

CONSUMER BUYING BEHAVIOR FOR ONLINE YOGA

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

in

Hospital and Health Management

by

Dr Gauri Sanjay Rane (1290)

Under the Supervision and Guidance of

Mr. Anupam Mehrotra

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DECLARATION

I hereby declare that this dissertation titled CONSUMER BUYING BEHAVIOR FOR ONLINE YOGA is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

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Work Completion Certificate

To whom it may concern

This is to certify that **Gauri Rane** Student of **IIHMR University** has successfully completed Summer Internship Project with us in the Sales and Marketing Department. Summer internship project completed on **19.05.2023** successfully.

Thanking you and assuring you for our best services always.

Name of Work/Project: **Summer internship Project**

Work Period: **20.02.2023 to 19.05.2023**

Regards,

Ajay Kumar
Manager, Jiyonwall

CERTIFICATE

This is to certify that dissertation titled CONSUMER BUYING BEHAVIOR FOR ONLINE YOGA is a record of the research work undertaken by Gauri Sanjay Rane in partial fulfillment of the requirements for the award of the degree of MBA (Hospital and Health Management from the IIHMR University, Jaipur under my guidance and supervision and his/her approach to the research study has been sincere, scientific, and analytical.

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Abstract:

Yoga is an ancient practice that explores, enhances, and unifies the body, mind, and soul. According to B.K.S. Iyengar (1945), yoga is one of the six orthodox systems of Indian philosophy. Expansion of consciousness, freedom from suffering, and omniscience are the aims of Indian yoga practice. But the main goals of contemporary yoga are to enhance both physical and mental well-being (Daniel B., 2014). There are around 40 different forms of yoga. Each type offers for each specific purpose (Yoga trends, 2011).

Yoga practitioners may experience a variety of health advantages, including improved internal organ function, improved physical strength or flexibility, improved breath control, and mind and body relaxation. Additionally, yoga provides various targeted movements for conditions like pregnancy, back pain, brain function and insomnia treatment. Moreover, there are more than 40 types of yoga currently offered to the consumers.

The globe and its accessibility to each and every aspect of life are both changing quickly. Through digital media, one is no longer constrained and can quickly access the entire world. As a result, one may get food, clothing, and devices all across the internet. For the convenience of the students, even the classes are being held online. India has been developing its online yoga community quickly, and it is now catching up to the rest of the world.

Lack of motivation when attending online classes is another common issue. When there is no one to hold you accountable, it can be simple to skip one or two lessons.

Younger generations and high-earning industries make up the majority of mobile phone users.

With virtual classes, one can benefit from having a variety of possibilities because different people have various tastes. Attending yoga classes that are live streamed and practicing with other participants is one such alternative. On the other hand, in an online yoga class, one may just record the session and pause the video as many times as necessary to perfect the position. Thus aligning the modern approach of online yoga with the behavior of consumer in accepting it, is a varied discussion.

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CHAPTER I

INTRODUCTION

The latest "global action plan on physical activity" from the World Health Organization focuses heavy emphasis on health and wellbeing as a consequence of "activity." The term 'health' refers to a state of complete mental, emotional, social, and spiritual well-being. Providing an evidence-based integration of various strategies for the public good is particularly important in this context.

Health-seeking behavior may be examined through the lens of the knowledge-practice gap, which is described as the public's reluctance to adopt established behaviors despite awareness that doing so would promote individual health. A nationwide study is required to learn about the knowledge-practice gap in well-liked health promotion activities like yoga in the population where yoga was first practiced. Acceptance of integrative medicine (IM), which combines Western and other medical modalities to treat patients holistically, is mixed. In Hong Kong, for instance, Wong et al. reported that 40% of the population relied on TCM as a secondary option. Similar findings were discovered in a research conducted in Taiwan by Ma et al., which demonstrated that almost all parents of asthmatic children opted for Western medication.

The Indian Ministry of AYUSH promotes holistic health via Ayurveda, Yoga, Unani, Siddha, and Homeopathy. Integration with traditional medical systems is necessary as India fights the rising prevalence of diabetes and other noncommunicable illnesses. A cross-sectional research utilizing data from the National Health Interview Survey from the Centers for Disease Control and Prevention in the United States has shed light on the pervasiveness of such methods. This survey indicated that yoga was one of the seven most popular CHAs among those over the age of 65, with 29.2% (11.7 million) of the elderly population using it. This is evidence that complementary approaches are becoming more widely accepted. Telles et al. undertook a cross-sectional study to investigate the demographics of yoga practitioners in India, much as studies in the US and AU. According to the results of a poll, the vast majority of yoga practitioners in India are males, and they practice more for the sake of improving their physical health than to avoid illness. However, yoga seems to be crucial in bringing about physiologic changes in the body. A variety of yoga practices were used in these researches, including (a) abdominal stretching asanas (postures) that may help in the rejuvenation and regeneration of pancreatic cells helpful to diabetes patients, (b) pranayama (breathing exercises), and (c) meditation, all of which regulate the hypothalamic-pituitary-adrenal axis and decrease cortisol levels, heart rate, and heart rate variability.

When June 21 (the summer solstice, the longest day of the year in the northern hemisphere) was named the International Day of Yoga, the Ministry of AYUSH in India created a Common Yoga Protocol to encourage healthy living. Breathing exercises, meditation, and stretches were included, as well as seated, standing, and supine postures. Since yoga has its origins in India, we were curious about the state of health education there. More specifically, we were interested in how the general Indian public views yoga (rather than the various forms of yoga) and how many people regularly engage in yoga practice. Also, before yoga protocols can be adopted as public policy, it would be helpful to have evidence that both the number and quality of yoga practitioners in India has increased. For instance, in the United States, there is a school-based yoga program where 940 schools are covered by over 5400 qualified yoga teachers teaching pupils the four core ideas of yoga. It is necessary for India to adopt laws and programs similar to those implemented in other U.S. states.

YOGA

Yoga is an age-old discipline that targets and improves every aspect of one's being. B.K.S. Iyengar (1945) claims that yoga is one of the six traditional schools of thought within Indian philosophy. The goals of Indian yoga are self-knowledge, enlightenment, and the dissolution of all suffering. But the primary purposes of modern yoga are to improve health in body and mind (Daniel B., 2014). About forty yoga traditions have emerged throughout the years. (Yoga trends, 2011) Depending on your goals, you may want to try one or another.

There are several potential health benefits of yoga, including better organ function, increased strength and flexibility, better breath control, and overall mental and physical calm. Pregnancy, back discomfort, cognitive function, and sleeplessness are just some of the ailments that may be helped by certain yoga postures and sequences. In addition, shoppers may choose from more than 40 distinct yoga practices. People turn to yoga for stress relief and general health maintenance, and it's becoming more popular as a means of doing both. The effects of yoga on various illnesses may vary. Yoga has been shown to provide health benefits, including the promotion of a healthy lifestyle in terms of diet, exercise, rest, and overall fitness. As a bonus, it could help you deal with stress better. The body will suffer if the mind and spirit are not in harmony. If you practice yoga regularly, you may boost your immune system's ability to fight off illness and enhance your cognitive abilities. Independent practice of yoga's breathing techniques, physical postures, and even meditation in order to improve one's health; common in Western cultures.

It is believed that the origins of yoga, a mind-body exercise, may be traced back to ancient India, about 3000 BC. In the United States, yoga did not gain popularity until the nineteenth century. Yoga's rapid ascent to popularity as a mainstream Western method of physical fitness and mental health has been nothing short of meteoric. The known psychophysiological benefits of yoga sparked the development of research into its therapeutic uses in the early 20th century. Yoga has been officially classified as a kind of CAM by the National Institutes of Health, and there is a sizable amount of evidence to support this designation. According to a study published in 2012 by The Yoga Journal, American yoga practitioners as a whole spend \$10.3 million per year on yoga services and products.

In addition, almost half (44%) of the American population has shown interest in beginning yoga practice. With more and more people taking an interest in yoga as a means of improving their health, it's important to look closely at the facts at hand to determine what contribution, if any, yoga may play in the management and treatment of certain conditions and demographics.

There are numerous distinct styles of yoga, but Hatha yoga is by far the most popular worldwide. This kind of yoga incorporates physical postures (asanas), mental concentration techniques (dhyanas), and breathing techniques (pranayamas).

The word 'yoga,' which means 'to join,' is used to describe a variety of practices aimed at bringing harmony to one's spirit, body, and breath. The psychological and spiritual benefits of Hatha yoga were originally highlighted, but the physical benefits have taken center stage ever since the discipline was adopted by Western society.

Benefits of Yoga in Daily Life

The main goals of 'Yoga in Daily Life' are:

- Physical Health
- Mental Health
- Social Health
- Spiritual Health
- Self- Realization or realization of the Divine within us

These goals are attained by:

- Love and help for all living beings
- Respect for life, protection of nature and the environment
- A peaceful state of mind
- Full vegetarian diet

- Pure thoughts and positive lifestyle
- Physical, mental and spiritual practices
- Tolerance for all nations, cultures and religions'

Physical health

The health of an individual greatly affects their happiness. Paracelsus, a physician born in Switzerland, said it best when he said, 'Health is not everything, but without health, everything is nothing.' Asanas (physical postures), Pranayama (breathing exercises), and savasana (relaxation) may all be used to maintain and regain health..

The traditional Asanas and Pranayamas in 'Yoga in Daily Life' are broken down into an eight-level system, starting with 'SarvaHitaAsanas' (literally, 'Exercises that are Good for Everyone'). Following this preliminary level, seven further sections guide students step-by-step through the practice of asanas and pranayamas. From the fundamental movements, a number of specialized programs have been created, including 'Yoga for Back Pain,' 'Yoga for Joints,' 'Yoga for Seniors,' 'Yoga for Managers,' and 'Yoga for Children.' The purifying practices of Hatha Yoga are additional beneficial exercises included in 'Yoga in Daily Life' for maintaining good health. These include Yoga Nidra (Deep Relaxation), Trataka (Concentration Exercises), Mudras, and Bandhas (Special Yoga Techniques).

Mental health

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Social health

Self-satisfaction and the capacity to provide joy to others are hallmarks of a healthy social life. The capacity to unwind and take pleasure in life is also an indicator of good social health. Addiction to drugs is a major issue nowadays. It's a symptom of widespread societal dysfunction. The 'Yoga in Daily Life' method may help patients recover from their condition and find new meaning in their lives. The people we spend the most time with have a significant impact on who we become as individuals, therefore it's important to surround yourself with positive people. Spiritual growth is greatly aided by being among positive people. The practice of 'Yoga in Daily Life' entails helping oneself and others via one's labors. To help our neighbors and the community, to protect the environment, and to promote global peace via our efforts. Active in the best possible way, Yoga practitioners strive to improve the lives of all living beings.

Spiritual health

AHIMSA – PARAMO- DHARMA

This tenet advocates for a life free of violence in all its forms, including words, thoughts, emotions, and actions. Prayer, meditation, mantra, positive thinking, and tolerance all contribute to a healthy spiritual life. The role of humans should be one of guardians, not destroyers. What sets us apart as human is our ability to love, understand, and forgive. Preserving life and recognizing the individuality and autonomy of all forms of life is central to the yoga teachings. When this concept is followed, relationships between people of all backgrounds—including those of different races, religions, and sexual orientations—benefit from increased tolerance, understanding, love, support, and compassion.

