

**“Yoga for health”, its perception and attitude of customers in
Indian Urban Market.**

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. Liveleen Kour Raina

Under the Supervision and Guidance of

Dr. Sandesh Kumar Sharma

2023

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Appendix D: Declaration by Student

DECLARATION BY STUDENT

I hereby declare that this dissertation titled “Yoga for health”, its perception and attitude of customers in Indian Urban Market. is the Bonafede 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 Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Name of student: Liveleen Kour Raina

Date: 2023



JIYONWALL OPC PVT LTD
CIN:U92419DL2021OPC364533
C-56/12, Sector-62 Noida
Uttar Pradesh 201309
www.jiyon.in
info@jiyon.in

Work Completion Certificate

To whom it may concern

This is to certify that **Liveleen Raina** 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 from Faculty Guide and School Dean

CERTIFICATE

This is to certify that dissertation titled **“Yoga for health”; its perception and attitude of customers in Indian Urban Market** is a record of the research. work undertaken by Liveleen Kour Raina 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.

Faculty Guide
IIHMR University, Jaipur
Date:

School Dean
IIHMR University, Jaipur
Date:

-

Internship Report

Introduction: The internship lasted for around 20 weeks. I was working as a marketing intern for Jiyonwall, one of the organizations that offers yoga online. During our internship, we were mostly given sales-related tasks. The internship required producing leads and clients for the business. The assignment helped us improve our communication and persuasion abilities. I gained knowledge of professionalism and leadership as a result. Critical thinking abilities were also improved with this internship.

Objectives of Internship:

- To comprehend consumer contact and behaviors. Utilize effective segmentation, targeting, and positioning techniques to create leads and convert them.
- Improving interpersonal relations and trust-building skills
- Gaining knowledge about efficient customer communication
- To comprehend various organizational facets
- To increase management expertise and learn how to interact with coworkers.

Organizational Profile:

Jiyonwall is an online yoga platform that offers its clients the best, most qualified teachers. The business offers virtual meetings between a teacher and students, where clients may learn about and practice the subtleties of yoga. Jiyonwall teaches a variety of yoga forms, including advanced yoga, ashtanga, power yoga, and hatha yoga. Jiyonwall also offers qualified instructors to lead clients through fundamental yoga poses, core strengthening exercises, the proper yoga posture, vinyasa sequences, restorative poses, or other targeted practices. The levels of the tasks range from beginner to difficult. Boost your flexibility, strength, and balance.

Mission: Our mission is to provide genuine and best yoga teacher to create health awareness aim to become India largest online yoga platform with the help of collaboration between great Teacher and Customers we have dream vision to see everyone healthy in holistic manner.

Vision: Working to bring significant changes in online-based learning by doing extensive research for course curriculum preparation, student engagements, and looking forward to flexible education!

Services Provided by Organization:

Jiyonwall offers instruction in several yoga styles, including ashtanga, power, hatha, and advanced yoga.

Jiyonwall also provides experienced teachers to guide customers through basic yoga postures, core strengthening exercises, the appropriate yoga position, vinyasa sequences, restorative poses, or other specific practices.

Key activities/Projects Undertaken:

- To grasp customer behaviors and interaction.
- To use efficient segmentation, targeting, and positioning tactics for generating leads.
- To generate leads and convert them.

ABSTRACT

Introduction: Health feels far away in a world of busy schedules, desk jobs and pollution. However, there has been an increase in the popularity of yoga during the past several decades. Celebrities and medical experts are embracing yoga and promoting its advantages, as well.

This study emphasis on the benefits of yoga and customer perception towards yoga marketing in Indian urban market. The attitude of people residing in urban areas in India, what makes them a loyal customer and what are the barriers in yoga marketing in India.

Study Objectives:

- To study the customer adherence towards Yoga marketing and Yoga service providers
- To understand the perception of Indian urban population towards the concept of Yoga.
- To analyze the impact of relationship between brand reputation, brand loyalty and brand trust.

Methodology:

- Sampling method: The method used is convenient sampling with a total sample size of about 251 respondents with 177 females and 74 males.
- Inclusion criteria
 - Respondents aged 20-83 years living in Urban areas.
 - People having access to internet or mobile phone.
 - Gender inclusion (M/F, prefer not to say)
- Exclusion criteria:
 - People below 20 years and above 83 years in urban area
 - People living in rural areas.

- Study duration: The study was undertaken from 20th February to 19th May 2023. The timing set for data collection was 27th April to 1st May.
- Sample size: The total respond collected is about 251.
- Data collection Procedure: The primary research was carried out using google form and distributed through online methods amongst people living in urban areas. The respondents were requested to circulate the google form in a snowball technique to garner more responses. The study is descriptive in nature with primary research as a part of it along with secondary research.
- Study population: It included females and males with age range from 20 years to 83 years for the pilot study.
- Study tools: Tools used during the research were structured questionnaires prepared on google form and circulated via WhatsApp to about 300 people.

Operational definition:

Even though client retention helps the business grow, they are very interested in the ideas of yoga and relationship development qualities. The success of the business is determined by the customer's perception towards Yoga promotion and their brand commitment; thus, yoga organizations need to grasp these factors.

Hypothesis:

Given how faith influences people's purchasing decisions, it has become an important issue of discussion. To gain market share, spiritual organizations are creating and marketing their own products to consumers.

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Chapter 1: Introduction

Yoga, a Sanskrit term, refers to the unification of the macrocosm and the microcosm of our physical life. This suggests that cosmic consciousness and corporeal consciousness have fused together. Yoga is a shining example of holistic health since it combines the mind and body in this way. The same holds true for the opposite, that the body and intellect cannot coexist.

Youth, seniors, and all educational institutions that practice yoga and do exercises are greatly impacted by yoga marketing.

According to Kumar, Rahman, and Jain (2014), Yoga encourages healthy living and is a global method for using one's own self-improvement. For those who are concerned with both their health and appearance, the details of yoga are more important.

The sage Patanjali, a well-known proponent of yoga, defined it as "the inhibition of psychic modifications" that eventually lead to the separation of Purushas & Prakriti. According to Kumar, Jain, Rahman, and Jain (2014), Shrimad Bhagwat Geeta, another well-known ancient scripture on yoga, describes yoga as "a state of mental equanimity at each moment of life."

