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**EMOTIONAL WELLBEING AND ITS IMPACT ON
CUSTOMER LOYALTY IN THE SPA**

Master's Thesis

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INTRODUCTION

The emotional wellbeing of the customer is now a topical issue in business circles. Emotional wellbeing is generally defined as the perception of happiness and satisfaction with life and maintaining a balance between positive and negative impacts (Wang & Lai, 2022, p. 788). Operationalizing customers' emotional needs has been identified as a central issue for building customer centricity in the hospitality industry (Wang et al., 2020, p. 1). Customer centricity has emerged today as a source of sustainable competitive advantage for businesses in many industries including manufacturing (Güçdemir & Selim, 2017, p. 100) and top-quartile premier-league banks in the world (Duthoit et al., 2014, p. 6). But perhaps, there is no industry where the emotional wellbeing of the customer is more important than the hospitality industry. According to Wrigley and Straker (2018, p. 149), emotional connections, positive attitudes, and behaviors are the only avenues of developing customer loyalty. Therefore, the link between customer-centricity and emotional well-being has been established in the hospitality industry (Rejikumar et al., 2022, p. 199). Customer-centricity in this regard pertains to customer loyalty.

The COVID-19 pandemic has generally been associated with lower global wellbeing, higher anxiety, social isolation, and decreased emotional support (Dugani et al., 2021, p. 50). According to Keyes (2003, pp. 298–299), emotional wellbeing is a cluster of symptoms that can be determined through cognitive appraisal of positive affect, negative affect, and perceived satisfaction with life, using structured scales. Similarly, Langeland (2014, p. 1875) opines that emotional wellbeing deals with a cluster of signs that indicate the presence or absence of positive feelings in the life of a person. These positive feelings can be defined in terms of positive affect, happiness, and life satisfaction. That is to say that emotional wellbeing encompasses the positive and negative emotions which reflect one's perception of life. Certain theories such as the broaden-and-build theory illustrate that positive emotional wellbeing results in success and increased productivity

(Langeland, 2014, p. 1875). Visiting a spa has been associated with greater levels of emotional wellbeing (Strauss-Blasche et al., 2000, pp. 272–273). Therefore, the emotional wellbeing of customers can have negative or positive impacts on customer loyalty. Many scholars have elucidated the benefits of customer loyalty to businesses, especially in terms of financial profits. Loyal customers are viewed as a gold mine and means of steady revenue. Loyal customers are the biggest source of profit (Meier, 2020, p. 79; Gupta, 2021, p. 8). Therefore, the concept of building lifetime customers also applies to the spa industry.

However, despite the importance of spa experiences in the global hospitality industry, as well as the necessity to comprehend client motives, outcomes, and industry ramifications, little attention has been paid to customers' motivations in the spa and wellness industry (Baloglu et al., 2019, p. 428; Mak et al., 2009, p. 186). According to Koskinen and Wilska (2019, p. 260), examining the wellbeing attitudes of spa visitors provides valuable insight into the main health and wellness ideologies. Furthermore, because spas are important enterprises in the wellness market, analysing the wellness attitudes of spa visitors aid in the development of a deeper knowledge of the attitudinal variables and trends that shape and modify the wellness industry. Moreover, hotels and resorts are under pressure to provide a comprehensive range of spa facilities and services as the spa sector grows (Chan & Wong, 2007, p. 550). Many studies have focused on describing bi-variate or linear relationships between elements that contribute to specific behaviors, as well as the interactions between these relationships in the formation of the behavior. To the best of knowledge, there is currently no study that considers the aforementioned variables in the said context. Nigeria offers a very unique context from Africa. Naturally, there will be much potential because the country is still developing. Moreover, with an estimated population of over 230 million people by 2025 and a unique set of challenges, Nigeria represents an important and huge market for spa services (Modibbo et al., 2021, p. 9531; Okeke, 2020). Therefore, the ramifications of the spa industry transcend the individual customers to have a significant national economic effect.

Based on the foregoing description, the research problem herein with regards to customer loyalty to spas is: how much influence do the contemporary roles of spa services contribute to retaining customers and achieving strategic success in the spa industry?

Therefore, the master's thesis goal is to analyze spa customers' emotional wellbeing and loyalty in the spa industry in Lagos, Nigeria, and present profit-making recommendations to spa businesses. In a way, this study will also expand some aspects of the work of Baloglu et al. (2019, p. 441), who advocated for future research that would help validate their findings in different cultural contexts.

This study will address the following research questions:

- How does the spa experience affect customers' loyalty, emotional wellbeing, and intrinsic motivation for spa services?
- How does the emotional wellbeing of customers mediate the relationship between spa experience and customers' loyalty?
- How does the intrinsic motivation of customers mediate the relationship between spa experience and customers' loyalty?

The research tasks will include the following steps:

- The first step will start with a literature review and the exploration of secondary data to ascertain validated scales of variables.
- The next step will involve questionnaire design.
- Data collection will follow questionnaire design and will be implemented using online means.
- The next step will be data analysis involving the primary data gathered through the questionnaires. Both descriptive and inferential analytic methods will be used.
- The result of the analysis will be presented afterward with important ramifications and recommendations for spa businesses, especially those in Lagos, Nigeria.

The context will be given to Nigeria and Lagos which is the area that which this study is based. The International Spa Association (ISPA) categorized eight types of spas: club spa, cruise ship spa, day spa, destination spa, hotel spa, medical spa, mineral spring spa, and resort spa (Mak et al., 2009, p. 186). This study has the potential to benefit the whole spa industry in Nigeria, especially the most common day spas. The recommendations of this study will be publicly available to spa businesses in the industry. Those who participate in this study will especially have the opportunity to request the findings.

1. LITERATURE REVIEW

1.1. The Concept of Wellbeing

The purpose of this chapter is to review pertinent literature on the key themes of this thesis. In doing so, the focus will relate categorically to emotional wellbeing and its impact on customer loyalty in the spa. The concept of wellbeing is sometimes used synonymously with the concept of wellness (Sointu, 2012, p. 50; Fiorini, 2019, p. 164; Altomonte et al., 2020, p. 1); Quality of Life (Mac-Ikemenjima, 2019, p. 31); happiness, Aristotle's concept of eudaimonia, and sometimes reduced to only subjective wellbeing (Kristjánsson, 2018, p. 542). However, it is important to note that wellbeing is measured according to a much broader range of subjective and objective indicators (health, economics, environment, education, gender equality etc.). Moreover, wellbeing is also sometimes synonymous with health (Moughtin et al., 2009, p. 45; Kemm, 2013, p. 4). Wellness is more like the path to wellbeing based on individual choices (e.g. physical fitness) and personal paths towards greater health or happiness (Oliver et al., 2018, p. 41). Consequently, wellness can be described as an active process of enriching oneself through appropriate decisions. An overview of the literature shows that it is a conscious, self-directed, and evolving process of achieving one's full potential in a multidimensional and holistic manner that is positive and affirming; a way of life that develops sustainable health habits and curbs unhealthy behaviours (Mayol et al., 2017, p. 339). Consequently, although there has been no consensus on what wellbeing entails, the meanings of the term wellbeing can be traced back to Aristotle and Buddha, based on their multidimensional viewpoints on poverty, participation, and agency (Gough et al., 2007, p. 4). Wellbeing is a multifaceted concept incorporating several dimensions.

The concept of wellbeing has generated growing multidisciplinary interest due to its role in public policy (Western & Tomaszewski, 2016, p. 2). While modern wellbeing research may appear to lead in a bewildering array of directions with conceptualizations and

interpretations aplenty (Vittersø, 2016, p. 3), wellbeing is generally seen as an umbrella term incorporating objective wellbeing and subjective wellbeing (Gough et al., 2007, p. 4). With regards to these conceptual divisions of wellbeing, Li et al. (2021, p. 378) opined that both viewpoints need to be taken into consideration when designing models for measuring wellbeing. Subjective wellbeing has been defined by Ed Diener, one of the leading scholars in the field of wellbeing, as a person feeling and believing that their life is desirable, pleasant, and good, regardless of how others see it (Diener, 2009, p. 1). Subjective wellbeing generally consists of two components: an emotional component, which is conceived as a person's felt sense of their current life experience; and a cognitive component, which consists of an evaluation of one's life in comparison to local norms and retrospect (Conradson, 2012, p. 17). Objective wellbeing has been viewed in terms of economic wellbeing, represented by one's occupational status, level of income, and ability to make a decent living (Guo & Iredale, 2015, p. 9). Therefore, it can be measured in terms of these variables.

Subjective wellbeing accounts focus on either pleasure (referred to as hedonic accounts and defined as high positive affect and low negative affect) or life satisfaction (Cho & Yu, 2020, p. 10). Objective wellbeing, on the other hand, tends to harken back to Aristotle's notion of eudaimonia, forming so-called flourishing or eudaimonic accounts (Gulliford et al., 2013, p. 290). This creates a subjective-objective dichotomy that was not recognized by Aristotle's Eudaimonia and is increasingly rejected by many modern thinkers for obscuring more than it reveals (Fowers, 2016, p. 70). Nevertheless, the subjective-objective dichotomy is significant in literature with most approaches recognizing only subjective wellbeing (Butkovic et al., 2012, p. 457). Ultimately, both approaches have their problems: the 'pleasure machine' (or living in a fool's paradise) and the 'hedonic treadmill' are issues that hedonic accounts encounter; Life-satisfaction accounts are typically met with the objections that lowering expectations and dulling desires can, on their specification, raise wellbeing, and also that self-evaluations of life-satisfaction are worryingly dependent on fleeting moods; the subjective wellbeing construct is criticized for combining hedonic and life-satisfaction scores that often vary considerably for one person; and finally, paternalism and elitism are charged against the flourishing accounts (Kristjánsson, 2018, p. 542). There is increasing evidence that now suggests that subjective measures of wellbeing are highly correlated with objective

measures (Johnes, 2020, p. 243). This may not be unconnected to increasing levels of human knowledge.

Traditional economic approaches measure wellbeing in terms of a single objective factor, such as income or consumption (Bimonte & Faralla, 2012, p. 1932). In this regard, economists, journalists, and policymakers frequently use real Gross Domestic Product (GDP) per capita as a proxy for living standards, either to compare wellbeing in one country over time or to compare wellbeing across multiple countries at a given period (Cornachione Kula et al., 2008, p. 174). However, wellbeing has now been established to be multidimensional, although with disagreements in the definitions of what the dimensions are, and unavoidable trade-offs in the way the dimensions can be achieved (de Janvry & Sadoulet, 2016, p. 20). Wellbeing encompasses all dimensions of human life that are not included in the GDP (housing, working conditions, health, social relations, etc.) (Bachelet et al., 2019, p. 165). Individual choices and values have been considered to be highly central to the concept of wellbeing (Mitra, 2018, p. 13). This is especially applicable to adults and those deemed responsible in society.

The concept of wellbeing itself originates from two major traditions, namely: the hedonistic tradition and the eudaimonia tradition (Deci & Ryan, 2008a, p. 1). The hedonists preach happiness in terms of the presence of positive effects and the absence of negative ones (Deci & Ryan, 2008a, p. 1). Whereas, the eudaimonia tradition focuses on living a full and deeply satisfying life (Deci & Ryan, 2008a, p. 1). Remarkably, the concept of emotional wellbeing can be viewed as deeply rooted in the hedonic tradition considering that emotional wellbeing is also referred to as hedonic wellbeing (Bandyopadhyay, 2020, p. 299). This is linked to the fact that eudaimonia is more closely associated with psychological wellbeing which is how people think, whilst emotional wellbeing deals with feelings (Disabato et al., 2016, p. 471). Consequently, Lamers et al. (2011, p. 99), state that, the corpus of literature on emotional wellbeing is more tilted towards the affective aspect of the hedonic tradition. Discussions on the subject can be found to dominate literature.

A review by Linton et al. (2016, p. 10) has identified 196 dimensions of wellbeing. According to Mayol et al. (2017, p. 339), there are differing views on which dimensions of wellness are essential, with several models available. However, a comprehensive

search of the literature reveals that the model proposed by Dr. Bill Hettler, co-founder of The National Wellness Institute, appears to be the most common across the board. According to Ohrt et al. (2019, p. 24), the Six Dimensions of Wellness Model proposed by Dr. Bill Hettler in 1976, incorporating occupational, physical, social, intellectual, spiritual, and emotional dimensions, is one of the first modern wellness models. The overall wellbeing of an individual or state of wellness reflects each dimension and the interaction between all the dimensions (Powers & Dodd, 2020, p. 2; Bezner, 2021, p. 23). This concept of wellbeing is illustrated in Figure 1. As the magnitude of wellness in each dimension changes, vertical movement in the model occurs between illness and wellness poles. Wellness is represented by the top of the model because it is expanded maximally. The bottom of the model represents illness. Bidirectional horizontal movement occurs within each dimension along the lines extending from the inner circle.

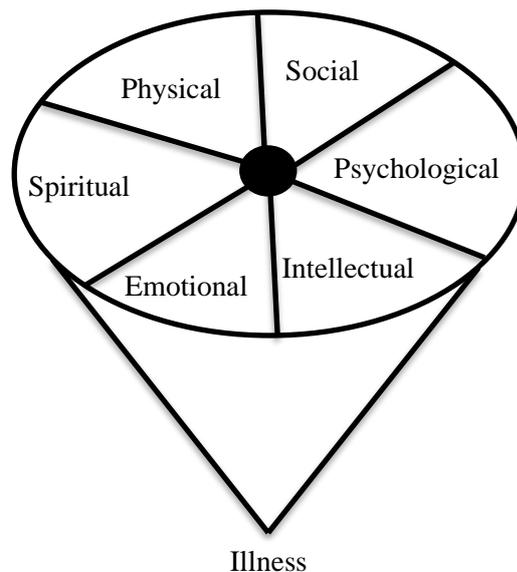


Figure 1. Wellness model. Source: Bezner, 2021, p. 23

The absence of disease or illness is not the only indicator of wellbeing. Wellbeing is a complicated mix of characteristics that determine a person's state: including physical, mental, emotional, and social factors. It is personal and subjective, yet universally relevant. When one recognizes that some components of wellbeing are subjective, it becomes simpler to comprehend the interactions and trade-offs between various

experiences, considering the long-term consequences and the relative importance of these factors to different people. The value of wellbeing as a concept also lies in the fact that individuals intuitively recognize the benefits of wellbeing and happiness no matter where they are, what their cultural background or personal circumstances are. However, this universality of wellbeing, which adapts to so many varied cultures and views, is also what makes it difficult to establish a common and comprehensive understanding of the concept.

