

Health Fitness, the Mantra to Achieve Customer Loyalty in Indian Urban Market, Evidence from India

BhargavKamalax Revankar*

Associate Professor, Global Business School, Karnataka University, Dharwad, Karnataka, India

ABSTRACT

Since ancient days, Indian conventional practices were additionally toward health and fitness, which are reflected in numerous items from toothpaste to repellents. This paper comprehends the relationship advertising idea and analyzes human services and relates segments that have an immediate effect on any social methodology. Relationship advertising through “health fitness” has turned into a worthy subject as it influences the utilization conduct of individuals. This research was done for Twin City Hubli–Dharwad with 412 respondents. This study was needed to study the customer loyalty in yoga marketing in the urban Indian market. The objective is to get reliable toward the factors, “Brand”, “Product”, and “Services” that may help the company in planning their future activities. “Reasons why customers prefer health-fit products?” are revealed in this research. Thus for “health-fitness unique trends”, in India, there is a huge market potential. This research will also help to be one of the best leading service sectors in India.

Keywords: customer loyalty, effective promotional tools, health fitness, Indian urban market, relationship advertising, relationship marketing, yoga marketing, yoga marketing–effective instrument.

***Corresponding Author**

E-mail: bhargav@globalbschool.in

INTRODUCTION

In relationship marketing, consumer behavior plays a significant role and it is observed that experiences of individual responses in terms of core product specifications and their services are examined. The intent toward the healthy product is also examined widely along with their preferences. As Drucker [20] states: “The customers are willing to pay only for what they find of use and what brings them value”. What then can we understand by the concept “value”?

Customer taste changes time and then, but without negotiating the mantra of health fitness. But this continuous change will lead the operational challenges, such as newness in product/service, their marketing strategy, operation management, resources allocation, and

more importantly, business performance [21]. Therefore, we should understand the factors towards consumers’ behavior in total and adapt to product/services in time and integrate and formulate business model. Yoga marketing has a greater impact on youth, elders, and all the educational institutions following yoga practices along with exercises. Yoga is a part of life which helps in the healthy living of people, physically and mentally both, and a universal means for self-implementation [2]. As we all know, yoga specifications are more concerned by people who are more health conscious and beauty conscious. Patanjali played a very important role in a few years which came up with yoga marketing [3]. Yoga is a Sanskrit word that means union, to yoke, or to unify, the merging of the microcosm of our existence in our body with the

macrocosm. In other words, this also implies the fusion of embodied consciousness with cosmic consciousness. The famous yoga exponent, sage Patanjali, defines the yoga as “the inhibition of psychic modifications” that ultimately results in the fission of Prakriti and Purusha. The next famous ancient text of yoga, Shrimad Bhagwat Geeta, defines the yoga as “a state of mental equanimity at each moment of the life” [2].

Relationship Marketing

Relationship marketing has been the referred in few research papers and concentrates since Berry's article in 1983. The relationship concept was characterized as the fascination, upkeep, and improvement of an association with the customer. Relationship advertising is a key procedure intending to build up, create, keep up and reinforce the system of associations with different partners dependent on solid monetary and social principles and the accomplishment of regular goals. Clearly, the thought of long haul is vital in a social methodology, however there exist different factors, for example, trust, participation, duty, and relationship quality, which likewise have a fundamental task to carry out in the improvement and support of the relationship [7].

RELATIONSHIP MARKETING VARIABLES

Many variables and concepts traditionally used in relationship marketing were presented and defined [8]. Commitment is one of the most important variables for many of the companies in India to have good relationships with the customers to always stay loyal to the company and respect the commitment between the two. Trust is a beautiful bond once created cannot be denied once the company wins the trust of the customers. It is the belief given to them by being loyal toward the products and toward the services given.

Satisfaction of the Relationship

Satisfaction is the second most relationship with the customers where customers have a positive influence toward the company and the services being provided. It is always said that “More satisfaction leads to more loyal customers” [12].