When the body is fixed, the mind is also fixed. Relaxation and joy are difficult to achieve when there is tension in the neck, shoulders, or hips. Yoga is a practice that combines physical alignment with a philosophy that offers strategies for achieving genuine, enduring happiness. Yoga's main goal is Self-realization, which results in "freedom" (Kaivalya) through overcoming all forms of suffering and "the state of salvation" (Moksha). The main goals of yoga practice are freedom in all facets of life, health, and peace.

The practice of Yoga provides a plethora of advantages that are advantageous to a person's physical and mental health.

Enhanced Circulation: Improved Circulation: Yoga helps your blood circulate better. This results in more effective distribution of nutrients and oxygen throughout the body. Improved blood flow is also a sign of brighter skin and healthier organs.

Reduces Stress: While doing yoga, you put all your attention on the activity. This indicates that all your attention is focused on the current situation, and your mind gradually washes away the tension and problems bugging it.

Increases Strength: You use your own body weight to build strength. This is a very perplexing strength-training technique.

Increased Immunity: Immunity and yoga go hand in hand. Your body immediately gets more immune as yoga helps to improve and repair every cell in the body, improving your immunity as a result.

Increased Metabolism: Yoga regulates the metabolism since achieving the desired weight requires a balanced metabolism.

Tranquility and Calmness: You may tune out from your thoughts by focusing on your breathing and doing meditation. This promotes relaxation. You'll observe that with regular yoga practice, the tranquilly becomes your way of life as your practice.

Anxiety Management: You can overcome anxiousness by bending, twisting, and breathing slowly.

Rejuvenated vitality: Yoga can rejuvenate your body and mind.

Yoga practitioners report feeling energized after practice.

Body awareness is fostered: Consistent yoga practice will assist you in being conscious of your own body. You'll start to make little adjustments to improve your alignment. Yoga eventually enables you to feel at ease in your own flesh.

Yoga metamorphoses living and expands the horizons in ways one can never visualize.

Yoga marketing is booming nowadays due to various factors affecting the brand and customer experience. Customer and service provider relationship also plays a major role in success of yoga industry.

1.1 Relationship Marketing

Relationship marketing is a component of customer relationship management (CRM), which prioritizes long-term partnerships and client loyalty over immediate goals like client acquisition and one-off transactions. The purpose of relationship marketing, also known as customer connection marketing, is to develop strong, often even emotional relationships with clients to generate leads, repeat business, and unpaid word-of-mouth advertising. The more conventional transactional marketing strategy, which is concentrated on boosting the volume of individual transactions, contrasts with relationship marketing. The return on investment for client acquisition costs might not be sufficient under the transactional paradigm.

A solid relationship marketing plan is still required even if a consumer chooses a brand only once, as it's probable they won't do so again in the future. Customer relationship marketing is starting to take center stage for many firms, even though businesses combine components of relationship and transactional marketing.

To construct, grow, maintain, and enhance the network of connections with different stakeholders based on a shared goal, it has been characterized as the attraction, conservation, and broadening of a relationship with the customer. Along with considering the idea of a long-term partnership, it's important to

investigate factors like relationship quality, cooperation, and trust (Benouakrim, 2013).

1.2 Variables of relationship marketing

Relationship marketing terminology and a variety of factors were provided and defined (2013, Benouakrim).

1.2.1 Allegiance (Brand loyalty)

Commitment is a crucial element that Indian businesses need to ensure positive respectful relationships and client loyalty.

1.2.2 Trust (Brand Trust)

Trust is a lovely tie that cannot be broken once it has been established.

Gaining a customer's trust would secure a customer's loyalty to their brand's goods and services.

1.2.3 Satisfaction (Brand reputation)

Maintaining excellent connections with clients who have a beneficial impact on the business and the services offered requires satisfaction just as much. According to popular belief, "More satisfaction results in more devoted customers."

1.2.4 Relationship Quality

Considered to be the most effective marketing strategy is relationship quality. Instead of drawing in new clients, it helps to keep and improve existing clientele.

1.3 Current market scenario

The yoga market worldwide is approximately \$80 billion. The market has a value of Rs. 490 billion in India. Nearly 40% of this is generated through service. The remainder of the market is for yoga-related goods and accessories, including mats. International Yoga Day, an exhausted lifestyle, yoga teachers, and yoga groups are a some of the elements that have helped the yoga business in India.

2. Need for study

Even though client retention helps the business grow, they are very interested in the ideas of yoga promotion and relationship development qualities. The success of the business is determined by consumer behavior towards yoga promotion and brand allegiance, which is something that yoga organizations need to grasp.

The elements influencing consumer loyalty in the urban Indian market towards Yoga marketing are the main subject of this study. It strives to obtain trustworthy and accurate findings that will aid businesses in strategizing their next marketing initiatives.

Chapter 2: Literature review

Building trust and keeping strong bonds are major goals of relationship marketing (Benouakrim, 2013). The author of the article "Relationship marketing" discusses how this sort of marketing helps to promote relationships with clients and helps readers understand how it functions in urban marketing to foster loyalty and generate revenue for the business. It has been stated that spirituality is a significant aspect of marketing (Jain, Kumar, Rahman & Jain, 2014). The significance of spirituality is emphasized in the essay "Marketing through Spirituality: A Case of Patanjali Yogpeeth". The review emphasizes the relationship between market changes, consumer wants and desires, and health. This was viewed as a tactic to use for yoga marketing to establish relationships with the clients.

Social networking platforms are used by yoga to promote its benefits (Cowans, 2016). The author of the essay "Yoga on Instagram: Disseminating or Destroying Traditional Yogic Principles?" says that yoga marketing takes advantage of social media sites like Instagram to digitally transfer their favorite postures, sequencing, and Yogic philosophy. The writer did note, nevertheless, that some of the topics of yoga did indeed incorporate conventional yogic concepts, while others did not.

People who practice yoga are said to experience less stress and more vitality (Rudra & Bhandari, 2013). The author of the essay "Implications of Corporate Yoga: A Review" discusses that yoga reduces stress and boosts energy in the office, increasing productivity and reducing employee absenteeism. This explains why upscale corporations and IT parks in India use yoga marketing at work.

According to Titlow (2013), Instagram has become a popular social media medium for the creation and modification of personal image. These convergent developments raise the possibility of risks, which are in line with a rising demand for health and wellness information. Recent research has started to show the possible risks associated with social media's influence on negative body image. Fitspiration, a play on words that combines the phrases "fit" & "inspiration," was researched by Tiggemann and Zaccardo in 2015. "Examples of good fitness as inspiration to attain a fitness goal" are used in fitspiration. Fitspiration does have a good impact

on inspiration, according to research by Tiggemann and Zaccardo (2015), but it also negatively affects body image and leads to an increase in physical appearance comparison.

