

## **The Study of Establishing Music Wellness Center for Relaxation and Improvement of Life in City Environment**

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### **Abstract**

*This research aims to 1) To explore market demand for the establishment of a relaxation music business that can improve the quality of life in urban society, 2) To study the feasibility trend and analyze market opportunities for business operations, and 3) To propose a project plan for the establishment of a relaxation music business. This is mixed-method research in which the researcher used a questionnaire to collect data from 400 users of Wellness businesses and interviews with key informants, namely 5 owners of Wellness businesses and medium- to large-sized business operators with an interest in the Wellness business. As a tool to collect data, statistics used to analyze data include frequency, percentage, mean, and standard deviation. For qualitative data, content analysis is used. This research study has results according to each of the following objectives: no.1) the market demand for the establishment of a music business was generally high, including physical needs, security needs, respect needs, success needs in life, and love and ownership needs., Next no.2) Wellness businesses have several benefits for the quality of life in urban society, such as reducing stress, promoting mental health, increasing concentration, and building good interpersonal relationships. Wellness businesses also have a high potential for market growth in the future. However, Wellness businesses also have several risks, such as high costs, unclear understanding, and high competition. And no.3) In proposing a business plan, Wellness center has the possibility. The researcher has laid out strategies based on business principles such as Business Model Canvas, SWOT Analysis Theory, and ETC. This business focuses on therapy and well-being using special tools and emotional techniques to relax stress and improve physical and mental health without relying on medication or traditional medicine.*

**Keywords:** *Relaxation music business, Market demand, Business project plan.*

### **Introduction**

The use of music for therapy or relaxation has been studied in psychology and neuroscience. It has been found to be beneficial in reducing stress, anxiety, and promoting overall well-being. The fast-paced nature of urban life has led to increased stress and tension (Juslin and Västfjäll, 2008). Using music for relaxation can have positive effects on reducing stress and promoting relaxation. Designing music for relaxation can lead to a slower heart rate in listeners, reduced blood pressure, and decreased muscle tension. Additionally, the goal is to create a calming atmosphere, and music can lead to a decrease in cortisol levels, a hormone associated with stress (Murrant and Harmer, 2019). To develop Thailand to become an international health center. Therefore, a strategy for

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developing Thailand as an international health center (MEDICAL HUB) (2017 - 2026) was established, giving importance to development and integration of work according to the Sufficiency Economy Philosophy. Bringing, potential and capabilities health resources and natural resources Limited environment Thai wisdom and community ways come to create health services and products that have a unique identity. Until able to increase the proportion of income and improve the quality of life of the people in the country, make Thailand achieve sustainable prosperity and economic stability, divided into 4 main outputs: 1) Service Hub to promote health (Wellness Hub) 2) Health Service Hub (Medical Service Hub) 3) Academic and research service center (Academic Hub) and 4) Medicine and health products center (Product Hub) to be a part of taking care of your health. and mental health tends to be better (Ministry of Public Health, 2016).

Consequently, this has given rise to an increasing number of businesses focusing on wellness and health care, known as the Wellness industry or the beauty and health care industry. Segall (2018) explain the definition of Music therapy in wellness “enhance quality of life, maximize well-being and potential, and increase self-awareness which designed and implemented by a music therapist” (p.111). This industry is divided into two types of services: those that care for health from the inside and outside. In 2025, the global wellness economy is expected to have a value of about 7 trillion U.S. dollars or 230 trillion Baht. In 2020, the global wellness economy is valued at 4.4 trillion U.S. dollars or about 145 trillion Baht (in 2019, the value was 4.9 trillion U.S. dollars). This includes the value from health tourism at 4.36 hundred billion U.S. dollars or about 14 trillion Baht, and the spa business at 6.8 hundred billion U.S. dollars or about 2.2 trillion Baht. Some factors contributing to its growth are related to COVID-19, which has led everyone to pay more attention to health and focus on preventing and taking care of themselves before getting sick. At the same time, people's lifestyles have changed. Wellness businesses that have been popular in the past have mostly involved self-care for physical and mental health. It involves maintaining both physical and mental health and involves sound, smell, and light, such as using music to aid in sleep (Bangkokpost, 2565).