1.2. Emotional Wellbeing and its importance

Emotional wellbeing is one of the several dimensions of wellbeing (Holthus & Manzenreiter, 2017, p. 6). Emotions have been included as an important feature in wellness models with researchers identifying emotion regulation skills and the ability to nurture positive emotions to be highly related to individual wellbeing (Ohrt et al., 2019, p. 118). Emotion is defined as a “feeling that emerges in response to an internal or external event” (Ohrt et al., 2019, p. 117). However, it is important to make the distinction between people’s emotional state (e.g. crying as a result of loss) in their everyday life and emotional wellbeing (happiness) which they get when they visit spas. According to Gärling et al. (2016, p. 1790), emotional wellbeing is defined in the everyday sense as the balance of the frequency (or duration) and intensity of positive and negative experiences whereby negative impacts on emotional wellbeing are experienced with factors that affect positive experiences or those that amplify negative ones. Similarly, Kahneman and Deaton (2010, p. 16489) opined that emotional wellbeing, which is also referred to as hedonic wellbeing or experienced happiness, is the emotional quality of one’s everyday experience that makes life either pleasant or unpleasant.

Emotional wellbeing is also seen as a dimension of subjective wellbeing that incorporates the perception of satisfaction with life and the balance between positive and negative affect (Rothmann et al., 2019, p. 245). Remarkably, in a critical study of the concept of emotional wellbeing, Langeland (2014, p. 1875) submitted that emotional wellbeing is connected with the positive subjective experience of one’s past, present, and future. Consequently, an emotionally well individual is contented and satisfied with his/her past, expresses happiness and ecstasy in the present, and is optimistic about the future. This implies that when a person is satisfied and takes pleasure in achieving life goals, such an

individual will be emotionally well, and vice-versa. Similarly, Lent (2007, p. 232) holds that emotional wellbeing is a positive adjustment and outlook on life's situations, whether positive or negative (situations). Thus, as cited in Schmidt and Hansson (2018, p. 2), emotional wellbeing is concerned with the realization of a person's true nature and potential or is based on the general idea that happiness and pleasure form the essential goal of human life.

From the foregoing paragraphs, it can therefore be concluded that the concept of emotional wellbeing is similar to the concept of overall happiness (subjective wellbeing) which consists of an affective component and a cognitive component. The affective component describes the extent to which needs are satisfied while the cognitive component describes the degree of individuals' perception of their needs being met (Rothmann et al., 2019, p. 245). According to Ahmed et al. (2019, p. 244), Emotional wellbeing is important in today's fast-paced world. Emotional wellbeing is not just important for oneself but also because it is a factor in determining the collective wellbeing of the larger society. Findlay et al. (2017, p. 586) stated that emotional wellbeing is important for the following reasons: it gives insight into the provision of holistic care to older people, especially as the end of life approaches; and because being able to control one's emotions is essential for coping with difficult conditions, such as frailty and worsening health. Speakman and Walthall (2017, p. 435) also asserted that there is an integral link between emotion and breathlessness which makes emotional wellbeing important for assessing and managing breathlessness. Considering social isolation which has been made worse by the COVID-19 pandemic, emotional wellbeing has been identified as important practical assistance for ensuring survival where isolation is a major issue (McManus et al., 2012, p. 27). Therefore, it can be helpful for treating loneliness.

There is also evidence to suggest that emotional wellbeing could increase the likelihood of remission in rheumatoid arthritis and psoriatic arthritis (Michelsen et al., 2017, p. 1910). Consequently, in a patient-centered approach, the concept of adding psychological and emotional wellbeing assessment tools is critical because outcomes are known to be influenced by biopsychological variables. For example, emotional wellbeing has been linked to pain, function, and healing from orthopaedic injuries and procedures (Barlow et al., 2016, p. 1772). It has also been established that there is a direct relationship between

emotional wellbeing and physical health, quality of life, and personal achievements; which makes it the cornerstone of quality human capital (Abd Ghani et al., 2015, p. 30). Maintaining emotional wellbeing has also been identified to be important for preventing stroke (Choi et al., 2016, p. 259). The aforementioned evidence points to the fact that the importance of emotional wellbeing cannot be overemphasized, especially in the context of today's globalized pandemonium.

1.3. The importance of Spa and the role of the Spa Experience

There is contention in the literature about the origin of spas. According to some, the word spa is derived from the Latin "*Salus per Aquam*" which stands for "health by water" and traces back to the Roman empire, more than 2000 years ago (Doorly, 2020, p. 171). Although Jahren and Sui (2017, p. 212) pointed out that others have claimed that this origin is historically incorrect, there is no doubt that the spa culture was deeply rooted in the Roman way of life. The Roman Thermae was historically a known public space and there is evidence to suggest that the Roman thermae evolved into the French and German spas in the fourteenth and fifteenth centuries (Dixon, 2018, p. 243). According to Porowski (2019, pp. 156–157), the Greeks were originally the developers of the school of physiotherapy and balneology based on geothermal waters and herbs and the authors of the maxim "health from water" before the Romans took over.

Still, others have claimed that the spa is also the name of a tiny Belgian hamlet where Roman soldiers used hot mineral springs to cure aching muscles and battle wounds (Yaman et al., 2012, p. 495). This version of the history asserts that before the discovery of the Bath mineral spring, Roman inhabitants bathed daily in the now-famous Roman Baths. There were around 170 baths in Rome during the time of Caesar Augustus (27 B.C. to 14 A.D.). Many of these were public baths built and used largely by Roman soldiers. By 43 A.D., citizens of Rome began to see baths as a method to provide rest, relaxation, and solace to everyone, not only those who were tired of fighting. In 70 A.D., the Romans built a spa and a temple to worship the goddess Minerva near Bath, England's hot springs. There were around 900 baths throughout the Empire by the year 300 A.D. A spa, according to the European Spas Association, is a mineral water source, location, or locale where this type of source has been discovered and used to benefit health (European

Spas Association, 2018, as cited in Biernat et al., 2019, p. 225). A spa has also been defined by the International Spa Association as a place “devoted to overall wellbeing through a variety of professional services that encourage the renewal of mind, body, and spirit” (Thorsteinsdottir, 2005, p. 274). A spa has also been defined as “a business that provides health and beauty services such as facials and massages” (Elrod et al., 2015, p. 10756). The spa was a typical appellation for a resort with mineral springs where tourists may take the cure in previous centuries. Spas began to offer ancillary services as time went on, and numerous beauty parlours and wellness salons aspired to be linked with spa treatments and facilities without the use of natural water, leading to the broad definition of a modern-era spa where people go to improve their physical health, attractiveness, weight loss, fitness, and/or relax (Anttiroiko, 2018, p. 60). Many spa towns and cities, such as Spa in Belgium, Bath in the United Kingdom, Baden-Baden in Germany, and Reykjavik in Iceland, are also recognized for their mineral springs and hydrotherapies.

There are many different types of spas, such as destination spas, resort spas, club spas, salon spas, and medical spas (also known as medispas) (Elrod et al., 2015, p. 10757). According to Yaman et al. (2012, p. 496), there are three types of spas: day spas, medical spas, and hotel and resort spas. Eight types of spas (club spa, cruise ship spa, day spa, destination spa, hotel spa, medical spa, mineral spring spa, and resort spa) are identified by the International Association of Spa and defined in the following manner (Mak et al., 2009, p. 186). Day spas are defined as spas that offer a variety of professionally administered spa services to clients daily. A destination spa is a facility whose primary goal is to help spa visitors adopt healthy behaviours. A comprehensive program that combines spa services, physical fitness activities, wellness education, healthy cuisine, and special interest programming can help to achieve this lifestyle transition. A medical spa is a facility with a full-time licensed health care provider on-site, as defined by the American Medical Association, who has received a Doctor of Medicine degree. When applicants from outside the United States seek membership, all applications are assessed individually and international standards are taken into consideration. A mineral spa is a spa with an onsite natural mineral, thermal, or seawater source for hydrotherapy treatments. A hotel or resort spa has professionally administered spa services, exercise, and wellness components and is located within a resort or hotel. Water-based spas, resort spas, and thermal springs are the most common, although there are also day and hotel

spas, as well as a variety of specialty facilities (Thorsteinsdottir, 2005, p. 274). These types of spas are increasingly being integrated and provided in the same physical context.

Spas are important for many reasons. They bring individuals from different countries and socioeconomic classes together, because social connections are eased, and because it instills in them a sense of adventure. Thermal waters drilled from underground in spas (*Sanus per aqua*) are significant for human health, ecology, and the environment. Spa services are no longer designed for or enjoyed by, the elite and superrich, although spa-goers are often wealthy. Spas are already considered such a significant hotel amenity by many tourists that industry insiders expect they will become as prevalent as minibars and high-speed Internet connections (Silverstein et al., 2008, p. 40). Moreover, according to Silverstein et al. (2008, p. 40), the increase in spa popularity has introduced new services like aromatherapy, body scrubs, and notably medical services in medispas. Medical treatments are combined with luxury personal care in these “medispas”. Some medispas are part of larger spa resorts and include aesthetic services like laser hair removal. Other medispas are established by cosmetic surgeons who add massage rooms and nail bars to their offices.

Spas are now mostly connected with a healthy lifestyle and a place where people go for a variety of reasons. The primary commodity of a spa is the experience or guest journey (Wuttke & Cohen, 2008, p. 209). The research findings of Lo et al. (2015, p. 170) show that customers’ perception of their spa experience is significantly and positively correlated with their positive emotions. This emotion is known as consumption emotion defined as the set of emotional responses induced primarily during product usage or consumption experiences described by the structural characteristics underpinning emotional categories, such as pleasantness/unpleasantness, relaxation/action, or calmness/excitement, or by the different categories of emotional experience and expression (e.g., joy, rage, and fear) (Westbrook & Oliver, 1991, p. 85). Consumption emotion, according to Prayag et al. (2015, p. 25), is also defined as the affective or emotional responses created from a consumption experience, including both functional (e.g., food quality) and hedonic (e.g., staff courtesy) experience. Experience is generally a psychological and subjective activity, regarded as a completely personal phenomenon, frequently including significant emotional meaning, and (in this context) based on

interactions with stimuli, which are the items or services consumed (Lo et al., 2015, p. 158). A spa's ideas and applications have expanded to include relaxation, healing, pleasure, rehabilitation, and socialization in a welcoming and relaxing environment (Koh et al., 2010, p. 718). However, these roles are expanding in today's context.

According to Monteson and Singer (2002, p. 358), a facility must have the following basic components for it to be regarded as a spa in a hotel or resort:

- a reception area
- separate men's and women's locker rooms and facilities, and perhaps a staffed issuance reception desk and a lounge
- separate men's and women's facility areas, which usually have a steam room, sauna, whirlpool, cool-dip pool, and lounge (some spas expand this to include a juice bar and/or small cafe´ where the serving of wine and beer is optional and not very common in the USA)
- an option would also be a co-ed (mixed gender) facility area/lounge with some of the above amenities
- dry treatment rooms for massage and facials
- wet treatment rooms for services such as body wraps and scrubs
- hydrotherapy rooms for baths and hydro-massage therapies
- staffed fitness studio with exercise machines (some resorts may choose to have the fitness component in a separate part of the property and not included in the spa)
- an optional exercise studio for classes
- retail store/area
- salon for hair, nails, and, perhaps, make-up.

The spa sector has been gradually expanding in terms of the number of spa facilities, revenues, and employment (Koh et al., 2010, p. 719). Spa industry wellness potential includes assisting in the reshaping of their image and moving away from a perception of them as mere providers of expensive soothing and beauty services for the wealthy. This reflects a shift in spending habits from mindless to deliberate. Therefore, placing a spa in the context of holistic health can boost awareness that massage and other spa treatments provide actual therapeutic advantages beyond enjoyment, allowing all types of consumers

to see their spa spending as an investment or a necessary part of preserving their health. Consequently, promoting spas as recreational facilities that improve physical well-being and body image through fitness and beauty can help dispel prejudices. Fitness and body aesthetics should be focused on everyone, including men, women, third gender, and gender-fluid individuals, allowing the spa environment to be inhabited by a variety of identities of spa service users. Therefore, an inclusive marketing plan will assist in building a spa as a representation of wellbeing and body aestheticization for an increasingly health-conscious society interested in enhancing body image and beauty. However, while considering that men are increasingly becoming customers, spas must keep in mind their current client base, which is primarily female, and make sure that any modifications to how the spa is seen do not alienate current spa visitors (Thorne, 2021, p. 12). This will blur the line that currently divides a spa as being appropriate for distinct feminine and masculine performances, transforming it into a leisure zone that is safe to visit for all spagoers who adhere to and dare to defy gender preconceptions and ideals.

1.4. Customer Loyalty and Intrinsic Motivation

Over time, customer loyalty has been measured as a willingness to pay, customer's return due to perceived value, etc. As cited in Dickinson (2014, p. 7), customer loyalty is a deeply held commitment to consistently buy or patronize a product or service which leads to repetitive same-brand purchasing regardless of situations and market forces that have the potential to cause switching behavior. Similarly, according to Pi and Huang (2011, p. 4404) "customer loyalty means the intention of repurchasing products and services, and this is the goal of the industry." As it relates to the spa industry, this implies that a customer expresses loyalty to a spa when he/she frequents a particular spa consistently.