The amount of study into social media and its effects is growing. Social media's impact on health and wellbeing was recently the subject of one topic of research. According to two academics, social media has evolved into a platform where users look for information on health and wellbeing (Korda & Itani, 2013).

According to Korda & Itani (2013), user-generated material, such as that seen on a site like Instagram, "is key to successful media outreach." In his studies of computer-mediated communication (CMC), Walther (1996) studied user intentions by advancing the "selective self-presentation" hypothesis, which holds that users would naturally utilize CMC—which in this instance may also apply to social media—to show themselves to other users in the best possible light.

According to current thinking, yoga is closely linked to improved health, wellbeing, physical strength, attractiveness, and happiness (Jain, 2015).

It is specifically stated in Jois' description of the Eight Limbs of Yoga that engaging in yoga for the sake of one's health, wellbeing, physical strength, beauty, or happiness is not the actual road to yogic enlightenment.

According to Yoga Mala (Jois, 2002, p. 26), "Practicing yoga for the sake of one's health, a firm body, or enjoyment is not the right approach."

In today's world, yoga is frequently employed as a self-improvement method. Although obtaining one's ultimate Self is highly valued in traditional practice, a fundamental tenet of yoga is the liberation of the self from the control of the ego (Iyengar, 1966).

A Study of Customer Loyalty towards Yoga Marketing Relationship in the Indian Urban Market (Neha Kawari, 2018) states that when it comes to consumer connection development, yoga marketing is at the top of the list. Relationship Marketing as an Effective Promotional Tool of Yoga

Marketing in the Urban Indian Market: An Empirical Study

Arunangshu Giri, Mrinalini Pandey (2016) states that relationship marketing aids in creating solid technical, financial, and social bonds with clients.

Marketing Management for Consumer Products in the Era of the Internet of Things (Reinhold Decker, Christian Stummer. 2017) Focus on customer relationship management, product life cycle management, business model

creation, and analyse implications of the increased capabilities of IoT goods in those domains to provide a unique contribution.

Building service relationships: It's all about promises. Bitner, M. J. (1995).

Fullerton, G. (2005), How commitment both enables and undermines marketing relationships.

Giri, A., & Pandey, M. (2011), Can innovation help in marketing of Yoga science to Indian urban people? A study. In, Innovation & creativity for business excellence.

Levitt, T. (1983), Relationship management. Harvard Business Review, A customer loyalty model for E - service context. Journal of Electronic Commerce Research, Luarn, P., & Hui Lin, H. (2003).

The commitment - trust theory of relationship marketing. Morgan, R.M, & Hunt, S.D. (1994).

Chapter 3: Methodology

The method used is convenient sampling with a total sample size of about 251 respondents with 177 females and 74 males.

The study is descriptive in nature with primary research as a part of it along with secondary research. The study was undertaken from 20th February to 19th May 2023. The timing set for data collection was 27th April to 1st May. The primary research was carried out using google form and distributed through online methods amongst people living in urban areas. The respondents were requested to circulate the google form in a snowball technique to garner more responses. The sample size collected was 251 people with age range from 20 years to 83 years for the pilot study.

Sampling method: The method used is convenient sampling with a total sample size of about 251 respondents with 177 females and 74 males.

Inclusion & Exclusion criteria:

The following criteria was included in the study:

- i. Respondents aged 20-83 years living in Urban areas.
- ii. People having access to internet or mobile phone.
- iii. Gender inclusion (M/F, prefer not to say)

The following was the exclusion criteria:

- i. People below 20 years and above 83 years in Urban population
- ii. People living in rural areas.

Study tools – Tools used during the research were structured questionnaires prepared on google form and circulated via WhatsApp to about 300 people.

Data collection Procedure: The primary research was carried out using google form and distributed through online methods amongst people living in urban areas. The respondents were requested to circulate the google form in a snowball technique to garner more responses. The study is descriptive in nature with primary research as a part of it along with secondary research.

•With a thorough literature review on the existing content on Yoga marketing and customers perception towards yoga from India and

other countries, some insights were drawn as to what could be included in the survey. The review helped in attaining the basic overview of the perception of customers in Urban population towards yoga and yoga service provider in addition to how practicing yoga is beneficial. The research articles were found through PubMed, ResearchGate and Google Scholar

- The data collection tool used was a google form. The form had 8 structured and close ended questions to meet the criteria of the study. The sections catered to people who practice yoga and those who don't as well.

- The google form was first circulated amongst people close in contact with the researcher who were asked to fill the form only if they reside in urban area. The respondents were also asked to circulate the form among other known contacts to them to garner maximum responses. Anonymity and privacy were maintained and conveyed on google form itself. No emails were collected to maintain the anonymity.

- The responses collected through the google form were converted into an Excel spreadsheet. With the help of graphical presentations in the form of tables and charts, inferences were drawn, and results were portrayed using frequency distribution tables.

Duration of study – The duration of the study will be 2 months. The study was undertaken from 20th February to 19th May 2023. The timing set for data collection was 27th April to 1st May.

Sample size – The sample size will be around 236-252 urban people. It included females and males with age range from 20 years to 83 years for the pilot study.

Study tools: Tools used during the research were structured questionnaires, verbal interviews, and telephonic conversations.

Data analysis plan –The tools used for data analysis are frequency distribution tables and graphs with the help of Microsoft Excel and spreadsheet and Microsoft PowerPoint.

Quantitative data would be analyzed with the help of MS Excel. To analyze qualitative data, content analysis method is used.

Operational definition – Even though client retention helps the business grow, they are keener in the ideas of yoga and customer-provider relationship. The success of the business is determined by the customer's behavior towards Yoga Marketing and their brand loyalty; thus, yoga organizations need to grasp these factors.

Implications of research – The elements influencing consumer loyalty in yoga market in the Indian Urban population are the main subject of this study. It strives to obtain trustworthy and legitimate findings that will aid businesses in strategizing their next marketing initiatives.

