

ADOPTION OF YOGA BY MILLENNIALS: a Study of Drivers and Barriers

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ADOPTION OF YOGA BY MILLENNIALS: a Study of Drivers and Barriers

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UNIVERSITY SCHOOL OF MANAGEMENT

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Delhi Technological University

MAY 2019

**UNIVERSITY SCHOOL OF MANAGEMENT &
ENTREPRENEURSHIP**

DELHI TECHNOLOGICAL UNIVERSITY, INDIA

Date-15th May, 2019

CERTIFICATE

This is to certify that the project titled **Adoption of Yoga by Millennials: a study of Drivers and Barriers** is a record of the bonafide work done by **IPSITA YADAV (2K17/MBA/721)** submitted in partial fulfilment of the requirements for the award of the Degree of Master's in Business Administration (MBA) from University School of Management & Entrepreneurship, DTU during the academic year 2018-19.

Ms. Harleen Kaur

Project Guide

Assistant Professor

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DECLARATION

I hereby declare that the work entitled “Adoption of Yoga by Millennials: a study of Drivers and Barriers” submitted to University School of management and Entrepreneurship, Delhi Technological University, is a record of an original work done by me under the guidance of Ms Harleen Kaur, Assistant Professor - USME DTU and this project work is submitted in partial fulfillment of the requirements for the award of the degree of MBA. The results embodied in this thesis have not been submitted to any other University or Institute for the award of any degree or diploma.

ACKNOWLEDGEMENTS

I would like to thank USME, DTU for providing me with an opportunity to complete this research.

The assignment was based on marketing research that comprised of qualitative research; with Focus group discussions, Projective techniques and Depth-interviews followed by a quantitative research to test the hypothesis formed based in the outcome of the qualitative research. The hypotheses formed are mostly based on the demography of people, the perception they had about Yoga and other activities as well as the benefits derived out of them.

The information collated in the project report is from various sources, such as company websites, various internet search engines, newspaper articles etc. While I have put all my best efforts to compile this report with most updated and accurate information available, I request you to kindly ignore any errors & omissions that exist are my own and were unintentional.

I would especially like to thank my project guide **Ms. Harleen Kaur** for her continuous support and guidance, which helped me to complete my assignment and compile this project report in its current form.

ABSTRACT

The following study is aimed at understanding the current level of awareness of Yoga among the students of USME, DTU to understand the decisive factors and criteria which students rely in choosing any activity to perform, to understand how yoga practitioners and non-practitioners evaluate performing Yoga vis-a-vis other activities. Through these questions, we have aimed to arrive at conclusions and recommendations on how can the existing number of students' participation in Yoga be increased further.

Among the batch of MBA 1 and 2 together, students are fairly involved in activities either as a free-time activity or as part of competitive sporting. Also, quite a few are involved in activities such as gym and other exercises which could provide them with health benefits. Considering a wide variety of activities and the number of people participating in each, Yoga comes out to be as a distant left out activity. The reasons found out are aplenty with lack of awareness of its benefits and lack of performance guidance being the most prevalent reasons in its lack of adoption.

The marketing research carried out comprised of qualitative research; with Focus group discussions, Projective techniques and Depth-interviews followed by a quantitative research to test the hypothesis formed based in the outcome of the qualitative research. The hypotheses formed are mostly based on the demography of people, the perception they had about Yoga and other activities as well as the benefits derived out of them.

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1. INTRODUCTION

With growing sedentary lifestyle these days, owing to the immensely competitive environment we are living in, often health and physical activities which help us in maintaining good health take a backseat. At such times, we need to gauge our alternatives carefully so as not to ignore either our work or our health. In our endeavor to find what people think of physical activities and what activities they perform considering their hectic schedules, we move ahead trying to find the critical factors which people evaluate while choosing a particular activity for e.g., to get different benefits like medical, physical, mental benefits or just to maintain discipline in their way of life or perhaps to utilize their time and resources more efficiently.

The result would help us in analyzing what factors contribute to most of the people adopting yoga or other physical activities as part of their daily regime and thus help us in drawing attention to facts which highlight how yoga can be promoted among the students of MBA1 and MBA 2.

From the market research we would use all possible options which students prefer to do despite their busy schedule. Post that, we try to find reasons as to why they had started doing it in the first place. We also delved into why they had stopped performing yoga or any other activity which they were fond of doing earlier and have stopped performing off late.

These criteria will lead us to find factors which can further be classified based on their relativity such as factors like medical benefits or physical benefits based on which we can find which among these factors predominantly act as a decisive criterion to choose any activity, be it Yoga or any other activity. For our study we are interested in finding factors which would help us in promoting yoga on campus among the students. Apart from creating awareness, we would also need to throw some light on how the image of yoga can be changes from how it is being perceived currently. Beliefs and perceptions play a major role for bringing long term changes which begin with changes inculcated in short run.

Our goal, through this research, is thus to find out factors which would help in driving more number of students from being non practitioners of yoga to practitioners of yoga.

2. LITERATURE REVIEW

Yoga is said to be derived from the Vedas and practiced to achieve spirituality, in the olden times. Today, due to an increase in a stressful lifestyle and global urbanization, more and more people around the world are moving towards Yoga to relieve stress and attain mind and body wellness.

Various forms of Yoga currently practiced are asanas, meditation and breathing exercises. The paper “**A study on global development, rise and awareness of Yoga**” by (ShaybalChanda, Dr. Jagjeet Singh, Dr. Vijay Narayan Verma) have in their research paper discussed how have in their research paper discussed how Yoga is being adopted worldwide due to various health benefits.

Physical benefits derived are burning calories, keeping muscles and joints strong and flexible and it also has anti-ageing benefits. Mental benefits are stress reduction as well as mental and emotional well-being. In today’s modern society, Yoga is considered to be one of the most efficient tools to handle stress. In western countries, awareness increased due to discourses by spiritual gurus and also “a willingness to reconnect with their spiritual side” and reduce stress in every day work-life.

According to certain statistics, an average of 9 out of 10 people in the USA were aware of Yoga and 1 out of 3 tried Yoga formally or personally as per Yoga Journal, 2016. Also, the yoga industry (which includes clothing, Yoga gear and institutes teaching Yoga) made up the 4th largest industry in USA. And in Australia, it became one of the fastest growing physical activities with popularity almost two times in 2016 compared to 2008.

Similarly, in UK, 75% women adopted Yoga for benefits of meditation, flexibility and massage. Also, according to (Hunt, 2010), Yoga was alone practiced by 2.4 million people in Britain in 2004 alone. Similarly, in the eastern countries such as China and Japan we see increased adoption of Yoga. The perceived benefits by the practitioners were physical appearance, health and body and even necessary during pregnancy and childbirth. Having a Buddhism, helped foster the need and awareness for Yoga. Adoption of Yoga in Islamic countries was perceived with scepticism and eventually started by certain institutes which were government certified, as done in Saudi Arabia.

In India, even though the origins of Yoga are from India itself, the yoga industry was valued at \$13 million compared to a global value of \$80 million. Even though slowly, but interventions by Prime Minister Modi to celebrate International Yoga Day and increasing health concerns have increased the number of yoga practitioners in India. India is also looking at patenting Yoga and currently the AYUSH ministry is training 734 Yoga gurus with a target of grooming 50,000 people to further increase the number of Yoga practitioners in the country.

According to “**Revival of Yoga in Contemporary India**” by Suzzane Newcombe (Oxford Research, May 2017) has been due to various gurus who have emphasized on the benefits of Yoga. These success of Maharshi Yogi (1918-2008) internationally, and then advent of other gurus such as MātāAmṛtānandamayī (b. 1953) and Sathya Sai Baba also helped revive interest towards Krishna Bhakti and meditation. The paper mentions yoga revival goes beyond groups identifying as Hindu, with recent scholarship also highlighting the revival of yoga within the Jain and the most recent example is Baba Ramdev who through his discourses on Aastha channel made Yoga available and increased interest among the Indian population. This can also be seen in the consumption pattern of most health-conscious consumers who have started buying Patanjali products due to natural ingredients and better health benefits. Also government intervention by adding all knowledge about yogic asanas and their associated medical benefits in the Traditional Digital Knowledge library (TDKL) in 2011 and also recognised Yoga as a sport in 2015.

In contemporary India, yoga has strongly associated with religious ideals, as well as an activity that can promote health and wellness. Yoga is also associated with nationalistic ideology, international gurus, evidence-based biomedical health benefits, secular physical culture, and purely individual aspirations for mokṣha.

Some motivations for practicing Yoga, as understood by the India audience were as follows:

1. All round fitness. This means the absence of any illness. Here, yoga asanas, pranayama (breathing techniques)
2. Weight loss which with the help of asanas and pranayama would help in digestion and also keeping our weight in check.
3. Meditation and yogic postures help release stress
4. Inner peace can be achieved

5. Immunity of the body increases due to organs, muscles being massaged. Ailments or unpleasantness can be avoided
6. Living with greater awareness by helping practitioners stay focussed and happy
7. Help in increased energy, posture and flexibility

Various ways which have led to an increase in Yoga practitioners in India are according to the ASSOCHAM survey:

1. Increased attention given by media and celebrities
2. Most fitness conscious people have started taking Yoga for strengthening muscles and flexibility and meditations
3. People also valued Yoga for helping them fight with ailments and also addiction and improving overall well-being
4. People also perceived benefits of increased digestion, fatigue and concentration as reasons for trying and continuing Yoga
5. Practitioners and non-practitioners valued Yoga in an increasingly stressful and disconnected environment

3. **RESEARCH STRUCTURE**

MDP: What should be done to increase the number of students practicing yoga in USME, DTU?

