

A STUDY ON THE GROWING
FITNESS INDUSTRY AND ITS
HEALTH STARTUPS AFTER
CO-VID PANDEMIC.

By

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Aim:-To understand the factors leading to growth of online health-tech platforms.

Objective:-

- *To understand the factors affecting the growth of this industry.*
- *To analyze the perception of people toward this platform after the CO-VID outbreak.*

Introduction

- It has been an eventful year for fitness startups amid the pandemic. This presentation offers an understanding of the growing trend and its implications. We will discuss the factors driving the increased phenomenon and gain valuable insights into the success of these digital tech start-Ups.



Abstract

- The fitness industry, especially brick-and-mortar gyms, has been hit hardest by the COVID-19 pandemic. Virtual access to gyms and studios, or “workouts from home,” will steadily increase, giving consumers a safer environment from the comfort of their own homes. In recent years, attention to mental health has increased in India, with many millennials open about their therapy experiences and employers offering additional benefits. As demand grows, these services are increasingly offered online in the form of remote consultations, AI-based applications, and online support groups. Telemedicine and new innovations in medical technology have reduced the hassle of seeing a doctor, reducing the pressure on patients, and making it easier for all patients to see a doctor. Patient data and improvement can be suggested to help patients if needed.

Impact of the Pandemic on the consumer Habits.

- The COVID-19 pandemic has had a considerable effect on consumer habits, including the fitness industry. With the onset of the pandemic, the switch to online classes and streaming video services has been instrumental in the rise of digital fitness startups. Consumers are now opting more for digital services that offer convenience and safety, thus encouraging the growth of tech startups.
- The industry has seen a terrific shift from conventional traditional doctor visits to online digital healthcare platforms for telecommunication, mental fitness, and online fitness requirements.
- This shift provides us an opportunity to grow digital healthcare platforms as the consumer have a sense of trust and loyalty on these platforms after the COVID-19 outbreak.

Factors affecting the Growth of tele-medicine.

- *The Accessibility of patient data in digital form*
- *The High Prices of Conventional Doctor's Visit*
- *Lowering Regulatory Requirements*
- *Positive Patient Feedback on Telemedicine*
- *Streamlined Interactions*
- *Public Attitude Towards Telemedicine*
- *The COVID-19 Pandemic*



Literature Review

- **The effectiveness of teleconsultations in primary care: systematic review-Sara Carrillo de Albornoz, et al,2021**
- **Analysis of Issues in Fitness Centres through News Articles before and after the COVID-19 Pandemic in South Korea: Applying Big Data Analysis-Miyoung Roh, et al,2023**
- **No Pain, No Gain: Examining the Digital Resilience of the Fitness Sector During the COVID-19 Pandemic-Uttara M. Ananthakrishnan, et al,2020**
- **Percent Growth in the development of health and fitness mobile apps amid COVID-19 pandemic-Pankush Kalgotra, et al,2022**
- **Barriers and Facilitators That Influence Telemedicine-Based, Real-Time, Online Consultation at Patients' Homes: Systematic Literature Review-H. K. Almathami,et al,2020**
- Etc,

Research Methodolgy

- **METHODOLOGY: -**

- **RESEARCH QUESTION:**

- What are the factors affecting the growth of these industry and leading to successful startups in India?
 - How is this industry helping the people in need and why is there a need?

- **RESEARCH OBJECTIVES:**

- To examine the effect of this growing industry and its future trends.

- **SAMPLING TECHNIQUE USED:** Structured sampling technique

- **SAMPLE SIZE:**

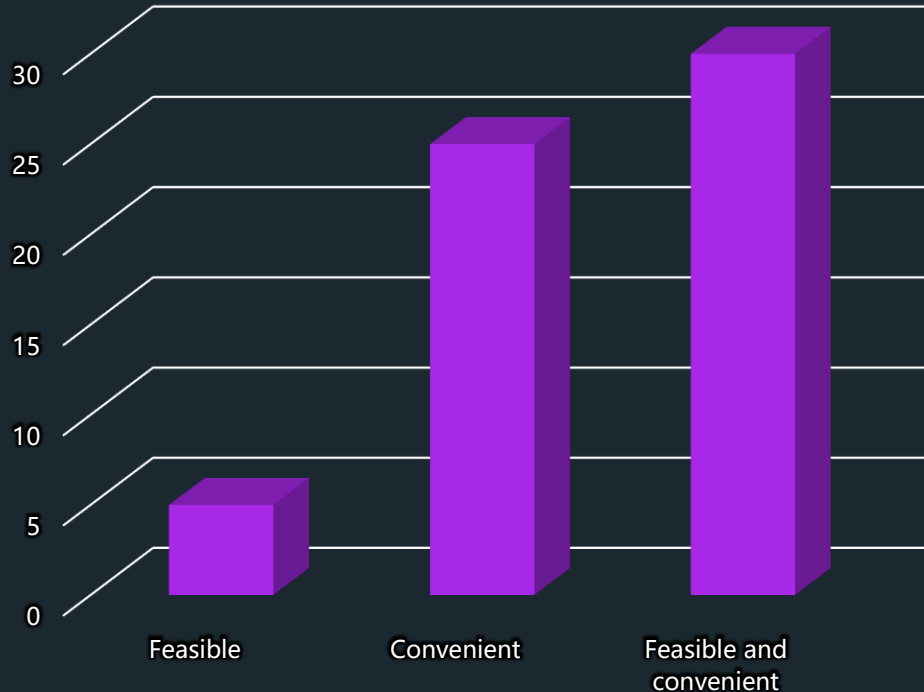
The Population of different age groups were taken with maximum size from older age group .And a total of **60** responses were noted for study.