Relationship Quality

This is known as the most powerful marketing tool when it comes to the quality that we maintain, which also helps in improving and keeping current customers rather than attracting the new customers [6].

Current Market Situation

In India, this yoga market is worth Rs. 490 billion. About 40% of this originates from service and the rest is from yoga products and accessories such as yoga mats, etc.

- International Yoga Day
- Stressed lifestyles
- Rise of Patanjali
- Case of Patanjali Yogpeeth
- Increase in disposable incomes
- Rising demand for yoga trainers
- Mushrooming yoga studios and innovation
- Shooting sales of yoga products and accessories
- Budding outdoor yoga communities

The model in this paper is to present exploratory study with four types of factors, namely perceived value of product esthetic, product functionality, the brand value, value of service quality, and what are the reasons and how these reasons help the consumer's purchase. The study is to test the relationship market for fitness products with the above factors. The major result of this study is that health fitness toward brand will cultivate a relationship between brand and customers [9].

Showcasing the core product qualities toward health will make the brand healthy, which in turn enhance user experience.

Hence consumer's reason for purchase of the product will be always health and fitness; this can in total retain the customer and brand image keep growing and brand recall by default.

LITERATURE REVIEW

Benouakrim and El Kandoussi play a very important role in building trust with the customers and good bond. From this literature review, I learned what is relationship marketing and the role it plays in building the relationship with the customers. Also, how this marketing works especially in urban marketing building the loyalty and being profitable to the company [10]. In Kumara et al., spirituality is what every person believes for. Looking after the case of Patanjali Yogpeeth in the review, we got to know the current market trends and the needs and demands of the customers related to health because it was the strategy to build the relationship with the customers through yoga marketing [11].

Cowans learned how the yoga marketing plays its role in the social networking, Instagram with more than 300 million accounts – to virtually share their favorite poses, sequences, and yogic philosophies. Examining the popular culture of yoga on Instagram and how it relates to the ancient Indian traditions of which the practice was built upon. Helped in finding that while some observed themes of yoga on Instagram reflected elements of traditional yogic principles, others did not [13].

Rudra and Bhandari tell us how yoga takes place in the workplace to remove their stress and increase energy, which boosts the productivity of corporate yoga and lowers the employee absenteeism. That is why, in India, many of the premium corporate companies and IT parks follow yoga marketing at their workplace [14].

Hypothetical Model

“Brand”, “Product”, and “Services” are the factors affecting consumer product selection.

“Product” can be physical, a total or part; while “brand” and “services” are views of the individual or personal opinions. “Brand” is trust or belief of the consumer, which majorly influenced by “Services” around “**Product**” {functional/esthetic}. Aesthetical factors are referring to the satisfaction, belief, and experience of feel-good such as the packaging. Functional factors refer to the core product, quality, etc [19].

NEED FOR THE STUDY

Customer loyalty gives both difficulty and development to the company. Now, customers have a lot of interest regarding the concept of yoga, health, and fitness, and they also are having awareness about relationship building attributes. Here, the yoga organizations need to understand the customer behavior toward yoga marketing and loyal toward the brand which brings the success of the company. This study focuses on the factors to study the customer loyalty in yoga marketing in the urban Indian market. This research objective is to get reliable and valid results that help the company in planning their future activities and marketing strategies [18].

OBJECTIVES

- To study the customer loyalty among health-fit specifications.

RESEARCH METHODOLOGY

Type of research = Exploratory and descriptive

Population = Residents of Hubli (Urban)

Sample size = 412

Sampling method = Non-probabilistic, convenient

Analysis tools used = SPSS, smart PLS, Excel

Data collection = Questionnaire

Data collection started in November 2017. In this study, we explore which are the motivating factors possibly affect the reason for purchase. Therefore, the study

is on factor analysis and a correlation between the factors and reasons for purchase. Respondents are regular yoga practitioners. The questionnaire is self-explaining toward the objective of the

study. A total of 412 valid questionnaires from 450 were received. (Demographic details of respondents followed.)