Dickinson (2014, p. 7) further posits that there are two categories of customer loyalty: affective and cognitive loyalties. As the name implies, affective loyalty refers to the feelings of affection a customer has towards an organization. For instance, the feelings of affection demonstrated towards a basketball team by their fans. Whereas, cognitive loyalty is built based on perceived value, the idea that a brand or organization is superior to another. Khan (2013, p. 169) also posits that "Loyalty is a positive belief in the value that a company provides, leading to increased purchases over time". For Khan (2013, p.

170), loyalty is an attitude or a consistent behavior that is sometimes regulated by an individual's circumstances or the purchase situation. Customer loyalty is a physical and emotional commitment given by customers in exchange for their needs being met, repeatedly (Haque & Mazumder, 2020, p. 2).

Motivation is generally defined as the ability to develop an emotion about a task that encourages completion in the absence of immediate reward or consequence (and frequently in the face of some suffering in the short term) or the ability to make yourself feel like finishing the activity when there is no compelling reason to do so (Ramsay & Rostain, 2015, p. 49). Motivation has also been defined simply as “the activation of goal-oriented behavior” (Bourbeau, 2020, p. 8) and “the desire to achieve a goal or a certain performance level, leading to goal-directed behavior” (Wang et al., 2019, p. 576). Motivation can further be defined through the framework of internal and external motivators as intrinsic and extrinsic motivation. Intrinsic motivation is defined as behaviour that is triggered from within a person and is not influenced by external factors such as money, grades, or praise; whereas extrinsic motivation is defined as behavior that is triggered by external rewards such as the factors aforementioned (Appelo, 2016, pp. 26–27). The motivation for visiting a spa is a strong influence on a customer's spa experience (Baloglu et al., 2019, p. 438). The motivations that drive spa visits vary from person to person because spa experiences provide different advantages to different consumers.

The lack of studies on the thesis of this study accounts for the use of older references hereafter with regards to motivation for a spa visit. The following reasons are the most likely motivations for spa visits: a growing knowledge of the value of good health, personal appearance, environmental awareness among the active population, and longevity, which is a challenge that forces people to be more active. A study by Health Fitness Dynamics (1997, as cited in Monteson & Singer, 2004, pp. 284–285) found that resort spa-goers visited spas for emotional reasons with the top four reasons being that they felt ‘stressed’, they wanted to have a small ‘indulgence’, they felt like ‘splurging’ and they wanted to ‘feel better’. Moreover, the same study found that spa-goers also enjoyed the ‘relaxation’ and ‘pampering’ aspects of the spa; however, ‘physical’ reasons such as being ‘out of shape’, ‘to lose weight’, or ‘to improve their appearance’ were not

important to them. Another study by the International Spa Association (2003, as cited in Monteson & Singer, 2004, p. 285) found that the top three reasons for visiting a spa were ‘to relieve stress or feel relaxed’, ‘to indulge me’, and to ‘feel better about myself’. For this study, the respondents also did not rank reasons such as ‘to help regulate body weight’ or ‘to improve physical health or appearance’ as important ones for going to a spa. This illustrates that the reasons for going to the spas are mostly intrinsic motivations with emotional wellbeing coming out the top.

1.5. Inter-relationships Among Emotional Wellbeing, Spa Experience, Customer Loyalty, and Intrinsic Motivation: Theories and models

Diverse theories have been propounded to elucidate on and form a framework for the study of the role of emotional wellbeing in connection to a spa experience, customer loyalty, and intrinsic motivation. Some of these theories that will be considered herein include Deci & Ryan’s (2008b) self-determination theory, the model of normative wellbeing (Lent, 2004), the restorative wellbeing model (Lent, 2007), etc.

Baloglu et al. (2019, p. 430) based their research on Deci and Ryan’s (2008b) self-determination theory to put forward a conceptual model (Figure 2). According to Deci and Ryan (2008b, p. 182), motivation (controlled or autonomous) propels one to engage in an action. Significantly, according to Deci & Ryan (2008, as cited in Baloglu et al. 2019, p. 428), the self-determination theory surmises that the consumer bases the future decision of whether or not to engage in the same or similar future experience on the outcomes of the experience.

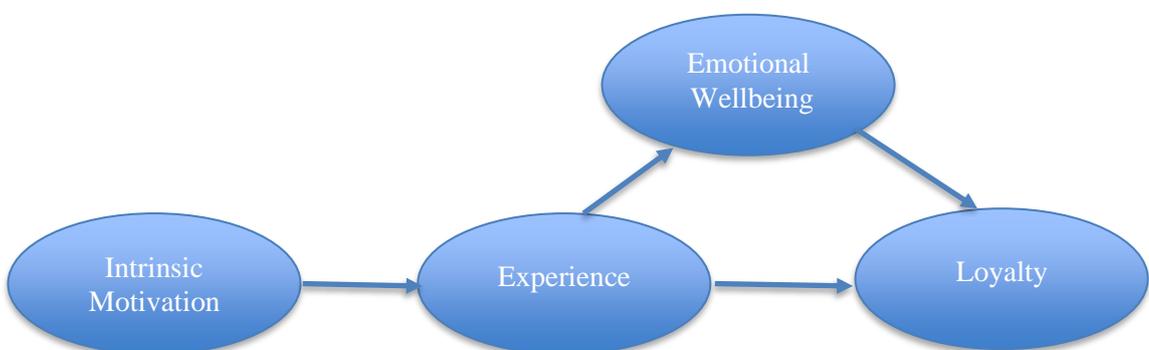


Figure 2. Conceptual Model. Source: Baloglu et al., 2019, p. 430

Consequently, Deci & Ryan’s (2008b, p. 183) self-determination theory examines how individuals engage in certain health activities to achieve their life goals, personal development, wealth, or attractiveness.

Furthermore, the normative wellbeing model “disaggregates the major components of subjective wellbeing — life satisfaction, positive affect, and negative affect — into separate variables and considers the interplay among them” (Lent, 2007, p. 238). This model (Figure 3) proposes that individuals are most happy with life to the extent that they are satisfied with the best aspect of their life (Lent, 2007, p. 238). Consequently, an individual’s emotional wellbeing when affected by his satisfaction with his spa experiences can impact his willingness to continue spa patronage. Thus, when individuals are optimistic and convinced that their goal pursuit will lead to a valued outcome, they are motivated to engage in certain activities (Lent, 2007, p. 238).

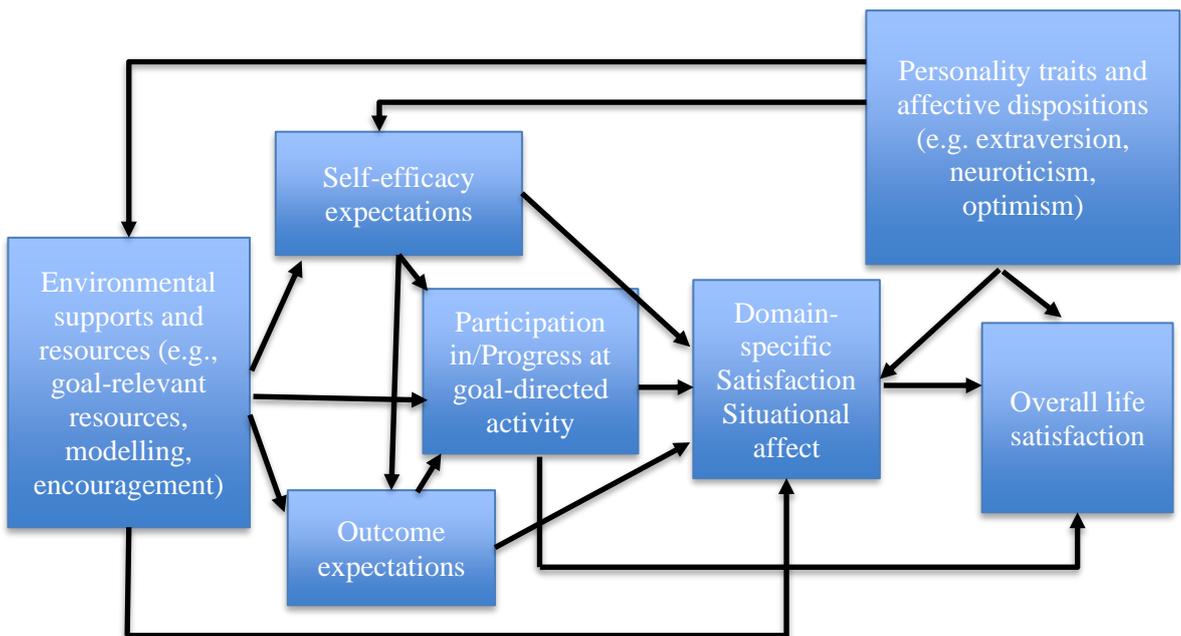


Figure 3. Normative wellbeing model. Source: Lent, 2007, p. 237

Also, the restorative wellbeing model (Figure 4) examines the event of a disruption in an individual’s wellbeing. That is to say, certain incidents may occur which will hurt the emotional wellbeing of customers. Such events are usually really terrible or life-altering events. However, the restorative wellbeing model submits that people’s coping mechanism does not lie in a vacuum; they are aided (and sometimes stymied) by the

nature of their support systems (Lent, 2007, p. 237). Consequently, this model provides a framework to study how negative emotions can be managed to retain customer loyalty to spa patronage.

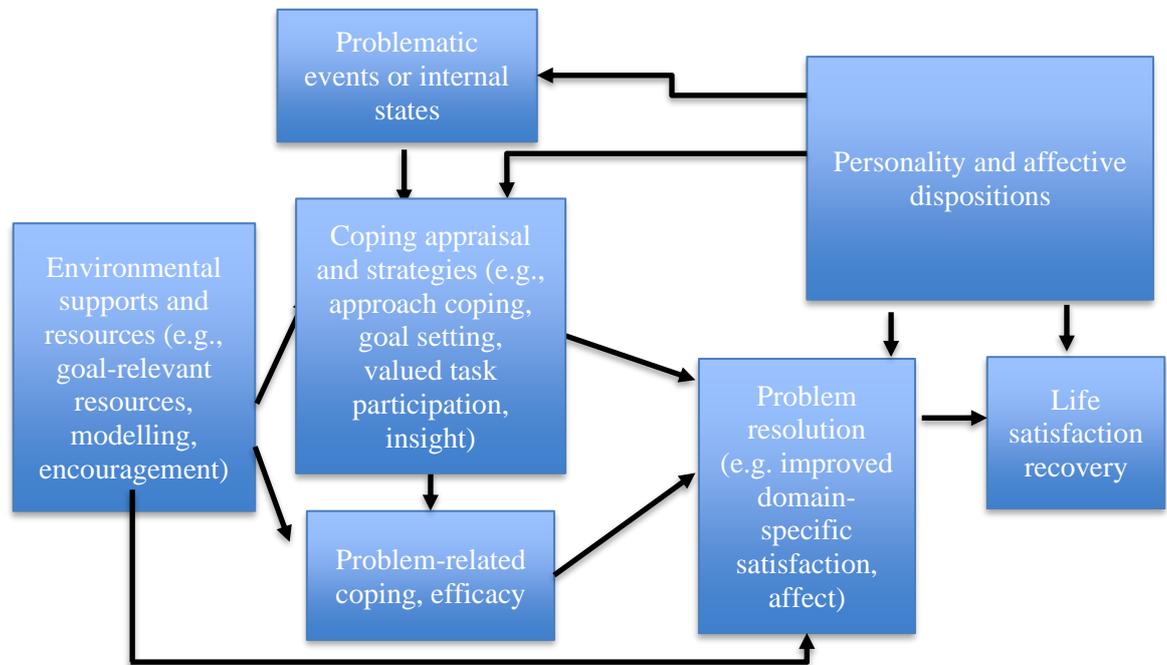


Figure 4. Restorative wellbeing model. Source: Lent, 2007, p. 239

Furthermore, whilst Lent (2007, p. 232) asserts that emotional wellbeing or happiness also comes from the resources (e.g., social relations) and methods (e.g., pursuing valued goals) that people use to bring meaning, purpose, and structure to their lives (psychological wellbeing). Regarding emotional wellbeing, Misheva (2016, p. 1923) also opined that three categories of factors that determine an individual’s emotional wellbeing are:

- i. Demographic, personal and familial characteristics: This category accounts for an individual’s life situation. It assesses individuals’ demographic characteristics such as “gender, age, marital status, educational level of the respondent, religiousness, and self-reported health” (Misheva, 2016, p. 1923) to understand their happiness status and account for their personality traits, such as introverted or extroverted.

- ii. Economic factors: In the study of happiness or emotional wellbeing, this factor assesses emotional wellbeing by examining individuals' employment and income status. Are they unemployed, self-employed, gainfully employed? (Misheva, 2016, p. 1923).
- iii. Traumatic experiences: This factor consists of indicators for physical, sexual, emotional, psychological abuse, neglect, and crime in one's life history. It assesses the general traumatic incidents an individual has experienced kidnapping, accident, arrest, murder, "or has observed a close person who has experienced something traumatic" (Misheva, 2016, p. 1923).

Bhatti et al. (2020, p. 1062) examine the Unified Theory of Acceptance and Use of Technology (UTAUT2), Marketing Mix Theory, and Expectation Confirmation Theory (ECT). Although these theories have been used in scholarly circles to provide a framework for information technology-related studies. Bhatti et al. (2020, p. 1062) postulate that these theories can be used in measuring customers' loyalty to technological and mobile telecommunication service providers. For Han and Hyun (2019, p. 630), although mental health and emotional wellbeing are necessary for ensuring customer loyalty, the relationship between employees and customers plays a significant role in determining customers' willingness to continually patronize an organization. Although Han and Hyun (2019, p. 630) also examined the effect of green indoor and outdoor environments on customer emotional wellbeing and loyalty, they do this through the lens of the travel and tourism industry.