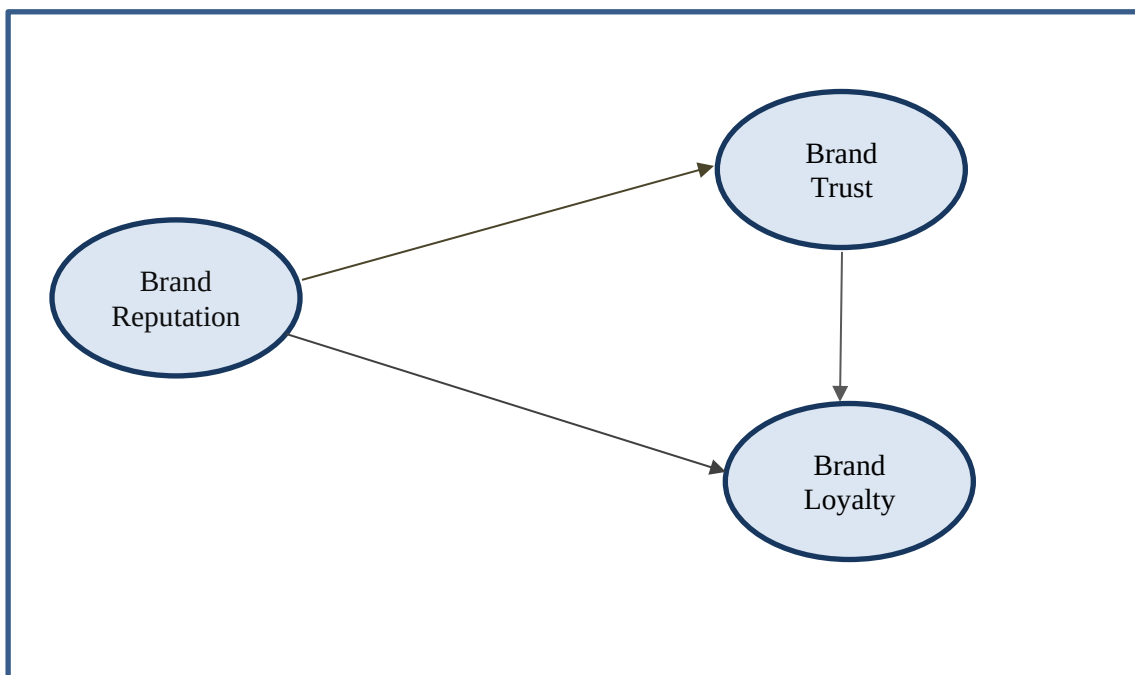
The study brings out the benefits and advantages of yoga practice.

Chapter 4: Results and Discussion

The study's findings are given and analyzed in this chapter with reference to the study's objective, which was to ascertain the Yoga marketing relationship's effect on consumers' loyalty in the Indian urban market. The two sub-aims-the first to understand the influences between variables, and second to understand the perception of urban population towards yoga.

Influences between variables:

According to the study, brand trust has a favorable effect on consumer loyalty. Customers look for firms that provide them with unique and memorable experiences. Customer satisfaction, loyalty, and trust are affected by brand experience. Brands develop connections from the standpoint of the customer. The research has 250 participants. In terms of brand experiences, satisfaction, and trust, the study's findings have positive ramifications for brand loyalty.



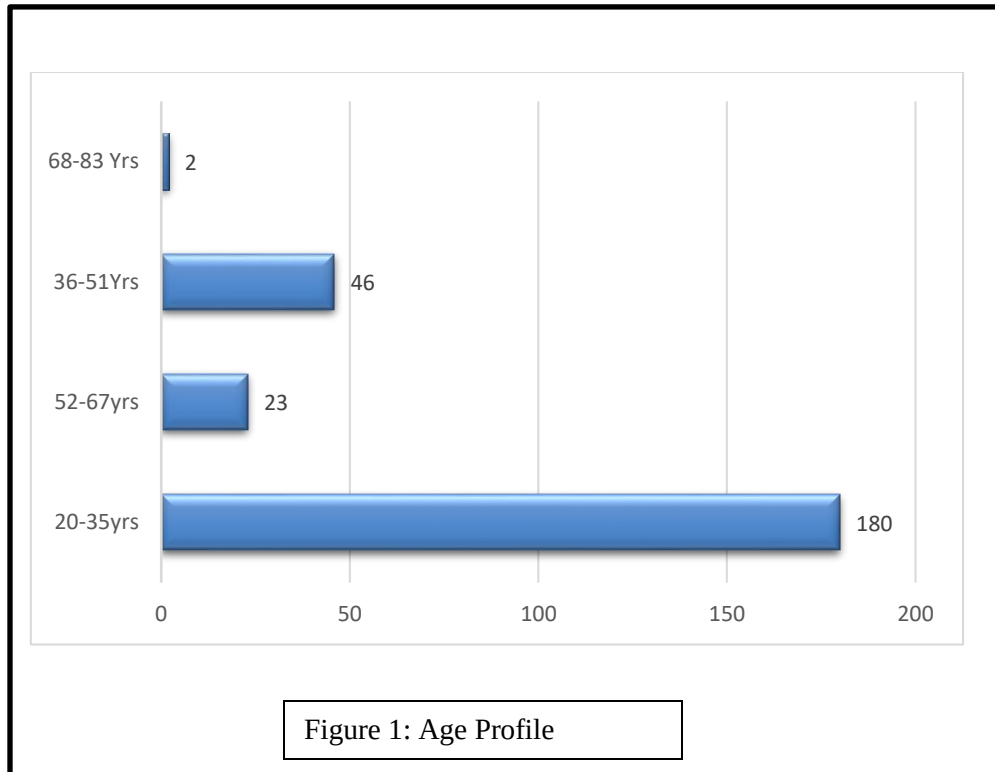
Urban perception towards Yoga:

The study reveals customers are loyal only where the services are better than the competitors. Out of 251 respondents 8.4% respondents are not interested in yoga at all however 21.2% of respondents wish to practice yoga but are unable to because they lack the time.

Results

- The results of the research were formed from 251 responses from respondents who agreed to participate in the survey voluntarily.
- The google form also mentioned that if they wish to withdraw from the current study, they can do so voluntarily at any point.
- True information was taken without any manipulation.
- The results withdrawn and analyzed to draw a conclusion.
- The response collected is interpreted in various tabular and distributions graph as following:

Figure 1 shows the age distribution of the respondents aged between 20 years to 83 years of the total 251 respondents.



Female	177
Male	74
Total	251

Table 1: Gender Profile

Figure 2 is the total demographic profile of all the respondents into age and gender.

