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## Lifestyle Changes of Health Driven Women Entrepreneurs in Kerala

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### Abstract

In this transformational world where innovation is at our finger tips, Technology has been vital in bringing about a massive change in the life styles of our young talented generation. Lifestyle of an entrepreneur has always been complicated, creating a imbalance in work life organizing one's social, Physical and financial Life. The studies throw light on drastic lifestyle changes prominently seen in young enthusiastic talented men and women folk in Kochi city, Kerala. Government has tried to take immense measures in uplifting entrepreneurs both at state and central level. The Challenges faced by them were indispensable. Their Physical well-being, Emotional well-being and financial opportunity form the key elements in building their health, wealth and happiness. This study analyses the impacts on entrepreneurial lifestyle, community engagement, Financial and physical wellness. The growth of women entrepreneurs in the society will bring about a vast growth in the health and well-being of the women community which focuses on the third goal of Sustainable Development. An experimental study was conducted among 60 HERBALIFE users who are successful Entrepreneurs today. They focused on restoring their health conditions, leading a healthy lifestyle and being financially stable. Later they built their business empire which eventually had a significant positive relationship on their Life Style Changes. The study explores significant lifestyle changes for members involved in the Herbalife network in Kerala. This study evaluates the participation in this network and how it transforms health and lifestyle of entrepreneurs and the contribution to broader community well-being

**Keywords:** *Entrepreneurship, Physical well-being, emotional well-being financial opportunity, Life Style Changes.*

### Introduction

Health behaviors are dynamic, it varies over individual's lifespan, across settings and overtime (Short and Mollborn, 2015). An ecological model proposed for health promoting combining individual and social factors.(McLeroy et al., 1988) The convergence of health and entrepreneurship has been admissible in today's society. Health has gained consciousness over the years. The study explores significant lifestyle changes for members involved in the Herbalife network in Kerala. Herbalife, a global health and wellness community has been successful over 40yrs in the industry they have thrived to achieve total well-being balancing body, mind and futures. They provide 360° focus on health and wellness. They follow a nutrition philosophy including balanced nutrition, healthy and active life style and personalized plan as key elements. Individuals who wish to lead a healthy life join Herbalife as member merely to enjoy Health benefits and enjoy its nutrition value. Entrepreneurial activities are demanding and complex (Lepeley et al., 2019) .The members with entrepreneurial spirit are introduced to the company's entrepreneurship team where they become the part of Company's marketing team and enjoy great benefits which eventually they build their wealth and happiness leading to overall well-being of their families, society and economy. This study evaluates the participation in this network and how it transforms health and lifestyle of entrepreneurs and the contribution to broader community well-being. Herbalife An entrepreneur will have to face a lot of hurdles and things are difficult until they are attempted. The Company created diverse, equitable opportunities assisting people reach their full potential and live their best. They have been UN Global Compact Member since 2020 and has taken up environmental stewardship as their sustainability strategy. The Company ensures healthy lives and promotes well-being and good health for all ages which is in tune with Third sustainable development goals. Herbalife has strived to ensure healthy lifestyle ultimately creating a healthy economy, keeping in mind the SDG 3 slogan, Health for All. Well-being has been a multi-dimensional (Muhammad et al., 2021).Napoleon the conqueror remarked that the word " impossible" should be taken out of dictionary of an entrepreneur to be successful, keep on tiring tirelessly until your goal is achieved (Vinay Ojha). Entrepreneur is an actor in macroeconomics, one who has the willingness to convert a new idea or invention into a successful innovation(Joseph Schumpeter)



**Objectives:**

1. To analyse the impact of entrepreneurship through Herbalife business on the overall lifestyle transformation of entrepreneurs in Kochi, Kerala.
2. To Identify the factors influencing entrepreneurs after engaging with Herbalife business.

**Hypotheses:**

H1 : There is a significant positive relationship between entrepreneurship through Herbalife and their overall lifestyle transformation in Kochi.

H2: There is a significant positive relationship between factors influencing health driven entrepreneurs and lifestyle changes.

**Literature Review:**

There have been numerous studies showing positive impact on the well-being and quality of entrepreneurs. Entrepreneurs have experienced enormous benefits such as enhanced work-life balance, higher self-esteem, confidence and increased life satisfaction (Banu & Baral, 2019). Studies focused on the importance of considering the diverse experiences of entrepreneurs within their societal contexts, including factors like family responsibilities and labor market structures (Valdes, 2019). Recent researchers analyzed positive relationship in the psychological factors of entrepreneurs, finding significant positive correlations between grit, life satisfaction, and psychological well-being (Samyukta & Swathi, 2023). The study emphasized on implications to the policymakers to extend support to organizations in designing tailored policies and schemes that promote the growth, wellbeing of entrepreneurs in developing countries (Banu & Baral, 2019). The sustainable development goals put forward by UN largely depend on the MSME's (Thomas, 2024).