Woodworth (1929, p.233) presented the stimulus-organism-model (S-O-R) as an extension to the basic stimulus-response model saying that "a stimulus is any form of energy acting upon a sense organ and arousing some activity of the organism". The stimulus, organism, and response (S-O-R) model consists of three constructs that determine the behavioural outcome of an event (Pandita et al., 2020, p. 123). Skinner (1938, p.37) defined stimulus and response as "parts of behaviour and environment" and sudden changes in the environment can affect an individual's psychological and emotional stability, driving behavioural changes further. In the context of the study, autonomic state is an intervening mechanism that helps to convert external physical stimuli into complicated interior cognitive-affective processes that govern the quality of interpersonal

interactions. The S-O-R paradigm demonstrates that external stimuli (Stimulus) activate interior emotions (Organism), which then result in behavior. The stimulus is described as the external factors that influence an individual's psychological state and is defined as the effect that arouses the individual (Pandita et al., 2021, p. 3). SOR (Stimulus-Organism-Response) is a cognitive framework for anticipating and recognizing people's reactions, including emotion. In such cases, external factors may influence people's reactions (for example, anxiousness) either through the organismic variable (e.g., psychological distance) (Li et al., 2020, p.3). The S-O-R model is made up of three parts: stimuli (S), organism (O), and response (R) (i.e. the externally detectable reaction, which includes nonverbal verbal and behavioural responses) (Mohamed Sadom et al., 2022, p 264). The interactions of these constituent parts generally follows a linear direction.

The cue utilisation theory was created to explain how human beings in the learning process mix information from many signals gathered in a variety of behavioural settings to construct cognitive judgements. (Wen et al., 2020, p. 72). Cue consistency, or internal consistency among a group of stimuli, is a key tenet in cue use theory. When several sources of information give supporting facts rather than contradictory conclusions, they are more valuable. A consistent collection of signals increases a person's confidence in their ability to make decisions, but an inconsistent set of cues leads to contradicting data reconciliation and trouble making decisions. Olson (1972, p.19) introduced the cue utilization theory, which states that a general quality perception is based on numerous signals. These messages were dubbed 'cues' by him. Quality evaluation is the outcome of a collaborative study of these cues (Ornelas & Vera, 2019, p .79). This can be measured through perception as an evaluation technique.

According to the bottom-up theory, people's assessments of essential life domains determine their overall life satisfaction: people assess various types of emotional experiences such as family life, leisure life, love life, work life, social life, spiritual life, and so on, and their overall life satisfaction is based on these assessments (Sirgy et al., 2019, p.5). In other words, life satisfaction assessments are influenced by how one feels about major life domains. Material life (or standard of living in material terms) is an important life domain that is concerned with emotional reactions to material possessions, household income, savings, investments, and other material resources related to personal

wealth (Sirgy et al., 2021, p. 206). According to the bottom–up approach by Diener (1984, p. 543), happiness is obtained from a totality of good and pleasurable life experiences, implying that a happy person is happy because he or she has had a number of joyful moments. This bottom–up concept has been implemented in a variety of ways. Some studies have looked at whether and how objective life factors like health and wealth impact an individual's happiness, while others have suggested that subjective assessments of multiple life domains may be used to predict total life satisfaction (Chen & Yoon, 2019, p. 868). The aforementioned theories shape the study's conceptual model which is discussed next.

The conceptual model of this study follows the foundation of self-determination theory. Self-determination theory is a macro theory of human motivation that differentiated the types of motivation rather than treating it as a unitary concept like many historical and contemporary theories of motivation (Deci & Ryan, 2008b, p. 182). Developed by Edward Deci and Richard Ryan, self-determination theory, at its most basic level, refers to the concept of autonomous choice: engaging in activities that are free from pressures such as rewards or contingencies (Selby, 2022, p. 52). This essentially dwells on intrinsic motivation, which drives one to engage in internally satisfying or naturally rewarding activities. According to Baloglu et al. (2019, p. 429), the self-determination theory specifically distinguishes three types of motivation: autonomous (or intrinsic) motivation, controlled motivation, and amotivation. Autonomous or intrinsic motivation drives behaviors through the inherent satisfaction of the activity itself. However, controlled motivation exerts pressure to drive behaviors through external rewards or punishment internalized as shame or fear while amotivation is the absence of motivation. Emotional wellbeing has thus been defined as an intrinsic value (Rangarajan et al., 2021, p. 2128). Thus, in this study, the emotional wellbeing which results from spa experience leads to an intrinsic value that acts as a motivation for driving spa loyalty. This implies that individuals who are satisfied with positive spa outcomes will be encouraged and motivated to willingly patronize the spa. Therefore, the conceptual model for the study is presented in Figure 5.

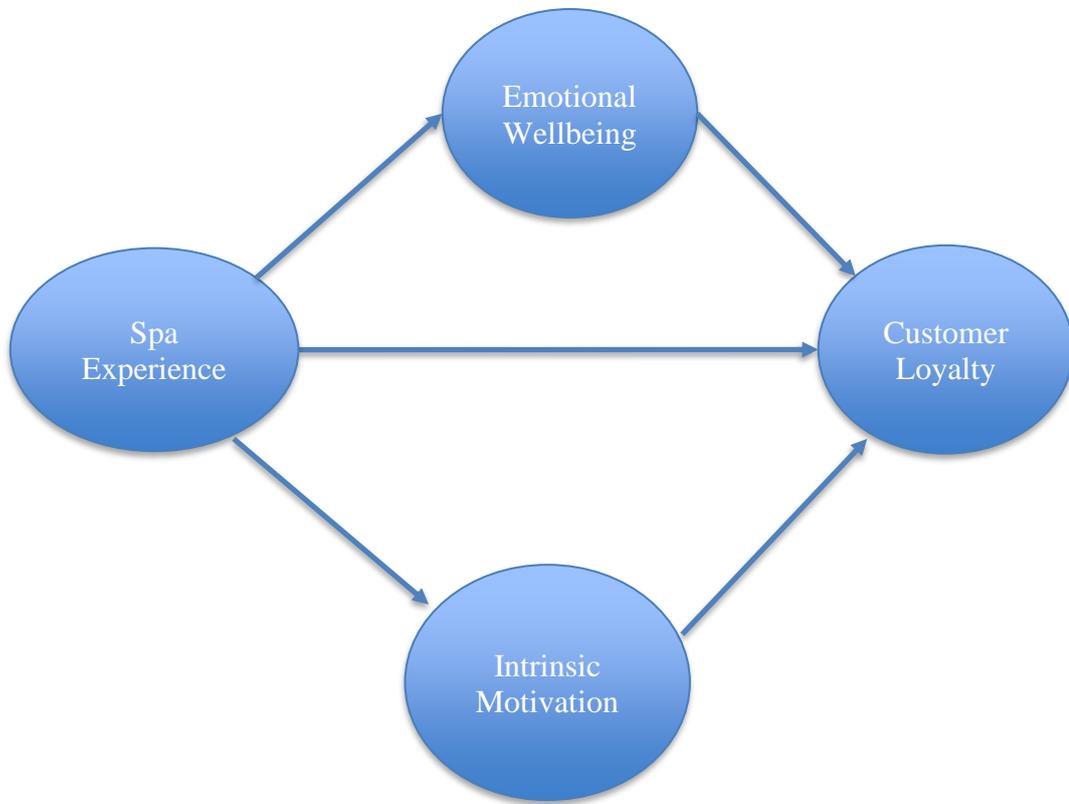


Figure 5. Proposed Conceptual Model

This study will also explore the relationship between spa experience and customer loyalty, spa experience, and intrinsic motivation, and lastly intrinsic motivation and customer loyalty.

2. EMPIRICAL PART

2.1. The Nigerian Spa Industry

Nigeria is a West-African country that is located around 10 degrees north of the equator, sharing a border with Benin, Niger, Chad, Ghana, and Cameroon (Fiedorowicz, 2019, p. 1). With over 200 million people, Nigeria is Africa's most populated country and the world's seventh most populous (Fiedorowicz, 2019, p. 1). Lagos is one of Nigeria's thirty-six states. Lagos is also the most populated state of the thirty-six states and continues to progressively increase its population due to the high rate of commercial activities. (Fiedorowicz, 2019, p. 1). Lagos is a cosmopolitan city where educated and modern people live. Lagos also attracts foreign visitors due to its tranquil environment and tourist attractions. Lagos and its environs are home to a diverse group of individuals from all across the country who live, work, and settle there.

The spa culture has always been an essential integral component of a typical Nigerian culture, although this may not have been under the spa nomenclature. Some of the traditional spa regimens go by the name Dukhaan and Duhrot (Smoke bath), Dilka/Kruhkum (Turmeric scrub), and Halawa (Sugar waxing/ Body Sugaring); and Lalle (Henna/Mehndi) (Ndeche, 2017). The Nigerian spa industry is growing (Thomas-Odia, 2016). The importance of spa services to the development of tourism and wellness in Nigeria cannot be overstated, as evidenced by the increasing number of spa facilities opened across major cities, as well as the growing number of spa-goers and spa service providers that have littered Lagos metropolis, the country's most populous state. In 2014, the hospitality sector (which includes travel and tourism) contributed N1.5 billion (roughly 1.7 percent) to Nigeria's Gross Domestic Product (GDP), and with the recent rebasing of the country's GDP, it has the potential to produce over \$4 billion, confirming the sector's tactical importance to tourism (Ladipo et al., 2016, p. 100).

Lagos, Nigeria, is the research area. The city of Lagos was chosen since it is heavily populated and home to several luxurious hotels, economical spa service providers, and well-known relaxation facilities. Furthermore, Lagos is well-known for attracting businesspeople, tourists, and people from all walks of life. Lagos state is generally regarded as Nigeria's commercial capital, home to numerous international firms and the ambition of every business-minded entrepreneur in Africa. The city is the country's leading contributor of spa services, as well as the country's largest metropolis in terms of population, income, and other factors. Lagos State lies in Nigeria's southwestern region. The state is not just Nigeria's most populous city, but also the continent's most populous city. In terms of population, it is also one of the world's fastest-growing cities. Lagos State is divided into five administrative centers: Ikeja, Epe, Badagry, Ikorodu, and Lagos Island, with 20 local government areas in total (Adewuya et al., 2016, p. 386). It is a major financial center in Africa, as well as Nigeria's megacity with the highest GDP and one of the continent's largest and busiest seaports.

2.2. Research Design

The research design is a comprehensive plan design for answering research questions validly, objectively, and accurately (Kumar, 2011, p. 94). It is inclusive of an outline showing what the researcher will undertake, starting from writing the hypotheses and the operational analysis it brings, to the final analysis of data. The research design is a logical plan for getting from the set of questions to be addressed to some set of conclusions about the questions (Yin, 2018, p. 60). This study will adopt a quantitative research design. According to Dissanayake (2021, p. 58), the quantitative research design is naturally linked to the positivist research philosophy and the deductive research approach, which works by initiating a theory and narrowing the study down to hypotheses that will be tested to validate the original theory. The general characteristic of the quantitative research design is to perceive reality tangibly, fixedly, and objectively (Mayombe, 2021, p. 17). The quantitative research design has been linked with consumer-centric approaches (Rajagopal, 2020, p. 51). The quantitative research design was deemed suitable for investigating variables associated with quality of life (Subudhi et al., 2019, p. 27). The method of data collection for quantitative research design is the survey (Lu et

al., 2016, p. 54). The quantitative research design is the dominant research for investigating correlational relationships (Fan et al., 2020, p. 22).

Any tool or mechanism used to collect data for the study is referred to as a data collection instrument/research instrument (Hassan, 2014, p. 36). Primary data sources include questionnaires, interviews, and observation. Secondary data sources, on the other hand, are documents. The documents could be official publications, personal records, the client's background, previous research, and so on. Consequently, the questionnaire was designed based on information from the secondary data. Therefore, this study utilized a primary source of data collection using a questionnaire. A questionnaire is a document that contains questions and other types of items that are intended to collect data for analysis. A questionnaire is a list of questions that are either directly or indirectly related to the topic of investigation. The questionnaire survey is chosen because it is particularly useful for collecting data from a large number of participants where the right of participants to remain anonymous is highly desired (Escolas et al., 2020, p. 158). The questionnaire method is less expensive and provides great anonymity for participants (Bluman, 2018, p. 11). Also, due to the COVID-19 pandemic, this method of data collection was considered the most probable. The structured questionnaire for the study was administered through (online) Google Forms. Online invitations were sent to spa users in Lagos state. Significantly, to validate the questionnaires' content, the questionnaires were put through a thorough examination through a pilot study. Therefore, questionnaire relevance was tested with a few potential participants to receive their assessment as to whether the research instrument is meaningful, clear and offensive. The pilot study involved 12 people who were members of the study participants. The study lasted for one week from 7th March 2022 to 14th March 2022. Based on this pilot study evaluation, the research instrument was enhanced accordingly before use in the final data collection exercise. The main adjustments were about the simplification of vocabulary to clarify the ambiguity of questions.

The questionnaire was opened to respondents for two weeks using social media platforms such as Twitter, Instagram, Facebook, and WhatsApp between 15th March 2022 to 28th March 2022. Respondents were recruited using search criteria that link them to spas in the study area being Lagos state, Nigeria. The survey questionnaire is divided into five

sections: the first section assessed the experience of spa visitors, the second assessed their emotional wellbeing, the third assessed their loyalty toward the last spa visited, and the fourth section assessed their motivation. These were all implemented using Likert-type questions. The fifth and the last section covered the respondents' demographic characteristics.

This study adopted the questionnaire scales used by Baloglu et al. (2019) which incorporate the four same variables used in this study: experience, emotional wellbeing, motivation, and loyalty. For experience, a 9-item scale measured with a seven-point Likert type scale (ranging from strongly disagree to strongly agree) was adopted from Baloglu et al. (2019, p. 435). For emotional wellbeing, this study will adopt the scale employed by Baloglu et al. (2019, p. 436). The emotional wellbeing measure consists of three items that were rated on a 5-point Likert type scale ranging from 1 (not at all) to 5 (to a great extent) based on spa visit and contribution to happiness, positive feelings about self, and emotional wellbeing. For motivation, this study will adopt a 20-item motivation scale with seven-point Likert-type questions (ranging from not at all important to extremely important) adapted for spa settings by Baloglu et al. (2019, p. 435). The scale asks participants to reflect on their most recent spa visit and rate the importance of how each item reflects their visit to the spa using intrinsic motivations such as: "To be at peace with myself," and "To treat my body well". For loyalty, this study will adopt three loyalty items used by Baloglu et al. (2019, p. 436) which uses a 7-point scale ranging from very unlikely to very likely. Demographic information will include gender, age, marital status, education, and employment status. The questionnaire is shown in Appendix 1.