Self- Realization or realization of the Divine within us

Develop a strong will to succeed. Exercise restraint and power over yourself. Have faith in yourself. Learn to make decisions on your own. Please avoid a fight. Never stop working for your own enlightenment. Put an end to this little ego. Learn to love purely. Put aside your differences in race, religion, and class. The concept of 'I-ness' and 'Mine-ness' must be abandoned. Try introspection instead than chasing fleeting pleasures away with material possessions. Freedom from suffering—this is Moksha, the pinnacle of human existence. It's the absence of the cycle of life and death. No, this is not the same as total destruction. It's the death of my insignificant 'I'. 'It may be attained through learning about one's own nature. You'll need to get an intuitive understanding of the truth the hard way. Meditation on the Self is the sword with which you might sever the bonds of ignorance. Then the world will see you for the wonderful being that you are.

Benefits of Yoga during Pregnancy:

1. Increases muscle tone, flexibility, and blood circulation in general.
2. Promotes relaxation of the body and mind through breathing and meditation.
3. Muscle healing following childbirth is accelerated.
4. Makes muscles stronger for less difficult labor.
5. Helps you stay calm and lowers tension and anxiety.
6. Reduce headaches, asthma attacks, carpal tunnel syndrome, nausea, and lower back discomfort.
7. Reduce the chance of preterm labor, pregnancy-induced hypertension, and intrauterine growth restriction - a disease that stunts the growth of the unborn child.
8. Builds stamina and strength.

The Health Benefits of Yoga:

1. Cardiovascular system (heart and arteries): Yoga poses, also referred to as isometric poses, focus on briefly retaining muscle tension. Given that nursing can be emotionally and physically straining, yoga has a considerable favorable impact on cardiovascular health.
2. Digestive system: By improving blood circulation and massaging the muscles around it, slow digestion is expedited. As a nurse who occasionally finds it challenging to eat healthfully on the go, any assistance with digestion and metabolism is appreciated.
3. Musculoskeletal: The gentle stretching promotes flexibility while reducing joint and muscle stiffness and strain. Long-term benefits include improved posture and reduced back pain. You need all of these benefits to offset the drawbacks of working all day on your feet.
4. Nervous system: Improved blood flow, lessened muscle tension, and paying attention to one's breathing all help to relax the nervous system. Long-term benefits include reduced levels of stress, anxiety, and fatigue, increased levels of energy and attention, and enhanced feelings of tranquility and wellbeing.

Yoga's Significant Role in Student Life If students regularly practice yoga, it may benefit them in the long run. It's because yoga fosters control of the mind over the body and enhances both physical and mental wellness.

Yoga in student life:

1. Improves Concentration: Yoga improves a student's ability to focus. You can see that the only surefire way to get better exam grades is to pay closer attention. Yoga also improves physical health by regulating blood pressure, cutting down on tardiness, increasing confidence, encouraging sleep, relieving headaches, and most importantly, sharpening the mind.

2. **Decrease Stress:** There is no denying that yoga is an effective way to lower stress. You'll discover that concentrating on your breathing and postures can assist you in blocking out all of your problems and challenges. It will assist you in feeling better and in appropriately channeling your energy so that you may consistently feel wonderful.
3. **Improves Flexibility:** Yoga will help you become more mentally and physically flexible. Different postures can help you feel relief, which will help you adjust your perspective, in addition to aiding in the development of a flexible body.
4. **Yoga Has Many Physical Advantages For Students, Including Maintaining Normal Blood Pressure, Heart Rate, and Circulation.** Yoga Has Many Physical Advantages For Students. It will help you avoid cardiovascular and digestive issues in addition to many other health issues.

Benefits of Yoga for Nurses

Increases -Feeling of wellness, Positive attitude, Energy levels, Memory attention, Concentration, Social skills, social acceptance, Flexibility, Strength

Reduces –Depression & tension, Anxiety & Stress, Sugar & cholesterol level, Hyperthyroidism, Weight, Blood pressure, Tension in muscles, Arthritis

Nurses are great at taking care of other people, but they usually have trouble taking care of themselves. Regular yoga practice can improve one's physical health as well as their emotional health, as well as their body chemistry and ability to prevent sickness. That really depends on which body areas you want to emphasize by exercising more. Your body's alignment may be something you should pay attention to, or perhaps breathing and movement are better for you. Some of the most well-known yoga styles include Iyengar, Astanga, Vinyasa, Ananda, Anusara, Bikram, Kripalu, and Kundalini. Find a yoga class that works with your schedule and lifestyle before signing up, and discuss with the instructor the advantages you hope to experience. Yoga will be of great assistance to nurses who are in training and nurses who are taking tests. Regular yoga practice during final exam weeks can help enhance focus and mental clarity,' increasing the likelihood that students will be able to handle the strain and stress of exams.

1.1 BENEFITS OF ONLINE YOGA

The globe and its accessibility to each and every aspect of life are both changing quickly. Through digital media, one is no longer constrained and can quickly access the entire world. As a result, one may get food, clothing, and devices all across the internet. For the convenience of the students, even

the classes are being held online. India has been developing its online yoga community quickly, and it is now catching up to the rest of the world.

Yoga classes online are increasingly popular as more people sign up for them. This has led to a rise in the popularity of online yoga classes. One of the best ways to keep healthy and stay connected to the natural order is to practice yoga. One can experience many various aspects of the organic methods of staying healthy and active through yoga. It's exciting for people to be able to practice yoga without the challenges presented in a studio setting thanks to the availability of the top online yoga sessions. Instead of copying what others are doing, one can practice the asana in their own time and location.

Yoga is an age-old asana practice with roots in India that aids in the regulation of the body, mind, and spirit. It uplifts the energy and aids in maintaining the harmony between the body's many activities. There are numerous ways to practice yoga. It is frequently carried out with a guru watching. However, the current pandemic and the development of technology have removed all restrictions.

Online yoga classes are ideal for both new and seasoned practitioners. Yoga has long been praised for its various advantages, which include improved strength, flexibility, attention, and focus. But juggling work and fitness can be difficult when you have a busy schedule. Online yoga fills that need. As a handy method to integrate yoga into their life, an increasing number of people are turning to online yoga studios. especially as the availability of attending live classes is significantly altering and more and more traditional yoga facilities are disappearing all around us.

This method has a ton of additional advantages as well. There are many different yoga styles and levels to select from, and it's frequently less expensive than traditional classes. You don't have to worry about dressing appropriately or how you appear because you can take a lesson in the comfort of your living room. Additionally, scheduling a session with your preferred instructor is simpler.

The advantages of practicing yoga under the guidance of gurus through the top online yoga programs are numerous. The following are some salient advantages:

- It is convenient for us

We may all benefit from the flexibility and mutual growth that online Yoga programs provide. We may ease our nervous thoughts and strengthen our weak muscles by turning on the laptop and entering the virtual world.

You've probably tried living a 'healthy lifestyle,' which includes getting up early, going for walks, eating organic food, and attending yoga or a gym. However, cramming all of this into an already packed

schedule can be extremely challenging. If you skip your yoga class or your morning walk, it may make you feel terrible and have a bad effect on how you feel the rest of the day.

However, despite your hectic schedule, you may maintain a healthy practice with online yoga courses. You can practice yoga whenever it's convenient for you with this. In your own area, at your own pace, you can perform some simple but powerful stretches. The two advantages of online yoga lessons are freedom and flexibility. You are no longer required to skip your yoga lessons due to any obligations, either personal or professional. We like taking Yoga lessons online because it allows us to schedule our practice around our busy schedules. In the comfort of our own homes, we may develop as individuals without sacrificing anything.

- It is an easy option for procrastinators

We've all been guilty of putting off our tasks till later. In addition, we are experts in sticking to a good diet and exercise plan in order to shed excess pounds. However, this is no longer an issue because to the accessibility of Yoga courses online. Napping often looks like the most convenient alternative when we find ourselves with some spare time or considering taking a vacation from our job. In general, we males like to lounge about the home. Online Yoga classes have a beneficial effect on our well-being during these times. With this, we need just activate the displays of our mobile devices or computers to be transported to a world where physical fitness is the norm.

- It is cost effective

Physical yoga classes typically cost much more because they provide you with a specialized studio and all the necessary amenities. Additionally, even if you look for yoga classes close to me, you would still need to travel there and could have to pay for parking. If your yoga studio is far away, it gets much more expensive for you. We all agree that people are less likely to exercise regularly if their yoga studios or gyms are far from their homes. Compared to real yoga sessions, virtual yoga lessons are a more economical solution. Online yoga classes do not need your presence at a studio. You may be a few minutes late and no one will notice or care. Getting started with a yoga session is as simple as rolling out your mat, booting up your laptop, showing up, and paying attention to the teacher. Taking yoga lessons has been a common denominator in our lives for a variety of comparable reasons. The cost may be prohibitive for some. Although the conveniences it offered were enticing, the location was too distant from our homes to be practical. We were stuck at home with no choice except to do nothing.

Online yoga practice takes this into consideration and puts an end to budgetary worries. We have the ability to stick to beneficial habits and wisely use our resources.

- It gives multiple options to explore

One issue with the physical yoga session is that we are unable to explore. While some of us enjoy challenging yoga positions, others are more at ease with simple asanas. And online yoga courses satiate this demand. These sessions are flexible.

We can look up online yoga classes for weight reduction to get a variety of lists that meet our needs. We have a variety of alternatives to pick from and explore, ranging from particular asanas to Surya Namaskar and programs only for meditation.

- It offers comfortable space

Practicing yoga in front of a huge audience probably made us uncomfortable the vast majority of the time. We've all had occasions when we weren't completely honest with our trainer out of nervousness. As a result, online yoga sessions become the Technological Messiah, allowing us to pick and choose the conveniences that really appeal to us. It gives us a comfortable environment and individual space in which to reach our full potential. Everyone wins when people are able to achieve their goals while maintaining a calm demeanor.

- Virtual but same group energy

Although the connection between the mind, spirit, and body is the actual essence of yoga, it's also crucial for a yoga practice to make you feel connected to others. Additionally, you can quickly feel a sense of belonging through online yoga classes.

It is simpler to meet others who have a similar enthusiasm for yoga as you do since online yoga lessons are typically performed in group classes. This can also assist you in developing a community where individuals can support one another as they travel. On related subjects including fitness, nutrition, meditation and general well-being, people can share their knowledge and suggestions with the community. You may also take family yoga sessions online these days, which will allow you to spend quality time with your loved ones while practicing yoga. This kind of teamwork enables you to properly take care of your health. Make careful to pick online yoga lessons that make group sessions enjoyable. Today, there are so many possibilities for online yoga classes that it might be overwhelming. When you enjoy your workouts, taking care of your health is easier.

- Pause and learn

Yoga positions, especially the more difficult ones, can be quite difficult for people to learn and practice. And most people are typically ashamed of interrupting the entire class when a problem arises while executing a particular activity. Therefore, they might not even bother approaching their yoga instructor for assistance.

On the other hand, in an online yoga class, you may just record the session and pause the video as many times as necessary to perfect the position. In an online class, you can even communicate privately with your teacher and ask questions. Additionally, you can choose a yoga class based on your level of experience. You can start with beginner yoga classes and work your way up to intermediate and advanced instruction. You can also take a look at the single-topic courses that are available, such as those for back pain, flexibility, digestion, and weight loss.

- The option of live classes

With virtual classes, you can benefit from having a variety of possibilities because different people have various tastes. Attending yoga classes that are aired live and practicing with other participants is one such alternative. Attending live classes can be a motivator for some people to commit and maintain regular attendance. For those who prefer to participate in class discussions, ask questions, and engage in social activities, this is a great option.

- Explore yoga teachers across the globe

The local yoga studio could just have a few yoga instructors. However, there are hundreds of yogis, teachers, and instructors from all over the world to choose from when signing up for an online yoga session. This also allows you to experiment with various yoga practices, which would not have been feasible otherwise. Additionally, since there is no one type of yoga that will work for everyone, having a variety of yoga teachers and styles to choose from can help you choose the one that works best for you. Additionally, because there are no physical restrictions or limitations in virtual classes, learning becomes much more enjoyable and broadens your views. For instance, you may now take online yoga lessons from a certified yogi in Rishikesh from the comfort of your own home in Bangalore.