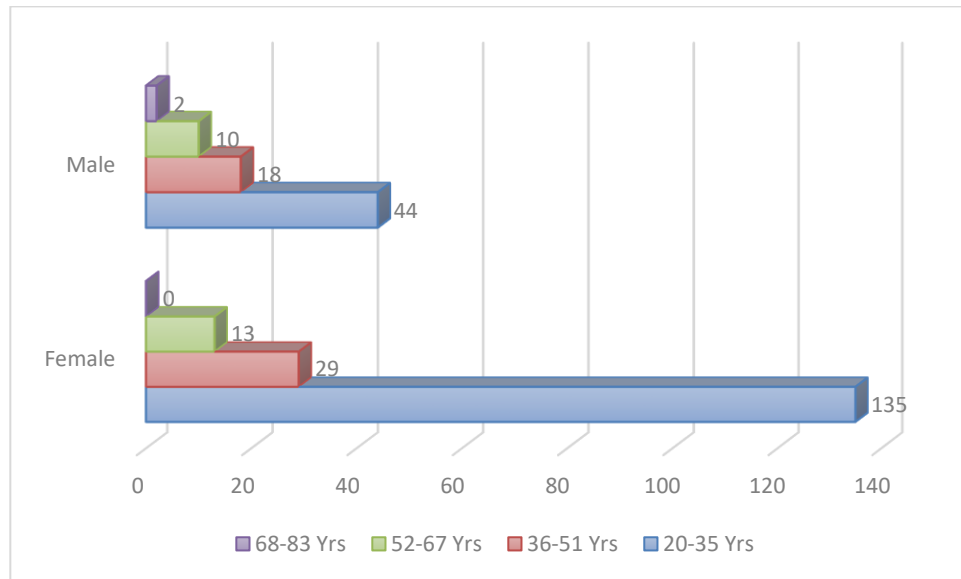


Figure 2 (Demographic Profile)

Out of 251 respondents 41 respondents (16.3%) of which 32 are females and 9 are males, Practice yoga regularly and believe that yoga builds strength and awareness and brings together the mind and body. 21.1 % (53) respondents are interested in yoga but due to lack of time are unable to practice it. 136 respondents (54.2%) of which 104 are females while 32 are males, practice yoga occasionally but believe in yoga and its benefits. They usually practice meditation to calm their mind and soul. The rest 8.4% (21 respondents) are not at all interested in yoga and do not practice it.

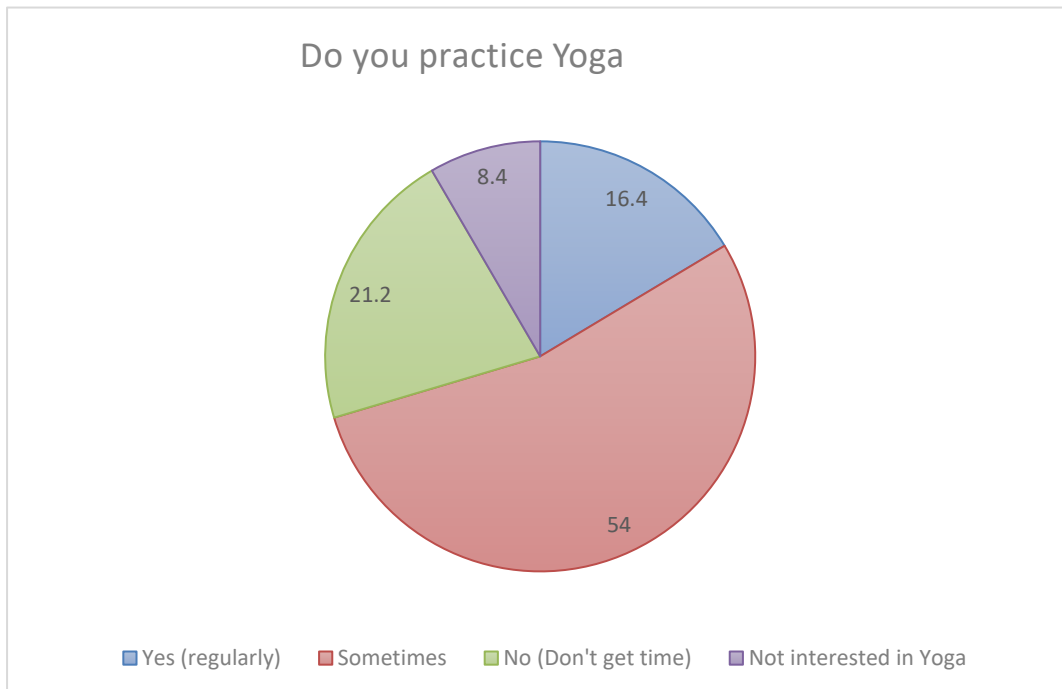


Figure 3: Urban Population & Yoga Perception

Figure 4 represents the reasons for practicing yoga. About 59.7% of respondents are Practicing yoga for overall fitness which includes flexibility, strengthening and meditation. However, 20.2 % prefer to do yoga for relaxation of their mind and body hence meditation, 14.7% respondents do yoga for improving their flexibility.

