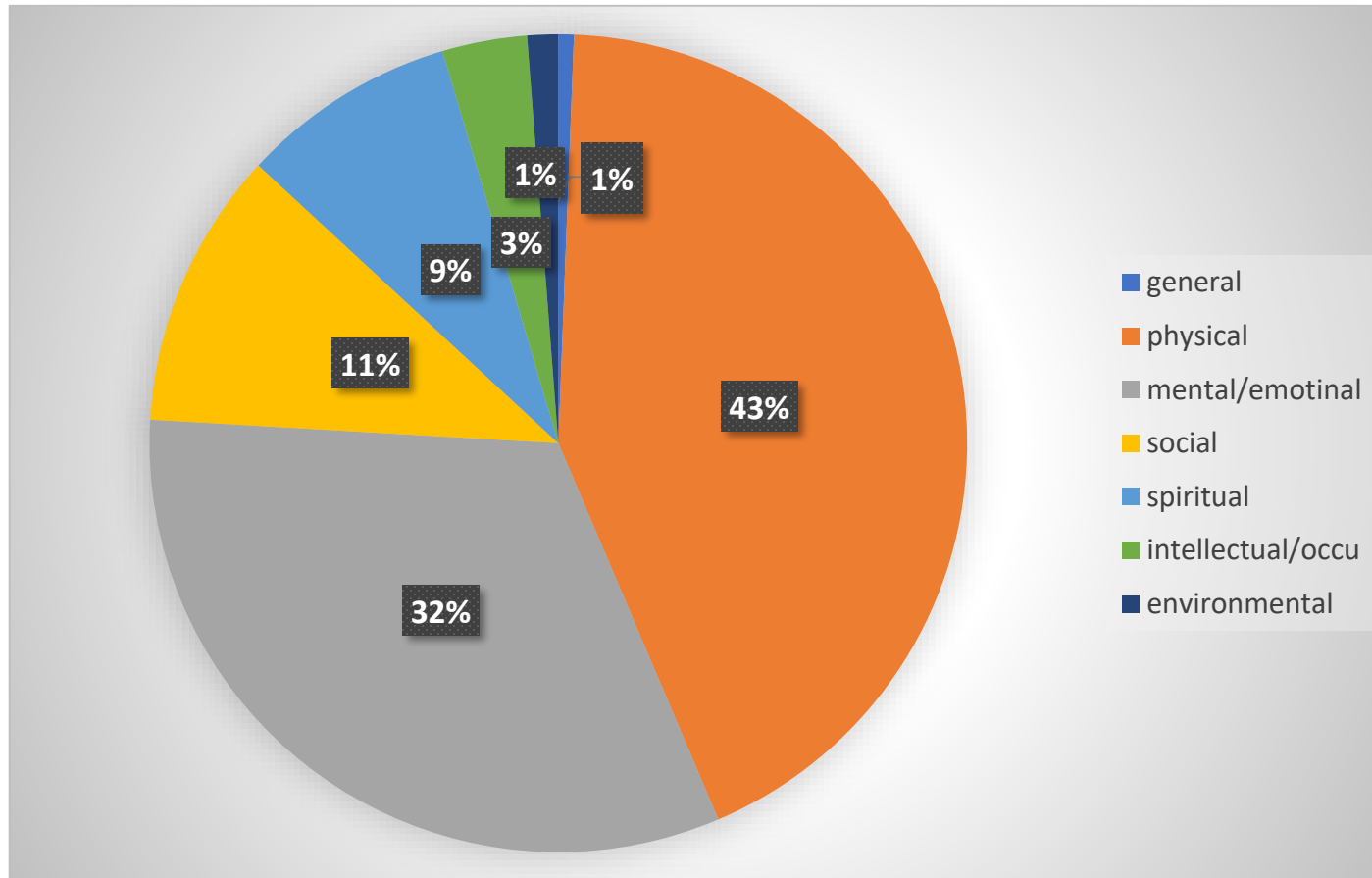
- Most frequently used terms:
- Health/free from disease (n=158; 12%)
- Exercise, fitness, gym (n=128; 10%)
- Happiness (n=94; 7%)
- Nutrition and healthy diet (n=93; 7%)
- Mental wellbeing (n=85; 6%)