MRP:

1. What is the current awareness and understanding of yoga?
2. What are the criteria evaluated by the students while choosing any activity?
3. Who are the students who practice yoga and why?
4. Who are the students who don't practice yoga and why?

Methodology

The research was planned and implemented in two stages. The first stage included focus group discussions and the depth interviews. Based on the data extracted through these methods, a survey questionnaire was prepared and floated. This data was used to test the multiple hypotheses and the prescribed procedures & processes were used for the same.

[Annexure 1 (attached with this report): Transcript of the FGD conducted]

[Annexure 2 (attached with this report): Transcripts of the DI (Yoga Practitioner) conducted]

[Annexure 3 (attached with this report): Transcript of the DI (Non-Yoga practitioner) conducted]

[Annexure 3 (attached with this report): Responses of survey]

[Exhibit 1: Survey Questionnaire]

Data Collection Method

Focus group discussions were conducted for a group of size 6 (3 males and 3 females) consisting of yoga and non-yoga members. The group consisted of only USME, DTU students and the age group was 22-26. The depth interviews were conducted for 2 students who practice yoga (1 male and 1 female) and for 2 of them who do not practice yoga (1 male and 1 female). Since the objective of the study was to increase the participation of Yoga only in USME, DTU, hence only students of USME, DTU were considered.

Sampling

The sample size of the Quantitative analysis was 80 students of USME, DTU. The questionnaire had 20 questions and were in English. The questionnaire was prepared from the data obtained through Qualitative analysis – FGDs and DIs. The students who filled it up were of the age group 20-28 and had a mix of students from each gender. The responses formed the basis for quantitative research and helped in understanding our target group's perception.

4. RESEARCH OBJECTIVES, DATA ANALYSIS & RESULTS

Research Objective 1

To find out the current understanding and awareness of yoga

Hypothesis:

H1: Students consider Yoga as stress relieving activity

H2: Students don't consider yoga as a fun activity

H3: Students consider yoga as weight reduction activity

H4: Students consider yoga as similar to meditation activity

H5: People rely on social media as the most important source of information for Yoga

Data Analysis& Results:

H1, H2, H3, H4 were tested using correspondence analysis while H5 was tested using frequency distribution

[Exhibit 2: SPSS Output of Correspondence Analysis]

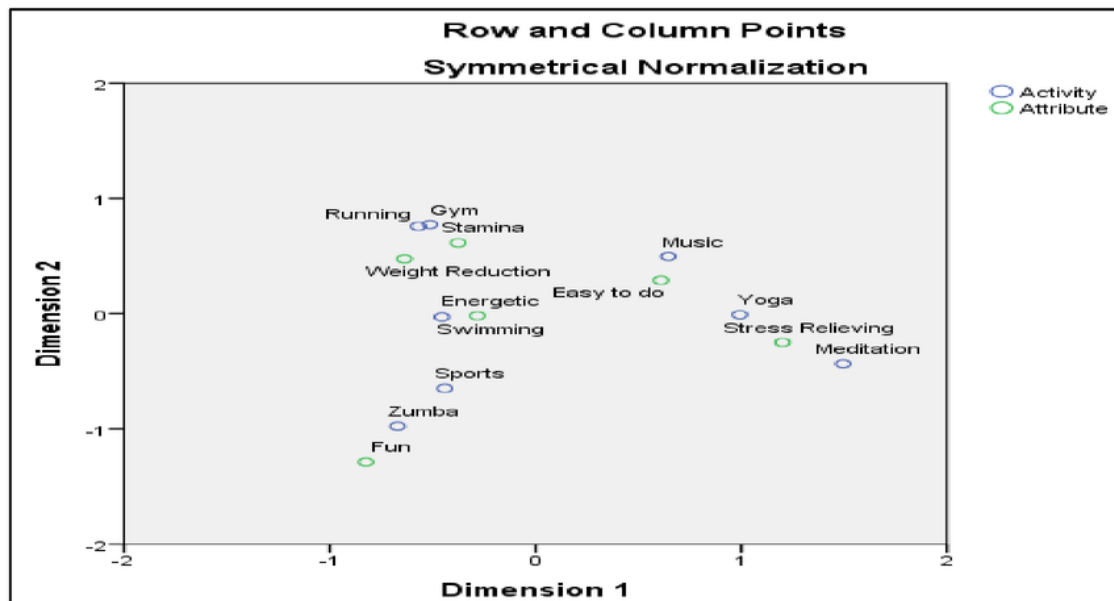


Figure 1: Correspondence Analysis

H1: Referring to perceptual map yoga is closely associated with stress relieving activity so H1 was accepted

H2: Students don't see yoga as a fun activity which is evident from the perceptual map so H2 was accepted

H3: Students consider Gym, Swimming, running as weight reduction activity and don't see yoga as weight reduction activity. H3 was rejected based on the perceptual map

H4: In the perceptual map Yoga and Meditation are very close to each other. Students perceive them as similar activity as they both are perceived as stress relieving activity, so H4 was accepted

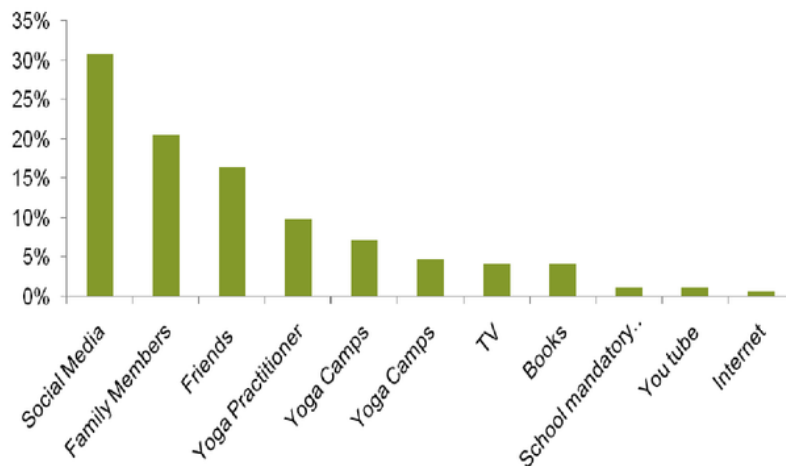


Figure 2: Frequency Distribution

H5: Based on the frequency distribution it is clear that social media is the most preferred source for information of yoga. H5 was accepted

Managerial Implications:

- Students don't consider yoga as a fun activity so some elements can be added to make yoga more enjoyable

- Yoga should not be promoted as weight reduction activity instead it should be promoted as an activity necessary for overall health
- Positioning of yoga should be done effectively as students consider yoga similar to meditation
- Social media should be leveraged to promote yog

Research Objective 2

To determine the criteria evaluated by students while choosing any activity

Hypothesis:

H1: Males prefer physical benefits to mental benefits while choosing any activity

H2: Females do not differentiate between physical and mental benefits while choosing any activity

H3: Physical benefits are considered more important by heavy practitioners of physical activities than light practitioners

H4: Mental benefits are considered more important by light practitioners of physical activities than heavy practitioners

H5: People with high BMI prefer physical activities providing more physical benefits than mental benefits

H6: People with low BMI do not differentiate between mental and physical benefits received while choosing an activity

Data Analysis & Results:

H1, H2, H5, H6 were tested using *factor analysis and paired sample t test* while H3, H4 were tested using *factor analysis and one-way ANOVA*.

[Exhibit 3: Results related to hypotheses testing of RO 2]

H1 & H2: Based on the results obtained through factor analysis and paired sample t tests, there is equal preference for mental and physical benefits for choosing any particular activity by both males and females. While the first hypothesis which says males prefer physical benefits to mental benefits while

choosing an activity is rejected, the second hypothesis which states females do not differentiate between mental and physical benefits while choosing an activity is accepted

H3 & H4: Both the hypotheses are rejected based on the results of factor analysis and one wayanova. These hypotheses compare the benefits preferred by heavy, medium and light practitioners of physical activities. Frequency of performing an activity by an individual was captured through the questionnaire.

H5 & H6: Based on the results of paired sample t test and factor analysis, we have come to a conclusion that people with different BMI indices do not differentiate physical activities based on the benefits derived out of the chosen physical activity.

Managerial Implications:

- Students, both males and females, who have different BMI and who differ in their frequency of performing physical activities do not prefer benefits offered by a physical activity as an important criterion for evaluating and choosing a particular activity.
- Thus, yoga should not be promoted based on the benefits offered by yoga as there is no difference in benefits preferred by people belonging to different genders, having different frequencies of performing activities and having different BMIs

Research Objective 3

To determine the profile of students doing yoga and to find out the reasons of them doing it.