- **STUDY DESIGN:**

Qualitative Research was done in order to complete this study.

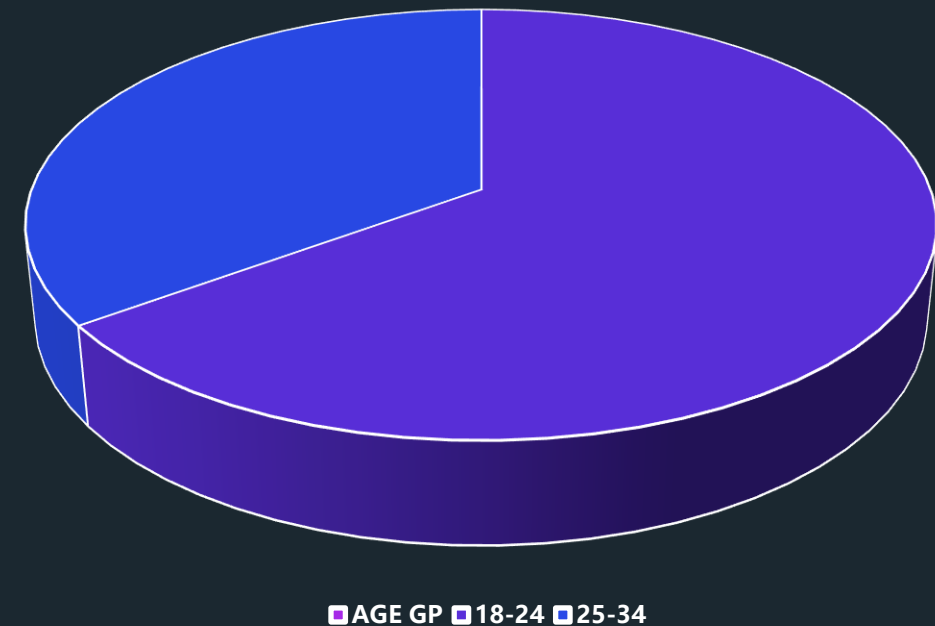
Research Analysis

Useage of Online Platform



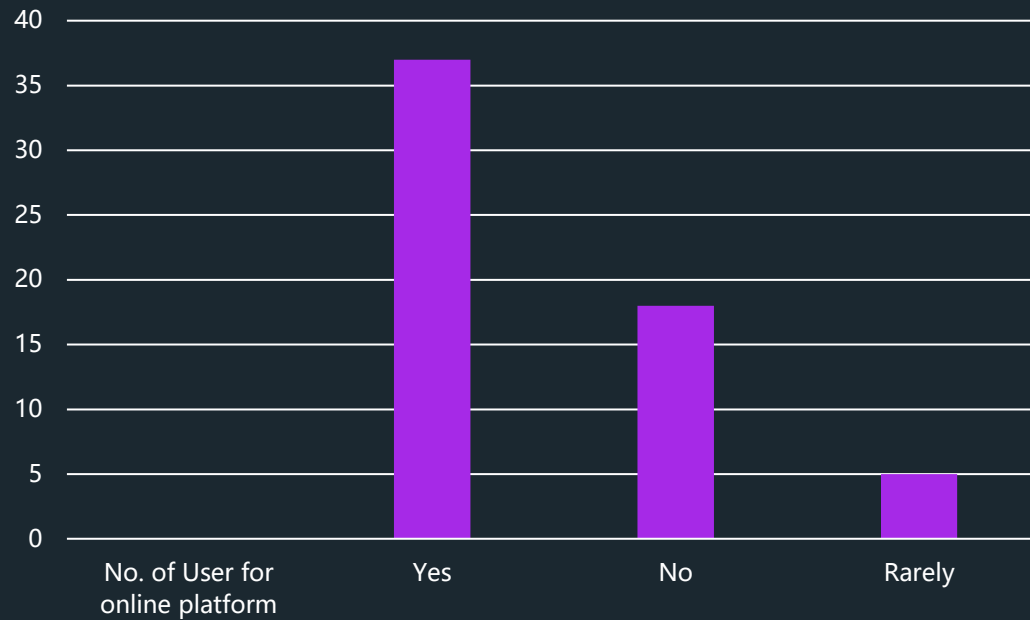
From the above data, we can see that 6.67% feasible(5 observations),41.67% convenient(25 observations),51.67% feasible and convenient(30 observations).

