



**FACTORS INFLUENCING THE PURCHASING
DECISION OF THAI WOMEN TOWARD
YOGA PRACTICE**

BY


MISS TAMONRATCH JIRABANJERDSIRI

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2016
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INDEPENDENT STUDY

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MISS TAMONRATCH JIRABANJERDSIRI

ENTITLED

FACTORS INFLUENCING THE PURCHASING DECISION OF THAI WOMEN
TOWARD YOGA PRACTICE

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

on..... 8 MAY 2017

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Independent Study Advisor	Prof. Dr. Malcolm C. Smith
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ABSTRACT

This independent study of “Factors influencing the purchasing decision of Thai women toward Yoga Practice ”was selected as a contemporary topic in applied marketing that relates to health issues. The study will provide readers with a better understanding of factors that influence the behavior and purchasing decision of Thai women toward practicing yoga at yoga studios .Both exploratory and descriptive research methods were conducted .The sampling was selected based on the researcher’s convenience; therefore, non-probability sampling was employed for both qualitative and quantitative analysis. Secondary data was collected from public websites, local libraries and public magazines. Primary data was collected through in-depth interviews with 25 respondents and 4 yoga studio receptionists .In addition, 150 questionnaires were collected from both online and offline channels.The researcher used the SPSS program to analyze the data obtained from the questionnaire. The management team of yoga studios can utilize the key findings from this study to further develop and improve their services and to better meet the needs of their customers.

Keywords: yoga, yoga studio, healthy, exercise, physical exercise, service, promotions

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Miss Tamonratch Jirabanjersiri

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CHAPTER 1

INTRODUCTION

1.1 Introduction to the study

During the past few years, the popularity of health-conscious trends in Thailand has grown rapidly as Thais become more concerned about their well-being (Assavanan, 2014). Despite the current economic environment, the health and wellness market in Thailand is expected to grow continuously from 40,000 million Thai Baht in 2014. In a capital city, such as Bangkok, the number of people who participate in exercise activities is expected to grow at approximately 3.5% annually (Phanpeng, 2015).

Although there are various ways to keep oneself healthy; yoga has been listed as one of the 15 most popular exercise activities since 2008 (Thompson, 2015). In Thailand, yoga is classified as an activity that promotes both the physical and mental well-being. Although yoga is an activity that can be participated by people of all genders, a majority of the practitioners are female. Despite hundreds of yoga studios in Thailand, there are only 3 main yoga studios that provide yoga teacher training courses. These are Yoga Elements, Hatha Raja Yogashram and Absolute Yoga (PiPFinn, 2015).

This study was selected as a contemporary topic in applied marketing that relates to health issues. A literature review allows readers to understand the overview of the health and wellness industry, as well as the factors that influence yoga participants. The study employed both exploratory and descriptive tools, in order to analyze the results and to provide constructive recommendations.

This study aims to provide insights into the key factors that drive the purchasing decision of Thai women at different yoga studios. This research topic is an important one for the Thai society, as the management team of yoga studios can utilize the results from this study to generate appropriate strategies and attract their target customers.

Yoga studios in different areas have different target customers. For example, target customers of yoga studios located in office buildings are office workers, while target customers of yoga studios in community malls are parents or business owners. The results of this study would benefit yoga studios of all sizes, as it would allow the management team to better understand the key factors that attract customers to yoga studios.

1.2 Research Objectives

The purpose of this study is to identify the factors that influence the purchasing decision of Thai women toward yoga practice. The objectives of the study are as follows:

- 1.2.1 To understand the reasons why customers start practicing yoga.
 - 1.2.1.1 To identify the interests of target customers
 - 1.2.1.2 To identify the perception of customers towards yoga practice
- 1.2.2 To understand the profiles of yoga customers
 - 1.2.2.1 To identify the characteristics of target customers
 - 1.2.2.2 To identify the lifestyles of target customers
- 1.2.3 To explore the key factors that influence the purchasing decision of Thai women on yoga courses.
 - 1.2.3.1 To identify the preference of customers towards 6P

The following sections of this report are Literature Review, Research Methodology, Sampling Selection, Limitations, Conclusion and Recommendations.

CHAPTER 2

REVIEW OF LITERATURE

Although there is a limited amount of research that has been published on yoga in Thailand, there are other relevant studies and research published on the topic that would provide insights into the health and wellness industry and the consumers.

2.1 Overview of health and wellness market and health trends in Thailand

According to Healthy Trends in Thailand (Assavanan, 2014), Thai people are highly conscious of their health. The health and wellness market in Thailand was worth more than 40,000 million Baht in 2014 and this number is expected to grow continuously, despite the current economic environment. Thailand is listed in the top ten wellness-tourism markets in Asia Pacific (Thongpan and Yu, 2015). Furthermore, there has been a growing demand in Thailand for healthy food and exercise courses, at approximately 3.5% annually (Phanpeng, 2015).

2.2 Yoga trends in Thailand

Yoga was first introduced in Thailand in 1925 as an activity that focused mainly on breathing exercises (Auncharisungkard, 2008). In 1956, the first yoga instructor in Thailand, Master Chod Hudbumreer, introduced and promoted the health benefits that could be gained from yoga to Thais. In each yoga class, poses are adjusted to correspond to the fitness level of the participants (Totari, 2014). Yoga practitioners, so-called Yogis, are encouraged to know their own limitations for each pose, for their own safety and to prevent injuries. Different cultures have different goals they would like to achieve from yoga practices, such as strengthening the core muscles, weight loss, body toning, improved flexibility and achieving peace of mind.

2.3 Definition of yoga

Yoga is a technique that is used to calm the fluctuations of the mind to reach the central reality of the true self (Vinod, 2011). First originated in India, yoga is one of the six foundations of Indian philosophy that has been used to explain the complexities of the human mind and body.

2.4 Types of yoga

Originally, there were 4 types of yoga; Ashtanga Yoga, Chakti Yoga, Karma Yoga and Jnana Yoga (Totari, 2014). Due to the changing lifestyles and market trends, yoga poses have been adapted and changed over a period of time. Currently, there are more than 20 types of yoga. Nonetheless, all types of yoga focus on breathing exercises and slow movements that promote both the physical and mental health. All yoga practices were developed from Ashtanga Yoga, the most basic series of poses that focus on breathing exercises. The most common types of yoga are Ashtanga, Vinyasa, Hatha and Yin. These are fundamental yoga practices that differ in poses, paces and focus on different parts of the body (Beirne, 2014). The most popular type of yoga in Thailand is Hatha yoga, as it is considered as the most fundamental type of yoga that all practitioners must master prior to advancing to other types

Other yoga activities like laughter yoga and meditation yoga were adopted in hospitals in the United States, to help patients maintain a positive mindset and speed up their recovery (Kataria, 2008). Laughter yoga is less popular in Thailand because it is perceived as less effective, as it requires practitioners to force the brain to be happy.

2.5 Factors influencing the purchasing decision toward yoga courses

According to “Factors Influencing Learning of Yoga in Bangkok”, there is a relationship between demographic characteristics and yoga practice in Bangkok (Arvatarnkul, 2015). It was found that a majority of yoga practitioners are “Female” (74.8%), “Single” (73.5%) and work in “Private Organization” (36.8%). Moreover, more than half of the respondents were new to yoga and practice between 3-10 times

per week. Top three key attributes that customers consider when selecting a yoga studio are “Location, Class schedule and Price”.

Another study conducted in Hong Kong shows that the marketing mix plays an important role in customer purchasing decision. “Brand” is an important attribute for customers and can shape the customers’ expectation on the service providers (Law, 2015).

2.6 Standard yoga class versus private yoga class

Standard yoga classes are those offered by yoga studios on their basic schedule. The class comprises of a mixture of participants at beginner, intermediate and advanced levels (Thairath, 2016). The mood and tone of each class can vary for each participant, depending on their level of expertise. Typically, the instructor would not be able to adjust the pose for everyone in the class due to a large number of participants. In these classes, the yoga instructor must be highly observant, as participants vary in expertise and have differing limitations.