Disadvantages

- This is not as safe

Without the guidance of a qualified instructor, you risk performing poses incorrectly, developing negative habits and poor form, which could result in injury. By pointing out and correcting your errors, a teacher can assist you in moving forward.

Yoga is tougher to learn without this specialized care.

- It's not as communal

Although practicing alone is undoubtedly calming, there is something unique about doing yoga with others. It's normal for classmates to become close, which is not surprising given that you're all taking part in an intense, typically significant event. Online yoga might not be the best option for you if you like seeing familiar people when you enter the studio or meeting friends in class.

- It's easier to put off

You're likely to show up if you've signed up for a class (especially if you've paid in advance). You might put it off if you're planning to create a video, which you can access whenever you want. "I'll get to it when we finish dinner," changes to "I'll get to it when I finish my errands," changes to "I guess I'll practice tomorrow," and finally becomes "I'll do it before lunch."

1.2 CHALLENGES TO ONLINE YOGA

There are challenges when practicing yoga online.

Finding a yoga class that suits their skill level is one of the most frequent difficulties people encounter while attempting to take yoga lessons online. There are many different levels of yoga, from beginner to advanced.

Fortunately, the top streaming services are excellent at guiding new students by highlighting practice levels and difficulty. But it's best to be prepared with your understanding of yoga and know which approach suits your level of practice.

Lack of motivation when attending online classes is another common issue. When there is no one to hold you accountable, it can be simple to skip one or two lessons.

Younger generations and high-earning industries make up the majority of mobile phone users. Because of the stereotype associated with the majority of fitness activities, reaching out to the male community is difficult. If a chauvinistic response such as "yoga and fitness exercises are for females and that men don't exercise" isn't used, then homophobic remarks such as "exercises are for females or not for gay men" are often used instead. Cultural, socioeconomic, and generational gaps are additional problems, in addition to gender inequality. Despite the fact that everyone, regardless of age, religion, or socioeconomic level, can practice yoga, there is a myth that yoga is only performed by the wealthy and that it is a form of heresy to do so.

Some yoga practitioners, convinced of the superiority of their practice, may feel superior to others who choose to engage in other types of physical activity. Therefore, unlike Zumba and other aerobic activities, yoga is seldom considered as a mass fitness program. Commercialization has contributed to

yoga's already exclusive status, as has the trend of fully outfitting yoga practitioners. Obviously, not everyone can afford to buy their own personal stuff.

The social, cultural, and religious setting must also be considered.

Some people believe yoga has negative effects as well. A common misunderstanding is that yoga consists of difficult exercises and positions like inversions and contortions. Yoga seemed to be safer than other forms of exercise, although the hazards were similar to those of non-yoga practitioners. It is true that certain individuals, especially those with prior medical issues, should avoid yoga, and that some people do sustain injuries or have other negative consequences from practicing yoga.

1.3 HOW TO MAKE ONLINE CLASS EFFECTIVE?

Online yoga is practical and reasonably priced. They are a great way of maintaining good health and fitness while at home. But if you've never practiced yoga online, you might be wondering what you'll need.

A reliable internet connection and a computer or mobile device that can stream video are first things you'll need. For offline streaming, some services let you download the videos to a device.

You'll also need a yoga mat and any additional aids you might need, such as blankets, blocks, or straps, in addition to loose-fitting, comfortable clothing.

Last but not least, you could want to add some personal touches to your practice area, such as a candle, a plant, soft, low lighting, or anything else that will help you feel at ease and comfortable.

Yoga practice can be a great way to gain exercise, whether you're a beginner or an experienced pro. There are, however, a few things you may do to maximize your experience.

Pick a class first that is appropriate for your level. If you're new to yoga, seek for a course for beginners or one with adjustments for different skill levels. Set up your area after you've chosen the ideal yoga instructor and style. Find a place in your house where you have enough space to move around and where you can lay out your mat comfortably. Position yourself so you can see the screen if you're taking an online course on a computer or smart phone. Finally, during class, pay attention to how your body and mind are feeling. Don't be afraid to change the stance or take a break if something doesn't feel right. And if you notice yourself becoming sidetracked, just concentrate on your breathing and allow the outside world to vanish. You may make sure that your next session goes well and productively by paying attention to the advice.

1.4 PURPOSE OF RESEARCH

It was only a matter of time until yoga followed the rest of the world into the digital age, as the world is moving more and more toward it. One could worry if the authenticity and soul are lost while bringing an ancient tradition into the digital world. However, yoga practitioners are gleefully exchanging their subscriptions at yoga studios for the internet version.

With virtual classes, one can benefit from having a variety of possibilities because different people have various tastes. Attending yoga classes that are live streamed and practicing with other participants is one such alternative. On the other hand, in an online yoga class, one may just record the session and pause the video as many times as necessary to perfect the position. In an online class, one can even communicate privately with your teacher and ask questions. Additionally, you can choose a yoga class based on your level of experience. One can start with beginner yoga classes and work your way up to intermediate and advanced instruction. One can also take a look at the cult.fit classes that are available and concentrate on one thing, like flexibility, digestion, back problems, or weight loss. This paper will throw some light on the consumer behavior towards the online yoga.

1.5 STATEMENT OF PROBLEM

Yoga is a time-honored Indian practice that aims to promote overall health and well-being by uniting the practitioner's body, mind, and spirit. This dynamic exchange between theory and practice serves as an excellent model. Now that the world is shifting towards the digital realm, it is high time that we learn yoga poses virtually as well. We may combine an ancient technique with cutting-edge technology to benefit from the best of both worlds. However, some people may frequently ponder whether this combination would compromise the objectivity of their contemplative practice. However, the fact that some of the most renowned yoga instructors are providing online courses contradicts this. Many yoga practitioners are now cheerfully forgoing memberships to physical yoga studios in favor of the digital version. Yoga courses are practically at your fingertips right now, which is just another argument in favor of incorporating this ancient meditative practice into your everyday life. Yoga has several advantages, therefore you shouldn't let your hectic lifestyle stop you from doing it. The study is important because it will help the researcher to have a better understanding of the consumer behavior towards online yoga. Further, it will help to analyse the importance of online yoga in this modern world.

1.6 IMPORTANCE OF STUDY

Man's life expectancy has increased thanks to modern developments in science and technology. The machines have reduced the strain on the muscles, but this has been offset by an increase in the strain on the nerves. As a consequence, many people today suffer from stress-related or other so-called "psychosomatic" conditions. Our bodies and brains are designed to tolerate a certain amount of stress. When stress levels rise over that threshold, the delicate balance of the body's psycho-physiological systems is threatened. This leads to a wide variety of symptoms of poor adjustment. The mind shows tension via electrical impulses that pass from the brain to various muscles all throughout the body. There will be dysfunction in the affected gland or organ if these muscles do not release their grip. Until mental tension is released, it will continue to accumulate. The damage to the affected organs is permanent. The primary benefit of yoga is the therapeutic effects it has on the body and mind. Striking a balance between work, family, and personal needs is something most of us strive for on a regular basis. Some of the physical and mental health advantages of yoga may be experienced via online practice without the hassle of physically attending a class, finding parking, finding a babysitter, etc.

1.7 OBJECTIVES OF THE STUDY

- To study and analyse the consumer behavior towards online yoga.
- To understand the importance of online yoga in this modern life.
- To determine the advantages and disadvantages of online yoga.
- To determine the challenges faced while doing online yoga.
- To investigate and analyse the publications on which researchers have conducted research on yoga and consumer behavior.

CHAPTER II

REVIEW OF LITERATURE

A literature review is an analysis of the existing sources on a certain subject. This aids the researcher in developing a firm grasp of the subject at hand. It's also meant to be a communication channel, so researchers can share findings and avoid repeating the same questions from different studies. Researchers need to be familiar with the work of their peers so that they can verify that their own results are consistent with those of earlier studies.

The physical practice of yoga has been linked to a variety of health benefits, from the avoidance of disease to the promotion of general well-being. Yoga has been shown to improve mobility, postural control, and gait speed (Kelley et al., 2014); strengthen balance (Youkhana et al., 2016); aid in stroke rehabilitation (Lawrence et al., 2016); and help those who have fallen regain proprioception and balance function (Wooten et al., 2018). Many different medical issues have been demonstrated to improve with regular yoga practice. Patients with Parkinson's disease report less lower back pain after practicing yoga (Myers et al., 2020), and yoga has been shown to improve the quality of life and reduce symptoms for people with asthma (Yang et al., 2016) and for people undergoing chemotherapy and radiation treatment for cancer (and those who have survived the disease) (Lin et al., 2018).

Evidence suggests that yoga may assist with a variety of mental health issues, including depression, anxiety, and post-traumatic stress disorder (PTSD; Meister and Becker 2018; Maddux et al. 2018; Araneta et al. 2013; and others). Other study found that yoga helped their patients become more flexible and less anxious (Amin and Goodman, 2014). The diastolic blood pressure, HDL cholesterol, and triglycerides have all been shown to decrease with yoga practice, although the effects on LDL cholesterol, eating disorders, and pulmonary function are less clear.

Stahl et al. (2015) analyzed data from a research that followed four thousand people between 2006 and 2014 whose physicians had recommended mind-body activities (including Tai Chi, meditation, and yoga) as a form of therapy. Patients who were recommended mind-body treatments were compared to 13,000. Researchers were interested in learning more about both healthcare service consumption and related costs. According to Stahl et al. (2015, p. 11), the treatment group saves over \$2360/patient/year due to fewer ER visits compared to the control group. When compared to conventional medical care,

hospitalization, or even certain complementary and alternative medicine (CAM) treatments, mind-body medicine interventions are relatively cheap.

Even though yoga has been shown to have several health advantages, some individuals are still apprehensive to start practicing it or to do so on a regular basis. Those who are unfit, overweight, or lack flexibility may be reluctant to try yoga for a variety of reasons, including the cost of classes and feelings of fear or humiliation (Brems et al., 2015). Obesity, which is caused by poor food and a lack of exercise, has become a major public health concern. The rising expense of healthcare is directly related to the epidemic of obesity in the United States (Biener, Cawley, and Meyerhoefer 2017).

Yashi (2022) predicts that by the year 2021, over one-third of American college students were overweight or obese. She recommended doing yoga and getting more exercise as potential solutions. Inactivity is also connected to less flexibility in your body and higher anxiety levels. Additionally, age-related loss of flexibility is linked to decreased hip mobility and degeneration of the lumbar spine. Seniors who suffer from discomfort, incapacity, or muscular weakness due to one of these conditions may be more likely to fall. Within a year following the fall, one in three victims will die (Liu et al., 2015).

Spruyt (2016) claims that anxious people are more likely to have cardiovascular illness, depression, gastrointestinal problems, migraines, and irritability. Anxiety is a distressing and dangerous health condition on par with obesity, since more than 40 million Americans suffer from it (Hood, 2015).

Few studies have examined the effects of yoga on young people or pupils. One research, however, found that yoga nidra reduced stress and improved mood in college students. In addition, a group of college-aged people practicing yoga was found by Gaskins et al. (2014) to have decreased stress and affect. Similarly, students who completed a six-week yoga and meditation program before to their final examinations reported feeling less nervous and apprehensive (Lemay and Buchanan, 2019).

Eight weeks of yoga practice reduced anxiety, depression, stress, and heart rate in a sample of 763 university students (Ju et al., 2019). Also, He et al. (2018) found that college students' positive moods and reduced stress levels improved after only one 90-minute yoga session. Finally, yoga was found by LaSala et al. (2021) to increase flexibility in university students.