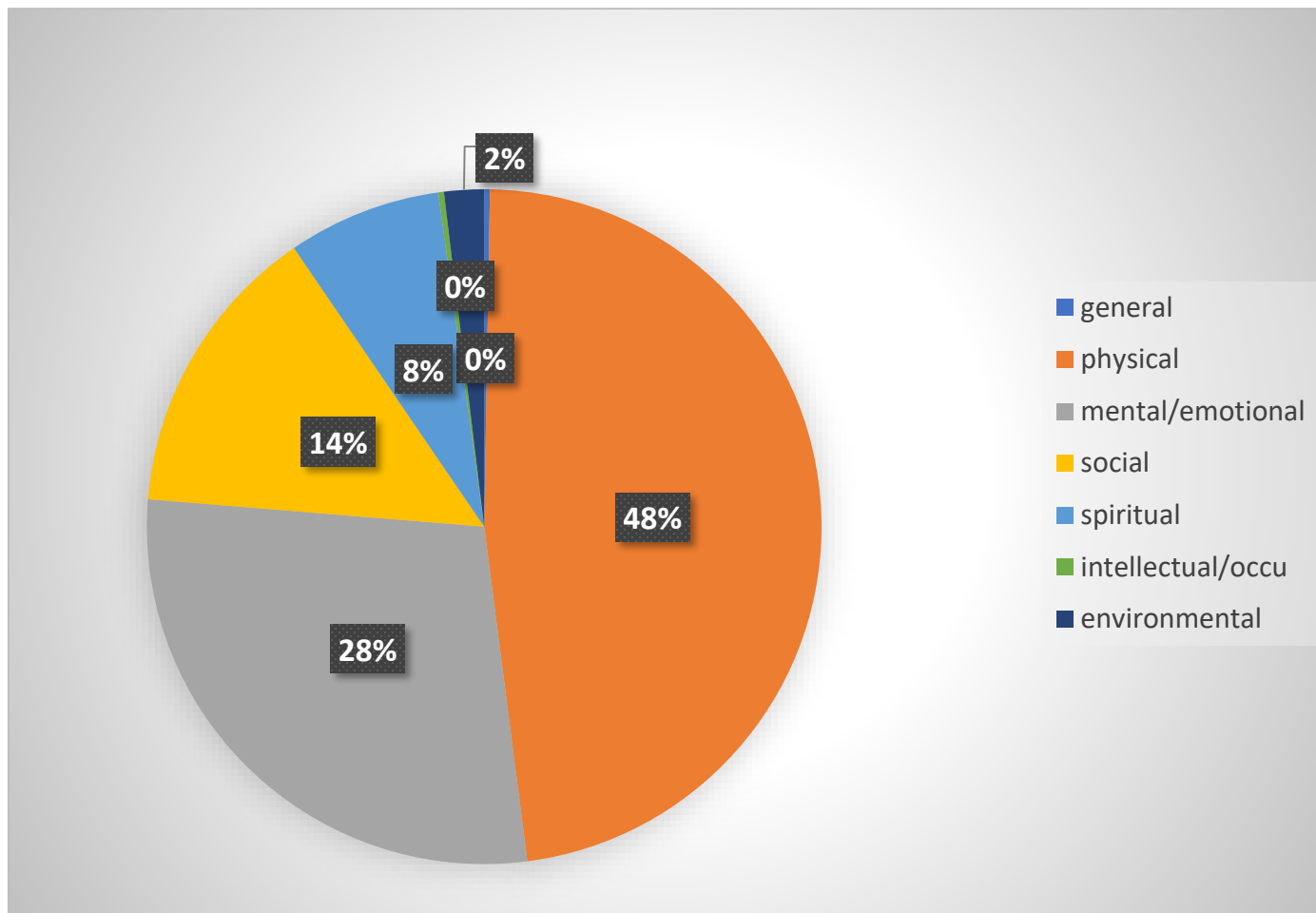
# Wellness (Finland)



