

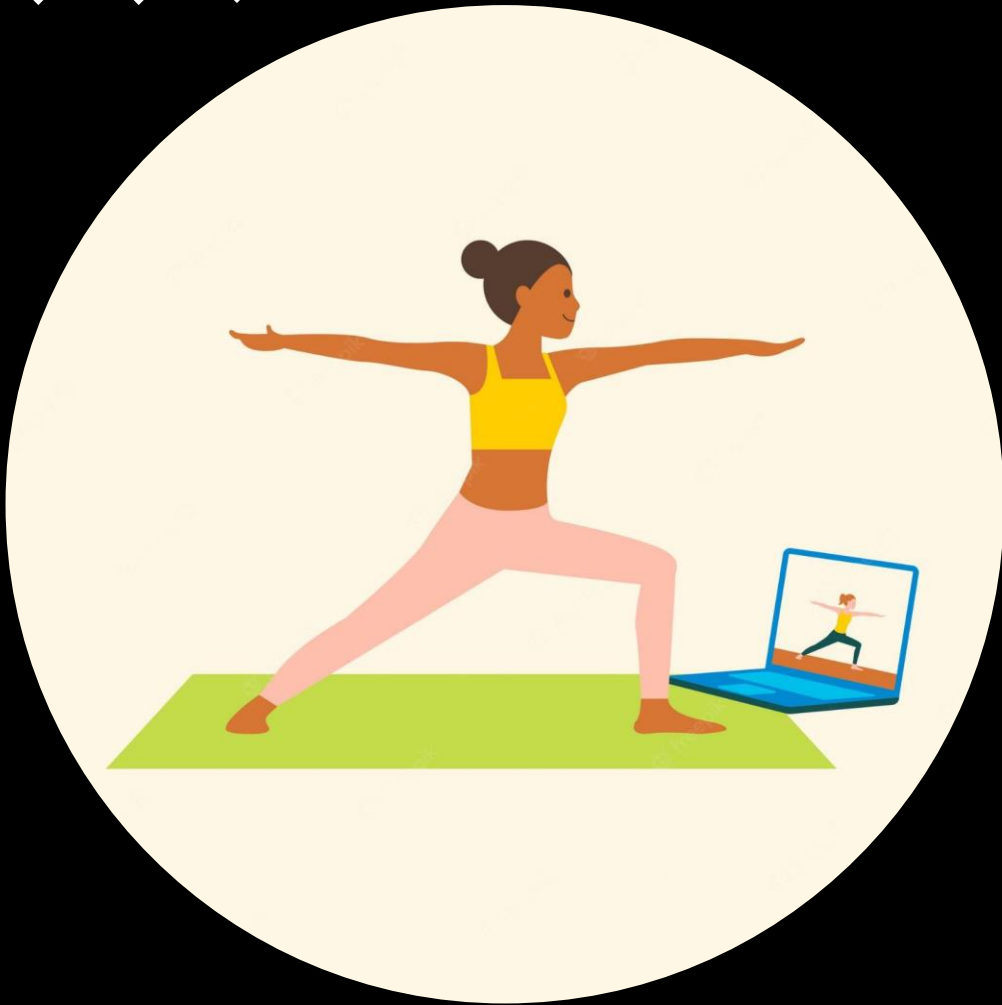


CONSUMER BUYING BEHAVIOR FOR ONLINE YOGA

BY

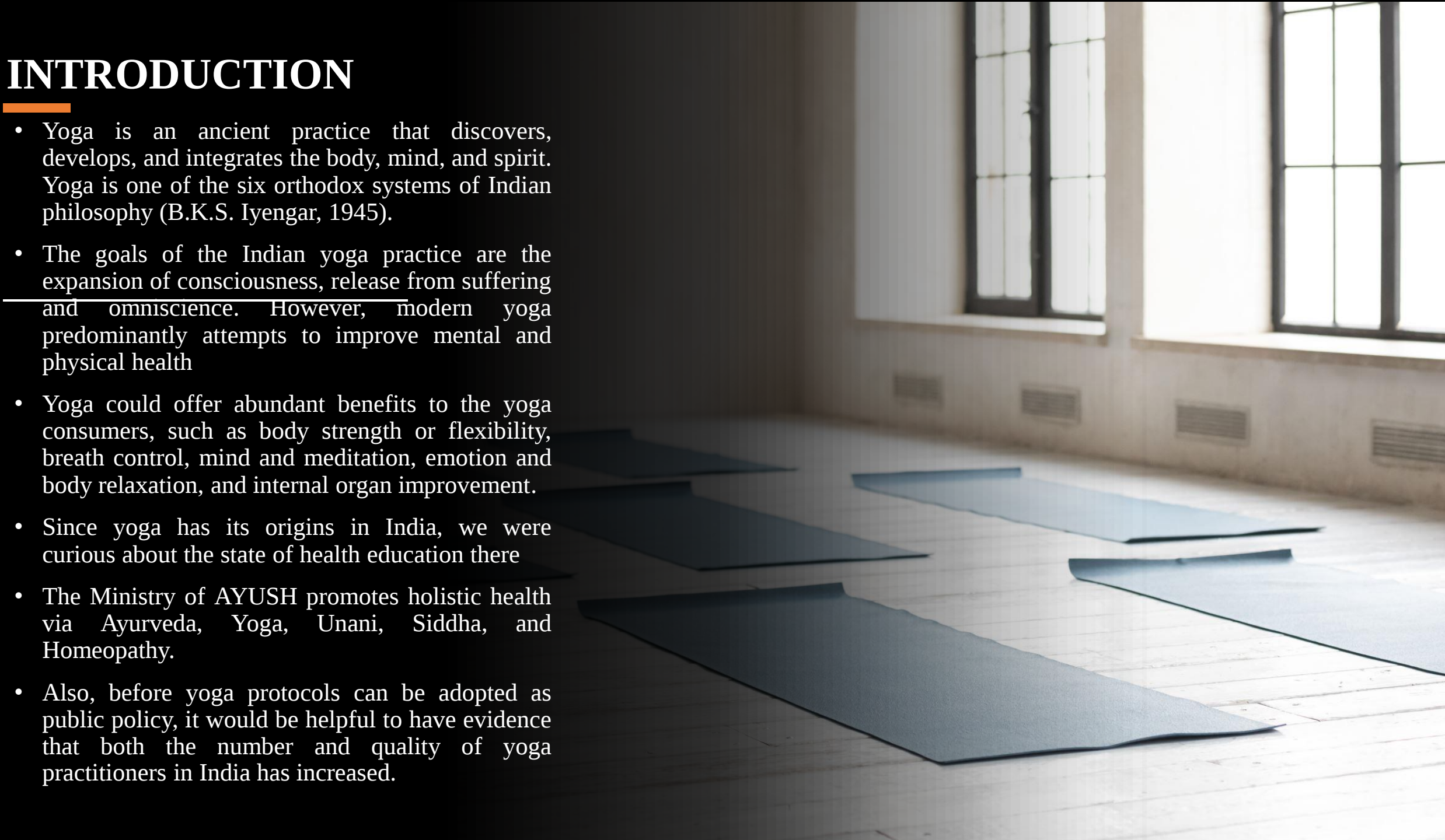
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INTRODUCTION

- Yoga is an ancient practice that discovers, develops, and integrates the body, mind, and spirit. Yoga is one of the six orthodox systems of Indian philosophy (B.K.S. Iyengar, 1945).
- The goals of the Indian yoga practice are the expansion of consciousness, release from suffering and omniscience. However, modern yoga predominantly attempts to improve mental and physical health
- Yoga could offer abundant benefits to the yoga consumers, such as body strength or flexibility, breath control, mind and meditation, emotion and body relaxation, and internal organ improvement.
- Since yoga has its origins in India, we were curious about the state of health education there
- The Ministry of AYUSH promotes holistic health via Ayurveda, Yoga, Unani, Siddha, and Homeopathy.
- 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.





