

"Yoga for Health"

Its perception and attitude of customers in India urban market



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"Yoga is defined as the inhibition of
psychic modifications" that
eventually lead to the separation of
Purushas & Prakriti."

– *Patanjali*

01

Introduction



Yoga, a sanskrit word means 'Union or Connection'

Yoga originated in ancient India which is a physical, mental and spiritual practice. It is used to balance the mind and body through exercise (*asanas*), meditation (*dhyana*) and control of breathing and emotions (*pranayama*)

The study emphasizes on three aspects

Aspect 1

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.

Aspect 2

Benefits of yoga and how yoga transforms body into something which one could never imagine

Aspect 3

Relationship marketing, influencing consumers behavior

02 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.



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International Yoga day (21 Jun, 2022)



03 Literature Review



"Implications of Corporate Yoga"

Rudra & Bhandari (2013).

People who practice yoga are said to have more energy and experience less stress.



"Yoga On Instagram: Disseminating or Destroying Traditional Yogic Principles?"

Cowans (2016)

Social networking networks are used by yoga to promote its benefits.



"Marketing through Spirituality"

Kumar, Rahman & Jain (2014)

It has been stated that a crucial component of marketing is spirituality.



"Relationship marketing"

Benouakrim (2013)

Relationship marketing streamlines client interactions and helps businesses understand how to use urban marketing to cultivate consumer loyalty and increase profitability.

03 Literature Review

- “Relationship marketing as an effective promotional tool of yoga marketing in urban India” (Arunangshu Giri, Mrinalini Pandey, 2016)
- A customer loyalty model for E - service context. Journal of Electronic Commerce Research, Luarn, P., & Hui Lin, H. (2003).
- Marketing Management for Consumer Products in the Era of the Internet of Things (Reinhold Decker, Christian Stummer. 2017)
- The commitment - trust theory of relationship marketing. Morgan, R.M, & Hunt, S.D. (1994).
- A Study of Customer Loyalty towards Yoga Marketing Relationship in the Indian Urban Market (Neha Kawari, 2018)
- Is fitspiration truly an inspiration? Relationships between fitspiration, exercise, and body image. Health Behavior, Bowles, Walsh & Andre (2021)
- Harnessing social media for health promotion and behavior change. Health Promotion Practice, Korda & Itani (2013)

04 Methodology



Study Design

Descriptive Cross-Sectional Study



Study Tool

Structured questionnaire



Study population

- Inclusion criteria : Urban population aged between 20 to 83 years
- Exclusion criteria : Rural population and Population under 20 years and above 83 years