It is essential to understand the concept of the population before venturing into determining the research sample. The population can be defined as all possible observations of interest of a variable. A human population can be defined as a group of contemporaneous individuals, who occupy relatively the same area geographically, have a shared culture (language, traditions, belief systems, etc.), and who tend to find mates from within the same group (Digangi & Moore, 2013, p. 5). The population of interest can also be described as the target population associated with the researcher's interests. A sample is to be chosen from this target population. Consequently, sampling has proven very essential in cases where you do not necessarily need to use the entire population but

rather a target sample of the whole. According to Kothari (2004, p. 56), a sampling plan is a method of selecting objects or elements from a larger population.

The current study area for this research is focused on Lagos, Nigeria. This area was chosen due to limited resources and limited studies on the emotional wellbeing of people living in Nigeria. Therefore, the top results of this study and knowledge gathered are going to be highly beneficial to spa businesses in the country; the new information and knowledge found will be useful to the spa managers for influencing customer loyalty.

To avoid sampling error, the optimal sample size can be calculated using several methods presented by Israel (2012, p. 2) and shown in Appendix 2. For a population greater than 100,000 and a precision of $\pm 7\%$, indicates that a sample size of 204 is needed to attain a 95% confidence level. People who live or work in Lagos, Nigeria, are the study's population. Through the dissemination of questionnaires, a total of 204 people will be contacted. Due to a time restriction, the researcher chose a $\pm 7\%$ level of accuracy to fulfil the deadline while simultaneously achieving a 95 percent confidence level. As a result, the researcher's decision to use 204 respondents and a $\pm 7\%$ level of precision to prevent sampling error is warranted.

To choose the intended respondents for the study, a convenience sampling method was used. Majid (2018, p. 4) defined convenience sampling as a technique where the most easily accessible respondents are chosen by a researcher. This simply means that researchers will be able to contact the target respondents whenever they choose. Due to a time limitation, the researcher adopted a convenient non-probability sampling method. As a result, this form of data collecting will be less tasking on the researcher and will allow the researcher to reach the desired quota on time.

Data analysis is the foundation for data interpretation and, ultimately, the development of new knowledge. At this phase, the researcher attempts to explain the study's findings. The retrieved data from the questionnaires will be thoroughly examined, analysed, compared, and evaluated. The data from the questionnaires were coded on a Microsoft Excel sheet and then transferred to the Statistical Package for the Social Sciences (SPSS) software version 26 for analysis. Descriptive and inferential statistics were involved in the analysis. Regression analysis was employed for inferential analysis of data. A

regression model is a type of linear model in which the response (dependent) variable is linked to the numerical values of one or more quantitative variables known as factors or independent variables (Freund et al., 2006, p. 36). Multiple regression analysis is a statistical approach for examining the relationship between several independent variables and a single dependent variable. On the other hand, a simple regression analysis is employed for investigating the relationship between a single dependent variable and one independent variable.

For the test of mediating effects, this study employed Sobel test by Sobel (1982). There are many methods of investigating mediation effects. Although the causal approach of the regression can be used, it has several flaws (Liu et al., 2021, p. 5). Consequently, Sobel test is often used to complement the causal-step approach of regression (Lin et al., 2020, p. 3). The Sobel test is a popular method for determining the strength and importance of indirect interactions. It's essentially a customised t-test for determining if the independent variable's influence is statistically meaningful when the mediator factors are considered. The Sobel test evaluates the strength of the independent variable's (X) indirect effect on the dependent variable (Y) via the intervening variable (Z) (Wahyono, 2020, p. 21). As regression analysis is not a formal test of mediation, it is used to give an initial indication whether there is a significant relationship between spa experience and the mediators of emotional wellbeing and intrinsic motivation and between the intrinsic motivation and customer loyalty as earlier explained by the conceptual model of the study. Without a significant relationship between the mediator and the dependent or independent variable, the test of mediation cannot proceed. After a significant relationship has been established, Sobel test is implemented using an online calculator. The next section will present the results of the study's analysis.

2.3. Results

2.3.1. Descriptive Analysis

This section makes use of tables and charts to present numerical summaries of responses from the respondents. These are presented below. In the study participated 204 respondents. The demographic data are presented in Figure 1.

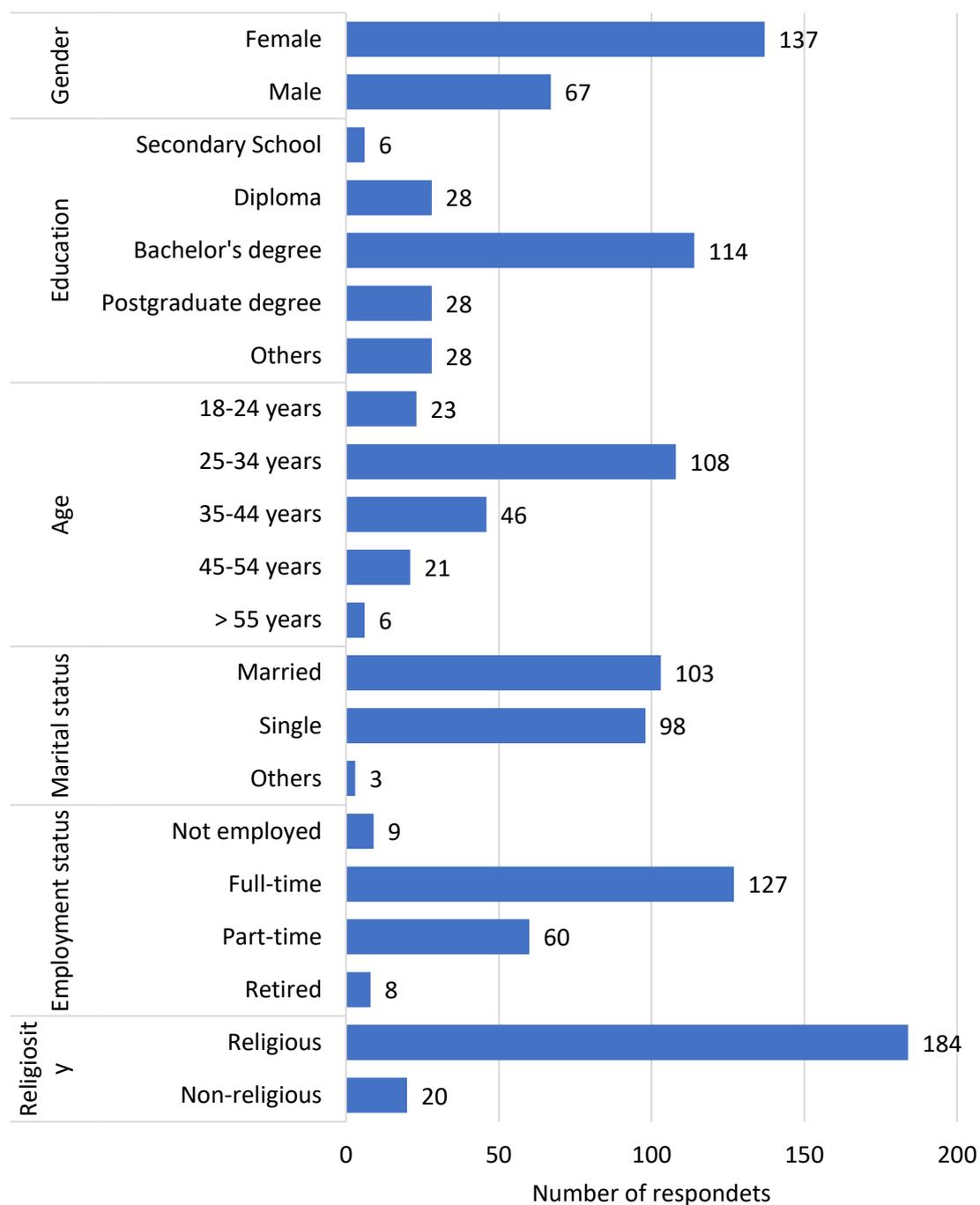


Figure 1. Demographic data of respondents (n = 204)

The highest number of people that visit the spa are females (67.2%), while 32.8% of spa visitors are males. The majority of spa visitors have a bachelor's degree as their highest educational qualification (55.9%), 13.7% have other types of qualifications, and 2.9% percent have secondary school certificates. Most of the respondents (52.9%) are between

25 and 34 years, 36% are 35 and over and 11.3% are between 18 and 24 years. The marital status of the spa visitors shows that 50.5% are married and 48.0% are single. Many of the spa visitors (62.3%) are full-time employed and 29.4% are part-time employed. 8.3% of respondents are unemployed or retired. Participants are religious people, 90.2% of them agree with that.

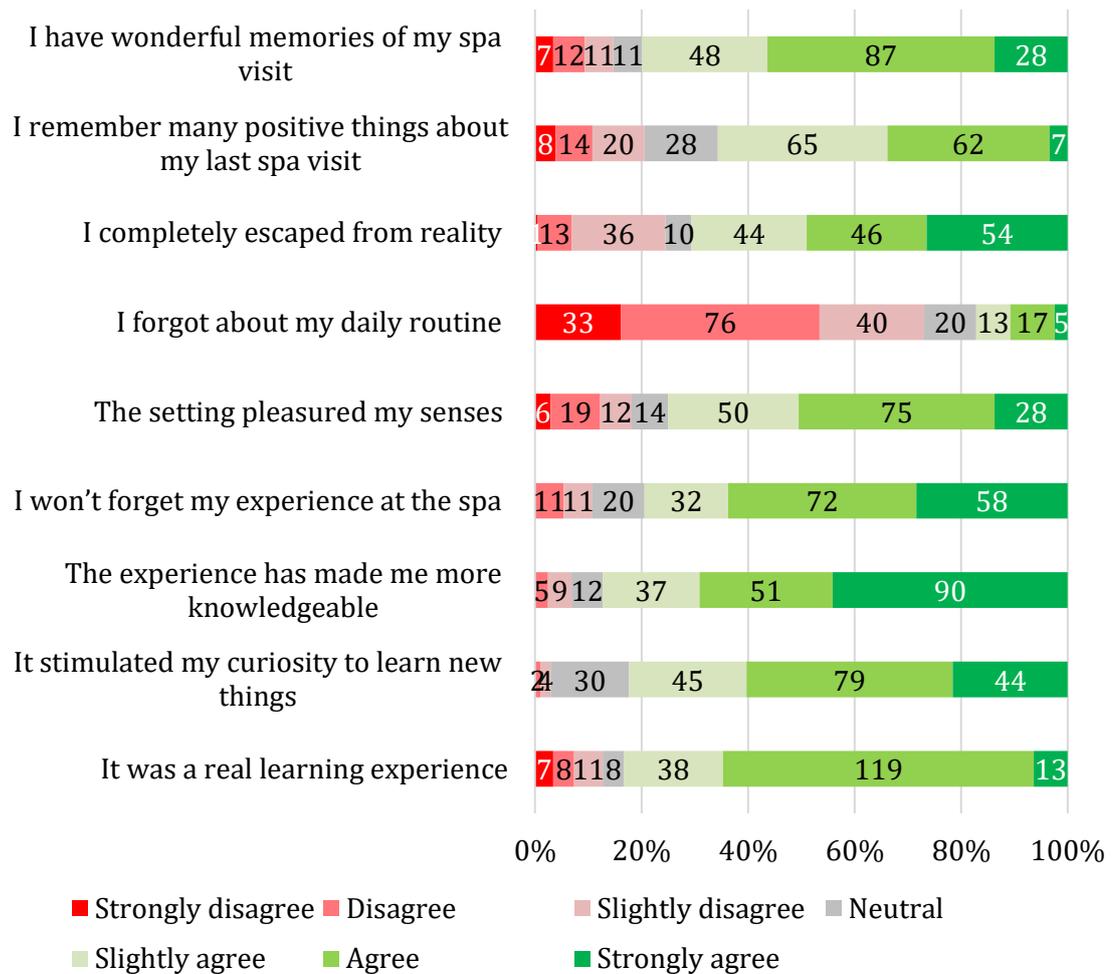


Figure 2. Spa experiences of respondents (n = 204)

Figure 2 revealed the participants' responses about their spa experiences. The respondents agreed and strongly agreed that spa visit has made them more knowledgeable (69.1%), it was a real learning experience (64.7%), and they won't forget their experience at the spa (63.7%). On the other hand, the respondents disagreed and strongly disagreed that said they forgot about their daily routine (53.4%), followed by a few that said the setting does not pleasure their senses (12.3%), and a few that said they disagreed that they remember

many positive things about their last spa visit (10.8%). In terms of the neutral responses, where the respondents are not able to choose, are they agree or not, it was shown that the spa visitors are not sure do they want to learn new thing or not (14.7%). 13.7% of respondents are not sure about remembering many positive things about their last spa visit.

In terms of gender responses, it was revealed that 60.8% of the females and 18.1% of the males agreed that the spa experience has made them more knowledgeable, followed by 46.1% of the females and 18.6% of the males that agreed that spa was a real learning experience for them, and 41.7% of the females and 22.1% of the males that agreed that they won't forget their experience at the spa. In terms of those that disagreed, it was showed that 35.3% of females and 18.1% of males disagreed that they forgot about their daily routine, followed by 7.4% of the females and 4.9% of the male that disagreed that the setting pleased their senses, and 6.4% of females and 4.4% of the males that disagree that they remember many positive things about their last spa visit. With respect to neutrality of the responses, 9.3% females, and 5.4% male are neutral about spa stimulating their curiosity to learn new things, followed by 10.8% of the female and 2.9% male that are neutral about remembering many positive things about their last spa visit.