Yoga on online platforms (A Big YES/ Certain NO)

- Online yoga classes were highly beneficial during the pandemic. It enabled yoga practitioners to teach their students while remaining comfortable and safe in their homes. Yoga sessions were led with a lot of zest and drive. 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 posture in sedentary lifestyle. 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 minimizing travel. Online yoga lessons are a terrific way to get the whole family together for a yoga practice. This gave them a chance to practice yoga together Ayog and quality time with their family.
- The question arises, should we opt the chance or not?

OBJECTIVES

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

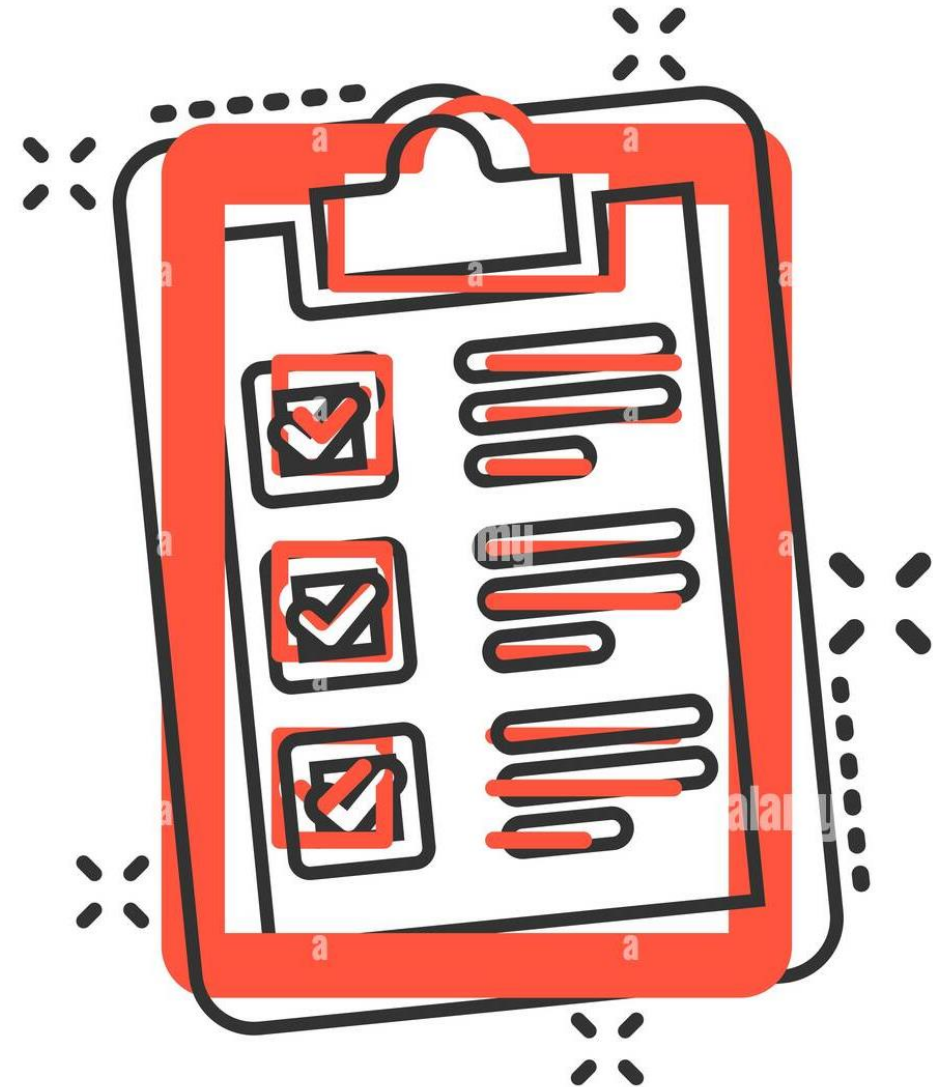
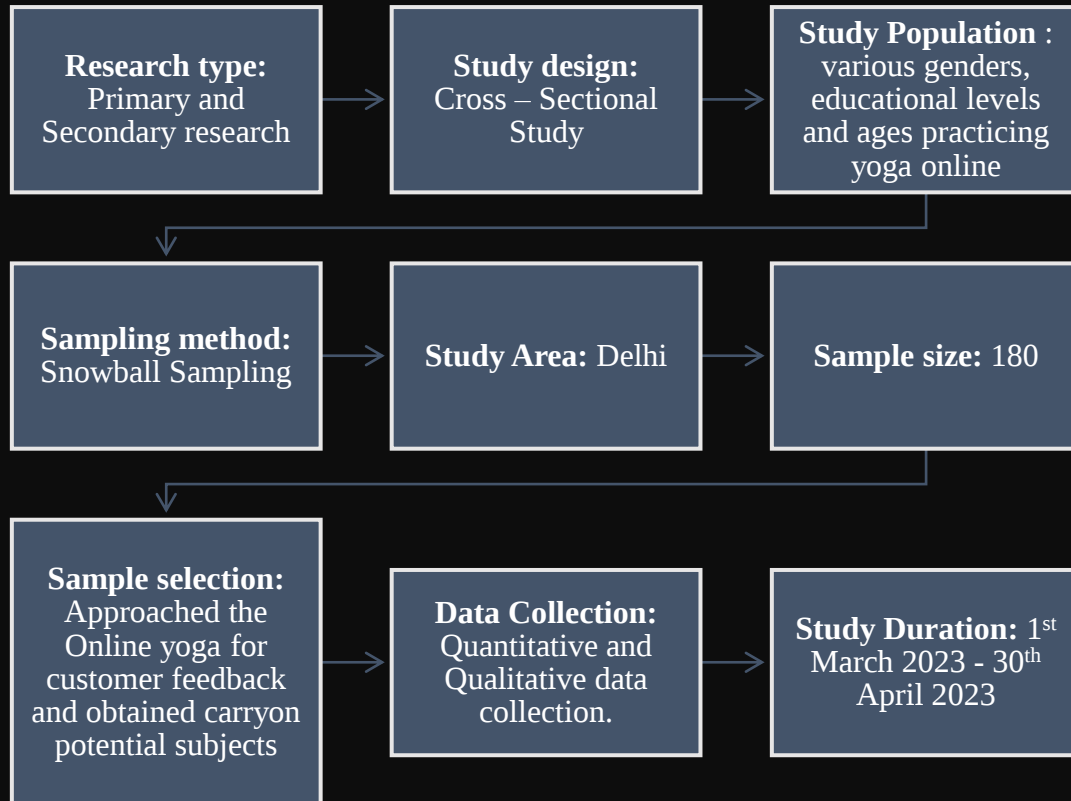