Private yoga classes allow practitioners to set their own specific goals and plans. Private yoga classes allow the instructor to adapt the poses and pace of the movements to suit the student’s ability, strength and flexibility. They are typically one-on-one classes that offer a tailored yoga practice to specifically meet the customer’s interest and concerns. Examples of these include Yoga for Elderly, Yoga for Beginners, Prenatal Yoga and Yoga Therapy for Office Syndrome. The average price of a private yoga class starts from 2,000 Thai Baht.

2.7 Purchasing factor with respect to promotions

According to “Yoga and Muay Thai Academy”, the promotion offered by yoga studios is ranked as the third most important attribute that customers take into consideration, as yoga studios typically state the price and class schedules on their websites and during the time of the first studio visit (Thonphonkrang, 2015). The price of yoga courses should be reasonable, compared to the branding of the studio. In addition, it will be more attractive to customers if the yoga studio accepts different payment methods, such as credit cards, cash, coupon discount and installments.

However, promotions and price of yoga courses are not the only factors that customers take into consideration when making purchasing decision, as “Location” is the most important factor to the customers. The yoga studio should be conveniently located and have adequate parking for the customers.

2.8 Yoga and health

According to “The Health Benefits of Yoga and Exercise: A Review of Comparison Studies”, yoga is more effective for patients with heart disease, diabetes and obesity, compared to other types of exercises (Ross and Thomas, 2010). Additionally, yoga does not only improve mental health, but also the physical health of the participants (Ross and Thomas, 2010). According to Ross and Thomas, those who practice yoga twice per week for 3 months saw significant health improvements and a reduction in pain, sleep disturbance, serum level of urea, cholesterol by 37%, 25%, 29%, 15%, respectively, while grip strength increased by 15%.

In conclusion, (1) Research conducted on yoga in Thailand is limited. Nonetheless, there are other relevant studies and research that have been conducted, (2) Research on consumer behavior and benefits from yoga is widely conducted in the United States, (3) Research on the effects of advertising on health and wellness products and services is not widely published. This independent study aims to identify the key factors that influence Thai women to purchase yoga courses.

CHAPTER 3

RESEARCH METHODOLOGY

This research employed a combination of exploratory and descriptive research methods, in order to meet the objectives identified earlier in this report. Exploratory research was conducted for further design and development of the questionnaire as part of the descriptive research.

This research commenced with the collection of data and materials that relates to the research objectives from online sources around the world. The information obtained provided the researcher with a better understanding of the overview of yoga, its importance and the yoga trend and consumer behavior. Consequently, in-depth interviews were carried out. The results obtained from the in-depth interviews were then used to design and develop the questionnaire.

3.1 Exploratory Research

The objective of exploratory research was to collect information on yoga practitioners and gain insights into consumer behaviors, perceptions and lifestyles. The method consisted of secondary research and in-depth interviews, in which data collected from this part of research were both primary and secondary data. The results were then used to develop the questionnaire as part of the quantitative research.

3.1.1 Secondary Research

Secondary research was conducted by collecting data and information from public websites, local libraries and public magazines. This part of the research aims to understand 1) The industry overview and 2) Consumer behaviors and perceptions on yoga.

3.1.2 In-depth Interview

In-depth interviews were conducted with current customers of a yoga studio in the Sathorn district. The purpose of the in-depth interviews is to obtain insights into the customer lifestyles and the key factors that influence their decision when purchasing yoga courses. Moreover, face-to-face interviews were conducted with receptionists of two yoga studios; Sutra Yoga Studio and Root8 Yoga Studio, in order

to obtain information on the current sales performance and number of attendance at each studio. The objectives are to 1) To understand the reasons why customers start practicing yoga, 2) To understand consumer behavior and characteristic, 3) To understand consumer insights, behaviors and perceptions.

3.2 Descriptive Research

The objective of the descriptive research method is to identify and understand the characteristics of female yoga practitioners, their behaviors, interests, perceptions and purchasing criteria. The data was collected using a questionnaire that was distributed via both online and offline channels.

3.2.1 Questionnaire

The questionnaire was designed and developed based on the information collected from the exploratory research. The objective of this is 1) To identify the key factors that influence the purchasing decision of Thai women on yoga courses, 2) To identify the profile of the customers, 3) To understand consumer behavior. The questionnaire was distributed to respondents via online and offline channels (i.e., at yoga studios).

Dependent variable of this study:

- Purchase of a yoga course

Independent variables of this study:

- Demographic –age, income, education and etc.
- Lifestyle –habit, time, frequency and etc.
- Advertising consumption
- Branding
- Yoga session length
- Yoga studio location
- Operation
- Promotions

3.3 Sample Selection

Non-probability sampling was used to select respondents for both the qualitative and quantitative analysis. For the in-depth interviews, there were a total of

25 female respondents. The respondents are between 25 and 60 years old, live or work in Sathorn district and are currently practicing yoga.

As for the questionnaire, a convenience sampling method was employed. The questionnaire was distributed via online channels and at yoga studios. There was a total of 150 respondents.

3.3.1 Qualification of Respondents

The target respondents are females who have practiced yoga at least once in their life. All respondents were asked to respond to a set of screening questions at the beginning of the interviews and the questionnaire (Please refer to Appendix A).

In-depth interviews with yoga practitioners: The researcher interviewed twenty-five females who are current customers of YogaSutra Studio, a yoga studio located in Sathorn district. Please refer to Appendix B for the interview questions.

In-depth interviews with the receptionists at yoga studios: The researcher interviewed four receptionists from YogaSutra and Roots 8 Studios, yoga studios located in Sathorn district. The interviews were conducted with studio receptionists, who are the first contact points with customers and have invaluable information on the processes involved and insider's perspective on the industry. Please refer to Appendix C for the interview questions.

Questionnaire: The questionnaire was created using Google Form. There was a total of one hundred respondents who responded via the online website (Pantip.com) and a total of fifty respondents from a local yoga studio in Sathorn district who responded via the offline channel. The screening questions used for the in-depth interviews were also placed at the beginning of the questionnaire. Please refer to Appendix D for the sample questions.

3.4 Data collection plan

3.4.1 In-depth Interviews

The in-depth interviews were conducted face-to-face at coffee shops and at yoga studios, in order to collect primary data. The researcher gave an introduction and provided the objective of the research at the start of each interview, in order to allow

the respondents to fully understand the scope of research and become more engaged during the interview. The first set of questions was the screening questions (listed in Appendix A). Each interview lasted between 25 to 30 minutes. The respondents were selected based on the day of their visit, which has been pre-arranged between the researcher and YogaSutra Studio. The respondents were informed about the interview schedule one day in advance by their yoga instructors. The researcher ensured that the interviews were conducted with respondents who attended classes at different times; 7:00, 10:00, 12:15, 17:30 and 20:00, as this would allow the researcher to obtain comprehensive data on the customer profiles, perceptions and interests. Please refer to Appendix B for the sample questions. The interviews were conducted either at the yoga studio or at Au Bon Pain coffee shop located in the building. All respondents received a complimentary yoga class for participating in the interview.

3.4.2 Questionnaire

Non-probability sampling method was used for the questionnaire. The questionnaire was distributed via the online channels (i.e., websites including Pantip and Facebook) and offline channel (i.e., at yoga studios). The questionnaire consists of multiple choices questions, rating scales and opened ended questions.

The screening questions were placed at the beginning of the questionnaire. The questionnaire and links to the online websites are listed in Appendix D.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Data analysis

Both exploratory and descriptive research methods were applied in this study. Exploratory research consisted of both primary and secondary research. Descriptive research consists of primary research. The data obtained was analyzed using the Statistical Package for Social Science (SPSS) and the results were generated to ensure the research objectives are met.