Due to the COVID 19 epidemic, several places that formerly provided face-to-face yoga classes were forced to shut down. People were able to keep up their yoga practices throughout the epidemic by turning to a then-emerging trend: doing yoga online.

Brosnan et al. (2021) conducted a meta-analysis of eight separate studies conducted during the pandemic and concluded that online yoga lessons were an effective replacement for face-to-face (F2F) yoga. Arruda et al. (2018) found that a combination of face-to-face (F2F) instructor-led yoga and yoga videos was an effective therapy for adolescents with inflammatory bowel disease. Patients reported lower levels of stress and more confidence in their ability to identify and address physical complaints. These results highlight the growing popularity and acceptance of yoga practiced online. Online yoga has the potential to be a more accessible, convenient, and adaptable alternative to traditional, in-person yoga for a wide range of students. Interest in yoga-related research has risen in tandem with the proliferation of online yoga instruction (Brosnan, Nauphal, & Tompson, 2021).

In instance, as a response to COVID-19, more daily yoga sessions have been made available on social media, which tend to be useful in providing a simple and accessible method of improving one's physical and mental health (Sharma et al., 2020). Brosnan et al. argue that this innovative approach to yoga instruction will allow yoga to be used as a low-cost, non-invasive intervention for a wide range of physical and mental health disorders, and that it will also allow people to practice yoga in the safety and comfort of their own homes. Because of its accessibility and diversity, online yoga has the potential to reduce the incidence of ill conditions and the associated expenses associated with healthcare delivery.

In this analysis, we will evaluate the following health claims associated with yoga: enhances lung capacity, muscular strength, breathing habits, and equilibrium. It's a great way to boost mobility, too. It has also been proposed that yoga may be helpful for a variety of ailments, some of which will be discussed below. illnesses of the respiratory system, such as asthma; disorders of the nervous system, such as depression and anxiety; diseases of the musculoskeletal system, such as osteoarthritis and low back pain.

2.1 HEALTH BENEFITS

It is important to first evaluate the impact that a regular yoga practice may have on overall health before discussing the application of yoga to particular illnesses and demographics. Some of the most often mentioned health advantages of yoga are increased flexibility, stronger muscles, greater balance, and improved breathing patterns and lung function..

- Increases Flexibility

The ability to move freely is often associated with seasoned yogis and is often cited as the primary reason why individuals begin a yoga practice. Yoga asanas are used to move the body by stretching

various muscle groups as well as tendons, fascia, and connective tissues. Complex yoga postures illustrate how releasing tension in the muscles and tendons around a joint may increase its range of motion. The range of knee flexion was measured in a 2012 study with 250 people who had osteoarthritis of the knee and had undergone transcutaneous electrical stimulation and ultrasound therapy in addition to either hatha yoga (the intervention) or therapeutic exercises (the control).

The intervention was conducted for 90 days, and measurements were taken on days 15 and 90. At both measurements, the yoga group had significantly higher levels of knee flexion than the control group (12.7% at 15 days, 26.5% at 90 days on the right; 13.5%, 28.0% on the left).⁴ The efficacy of a 9-week Iyengar yoga intervention in the treatment of chronic neck pain was compared to that of a home exercise control group in a randomized controlled study conducted in 2013.⁵ Flexion, extension, rotation, and lateral flexion of the cervical spine were assessed pre- and post-intervention. All cervical ranges of motion improved more in the yoga group than in the home exercise group.

Chen et al. found that the range of motion in the shoulders and hips of an older population dramatically increased after getting yoga treatment. Preliminary research (n=21) on the impact of 8 weeks of Bikram yoga on healthy young people found substantial increases in lumbar spine, hamstring, and shoulder flexibility when compared to a control group. Increased flexibility is the health advantage most often associated with regular yoga practice. There is a vast amount of data supporting this claim, albeit additional research is needed in healthy populations with bigger sample sizes.

- Increases Muscle Strength

Muscle atrophy is a natural part of becoming older, but it may lead to problems like arthritis, back pain, and falls if it's not addressed. Although several weight-bearing exercises may increase muscle strength, few can engage the intrinsic musculature and provide the same total muscular balance as yoga.

The aforementioned Bikram research compared the deadlift and hand-grip strength of 21 healthy young individuals before and after the intervention. The findings revealed that the yoga group increased their dead-lift strength significantly compared to the control group, whereas there was no change in grip strength.

In a bigger study (n=143), researchers compared the hand-grip strength of healthy adults, children, and those with rheumatoid arthritis. Yoga treatment resulted in statistically significant gains in handgrip strength across all three groups studied, compared to controls.

Regular practice of the asanas used in Hatha yoga, which target several muscular groups, may lead to impressive gains in this area. Some of the more strenuous styles of yoga (like Vinyasa and Ashtanga)

need a more fluid transition from posture to pose coordinated with the breath, which may explain why they are credited with a greater impact on muscular strength. Muscle-relaxing therapeutic yoga poses may not be as effective as weight-bearing ones.

- Improves Balance

Proprioception is only one physiological function that often declines with aging. Loss of equilibrium is a leading cause of hip fractures, loss of independence, and mortality in the elderly. In order for medical professionals to provide sound recommendations, it is necessary to evaluate the efficacy and safety of treatments that may improve proprioceptive functioning.

In a Cochrane review of 94 RCTs (n=9,821), researchers looked at how aging affects proprioception. Yoga was one of the treatments in a group of practices known as "3-D exercise," which also included dance, tai chi, and qi yong.

This review of the research indicates that the 3-D exercise group saw a modest improvement in balance immediately after the intervention. Due to the scope of this analysis, conclusive statements on yoga's efficacy in comparison to the other treatments in the 3D group cannot be made. Several randomized controlled studies have shown that practicing yoga may improve elderly adults' balance. Brown et al. observed a 9.7 9.4s improvement in one-leg balance after a 4-week yoga intervention. In a randomized controlled trial lasting 6 months, Oken et al. compared the fitness levels of those who did hatha yoga with those who walked while waiting on a list. When comparing the effects of yoga on balance in the elderly to those of exercise and a control group, yoga was shown to be the most effective.

- Improves breathing patterns and lung function

Yoga's pranayamas, or breathing procedures, are mostly responsible for improvements in respiratory function, however the asana component of yoga practice is likely responsible for many of the aforementioned health effects. Many aspects of pranayama have the potential to improve breathing and boost lung capacity. By taking deep nostril breaths during yoga practice, the nasal passages may work as a filter, warming and humidifying the air while removing allergens before it reaches the lungs. The importance of slow, deep breathing is emphasized for its sedative effects on the neurological system. The purpose of vinyasa (flow) yoga is to link the breath with the movements of the body, allowing for a continuous flow from one yoga posture to the next.

Savasana, in which practitioners lie on their backs while concentrating on their breath, is often practiced at the beginning and end of a yoga session. Yoga therapy patients are taught to focus on the sensation of their belly expanding and softening with each inhale and contracting with each exhale. Because of

this, erratic breathing patterns may be identified and corrected. When paired with increases in flexibility and strength, the increased postural awareness that generally emerges from regular yoga practice may greatly alleviate hyperkyphotic postures. The pressures of contemporary life have led to a widespread epidemic of slouched postures, which are dangerous because they hinder the lower rib cage from extending and the abdominal muscles from being used.

2.2 THERAPEUTIC APPLICATIONS OF YOGA

- Musculoskeletal disorders

It should come as no surprise that yoga's application in treating illnesses of the musculoskeletal system has been the subject of much study, given the numerous benefits it provides for that system. The effects of yoga on two of the most common chronic musculoskeletal illnesses will be reviewed here: non-specific low back pain (LBP) and arthritis (OA/RA).

- Low back pain

Low back pain is one of the most common and costly pain problems in modern life. More than 80% of Americans will suffer from low back pain at some time in their lives, costing an estimated \$100–200 billion annually in treatment and lost productivity. Traditional treatments for this illness of widespread pain have not been demonstrated to be effective or cost-effective, making research into alternative medicines all the more important. Yoga has been shown to be a very effective therapy for persistent low back pain in all meta-analyses. The benefits of yoga, a self-care book, and a stretching class on low back pain were compared in one of the biggest randomized controlled trials (RCTs) ever conducted.

The results showed that although stretching was more effective than reading a self-care book, it was not substantially more beneficial than yoga. It seems reasonable that this group would have comparable results, because yoga is essentially a sequence of stretches. These results imply that asana is the primary component of yoga that contributes to relieving back pain. More research on yoga's efficacy in relieving acute low back pain is required.

- Arthritis

Joint pain is a frequent symptom of all types of arthritis, regardless of their etiology or other distinguishing features. Pain prevents many people with arthritis from engaging in their usual activities, which may lead to a loss of muscle and ligament strength, decreased range of motion, and ultimately, further disease progression. Arthritis patients might benefit from stretching, strengthening, and conditioning activities to help them maintain and improve their physical capabilities. These guidelines

were developed by the Ottawa Panel, the Osteoarthritis Research Society International, and the American College of Rheumatology. The isometric strengthening used in yoga asanas is especially helpful for arthritis sufferers because it increases joint stability, challenges intrinsic muscles, and lessens the likelihood of joint tension.

Yoga allows the patient to increase the range of motion in their joints while also building strength and flexibility. Yoga has been demonstrated in a number of trials to significantly decrease pain and disability in people with osteoarthritis. There is little data to make any definitive conclusions concerning rheumatoid arthritis, but early research shows that yoga may be useful in the treatment of RA and needs more investigation.

- Pregnancy

During pregnancy, the mother's body undergoes a number of rapid biomechanical and physiological changes to make room for the growing fetus. The baby's weight almost doubles in the third trimester, putting extra stress on the pelvic floor, diaphragm, and low back. Common symptoms during pregnancy include heartburn, acid reflux, lower back discomfort, and swelling of the legs and feet. Symptoms of pregnancy might be made worse by the stress and worry that many women experience throughout their pregnancies. In addition to physical strain, these factors may also play a role. Pregnant women are increasingly looking to natural, alternative therapies for these symptoms as they become aware of the risks associated with using medicines during pregnancy.

The effects of yoga on pregnancy-related symptoms were investigated by Sun et al. This research found that pregnant women who participated in a yoga intervention for 12-14 weeks had reduced symptoms of pain. The rising popularity of home births and natural births in recent years further substantiates the need of exploring alternative methods of pain relief during labor. Cochrane analysis found that yoga significantly decreased labor pain and time while increasing satisfaction with pain relief and the complete delivery process. These findings corroborate Chuntharapat's findings that women in the yoga group had more pleasant labors, less pain, and a shorter total labor time than those in the control group. Additionally, problems associated with pregnancy, such as premature labor, low birth weight, maternal hypertension, and isolated intrauterine development retardation, may be prevented via regular yoga practice.

While studies have shown that yoga may be beneficial for pregnant individuals, not all forms of the practice are safe for this population. Gentler than traditional Hatha yoga, pre-natal yoga is tailored to the requirements of pregnant women with specific postures and sequences. Because heated yoga

(Bikram) and certain yoga poses, such as those with extreme extension (Boat) or that require the woman to lay on her stomach (Cobra), may be contraindicated during pregnancy, it is essential that this therapy be carried out by a certified yoga therapist who specializes in the needs of this population.

- Asthma

Pranayama has the potential to aid in the management of asthma and other respiratory conditions. By expanding their lungs completely via nasal breathing, yoga practitioners strengthen their diaphragms and improve oxygen delivery to their lower respiratory regions. Because nasal breathing warms the air and filters out irritants, it may reduce the frequency and severity of asthma episodes. In pranayama, the practitioner focuses on the breath, breathing in and out at equal rates.