Sample size

236-252 Urban population



Sampling technique

Convenient sampling



Data collection procedure

Questionnaire & Google sheets

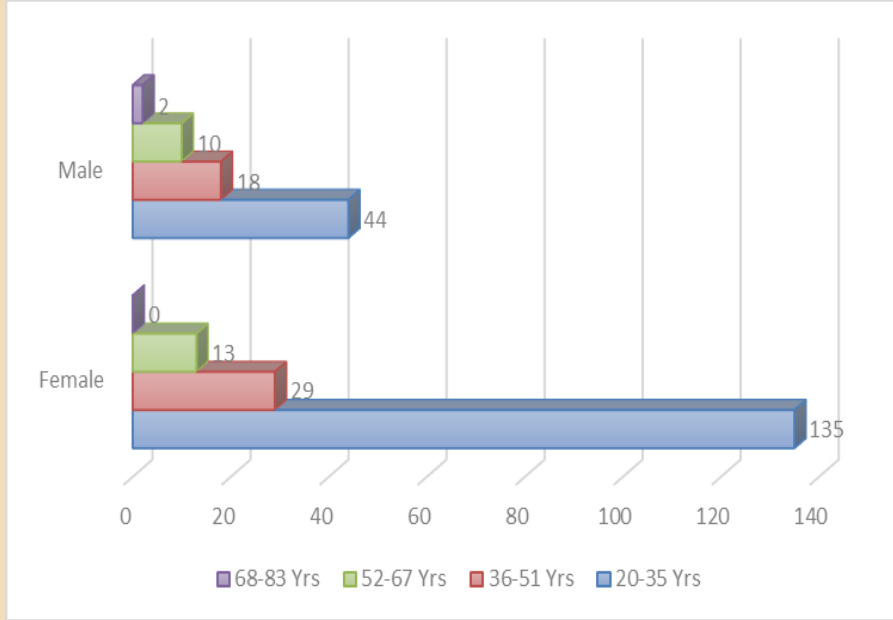


Study Duration

2 months

05 Results

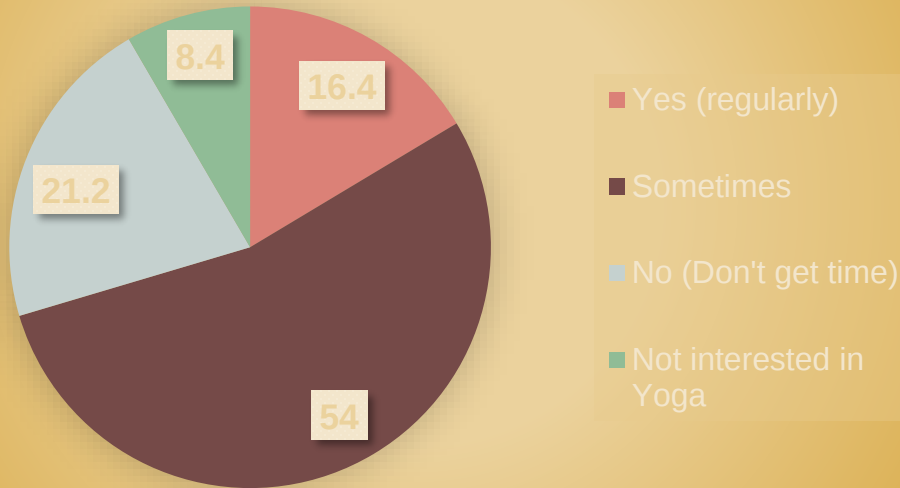




This figure shows total demographic profile of all the respondents into age and gender.

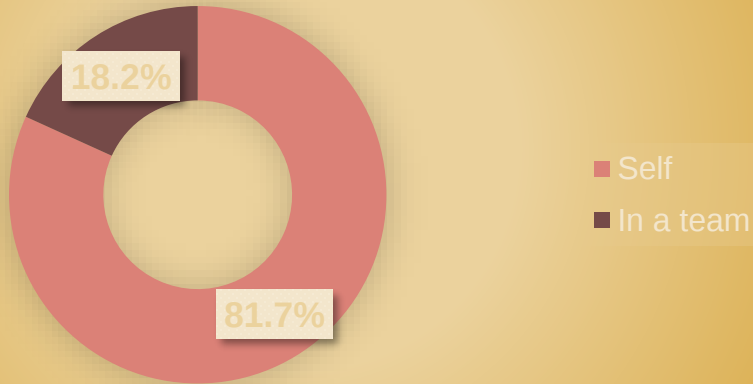
Demographic Profile

Do you practice yoga



- Out of 250 respondents 41 respondents (16.4%) 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.
- 21.2 % (53) respondents are interested in yoga but due to lack of time are unable to practice it.
- 136 respondents (54.%) 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.

How do you practice 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

Preference for Yoga Sessions

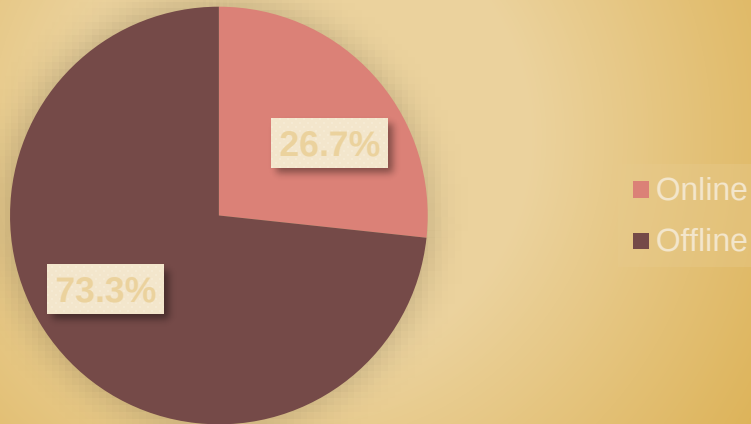


Figure represents choice for yoga practice mode majority of respondents prefer to do it in offline mode in presence of instructor since there is one-on-one interaction with the instructor which negates the mistakes in asanas while practicing yoga.

Expectation from Yoga Service Provider

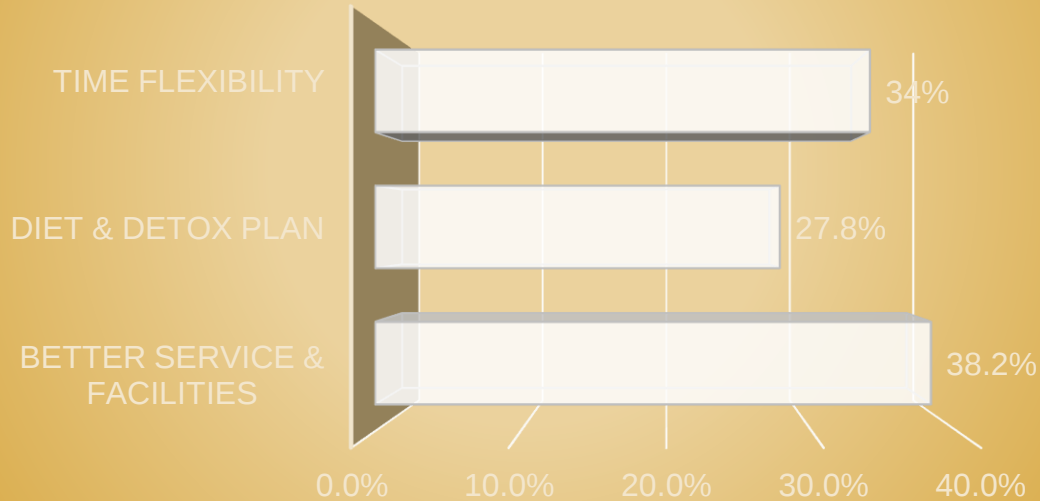


Figure represents the expectation of the customers from the service provider.