RESEARCH QUESTIONS/AIM:

To Study factors determining consumer buying behaviour towards online yoga classes



STUDY DESIGN AND METHODOLOGY



DATA ANALYSIS PLAN

HYPOTHESIS

- **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.**

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 chi-square test of independence is to examine the relationship between the independent variables (gender, age, qualification) and the dependent variable (buying behavior towards online yoga classes).



ANALYSIS OF THE DATA:

01

Missing Values

Check for missing values in each variable and decide on the appropriate handling method (e.g., imputation or removal).

02

Outliers and Inconsistencies

Identify and address any outliers or inconsistencies in the data.

03

Variable Labeling and Coding

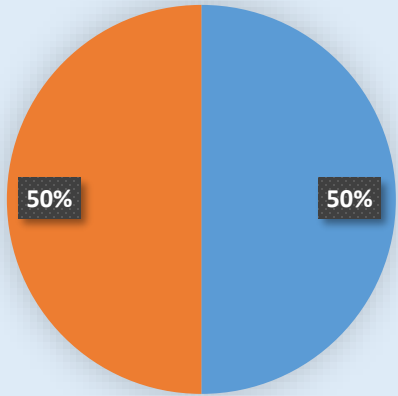
Ensure all variables are properly labeled and coded.



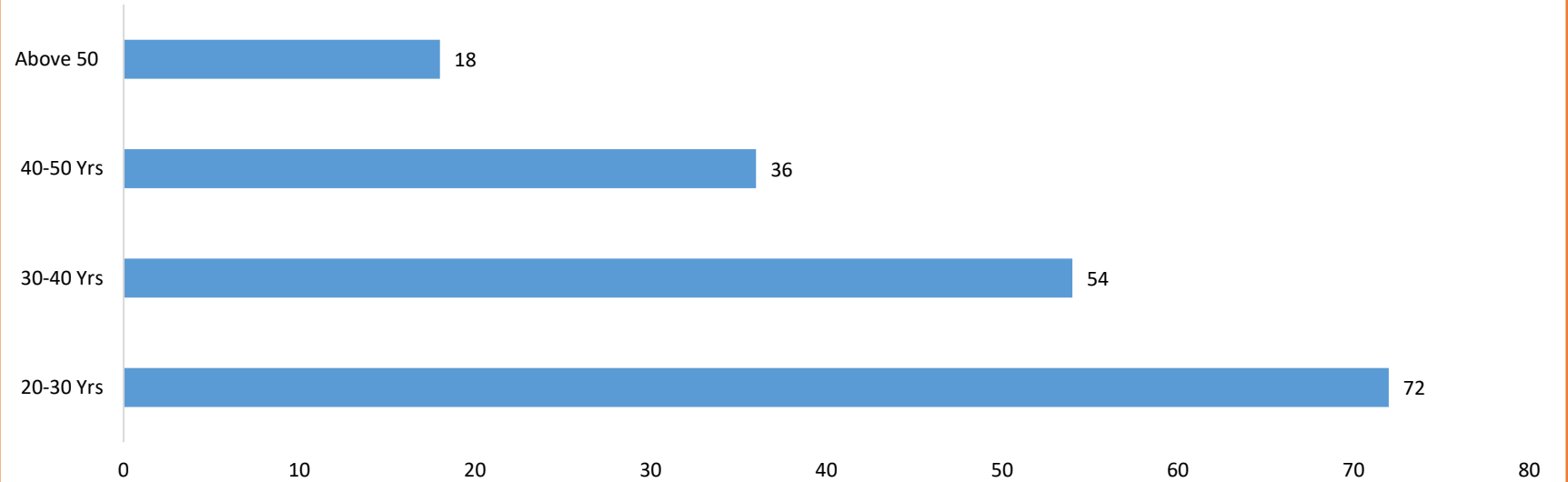
RESULTS & DISCUSSION

GENDER

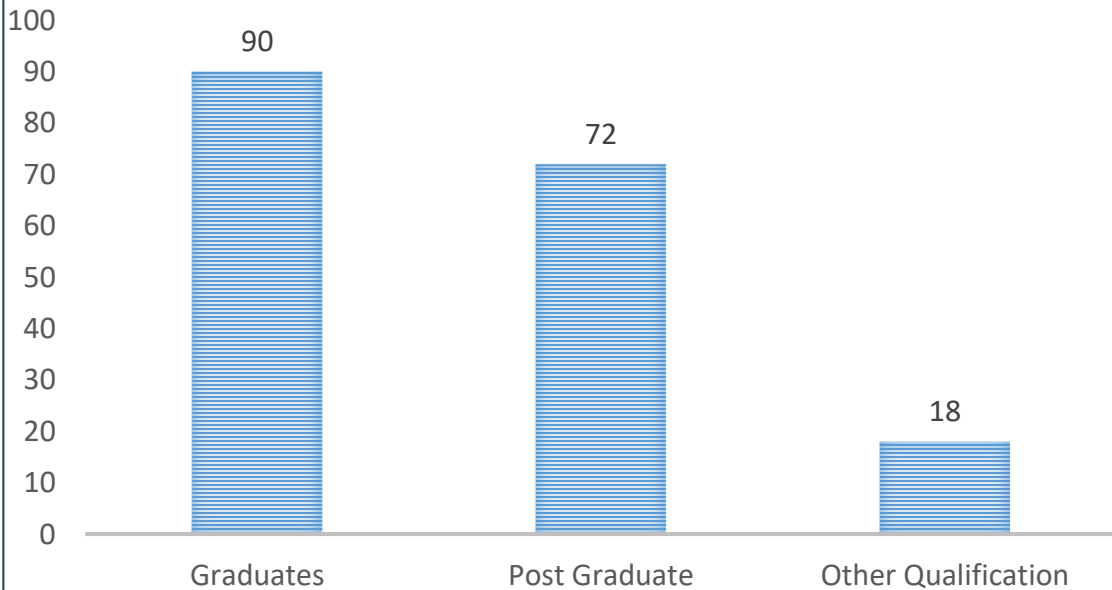
MALE FEMALE



Age (No. Of Respondents)