Hypothesis:

H1: People who practice yoga are more likely to feel that their health is good compared to people who do not practice yoga

H2: People who practice yoga are more familiar with yoga than people who do not practice yoga

H3: People who practice yoga are more familiar with yoga than people who do not practice yoga

H4: People who practice yoga are more likely to perform fun activities than people who do not practice yoga

H5: Young people are more likely to practice yoga for mental fitness than Old people

H6: Male yoga practitioners are more likely to practice yoga for physical fitness than female practitioners

H7: Higher BMI people are more likely to practice yoga for physical fitness than lower BMI

H8: People who are under 69kgs are more likely to perform yoga for physical fitness than those above 69kgs

H9: Heavy yoga practitioners practice yoga for mental fitness as compared to light yoga users

H10: Early risers are more likely to practice yoga for mental fitness than late risers

Data Analysis & Results:

H1, H2, H3 & H4 were analyzed using *Independent sample t-tests*. For H5 – H10, first *factor analysis* was done and two factors were found from various attributes. Then these were again tested using *independent sample t-tests*. The results are as shown below.

[Exhibit 4: Results related to hypotheses testing of RO 3]

H1: The hypothesis is accepted. This means ³that people who do yoga are more likely to feel that their health is good as compared to others.

H2: The hypothesis is accepted. Familiarity with yoga ³doesn't necessarily mean that the person is actually performing yoga. This hypothesis was tested using independent sample t-test and it was found out that people who practice yoga are more familiar with yoga than people who do not practice yoga.

H3: The hypothesis is accepted. If Yoga is perceived as a physical activity, then ³it is more likely than ³people who do yoga are more likely to indulge in other physical activities. The testing of this hypothesis proved ³that people who practice yoga are more likely to perform physical activities as compared to those who don't do yoga.

H4: The hypothesis is rejected. This hypothesis testing was carried out to find whether performing yoga means that the person is more likely to perform other fun activities as compared to someone who doesn't do yoga. The testing gave the result that practicing yoga has no effect on performing other fun activities.

For H5 - H10, we did factor analysis and the two factors which came, we named it *mental fitness* and *physical fitness* (according to the loadings of various attributes). And the subsequent testing was done taking *only the responses of people who were doing yoga*. This was to find out the reasons of people doing yoga

H5: The hypothesis is rejected. This means that importance given to mental fitness while doing yoga doesn't depend on age of the yoga practitioner.

H6: The hypothesis is rejected. Importance given to physical fitness while doing yoga doesn't depend on the gender of the person doing yoga.

H7: The hypothesis is rejected. Here BMI is categorized as higher or lower depending on whether the person doing Yoga has BMI less or more than the median BMI of the sample group (people doing yoga). The hypothesis testing showed that BMI index doesn't affect desire to perform yoga.

H8: The hypothesis is rejected. It is not necessary that the people under 69kgs are more likely to perform yoga for physical fitness as compared to those above 69kgs. (69 kg is the median weight of the sample group).

H9: The hypothesis is accepted. Here heavy and light yoga practitioners are defined on the basis of the frequency in which they do yoga. Those who responded greater to or equal to 4 on a scale of 1-6 were considered as heavy yoga practitioners. The hypothesis testing showed that heavy yoga practitioners gave more significance to mental fitness as compared to light yoga practitioners.

H10: The hypothesis is accepted. Here early risers are considered those who wake up before 08:00 am. The hypothesis testing proved that importance given to mental fitness does depend on the time of waking up.

Managerial Implications:

Based on the hypotheses testing, some of the managerial implications that we found were:

- Yoga's health benefits must be announced to all
- Yoga pamphlets can be distributed and short workshops can be conducted
- Practicing yoga influences desire to perform other physical activities
- Practicing yoga has no effect on performing other fun activities
- Importance to mental fitness does not depend on age

- Importance to physical fitness does not depend on gender
- BMI Index does not affect desire to perform yoga
- Weight does not affect desire to perform yoga
- Importance attributed to mental fitness does depend on frequency of doing Yoga
- Importance accrued to mental fitness does depend on the time of waking up

Research Objective 4

To determine the profile of students not doing yoga and to find out the reasons of them not doing it.

Hypothesis:

H1: People who don't practice yoga feel that their health is good

H2: People who don't practice yoga feel yoga is time consuming and doesn't help in weight control

H3: People who don't practice yoga because they do not have a peer group for the same and is not fun

H4: People who don't practice yoga because yoga leads to physical exhaustion and only mental fitness

H5: Men who don't practice yoga wake up late

H6: People who don't practice yoga prefer gym

H7: People who don't practice yoga not familiar with postures and benefits of yoga

Data Analysis & Results:

H1 was analyzed using one sample t test and H2, H3 & H4 were analyzed using one sample t-tests after factor analysis was done to arrive at three factors. The results are as shown below:

[Exhibit 5: Results related to hypotheses testing of RO 4]

H1: The hypothesis is accepted. By conducting one sample t-test we could conclude that the people who did not practice yoga felt that their health was already in a good condition. Since, Yoga was associated with health earlier, this could mean that the people did not find a necessary reason to practice Yoga.

H2: The hypothesis is accepted. Those ⁶who do not practice Yoga, felt that the practice of Yoga consumed time and did not help with weight reduction. Since the target audience were students of USME, DTU who have very less time at their hands and fitness is one of their important routine, we can accept this hypothesis.

H3: The hypothesis is accepted. People who did not practice yoga said that they did not have a peer group for the same and is not fun. USME, DTU did not have yoga sessions for groups of people and hence this view is accepted.

H4: The hypothesis is accepted. People who did not practice yoga said that the practice was physically very exhausting and Yoga is meant only for mental fitness.

H5: The hypothesis is rejected. Men who do not practice yoga necessarily does not mean that they wake up late.

H6: The hypothesis is accepted. People who do not practice Yoga generally seem to prefer gym and hence it can be inferred that they might not practice yoga because they already reap the benefits of physical exercise in gym.

H7: The hypothesis is accepted. People who do not practice yoga are not well aware of the postures in Yoga and their benefits. This might be one of the reasons why people do not take up Yoga.

Managerial Implications:

- Male students need to be targeted
- Time of getting up doesn't impact the yoga practice
- Yoga awareness sessions can be organized outside gym premises
- Physical and mental benefits of yoga should be made aware to all
- Yoga meditation session for groups should be conducted

5. LIMITATIONS OF THIS RESEARCH WORK

1. Due to more number of yoga non users in the survey, data was skewed and some of the hypothesis may have influenced by the data skewness
2. Another limitation of the research is the small sample size. Larger sample size will ensure the right proportion of yoga user and non-user which will help to get more accurate results
3. It was also observed that students don't have proper knowledge of yoga which may have affected the result

6. CONCLUSION

From our research we have found that students don't perceive yoga as a fun activity compare to the other activities such as Sports, Swimming, Zumba. Students derive multiple benefits (Physical, Mental, and Social) simultaneously from the other activities while yoga provides only physical and mental benefits. Lack of time, unavailability of yoga coach, low awareness about yoga benefits are major deterrent factor for yoga. Following steps can be taken to encourage students to make yoga as a part of their daily life:

- Yoga camps in campus to increase the awareness about the yoga and also to provide a platform to learn yoga with other students
- Some elements can be mixed with the current form of yoga to make it more engaging
- Yoga should be promoted through sports committee and special events can be organized like other sports to make yoga more mainstream activity
- Social media should be leveraged to promote yoga

Exhibit 1: Survey questionnaire

Q1) Age:

Q2) Gender

- ☐ Female
- ☐ Male

Q3) What is your height in feet and Inches?

Q4) What is your current weight in pounds?

Q5) How many infections or illness have you had in the past 12 months?

- ☐ None
- ☐ 1-2
- ☐ 3-4
- ☐ More than 5

Q7) Do you involve yourself in physical activities?

- ☐ Never
- ☐ Sometimes
- ☐ Seldom
- ☐ Often
- ☐ Almost Always

Q8) Do you involve yourself in activities which are fun?

- ☐ Never
- ☐ Occasionally
- ☐ Fairly many times
- ☐ Very Often
- ☐ Always

Q09) When do you wake up?

- ☐ No definite routine
- ☐ 05: 00 – 06: 00
- ☐ 06: 00 – 07: 00
- ☐ 07: 00 – 08: 00
- ☐ 08: 00 – 09: 00

Q10) On the below scale rate how important the following criteria is in choosing an activity to perform:

CRITERIA:	RATING:				
	Not at all important	Slightly important	Moderately important	Important	Very important
Can be done anytime of the day					
Can be done without any supervision or coach					
Can be done without any special equipment or environment					
Increase in stamina					

Maintain healthy weight					
Increase immunity					
Keep energy levels high throughout the day					
Relax the mind					
Increase the concentration power					
Help to get better sleep					
Control anxiety levels					

Q11) Please Rate your preference for the following activities in the scale of 1-5

Activity	Rating
yoga	
Zumba	
Running	
Meditation	
Swimming	
Sports	
Gym	
Music	

Q12) What do you associate with the following activities?

Activity	Weight Reduction	Fun	Stamina	Stress relieving	Easy to do	Energy
Yoga						
Zumba						
Running						

Meditation						
Swimming						
Sports						
Gym						
Music						

Q13) On a scale of 1 to 5, rate the familiarity of Yoga

- ☐ Not at all familiar
- ☐ Slightly familiar
- ☐ Somewhat familiar
- ☐ Moderately familiar
- ☐ Extremely familiar

Q14) What are the different sources from where you get to know about Yoga:

- ☐ Social Media (You tube, Quora, Facebook, Instagram)
- ☐ TV
- ☐ Books
- ☐ Friends and Family members
- ☐ Yoga Camps
- ☐ Yoga practitioner

Q15) Do you practice Yoga?