Music is considered a part of the businesses that focus on health and wellness that is becoming popular among Millennials and Generation C. To heal and heal the mind, relieve body pain, including creating a connection between the body, mind and spirit as one. Findings from Spotify's Culture Next report music and podcast streaming platform published in July 2021 found that 76% use audio to reduce their stress levels, with 75% believing that listening to audio is a source of mental health support, and 76% agreeing that sound can heal the mind. (creativethailand, 2021) Although it is increasing in popularity, there are still challenges that need to be addressed. One of the main challenges is the lack of standardization in this field. Different organizations and experts use different definitions and measures of well-being. Additionally, more research is needed to understand the specific practices and initiatives that are most effective at promoting well-being (Javalgi et al., 2018).

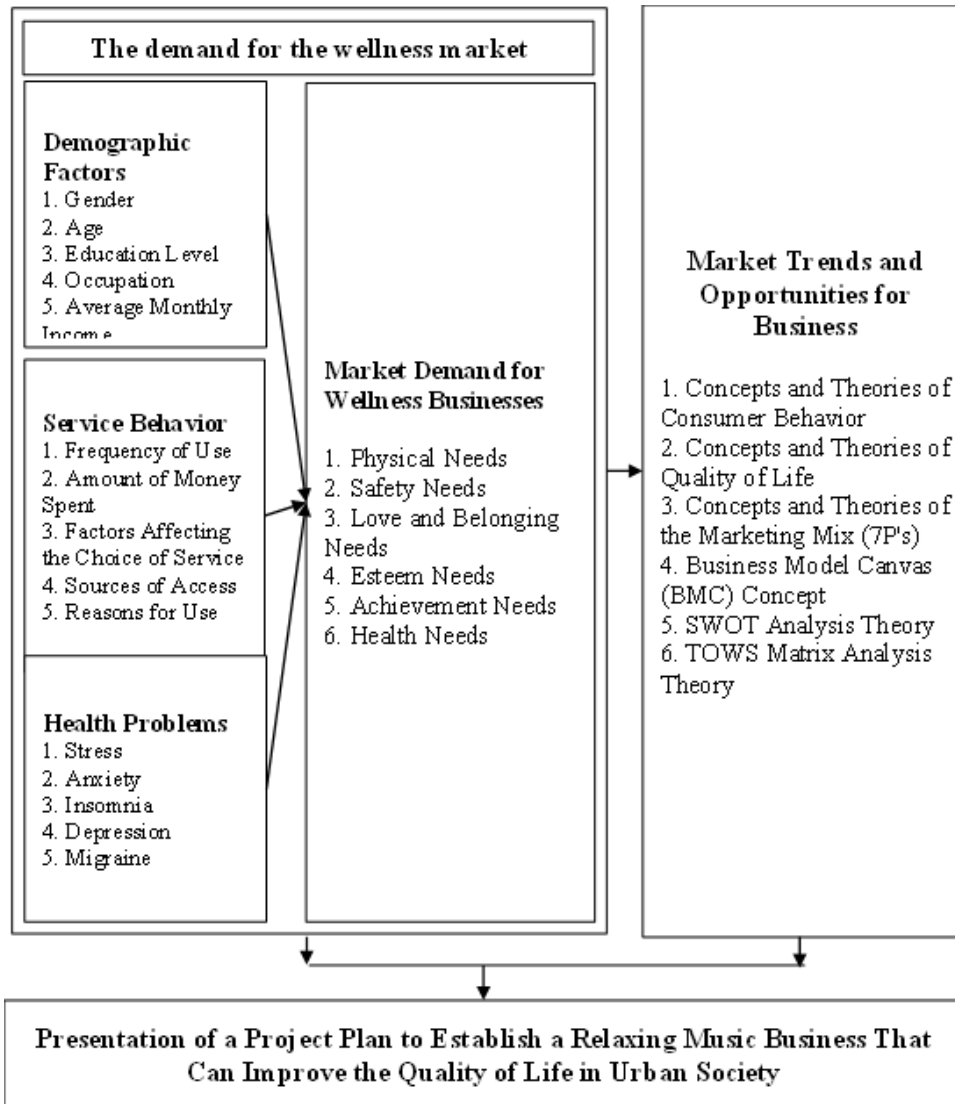
Therefore, researchers are interested in studying the establishment of a music business for relaxation to enhance the quality of life in society. This is to study and survey market needs, explore trends, and analyze market opportunities in order to create a plan for establishing a music business for relaxation to enhance the quality of life in society. This will allow owners of music businesses for relaxation to adapt to their own businesses and be able to develop music for physical, social, emotional, and intellectual therapy more effectively.