Digital entrepreneurship acts as a potential solution for meeting challenges in healthcare, utilizing open innovation and emerging technologies (Shamsrizi et al., 2020). Unemployment being a national problem can be reduced by encouraging Youth entrepreneurship and is proposed as a viable option to tackle this situation, with Kerala serving as a case study (Kuriakose & Joseph, 2016). Kudumbasree project are successful examples of women empowerment (Jacob, 2024). A comparative study between two Colombian towns highlighted the impact of different development approaches on community well-being, by fostering local entrepreneurship fostering a more responsible and well-being-conscious approach (Franco & Newey, 2019). The above studies focused on the entrepreneurial potential in addressing SDGs and promoting a sustainable community development, particularly in the context of health, well-being, and responsible production.

**Methodology:**

Primary Data was collected using a questionnaire method where data was collected from 60 Women Entrepreneurs of Herbalife users who set up their business empire and evaluated how it had a positive effect on their Lifestyle. Respondents from 6 Herbalife wellness Centers were selected for this purpose. Herbalife wellness centers like Daily Dose Nutrition Center, Daily Dose wellness Center, Eat Right Nutrition Center, Green Life Nutrition Center, LGH Nutrition Center, Turning Point Wellness Club from districts like Ernakulam, Thrissur, Alappuzha and Kollam was selected for the same.

Secondary data from various Journals, books, Articles, Newspapers, Magazines were used to support the literature review.

**Portraying the Positive Relationship between Herbalife and Entrepreneurship.**

Lifestyle of an entrepreneur has always been complicated, creating a imbalance in work life organizing one's social, Physical and financial Life. Herbalife being a Global Nutrition Company with a strong history, Network and marketing plan and which provides common men an opportunity to enter into entrepreneurship. Company focuses on improving Good Health and well-being which is related to Sustainable Development Goal-3. This study analyses the impacts on entrepreneurial lifestyle, community engagement, Financial and physical wellness.

**Factors Effecting Entrepreneurial Lifestyle:**

**1. Physical wellness:**

Entrepreneurs deal with high levels of stress and irregular schedules, having a negative impact on their health. A focus on physical health is critical for maintaining work productivity and overall well-being. A healthy Body will have a healthy Mindset, with this in mind many entrepreneurs have given health prime importance. Right Nutrition with apt exercise will provide the best results for a healthy lifestyle.

**2. Emotional well- being:**

Entrepreneurs often lead a stressful life juggling multiple roles creating an imbalance in work – life. Herbalife improves the work-life balance allowing entrepreneurs to run their business along with their families and creating a healthy network among their Family circle. The company also recognizes the efforts of the team members and provide family trips increasing the bond between family members. Social networking provides emotional support, mentorship and creates a sense of oneness among the community members.

**3. Financial well- being:**

Capital is the foundation of a business and those deprived of it are often pulled back from starting their own business. A person who is financially healthy will always a happier lifestyle. Herbalife provides a platform for common men with entrepreneurial spirit to set up a business with minimum capital and ensure greater returns.

**Herbalife's Role in Entrepreneurship:**

**1. Health and Nutrition:**

Herbalife products are known for its balanced nutrition and weight management, creating a healthy lifestyle which many entrepreneurs strive for. It Is a perfect meal plan for busy entrepreneurs and help them sustaining their energy and focus

**2. Community and Networking:**

Herbalife promotes an amicable community among its users and independent distributors. This social network provides opportunities for entrepreneurs.

**3. Financial Empowerment:**

Herbalife creates passive income for entrepreneurs who earn even while they are asleep. It creates a financial security and stability in one's business assuring them a secured income. It reduces the financial stress of the entrepreneurs and thereby improvising his productivity eventually raising his standard of living.

**Analysis and Interpretation:**

**Qualitative Analysis:**

Thematic analysis included various themes like Self-empowerment, Health, Wealth and Wellness, Work life balance, Community Support and Financial Security, which showed there was a transformative impact on health driven entrepreneurs.