- ☐ Yes
- ☐ No

Q16) How often do you practice Yoga?

- ☐ 7 or more sessions per week
- ☐ 5-6 sessions per week
- ☐ 1-2 sessions per week
- ☐ Less than weekly
- ☐ Less than Monthly
- ☐ Not at all

Q17) What is the average length of your practice session?

- ☐ Less than 15 minutes
- ☐ 15-25 minutes
- ☐ 30-40 minutes
- ☐ 45-55 minutes
- ☐ 60-70 minutes
- ☐ 90-100 minutes
- ☐ More than 100 minutes
- ☐ 6-12 months
- ☐ 12-18 months

Q18) How long you have been practicing yoga?

- ☐ 0-6 months
- ☐ 18-24 months
- ☐ More than 24 months

Q 19) I practice yoga because

	10 Strongly Disagree	Somewhat disagree	Neutral	Somewhat Agree	Strongly Agree
Practicing Yoga increases stamina					
Yoga is a stress relieving activity					
Yoga helps me in weight management					
Yoga helps me concentrate better					
Yoga has medical benefits					
Yoga helps me sleep better					
Yoga helps me gain flexibility and mobility					
Yoga helps me build self confidence					

Q20) I do not practice yoga because

	10 Strongly Disagree	Somewhat disagree	Neutral	Somewhat Agree	Strongly Agree
Yoga is only for mental fitness					
Wrong postures could lead to injury					
Feel physical exhaustion during yoga					
Yoga is not fun					
Weight management with Yoga is difficult					

Yoga requires time					
No peer group for Yoga					

Exhibit 2: SPSS Output – Correspondence analysis

Summary								
Dimension	Singular Value	Inertia	Chi Square	Sig.	Proportion of Inertia		Confidence Singular Value	
					Accounted for	Cumulative	Standard Deviation	Correlation 2
1	.563	.317			.626	.626	.024	.036
2	.374	.140			.277	.903	.027	
3	.195	.038			.075	.978		
4	.088	.008			.015	.993		
5	.058	.003			.007	1.000		
Total		.506	594.082	.000 ^a	1.000	1.000		

a. 35 degrees of freedom

Exhibit 3: SPSS Outputs for R.O. 2

Factor Analysis Results

Rotated Component Matrix ^a			
	Component		
	1	2	3
ReasonForActivity(RFA)1	.878		
ReasonForActivity(RFA)2	.822		
ReasonForActivity(RFA)3	.363		.863
ReasonForActivity(RFA)4	.761	.365	
ReasonForActivity(RFA)5	.863		
ReasonForActivity(RFA)6	.745		
ReasonForActivity(RFA)7	.310		.881
ReasonForActivity(RFA)8		.724	.305
ReasonForActivity(RFA)9		.728	
ReasonForActivity(RFA)10		.875	
ReasonForActivity(RFA)11		.825	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.791
Bartlett's Test of Sphericity	Approx. Chi-Square	584.870
	df	55
	Sig.	.000

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.755	43.224	43.224	4.755	43.224	43.224	3.611	32.830	32.830
2	2.294	20.857	64.081	2.294	20.857	64.081	2.665	24.230	57.059
3	1.055	9.590	73.671	1.055	9.590	73.671	1.827	16.612	73.671
4	.830	7.545	81.215						
5	.591	5.373	86.589						
6	.408	4.253	90.841						
7	.320	2.912	93.754						
8	.226	2.057	95.811						
9	.186	1.692	97.502						
10	.168	1.529	99.032						
11	.107	.968	100.000						

Extraction Method: Principal Component Analysis.

1

Hypothesis 1 test results:

Paired Samples Statistics				
		Mean	N	Std. Deviation
Pair 1	REGR factor score 1 for analysis 1	.2094895	26	.96851115
	REGR factor score 2 for analysis 1	.1432184	26	1.08546524

Paired Samples Correlations			
		N	Sig.
Pair 1	REGR factor score 1 for analysis 1 & REGR factor score 2 for analysis 1	26	.198

Paired Samples Test							
		Paired Differences			t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean			
Pair 1	REGR factor score 1 for analysis 1 - REGR factor score 2 for analysis 1	.06627110	1.64068521	.32176484	-.59641600	25	.638

Hypothesis 2 test results:

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	REGR factor score 1 for analysis 1	-.0923174	59	1.00773689	.13119617
	REGR factor score 2 for analysis 1	-.0631132	59	.95799260	.12472001

Paired Samples Correlations				
		N	Correlation	Sig.
Pair 1	REGR factor score 1 for analysis 1 & REGR factor score 2 for analysis 1	59	.104	.435

Paired Samples Test									
		Paired Differences							
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	REGR factor score 1 for analysis 1 - REGR factor score 2 for analysis 1	-.02920421	1.31660020	.17140675	-.37231209	.31390367	-.170	58	.865

Hypothesis 3 test results:

Descriptives								
REGR factor score 1 for analysis 1								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1.00	31	-.1749015	.90695668	.16289423	-.5075759	.1577729	-2.04516	1.24717
2.00	40	-.1238849	1.04010788	.16445550	-.2087577	.4565276	-2.95068	1.70030
Total	71	-.0065711	.98870336	.11733750	-.2405934	.2274512	-2.95068	1.70030

ANOVA					
REGR factor score 1 for analysis 1					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.559	1	1.559	1.609	.209
Within Groups	66.868	69	.969		
Total	68.427	70			

Hypothesis 4 test results:

Descriptives								
REGR factor score 2 for analysis 1								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1.00	31	.1203453	1.20151182	.21579789	-.3203727	.5610634	-2.81854	1.54612
2.00	40	-.0237554	.87795351	.13881664	-.3045386	.2570277	-2.10206	1.18048
Total	71	.0391618	1.02631705	.12160143	-.2037635	.2820871	-2.81854	1.54612

ANOVA					
REGR factor score 2 for analysis 1					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.363	1	.363	.341	.561
Within Groups	73.370	69	1.063		
Total	73.733	70			

Hypothesis 5 Test results:

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	REGR factor score 1 for analysis 1	.0291872	26	1.05983529	.20785080
	REGR factor score 2 for analysis 1	.0731220	26	.95820184	.18791684

Paired Samples Correlations				
		N	Correlation	Sig.
Pair 1	REGR factor score 1 for analysis 1 & REGR factor score 2 for analysis 1	26	.131	.524

Paired Samples Test									
		Paired Differences							
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	REGR factor score 1 for analysis 1 - REGR factor score 2 for analysis 1	-.04493460	1.33248937	.26132267	-.58313890	.49326931	-.172	25	.865

Hypothesis 6 test results:

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	REGR factor score 1 for analysis 1	.2109671	5	.34032348	.15219729
	REGR factor score 2 for analysis 1	.3079647	5	.40146506	.17954063

Paired Samples Correlations				
		N	Correlation	Sig.
Pair 1	REGR factor score 1 for analysis 1 & REGR factor score 2 for analysis 1	5	-.026	.967

Paired Samples Test									
		Paired Differences							
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	REGR factor score 1 for analysis 1 - REGR factor score 2 for analysis 1	-.09699757	.53296908	.23835102	-.75876609	.56477095	-.407	4	.705

Exhibit 4: SPSS Output for R.O. 3 (Factor analysis)

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.670	45.876	45.876	3.670	45.876	45.876
2	1.297	16.211	62.088	1.297	16.211	62.088
3	.819	10.236	72.323			
4	.699	8.741	81.065			
5	.547	6.837	87.901			
6	.432	5.397	93.298			
7	.349	4.359	97.656			
8	.187	2.344	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
PracticingYogaincreases stamina	.360	.793
Yogaisastressrelievingactivity	.831	.049
Yogahelpsinweightmanagement	.409	.665
Yogahelpsinconcentrate better	.751	.001
Yogahasmedicalbenefits	.798	-.287
Yogahelpsin sleepbetter	.720	-.287
Yogahelpsin gainflexibility andmobility	.736	-.153
Yogahelpsin buildselfconfidence	.651	-.091

Extraction Method: Principal Component Analysis.
a. 2 components extracted.