# Wellness (US)



# Results (HK)

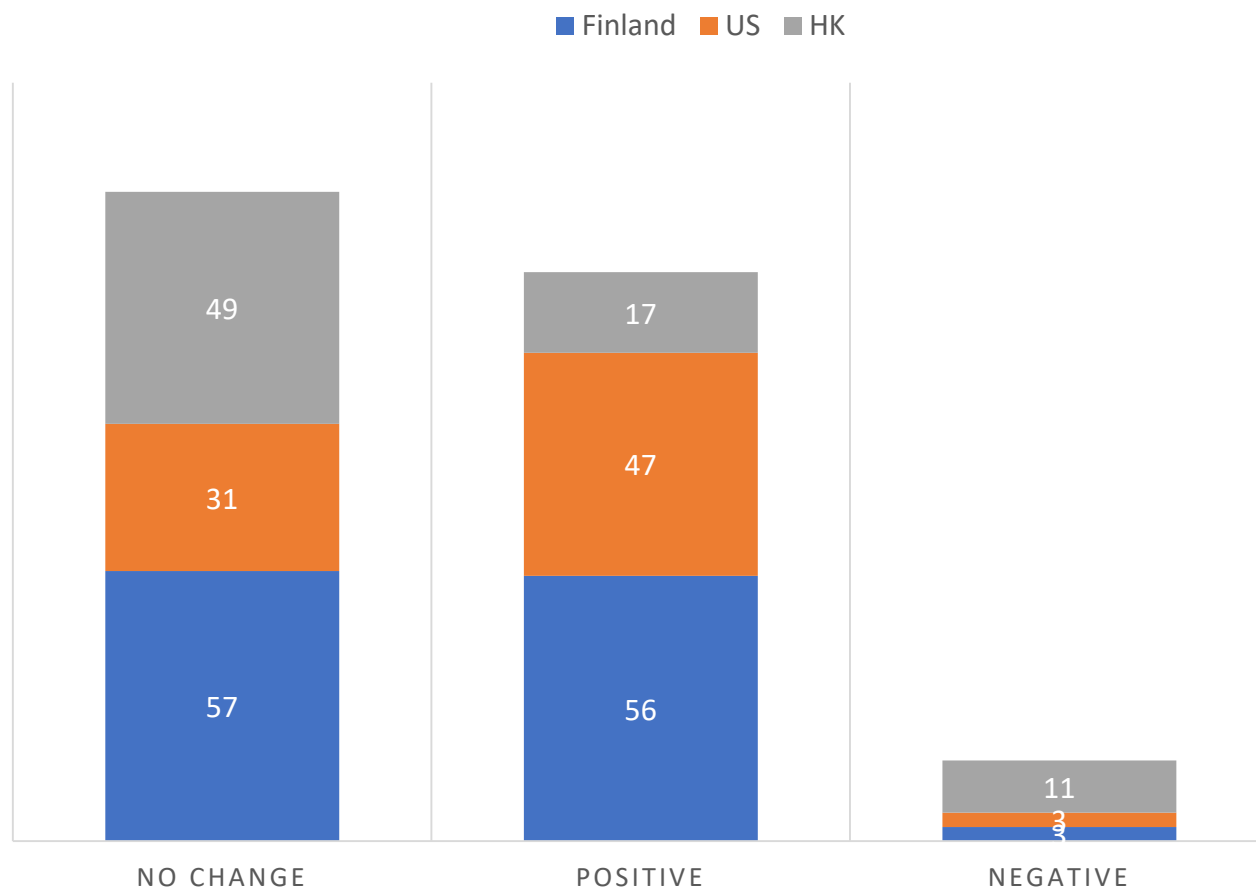


# Cultural differences

- HK: reported more words related to social wellness: family, friends
- Finnish: reported more words related to physical wellness
- US: reported career and success (intellectual/occupational wellness)
- Finnish/US: Zen
- HK: longevity