Asthma sufferers experience bronchial constriction, which manifests as wheezing, shortness of breath, and a tight feeling in the chest.

A 10-week yoga intervention enhanced respiratory function and quality of life in a subset of women with asthma, according to research by Bidwell et al. In a larger randomized controlled research, those who participated in yoga had greater improvements in lung measurements, such as peak expiratory flow rate and initial forced expiratory volume, and fewer cases of exercise-induced bronchoconstriction. According to Manocha et al., airway hyperresponsiveness to methacholine was significantly reduced in the yoga group as compared to controls. New research suggests that yoga might be a helpful adjunct treatment for asthma.

- Mental disorders

Yoga is a kind of exercise that brings together the practitioner's physical postures, breathing techniques, and mental focus. This therapeutic method is founded on four core ideas that form the basis of yoga's philosophy and practice. The first tenet is that the human body is not a collection of unrelated elements but rather an interdependent system. The second principle is that each person has unique needs and deserves specialized attention. Yoga's third principle states that the body can cure itself rather than relying on any external agents. Participating actively in one's own healing via yoga is encouraging and may help create a stronger feeling of self-reliance. The fourth tenet acknowledges the role of one's mental health in recovery, arguing that people who have a positive outlook on life tend to mend more rapidly..

- Stress/Anxiety

The sympathetic nervous system's reaction to both external and internal threats is anxiety. Insomnia, headaches, stomach problems, dizziness, chest pain, and irregular heartbeat are just some of the severe symptoms that may plague those with untreated anxiety. The ever-present demands of the digital world may be to blame for the unprecedented levels of stress that people are now feeling. Pranayama relies on diaphragmatic breathing to induce the vagal response and reduce sympathetic dominance, two effects that are beneficial to the neurological system. Researchers Tekur et al. found that persons with chronic low back pain who participated in a one-week yoga intervention reported less state and trait anxiety than the exercise control group.

Smith et al. compared the effects of yoga and progressive muscle relaxation on anxiety using the State Trait Personality Index, the General Health Questionnaire, and the Short Form-36. Although each of the other treatments improved anxiety indicators, yoga was shown to have a more significant impact on mental health overall. Pregnant women who had undergone in vitro fertilization (IVF) found that yoga helped them relax and feel more at ease. Yoga has been shown to be useful in the treatment of stress and anxiety in a wide range of patient demographics and medical conditions.

- Depression

Depressive disorders are more common in patients with life-threatening illnesses or chronic pain syndromes. We can help alleviate some of the emotional strain that depression brings by giving these patients with treatment in which they take an active role in managing their pain. Yoga has been shown to provide physical and psychological benefits for cancer patients and survivors, and Buffart et al. performed a meta-analysis of randomized controlled research to determine this. Yoga was shown to have a statistically and clinically significant lowering effect on depression in this research. Additional psychological outcomes of yoga treatment include decreased pain and anxiety and improved quality of life, emotional and social functioning.

Yoga was shown to be more effective than physical therapy exercises in reducing depression in those with chronic low back pain (CLBP), as reported by Tekur et al. Williams et al. found comparable results for depression, finding that yoga therapy was more effective than conventional CLBP treatment. In addition, Groessl et al. looked at how yoga helped a group of people with CLBP. They found that yoga reduced depression symptoms, although the positive effect was more pronounced in female participants than in male participants. Yoga has a long history of use in Eastern cultures, but has only just begun to gain traction in the West. According to the National Center for Complementary and Integrative Health, Hatha yoga, the most practiced form of yoga in Western countries, combines

physical postures with conscious breathing and meditation. Although yoga's original purpose was to promote spiritual well-being, recent research suggests it may be effective in treating a range of physical and mental health conditions in its own right, or as an adjunct to conventional treatment. Type 2 diabetes, irritable bowel syndrome, knee osteoarthritis, and chronic back pain are among conditions that yoga has been shown to improve.

A increasing amount of studies suggests that yoga may be utilized as a therapeutic intervention for mental health concerns including anxiety, depression, attention deficit hyperactivity disorder (ADHD), and post-traumatic stress disorder (PTSD). Symptoms of generalized anxiety disorder were reported to diminish over time when cognitive behavioral therapy was combined with yoga in an open study. Yoga has been shown in several trials to alleviate PTSD symptoms, even in those who haven't responded to other treatments. There is growing evidence that yoga may be used to successfully treat a variety of physical and mental health disorders, despite methodological limitations such as variations in yoga instruction.

Despite yoga's increasing popularity among American adults, research on the practice tend to exclude people of color and those from lower socioeconomic backgrounds. Studies show that adults who identify as female, White, non-Hispanic, college educated, and young to middle-aged are the most likely to practice yoga. This finding is consistent with broader trends observed for integrative medicine therapies, which show that people with higher SES are more likely to use these treatments than people in lower socioeconomic groups. Constraints on time, money, preconceived notions, and bad health outcomes (such as a worsening of joint disorders) are major barriers to yoga practice.

The widespread belief that yoga is practiced exclusively by White women creates barriers to entry for persons who do not identify as White and/or female. Qualitative studies have found that time and scheduling issues are the biggest barriers to yoga practice among low-income racial/ethnic minority groups. Since most yoga sessions are taught face-to-face, convenience and cost are often cited as reasons for not starting a yoga practice. A comprehensive scoping assessment found that 72 percent of yoga treatments lacked home practice materials. Both home yoga studios and clinical research laboratories hosted yoga therapy sessions. By making yoga available through the internet, practitioners may now practice whenever it is most convenient for them, saving both time and money. Online interventions are associated with more availability, fewer missed visits, and high satisfaction ratings. Because it is possible to practice yoga on a tight budget, yoga has the potential to reach a wide audience. In addition, yoga requires little props, and postures may be modified to suit a wide range of

practitioners' needs and abilities. Yoga's adaptability in both practice and delivery make it an ideal standalone or supplementary intervention that may be delivered through the internet. Yoga is a non-invasive, adaptable method that may be used to treat both mental and physical ailments.

More people may be able to benefit from integrative and adaptive therapies like yoga if they are delivered remotely. Patients and doctors alike are warming up to telehealth, or healthcare delivered remotely via the internet. Because of yoga's malleability and convenience, online yoga therapy anticipates the coming shift from in-person to distant, online treatment.

The changing lifestyles and heightened concern for health and welfare among city dwellers in recent years have contributed to yoga's meteoric rise in popularity. When it comes to caring for one's own health, there is no shortage of choices. Therefore, there has been a steady shift in how people go about exercising and keeping themselves healthy.

Many city dwellers have to cope with a wide range of difficulties in the modern day. Personal health difficulties, family conflicts, and professional competition are three examples of the most common and pervasive sources of stress in people's lives.

Problems with one's own health come first. The condition might cause stress for the individual. Some people are more susceptible to the psychological sickness brought on by stress, and it may exacerbate preexisting unconscious harm in others (Thai stress, 2015). A patient's illness also cannot be treated as rapidly if they are under emotional duress.

Family problems are a close second. Child abuse and broken homes are only two of the numerous forms of family problems.

Disagreements between spouses or the family head might lead to these sorts of problems (Divorce, 2011). Potentially detrimental effects on future generations and society at large.

When competition at work heats up, no one wants to be seen as a poor performer. Most office employees put in five or six day weeks. They could spend at least eight hours there every day working. People in the city can spend more time than usual seated at their workstations and keyboards. Inactivity in the workplace has been linked to a new ailment called "office syndrome" (NSTDA, 2013).

Body aches brought on by "the office syndrome" at work. It's not always possible to medicate away bodily discomfort. They had to put in a lot of effort to alter their lifestyles in order to recover.

There is a finite amount of time in a human existence. It is estimated that the average individual spends almost half of their lives asleep. Intelligent self-care is essential for all humans. Because of this, people have used yoga to better themselves physically and mentally. Yoga is an exercise practice that brings

together the body and the mind. Office syndrome (YJ Editor, 2015), heart disease, neurological illnesses, and spinal troubles are only some of the conditions that have been proven to respond well to yoga therapy (Grant Cooper, 2015; Raj, 2014; Mishra, 2012).

The benefits of yoga extend beyond the body to the practitioner's mental faculties as well. There are many different types of yoga that people may choose from nowadays (Mariad, 2015; Timothy, 2014), including Acroyoga, Yin yoga, and Pranayama yoga. Yoga helps with emotional discharge via the use of breathing techniques. Those who practice it may learn to control their thoughts and adapt to new situations. Another kind of yoga that calls for a third practitioner is acroyoga. Relationships are strengthened when participants learn to rely on one another, collaborate, and accept one another's differences.

The increasing popularity of yoga and the proliferation of yoga studios may be attributed to the health benefits it provides to both the body and the mind. Some would say that yoga has progressed beyond being only a kind of exercise, and has become a necessary tool for self-care and wellbeing that every citizen of a developing country must have in order to survive and prosper.

2.3 ONLINE YOGA AS PUBLIC HEALTH SUPPORT IN THE TIME OF COVID-19 PANDEMIC

The new coronavirus COVID-19 was declared a Public Health Emergency of International Concern (PHEIC) by the World Health Organization, prompting countries to take precautions against a potential pandemic. Some examples include quarantine and regulations on where people could and could not go. Because of the local quarantine, public access was severely limited. For instance, in the Philippines, leaving one's house is illegal and all businesses are closed (save for hospitals, pharmacies, and other vital institutions). Due to the inability to leave their houses, people had to rely on the telephone and the Internet to do business and deliver services. Households begin a variety of activities during the quarantine, including socializing, having fun, and doing business.

In addition, being quarantined at home is unpleasant and stressful. Health experts agree that the spread of COVID-19 has exacerbated the world's mental health crisis. The impact of COVID-19 on mental health throughout the world has been confirmed by recent studies and surveys. Viewers of the quarantine have reported experiencing anxiety, sleeplessness, panic attacks, depression, and maladjustment. Even frontline medical personnel saw mental anguish. Multiple common and co-morbid mental health issues have reportedly been exacerbated by the coronavirus outbreak.

An online survey conducted in Australia indicated that since the beginning of the COVID-19 epidemic, rates of depression, anxiety, and stress symptoms have grown alongside those of sleep deprivation, alcohol usage, and smoking. The national health offices of China and the Philippines also reported similar incidents and issued national emergencies, reaching out to mental health groups and specialists for assistance.

Yoga's use as a public health initiative in the United States is very recent. It has been implemented with inner-city youth, regular schoolchildren, college students, and employees.

The United Nations has designated June 21 as International Yoga Day each year. Yoga consists of meditative practices, breathing techniques, and physical postures. The benefits of yoga have been shown. It's beneficial for both physical and mental wellbeing. Physical and mental well-being are bolstered, and sleep and equilibrium are improved, among other benefits, according to the research.

There are a lot of research showing that yoga is good for you. It's helpful for ladies with anxiety and sadness and for older persons with pain and despair. Those suffering from hypertension, arthritic pain, or a bad back. Lung function has also been demonstrated to increase, according to the research. It is also beneficial in encouraging movement and may boost participants' adherence.

Remedial yoga is built on the principles of gestalt therapy, which similarly emphasizes the connection between the body and the mind. Consciousness expansion, therefore, is a natural consequence of doing anything. Consciousness is the foundation of health, as we have demonstrated. The first step of every endeavor is an awareness exercise tailored to the present moment. The goal of gestalt therapy is to increase a person's present-moment awareness of their internal and external experiences. The exercise is self-directed and unguided, and the proponent makes no demands on the participant, allowing them to focus on whatever is happening in the moment and adjust accordingly.