4.1.1 Qualitative Research: In-depth interviews

The in-depth interviews were conducted in October 2016 at Sathorn Nakorn Building. The twenty-five female respondents are between 25 and 60 years old, live or work in Sathorn district and yoga practitioners. Fifteen of the respondents are office workers, three are housewives, two are business owners and five are students.

The data collected was then analyzed based on 1) Direct phrases provide by the respondents, 2) The customer characteristics 3) Recommendations received from respondents. The data was then used to design the questionnaire, based on the following aspects below:

- General information of respondents
- Purchasing behavior
- Factors influencing the decision when purchasing a yoga course

Additionally, four receptionists from Yoga Sutra Studio and Root8 Studio were also interviewed. The following information was gathered:

- Purchasing behavior of customer
- Price and promotion strategy

4.1.2 Quantitative Research: Questionnaire

The questionnaire consists of multiple choice questions, rating scales and open ended questions. The questionnaire was designed based on the objectives of this study as well as the results from the in-depth interviews. Examples of these include the reasons why customers start practicing yoga and customer perception towards practicing yoga.

The data collected from both the offline and online questionnaires were then analyzed using multiple techniques including, frequency of key variables, relationship between key variables, correlations and other related statistical analysis. The results were then developed into recommendations for the management team and investors of yoga studios.

4.2 Key findings from exploratory research

4.2.1 Key findings from secondary research

Industry overview: Yoga is classified as a wellness activity. Information relating to the health and wellness industry was collected from newspapers, The Tourism Authority of Thailand (TAT) website, published journals and articles.

Literature review The information was gathered from Wellness and Tourism journals, articles published on both the internet and public magazines, such as Yoga Journal, public websites, yoga service providers' websites and studies in local and online libraries .

Thai women are the main target customers of yoga studios .In the past 10 years, there has been a significant increase in the number of yoga studios in Thailand, especially in big cities such as Bangkok, Phuket and Chiang Mai .The number of yoga studios in the country has increased along with ,the variety of yoga courses on offer.

4.2.2 Key finding from the in-depth interviews

The key findings can be classified into two parts; those obtained from the interviews with the yoga customers and those obtained from the interviews with the service providers. The interviews were conducted on 4th, 5th, 6th and 30th October 2016 at Sathorn Nakorn Building .

4.2.2.1 Interview with yoga customers from Yoga Sutra Studio

The objective of this independent study is to understand the factors that influence the purchasing decision of Thai women toward yoga courses. Based on the responses obtained from yoga practitioners, the key factors customers consider when purchasing a yoga course is the location of the yoga studio, the promotions on offer and the facility of the yoga studio .All participants responded that they first try to obtain information on the studio on the Internet, followed by a call to the studio. They then share the information obtained with friends or relatives.

More than half of the respondents have practiced yoga at the same studio for more than 5 years. This is because they are highly satisfied with the teaching style of the instructors .One of the most interesting findings is that eight of the twenty-five respondents have credited yoga in helping them become more focused at work. Three respondents from the weekday morning class mentioned that they enjoy practicing yoga at Yoga Sutra because of the community and society at the yoga studio. They feel at home and make great new friends, which are also the reasons why they have been coming to the same studio for the past 5 years.

4.2.2.2 Interview with yoga service providers

Based on the responses obtained from the receptionists who work at the yoga studios, sales of yoga courses typically increase in accordance with the promotions offered by the studio .The most effective promotion was when the studio provided 50 %discount on courses. The service providers also recognize that a number of customers join the class due to the style of teaching or even because of a specific instructor. There is a strong sense of community at the studio and this affects the number of members in each class. A majority of weekday morning customers are mostly housewives and mothers with small kids. They often attend morning sessions

from 10:00 to 12:00 and leave for lunch as a group, while most of those who attend lunch hour classes work in the building.

One studio room can hold up to 40 people. However, most of the classes are about 50% full, except for 2 weekday classes during 17:30 to 20:00, which are about 70% full.

The results also shows that there is a similarity in responses provided by both the customers and service provider on yoga style and instructors being one of the key factors that influence the purchasing decision of yoga courses at the studio. In addition, the facility and the overall atmosphere of the studio are also factors that customers consider when deciding whether or not to purchase yoga courses.

4.3 Key findings from descriptive research

4.3.1 Key findings from the questionnaire

The researcher ensured that the questions listed in the questionnaire cover all aspects required to answer each research objective. All questions were answered by the 150 respondents and there were no missing data.

4.3.1.1 Information on demographics

The demographic data collected from the questionnaire was analyzed and presented in Table 4.1. All questions were required to be answered; therefore, there were no missing data from 150 respondents.

A majority of the respondents (i.e., 44.7%) are between 40-49 years old, 21.3% are between 20-29 years old, 20.7% are between 30-39 years old and 13.3% are between 50-60 years old (please refer to Figure 4.1). Moreover, more than half hold a Bachelor's Degree (56.7%), while 35.5% hold a Master's Degree and the remaining 8% holds High School Certificate (please refer to Figure 4.2).

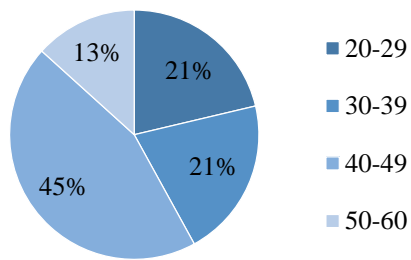


Figure 4. 1 - Age

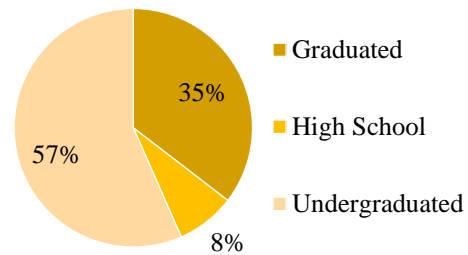


Figure 4. 2 - Education

When looking at exercise habits, approximately 53% of the respondents exercise regularly and a majority of those who exercise do it 4-5 times per week. In addition, more than half of respondents are either private company employees (36%) or housewives (32%). Most of the respondents travel to the yoga studio by personal car (60.0%) or by walking (25.3%).

4.3.1.2 Information on Factors that Influence Thai Women to Start Practicing Yoga

The key factors that influence Thai women to start practicing yoga can be classified into 3 main categories, including media consumption, class schedule and health issues. The results from the quantitative survey are summarized in Table 4.2 below.

Facebook has the highest influence on respondents of all age groups, except for those aged between 20-29 years old. On the other hand, friends/relatives have the highest influence on respondents aged between 20 to 29, which is significantly different from other groups at 95% confident interval (p -value < 0.05) (please refer to Table 4.3). The results illustrate that younger people are more easily influenced by friends/relatives to attend a yoga session, compared to those who are over 40 years old.