#### Research Objectives

1. To explore market demand for the establishment of a relaxation music business that can improve the quality of life in urban society
2. To study the feasibility trend and analyze market opportunities for business operations

3. To propose a project plan for the establishment of a relaxation music business.

**Research Framework**



**Research Methodology**

1. Research Design

This study employs a mixed-method research approach, combining Quantitative Research and Qualitative Research. Researchers utilize questionnaires and interviews as data collection tools, followed by statistical analysis using established software. The findings are then presented in tabular formats.

2. Population and Sample

2.1 Quantitative Research

The population under investigation is users of the Wellness industry. Due to an unknown exact population size, a sample size is determined using Cochran's formula at a confidence level of around 95%, with a margin of error at .05. This results in a sample size of approximately 384, which is then increased to 400 to account for potential data collection errors.

2.2 Qualitative Research

Qualitative Research involves employing short structured interviews and utilizing content analysis. Key participants include Wellness business owners and medium to large-scale business operators within the Wellness industry, totaling five individuals.

### 3. Sample Selection and Data Collection

#### 3.1 Quantitative Research

Purposive Sampling is employed to select the sample. Specifically, individuals using music for relaxation within the Wellness industry are chosen for this study.

#### 3.2 Qualitative Research

For this research, data is collected within the Bangkok metropolitan area and its outskirts from April 2025 to December 2025. Semi-structured interviews are conducted with five key informants, including Wellness business owners and medium to large-scale business operators within the Wellness industry.

### 4. Research Instruments

#### 4.1 Quantitative Research

The research instruments employed are self-designed questionnaires, informed by theoretical frameworks, concepts, and relevant studies. These instruments are divided into three sections:

##### Section 1 Demographic Factors of Respondents

This section involves a multiple-choice questionnaire to gather demographic information from respondents. It comprises five items: gender, age, education level, occupation, and average monthly income.

##### Section 2 Usage Behavior

A multiple-choice questionnaire is used to assess usage behavior, including five items: frequency of service usage, expenditure on services, factors influencing service selection, sources of information, and reasons for service usage.

##### Section 3 Market Requirements for the Music Business Project

This section utilizes a Rating Scale consisting of 25 items across five dimensions:

1. Physical needs
2. Safety needs
3. Love and ownership needs
4. Respect and esteem needs
5. Self-actualization needs

For Section 3, responses are evaluated using a 5-level Rating Scale (Boonchom & Srisard, 2017)

Strongly Agree: Assigned a weight of 5 points

Agree: Assigned a weight of 4 points

Neutral: Assigned a weight of 3 points

Disagree: Assigned a weight of 2 points

Highest level of agreement: Assigned a weight of 5 points

High level of agreement: Assigned a weight of 4 points

Moderate level of agreement: Assigned a weight of 3 points

Low level of agreement: Assigned a weight of 2 points

Lowest level of agreement: Assigned a weight of 1 point

Interpreting the score: The score is interpreted based on the average score criteria using the following formula:  $\frac{5-1}{5} = 0.80$

Average score 1.00 – 1.80 indicates the lowest level of agreement.