1

Hypothesis 1 test results

T-Test

[DataSet11]

Group Statistics					
	VAR00001	N	Mean	Std. Deviation	Std. Error Mean
overall health	.00	46	2.5217	.91261	.13456
	1.00	32	3.0313	.96668	.17089

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
overall health	Equal variances assumed	.184	.669	-2.367	76	.020	-.50951	.21524	-.93620	-.08082
	Equal variances not assumed			-2.343	64.323	.022	-.50951	.21750	-.94398	-.07504

Hypothesis 2 test results:

T-Test

Group Statistics					
	VAR00001	N	Mean	Std. Deviation	Std. Error Mean
familiarity	.00	46	2.5870	.93276	.13753
	1.00	32	3.7813	.90641	.16023

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
familiarity	Equal variances assumed	.089	.766	-5.626	76	.000	-1.19429	.21226	-1.61705	-.77154
	Equal variances not assumed			-5.656	68.055	.000	-1.19429	.21116	-1.61565	-.77294

Hypothesis 3 test results:

T-Test

Group Statistics				
	VAR00001	N	Mean	Std. Deviation
physical fitness	.00	46	2.7174	1.14820
	1.00	32	3.4063	.97912

Independent Samples Test										
		Levene's Test for Equal Variances				t-test for Equality of Means		95% Confidence Interval of the Difference		
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
physical fitness	Equal variances assumed	1.645	.204	-2.765	76	.007	-.68886	.24917	-1.18512	-.19260
	Equal variances not assumed			-2.845	72.791	.006	-.68886	.24211	-1.17141	-.20631

Hypothesis 4 test results:

T-Test

Group Statistics				
	VAR00001	N	Mean	Std. Deviation
fun	.00	46	3.4348	1.16718
	1.00	32	3.6563	.70086

Independent Samples Test										
Levene's Test for Equality of Variances				t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
fun	Equal variances assumed	18.333	.000	-.959	76	.341	-.22147	.23098	-.68151	.23858
	Equal variances not assumed			-1.045	74.627	.300	-.22147	.21203	-.64389	.20095

Hypothesis 5 test results:

T-Test

Group Statistics				
	VAR00001	N	Mean	Std. Deviation
mental fitness	.00	20	-.2286	1.08653
	1.00	14	.3265	.78606

Independent Samples Test										
		Levene's Test for Equality of Variances				t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
mental fitness	Equal variances assumed	.637	.431	-1.633	32	.112	-.55506	.33999	-1.24760	1.3749
	Equal variances not assumed			-1.728	31.938	.094	-.55506	.32119	-1.20934	.09923

T-TEST: GENDER*Gender (1, 2)

1

Hypothesis 6 test results:**T-Test**

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
physical fitness	1.00	15	-.1725	.98959	.25551
	2.00	19	.1361	1.01357	.23253

Independent Samples Test									
Levene's Test for Equality of Variances					t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper
physical fitness	Equal variances assumed	.028	.868	-.891	32	.380	-.30860	.34648	-1.01437 .39716
	Equal variances not assumed			-.893	30.514	.379	-.30860	.34548	-1.01367 .39646

Hypothesis 7 test results:**T-Test**

Group Statistics					
	VAR00002	N	Mean	Std. Deviation	Std. Error Mean
physical fitness	.00	17	-.0522	1.06640	.25864
	1.00	17	.0522	.95890	.23257

Independent Samples Test									
Levene's Test for Equality of Variances					t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper
physical fitness	Equal variances assumed	.014	.907	-.300	32	.766	-.10449	.34783	-.81298 .60401
	Equal variances not assumed			-.300	31.645	.766	-.10449	.34783	-.81329 .60432

Hypothesis 8 test results:**T-Test**

Group Statistics					
	VAR00003	N	Mean	Std. Deviation	Std. Error Mean
physical fitness	.00	21	-.1916	1.05451	.23011
	1.00	13	.3095	.85365	.23676

Independent Samples Test									
Levene's Test for Equality of Variances					t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper
physical fitness	Equal variances assumed	.997	.353	-1.443	32	.159	-.50102	.34726	-1.20636 .20633
	Equal variances not assumed			-1.517	29.555	.140	-.50102	.33016	-1.17573 .17369

Hypothesis 9 test results:

→ T-Test

[DataSet3] E:\Untitled9.sav

Group Statistics					
	VAR00005	N	Mean	Std. Deviation	Std. Error Mean
mental fitness	1.00	16	-.7636	.80556	.20139
	2.00	18	.6787	.57622	.13582

Independent Samples Test										
Levene's Test for Equality of Variances						t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
mental fitness	Equal variances assumed	.325	.572	-6.055	32	.000	-1.44234	.23819	-1.92751	-.95716
	Equal variances not assumed			-5.938	26.847	.000	-1.44234	.24291	-1.94067	-.94380

Hypothesis 10 test results:

→ T-Test

Group Statistics					
	VAR00004	N	Mean	Std. Deviation	Std. Error Mean
mental fitness	.00	16	-.4987	.84848	.21162
	1.00	18	.4433	.93106	.21945

Independent Samples Test										
Levene's Test for Equality of Variances						t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
mental fitness	Equal variances assumed	.177	.677	-3.072	32	.004	-.94192	.30663	-1.56650	-.31735
	Equal variances not assumed			-3.090	31.978	.004	-.94192	.30486	-1.56293	-.32092

Exhibit 5: SPSS Output for R.O. 4

Total Variance Explained						
Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.224	31.775	31.775	2.224	31.775	31.775
2	1.140	16.286	48.061	1.140	16.286	48.061
3	1.070	15.290	63.352	1.070	15.290	63.352
4	.855	12.211	75.562			
5	.685	9.790	85.352			
6	.560	8.004	93.356			
7	.465	6.644	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix ^a			
	Component		
	1	2	3
Mental_Fitness_Only	.589	-.142	.436
Injury	.338	.669	-.065
Physical_Exhaustion	.221	.386	.784
Not_Fun	.669	-.453	-.003
Difficult_to_control_weight	.717	-.044	-.316
Time_consuming	.800	-.038	-.097
No_peer_group	.269	.572	-.391

Extraction Method: Principal Component Analysis.
a. 3 components extracted.

Factor analysis result

Hypothesis 1:

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
F1	46	.0004	1.00002	.14744

One-Sample Test					
Test Value = 1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference Lower Upper
F1	-6.779	45	.000	-.99957	-1.2965 -.7026

Hypothesis 2:

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Overall_Health_View	46	3.4783	.91261	.13456

One-Sample Test					
Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference Lower Upper
Overall_Health_View	3.554	45	.001	.47826	.2073 .7493

Hypothesis 3:

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
F2	46	-.0009	.99972	.14740

One-Sample Test					
Test Value = 1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference Lower Upper
F2	-6.790	45	.000	-1.00087	-1.2977 -.7040

Hypothesis 4:

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
F3	46	-.0002	1.00006	.14745

One-Sample Test					
Test Value = 1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference Lower Upper
F3	-6.783	45	.000	-1.00022	-1.2972 -.7032

Hypothesis 5:

→ Crosstabs

Case Processing Summary						
	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * WT	46	97.9%	1	2.1%	47	100.0%

Gender * WT Crosstabulation						
Count		WT				
Gender	1.00	1	2	1	4	2
	2.00	15	5	7	7	36
Total		16	7	8	11	46

Hypothesis 6:

→ T-Test

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Gym_Preference	46	3.6304	1.08236	.15958

One-Sample Test					
Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference Lower Upper
Gym_Preference	3.950	45	.000	.63043	.3090 .9519

Hypothesis 7:

→ T-Test

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Familiarity_Yoga	46	2.5870	.93276	.13753

One-Sample Test					
Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference Lower Upper
Familiarity_Yoga	-3.003	45	.004	-.41384	-.6900 -.1360

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ANNEXURE

Exhibit 1

Researcher	
Project name	How to make yoga popular in USME, DTU
Location / Centre	USME, DTU
Group / Depth Serial #	1
Group / Depth date	04/07/2018
Transcriber name	Akshita Agnihotri, KanishkKalra
Moderator name	Ipsita Yadav
Group / Depth description	First year MB students of USME, DTU
- Age - Group	20-26 years
- Sex	Mixed population of equal number of male and female
- Number of Respondents	6
- Users	2
- Others	4
Total length of discussion	
Total number of pages	
Total Word count	
Comments regarding discussion or Audio / video quality	
Audio was good.	

M: Hello everyone, uhh, hello, uhh I am Ipsita Yadav. I am a second year MBA student at USME, DTU. I am studying marketing, advanced marketing research over here. So, currently my research topic is about Yoga. So, I will be asking few questions pertaining to Yoga because I want to know what are they like, I want to know what are the perceptions that you are feeling with yoga right? So whatever comes to your mind, openly tell me okay? There is no right/ there is no wrong answer over here. We just want to know your opinions over here, so whatever your views will be that will be used only for the purpose of this project right? So I will be video recording this entire group discussion right now so that we can have a better understanding of this analysis and I would request all of you to keep your mobile phones on silent or switched off, right? So can we start with quick introduction? So, you tell me your name, age and what is your favorite past time activity.

R1: So, I am SriIpsita. I am 22 years old and I love singing. I like music generally, in general.

R2: Hi, I am Harshi and I am 24 years old. I love reading.

M: So, in past time you actually go and read.

R3: Hello everyone, I am Nithin. I am 24 years old and I love debating.

R4: Hello everyone, my name is Vipul and 21 years old. I love to fifa in my leisure time.

R5: Hello everyone, I am Raj and I am 23 years old. I love to play lawn tennis.

R6: I am Himanki, am 26 years old. I love cooking and listening to music.

M: Okay, theekchain. So, when I say the word Yoga, what is that which comes to your mind? Like, what do you mean by Yoga? What is your feeling? Can you please let me know about that?

R1: For me it is like something which is, which is like the perfect way of curing any kind of disease is what I would say.

M: Can you be a bit louder?

R6: So it is like that, it's the ideal, is the ideal thing, it's the ideal exercise which costs you money, which can also help cure diseases.