Table 4.1 :Demographics summary from the questionnaire (n = 150)

Demographic		Amount	Percentage
Age (year)	50-60	20	13.3%
	40-49	67	44.7%
	30-39	31	20.7%
	20-29	32	21.3%
Education	High School	12	8.0%
	Undergraduate	85	56.7%
	Postgraduate and above	53	35.3%
Exercise	Yes	79	52.7%
	No	71	47.3%
Exercise (Per Week)	Less than 2	71	47.3%
	3 times	12	8.0%
	4 times	20	13.3%
	5 times	37	24.7%
	6 times	8	5.3%
	7 times or more	2	1.3%
Occupation	Office Employee	54	36%
	Housewife	48	32%
	Freelance	30	20%
	Students	4	2.7%
	Yoga Teacher	7	4.7%
	Government Employee	2	1.3%
	Business Owner	4	2.7%
	Others	1	0.7%
Transportation	Personal car	90	60.0%
	Walk	38	25.3%
	At home	10	6.6%
	BTS/MRT/BRT	7	4.7%
	Bicycle	4	2.7%
	Taxi	1	0.7%

Table 4.2 : Summary of key factors that influence Thai women to start practicing yoga

	Factors	Frequency	Percentage
Media consumption	Friends /Relatives	61	40.7%
	Facebook	67	44.7%
	Instagram	10	6.7%
	Line	8	5.3%
	Magazine	17	11.3%
	Television	17	11.3%
	Billboard	27	18.0%
	Leaflet	16	10.7%
Class Schedule	After working hour	77	51.3%
	Before working hour	37	24.7%
	Lunch Break	8	5.3%
	During the day	36	24.0%
	Weekend morning	31	20.7%
	Weekend afternoon	37	24.7%
Underlying disease	Allergy/Asthma	37	24.7%
	High Blood Pressure/ Hypertension	29	19.3%
	No	90	60.0%
	Diabetes	0	0.0%
	Dyslipidemia	0	0.0%

Table 4.3 : Summary of media consumption

	AGE (years old)								Chi-Square	Sig.
	50-60		40-49		30-39		20-29			
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %		
Facebook	12	60.00%	23	34.33%	18	58.06%	14	43.75%	7.062	0.070
Friend	8	40.00%	22	32.84%	11	35.48%	20	62.50%	8.374	0.039
Billboard	2	10.00%	11	16.42%	5	16.13%	9	28.13%	3.277	0.351
Television	3	15.00%	9	13.43%	4	12.90%	1	3.13%	2.783	0.426
Instagram	2	10.00%	3	4.48%	4	12.90%	1	3.13%	3.456	0.327
Leaflet	1	5.00%	12	17.91%	2	6.45%	1	3.13%	6.851	0.077
Magazine	1	5.00%	9	13.43%	4	12.90%	3	9.38%	1.290	0.731
Line	3	15.00%	1	1.49%	2	6.45%	2	6.25%	5.789	0.122

Table 4.4 : Summary of the preference in class schedule

	AGE (years old)								Chi-Square	Sig.
	50-60		40-49		30-39		20-29			
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %		
After Work	12	60.00%	35	52.20%	15	48.40%	15	46.90%	0.986	0.805
Before Work	6	30.00%	16	23.90%	8	25.80%	7	21.90%	0.484	0.922
Lunch Break	1	5.00%	2	3.00%	1	3.20%	4	12.50%	4.264	0.234
During the Day	3	15.00%	20	29.90%	8	25.80%	5	15.60%	3.432	0.330
Weekend Morning	7	35.00%	7	10.40%	8	25.80%	9	28.10%	8.359	0.039
Weekend Afternoon	5	25.00%	17	25.40%	6	19.40%	9	28.10%	0.696	0.874

Table 4.5 : Summary of results on the underlying health problems

	AGE (years old)								Chi-Square	Sig.
	50-60		40-49		30-39		20-29			
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %		
Allergy / Asthma	4	20.00%	20	29.90%	4	12.90%	9	28.10%	3.718	0.294
High Blood Pressure / Hypertension	4	20.00%	14	20.90%	5	16.10%	6	18.80%	0.322	0.956
No	12	60.00%	37	55.20%	23	74.20%	18	56.20%	3.426	0.330

Referring to Table 4.2, most of the respondents attend classes during weekday evenings (51.3%). During weekends, the respondents attend classes at varying times, with some attending in the morning (20.7%) and others attending in the afternoon (24.7%). Based on the Pearson Chi-square tests scores in Table 4.4, it was found that there is a significant difference at 95% confident interval (p -value < 0.05).

Furthermore, respondents were asked about their underlying health issues. Out of the 5 answer options on health issues, the respondents selected only 3 answers. These include allergy/ asthma, high blood pressure/ hypertension and no underlying health issue. Based on the Pearson Chi-square tests scores in Table 4.5, it was found that there is no significant difference at 95% confident interval (p -value < 0.05).

4.3.1.3 Customer perception and experience Information

In this independent study, respondents were also asked to respond to questions regarding their perception towards practicing yoga. The respondents were asked what they expect to feel after practicing yoga. Based on the results, the top 3 feelings that the respondents expect to feel include feeling relaxed, stretched and calm, respectively.

Respondents aged 20-29 years old expect that yoga will make them feel more refreshed than calm. This is evident by the Pearson Chi-square test scores in Table 4.6 and Table 4.7, showing that there is a significant difference at 95% confident interval (p -value < 0.05). However, the results also show that the respondents' expectations vary for other feelings. After practicing yoga, the top 3 feelings that the respondents actually experience include feeling relaxed, stretched and calm.

Table 4.6 : Summary of results on customers' expectation

Expected feeling	AGE								Chi-Square	Sig.
	50-60yrs		40-49		30-39		20-29			
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %		
Relax	16	80.00%	53	79.10%	22	71.00%	24	75.00%	0.959	0.811
Calm	9	45.00%	21	31.30%	10	32.30%	8	25.00%	2.288	0.515
Refresh	9	45.00%	17	25.40%	14	45.20%	17	53.10%	8.732	0.033
Stretch	7	35.00%	36	53.70%	16	51.60%	19	59.40%	3.095	0.377
Sweat	2	10.00%	5	7.50%	3	9.70%	3	9.40%	0.228	0.973
Tired	1	5.00%	2	3.00%	2	6.50%	4	12.50%	3.524	0.318
Hungry	0	0.00%	1	1.50%	0	0.00%	0	0.00%	1.247	0.742
Sleepy	1	5.00%	8	11.90%	2	6.50%	3	9.40%	1.286	0.732
Pain	0	0.00%	1	1.50%	0	0.00%	0	0.00%	1.247	0.742
Happy	5	25.00%	15	22.40%	10	32.30%	14	43.80%	5.077	0.166
Thirsty	0	0.00%	1	1.50%	1	3.20%	0	0.00%	1.560	0.669

Table 4.7 : Summary of results on customers' experience

Actual Feeling	AGE								Chi-Square	Sig.
	50-60yrs		40-49		30-39		20-29			
	Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %		
Relax	6	30.00%	31	46.30%	14	45.20%	16	50.00%	2.182	0.536
Calm	4	20.00%	13	19.40%	6	19.40%	5	15.60%	0.252	0.969
Refresh	9	45.00%	14	20.90%	13	41.90%	11	34.40%	6.886	0.076
Stretch	8	40.00%	21	31.30%	8	25.80%	14	43.80%	2.815	0.421
Sweat	4	20.00%	8	11.90%	4	12.90%	8	25.00%	3.209	0.360
Tired	5	25.00%	10	14.90%	6	19.40%	3	9.40%	2.568	0.463
Hungry	2	10.00%	1	1.50%	3	9.70%	5	15.60%	7.061	0.070
Sleepy	0	0.00%	4	6.00%	0	0.00%	1	3.10%	3.209	0.361
Pain	2	10.00%	1	1.50%	1	3.20%	2	6.20%	3.442	0.328
Happy	6	30.00%	7	10.40%	9	29.00%	11	34.40%	9.706	0.021
Thirsty	0	0.00%	1	1.50%	0	0.00%	1	3.10%	1.483	0.686
Bored	1	5.00%	2	3.00%	0	0.00%	0	0.00%	2.536	0.469

Referring to Table 4.8, people between 20-29 years old exercise more regularly than other age groups. Although there were more respondents from the 40-49 years old age group, the ratio of those who exercise regularly is only 44.8%, which is significantly lower than that of the 20-29 years old age group (68.8%) and the 30-39 years old age group (61.3%). For those who exercise regularly, they do it between 4-5 times per week. Only 10 out of 150 respondents perceive exercise as painful and only 29 out of 150 respondents perceive yoga as painful. However, all of the respondents would like to practice yoga more frequently. The results also illustrate that most of the respondents would like to practice yoga 2-4 times per week.