Response from different age group



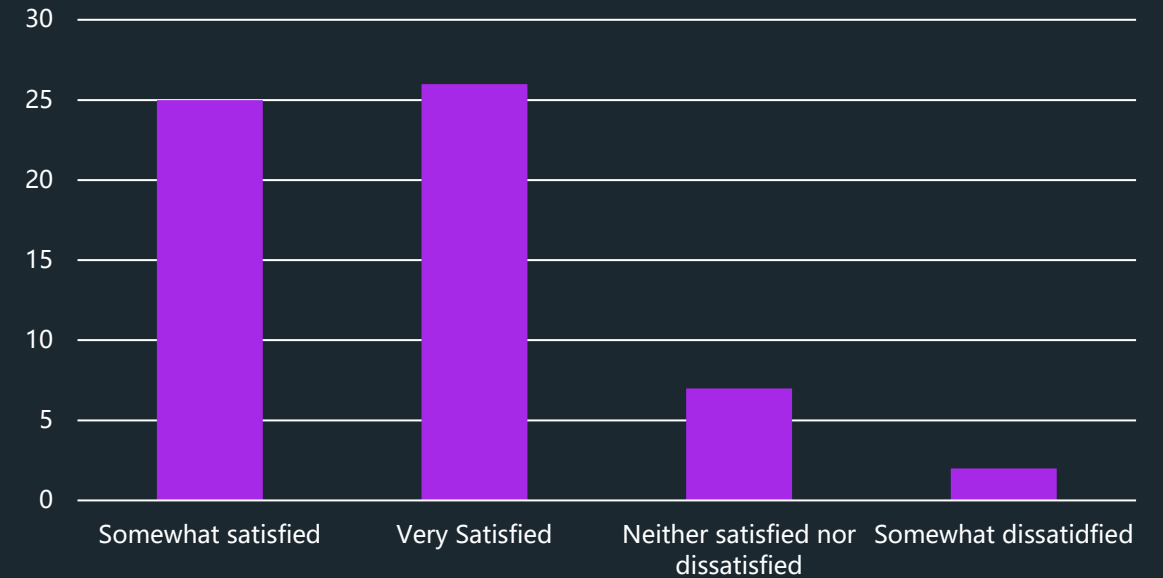
The observation from the age group of 18 to 24 was 65 percentage (i.e.39 observations) and that off 25 to 34 was 35 percentage (i.e.21 observation) only.

Users adopting Online Platform



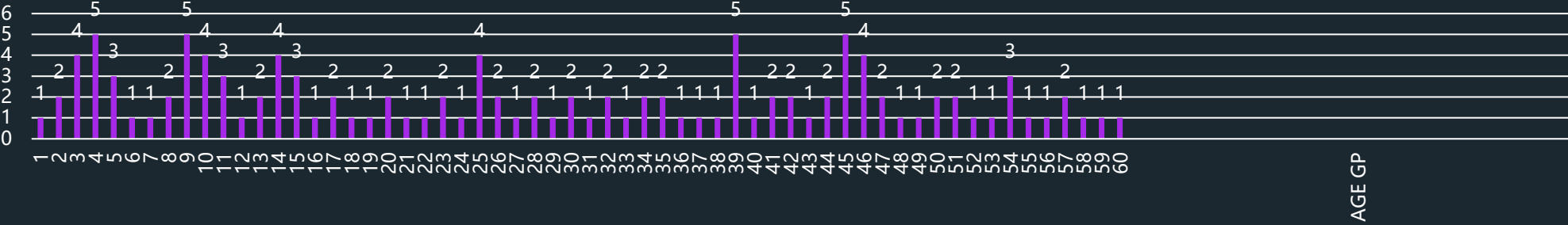
The number of observations for YES is at 37 observations and for NO there are 18 observations and for RARELY there are 5 observations thus concluding that there are many adoptions to online platforms and will be growing as we go forward.

Customer experience after using online Platforms



From above figure, we can see that there are 25 observations for somewhat satisfied, 26 observations for very satisfied, seven observation for neither satisfied nor dissatisfied, two observations for somewhat dissatisfied.

How do you think has online consultation or tele consultation revolutionized the traditional consultation in health industry? 1=Significantly, 2=ok,3=satisfied,4=not great,5= not revolutionised



From the above graph, we can also see that 46% of people think that it has significantly revolutionized the industry and 34% also think the same and 6.67% people satisfied with this revolution while 8.33% and 6.67% are the people who are thinking that this revolution is not great and there is no revolution in the healthcare IT industry after COVID-19 pandemic.



Conclusion

- This study states that telecommunication approach is feasible and convenient for providing basic primary healthcare services
- by reducing the cost of treatment, cost of traveling, and ensuring adherence to the medical treatment given. Indian adults in the age group of 18-24 are more aware of these services and are not hesitant to use them in case of need. Majority of causes of death in India are due to unavailability of primary healthcare services, which can be avoided permanently and save lives. Online healthcare services are patient friendly and reduce the cost of travelling, hospitalization, visits to hospitals, hospital admissions, and hospital infection.
- This study suggests that the coming young population have a positive mindset and a sense of trust and loyalty towards healthcare startups in the field of telecommunication. However, there is a lack of doctors in relation to the population, so this technological advancement can help provide Primary Health services to all people in need.