R2: Funnily, for me when I hear yoga, I just picture Baba Ramdev for some reason.

M: haha, yeah

R2: That's like, that's pretty much the first image that uh, comes to me.

R3: Something healthy, and uh, something that originated in India

M: Okay

R4: Something very peaceful, meditation

R6: Yes, I, meditation is the first thing that comes to mind

R5: Something peaceful and something like a nirvana between the soul and the body

M: Ohh okay

R6: Because there is exercise and then there is Yoga. Yoga is not exercising but coupled with meditation is what I feel

R3: yeah..

R4: yeah..

R5: Good for the body and good for the mind

M: There is always gonna be body and mind.

R5: yeah..

M: meditation, something health related

R4: connection between body and mind

M: ohh okay okay, So, yoga, we consider Yoga as a activity right?

R1: yeah

R3: Form of exercise

M: So what type of activity can you categorize that for me?

R2: So I think it comes under both, a pure form of, purely physical activity like others mentioned, it can also be a relaxing meditation exercise and I think since it has various variations involved into it. So if you are a beginner, you just meditate for a while, even that is Yoga and if you are doing a headstand that is some form of a yoga.

R6: Initially, it is an activity you have to incorporate forcibly in your routine. But once that is done, it becomes a part of your routine and if you don't do it then you feel there is something missing in the day.

R1: Yeah, it becomes like a way of life after a point of time.

R4: Initially, you think you are wasting your time but after 2 or 3 months you start feeling what is happening to your body

R5: you start feeling the benefits

R2: I think its homeopathy in a way you know that has its **slow...you** have to administer it for a long time to actually feel the benefits.

R3: Something like a recreational activity, something you do it to recover from illness

R1: I think it also has like a very calming effect in the long run, so a person who is immersed in the activity has such eventually has it ingrained in him

M: Okay, so if I ask you to give me one word, like categorize into one of the buckets what would you categorize it? Activity Per se

R1: What were the two buckets again?

M: No No, no two buckets, you let me know what do you categorize yoga as?

R1: Okay

R5: Meditation

M: Meditation activity, okay

R4: Exercise

M: Exercise Activity

R3: I would say exercise

R2: Even I would say exercise

M: Okay, you also said physical exercise right?

R2: yeah yeah, exercise

R1: meditation

M: So aah, when you say meditation or when you say ahh, when you say meditation, so what do you actually mean by meditation? Like calmness of body and soul?

R6: Basically, realizing the rhythm of your breathe is basically what is meditation because people might confuse it with just focussing on a point in your brain or or somewhere but its basically focussing on the rhythm of your breathe and the rhythm of air around you.

M: hmm,hmm,okay.

R4: Just forget everything which is, what is happening in your life and just focus on your breathe so that you can feel the peace in your mind, that is meditation for me

M: okay,So, can you list a few alternatives to yoga? Like you have categorized it for me, so what can be few alternatives to yoga

R1: aa..Maybe listening to like really calming music and then like, and if you know, if you gonna , if you gonna couple yoga, if you gonna put yoga into a basket of exercise and probably like a stroll calming music or something.

M: okay

R2: Yeah. Like Probably like a getting like a spa done,

M: Yeah

R2: Yeah.

M: Getting. . like a..?

R2: getting like a spa done because at the end of the day, its about relaxing after that hustle right

M: okay

R2: So ,I think that's like a fast track way to attain, sort of like, just like calm yourself down or connect with your breathe, like she says

R3: So sometimes swimming, it, itsactually physically exhausting as well as you get that amount of mental peace

M: so for you alternate to yoga would be swimming?.

R3: Swimming, yeah,okay

R3: so do you do, do you exclusive, go for swimming?

R3: yeah, I do occasionally

M: okay

R4: I think some sports and then get a good sleep that would be alternative

M: so sports and sleep, is an alternative

R4: Good sleep

M: okay

R5: I think it will be different for different people but one that comes to mind is Taichi. Which is quite similar to yoga

M: umm hmm

R5: Yeah

M: oKay

M: So do you perform Taichi?

R5: No, no, I read about it, but I don't

M: so for you what would be an alternative? Like yoga is there.

R5: For me, something that I enjoy, like, may be lawn tennis, something that I, I mean that takes me into another dimension, like I don't feel the tensions and the stresses of life

: Exactly.

M: Yeah, So for you probably, lawn tennis?

R5: Lawn tennis

M: okay, Taichi and lawn tennis?

R5: Yeah

M: for you

R6: uh, uh, may be sitting, just at a window and observing whatever, just for focussing and just without any uh, pre-thoughts in mind, just letting, just observing the things around is yoga, uh, an alternative

M: For yoga? That's what you feel

R6: Yeah

M: So, you said that its also a physical activity, it's a form of physical activity

: yeah

M: and then you give an alternative of spa as well. So can you give me some, like, something in a physical activity which is an alternative, because, uh, spa will be like, okay, relaxation technique, but, for physical activity per se

R2: Then, I would probably say, like she mentioned, going for stroll right in the morning when

M: okay

R2: The sun has just risen and there's like air, you can hear the birds chirping

M: hmm

R2: you feel just calmer in general, you feel like a new day has started.

M: okay

R2: So yeah

M: And many of you also mentioned that it will be a exercise sort of a thing.

R2: Yeah

M: So you mentioned it will be like swimming. Alternative would be swimming. You mentioned it would be like lawn tennis. Any other alternatives that you feel like

R6 : Aerobics can be, but its just

R2: That's like power yoga

R6: That's a power yoga kind of thing. So..

M: Yeah

M: So you want to say that aerobics is also a

R6: It can be a part of yoga, as you start. But it has more, people have started perceiving yoga to be something that is not very energetic or something. So.

M: umm hmm. So you want to say that aerobics and I didn't get your point.. sorry

R6: uh,so, uh, the question was physical activity that can be connected with

M: not physical, because that came out from the discussion basically that physical activity or a meditation activity. That is what we would classify as a group. I hope we do, right

R6: yeah

M: or is there any other word that you want to add to

R3: For example, some people sing to relax

R4: So I think that also can be considered

R4: so What people like to do in their free time so that would be, that would give them the peace of mind

R2: I think, it has like both dimensions to it, right, like for people it can be, although you asked us whether which bucket would you primarily focus it on, I think it, it is a little multi-purposal and that's why it is so famous and its made india so famous that way, because when I compare it to a morning stroll then it is meditating for me

M: okay

R2: but at the same time somebody might just choose a power yoga class over a Zumba class

M: Yeah

R2: So then with all of that stretching and everything involved, it also works as a good cardio exercise for me

M: Okay

R6: But primarily its something people do it for, like, uh, medical,uh, medical benefits, but at times it can be taken as , if a person has suppose physically fit also, then also, yoga is for him or her it will be peace of mind

M: okay

R6: so Like say majority people believe that its for medical benefits but along with it, it has the, the peace of mind thing as well

M: So, basically for you guys, like, its okay, for majority we will understand what has to be done but for, what do you feel about it? That would be better answer to, like, what do you personally feel about it?

R1: So, I feel, also as yoga has a lot of medical benefits because I have personally like witnessed people who have gotten cured because of you know, pursuing one particular form of yoga,

M: okay

R1: Like I've also done like a small course and stuff like that where, where the way they explain nature is like just the whole, the whole different forms of activity which you perform on a repetitive process, like, everything you take up, if its meditation also its gonna be repetitive, its gonna be one particular activity also, its gonna be repetitive. So when you do the same activity repetitively, theres like a smooth flow of blood and any impurities which are there will be removed as such

M: okay

R1: So, apart from it being a physical exercise or being a meditative activity, it can also come under the classification of being very medical effect

M: okay

R2: I think the broader pocket we can put it under is **healing**. Because when you...

R6: Yeah. Physical or mentally

R2: When you say either medication or meditation, you are in a way healing and making yourself better. So I think in both ways and both dimensions, for me it can come under the healing section.

M: So you want to say it is a healing activity that maintains your...if you are...if you are in you will be a better person. And if you are a better person...

R2: Correct... You would just be **a fitter person**

M: Fitter person. Yeah. Okay

R3: Usually if someone is recovering from some.

Ehh... some..ehh...medical..ehh...problem...ehh...usually they go for physiotherapy. So what you can say **Yoga is a form of physiotherapy**... which can... when used appropriately can help you recover faster.

M: Okay

R4: So in a world when everyone is running around and everyone is frustrated with his life. So yoga is a part of ...is a half an hour process which can like...ehh...make them...ehh. **Peace**.... make them **de-stressful** after the whole day

M: Okay

R4: Yeah

M: Yeah

R5: It helps one to like... come **at peace with oneself**

M: Okay. Hmm.Hmm

R6: So for me initially, I..I wanted to **lose weight** initially. So I got through practicing yoga by..for...for that very motive. And I saw the benefits like it was... eh...around ...I think in a ...in a couple of months that I reduced a lot of weight. But after that even when I had gained the weight that I wanted to it had become a part of my routine. And when I used to not do it I used to **feel lethargic** over the day or **not very happy**. I used to be **short tempered** per se.... like that.

M: Okay. Hmm...Hmm. Hmm...Hmm. Okay OkayOkay

R6: So yeah, so for me it becomes a routine. And it's a very..eh..good way of...you know...incorporating something in a routine.