# Changing perceptions of wellness during Covid-19



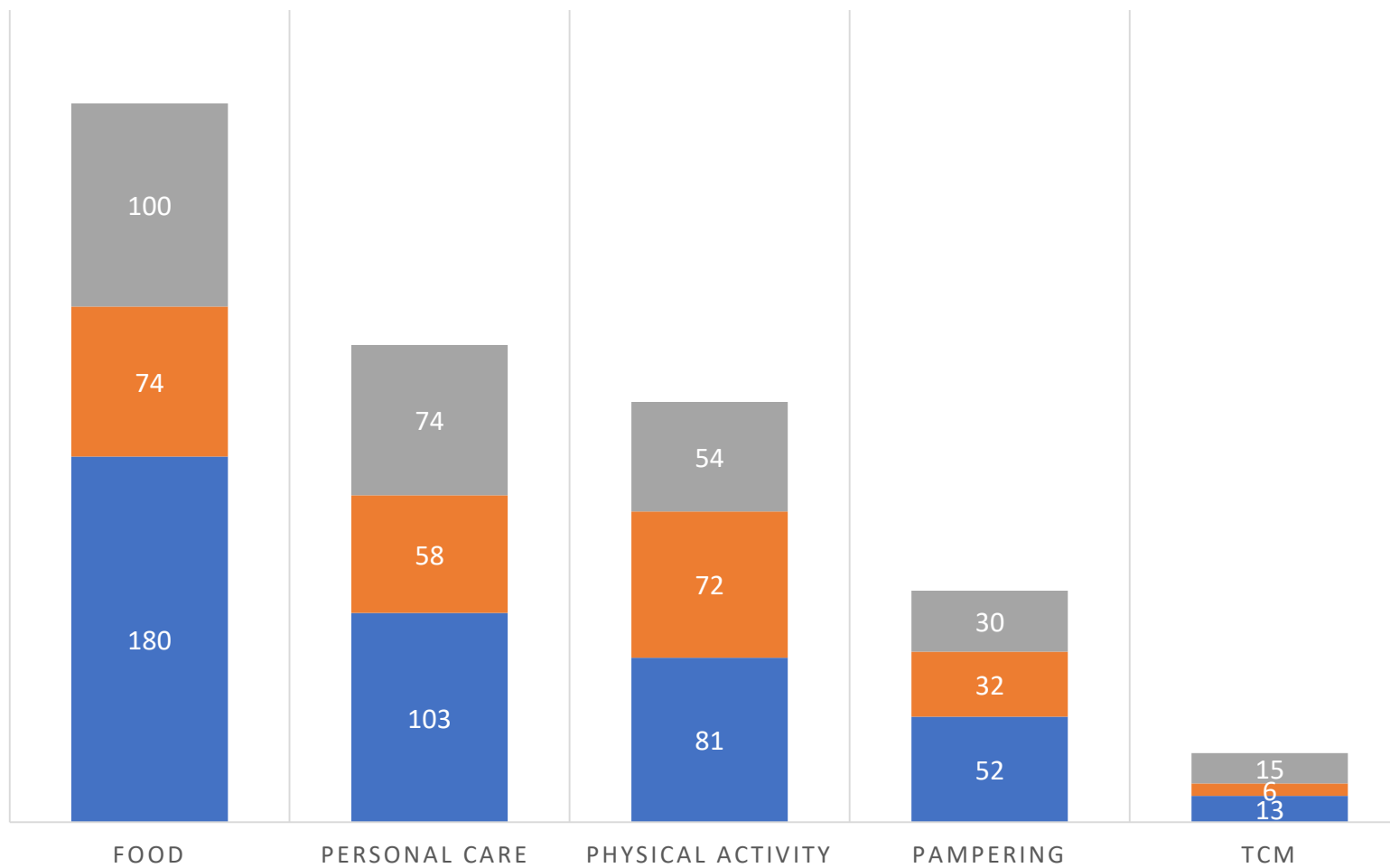
# Cultural differences of change

- Mostly no change in perceptions of wellness
- Among those who reported a change:
- Finland and US: positive, pay more attention to mental wellbeing, do more exercise, eat healthier, maintain social connections
- HK: negative, could not exercise, less happy wearing a mask