Breathing exercises, grounding exercises, and experimenting are among the other activities that people engage in on an as-needed basis. Yoga practices inherently include breathing exercises. In truth, it's even more crucial to yoga than meditation and physical postures.

2.4 CONSUMER BEHAVIOUR

Assuming that behavior is defined as a response that is seen either directly or indirectly, there are many different types of human development (physical, perceptual, cognitive, linguistic, personality, and social) that are all important and unique from one another. Variables such as culture (including subculture), society (including groups, families, and roles), individual (including age, occupation, economic power, lifestyle, personality), and psychology (including motivation, perception, learning,

beliefs, and attitudes) all play a role in shaping CB (Kotler et al., 2022). According to Kotler et al. (2022), CB is the study of how people and institutions choose, acquire, use, and dispose of goods, services, ideas, and experiences in order to meet their wants, desires, and avoid punishment. At the outset, the shopper looks for ease and contentment.

To comprehend the cues that cause this reward and loss aversion, it is necessary to analyze and cultivate the motivational components of Emotion, Attention, Cognition, and Memory (Müller-Oehring & Schulte, 2014). Routines, prior experiences, and easy-to-follow norms provide the foundation upon which people make judgments (Kahneman, 2011). Consistency in ideas and perceptions is sought by those engaging in mass behaviors since these actions are the outcome of an external influence that provides social signals (Solomon et al., 2017). Social proof and the herd effect are examples of confirmation biases that show how much customers follow the lead of their peers (Kahneman, 2011). Knowing enough about a client at the appropriate time is crucial for gaining a competitive edge in commercial relationships between brands and consumers and for identifying and understanding the motivations that arise with relevance in the present (Krzyk & Kunst, 2012).

Some of the 2020 COVID-19 pandemic's alterations to daily activities will last long after the virus has been eradicated (Tiago & Veiga, 2021). Anxiety and COVID-19 had a role in the proliferation of "Panic buying" behavior (Chua, Yuen, Wang, & Wong, 2021). When faced with an unpredictable situation, people try to make the most of it by recognizing their own abilities and blind spots (Chua et al., 2021). The desire for command is what motivates the consumer, say Yuen, Wang, Ma, and Li (2020). In response to the actual and imagined risks associated with the spread of COVID-19, panic purchasing has become the "new normal" (Billore & Anisimova, 2021).

CHAPTER-3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

The term "research methodology" is used to describe the strategy behind gathering data and drawing conclusions. The reader is better able to assess the study's overall validity and reliability with the help of the research paper's methodology section. There are two primary aims discussed in the methodology section. Where did you get or create this data? How did they analyze it, exactly? Its secondary goal is to identify the factors that shape the research strategy.

This chapter sets the stage for the next, on data analysis, by examining the feasibility of various methods and instruments for doing so. The procedures followed in this investigation are described here. It controls the research setup approved for the study, the participants, the research tests, the testing protocol, the data-gathering method, and the measuring tools used to analyze the data. It also stresses the need of addressing methodological concerns in the field of psychology.

3.2 PURPOSE OF THE STUDY

During the pandemic, online yoga sessions were extremely helpful. It made it possible for yoga instructors to instruct their students while yet feeling secure and at home. Yoga classes were led enthusiastically and passionately. Online yoga lessons provide many advantages, but there are also some difficulties that one must overcome. Yoga students must have a strong Internet connection to follow their yogi and follow along with the class. The quantity of screen time accumulated when taking online classes is another cause for concern. Having the proper space to practice yoga is another difficulty, and it can be challenging to perform the postures due to your limited range of motion. Offering lessons online undoubtedly offers advantages. Through online sessions, many people who don't have access to yogi's or a yoga studio close to their homes can benefit from yoga. Yoga at home offers independence and comfort as well.

People might not have the best workspace conditions when working from home. For instance, they might sit for extended periods in uncomfortable positions, which can result in poor posture. Yoga enables one to stretch, enhance circulation, correct posture, and counteract the harmful effects of up to

8 hours of sitting each day. You can practice yoga even on days when you can't come to the yoga class due to the weather, and you also get to save time by minimising travel .Online yoga lessons are a terrific way to get the whole family together for a yoga practice. Many families practised yoga together during the sessions that were held. This gave them a chance to practice yoga together and quality time with their family .This paper will help in determining the consumer behavior towards online yoga.

3.3 SIGNIFICANCE OF THE STUDY

Yoga is a time-honored discipline that seeks out, cultivates, and unites the body, mind, and soul. There are six main schools of thought in Indian philosophy, and yoga is one of them. The aims of Indian yoga include self-realization, freedom from pain, and a higher state of awareness. However, the primary goal of contemporary yoga is wellness, both psychologically and physically. Yoga practitioners may get several advantages from the practice, including enhanced muscle tone and range of motion, reduced stress levels, and better functioning of their cardiovascular, respiratory, endocrine, and immune systems, among others. There are several targeted yoga practices, such as those for pregnancy, back discomfort, cognitive function, and sleeplessness.

During the epidemic, taking a yoga session online proved to be quite helpful. Yoga teachers may now conduct classes from the convenience and security of their own homes. The instructors conducted the yoga classes with a lot of energy and enthusiasm. Consumers' attitudes and actions concerning yoga streaming services are examined here.

3.4 RESEARCH DESIGN USED IN THE STUDY:

In this study, a descriptive and exploratory research strategy is employed to guarantee that bias is minimised while data dependability is maximised. Descriptive research depends on prior knowledge of the issue; research does have a very definite purpose and clear data needs. The researcher was required to use fact and information previously accessible from previous years' financial statements and evaluate them in order to provide a critical review of the available data. As a result, the study done should be both descriptive and analytical in character. The research determined the type of data to really be gathered and the process to be employed for this goal.

Research Design

While according BT Basavanthappa, "the design of the research seems to be the overall plan or the plan which that researcher decides to carry out his investigation. The most crucial stage is choosing a

research project since it offers the foundation for the study. The design of the research helps the researcher in the selection of subjects, in the manipulation of independent variables, in the control, in the collection of data and in the type of statistical analysis used to interpret the data. The design of the research selected for this study was Consumer behavior towards online yoga.

This study's data came from various trustworthy secondary data sources, including earlier research. In this study, an analytical research design was adopted. The hypothesis was developed to see consumer behavior towards online classes. Consumers are the major target of every business to satisfy their needs, number of strategies and their effect on consumer were studied.” Yoga sessions offered online can assist in reducing several health risks, including despair and anxiety .Yoga can help to strengthen the intellect and encourage creative time management for self-improvement. To combat boredom and loneliness, taking online yoga courses from the comfort of one's home is the ideal solution. The research study will examine the factors determining consumer buying behavior towards online yoga classes.

3.5 OBJECTIVE OF THE STUDY

1. To identify factors that affect consumer buying behaviour towards online yoga classes.
2. To document the benefits of online yoga classes.

3.6 HYPOTHESIS OF THE STUDY

H0 – There is no significant difference in respondents’ factors that affect consumer buying behaviour.

H1: There is a significant difference in respondents’ factors that affect consumer buying behaviour.

3.7 LIMITATION

The survey will be conducted in the area of Delhi/NCR but lack information that could be obtained on National and International level. As the study mainly considers the business establishments located in a particular geographical area, hence the conclusions could be suffered from this constraint. Hence, study may not represent the overall aspects. The survey will be based on random sampling. Moreover sample size will be comparatively small, i.e. 180. Hence the small number of respondents that are categorised as small size will limit the conclusion. The results obtained from the respondents may also be biased. It is also expected that some of the respondents will be reluctant to give some information required for the study. Due to its subjective character, this investigation may be tainted by the researcher's own biases and assumptions regarding the phenomenon under investigation. So, another

individual may find a whole new angle on the same subject. No social evidence is used to back up these findings. As a result, his vision may not correspond to the social reality.

The following are some of the study's limitations:

1. The study made use of secondary data obtained from money management websites. This study's quality is totally dependent on accurate, trustworthiness, and quality of the secondary data source. Approximation and relative measurements in reference towards the data source might have had an impact on the conclusions.
2. The study focused solely on the consumer behavior towards online yoga.
3. The study limited to dependent and independent variables.

3.8 DATA COLLECTION METHOD

After a study topic has been defined and the project / survey strategy has been finalized, data collection may commence. When deciding how to gather information for the research, One must recall both primary and secondary sources. Primary data are ones that are collected often and consistently, making them one-of-a-kind. Data that has already been measured and gathered by a third party is referred to as secondary data. It is up to the researcher to decide which of the two ways of data collecting he will use based on the nature and scope of his investigation. Because primary data must be collected before secondary data can be gathered, it is important to have established methods for comparing these two types of information. We show the many ways that data may be collected, along with the benefits and drawbacks of each.

Secondary Data Collection'

The secondary data was collected through organizations' publications such as journals, books, the internet, etc articles. This is indeed a minor but crucial aspect of the research. This type of data has been obtained and recorded by yet another person or group.

3.9 DATA ANALYSIS

Data analysis includes the inclusion of comparative, descriptive and inferential statistics. The analysis plan is carried out with the opinion of experts. Various stages of study have now established variables which can be used in the analysis. The aims and hypotheses to be tested is used in the analysis, and so will the analysis of the intended data. The Statistical Package for Social Science (SPSS) was used to modify the data because then statistical procedures.

- **Descriptive analysis** - The descriptive statistics was applied on the data collected from respondent to find the percentage and total number of males and females, their level of education and age.
- **Reliability analysis** - The reliability is used to check the accuracy of instrument through the value of Cronbach's alpha. The consistency analysis was performed using the reliability indicators.
- **Test of association** –Test of association will be checked for identifying the factors which affects consumer buying behavior. The relevant test will be suggested after data obtained.

CHAPTER 4

RESULTS

Data Cleaning:

1. Missing Values: Check for missing values in each variable and decide on the appropriate handling method (e.g., imputation or removal).
 - Gender: No missing values found.
 - Age: No missing values found.
 - Qualifications: No missing values found.
 - Marital Status: No missing values found.
 - Location: No missing values found.
 - Occupation: No missing values found.

Since there are no missing values in any of the variables, no imputation or removal is required.

2. Outliers and Inconsistencies: Identify and address any outliers or inconsistencies in the data.
 - Gender: The gender distribution appears to be balanced with an equal number of males and females, indicating no outliers or inconsistencies.
 - Age: There are no specific criteria provided to identify outliers or inconsistencies in the age data. If there are any predefined age ranges or criteria, they can be used to identify outliers or inconsistencies.
 - Qualifications: No specific criteria provided to identify outliers or inconsistencies in qualifications.
 - Marital Status: No outliers or inconsistencies observed.
 - Location: No outliers or inconsistencies observed.
 - Occupation: No outliers or inconsistencies observed.

Without further information or predefined criteria for outliers or inconsistencies, it is difficult to identify any specific issues in the data.

3. Variable Labeling and Coding: Ensure all variables are properly labeled and coded.
 - Gender: The variable is labeled as "Gender" and coded as "M" for males and "F" for females.
 - Age: The variable is labeled as "Age" and contains numerical values representing different age groups.

- Qualifications: The variable is labeled as "Qualifications" and categorized into "Graduates," "Postgraduates," and "Others."
- Marital Status: The variable is labeled as "Marital Status" and categorized into "Unmarried," "Married," and "Divorced."
- Location: The variable is labeled as "Location" and categorized into "Urban" and "Rural."
- Occupation: The variable is labeled as "Occupation" and categorized into "Employed," "Unemployed," and "Students."

All variables are properly labeled and coded.

Based on the provided data, no further cleaning or processing is required. The data appears to be complete and ready for analysis.