DATA AND DISCUSSIONS

Table 1. Demographic details of respondents and sample size ($N = 412$).

	Frequency	Percent
Gender		
Male	202	49.0
Female	212	51.0
Age group		
18–26	148	35.9
27–35	131	31.8
35 and more	133	32.3

Table 2. Mean score parameters.

Items		Reliability	Mean
The Product			
Rate the following aspects for health-fit product			
Esthetic	PE	0.728	
Belief	Pe1		3.121
Satisfaction	Pe2		2.919
Experience	Pe3		3.112
Functional	PF	0.724	
Core_function	Pf1		3.534
Reliability	Pf2		3.494
Quality	Pf3		3.675
The Brand		0.703	
Personal Feeling_brand	Pb1		3.952
Brand_img	Pb2		3.292
Personal_experience	Pb3		2.882
Services and Product		0.711	
Personal Vibes	S1		3.828
Brand Trust	S2		3.444
Availability	S3		3.456
Status Symbol	S4		3.434
Reasons for Purchase		0.715	
Reason Fitness	Rp1		3.687
Reason_Lose_wt	Rp2		4.033
Reason_cure_disease	Rp3		3.252
Reason_healthy life	Rp4		3.858
Reason_vitality	Rp5		2.969
Reason_stress	Rp6		3.011
Reason_Meditation	Rp7		3.171

Table 3. Correlation matrix between latent variables.

	Pe	Pf	Pb	S
Pe	0.767			
Pf	0.100	0.783		
Pb	0.320	0.531	0.744	
S	0.512	0.463	0.444	0.758
Rp	0.316	0.504	0.329	0.625

Note: P-values at 0.05 level of significance.

Table 4. Factor loadings.

Esthetical ($\alpha = 0.728$)	Pe	Standardized factor loadings
Belief in the brand/product		0.957
Satisfaction in use		0.636
Level of experience (product and service)		0.922
Functional ($\alpha = 0.724$)	Pf	
Core function of product		0.709
The performance in terms of reliability		0.646
Quality aspects		0.568
The brand ($\alpha = 0.703$)	Pb	
Personal feeling on brand		0.441
Brand image		0.795
Personal experience with the brand		0.586
Services ($\alpha = 0.711$)	S	
Personal vibes		0.564
Brand trust		0.585
Availability		0.641
Status symbol		0.546
Reasons for purchase ($\alpha = 0.715$)	Rp	
Self-fitness		0.810
Weight loss		0.707
Cure disease		0.303
Healthy life		0.721
Vitality		0.282
Stress reliever		0.465
Meditation		0.230