Table 4.8 : Summary of customers' preference and perception

		AGE (year old)							
		50-60		40-49		30-39		20-29	
		Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Exercise Regularly		8	40.0%	30	44.8%	19	61.3%	22	68.8%
Exercise (Per Week)	<1	12	60.0%	37	55.2%	12	38.7%	10	31.3%
	2	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	3	1	5.0%	5	7.5%	3	9.7%	3	9.4%
	4	0	0.0%	9	13.4%	4	12.9%	7	21.9%
	5	6	30.0%	11	16.4%	8	25.8%	12	37.5%
	6	0	0.0%	5	7.5%	3	9.7%	0	0.0%
	7+	1	5.0%	0	0.0%	1	3.2%	0	0.0%
Exercise is painful		2	10.0%	5	7.5%	1	3.2%	2	6.3%
Yoga is painful		4	20.0%	12	17.9%	8	25.8%	5	15.6%
Practice Yoga (Per week)	1	2	10.0%	10	14.9%	2	6.5%	0	0.0%
	2	4	20.0%	15	22.4%	7	22.6%	12	37.5%
	3	7	35.0%	22	32.8%	10	32.3%	7	21.9%
	4	5	25.0%	15	22.4%	8	25.8%	9	28.1%
	5	2	10.0%	4	6.0%	3	9.7%	4	12.5%
	6	0	0.0%	1	1.5%	1	3.2%	0	0.0%
	7	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Table 4.9 : Mean results of factors that influence the purchase of yoga courses

	AGE (year old)			
	50-60	40-49	30-39	20-29
	Mean	Mean	Mean	Mean
Close to Office	4.65	5.51	4.94	4.16
Close to Home	6.10	6.06	5.81	6.06
Parking Space	6.05	6.07	5.58	5.72
Hour per class	5.65	5.76	5.58	5.81
Time Schedule	6.05	6.13	5.74	6.22
Society in Studio	4.55	4.78	4.71	4.78

The respondents were also asked to rate the factors that influence their decision when purchasing a yoga course, from 1 (not at all important) to 7 (extremely important).

Based on the results shown in Table 4.9 and 4.10, the average score for most of the factors customer consider before purchasing yoga course is around 6. The only exception to this is that respondents aged between 20 to 29 years old tend to prefer yoga studios that are closer to their homes, rather than their offices (i.e., score of 4). Moreover, the results from One-Way ANOVA Test also show that there is a significant difference in the close to office factor among different age groups (p-value < 0.05), while other criteria do not show significant difference.

Table 4.11 shows the results on factors that influence Thai women to purchase yoga courses. The result (highlighted in red) shows that people aged between 40-49 years old are more likely to select studios that are closer to their offices, compared to those between 20-29 years old. Moreover, a majority of the respondents prefer studios that are located near their homes and have parking spaces, as most responded “strongly agree”. The period of yoga sessions and schedules of studio also have an impact on purchasing decisions, as more than 60% of the respondents responded

“agree” and “strongly agree”. However, most of the respondents are indifferent to the society in the studio, as most responded “neutral”.

Table 4.12 shows the details as to why respondents start practicing yoga. Some respondents first started practicing yoga not because they have leisure time, but because of health problems (i.e., respondents ages 30 years old and above). Over 40% of respondents aged 40 years and above started practicing yoga because of the promotions offered by yoga studios. Some respondents started practicing yoga //because they have positive perception on the activity. The result from Pearson Chi-square tests scores in Table 4.5 shows that there is no significant difference at 95% confident interval ($p\text{-value} < 0.05$).

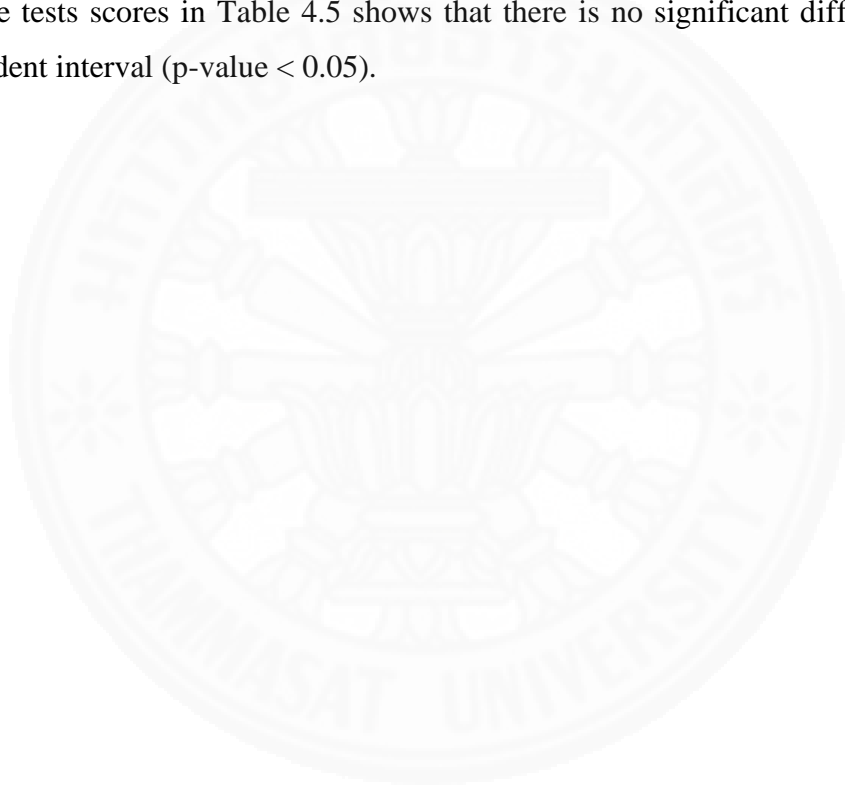


Table 4.10 Result from One-way ANOVA on factors that influence the purchase of yoga courses among age range group

		Sum of Squares	df	Mean Square	F	Sig.
Close to Office	Between Groups	42.587	3	14.196	3.773	.012
	Within Groups	549.386	146	3.763		
	Total	591.973	149			
Close to Home	Between Groups	1.698	3	.566	.285	.836
	Within Groups	290.275	146	1.988		
	Total	291.973	149			
Parking Space	Between Groups	6.699	3	2.233	1.372	.254
	Within Groups	237.594	146	1.627		
	Total	244.293	149			
Hour per class	Between Groups	1.088	3	.363	.223	.880
	Within Groups	237.152	146	1.624		
	Total	238.240	149			
Time Schedule	Between Groups	4.315	3	1.438	.729	.536
	Within Groups	288.145	146	1.974		
	Total	292.460	149			
Society in Studio	Between Groups	.886	3	.295	.121	.948
	Within Groups	356.448	146	2.441		
	Total	357.333	149			

Table 4.11 : Summary of results on factors influencing the purchase of yoga courses