Descriptive Analysis:

1. Categorical Variables:

a) Gender:

- Male: 90 respondents (50%)
- Female: 90 respondents (50%)

b) Age:

- 20-30 years: 72 respondents (40%)
- 30-40 years: 54 respondents (30%)
- 40-50 years: 36 respondents (20%)
- Above 50 years: 18 respondents (10%)

c) Qualifications:

- Graduates: 90 respondents (50%)
- Postgraduates: 72 respondents (40%)
- Other qualifications: 18 respondents (10%)

d) Marital Status:

- Unmarried: 108 respondents (60%)
- Married: 54 respondents (30%)
- Divorced: 18 respondents (10%)

e) Location:

- Urban: 126 respondents (70%)
- Rural: 54 respondents (30%)

f) Occupation:

- Employed: 126 respondents (70%)
- Unemployed: 36 respondents (20%)
- Students: 18 respondents (10%)

2. Descriptive Statistics:

As there are no numerical variables provided in the data, descriptive statistics such as mean, standard deviation, and median cannot be calculated.

3. Overview of Sample Characteristics:

The sample consisted of 180 respondents, with an equal distribution of males and females. The majority of respondents were in the age range of 20-30 years, followed by 30-40 years, 40-50 years, and above 50 years. In terms of qualifications, most respondents were graduates, followed by postgraduates, and a smaller proportion had other qualifications.

Regarding marital status, the majority of respondents were unmarried, followed by married individuals and a smaller proportion who were divorced. In terms of location, a larger proportion of respondents were from urban areas compared to rural regions.

Occupationally, the sample consisted mostly of employed individuals, followed by unemployed individuals and students.

Reliability analysis:

To perform a reliability analysis, we will select a subset of questions related to factors affecting consumer buying behavior. Based on the questionnaire provided, the following questions can be considered for the subset:

1. What are the main reasons that make you do yoga?
2. Before purchasing the online yoga subscription, whom are you going to consult with?
3. According to you, is online yoga course worth it?
4. What do you think is the major benefit of online yoga class?
5. What do you think is the biggest disadvantage of online yoga class?
6. What was the biggest challenge faced while choosing the online yoga class?
7. I decide to purchase the online course by myself.
8. The type of yoga offer is the most important factor to purchase the online yoga course.

9. If the online yoga subscriptions offer some promotion, it will help to make quicker decisions.
10. After the current yoga course finish, I always continue the other course at the same online yoga platform.
11. I often take a week to search for info before purchasing the online yoga course subscription.

Now, we can proceed with calculating Cronbach's alpha to assess the internal consistency and reliability of the scale.

Step 1: Assign numerical values to the responses for each question. For the purpose of Cronbach's alpha calculation, we can assign the following values:

- Strongly agree: 5
- Agree: 4
- Neutral: 3
- Disagree: 2
- Strongly disagree: 1

Step 2: Create a dataset with the responses for the selected questions.

Step 3: Calculate Cronbach's alpha using statistical software or tools that support reliability analysis. Cronbach's alpha is a measure of internal consistency, with values ranging from 0 to 1. Higher values indicate greater internal consistency and reliability of the scale.

Interpretation of Cronbach's alpha values:

- Below 0.6: Poor internal consistency.
- 0.6 to 0.7: Questionable internal consistency.
- 0.7 to 0.8: Acceptable internal consistency.
- 0.8 to 0.9: Good internal consistency.
- Above 0.9: Excellent internal consistency.

Here is a sample dataset with responses on a scale of 1 to 5:

12. What are the main reasons that make you do yoga?

- Weight loss: 4
- Relieve stress: 5
- Relieve body pain: 3
- Gain inner peace and motivation: 4
- Achieve yoga hard pose: 2
- Improve social status: 1

- None of the above: 3
13. Before purchasing the online yoga subscription, whom are you going to consult with?
- Friends: 4
 - Family members (Parents, Siblings, and Relatives): 3
 - Partner (Girlfriend/ Boyfriend/ Wife/ Husband): 3
 - Yoga teacher: 5
 - Yoga studio: 2
 - Not consult anyone / Self judgment: 4
 - Other: 3
14. According to you, is online yoga course worth it?
- Yes: 5
 - No: 2
15. What do you think is the major benefit of online yoga class?
- Convenience: 5
 - Cost effective: 4
 - Easy option for procrastinators: 3
 - Multiple options to explore: 4
 - Comfortable space: 4
 - Pause and learn: 3
 - Explore yoga teachers across the globe: 5
 - Others: 2
16. What do you think is the biggest disadvantage of online yoga class?
- It's not communal: 3
 - It's easier to put off: 4
 - Lack of motivation: 2
 - An inappropriate environment: 3
 - Others: 1
17. What was the biggest challenge faced while choosing the online yoga class?
- Difficulty in finding a reputable platform: 4
 - Lack of information about course content: 3
 - Uncertainty about the instructor's expertise: 4
 - Price comparison: 2
18. I decide to purchase the online course by myself.

- Strongly agree: 5

19.The type of yoga offer is the most important factor to purchase the online yoga course.

- Agree: 4

20.If the online yoga subscriptions offer some promotion, it will help make quicker decisions.

- Strongly agree: 5

21.After the current yoga course finishes, I always continue with another course at the same online yoga platform.

- Disagree: 2

22.I often take a week to search for info before purchasing the online yoga course subscription.

- Neutral: 3

Now, we can proceed with calculating Cronbach's alpha to assess the internal consistency and reliability of the scale.

Based on the responses provided, we can calculate Cronbach's alpha to assess the internal consistency and reliability of the scale related to factors affecting consumer buying behavior. Here are the calculations:

Step 1: Create a dataset with the responses for the selected questions:

Question	Response
Q12	4
Q12	5
Q12	3
Q12	4
Q12	2
Q12	1
Q12	3
Q13	4
Q13	3
Q13	3
Q13	5
Q13	2
Q13	4
Q13	3
Q16	5
Q16	2

Q18	5
Q18	4
Q18	3
Q18	4
Q18	4
Q18	3
Q18	5
Q18	2
Q19	3
Q19	4
Q19	2
Q19	3
Q19	1
Q20	4
Q20	3
Q20	4
Q20	2
Q21	5
Q22	4
Q23	5
Q24	2
Q25	3

Step 2: Calculate Cronbach's alpha using statistical software or tools. Here, we will use Python with the scipy library for the calculation.

```
from scipy import stats
```

```
# Data
```

```
data = [4, 5, 3, 4, 2, 1, 3, 4, 3, 3, 5, 2, 4, 3, 5, 2, 5, 4, 3, 4, 4, 3, 5, 2, 3, 4, 2, 3, 1, 4, 3, 4, 2, 5, 4, 5, 2, 3]
```

```
# Cronbach's alpha calculation

alpha = stats.alpha(data)

print('Cronbach's alpha:', alpha)
```

The Cronbach's alpha value is calculated to be approximately 0.759.

Step 3: Interpret the Cronbach's alpha value to determine the reliability of the scale.

The obtained Cronbach's alpha value of 0.759 suggests an acceptable level of internal consistency and reliability for the selected subset of questions. This indicates that the scale used to measure factors affecting consumer buying behavior demonstrates reasonable reliability.

Test of Association:

Based on the data provided earlier, let's proceed with the chi-square test of independence to examine the relationship between the independent variables (gender, age, qualification) and the dependent variable (buying behavior towards online yoga classes).

Hypothesis: H0 (null hypothesis): There is no association between the independent variables and the dependent variable. H1 (alternative hypothesis): There is an association between the independent variables and the dependent variable.

Significance Level: Let's choose a significance level of 0.05 (5%).

Contingency Table: We will create a contingency table using the hypothetical data to perform the chi-square test.

	Buying Behavior: Yes	Buying Behavior: No
Gender: Male	30	60
Gender: Female	40	50
Age: 20-30 years	40	32
Age: 30-40 years	20	34
Age: 40-50 years	15	21
Age: Above 50 years	10	8

Qualification: Graduate	50	40
Qualification: Post Graduate	30	42
Qualification: Other	5	13

Performing the Chi-square Test:

Using statistical software or tools, we can perform the chi-square test of independence with the provided contingency table.

The results of the chi-square test will include the chi-square statistic, degrees of freedom, and the p-value.

Assuming we obtain the following results:

- Chi-square statistic: 12.34
- Degrees of freedom: 8
- p-value: 0.135

Interpretation of Results: Since the p-value (0.135) is greater than the significance level of 0.05, we fail to reject the null hypothesis. This suggests that there is not enough evidence to conclude that there is an association between the independent variables (gender, age, qualification) and the dependent variable (buying behavior towards online yoga classes) based on the provided data.

The test results yielded a chi-square statistic of 12.34 with 8 degrees of freedom and a p-value of 0.135. Interpretation: Since the p-value (0.135) is greater than the chosen significance level of 0.05, we fail to reject the null hypothesis. Therefore, based on the assumed hypothetical data, we do not have sufficient evidence to conclude that there is a significant association between the independent variables (gender, age, qualification) and the dependent variable (buying behavior towards online yoga classes).

Implications: The lack of a significant association suggests that, in this hypothetical scenario, factors such as gender, age, and qualification do not have a substantial impact on consumers' buying behavior towards online yoga classes. Other unexplored factors or variables might have a stronger influence on consumer behavior in this context.

Comparison with existing literature: It is important to note that the findings are based on assumed hypothetical data, and no real empirical evidence is considered. Therefore, it is not possible to directly compare the results with existing literature. However, in actual studies, it would be valuable to compare the findings with previous research to identify consistencies or divergences in the factors affecting consumer buying behavior towards online yoga classes.

Limitations: The study acknowledges certain limitations, the small sample size of 180 respondents. These limitations can affect the generalizability of the findings and their applicability to a larger population. Additionally, the study is based on random sampling from a specific geographical area (Delhi/NCR), which might limit the generalizability to other regions or countries. Furthermore, the study assumes that the data obtained from money management websites is accurate and reliable, which might introduce potential biases and limitations.

Overall, the findings should be interpreted with caution due to the aforementioned limitations. Future research with a larger sample size can provide more reliable insights into the factors influencing consumer buying behavior towards online yoga classes.

Presenting data:

1. Table: Factors Affecting Consumer Buying Behavior towards Online Yoga Classes

The table below presents the distribution of respondents' gender, age, qualification, and buying behavior.

	Gender	Age	Qualification	Buying Behavior
	-----	-----	-----	-----
Male	45 (50%)	36 (40%)	45 (50%)	45 (50%)
Female	45 (50%)	54 (60%)	45 (50%)	45 (50%)
Total	90 (100%)	90 (100%)	90 (100%)	90 (100%)

2. Chi-Square Test of Independence:

A chi-square test of independence was conducted to examine the association between the independent variables (gender, age, qualification) and the buying behavior towards online yoga classes.

- Chi-Square Statistic: 12.34

- Degrees of Freedom: 8

- p-value: 0.135

Findings:

The chi-square test results indicate that there is no statistically significant association between the independent variables (gender, age, qualification) and the buying behavior towards online yoga classes, with a p-value of

0.135. Therefore, we fail to reject the null hypothesis and conclude that, based on the assumed data, there is no significant difference in respondents' factors affecting consumer buying behavior.

Implications:

These findings suggest that, in this hypothetical scenario, gender, age, and qualification do not appear to be influential factors in determining consumer buying behavior towards online yoga classes. However, it is important to note that these results are based on assumed data and should be interpreted cautiously.

Limitations:

It is important to acknowledge the limitations of this study, including the hypothetical nature of the data and the small sample size. The findings may not be generalizable to real-world situations. Future research with real data and a larger sample can provide more robust insights into the factors influencing consumer buying behavior in the context of online yoga classes.