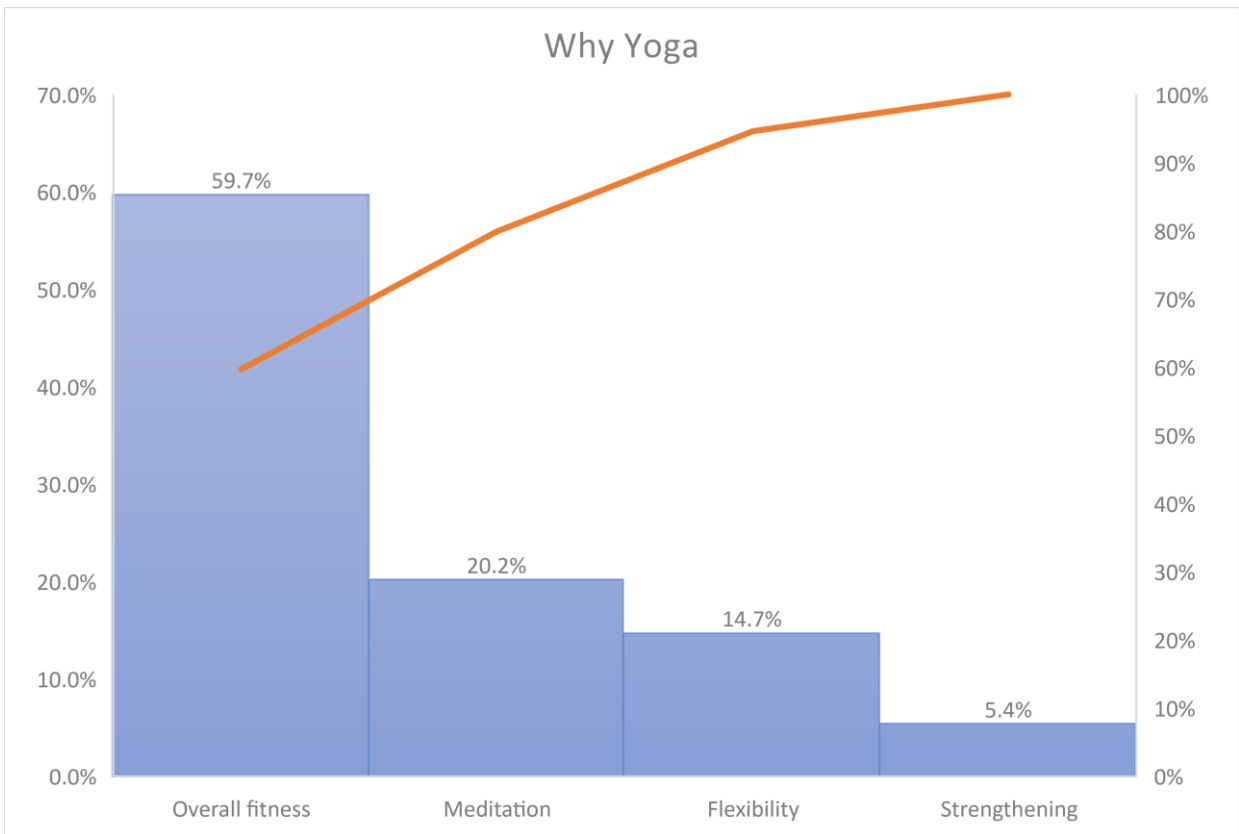


Figure 4: Reasons for practicing Yoga

About 193 respondents prefer to practice yoga alone rather than with a group. Since this gives them flexibility of time and overall duration of yoga and choice of asanas. Whereas 43 (18.2%) respondents prefer to do yoga in a group since it motivates them and there is consistency

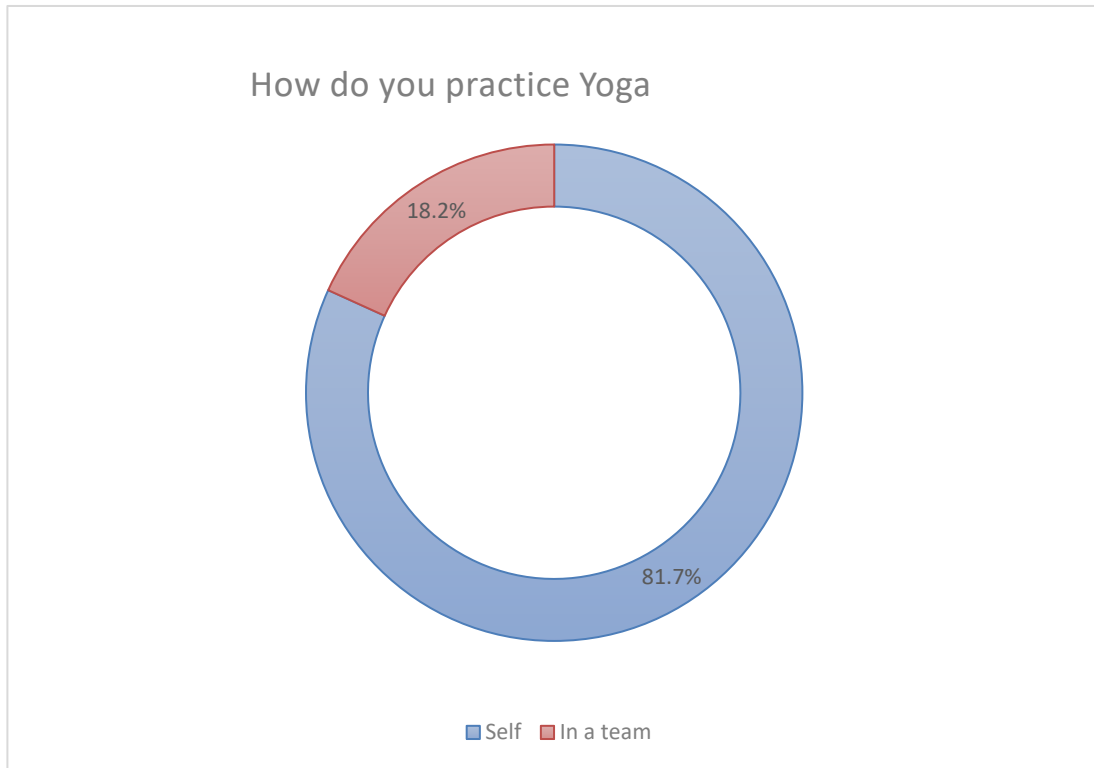


Figure 5: How do you practice Yoga

Figure 6 represents choice for yoga practice setup, majority of respondents prefer to do it in offline mode in presence of instructor since there is one-on-one interaction with the instructor which negates the mistakes in asanas while practicing yoga.