		AGE (years old)							
		50-60		40-49		30-39		20-29	
		Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %
Close to Office	Strongly Disagree	3	15.0%	2	3.0%	2	6.5%	6	18.8%
	Disagree	1	5.0%	7	10.4%	2	6.5%	3	9.4%
	Somewhat Disagree	2	10.0%	3	4.5%	4	12.9%	1	3.1%
	Neutral	2	10.0%	4	6.0%	4	12.9%	6	18.8%
	Somewhat Agree	2	10.0%	5	7.5%	3	9.7%	6	18.8%
	Agree	6	30.0%	19	28.4%	8	25.8%	6	18.8%
	Strongly Agree	4	20.0%	27	40.3%	8	25.8%	4	12.5%
Close to Home	Strongly Disagree	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Disagree	2	10.0%	2	3.0%	2	6.5%	0	0.0%
	Somewhat Disagree	1	5.0%	5	7.5%	2	6.5%	1	3.1%
	Neutral	0	0.0%	1	1.5%	2	6.5%	3	9.4%
	Somewhat Agree	0	0.0%	7	10.4%	2	6.5%	4	12.5%
	Agree	4	20.0%	16	23.9%	9	29.0%	9	28.1%
	Strongly Agree	13	65.0%	36	53.7%	14	45.2%	15	46.9%
Parking Space	Strongly Disagree	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Disagree	2	10.0%	2	3.0%	2	6.5%	0	0.0%
	Somewhat Disagree	0	0.0%	2	3.0%	2	6.5%	1	3.1%
	Neutral	0	0.0%	2	3.0%	2	6.5%	6	18.8%
	Somewhat Agree	0	0.0%	5	7.5%	2	6.5%	4	12.5%
	Agree	9	45.0%	28	41.8%	16	51.6%	11	34.4%
	Strongly Agree	9	45.0%	28	41.8%	7	22.6%	10	31.3%
Hour per class	Strongly Disagree	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Disagree	2	10.0%	2	3.0%	2	6.5%	0	0.0%
	Somewhat Disagree	0	0.0%	3	4.5%	2	6.5%	1	3.1%
	Neutral	1	5.0%	5	7.5%	2	6.5%	3	9.4%
	Somewhat Agree	3	15.0%	8	11.9%	2	6.5%	4	12.5%
	Agree	8	40.0%	30	44.8%	16	51.6%	17	53.1%
	Strongly Agree	6	30.0%	19	28.4%	7	22.6%	7	21.9%
Time schedule	Strongly Disagree	2	10.0%	2	3.0%	2	6.5%	0	0.0%
	Disagree	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Somewhat Disagree	0	0.0%	1	1.5%	2	6.5%	1	3.1%
	Neutral	0	0.0%	1	1.5%	2	6.5%	3	9.4%
	Somewhat Agree	2	10.0%	7	10.4%	0	0.0%	1	3.1%
	Agree	3	15.0%	25	37.3%	13	41.9%	10	31.3%
	Strongly Agree	13	65.0%	31	46.3%	12	38.7%	17	53.1%
Society in Studio	Strongly Disagree	2	10.0%	2	3.0%	2	6.5%	0	0.0%
	Disagree	1	5.0%	4	6.0%	0	0.0%	1	3.1%
	Somewhat Disagree	3	15.0%	8	11.9%	3	9.7%	4	12.5%
	Neutral	2	10.0%	17	25.4%	8	25.8%	10	31.3%
	Somewhat Agree	5	25.0%	9	13.4%	7	22.6%	4	12.5%
	Agree	4	20.0%	16	23.9%	9	29.0%	12	37.5%
	Strongly Agree	3	15.0%	11	16.4%	2	6.5%	1	3.1%

Table 4.12 : Summary of reasons why people start practicing yoga

Reason that start do yoga		AGE (years old)								Chi-square	Sig.
		50-60		40-49		30-39		20-29			
		Count	Column N %	Count	Column N %	Count	Column N %	Count	Column N %		
Free time	Strongly Disagree	0	0.00%	0	0.00%	0	0.00%	0	0.00%	12.15	0.67
	Disagree	4	20.00%	6	9.00%	3	9.70%	4	12.50%		
	Somewhat Disagree	1	5.00%	11	16.40%	6	19.40%	7	21.90%		
	Neutral	5	25.00%	7	10.40%	5	16.10%	4	12.50%		
	Somewhat Agree	5	25.00%	23	34.30%	8	25.80%	9	28.10%		
	Agree	1	5.00%	10	14.90%	7	22.60%	5	15.60%		
	Strongly Agree	4	20.00%	10	14.90%	2	6.50%	3	9.40%		
Health Problem	Strongly Disagree	4	20.00%	7	10.40%	6	19.40%	4	12.50%	14.14	0.72
	Disagree	2	10.00%	4	6.00%	1	3.20%	4	12.50%		
	Somewhat Disagree	4	20.00%	11	16.40%	7	22.60%	8	25.00%		
	Neutral	1	5.00%	6	9.00%	2	6.50%	5	15.60%		
	Somewhat Agree	0	0.00%	6	9.00%	4	12.90%	2	6.30%		
	Agree	1	5.00%	8	11.90%	1	3.20%	2	6.30%		
	Strongly Agree	8	40.00%	25	37.30%	10	32.30%	7	21.90%		
Try new activity	Strongly Disagree	2	10.00%	2	3.00%	2	6.50%	0	0.00%	24.41	0.14
	Disagree	2	10.00%	4	6.00%	1	3.20%	4	12.50%		
	Somewhat Disagree	0	0.00%	2	3.00%	4	12.90%	4	12.50%		
	Neutral	0	0.00%	10	14.90%	3	9.70%	2	6.30%		
	Somewhat Agree	11	55.00%	23	34.30%	13	41.90%	17	53.10%		
	Agree	3	15.00%	15	22.40%	6	19.40%	4	12.50%		
	Strongly Agree	2	10.00%	11	16.40%	2	6.50%	1	3.10%		
Like Yoga	Strongly Disagree	2	10.00%	5	7.50%	2	6.50%	1	3.10%	12.97	0.79
	Disagree	0	0.00%	1	1.50%	2	6.50%	3	9.40%		
	Somewhat Disagree	1	5.00%	10	14.90%	4	12.90%	6	18.80%		
	Neutral	3	15.00%	5	7.50%	2	6.50%	3	9.40%		
	Somewhat Agree	4	20.00%	19	28.40%	4	12.90%	7	21.90%		
	Agree	5	25.00%	12	17.90%	9	29.00%	5	15.60%		
	Strongly Agree	5	25.00%	15	22.40%	8	25.80%	7	21.90%		
Promotion	Strongly Disagree	0	0.00%	1	1.50%	1	3.20%	0	0.00%	19.78	0.35
	Disagree	3	15.00%	5	7.50%	2	6.50%	0	0.00%		
	Somewhat Disagree	0	0.00%	2	3.00%	4	12.90%	4	12.50%		
	Neutral	4	20.00%	13	19.40%	8	25.80%	7	21.90%		
	Somewhat Agree	4	20.00%	11	16.40%	6	19.40%	9	28.10%		
	Agree	0	0.00%	8	11.90%	3	9.70%	4	12.50%		
	Strongly Agree	9	45.00%	27	40.30%	7	22.60%	8	25.00%		

Table 4.13 : Summary of reliability Test

Variable	Alpha Test
Product/ Service Quality	0.950
Promotion	0.908
Place	0.891
People / Service Provider	0.830
Customers' Influencer	0.837
Overall	0.971

Table 4.13 shows the reliability test of 150 respondents for this independent study. The results show that Cronbach's Alpha coefficient for the overall variable is 0.971. Therefore, the questionnaire used in this study is reliable and effective. More detail on each reliability test can be found in Appendix E.

4.4 Limitations

This independent study contains some limitations. Due to the time and resource constraints, non-probability sampling was employed in the study. Consequently, there could be sampling errors and selection bias. Moreover, due to the time and resource constraints, the sample size is limited. This could mean that the sample may not be representative of the entire population.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

For the past decade, yoga has been one of the most popular exercise activities . Yoga, originated in India, mainly focuses on breathing exercises and slow movements A .number of research has shown that yoga does not only improve mental health, but also physical health .The recent popularity of health-conscious trends, including exercise and healthy eating, has led to a continuous growth in the size of the health and wellness market. Despite the slow economic environment, the health and wellness market in Thailand is expected to grow continuously from more than 40,000 million Thai Baht in 2014 Although .numerous researches have been conducted on the overall benefits of yoga, the number of academic researches conducted in Thailand are limited .In the United States, several organizations such as hospitals, fire departments and the military are adopting yoga due to the mental and psychological benefits such as regulating emotions and promoting positive thinking .In addition, yoga allows practitioners to focus on their breath and be with themselves; consequently calming their minds from the busy world.

This research study of “Factors influencing the purchasing decision of Thai women toward Yoga Practice ”was selected as a contemporary topic in applied marketing that relates to health issue. The study aims to understand the reasons why customers start practicing yoga, the customer profiles and factors that influence customers to purchase yoga courses .The research contains both exploratory and descriptive research.