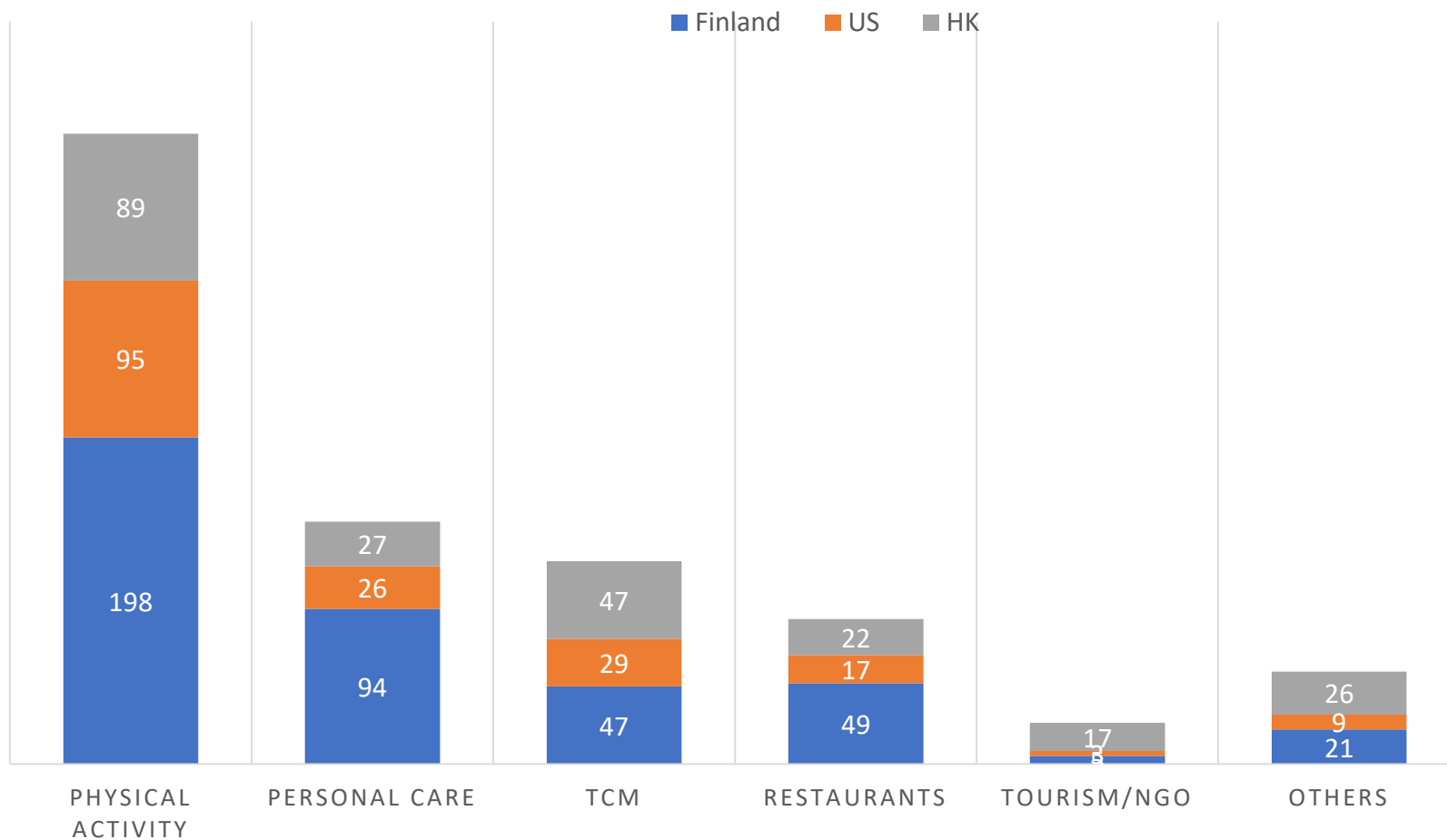


# Wellness products

■ Finland ■ US ■ HK



# Wellness services



# Discussion

- Aware of mental/emotional wellness
- Global GenZ view body and mind as one
- Differences between Western and Eastern cultures
- HK, a densely populated city, suffered due to the restriction in access to public places
- Marketing opportunities to healthy eating, sanitation goods, gym memberships, massage
- Health tech devices



# Limitations and future research

- Gender imbalance
- University setting
  
- Extend the coverage to other age groups
- A quantitative follow-up survey
- Recruit more countries

# Q and A

Thank you for your attention!