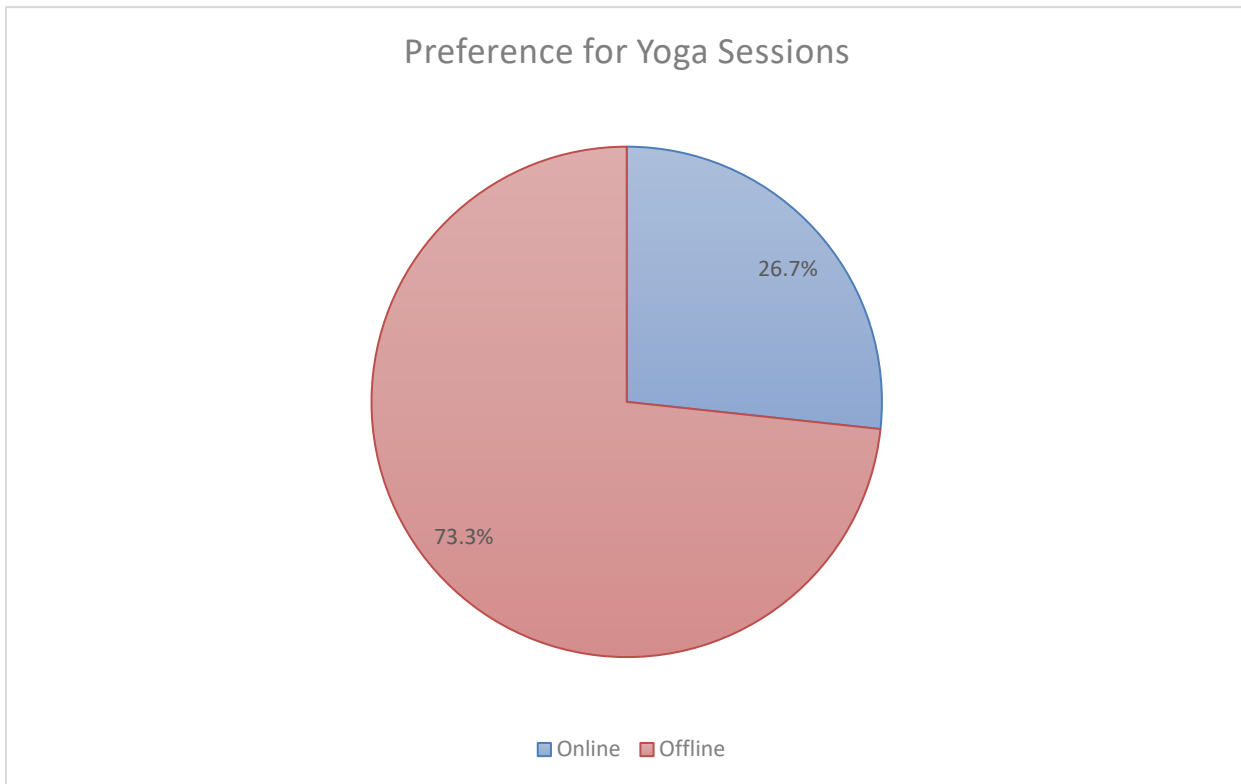


Figure 6: Preference for mode of yoga sessions

Figure 7 represents the expectation of the customers from the service provider. 38.2% of respondents expect better service in terms of expert instructor and better facilities to practice yoga (if offline). 27.8% respondents expect a proper diet chart and detox plan along with the asanas. 34% respondents expect the yoga service to be flexible in term in accordance with them.

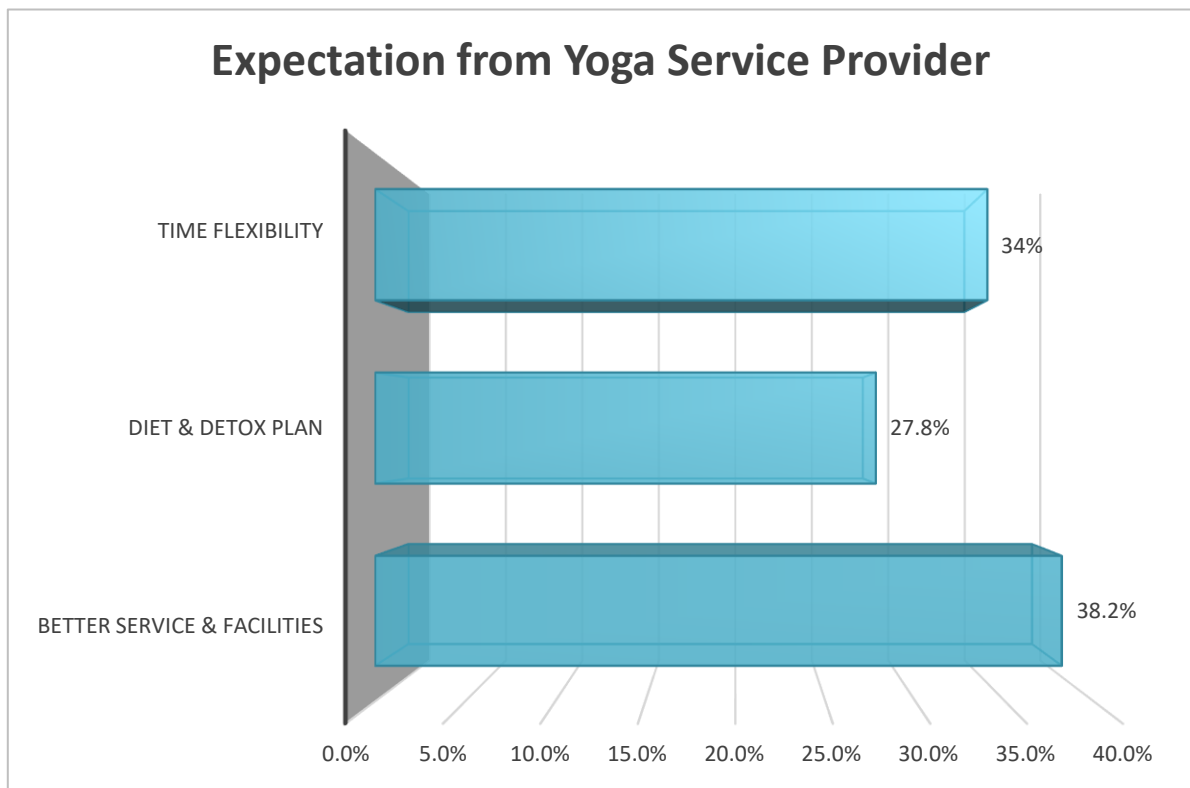


Figure 7: Expectation from the session/ provider

Figure 8 shows the percentage of respondents to be (or not) loyal customers of yoga marketing/yoga service provider.