M: Okay. So basically you can say that it is a **physical activity, a relaxing activity and something to maintain a balance like a healing activity.**

R6: Yeah

M: Right. So we discussed a lot of activities. Right. Yoga. We discussed alternatives to Yoga as well. So..ehh..do you perform any of these activities.

R1: Yeah. So for me... eh...like I said about how it just...about it **being very medical**. So I perform this...it's just a 3-minute small process. But when performed in the long run, it helps immensely especially for women.

M: Okay

R1: But the activity which I perform is especially for women. But there are common ones. So it is very helpful for the entire system basically

M: Hmm...Hmm... Okay

R2: So for me I don't end up **engaging in the exercise part, but I do meditate**

M: Okay

R2: Yeah, the breathing exercises and all

M: So you don't do any sort of physical activity?

R2: Which is an alternate to Yoga or Yoga?

M: Any of it. Like we discussed a lot of activities. Right. In your daily routine, do you perform any of these activities?

R2: Yeah. I like **to do Zumba once** in a while. For me... it also helps me... pretty much it takes.

M: So you do Zumba? Like.

R2: Yeah

M: And what's your frequency of doing Zumba?

R2: Couple of times a week I try. It's changed here. But usually.

M: Can we say.... can we put a number to it?

R2: 2-3 times a week

M: 2-3 times a week. Okay.

R3: I go... I go... I go for **swimming**

M: You go for swimming?

R3: Yeah

M: Okay. And what would be the frequency?

R3: 3-4 times a week

M: Okay

R4: So I used to **play Hockey**. But now I don't get a chance. So I do **running** here. And I also perform **Surya Namaskar** in the morning. **Surya Namaskar is a part of Yoga**. So..

M: Okay... Han... Yeah

R5: I just go to **playing lawn tennis** around 3-4 times a week

M: Okay

R6: So I practised yoga every day, just not on Sundays. I used to sleep... wake up late on Sundays. But I used to practice around 40 minutes. But that was not only Yoga. It used to have a lot... a little bit of **aerobics**. And **not meditation but pranayama**.

M: Okay. So everyone engages in some sort of activity. Now... eh... like... you said you practiced some sort of a meditation or a Yoga, 3 minutes exercise. So when did you start practicing this?

R1: Oh this I started just quite recently before coming here. But before ... earlier, a couple of years back... I used to... used to do Yoga for... I did Yoga continuously for 2 years. And then kind of had a break and then I tried Gym for some time. But... because you were mentioning activity, **I sing everyday.** So that in itself is like a very meditative process for me.

M: Okay. So yeah ... like when did you start practicing yoga?

R2: Zumba or Yoga?

M: Oh sorry. Zumba

R2: It's been I was introduced to this concept like two years back.

M: yeah

R2: So I love dancing also. So for **me it is like dance plus exercise.**

M: Han

R2: So then if I am... if I am... like unlike hitting the Gym... if I am like going to Zumba classes, there is like Bollywood or like Punjabi music playing. Then it just gets me like... **then I don't feel like it's an exercise anymore and the job gets done.**

M: So when did you start doing it?

R2: Two years' back

M: Two years' back and what was your source of information for this particular?

R2: So my company used to have Zumba workshops

M: Okay

R2: So that's how, I just attended the workshop and then after that I started doing

M: So from your company you came to know and two years back?

R2: Yes

M: and what was your source of information?

R1: So there is this, So there is this organization called “Bhargav Admiral” which is very close to my place

M: Okay

R1: So, because I had a lot of problems, issues, health issues I was advised to go check one of the, through my friend's it was advised to go check one of the organization. So when I went here, this solution came up

M: Okay, and when did you start practicing like swimming? Basically..

R3: Ahh, It's been 4 years so five, in my final year of college there was nothing to do in the eight semester

M: okay

R3: So, I thought I will learn something new , that's when I started swimming.

M: Okay, like what your source of information like, why did you feel like?

R3: To be honest, it was just hot but very hot summer but I saw a lot of my friends knew swimming and I was already 21 year old and I didn't know swimming, so I thought I need to learn something new. That was something value addition.

M: HaanHaanHaan

R4: So, I started doing surya namaskar from my school time. Actually, my teachers used to do it, so they also encouraged us and then and then when I came to college so I didn't know any sports particularly, so I tried and played, started a new game. That's when I started playing hockey.

M: Hockey.

M: you practiced lawn tennis right?

R5: I started lawn tennis in my school time just like a hobby, given that it's a new sport. There was a 2-3 year gap when I was in my work but I have started this year

M: Okay

R6: I started two years back and I got to know from one of my colleague and because my main motivation was to lose weight and she advised me to go through these youtube videos basically. So, I started it like that and then

M: So your colleague recommended you

R6: Yeah

M: So why do you decide on these activities? Why do you perform an activity? What are the reasons that you use to decide on this?

R1: So, umm, it's based on it's based on this activity which I perform is based on the lifespan of horses. This is called Kayakian. So basically the rishi who started the yoga organization was they observed horses how they endure longer but still viable energy. So they discovered this one focal point in the body from where the energy circulates. So, this activity, basically, activates that point first.

M: Okay. So, because of your health reasons and..

R1: But in general also, this is, this activity if everyone performs in general, their lifespan as such will drastically increase. Become a better way of life.

M: Why did you start doing Zumba?

R2: So like I mentioned, I loved dancing and I like high pitched music so it's like the best combination. It is like a party which is not boring. So, it's perfect.

M: And why did u start swimming?

R3: Mainly because ah, I actually ah, mainly because I wanted to increase my stamina. Sometime I used to get tired very easily. So one of my friends recommended that swimming helps increase your stamina and yes it did actually help.

R4: I was not very good at sports as I told you at school so I have tried new sports there and if I tell you about suryanamaskar it makes. Whenever I do not perform it I become lazy and whole day pass like lazy so I started

M: Ok. Lawn Tennis

R 5: So with a lot of energy, so my parents thought like better than having create nuance in house better to spend evening in club

R6: I started just to reduce weight initially but now like I had done it for a couple of months but I continued because as he said the day become lethargic if you don't do it. So it just made me feel happy continuing

M: So you guys using a word lethargic a lot and what is your perception of lethargy and what do you want to say about lethargy

R 6: So it is not something that we are very slippy or something entire day but we are not active or not that receptive to things comparatively. I have done my routine and I have practiced and whatever I was doing and if there is a course presentation or conference call with a client I would be more receptive comparatively then I would be feeling lazy and I want breaks in a shorter while so that ways

R2: It also infuse positivity in a sense

R 6: I want to go back home early even if work is not finish or work is not done and I get irritated

R 4: I felt it makes you more disciplined

M: So you say, you used to practice yoga and then you stopped doing yoga so why it did that happen?

R1: It just did. So there are phases in my life and one point of time instructor used to come daily and once the entire course got over I practice and I practice for 6 months then slowly it just like stopped and after like 2 years I joined the Gym and then I went for 2 years and stopped. So these intermittent breaks I tend to take, I should not it

M: So it is because you did not see any benefit or

R1: It just became very lazy

R2: And what is happening with our generations that you want to see incremental benefits all the time which is not possible so if I am happy after doing meditation session today it is not possible that I would be happier tomorrow and it will be increase in that order so our attention span is much lesser say as compare to an

R6: Our switch on mood is different and to seek that incremental benefits

R1: So I agree so I probably the reason I stopped because I started it to reduce weight but there is one point when you stop reducing weight and that point when you see no further results which you want and your interest slowly decreasing in that particular activity

R3: and mostly yoga is practiced in the morning and people do not like waking up early in the morning and it is very hard to push yourself

M: So you guys perform different activities so you do Zumba, Swimming, hockey, lawn tennis so can you guys give me the criteria for choosing that particular activity like can you list down for me and like these are the 5-6 criteria why I perform this particular activity

R1: and basically it's like you perform something you should like and it helps you relax at the end of the day

M: so like and relax. Any more criteria of why you perform kayakalpa:so I want to have a personalized answer in this so why you perform kayakalpa. Like what are your criteria

R1: for me kayakalpa because I want to see the results which I decide to take that but when you say activity in general then I would consider more singing then kayakalpa. So singing I do because I like it whenever I am stressed, I immediate turn to music and d it immensely help me

M: and kayakalpa you do more health and well being and I asked to about the criteria on basis on which you choose?

R1:kayakalpa or singing

M: Both

R1: Singing because it like it and very passionate about it and it helps me unwind It because it helps me relaxing and unwind

Kayakalpa because I want a better way of life, better lifestyle. Want to improve health wise, improve fully.

M: Can you list 5-6 criteria of why you want to, uh.. you chose Zumba basically.

R2: So one was the type and form of exercise like I previously mentioned which was a feeling to being because I like to dance and I liked that kind of music. Third was where I was staying the availability of Zumba coaching institutes just made it more cond..conducive for me to join.

M: Correct

R2: Fourth was that the age group was same, the instructors were very motivating and everything. So, that and fifth was that we used to sometimes have classes in the office itself.

M: Ha

R2: So that way, I mean it's available to me and I want to do also, then I, there's no lag, so yeah..