Average score 1.81 – 2.60 indicates a low level of agreement.

Average score 2.61 – 3.40 indicates a moderate level of agreement.

Average score 3.41 – 4.20 indicates a high level of agreement.

Average score 4.21 – 5.00 indicates the highest level of agreement.

#### 4.2 Quality Perspective (Qualitative Research)

The research tool employed in this study is the use of interviews. Five business owners in the Wellness industry were selected for the interviews. The interviews were structured with open-ended questions and were divided into two parts as follows:

Part 1 General information about the interviewees, including name, gender, age, and experience in service provision.

Part 2 Establishment of Wellness business projects that contribute to enhancing the quality of life in urban society. This part consists of 5 questions:

1. The purpose behind establishing your Wellness business.
2. The primary customer group and their purchasing behavior in terms of frequency and volume.
3. How do you believe your Wellness business can enhance the quality of life in urban society? Specifically, in which aspects?
  - 3.1 Physical Domain (Physical Health)
  - 3.2 Psychological Domain (Mental Health)
  - 3.3 Social Relationships Domain
  - 3.4 Environmental Domain
4. What are the major challenges you face in operating your Wellness business, and how do you envision the future possibilities and directions of your Wellness business?
5. Analyze the strengths, weaknesses, opportunities, and threats (SWOT) of your Wellness business.
  - 5.1 Strengths
  - 5.2 Weaknesses
  - 5.3 Opportunities
  - 5.4 Threats
6. Based on your experience in running your business, how do you see the trend towards enhancing the quality of life in urban society?
7. What strategies do you have in mind to establish and sustain a Wellness business that significantly enhances the quality of life in urban society? How can you continuously operate and improve your business? Strongly Disagree: Assigned a weight of 1 point.

## 5. Development and Quality Assurance of Instruments

### 5.1 Quantitative Research Approach

In constructing this questionnaire, the researcher devised the following steps:

5.1.1 Study of concepts, theories, and relevant research on the subject "Study of Strategies for Establishing Music Business to Enhance the Relaxation and Quality of Life in Urban Society." Defined the conceptual framework used in the study and employed it as a guideline for questionnaire construction.

5.1.2 Creation of the questionnaire and verification of its content to ensure alignment with the research objectives. The questionnaire was presented to three advisors for review and subsequently refined based on their feedback.

5.1.3 Content validity of the instrument. The questionnaire was submitted to the advisor for verification of its accuracy and presented to the advisor for further refinement to ensure completeness.

5.1.4 The researcher examined the content validity of the questionnaire according to the steps outlined as follows:

5.1.5 The researcher presented the draft questionnaire to the advisor for content validity assessment, seeking corrections and improvements to ensure alignment with the research objectives and completeness of the questionnaire.

5.1.6 The researcher subjected the revised draft questionnaire to a trial by experts in the field, involving three knowledgeable and experienced individuals. The questions were evaluated individually, and feedback was collected for further enhancement of question clarity and alignment with the research objectives.

5.1.7 The revised draft questionnaire, incorporating feedback from the experts, was subjected to assessment by three experts for content validity. Subsequently, the questionnaire underwent refinement based on their recommendations.

1) +1 signifies certainty that the question aligns with the research objectives concerning the subject matter under investigation.

2) 0 indicates uncertainty whether the question corresponds to the research objectives concerning the aforementioned subject matter for research.

3) -1 indicates that the question does not correlate with the research objectives regarding the aforementioned subject matter for research. Through testing the questionnaire for accuracy, it was found that all questions had an Item Objective Congruence (IOC) value greater than 0.5, and the Content Validity Index (CVI) was equal to 0.8. This indicates that the questionnaire can be employed effectively (values shown in the appendix).

4) The refined questionnaire, based on recommendations from the advisory committee, was subjected to evaluation for content validity by three experts. Subsequent revisions were made in accordance with their suggestions.