The number of yoga studios in Thailand has grown rapidly. Nonetheless, there are only 3 main yoga studios that provide yoga teacher training courses .More than half of the in-depth interview respondents have practiced yoga at the same studio for more than 5 years. This is because they are satisfied with the teaching style of the instructors and the price of the yoga courses They have credited .yoga in helping them become more focused at work .

Service providers recognize that the most effective promotion was when the studio provided 50% discount on courses.

5.1 Study of the research objective 1: To understand the reasons why customers start practicing yoga.

Yoga customers are varies in age, ranging from 20 up to 60 years old. Results from both the qualitative and quantitative research show that customers have positive perception toward yoga. The respondents from the face-to-face interviews mentioned that yoga helps calm their mind and body, allowing them to be more focused at work, compared to the time where they have not started practicing yoga. It is interesting to note that the respondents acknowledged that they started practicing yoga due to the attractiveness of promotion offered by yoga studios and that the activity itself is unique and challenging. The promotion offered by yoga studios is one of the key factors that draw the customers to join the studio.

5.2 Study of the research objective 2: To understand the profiles of yoga customers.

Most of the respondents are healthy. Only a number of respondents have underlying health problems, such as allergy or asthma, of which yoga has helped improved. When asked about exercise, slightly more than half of the respondents exercise regularly, at an average of 3 times per week.

When asked how frequent the respondents would like to practice yoga, the number is 4 times per week. Most of the office employees aged above 40 years old prefer to attend yoga studios that are close to their offices, while others respondents prefer ones that are closer to their homes and have adequate parking spaces.

5.3 Study of the research objective 3: To explore the key factors that influence the purchasing decision of Thai women on yoga courses

The results clearly illustrate that a majority of respondents were driven by the promotion on yoga courses offered by the yoga studio on yoga. The teaching style of instructors is another reason for customer retention.

However, there were conflicting results regarding the studio atmosphere between the quantitative and qualitative research. Most of the face-to-face interview responses were that the homey atmosphere and strong sense of community at the yoga studio are the main reasons the yoga studio was selected, after the unique teaching style of the instructors. However, the data obtained from the quantitative survey was different, as respondents are indifferent to the society in the studio.

Based on the results of the research, management team and investors of yoga studios should carefully take into consideration the location, the instructors and the promotions of yoga courses, as these are the key attributes that influence purchasing decision of customers. In order to attract more customers, yoga studios could offer promotions such as discounts on courses. However, price promotions should not be offered very often as they could cause the customers to purchase only when there is are promotions offered.

Since the results of the research show that Facebook is one of the most effective media channels, the marketing team could utilize Facebook to promote their yoga studios. Also, yoga studios could consider setting up classes for people with specific health problems to further promote the benefits of yoga. Last but not least, yoga studios could consider offering more assortment of classes during weekday evenings and weekend afternoons.

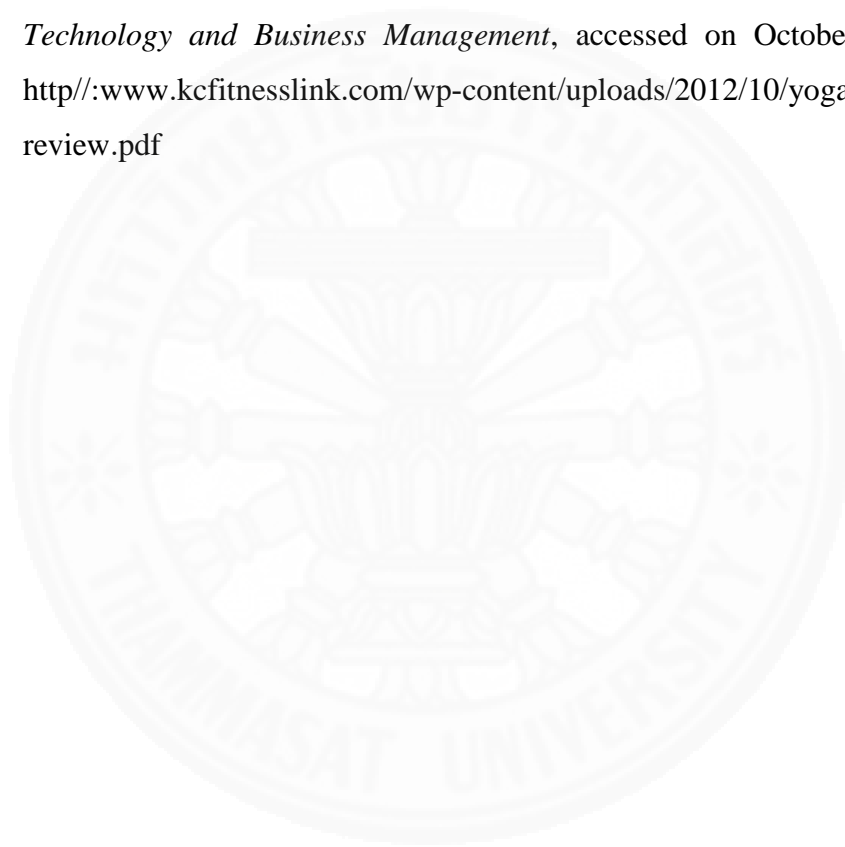
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APPENDIX A

Screening questions

Part I: Screening Questions

Q1 Are you living in Bangkok?

- Yes No

Q2 Where do you live?

Q3 What is your gender?

- Male Female

If Male, finish the rest of Part I
and skip to Part 3

What year did you

Q4 born?

19__

Q5 Do you have any underlying disease?

- Diabetes
 High Blood Pressure /Hypertension
 Dyslipidemia
 Obesity
 Asthma
 Others:

Q6 Do you normally exercise?

- Yes No

If No, Skip to Q8

Q7 How often do you exercise in one week?

- 1 2 3 4 5 6 7 or more

Q8 Does the following statement apply to you?

"I believe that exercise will make my body sore."

- Yes No

Q9 Does the following statement apply to you?

"I believe that yoga is a painful
activity."

- Yes No

- If No, complete Q11 then Skip
to Part 3
- Q10 Have you ever practice yoga?
 Yes No If Yes, skip to Q12
- Q11 Will you get yourself to try yoga if there is available for free?
 Yes No
- Q12 How many time you normally practice yoga each week?
 1 2 3 4 5 6 7
 Others: _____

APPENDIX B

In-depth interview questions for yoga participants

1. Which yoga studio are you practicing yoga with?
2. How long have you been practice yoga for?
3. What is the reason that make you start do yoga?
4. How did you know about your current yoga studio?
5. What did you like about practice yoga?
6. What time or which class you do yoga the most?
7. What do you normally do in your leisure time?
8. Have you ever invite your friend or relative to do yoga with you?
9. What are the key factors that make you decide to purchase the yoga course?

APPENDIX C

In-depth interview questions for receptionists

1. Which yoga studio you are working for? For how long?
2. How many customers in your studio?
3. What is the best package sold in your studio?
4. Can you share how the studio came up with each different promotion?
5. What are the criteria used to set promotions?

APPENDIX D

Survey Questionnaires

Link for survey - <https://goo.gl/forms/YmWGaYvAHrk478UD2>

Part II: Main Questions

- Q1 Which yoga studio have you ever practicing with?
- | | |
|--|---|
| <input type="checkbox"/> Absolute Yoga | <input type="checkbox"/> Hatha Raja Yogashram |
| <input type="checkbox"/> Yoga & Me | <input type="checkbox"/> Others: _____ |
| <input type="checkbox"/> Yoga Elements | |
| <input type="checkbox"/> Fitness First | |
| <input type="checkbox"/> Actives | |
| <input type="checkbox"/> Yoga Sutra | |
| <input type="checkbox"/> Root8 | |
| <input type="checkbox"/> Core Balance | |
- Q2 Which yoga studio are you currently practicing with?
list to choose
- Q3 How did you know about your current yoga studio?
- | | |
|---|--|
| <input type="checkbox"/> Friends/ Relatives | <input type="checkbox"/> Instagram |
| <input type="checkbox"/> Magazine | <input type="checkbox"/> Television |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Flyers |
| <input type="checkbox"/> Billboards | <input type="checkbox"/> Others: _____ |

How important were the following factors when you were deciding to purchase a course at your current yoga studio?