- 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.

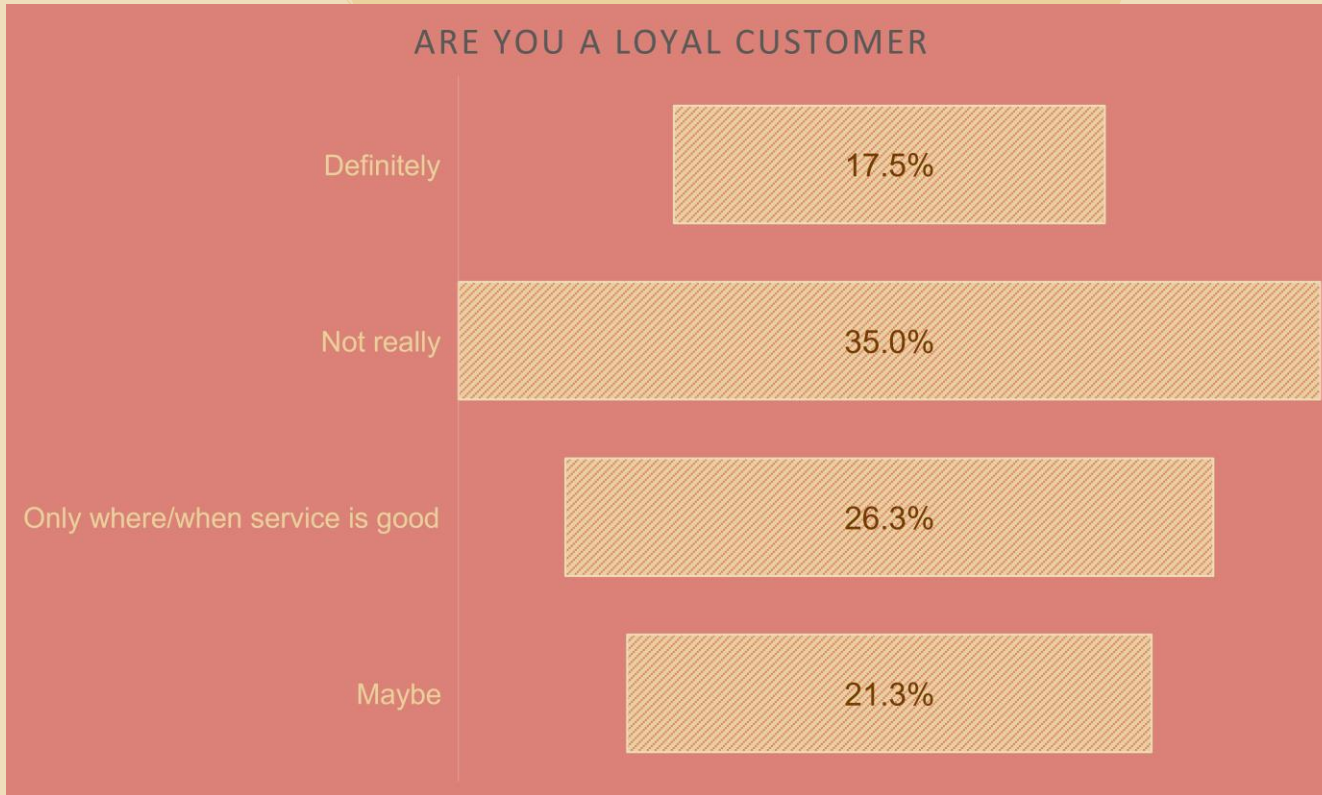


Figure shows the percentage of respondents to be (or not) loyal customers of yoga marketing/yoga service provider.

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.

06 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.



07

Suggestions



01

Promotional method

It is crucial to develop marketing and promotional methods to help it grow into one of the best leading service industries.

02

Adoption of new trends

To learn inbound marketing strategies, understand yoga as an art of empathy, adopt current trends, advertise to customers' hearts, engage in more social interaction.

03

Testimonials

People expressing interest in receiving various rewards and benefits from yoga.

04

Partnership

Partnership with several significant health-beneficial organizations may be essential





05 Efficient service

To support the impacts of new customers' experiences, thoroughly improve the service.

Consumers will inform potential consumers of these positive results

06 Brand loyalty

By focusing on client demands and enhancing services, businesses may enhance customer loyalty.

Thank you