5.1.7 The trial version of the questionnaire was administered to 30 users of Wellness businesses who were not part of the sample group, aiming to assess the instrument's quality. The reliability of the questionnaire was determined using Cronbach's Alpha, which yielded a reliability coefficient greater than 0.80, indicating satisfactory internal consistency. This confirms that the questionnaire is reliable for data collection.

### 5.2 Qualitative Research Approach

The researcher created interview guides following these steps:

Step 1. In-depth study of various details from academic sources, theoretical frameworks, and relevant research related to the "Study of Strategies for Establishing

Music Business to Enhance the Relaxation and Quality of Life in Urban Society." This step defined the research scope.

Step 2. Study of principles for constructing research-oriented interview guides related to the "Study of Strategies for Establishing Music Business to Enhance the Relaxation and Quality of Life in Urban Society." The purpose was to define the scope and content of the interview guides, ensuring clarity aligned with the research intentions. These guides were then presented to the advisory committee for approval.

Step 3. Submission of the interview guides to the advisor for evaluation of the structure, accuracy of language used, and necessary adjustments and refinements.

Step 4. The interview guides, revised based on the feedback from qualified individuals, were used to develop and refine interview guides for the "Study of Strategies for Establishing Music Business to Enhance the Relaxation and Quality of Life in Urban Society." These refined guides were presented to the advisor for feedback and suggestions.

## 6. Data Analysis

### 6.1 Quantitative Research

In the study of establishing music businesses for improving the quality of life in urban society, analysis and interpretation are conducted using descriptive statistics. This includes frequency, percentage, mean, and standard deviation. The details are as follows:

Section 1. Demographic factors of questionnaire respondents. Statistical analysis involves frequency and percentage.

Section 2. Service utilization behaviors. Statistical analysis involves frequency and percentage.

Section 3. Market demand for the music business project. Statistical analysis involves mean and standard deviation.

### 6.2 Qualitative Research

Qualitative research (interview-based) emphasizes narration and direct observation. Data is collected from carefully selected individuals. The data is then analyzed to enhance the research work as it provides clear and substantial answers. Following this, concise statements are formulated to serve as perspectives or summarized concepts reflecting significant meanings, both evident and latent within the subdata. These summarized concepts are organized into conceptual categories, which become more comprehensive units of meaning within the data.

This involves triangulating data from interviews for data validation. Data is examined from three sources: time, place, and individuals. Content analysis is performed, and the qualitative research data is analyzed in three steps:

1. Data Organizing: Data is systematically organized and readily usable. It is divided into two aspects: physical and content. This process occurs incrementally.

1.1 Physical Data: Audio recordings and notes are transcribed and organized. Data may be revised for appropriateness while retaining the original meaning and respondent's sentiment.

1.2 Content Data: Data from interviews, questionnaires, and uninterpreted documents are sorted, categorized, and compared. This analysis helps determine the alignment of data with the research issue.

2. Data Display: The researcher presents data using narrative methods. After organizing and connecting data, grouping and table presentation are employed.

3. Drawing Conclusions: The researcher concludes, interprets, and verifies the accuracy of research findings, ensuring alignment with the research issues through descriptive narration.

## Summary and Discussion of Research Findings

The research results according to the objectives can be summarized as follows

### 1. Quantitative Method:

1.1 Demographic Factors: The survey and in-depth interviews revealed that the majority of respondents were female (67.3%), aged between 31-40 years (38.8%), with education beyond bachelor's degree (53.8%), engaged in private business/self-employment (49.3%), and having a monthly income exceeding 30,000 Baht (50.2%).

1.2 Service Usage Behavior: Respondents had an average service usage frequency of 2-3 times per month. The expenditure on services was mostly above 5,001 Baht (52.0%). Other factors such as credit card providers (36.3%), promotional offers (41.8%), and stress relief motives (30.3%) influenced service usage.

1.3 Market Demand for Music Business: Respondents expressed a high overall demand for music-related business initiatives. Specific aspects like physical health, safety, respect, success, and relationships had significant demand levels.