With respect to their age, it was revealed that 39.2% of respondent within 25 and 34 years agreed that the spa experience has made them more knowledgeable, followed by another 39.2% within 25 and 34 years that said they won't forget their experience at the spa, and 37.3% within 25 and 34 years that agreed that spa was a real learning experience for them. The findings also revealed 29.9% within age 25 and 34 years disagreed that they forgot about their daily routine. This is followed by 11.8% within 25 and 34 years that disagreed that the spa setting pleased their senses, and 4.9% within 25 and 34 years that disagreed that they remember many positive things about their last spa visit. With respect to the neutrality of their responses, it was revealed that 12.7% within 25 and 34 years are neutral about spa stimulating their curiosity to learn new things. This is followed by 8.8% within 25 and 34 years are neutral about remembering many positive things about their last spa visit.

With respect to the marital status of the respondents (n=204) and their spa experiences, a significant number of the respondents who are married (n=103), agreed that they had

wonderful memories of their spa visits (59.2%). For single respondents (n=98), 52% of them also agreed to this. However, the number of both married respondents and single respondents that agreed that they remembered many positive things about their last spa visit decreased to 35.9 and 32.7% respectively. Moreover, 41.7% of married respondents also agreed that visiting the spa made them to completely escape from reality; the number of single respondents who also agreed to this was significantly higher (55.1%). 52.4% of married respondents and 80.6% of single respondents disagreed that they forgot about their daily routine with regards to their spa experiences. 51.5% of married respondents and 51% of single respondents agreed that the spa setting pleased their senses. 69.9% of married respondents and 56.1% of single respondents agreed that they would not forget their experience at the spa. 55.3% of married respondents and 82.7% of single respondents were of the opinion that their spa experience has made them more knowledgeable. 63.1% of married respondents and 56.1% of single respondents were of the opinion that the spa experience stimulated their curiosity to learn new things. 55.3% of married respondents and 76.5% of single respondents agreed that the spa experience was a real learning experience.

With regards to the spa experiences of the respondents and their educational qualification, the dominant groups were those with bachelor's degree (n=114). Those with postgraduate degree (n=28) are also significant given their level of education. 57.0% of respondents with bachelor's degree and 75.0% of respondents with postgraduate degree agreed that they had wonderful memories of their spa visit. 36.0% of respondents with bachelor's degree and 35.6% of respondents with postgraduate degree agreed that they remembered many positive things about their last spa experience. 55.3% of respondents with bachelor's degree and 50.0% of respondents with postgraduate degree agreed that their spa experienced made them to completely escape from reality. 54.4% of respondents with bachelor's degree and 67.9% of respondents with postgraduate degree disagreed about forgetting their daily routine with regards to their spa experiences. 46.4% of respondents with bachelor's degree and 50.0% of respondents with postgraduate degree agreed that the setting of their last spa visit pleased their senses. 61.4% of respondents with bachelor's degree and 42.9% of respondents with postgraduate degree agreed that they would not forget about their general experience at the spa. 61.4% of respondents with bachelor's degree and 96.4% of respondents with postgraduate degree agreed that their

spa experience has made them more knowledgeable. 55.3% of respondents with bachelor's degree and 64.3% of respondents with postgraduate degree agreed that their spa experiences stimulated their curiosity to learn new things. 74.6% of respondents with bachelor's degree and 64.3% of respondents with postgraduate degree agreed that their spa experience was a real leaning experience. In this regard, learning aspects of the spa experience has the largest number of group agreement when respondents with bachelor's degree and those with postgraduate degree are considered.

With regards to the employment status of the respondents and their spa experience, the dominant groups of respondents are those that are fully employed (n=127) and those that are part-time employed (n=60). 63% of respondents with full-time employment and 41.7% of respondents with part-time employment agreed that they had wonderful memories of their last spa visit. 33.9% of respondents with full-time employment and 28.3% of respondents with part-time employment agreed that they remember many positive things about their last spa visit. 48.8% of respondents with full-time employment and 56.7% of respondents with part-time employment agreed that their spa experience made them to completely escape from reality. A larger proportion of respondents with full-time employment (66.1%) and those with part-time employment (26.7%) disagreed that they forgot about their daily routine with regards to their spa experiences. Moreover, 61.4% of respondents with full-time employment and 33.3% of respondents with part-time employment agreed that their spa experiences pleased their senses. 51.2% of respondents with full-time employment and 88.3% of respondents with part-time employment agreed that they would not forget their experiences at the spa. 74% of respondents with full-time employment and 65.0% of respondents with part-time employment agreed that their spa experiences made them more knowledgeable. 54.3% of respondents with full-time employment and 61.7% of respondents with part-time employment agreed that spa experience stimulated their curiosity to learn new things. 82.7% of respondents with full-time employment and 28.3% of respondents with part-time employment agreed that their last spa visit was a real learning experience.

With regards to the religiosity of the respondents and their spa experiences, the only two groups are the non-religious respondents (n=20) and religious respondents (n=184). 60.0% of non-religious respondents and 56.0% of religious respondents agree that they

have wonderful memories of their spa visit. 30% of non-religious respondents and 34.2% of religious respondents agree that they remember many positive things about their last spa visits. 65.0% of non-religious respondents and 47.3% of religious respondents agree that their spa experience made them to completely escape from reality. 55.0% of non-religious respondents and 53.3% of religious respondents disagreed that their spa experience made them to forget about their daily routine. 45% of non-religious respondents and 51.1% of religious respondents agree that the setting of their last spa visits pleased their senses. 60.0% of non-religious respondents and 64.1% of religious respondents agreed that they would not forget about their experience at the spa. 60.0% of non-religious respondents and 70.1% of religious respondents agreed that the spa experience made them more knowledgeable. 50.0% of non-religious respondents and 61.4% of religious respondents agreed that the spa experience stimulated their curiosity to learn new things. 65.0% of non-religious respondents and 64.7% of religious respondents agreed that the spa experience was a real learning experience.

Respondents' emotional wellbeing is presented in Figure 3.

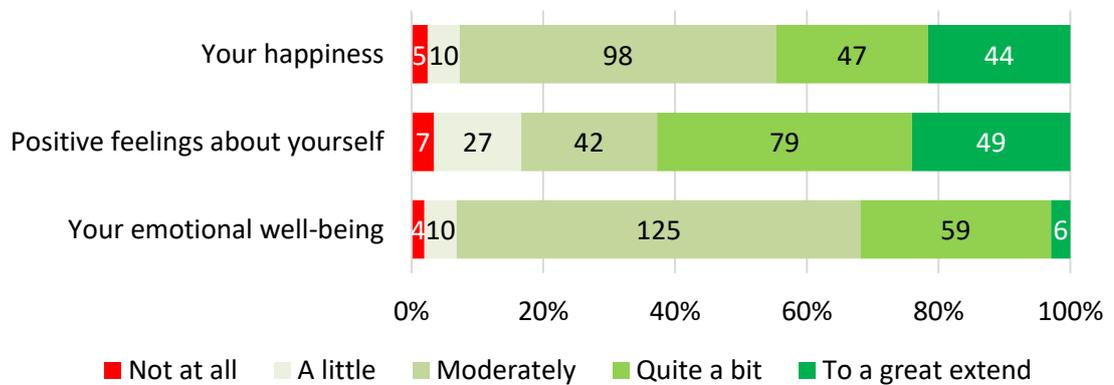


Figure 3. Responses of the spa visitors regarding their emotional wellbeing (n = 204)

Figure 3 presents responses of the spa visitors regarding if their spa experience affects their happiness. Most of respondents said the spa visit change their emotional wellbeing (61.3%) and affects happiness (48%) moderately, while most acknowledge that it brings about positive feeling about themselves quite a bit (38.7%). In terms of the correlation with the age and gender, it was revealed that respondents within the age of 25 and 34 years being 31.8% are the highest group that indicate that spa visit affects their happiness

moderately, while 32.8% of female and 15.2% of males said it affects their happiness moderately. Also, the result revealed that 22.5% within 25 and 34 years are the highest group that said spa visit changed their feeling about themselves quite a bit, while 25% of female and 13.7% of male are the highest group that said spa visit changed their feeling about themselves quite a bit. The findings showed that 32.8% between the age of 25 and 34 years are the highest group that indicates that spa visit changes their emotional wellbeing moderately, while 36.8% of female and 24.5% of males said that it changed their emotional wellbeing moderately.

Customers' loyalty statements are presented in Figure 4.

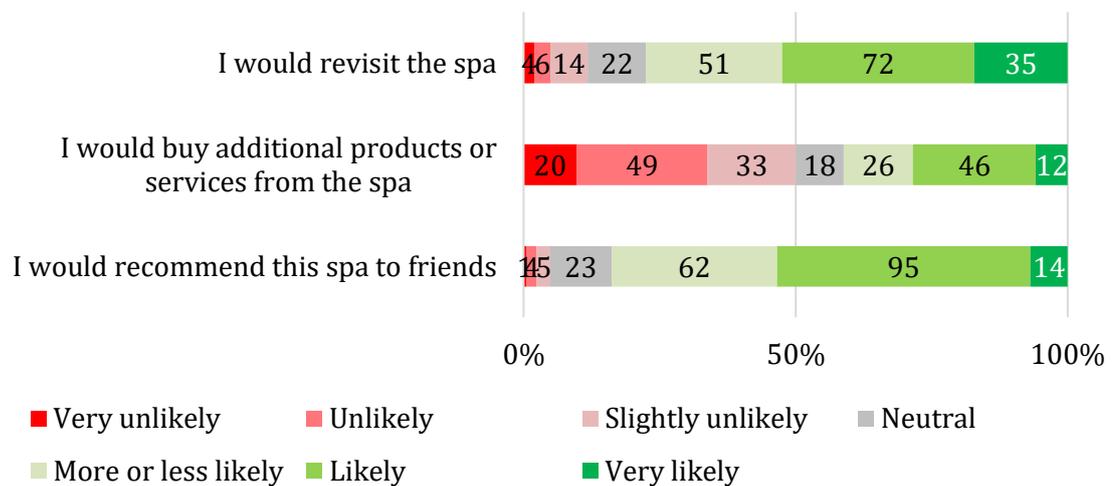


Figure 4. Respondents' loyalty statements (n = 204)

Figure 4 presents respondents' opinions regarding if they would revisit the spa some other time. The majority of them being 52.5% said they would very likely or likely revisit, followed by 53.5% that said they would very likely or likely recommend the spa to their friends. 36.3% of female and 16.2% of male said its very likely or likely they revisit the spa, while the highest age group that said they will very likely or likely visit the spa again 25 and 34 years with 28.4% respondents. In the same vein, 36.8% of female and 16.7% of males said they would very likely or likely recommend the spa to friends, while the highest age group that said they would very likely or likely recommend the spa are 26%. Motivations of spa visitors according to self-improvement and new experiences are presented in Figure 5.

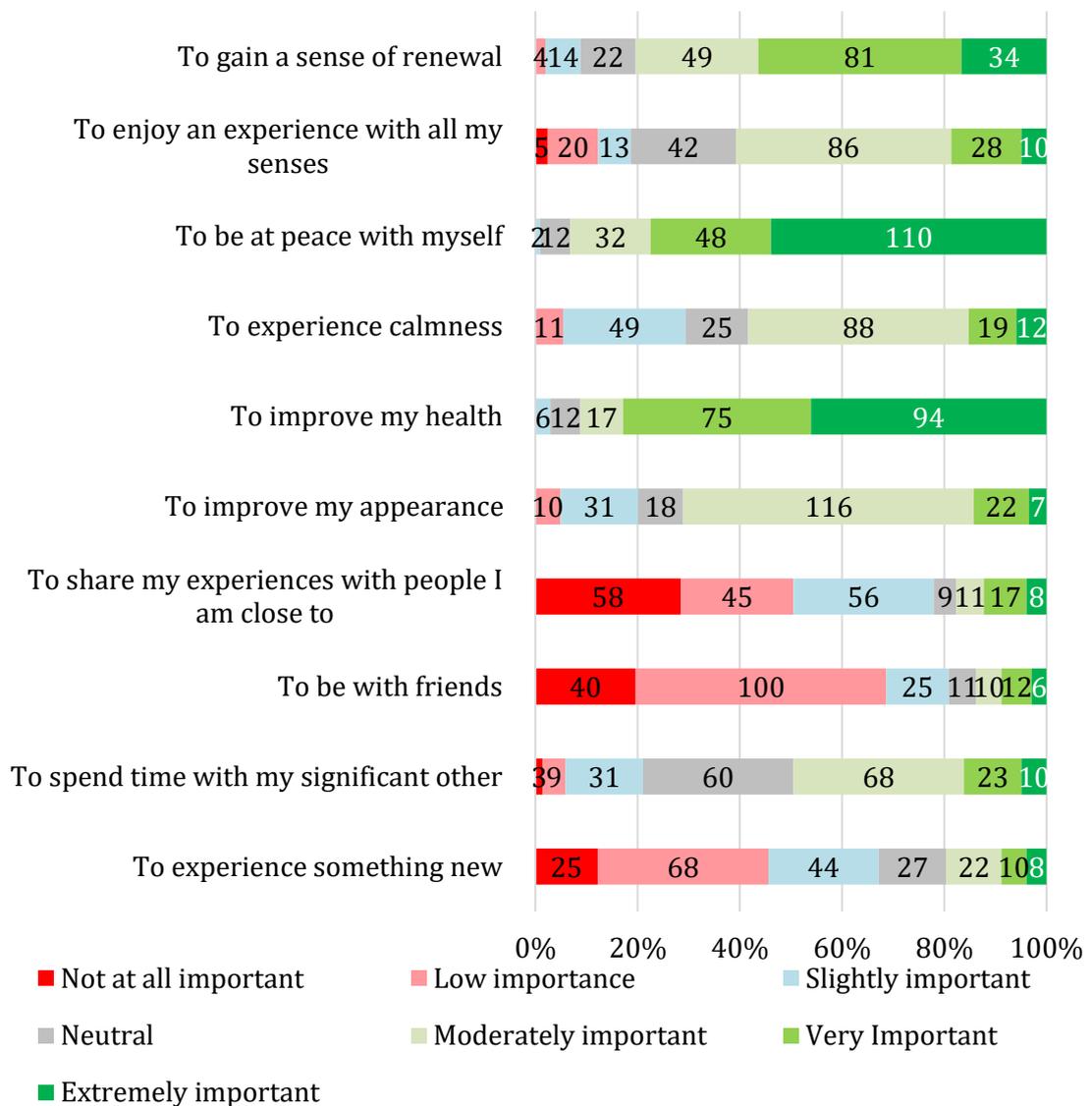


Figure 5. Motivations of spa visitors (n = 204)

Figure 5 presents what motivated the respondents to use spa. The three extremely important and very important motivating factors are to improve their health (82.9%), to be at peace with themselves (77.4%), and to gain a sense of renewal (56.4%). The not at all or low important motivating factors are to share their experience with people they are close to (50.5%), to be with friends (68.6%), and to experience something new (45.6%). Most respondents are neutral about spending time with their significant other (29.4%), and enjoying an experience with all their senses (20.6%)

55.9% female and 27% male said improving their health is extremely important and very important, followed by 52% of the females and 25.5% of the males that said to be at peace

with themselves, and 39.7% of female and 16.7% of males said gaining a sense of renewal. In terms not at all and low importance, 46.5% of the females and 22.1% of the males said being with friends, followed by 37.3% of the females and 13.2% of the males that said sharing their experience with the people they are close to, and 33.8% of the females and 11.8% of the males that said experiencing something new. Regarding the neutral responses, it was revealed that 19.6% of the females and 9.8% of the male said spending time with their significant other, and 14.7% females and 5.9% males said enjoying an experience with all their senses.