QUALIFICATIONS



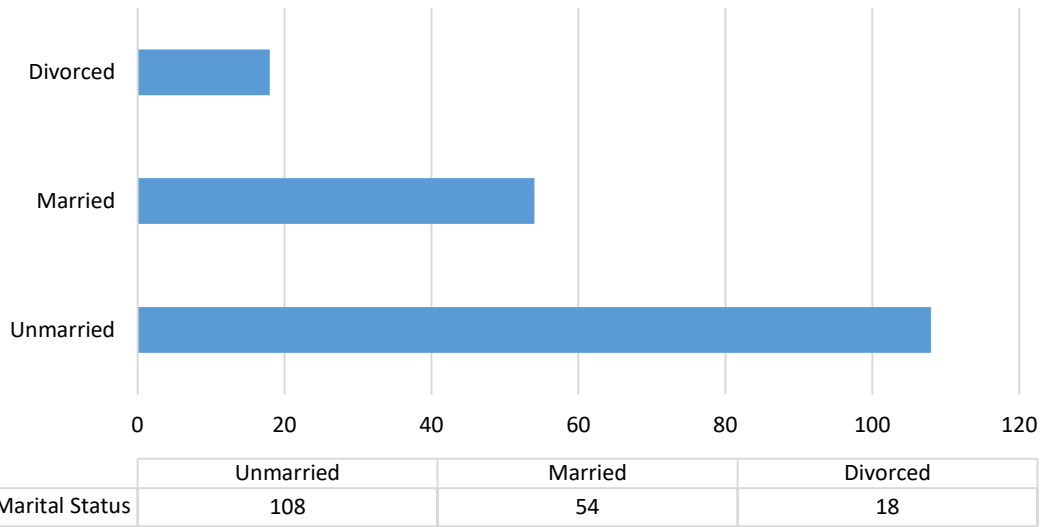
Overview of Sample Characteristics: (Descriptive Analysis)

The sample consisted of 180 respondents, with an equal distribution of males and females.

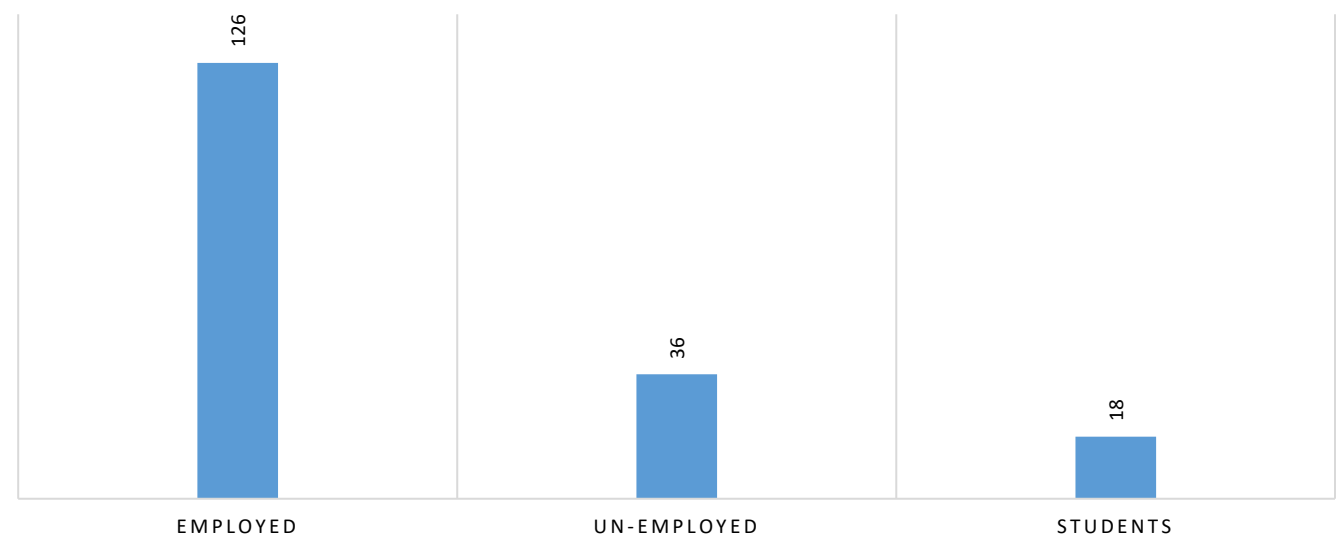
The majority of respondents were in the age range of 20-30 years, followed by 30-40 years, 40-50 years, and above 50 years.