**Quantitative Analysis:**

Table-1: Reliability Analysis (Cronbach's Alpha)

Construct	items	Cronbach's Alpha	Reliability Level
Physical Transformation	5	0.892	High
Financial Independence	5	0.875	High
Financial Success	5	0.883	High
Business Growth	5	0.868	High
Lifestyle Changes	5	0.891	High

Table 2: Descriptive Statistics: Factors effecting over all Well-being:

Variable	Mean	SD	Skewness
Health	4.32	0.678	-0.892
Financial Growth	4.18	0.725	-0.765
Business Success	4.25	0.698	-0.823
Work-Life Balance	4.15	0.742	-0.734

Table 3: Regression Analysis

Independent Variable	Beta	t- value	Sig (p)
Health Transformation	0.432	5.876	0.000
Financial Independence	0.385	4.987	0.000
Business success	0.398	5.234	0.000
Life style Changes	0.412	5.543	0.000

Dependent Variable: Overall, Success

$R^2 = 0.823$

Adjusted  $R^2 = 0.815$

$F = 67.543$  ( $p < 0.001$ )

Table 4: Correlation Matrix Correlation is significant at 0.01 level  
Correlation between independent and dependent variables

Construct	H1	F	B	L	H2
Health Transformation (H1)	<b>1</b>	0.765**	0.798**	0.812**	0.845**
		0.000	0.000	0.000	0.000
Financial Independence (F)		<b>1</b>	0.823**	0.789**	0.803**
			0.000	0.000	0.000
Business Growth (B)			<b>1</b>	0.834**	0.856**
				0.000	0.000
Life style Changes (L)				<b>1</b>	0.867**
					0.000
Good health and Well-being					<b>1</b>

$F = 67.543$  ( $p < 0.001$ )

Method	Model	R	R Square	Adjusted R Square
Enter	1	0.907	.823	.815

### Results and Discussions:

Qualitative analysis exhibited a strong thematic spread across the key themes. The main themes included Health, wealth, financial Security, Well-being. Word cloud included terms like Health, Empowerment, Wellness, Nutrition, Transformation, Income, Leadership, Sustainability, Growth, Leadership, Balance, Financial Independence and Fitness. Quantitative analysis revealed there was health transformation showing an 85 % significant improvement in health, 78 % enhancement in energy levels, 72 % achieved their desired goals in weight management and 80 % have shifted to a balanced nutritional lifestyle. Majority who invested their time and capital in the business had achieved financial independence within a time span of 2 yrs and had a steady income developed by strong leadership skills. About 88% of the respondents reported better work -life balance with enhanced social status. Majority experienced a better quality of life style and achieved a better standard of living. Well-being metrics consisted of two key elements like physical well-being and emotional well-being, showing 77% of improved fitness level and 85 % reduction in health issues, majority also mentioned improvement in sleeping habits and better sleep pattern. Majority of the respondents have gained self-confidence, reduced stress levels, maintain better family relationships and have improved mental health. Final well-being had a positive significance on the lifestyle of entrepreneurs creating substantial income, improving their investment pattern and improving their financial decision. The study also analyzed the alignment with SDG-3, which reported 85% of the company's activities contributed to community health and 72% of the entrepreneurs actively promoted wellness programs and 80% supported sustainable health practices. Quantitative analysis can be summarized by stating the internal consistency is strong across measures. All constructs show high reliability where  $\alpha > 0.85$ . there is a high positive correlation between variables and the means across all variables are ( $> 4.0$ ). Regression analysis showed a significant relationship having ( $p < 0.001$ ). High F-statistic indicates a good model fit. The internal consistency

is strong across measures. Qualitative analysis can be summarized by stating a high thematic coverage across major themes, strong key word cloud and sufficient narrative evidences.

#### **Implications to the Management (Herbalife):**

The Management should invest more in branding and creating awareness among the people. The cost of the product being high, it is considered as the rich man's meal. Reducing the prices will help creating a larger market and expansion its markets across countries becomes hassle-free. Strict measures should be taken on banning unauthorised e-commerce sellers, who create a negative impact on the company's credibility. Maintaining same product quality across countries. Providing adequate training in regional languages among Herbalife users. Providing continuous learning period for interested users who wish to take part in its entrepreneurial sector, keeping in mind the challenges faced by entrepreneurs like time management and work life balance. Certified Nutritional Coaches and mentors should be available at each wellness centre, assisting the members and coaching them at every stage until they become successful entrepreneurs. Management should try to build a strong amicable network among users thereby expanding market possibilities and aiming in generating a sustainable income. There should be a competitive market dynamics and a strong research team who can continuously keep updating product knowledge and launching new products. A strong market research team should consistently keep an eye on consumer behaviour and change in customer taste and preference in short a strong customer relationship management need to be built.

#### **Conclusion:**

There has been a significant growth in personal growth and development among entrepreneurs. The Health-driven entrepreneurs has had a significant impact on their creating a positive lifestyle. This life style change has increased their self-reliance and confidence to be mentors to others in boosting their entrepreneurial journey. This has brought about a life style change in health, hygiene and nutrition among family members. Improve health consciousness has led to building a healthy economy there by reducing mortality rates. Increase in financial stability has led to the increase in purchasing power and has increased the standard of living of the economy thereby reducing poverty to a certain extend.

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