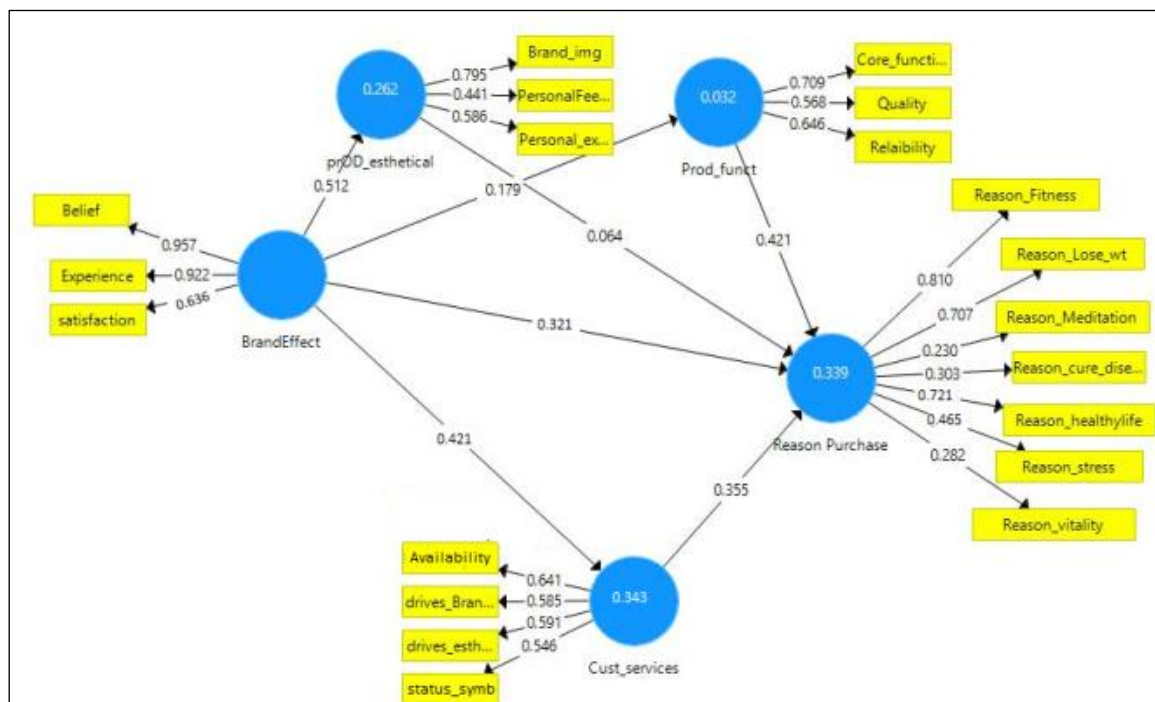


Fig. 1. Structural equation model to understand reason for purchase to factors.

Reliability Test

The reliability test and exploratory factor analysis were conducted through Cronbach's alpha in the model. Table 1

details $\alpha > 0.70$, said to be very good statistical result [14]. Higher the α , more the consistency of the data. Table 3 shows the correlation matrix latent variables.

Table 4 shows the inter-correlations of variables and Table 2 presents the summary of mean scores obtained from the study and of the key measures, respectively. It is found that the belief in the brand have the highest values, followed by self-fitness. This can be interpreted as users are brand concise but expecting the quality values toward self-fitness and weight loss, but they are reliable and trustworthy toward brand [15].

Relationship Effect

From the above, it is very evident of the effect of branding on other factors and hence was justified. Further, it can be said “branding” has significant relation with “product” (functional and esthetic) and “customer_services” and its direct effects on the said factors is further justified by the SEM significantly. It is evidence from the above SEM “Reason for purchase” is found to have significant correlations with “product functionality” and “customer services” Table 5. SEM shows there are significant interrelationships between reason for purchase and all other factors in the model, in which “product functionality” and “customer services” have higher coefficient of correlations [16].

Table 5. Factor analysis “reasons why I prefer health-fit products”. Validated by exploratory factor analysis (with Varimax orthogonal rotation).

	Component	
	1	2
Fitness	0.810	-0.834
Lose weight	0.489	0.707
Cure disease	0.289	0.498
Healthy living	-0.953	0.111

- shop who wants fitness as their first preference and otherwise to lose weight; in total, fitness and health are major reasons for shopping [17].

CONCLUSION

From the research and analysis, we found that health-fitness marketing stands at a

very first place in case of relationship building with the customers, so must come up with marketing and promotional strategies such as it becomes one of the finest leading service sectors. It is also useful to create brand awareness with health-fitness mantra in marketing ideas to learn the tactics of inbound marketing, yoga as an art of empathy, getting on board with the trends, advertise to reach the hearts of the customers, socialize more and rely on different promotional activities. Its time, we need to start working on different factors which are the main reasons why they prefer health fitness. As there are more respondents who are interested to gain different factors from yoga, so need to work on the health benefits they are acquiring more. Also, tie up with many big health beneficial institutions as there is a demand for future growth. They have to work on “health fitness marketing trends”. In India, as there are more importance and growth for marketing as well as yoga organization toward health fitness, so there is a huge market potential. This research will also help to be one of the best leading service sectors in India Fig 1.

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