Regarding the age group, 42.6% within the age of 25 and 34 are the highest group that said it is extremely important and very important to improve their health, followed by 41.7 within the age of 25 and 34 years that said to be at peace with themselves, and 30.9% within the age of 24 and 34 years that said to gain a sense of renewal. Accordingly, the highest age group that said being with friends as motivating factor is not at all or low importance are within 25 and 34 years representing 35.3%, followed by 25.5% within the age of 25 and 34 years that said sharing their experiences with people they are close to, and 18.1% within the age of 25 and 34 years that said experiencing something new.

Motivations of spa visitors according to stress level and self-indulgence are presented in Figure 6. Figure 6 presents what motivated the respondents to use spa. The three extremely important and very important motivating factors are to help recover from a major negative life event (77.9%), followed by 70.6% respondents that said to overcome health problems, and 67.6% respondents that said to reduce stress levels. The not at all or low important motivating factors includes to feel that they are the only one in the world (77%), to get away from other people (49%), and to escape the demand of everyday life (30.9%). In terms of the neutral responses, it was revealed that most respondents are neutral about to being pampered (17.6%) and to let go of their worries and problems (8.3%).

Regarding the gender views, it was revealed that 50.5% of female and 27.5% of male said to recover from a major negative life event is extremely important and very important, followed by 44.1% of the females and 26.5% of the males that said to overcome health problems and 48.5% of the females and 19.1% of the males that said to reduce their stress levels. In terms of gender that said not at all and low importance, 49% of the females, and

28% of the males said it is not at all or its of low importance to feel that they are the only person in the world, followed by 33.3% of the females and 15.7% of the males that said to get away from other people, and 20.6% of the females and 10.3% of the males that said to escape the demand of everyday life. The result showed that 8.8% of the females and 8.8% of the males are neutral about being pampered, and 4.4% of females and 3.9% of males are neutral about letting go of their worries and problems.

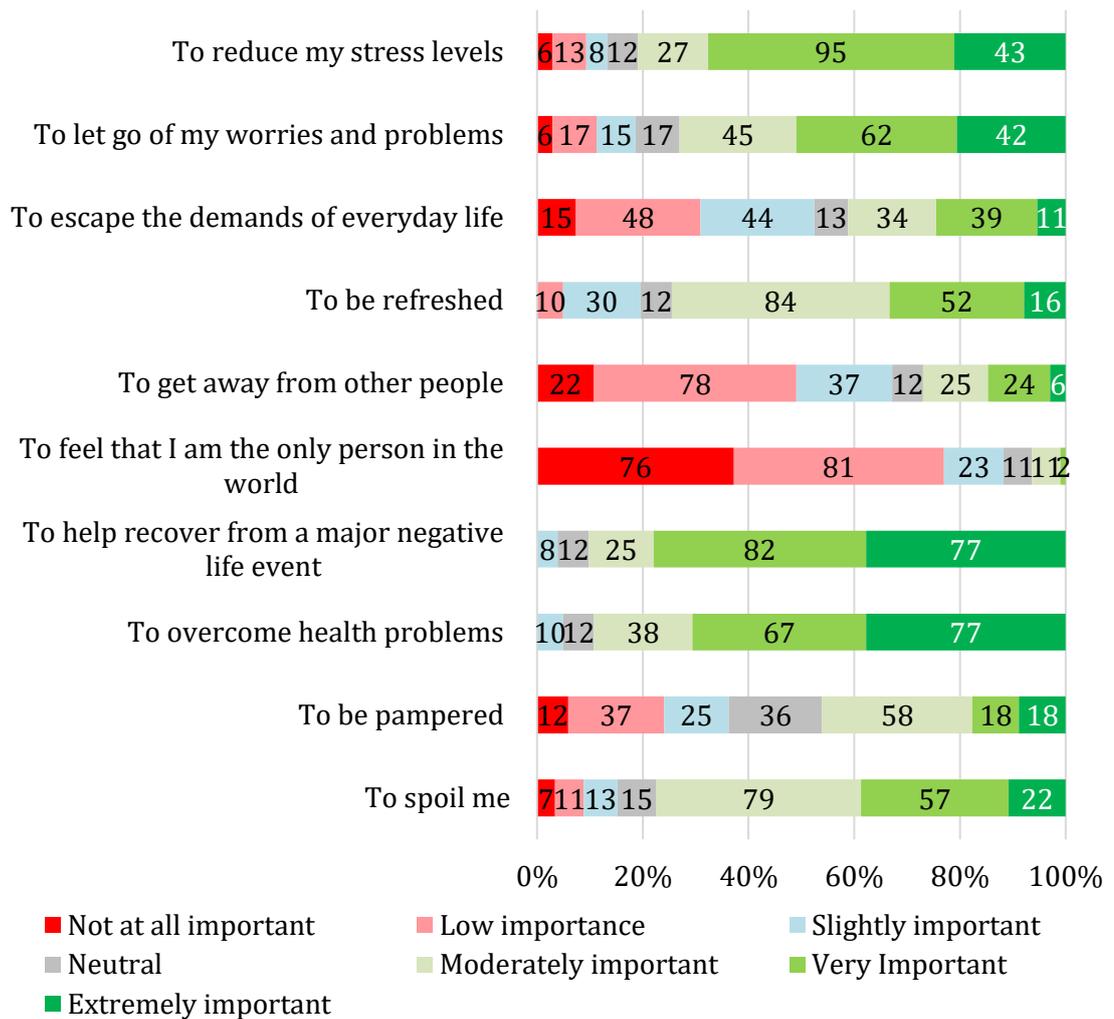


Figure 6. Motivations of spa visitors (n = 204)

Regarding the age group, 45.1% within the age of 25 and 34 years are the highest group that said it is extremely important and very important to help recover from a major negative life event, followed by 36.8% within the age of 25 and 34 years that said to overcome health problems, and 27% within the age of 25 and 34 years that said to reduce

their stress level. In terms of not at all important and low important, it was revealed that 44.1% within the age of 25 and 34 years are the highest group that said it is not at all important or of low importance to feel they are the only person in the world, followed by 25% within the age 25 and 34 years that said to get away from other people, and 13.7% within the age of 25 and 34 years that said to escape the demands of everyday life. Regarding the views of the age group that are neutral, 8.3% within the age of 25 and 34 years are the highest group that are neutral about being pampered, followed by 5.8% within the age of 25 and 34 years that are neutral about letting go of their worries and problems. The following section discusses inferential statistics.

2.3.2. Inferential Analysis

This section will be utilizing statistical tools of regression to examine the impact of spa experience on customer loyalty, and also examine the mediating effect of emotional wellbeing and intrinsic motivation.

Regression analysis for the impact of spa experience on customers' loyalty shows that the correlation coefficient $R = 0.306$ ($p < 0.05$), which indicates a weak but statistically significant positive correlation between spa experience and customers' loyalty. The $R^2 = 0.094$ indicated that as much as 9.4% variation in customer loyalty is explained by spa experience, while the remaining 90.6% is influenced by other factors not captured in this model.

The correlation between spa experience and emotional wellbeing ($R = 0.427$, $p < 0.05$) indicates a moderate positive and statistically significant correlation. The $R^2 = 0.182$ indicated that as much as 18.2% variation in emotional wellbeing is explained by spa experience, while the remaining 81.8% is influenced by other factors not captured in this model.

The correlation coefficient between spa experience and intrinsic motivation ($R = 0.297$, $p < 0.05$) indicates a weak and significant positive correlation. The $R^2 = 0.088$ indicated that as much as 8.8% variation in intrinsic motivation is explained by spa experience, while the remaining 91.2% is influenced by other factors not captured in this model.

The overall effect of the spa experience and emotional wellbeing on customers' loyalty shows the correlation coefficient $R = 0.651$ ($p < 0.05$) which indicates a strong and

statistically significant positive correlation between spa experience, emotional wellbeing, and customers' loyalty. This implies that spa experience and emotional wellbeing are significant determinants of customers' loyalty. An increase in positive spa experience and emotional wellbeing will bring about increase in customers' loyalty and these determinants have both significant effects. The $R^2 = 0.424$ indicated that as much as 42.4% variation in customer loyalty is explained by spa experience, and emotional wellbeing., while the remaining 57.6% is influenced by other factors not captured in this model.

The author used Sobel Test to examine the significance of mediating variable of emotional wellbeing. The test statistic for the Sobel test is 0.445 ($p = 0.656$) and it indicates that the association between spa experience and customers' loyalty is not increased significantly by the inclusion of the mediator (in this case, emotional wellbeing) in the model; in other words, there is no evidence of mediation.

The overall effect of the spa experience and intrinsic motivation on customers' loyalty shows the correlation coefficient $R = 0.606$ ($p < 0.05$) which indicates a strong positive correlation between spa experience and intrinsic motivation. This implies that spa experience and intrinsic motivation are significant determinants of customers' loyalty. An increase in positive spa experience and intrinsic motivation will bring about increase in customers' loyalty and these determinants have both significant effects. The $R^2 = 0.367$ indicated that as much as 36.7% variation in customers' loyalty is explained by spa experience and intrinsic motivation, while the remaining 63.3% is influenced by other factors not captured in this model.

The test statistic for the Sobel test is 1.498 ($p = 0.134$), which indicates that the association between the spa experience and the customers' loyalty is not increased significantly by the inclusion of the mediator (in this case, intrinsic motivation) in the model; in other words, there is no evidence of mediation.

2.4. Discussion

It was found from the analysis that more female patronizes the spa than their male counterparts, with people between the age of 25 and 34 dominating the visitors that go to

the spa regularly. This is consistent with the results of Baloglu et al. (2019, p. 435) where the female respondents were the majority and the 25–34 age group represented the majority. Huang et al. (2019, p. 601) also reported consistent results that showed that female respondents were the majority. These results could be reflective of the traditional stereotype that spa services are feminine. However, as Thorne (2021, p. 12) reported, this view is changing significantly. The findings also revealed that the major of the religious people and full-time workers are attending spa sessions. According to Diener and Ryan (2009, p. 397), the relationship between religiosity or spirituality and wellbeing is paradoxical, demonstrating that some of the countries with the highest levels of wellbeing are not particularly religious, while others with the lowest levels of well-being are extremely religious. In a way, religion gives a sense of meaning and purpose through the social network and support systems that churches and religious institutions create. In this sense, the fact that Nigeria is a highly religious nation may be an influencing factor in the level of wellbeing demonstrated by the respondents. It was also gotten from the result that individuals with bachelor's degrees and married people are the dominant users of spa products and services in Lagos state. Although slight differences occur between countries, it is obvious that global patterns in marriage, education, and their relationship to wellbeing are consistent with the fact that married people and educated people tend to show higher levels of wellbeing than unmarried people and people with no education (Diener & Ryan, 2009, pp. 396–398). This is consistent with the results of Baloglu et al. (2019, p. 435) and Huang et al. (2019, pp. 601–602). Summarily, it can be concluded that marriage, education, religion, and employment are all important demographics for wellbeing.

The study further investigated the user's experience at the spa, and it was revealed that the majority of the people had wonderful memories of their spa visit. Most of these people indicated that they could still remember positive things about their last visit, which they acknowledge that it helped them to escape reality during their entire time at the spa. On the flip side, it was revealed that the majority of spa user forgot about their daily routine. This would suggest that spas in Lagos need to focus on making lasting impressions on their customers. It was further revealed from their responses that spa users tend to become more knowledgeable when they attend their spa session, as they claimed that it brings about real learning experiences, and stimulates their curiosity to learn new things.

In terms of measuring the emotional wellbeing of the spa users, it was found that their spa experience has been contributing significantly to their happiness. It was also discovered that the spa experience is a moderate contributor to the emotional wellbeing of the majority of respondents, with only 24% saying it has helped them to develop positive feelings about themselves to a great extent. Additionally, in examining the loyalty of the spa users, the findings showed that the majority of the participants thought that they would revisit the spa and recommend it to their friends and families considering the wonderful experience they had when they visited. However, they have diverse opinions regarding engaging the services of spa. Based on equity theory (Walster et al., 1976, p. 1-2; Ogwo & Igwe, 2012, p. 83), this could be a result of the price. Price has not been explored in this study and can therefore form the basis for future studies.

In terms of what motivated the people to use the spa, among the most important reasons identified, the majority only agreed with gaining a sense of renewal, being at peace with oneself, improving health, and reducing stress levels, to let go of worries and problems, to help recover from a major negative life event, and to overcome health problems. The implication of this is that people go to the spa to become a better version of themselves mentally, physically, and overall health improvement as opposed to showing off to people around them and having fun. From literature, there are three theories applicable to this effect: stimulus-organism-response theory (Chu & Liang, 2018), cue utilization theory (Brehmer, 1972) and Gestalt theory (Carmer & Rouzer, 1974). Taken together, they show that spa services are not luxuries.