### 2. Qualitative Method: The qualitative findings are presented as follows.

2.1 Objectives of Wellness Business: Entrepreneurs aimed to establish wellness businesses that focused on alternative health services, disease prevention, mental well-being, and improving overall quality of life. They aimed to provide affordable services that enhance both physical and mental health.

2.2 Customer Segments and Spending. The wellness business primarily attracted health-conscious individuals, especially young adults transitioning into the workforce. Service costs ranged from 300-1,500 Baht for individual services and 1000-2000 Baht for group services, with higher fees for specialized treatments.

### 3. Enhancement of Quality of Life in Various Domains.

3.1 Physical Domain The wellness business positively impacted physical health by promoting mental strength, relaxation, and physical activities, which could contribute to disease prevention.

3.2 Psychological Domain Wellness services helped reduce stress and anxiety, particularly among the younger generation, contributing to better mental health and well-being.

3.3 Social Relationships Improved mental health facilitated better communication, patience, and emotional control, enhancing social relationships.

3.4 Environmental Domain The wellness business led to a more pleasant society and community, with positive influences on individuals and recommendations for using music and environmental conservation for better outcomes.

### 4. Challenges and Future Possibilities

What are the common (anticipated) challenges often encountered in the Wellness business, and how might the future of the Wellness industry unfold? It is observed that while the demand for health services is on the rise, high costs and a lack of understanding of the importance of these services can prevent some individuals from accessing them. The COVID-19 pandemic has heightened the importance of health and well-being, making the health and wellness industry a growing sector. However, it requires innovative and distinct approaches. One significant challenge is group and social insurance gaps, and



businesses need to find opportune moments to enter the market to avoid excessive costs. The statement underscores that health services have the potential to contribute to the betterment of society by enhancing physical and mental health, emphasizing the need for development in these areas.

#### Results of the research in Objective 2

**Strengths** From the interviews, it was found that this new alternative health service is non-invasive and does not involve medication. Instead, it provides beneficial information and boosts confidence for each individual recipient according to specific needs. The trend suggests an increasing demand for such services in the future. Thus, having a convenient location close to the target audience is crucial. Knowledge in music is essential for successfully operating a health business, and being a pioneer in the industry could be advantageous. Businesses should have over 20 years of experience, cater to both Thai and international customers, and offer reasonable pricing. Having a medical professional as part of the business is also beneficial due to their understanding of treatment and ability to combine existing services with music therapy.

**Weaknesses** Interviews revealed that the timeframe and outcomes of the service are uncertain, making building confidence a challenge. This is a new branch and is not widely recognized, with a scarcity of experts and music therapists. Research is necessary to determine appropriate music selections for the target audience. Copyright issues might arise, and the market might not be well-known. Customer acquisition could be challenging, as well as employee selection and training. Lack of a comprehensive customer care system and sales team could lead to uneven customer care. Clinics might be small and lack resources. Government oversight and appropriate publicity might be missing.

**Opportunities** Interviews uncovered that this is a novel business offering contemporary professional branch treatments for increasingly prevalent diseases. The primary target is the elderly who are willing to purchase services multiple times. Digital marketing could help identify potential customers easily. Collaborating with the Ministry of Public Health to communicate music therapy's benefits and disseminate services across various levels is feasible. Beauty and wellness trends are strong, and music therapy is not popular yet in Thailand. The aftermath of the COVID-19 situation has led to a relaxing atmosphere.

**Threats** The wellness business is a new trend, potentially misunderstood by the general public regarding pricing compared to outcomes. It could fail to reach customers and be imitated. Noise disturbances might arise if sound is not well-contained. Initial capital investment and unsuccessful efforts might lead to demoralization and loss of risk-taking attitude. Lack of environmental experts solely focused on customer needs and understanding could lead to service limitations. The risk from the absence of qualified staff and fierce competition within the wellness industry is high. Appropriate internal management and publicity could be missing.