Q4 Where 1 = "not at all important" to 7 = "extremely important"

Factors	Not at all important Neutral Extremtly important						
	1	2	3	4	5	6	7
Service from staffs							
Facilities							
Instructors							
Parking Space							
Class hour							
Class fees							
Convenient Location							
Class Schedule							
Branding							
Friends / Relatives							
Promotions							
Homey Atmosphere							
Independent style of teaching							
Member community							
Others:							
Others:							
Others:							

Please provide score to criteria below based on what motivate you to start practice yoga at first time.

Q5 (1 = least important, 7 = most important)

Criterias	Least Important		Neutral			Most Important	
	1	2	3	4	5	6	7
Freetime							
Health Problem (Please identify):							
Try new things							
Friends / Relatives invitation							
Interested in Yoga							
Promotions							
Others:							

Q6 What did you like about practice yoga?

- | | |
|---|--|
| <input type="checkbox"/> Relax | <input type="checkbox"/> To lose/control weight |
| <input type="checkbox"/> For Firm and Fitness | <input type="checkbox"/> Planning on becoming a yoga teacher |
| <input type="checkbox"/> For Strees-relief | <input type="checkbox"/> Followed a friend/family member |
| <input type="checkbox"/> Help with health issue | <input type="checkbox"/> For social aspect |
| <input type="checkbox"/> It's trend | <input type="checkbox"/> Others: _____ |

Q7 What class time period do you attend or would most be interested? (Pick all that you are interested in)

- Evening on weekdays (after working hours)
- Morning on weekends
- Afternoon on weekends
- Early morning on weekdays (pre-working hours)
- Afternoon on weekdays
- Morning on weekdays
- Mid-day/lunchtime on weekdays

Q8 What are the top 2 languages you would prefer to be taught in yoga class?

- Thai French Chinese Japanese
- English German Korean Others_____

Q9A What is your expectation after take yoga class?

- Feel relaxed Feel hungry Feel tired Feel sleepy
- Feel peaceful Feel happy Feel thirsty Feel fresh
- Sweaty Feel flexible Feel sore/painful Others: _____

Q9B What did you actually feel after take yoga class?

- Feel relaxed Feel hungry Feel tired Feel sleepy
- Feel peaceful Feel happy Feel thirsty Feel fresh
- Sweaty Feel flexible Feel sore/painful Others: _____

Q10 How long have you been practicing yoga?

- less than 1 year 1-3 years 3-5 years more than 5 years

Q11 What is the most reasonable price that you think 10 classes of yoga should cost?

- 1800 THB 2500 THB 3300 THB 5000 THB

Q12 Will you continue practice yoga at the same studio in next 5 years?

- Yes No If No, Please explain why

Q13 Please provide score to promotions below based on your interest, where 1 = "not interested at all" to 7 = "extremely interested".

Promotions	Not interested at all Neutral Extremely interested						
	1	2	3	4	5	6	7
Buy 1 get 1 Free							
50% discount for 1 time payment							
0% installment for 10 months							
Free trial							
Sign contract for 1 year get free 1 month							
Buy any course get free 3 classes voucher							
25% discount for 2 course purchase							
Others:							

Q14 Please scores the important of each attribute based on your preference. (1 = least important, 7 = most important)

Attribute	Least Important Neutral Most Important						
	1	2	3	4	5	6	7
Close to office							
Close to house							
Parking Space							
Class hour							
Match Schedule							
Members community							

Q15 Have you ever invite friend to do yoga with you?

A

Yes

No

If Yes, Skip to Q15C

Q15

B Will you invite your friend or relative to join you in yoga session?

Yes

No

- Q15 Please provide score in below scales based on 'What do you think towards below criteria when you have to invite friend/
C relative to do yoga with you?

Where, 1 = "not concern at all" to 7 = "extremely concern"

Attribute	not concern at all Neutral extremely concern						
	1	2	3	4	5	6	7
Will he/she likes the activity							
He/she will good at it than you							
will he/she able to accept the fees							
will the community match with he/she							
Others:							
Others:							

- Q16 Who you normally exercise with?

- Family
 Friends
 Boy Friend
 Others: _____

Part III: Customer profile

Q1 What is your current professional status

- | | |
|---|--|
| <input type="checkbox"/> Currently employed | <input type="checkbox"/> Yoga Teacher |
| <input type="checkbox"/> Business Owner | <input type="checkbox"/> Freelance |
| <input type="checkbox"/> Housewife | <input type="checkbox"/> Work in government sector |
| <input type="checkbox"/> Student | <input type="checkbox"/> Retired |
| <input type="checkbox"/> Others: _____ | |

Q2 Education:

- High School Undergraduate Postgraduate and above Others: _____

Q3 How do you travel to your yoga studio?

- | | | |
|--|---------------------------------------|----------------------------------|
| <input type="checkbox"/> BTS | <input type="checkbox"/> BRT | <input type="checkbox"/> Taxi |
| <input type="checkbox"/> MRT | <input type="checkbox"/> Personal car | <input type="checkbox"/> Bicycle |
| <input type="checkbox"/> Others: _____ | | |

Q4 Would you like to receive the vouchers for the discount of 35% for 3 months yoga at YogaSutra (Sathorn area)?

- Yes No If No, Terminate to Thank you page

Q5 Please input your details below to receive your free vouchers.

First Name

Last Name

E-mail address

Telephone number

Table D1: Link objectives and question in survey

Objectives	Questions		
	Part 1	Part 2	Part 3
1. To understand the reasons why customers start practicing yoga. 1.1. To identify the interests of target customers 1.2. To identify the perception of customers towards yoga practice	Q9	Q5, Q6 Q3, Q7, Q8, Q9A Q9A, Q12, Q14	Q4
2. To understand the profiles of yoga customers 2.1. To identify the characteristics of target customers 2.2. To identify the lifestyles of target customers	Q1 - Q5, Q8, Q10, Q11 Q6, Q7, Q11, Q12	Q1, Q2, Q3, Q6, Q9B, Q10, Q12, Q16 Q3, Q9A, Q14, Q15A, Q15B, Q15C Q4, Q16	Q1, Q2, Q3, Q4, Q5
3. To explore the key factors that influence the purchasing decision of Thai women on yoga courses. 3.1 To identify the preference of customers towards 6P Product Price Place Promotion Process People	Q11	Q4, Q5, Q9A, Q9B, Q12, Q14, Q15A, Q15B, Q15C Q6, Q7, Q8 Q11 Q3, Q13	Q3, Q4

Appendix E

Reliability Statistics Test

Inter-Item Correlation Matrix

	Customer preference schedule	Customer preference class hour	Choose criteria Branding	Choose criteria Class schedule	Choose criteria Class hour	Choose criteria teaching style	Choose criteria service staff	Choose criteria Instructor
Customer preference schedule	1.000	.820	.492	.789	.814	.831	.567	.772
Customer preference class hour	.820	1.000	.398	.657	.773	.748	.458	.701
Choose criteria Branding	.492	.398	1.000	.587	.539	.547	.551	.682
Choose criteria Class schedule	.789	.657	.587	1.000	.900	.904	.639	.916
Choose criteria Class hour	.814	.773	.539	.900	1.000	.909	.680	.919
Choose criteria teaching style	.831	.748	.547	.904	.909	1.000	.625	.905

BIOGRAPHY

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