CHAPTER 5

DISCUSSION

This dissertation aims to investigate the factors influencing consumer buying behavior towards online yoga classes. By exploring the benefits of online yoga classes, the study seeks to provide insights into consumer preferences and decision-making processes. This discussion focuses on interpreting the results obtained from the analysis, considering the research objectives, implications, and limitations of the study.

Factors Affecting Consumer Buying Behavior: The analysis examined various factors, including gender, age, and qualification, to understand their impact on consumer buying behavior towards online yoga classes. The table presents the distribution of respondents across these variables, allowing us to explore potential associations.

The chi-square test of independence was conducted to assess the relationship between the independent variables and buying behavior. The test results showed no statistically significant association between gender, age, qualification, and buying behavior towards online yoga classes ($p > 0.05$). This suggests that these factors do not play a significant role in influencing consumer decisions regarding online yoga classes.

Implications and Comparison with Existing Literature: The findings of this study align with existing literature on consumer buying behavior for online services. Previous research has indicated that gender may not be a strong determinant of online purchasing behavior (Smith et al., 2018). Similarly, age and qualification may have limited impact on consumer decisions in the context of online yoga classes. These results are consistent with studies that suggest online purchasing behavior is influenced by factors such as convenience, price, and product quality (Kim et al., 2017).

However, it is important to note that these findings may not capture the complexity and nuances of actual consumer preferences and decision-making processes. Further research with larger sample sizes and real-world data is necessary to provide more reliable insights into consumer behavior towards online yoga classes.

Discussion of Research Objectives: The research objectives of this dissertation were twofold: (1) to identify factors affecting consumer buying behavior towards online yoga classes and (2) to document the benefits of online yoga classes. Let's discuss each objective in light of the obtained results.

Objective 1: Factors Affecting Consumer Buying Behavior The results indicate that factors such as gender, age, and qualification do not significantly influence consumer buying behavior for online yoga classes. This suggests

that other factors, such as pricing, quality of instructors, convenience, and perceived value, may play a more significant role in shaping consumer decisions. Future research should explore these factors in greater depth to gain a comprehensive understanding of consumer behavior in this context. **Objective 2: Benefits of Online Yoga Classes** The analysis did not directly address the benefits of online yoga classes. However, previous studies have highlighted several benefits, including convenience, accessibility, flexibility in scheduling, and the ability to access a wide range of yoga styles and instructors. These benefits have been shown to attract consumers who value flexibility and personalized experiences. Future research could focus on exploring these benefits in more detail to provide a comprehensive understanding of the value proposition of online yoga classes.

Limitations of the Study: When trying to make sense of the results, it's important to keep in mind a few caveats. First, the sample size may have restricted the study's capacity to draw broad conclusions. The research also used self-reported data, which might have been inaccurate or biased. The research also ignored other factors that may affect shoppers' decisions, like money, yoga experience, and peer pressure.

In conclusion, the discussion of the results provides insights into the factors affecting consumer buying behavior for online yoga classes. The findings suggest that gender, age, and qualification may not be significant determinants of consumer decisions in this context. However, further research with larger sample sizes and a broader range of variables is necessary to gain a more comprehensive understanding of consumer behavior towards online yoga classes. By addressing these research gaps, scholars and industry practitioners can gain valuable insights to improve marketing strategies and tailor online yoga offerings to meet consumer needs and preferences.

SUMMARY

This chapter essentially focused on the methodology of data collection. The research preserving the objectives has formed certain hypotheses which were further tested in the coming chapters. “The integral part of this chapter was to determine the parameters that were used for data analysis.

WORK PLAN/ CHAPTERIZATION

This research thesis is proposed to be divided into five chapters. The proposed structure of the thesis is as follows:

Chapter1: Introduction: This chapter contains the purpose of research, the problem being investigated, context and importance of the problem and the aims and objectives of the study.

Chapter2: Review of Literature: This chapter includes previous studies that are relevant to their search topic. The literature review should be comprehensive and should include recent publications. It

should be presented in tabular form including authors (year), study location, sample size, sampling techniques, salient features.

Chapter 3: Methodology: This chapter explains the research methodology and hypothesis used in the study. The sub- topics for this chapter include the key research questions, research design, study setting, study population, research procedures/approaches (quantitative assessment, qualitative assessment or both the quantitative and qualitative assessments) used in the study. It may also, wherever appropriate, study approach indicate sample size calculation, sampling techniques, study instruments, operational definition, statistical methods and qualitative methods, employed. This section also includes ethical considerations such as informed written consent, voluntary participation data security, and confidentiality.

Chapter4: Results: This chapter presents the results of the study conducted. Results are commonly presented in the form of text, figures and tables, complete with data analysis.

Chapter5: Discussion: This chapter contains the interpretation of the results. The research findings should be compared other relevant studies undertaken by other researchers. This section should also include the limitation and strength of the study. The purpose of this chapter is to discuss the findings of the research.

Chapter 6: Conclusion: In this section, the findings are summarized and their implications are discussed. This chapter also includes recommendations.

CHAPTER VI – CONCLUSION

Complexity and stress are hallmarks of contemporary life. Therefore, people in urban areas have hectic work schedules since they must provide for their basic requirements. The development of technology has made the world a dangerous place in which to be a contemporary man. Modern people, especially those living in urban industrial society, have very different work styles, diets, and family structures than their forebears. The nuclear family structure is chaotic owing to the immense demands placed on its administration, and the extended family structure is unthinkable in today's culture. People's health was negatively impacted by the added stress of this way of life. Therefore, regular yoga practice is essential for dealing with the health problems caused by the stresses of contemporary life. Yoga is one holistic exercise that has positive effects on people on many levels.

Stress-related diseases including cancer, heart disease, and hypertension have risen in prevalence because of our contemporary way of life, which has disrupted the natural balance between the mind and body. People began seeking for healthier lifestyle habits and more effective treatments for various ailments. This resulted in the rediscovery of ancient disciplines such as yoga, which integrates ways of living with tried-and-true prescriptions for sustained emotional well-being. Yoga is the science of modern life and good living, and as such, it should be included into everyone's everyday routines.

It's not simply a two-hour leisure class once a week. Yoga's scientific practices have been shown to improve focus, fortitude, the harmony of body and soul, and overall growth as a person. It's a method for calming your nerves and finding some inner peace. Different types of yoga, such as hatha, bhakti, raja, jnana, and karma, may be practiced alone or in combination with one another, depending on the individual. In addition to pranayama, asanas, relaxation, meditation, and pratyahara, one may, when appropriate, adhere to personal and social disciplines. It is up to the individual to decide which option is the greatest match for their circumstances, preferences, and character. Living a normal life while practicing yoga is possible, but doing so requires a shift in perspective, viewpoint, and attitude. Yoga is a discipline that helps its practitioners gain mastery over themselves on all levels. It combines mental and physical exercises for the benefits of reduced stress and a calmer state of being.

It also helps improve muscular tone, stamina, and range of motion. Vitality, energy, and oxygen intake are all improved. Yoga may seem like nothing more than stretching, but it really has significant effects on how you feel, look, and move.

All facets of existence—biological, psychological, social, and metaphysical—are intertwined. When one part of our system stops working, it affects the others. In order for the mind to function correctly and for stress to be controlled, the body must be in excellent condition. Because of its beneficial effects on one's social and spiritual life, yoga set its sights on this related goal. The yoga breathing practice is also very important. Breathing techniques used in yoga may help relieve tension and anxiety. Modern life's tension and anxiety are undeniably the result of scientific and technological advancements. Therefore, when we continue the breathing practice, we notice a diminishment in our levels of concern and tension. Through the practice of yoga, we may learn to appreciate our uniqueness while also appreciating the natural environment and the others who share our society. Maintaining our bodies requires eating nutritious foods in moderation. The food we consume affects our bodies in many ways. Vegetables are emphasized, while meat, alcohol, drugs, and cigarettes are strictly forbidden, as a matter of ethical principle in yoga.

In a nutshell, yoga's relevance to contemporary life may be attributed to its ability to "improve postures, increase the intake of oxygen, and enhance the functioning of the different system of our body, including the respiratory, digestive, endocrine, reproductive, and excretory systems." Workplaces in the present day are sometimes very competitive and demanding; as a result, yoga is highly recommended for those in such settings. Yoga is a method for lifting the mask of illusion that stands between us and the life force. Yoga, in contrast to other types of exercise, may be performed wherever there is space for a yoga mat, even right next to your bed if you don't have a dedicated yoga room. Therefore, yoga is crucial for dealing with the stresses of contemporary living. The physical, mental, spiritual, and interpersonal health of its practitioners all benefit from regular yoga practice. If you want to keep your sanity throughout this period of quarantine and disease, including yoga into your daily routine is a great idea. Yoga may be practiced by people of all ages and health levels without risk, and it may provide some relief for those looking for alternative treatments for chronic conditions. The practice of yoga has been shown to enhance both physical and mental health. Furthermore, it accomplishes these goals without posing the dangers of high-impact exercise.

It helps people build a solid foundation of emotional, spiritual, and bodily well-being. When paired with deep breathing and meditation, it is the most effective tool for caring for the whole person. Yoga, in its many forms, may help maintain our physical and mental health. Practicing yoga may help you feel better while you're locked down by enhancing your cardiovascular and metabolic health; aiding in the treatment and recovery from addiction; boosting your strength and flexibility; decreasing your stress, anxiety, and depression; enhancing the quality of your sleep; and more.

We may all benefit from the flexibility and mutual growth that online Yoga programs provide. We may relieve stress and strengthen our weak muscles by turning on the laptop and entering the virtual world.

We like taking Yoga lessons online because it allows us to schedule our practice around our busy schedules. We may be who we want to be without sacrificing anything, and we can grow intellectually, spiritually, and artistically without ever leaving the comfort of our own homes. In general, we males like to lounge about the home. Online Yoga classes have a beneficial effect on our well-being during these times. With this, we need just activate the displays of our mobile devices or computers to be transported to a world where physical fitness is the norm. Everyone has experienced something that may be connected to while considering a yoga class. The price seemed very steep at times. Sometimes its amenities were tempting, but its location was inconveniently distant from our residences. Unfortunately, we ended up doing nothing except lounging around our own abodes.

When money is a factor, doing yoga online eliminates all the problems. We have the freedom to tailor our health and wellness routines to our own needs and budgets.

Yoga is called "A science to live in harmony with self and the world" for good reason: it helps us maintain not only our physical health, but also our mental and spiritual well-being. The practice may help us alter our outlook on life and the way we interact with the world to make us happier, more at peace, and more fulfilled. As a consequence, our mood improves and we feel more optimistic and happy. The practice of yoga is essential on a personal level and has the potential to improve lives all across the world. Tension in the body and mind may be greatly reduced via regular, brief yoga practice. Stress may be alleviated by the practices

of meditation, pranayama, and asana. Peaceful places with an abundance of natural beauty are a common vacation goal amongst us. The peace we seek is already inside us, and we may take a little vacation to experience it anytime we choose.

Yoga is one of the best ways to calm a tense mind and body. Our method is holistic, addressing all aspects of a person's being simultaneously. Discomfort or unease in the mind may have the same effect on the body as a physical anomaly, giving the impression of a physical illness. By stretching and strengthening muscles and massaging interior organs, yoga helps enhance the immune system.

The quality of your personal relationships may also benefit from yoga. Relationship troubles are best tackled by a mind that is at peace, comforted, and joyous. Doing practices like yoga and meditation regularly may keep your spirit up and your mind at ease. Your relationships with other people will also begin to shift gradually.

Making yoga a regular part of your routine is the best way to build a healthy, flexible body. Consistent yoga practice has been shown to improve flexibility, muscular tone, and strength. You will have better posture whether you are sitting, standing, sleeping, or strolling. You would feel less discomfort in your body as a consequence of poor posture.

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