#### Results of the research in Objective 3

Through data collection using questionnaires from 400 users of Wellness businesses and in-depth interviews with owners of Wellness businesses, including medium to large-scale operators interested in Wellness enterprises, the study aimed to investigate market needs for establishing music-based relaxation businesses that could enhance the quality of urban life. Additionally, the study sought to explore possible trends and analyze marketing opportunities for business operations. The gathered data was then summarized, analyzed, and synthesized to present a project plan for setting up a music-based relaxation business that contributes to elevating the quality of urban life. This project plan is structured according to the Business Model Canvas (BMC) framework as follows.

1) **Customer Segments** The target audience includes working professionals, students, retirees, and anyone seeking relaxation and stress relief. Working professionals often lead busy and stressful lives, lacking time for activities that promote relaxation and overall well-being. This may lead to fatigue, anxiety, and depression, affecting work efficiency and well-being.

2) **Value Propositions** The focus lies in delivering a comprehensive experience using specialized tools. These tools create sounds and vibrations that induce deep relaxation, helping individuals release stress and achieve profound relaxation. The environment is calm, energetic, and designed to promote stress reduction, positive emotions, and emotional balance through well-curated therapeutic music.

3) **Channels** An efficient approach is employing online platforms, specifically by creating a dedicated website to provide information about music therapy. This website should offer educational content about music therapy, enabling visitors to access valuable resources and conveniently book therapy sessions. It can also serve as a hub for sharing articles, blog posts, and videos to help visitors understand the various benefits of music therapy. Targeted marketing campaigns play a pivotal role in creating awareness about the non-medical benefits of music therapy and directly reaching potential customers. Developing an inclusive marketing strategy that covers multiple channels is crucial.

4) **Customer Relationships** Establishing strong and personalized relationships with each customer is essential. Understanding individual needs and goals and adapting accordingly is key. Investing time in deeper customer understanding can result in more effective and tailored treatments.

5) **Revenue Streams** The primary revenue source comes from therapeutic services. Fees for various types of therapy sessions typically range from approximately 2,000 to 5,000 Baht or more. Additionally, businesses can generate additional income by offering related products, such as relaxation CDs, meditation guides, and educational resources that complement the therapeutic services. Customers interested in enhancing their therapy experience or extending their relaxation journey beyond the sessions may be attracted to these offerings.

6) **Key Resources** Certain crucial resources hold immense importance, including high-quality sound tools like crystal bowls and Tibetan bowls, as well as proficient music therapists certified in effective non-medical music therapy. Additionally, developing brochures, websites, and other marketing materials is essential.

7) **Key Activities** The primary activity involves organizing therapy sessions for individuals, couples, and groups. These sessions use music as a therapeutic tool to address emotional, cognitive, social, and physical needs of the recipients. Close interaction with recipients allows for defining specific goals and devising personalized treatment plans, fostering skill enhancement and introducing new therapeutic approaches.

8) **Key Partners** Professional musicians with expertise in non-medical music therapy techniques are essential partners. These therapists are skilled in using various tools such as sound forks, crystal bowls, and Tibetan bowls to create sound and vibrations for therapy purposes. Collaborating with reliable suppliers who can provide the necessary equipment for therapy sessions is also vital.

## **Recommendations**

1. The use of music therapy programs in urban communities can significantly improve individuals' quality of life. Music therapy sessions aimed at reducing stress and anxiety, promoting overall well-being, and offering therapeutic services in community centers, schools, or healthcare facilities can benefit urban society through the therapeutic effects of music.

2. Creating public spaces within urban areas that feature music therapy to enhance relaxation and improve the overall atmosphere is a valuable idea. Designating specific locations for this purpose can help in achieving these goals effectively.

3. Music businesses can collaborate with therapists or mental health experts to create playlists or music programs tailored to the needs of patients. This collaboration can help provide therapeutic music content that caters to individuals' mental health needs.

4. Organizing music and wellness activities in urban communities can provide opportunities for people to relax and participate in activities that promote well-being. Examples include yoga or meditation sessions accompanied by music or workshops that explore the enjoyment of music and relaxation techniques.

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