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**EFFECTS OF HEALTH CONSCIOUSNESS ON DEMAND OF WELLNESS-
TOURISM**

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ABSTRACT

The Marketing Institute performed investigations on eating habits and found that the Indian value system is split between hedonistic/convenience values, traditional values, and material values. Indians place a high priority on having a peaceful home life, strong social connections, and good health, according to surveys taken between 2002 and 2004. There is also the issue of materialism. TNS Indore surveyed a representative sample of the Indian population in 2007 to learn more about the state of their health. As a result, the company devised six indices with values between zero and one hundred. This index was used to calculate the overall health awareness in Indian community by considering the aforementioned six factors. We didn't pay much attention to our health, yet we fancied ourselves experts anyway. The Indian population tends to assume that we would have been able to maintain healthy lives even without the availability of health-related activities. The results also showed that our perceptions of our own health were higher than those of the average Indore an. Researchers found that just 37% of the Indian populace was concerned about their own health.