Regarding the inferential statistics, it was found that spa experience, emotional wellbeing, and intrinsic motivation are statistically significant in determining customers' loyalty to spa houses. These results are consistent with the findings of Baloglu et al. (2019, p. 438). This result is also consistent with the proposition of the bottom-up theory of wellbeing which suggests that experience is a determinant of people's overall outlook (Diener, 1984, p. 565). This study's results also support the position of Deci & Ryan's (2008b, p. 183) self-determination theory review herein. The significance was established in their models, which indicates that customers' loyalty will increase when spa experience, emotional wellbeing, and intrinsic motivation increase. However, considering the mediating roles performed by intrinsic motivation and emotional wellbeing, the result indicated that they

do not contribute significantly to the relationship that exists between spa experience and customers' loyalty. This result is somewhat contrary to the results of Huang et al. (2019, p. 605) in which emotional wellbeing played a significant mediating effect on customer loyalty. Although in that case, the main relationship was between autonomy and customer loyalty.

CONCLUSION AND RECOMMENDATION

This study set out to investigate the four variables including emotional wellbeing, spa experience, customer loyalty, and intrinsic motivation of spa customers in Lagos Nigeria. The study employed a quantitative online survey in order to easily sample the opinions of a large number of people. Convenience sampling was used to source participants online using search criteria that linked to the study area and spa industry. In this way, most of the participants were sourced from social media as people tend to share their experience. This methodology was also employed because the research questions are ‘what’ questions. The theoretical aspects considered the importance of emotional wellbeing and theories that linked it with experience, motivation and loyalty which mostly explain that customers base future decisions and motivation on the outcome of past experiences.

The main research questions have been answered in the following way: there is a significant relationship between spa experience and all the variables. However, for the tests of mediations by emotional wellbeing and intrinsic motivation, the results showed no mediation. The lack of mediating effects of emotional wellbeing and intrinsic motivation in the relationship between spa experience and customer loyalty shows that spa experience is directly related to emotional wellbeing and customer loyalty. In other words, emotional wellbeing and customer motivation to visit the spa can be directly influence by spa experience.

The outcomes of this study reveal empirical and important information that not only can a person’s emotional wellbeing improve after experiencing a spa in Lagos, Nigeria, but that the experience can also predict consumer loyalty and intrinsic motivation to visit spas. It was interesting to find out that emotional wellbeing and intrinsic motivation did not mediate the relationship between spa experience and customer loyalty. From the practical point of view, the spa experience is a very important contributory variable that enhances the emotional wellbeing of customers and makes them want to visit the spa, and

in this regard, it is an important factor that spa businesses in Lagos must consider. This also implies that focusing on the motivation or emotions of the customer, these spa businesses should invest rather in the overall experience of customers in their spas to produce the other outcome of customer loyalty which they so desire.

Therefore, this study recommends that:

- Spa managers should endeavor to create unique services that would give customers delightful experiences, which will ultimately produce positive emotions, motivations, and loyalty.
- This experience can incorporate an educational, aesthetic environment, entertainment, an excellent personal coach, chess, etc.
- The advantages of technology can also be exploited by spa managers through software applications that will extend the experience beyond the spa environment.
- The demographics of the respondents show that spa goers in Lagos are mostly young people. Spa managers should therefore design strategies for attracting older spa customers through education on the importance of spa experience, for example.
- Spa managers should endeavour to educate spa customers on the importance of emotional wellbeing which can be achieved through spa experience. Although marketing materials can be used in attracting new customers to spas, the results of this study do not support the reliance on marketing materials for retaining customers for spa businesses. Publicity for spa should therefore be educative rather than advertising spa facilities, for example.

Further research should incorporate spa cost into the mix and investigate the mediating role it plays between spa experience and customer loyalty. This area also highlights the limitation of this study as the cost of spa services, which was not incorporated in this study, will be deemed an important variable in any business enterprise that is set out to make a profit. Therefore, the conceptual model of this study does not consider all of the important parameters that can influence the relationship between spa experience and customer loyalty.

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Appendix 1. Research questionnaire

SPA EXPERIENCE AND ITS IMPACT ON CUSTOMER LOYALTY: MEDIATING ROLES OF EMOTIONAL WELLBEING AND INTRINSIC MOTIVATION

INFORMATION SHEET FOR PARTICIPANTS

Dear Respondents,

My name is Emaido Umoh, a wellness and spa service design and management student at the University of Tartu, Estonia. The overall purpose of this research is to find out how the emotional wellbeing and intrinsic motivation of spa customers in Lagos can mediate the impact of the spa experience on customers' loyalty.

This questionnaire comprises five sections with different questions and will take about 10–15 minutes to complete. The questionnaire will be open for receiving responses between 15th March 2022, and 25th March 2022 (10 days). Your contribution to this survey is significant and completely optional.

All information collected from this survey will be unnamed, kept confidential, and will be strictly used for academic purposes alone. Completed questionnaires will be collected, analysed, and kept in such a manner as to guarantee your privacy.

This questionnaire is only meant for those who have had spa experience in Lagos. Please not fill if you have not had any spa experience in Lagos, Nigeria.

Thanks for your contribution.

Have you had any spa experiences in Lagos?

() Yes (Please continue with the questionnaire)

() No (Please do not continue with the questionnaire. This questionnaire is only meant for those who have had spa experience in Lagos)

SECTION A: EXPERIENCE AT SPA

Please, reflect on your most recent spa visit in Lagos city and rate (✓) your agreement with the following.

| STATEMENTS | Strongly disagree | Disagree | Slightly disagree | Neutral | Slightly agree | Agree | Strongly agree |
|---|-------------------|----------|-------------------|---------|----------------|-------|----------------|
| I have wonderful memories of my spa visit | | | | | | | |
| I remember many positive things about my last spa visit | | | | | | | |
| I completely escaped from reality | | | | | | | |
| I forgot about my daily routine | | | | | | | |
| The setting pleased my senses | | | | | | | |
| I won't forget my experience at the spa | | | | | | | |
| The experience has made me more knowledgeable | | | | | | | |
| It stimulated my curiosity to learn new things | | | | | | | |
| It was a real learning experience | | | | | | | |

SECTION B: MEASURE OF EMOTIONAL WELLBEING

Please, rate (✓) the extent to which your most recent spa visit to Lagos city has contributed to the following.

| STATEMENTS | Not at all | A little | Moderately | Quite a bit | To a great extent |
|----------------------------------|------------|----------|------------|-------------|-------------------|
| Your happiness | | | | | |
| Positive feelings about yourself | | | | | |
| Your emotional wellbeing | | | | | |

SECTION C: CUSTOMER LOYALTY

Please, reflect on your most recent spa visit in Lagos city and rate (✓) the likelihood of the following.

| STATEMENTS | Very unlikely | Unlikely | Slightly unlikely | Neutral | More or less likely | Likely | Very likely |
|--|---------------|----------|-------------------|---------|---------------------|--------|-------------|
| I would revisit the spa | | | | | | | |
| I would buy additional products or services from the spa | | | | | | | |
| I would recommend this spa to friends | | | | | | | |

SECTION D: MOTIVATION

Please, reflect on your most recent spa visit in Lagos city and rate (✓) how each of the following items represents your motivation for visiting the spa.

| STATEMENTS | Not at all important | Low importance | Slightly important | Neutral | Moderately important | Very Important | Extremely important |
|---|----------------------|----------------|--------------------|---------|----------------------|----------------|---------------------|
| To gain a sense of renewal | | | | | | | |
| To enjoy an experience with all my senses | | | | | | | |
| To be at peace with myself | | | | | | | |
| To experience calmness | | | | | | | |
| To improve my health | | | | | | | |
| To improve my appearance | | | | | | | |
| To share my experiences with people I am close to | | | | | | | |
| To be with friends | | | | | | | |
| To spend time with my significant other | | | | | | | |

| STATEMENTS | Not at all important | Low importance | Slightly important | Neutral | Moderately important | Very Important | Extremely important |
|--|----------------------|----------------|--------------------|---------|----------------------|----------------|---------------------|
| To experience something new | | | | | | | |
| To reduce my stress levels | | | | | | | |
| To let go of my worries and problems | | | | | | | |
| To escape the demands of everyday life | | | | | | | |
| To be refreshed | | | | | | | |
| To get away from other people | | | | | | | |
| To feel that I am the only person in the world | | | | | | | |
| To help recover from a major negative life event | | | | | | | |
| To overcome health problems | | | | | | | |
| To be pampered | | | | | | | |
| To spoil me | | | | | | | |

SECTION E: DEMOGRAPHICS

Please tick (✓) the option that most closely describes you.

1. What is your gender? () Male () Female
2. What is your highest educational qualification? () Secondary School Certificate () Diploma () Bachelor's degree () Postgraduate degree () Others
3. What is your age? () 18-24 () 25-34 () 35-44 () 45-54 () 55 and older
4. What is your marital status? () Married () Single () Others
5. What is your employment status? () Not employed () Full-time employed () Part-time employed () Retired
6. How would you describe your religiosity? () Religious person () Non-religious person

Appendix 2. Sample Size Calculation Table

for $\pm 3\%$, $\pm 5\%$, $\pm 7\%$, and $\pm 10\%$ Precision Levels where Confidence Level is 95%

| Size of Population | Sample Size (n) for Precision (e) of: | | | |
|--------------------|---------------------------------------|-----------|-----------|------------|
| | $\pm 3\%$ | $\pm 5\%$ | $\pm 7\%$ | $\pm 10\%$ |
| 500 | a | 222 | 145 | 83 |
| 600 | a | 240 | 152 | 86 |
| 700 | a | 255 | 158 | 88 |
| 800 | a | 267 | 163 | 89 |
| 900 | a | 277 | 166 | 90 |
| 1000 | a | 286 | 169 | 91 |
| 2000 | 714 | 333 | 185 | 95 |
| 3000 | 811 | 353 | 191 | 97 |
| 4000 | 870 | 364 | 194 | 98 |
| 5000 | 909 | 370 | 196 | 98 |
| 6000 | 938 | 375 | 197 | 98 |
| 7000 | 959 | 378 | 198 | 99 |
| 8000 | 976 | 381 | 199 | 99 |
| 9000 | 989 | 383 | 200 | 99 |
| 10,000 | 1000 | 385 | 200 | 99 |
| 15,000 | 1034 | 390 | 201 | 99 |
| 20,000 | 1053 | 392 | 204 | 100 |
| 25,000 | 1064 | 394 | 204 | 100 |
| 50,000 | 1087 | 397 | 204 | 100 |
| 100,000 | 1099 | 398 | 204 | 100 |
| >100,000 | 1111 | 400 | 204 | 100 |

a = Assumption of the normal population is poor. The entire population should be sampled.

Source: Israel (2012, p. 2)

RESÜMEE

EMOTSIONAALNE HEAOLU JA SELLE MÕJU KLIENDI LOJAALSUSELE SPAAS

Emaido Monday Umoh

Emotsionaalne heaolu on hotellinduse valdkonnas keskne teema, milles spaakogemused mängivad olulist rolli. Kuna maailm on üha enam eemaldumas stereotüüpselt vaatest, mis seostab spaakogemust rohkem naistega, on spaades üle kogu maailma näha klientide arvu kasvu. Hoolimata spaade kasvavast rollist ei pöörata siiski piisavalt tähelepanu spaatevõtete majandusele. Täpsemalt on siin probleemiks see, et spaad mängivad nüüd üha enam soolist rolli, kuid need rollid ei pruugi aidata kaasa spaatevõtete edule. Lisaks on klientide vajaduste realiseerimine väljakutse, kuna spaad kasutavad klientide hankimiseks ja hoidmiseks erinevaid skeeme.

Seetõttu on oluline mõista klientide motivatsiooni ja spaa külastamise kogemusi. Sellest tulenevalt on käesoleva lõputöö eesmärk analüüsida, kuidas spaa klientide emotsionaalne heaolu ning motivatsioon vahendab spaakogemuse ja klientide lojaalsuse seost Lagose, Nigeeria, spaatevõtetes. Teisisõnu, kuidas mõjutab spaakogemus emotsionaalset heaolu, klientide motivatsiooni ja lojaalsust. Lisaks on selle lõputöö eesmärk esitada kasumit teenivaid soovitusi, mis võivad suurendada edu selles valdkonnas. Emotsionaalset heaolu, motivatsiooni ja lojaalsust ühendavad mitmed teooriad, sealhulgas enesemääratlemise teooria, mis selgitab, kuidas kliendid lähtuvad tulevaste otsuste tegemisel ja motivatsiooni tegemisel varasemate kogemuste tulemustest.

Viidi läbi kvantitatiivne veebiküsitlus Lagose spaa klientide seas, kus kasutati mugavusvalimit ning vastajaid oli 204. Uuringus jõuti järeldusele, et kuigi spaakogemuse ja muude muutujate vahel on märkimisväärne seos, ei ole tõendeid emotsionaalse heaolu ja motivatsiooni vahendamise kohta seoses spaakogemuse ja kliendi lojaalsusega. Seda

kontrolliti Sobeli testiga. Seetõttu jõutakse käesolevas lõputöös järeldusele, et emotsionaalne heaolu, klientide motivatsioon ja lojaalsus on olulised muutujad, mida spaakogemus otseselt mõjutab. Veelgi olulisem on see, et emotsionaalne heaolu ja klientide motivatsioon spaa külastamiseks ei ole teisejärgulised. Seetõttu peab spaakogemus olema esmane nende muutujate seas. Selle asemel, et keskenduda sellistele asjadele nagu reklaamid, peaksid spaajuhid rohkem keskenduma ainulaadsete ja meeldejäävate teenuste loomisele. Arendused võivad hõlmata haridust, esteetikat ja meelelahutust.

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EMOTIONAL WELLBEING AND ITS IMPACT ON CUSTOMER LOYALTY IN THE SPA,

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20/05/2022