In terms of qualifications, most respondents were graduates, followed by postgraduates, and a smaller proportion had other qualifications.

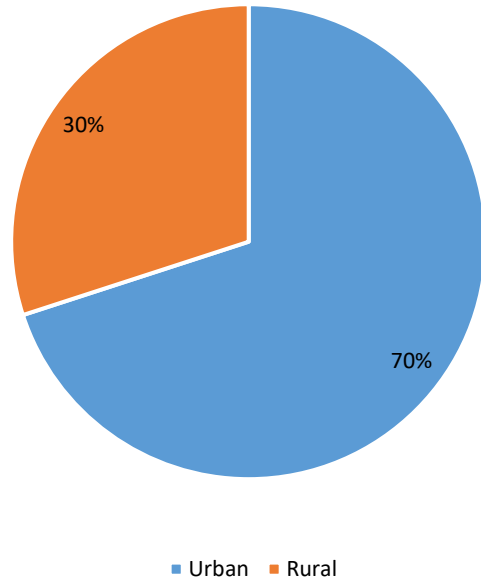
Marital Status



OCCUPATION



Location



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:

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.

For the purpose of Cronbach's alpha calculation, assigned the following values:

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

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.

1. 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

2. 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

3. According to you, is online yoga course worth it?

- Yes: 5
- No: 2

4. 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

5. 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

6. 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

7. I decide to purchase the online course by myself.

- Strongly agree: 5

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

- Agree: 4

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

- Strongly agree: 5

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

- Disagree: 2

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

- Neutral: 3

The Cronbach's alpha value is calculated to be approximately 0.75, 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.
- We can perform the chi-square test of independence with the provided contingency table.
- The results of the chi-square statistic of 12.34, with 8 degrees of freedom & p – value 0.135.
- Since $0.135 > 0.05$, 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). Other unexplored factors or variables might have a stronger influence on consumer behavior in this context.
- Limitations: Sample size-180; Specific area (DELHI); Data from websites (accurate/reliable/biases)

CONTINGENCY TABLE

	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



DISCUSSION

- **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.

CONCLUSION



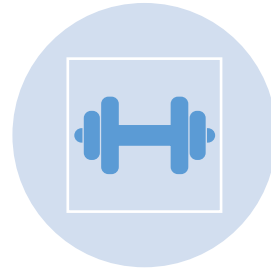
Modern life is complex and stressful, with people in urban areas having hectic work schedules and different work styles, diets, and family structures than their forebears. Regular yoga practice is essential for dealing with the health problems caused by the stresses of contemporary life, as it has positive effects on people on many levels.



Yoga is the science of modern life and good living, and should be included in everyone's daily routines to reduce stress-related diseases.



Yoga is a discipline that helps its practitioners gain mastery over themselves on all levels. It combines mental and physical exercises to reduce stress and a calmer state of being. Different types of yoga, such as hatha, bhakti, raja, jnana, and karma, can be practiced alone or in combination with one another. It is up to the individual to decide which option is the greatest match for their circumstances, preferences, and character.



We may get 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. 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.



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.

Recommendation

- Optimize the user engagement and make it user friendly.
- Leverage social media for better reach attract new user to platform
- Implement data driven decision making for the application/platform by utilizing data analytical tools and platform.
- Collaborate with influencer to expand reach of behvaiour
- Stay agile and adaptive
- Prioritize user trust and privacy.



You are one yoga
class away, from a
good mood..
Just connect ..