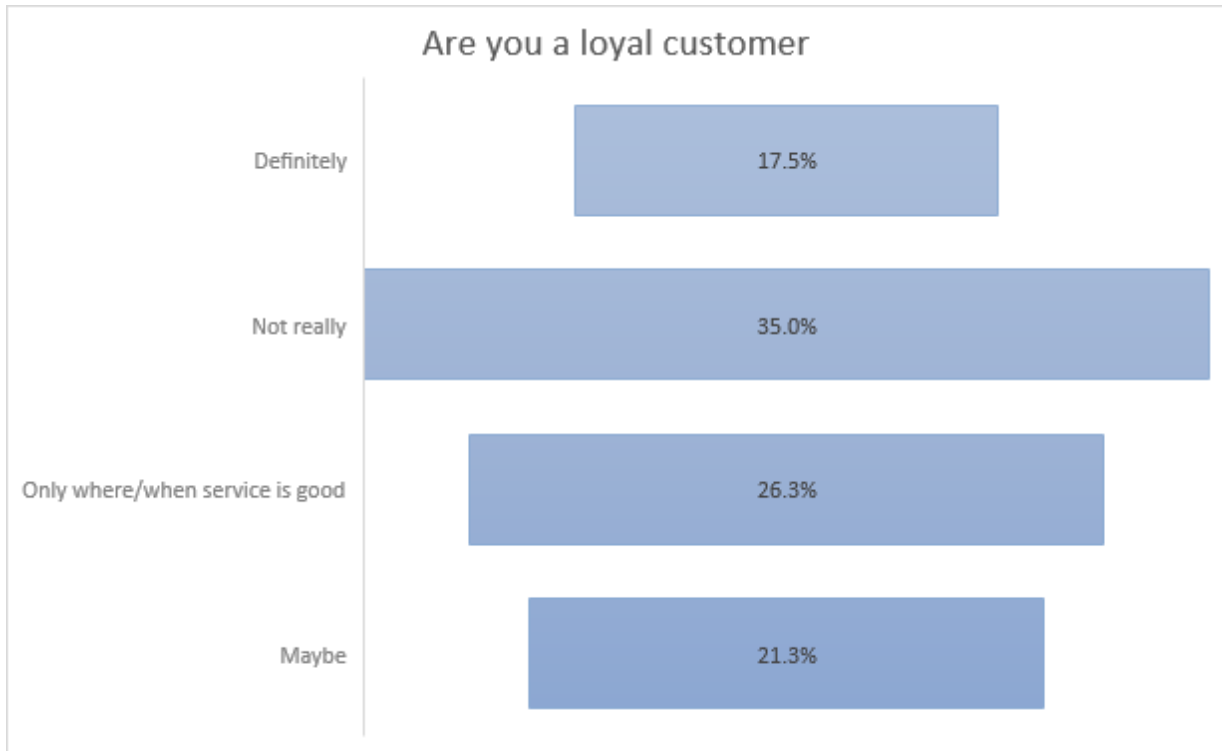


Figure 8: Loyal Customer perception

Interpretation

The results reveal that 41 respondents 32 of whom are women and 9 of whom are men, routinely practice yoga and think that it unites the mind and body while also enhancing strength and awareness. Yoga is something that 53 of the respondents are interested in, but they don't have the time to do. Although only 32 men and 104 women out of 136 respondents practice yoga regularly, they all agree that it has many advantages. To quiet their minds and souls, they frequently practice meditation. The remaining 21 respondents have no interest in yoga at all and do not practice it.

When asked reasons behind practicing yoga, the majority (59.7%) stated that they did it for flexibility, strength, and meditation. 20.2% of respondents said they thought yoga helped them relax their minds.

193 respondents or so said they would rather do yoga by themselves than in a group. They may now choose their asanas and the duration of their yoga practice, giving them more flexibility. While 43 (18.2%) respondents said they like to practice yoga with a group because it keeps them motivated and ensures consistency.

73.3% respondents preferred to practice yoga in offline mode while the teacher was present since this allowed for one-on-one contact and eliminated any potential asana errors.

23.3% of respondents' results said he result are more loyal to the brand which provides better services.

Discussion

From the above results we can see that the maximum respondents were from the age category 25 to 35 years old. The result had greater number of female respondents than males.

41 responders regularly do yoga because they see its perks and benefits. They have a strong sense of the benefits of yoga and are convinced it has helped them. Most respondents preferred to practice yoga in offline mode with the teacher present, since this allowed for one-on-one interaction and prevented any possible asana mistakes, according to the data. Despite some skepticism, many people believe that using the internet affords them greater time and location freedom.

Results also show that customers are more inclined to stick with a brand where they receive better and more luxurious services than their rivals. Hence clarifying that brand loyalty is important for keeping clients; dedication and the caliber of services offered by the brand (in this case, yoga businesses) serve as the link between the two parties.

Yoga and its advantages are widely publicized on social media platforms like Instagram and Facebook. Social media has a great potential for attracting customers more quickly as well.

People who do yoga claim that they do so because of the knowledge they have gained via social media. Spirituality is also another crucial marketing component.

People working in corporate setup try to practice yoga after work. And they think that yoga relieves stress in a corporate environment. Yoga practitioners are believed to be more energized and less stressed.

Conclusion

After this research, it can be concluded that regular practice of yoga has potential to metamorphose living and expand the horizons in ways one can never visualize.

Majority of the population practices yoga for overall fitness which includes both mental and physical health.

Greater number of people prefer to do yoga individually and not in a group or team, since practicing it individually gives them flexibility of timings and choice of asanas.

People believe that practicing yoga in front of an instructor has greater advantages and benefits than practicing it online due to personal supervision and observation.

Brand loyalty plays a crucial role in retaining the customers, commitment and the quality of service provided by the brand (here yoga companies) proves to be the bolt between the customer and the provider.

Customers are most likely to be devoted to the brand where the provider offers them superior and finer services than their competitors.

Chapter 5: Suggestions

- **Promotional methods**: Yoga Marketing is the best at establishing relationships with clients. Therefore, it is crucial to develop marketing and promotional methods to help it grow into one of the best leading service industries.
- **Adoption of new trends**: It's critical to learn inbound marketing strategies, understand yoga as an art of empathy, adopt current trends, advertise to customers' hearts, engage in more social interaction, rely on various promotional activities, and so forth to build brand awareness.
- **Testimonials**: The need to focus on the health advantages grows as more people express interest in receiving various rewards from yoga.
- **Partnership**: To emphasize "Yoga unique trends" and for future expansion, a partnership with several significant health-beneficial organizations may be essential. The market potential appears to be greater in Indian market, for its demand for yoga (from both companies and the marketing sector).
- **Efficient service**: To support the impacts of new customers' experiences, thoroughly improve the service. consumers will inform potential consumers of these positive results.
- **Brand loyalty**: By focusing on client demands and enhancing services, businesses may enhance customer loyalty.

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