M: So these were your criteria

R2: Yeah

M: Exhaustive list can I say

R2: Yes

M: Yeah. Don't restrict yourself to 5 or 6

R2: No no, that pretty much covers everything. So yeah.

M: So why did.

R3: So mine would be like, first of all, it was fun

M: Okay

R3: To swim around. Second, it was quite peaceful that the water is quite blue and (ha) tranquillity (yeah) and then thirdly you'll exhaust yourself physically and mentally by the time you finish swimming, so you, you would start from a point zero (ha) and then again so it was like a restart (okay) mentally umm.. Other than this nothing else.

M: Okay. What was your criteria? And you can tell me for all 3, like your running, hockey and surya namaskar.

R4: So uh, firstly I wanted to as I told, I wanted to learn a new game. Secondly uh, everyone around me didn't knew hockey that well, so we were in the first year, was eager to learn. Soso many things, so all my colleagues were motivated for this, motivated me for this. Third thing, uh I of what I learnt from it is I became a team player actually, so I knew how to uh organise things in a team. So that like uh uh, motivated me. And uh, fourth thing, uh hockey is a game when, which requires you to be very physically fit. Third so that was my game plan motive. For Surya Namaskar, I used to do form my childhood, so I don't know what was my motive back then but now is that I just get the peace of mind and yeah

R3: He's addicted to it

M: Haha

R4: Exactly, kind of like, it's my part of the day (okay) there's no day no don't do it. So that's part of the day.

M: So you started doing Surya Namaskar from the childhood, that is the reason you do it.

R4: Yeah exactly, like uh, whenever I don't do it I become lethargic and that way it will be.

M: So we can say that it's like brushing your teeth, you don't know why you do it but since childhood you are doing it so you are doing it.

R1: Habit

M: Habit

R4: Habit yeah anyway. It's a habit for me.

M: Yeah.

R5: Yeah lawn tennis first I liked it and then I began to love it and then it became my passion.

M: Okay

R5: It's fun, uh it helps me de-stress, (ha) and I get to uh try lot of things like the shots that I see on TV, new techniques, and also uh it gives me I mean it's my only my own time (hmm) like where all my worries should be vanished. So.

M: Okay

R6: So uh exercising and yoga initially I did it for reducing weight uh then secondly one of my uncles, he was he is very passionate about yoga so I, he felt that I had that lack in concentration (hmm) so like he used to continuously push me to practice meditation meditation so then I tried. Initially for a couple, couple of weeks I did not like it (hmm) it was forcible but then it became a habit, so I wanted that focus to, I want that focus to (hmm) be there in my life. So that and yeah it, it kept me happy and more active the entire day. So that was the major criteria.

M: So now if you have to recommend your particular activity to your friend, like you want to recommend swimming, hockey or Surya Namaskar, lawn tennis, yoga, Zumba andkayakalpa So if you have to recommend it to your friend, right, so what is the one, like one important, most important factor because of which you will be recommending. There must be some reason right to recommend it to your friend. So what is that one important or one most important factor that you think. That you say ki bhai, isse ye hotahain, yaisseaise. I do it because of this, I think you should try, aise. So that one important factor can you tell us.

R1: So kayakalpa yes I would recommend because like I said it is basically increases everyone's life.. everyone's lifespan and improves everyone's wavelength.

M: Okay

R1: So this is something not many people know (hmm) so this actually should be known to people.

M: Okay

R1: There have been like immensely great um results which have been, have been seen through kayakalpa.

M: Okay

R1: Swimming though for me I feel ki, activities like swimming and things like that is very um um,

Personal

R1: Personal yeah, it's very personal or it differs from person to person. So I could go to a person and say I like swimming a lot or I like music in general a lot so please listen to it, but that person might not be a person who likes music, or might not be a person who likes any form of music. Probably I, probably these calms where, there's lot of calming musics which are available so probably for a person who is very stressed and is also inclined to music I would probably recommend calming music.

M: Why would you recommend it?

R4: So, I, um, would recommend, that all these activities make you strong, physically and mentally strong such that internally it will give self-confidence.

M: So what is physically and mentally strong?

R5: A lot of these activities are fun, it's not that you cannot enjoy it. And moreover since it's a sport, the competitive aspect is also there. U get to learn something new. Maybe you can get an alternative career path. And figure that out.

Hehehehehe. **M:** Nice. Nice advice. Hehehe.

R6: I will recommend because it's just fitness of body in all forms.

M: Fitness of body in all forms, as in?

R6: As in mean Physical, mental

M: So entire balance? Well-being?

R6: Ya, Ya.

M: So you guys don't practice yoga, right? So, hehehhee. I would like to know reasons of why you don't practice yoga?

R1: Its very, we have got like, so, I can come up with millions of excuses. There is no time or basically, at the end of the day, I would call myself lazy for not being able to practice yoga.

M: Okay

R2: I think personally, it's a little too slow for me. I personally like high energy and faster moving things. So, the whole part I think is performance.

M: So very slow for you?

R3: My schedule doesn't match. I couldn't wake up in the morning. I wake up at 10'o clock in the morning, it's too late for doing yoga and don't feel like doing yoga after that.

M: You can get up at 10 and still do yoga after that right?

R3: Yoga is to be done either in the early morning or in the evening. For the evening part, you are tired already. Everyone laughs. And early morning, u just don't wake up, that early.

M: So he just made a point that yoga is either an early morning hour or late evening activity. Is it what u feel? R6 saying no.

R6: I used to wake up at 8: 30 and do.

R3: But the thing is you can't have food when you do yoga.

R6: Yeah, you have to control that. Hehehe.

R2: There is a perception thing, it's an Indian medicinal thing, done by the sages and wake up before the sun rises...

M: Okay

R6: So, I feel the benefits even after doing it after 9 am or 10 am in the morning.

M: So, you don't feel, that yoga is restricted to time?

R6: No, it's just that, you shouldn't eat or you shouldn't be full or your stomach shouldn't be full before practising it. I mean there should be a gap around 1-1.5 hrs or something otherwise timing is not an issue.

M: So you feel its early morning or evening?

R3: The choice is between food and yoga. Hahahahaha. The choice is very obvious.

M: So what do you feel, is it restricted to time or something?

R4: So, I feel, one or two physical activities is enough for me, not more than that.

M: So, I am asking because he made a point that it is an early morning or evening activity. So, do you feel like that?

R4: No, No, not at all. Because, uh, so, Suryanamaskar is also kind of Yoga and we used to do it, sometimes in the evening, like not in the evening, like at 4 pm or like in the 11 am. You could see the benefits then also.

M: Do you feel yoga is time-bound or something?

R5: Politically correct way, would be that it's not time bound but personally I'll say that..

M: Yeah, so what do you feel personally..

R5: Personally, I think, If I was hypothetically doing yoga, I would do it in the morning right away.

M: And you?

R1: No, I feel it can be done during all parts of the day. But, if you do it in the morning, I think there would be just a little more extra benefit. I am not saying there won't be benefits or anything, but just whatever you would do early morning generally, supposed to be a bit more effective.

M: So you do Suryanamaskar, and you do Yoga. You don't do Yoga right. So why don't you do Yoga, 2-3 reasons for the same

R5: Uh, personally I never gave much thought, like it never occurred to me, like, because I was playing lawn tennis and then maybe I never got a chance or maybe no one ever taught me, like, no, some schools have compulsory yoga

M: yes

R5: So, in my school there was nothing of that sort, so I dint give much thought. It's something that I dint give much thought.

R4: Lack of guidance

R5: yes, lack of guidance.

M: So lack of guidance or lack of awareness?

R5: Lack of guidance and lack of awareness both.

M: So, recently there was so much hype. We had Yoga day and Ram dev baba and all of them are there.

R5: Yes, but if there is no one to teach us...

R2: Yes, but it's also different age groups right. When u say Modi, or Modi fans, sorry for bringing politics in, but b/w the age group of 20-27 you won't find, many people, but if you talked to your dad or

you talk to their relatives, they will get awed by the whole of it. So, it's also the different target groups that we are looking at. Either as kids, who he wants to like he said, if its compulsory get involved into or whatever or like it's for a much older audience or at least that's how I would perceive it. Even if there is awareness, I am not sure that its targeted towards us.

R1: To each its own, so I know a lot of people my age, who are very much involved in Yoga, especially from where I come, there are huge batches of youth who are involved in Yoga. So it also depends from place to place, so yeah. like Delhi side there is this gym culture and that has completely gotten commercialised

M: But like recently at this Yoga day, so Times square people are performing Yoga, Australia mai people are performing Yoga, so u dint?

R4: It's just for good publicity. Many people speaking at the same time. There is a guy who has made his world record in Kota and all these things.

R5: So, if I want to start practicing there is no one to teach.

M: Ok

R3: You create awareness; it does not matter if I am aware or not. I still am aware but I still want to start learning, where do you go?

R1: there are a lot of.....

R5: Maybe on You tube, yes.

R1: But, we should make that initial effort to go find someone. But, there are a lot of people who actually or as per what I have seen...

R2: I think percent, like, when you people are on Time Square, the percentage of people who live in Times Square Vs who ended up doing Yoga, that most probably would be a single digit number

M: So, these all news flashes would influence you both right? Both of you were unmoved by all these things?

R3: It created awareness but.. it did not lead us too

M: Do u feel it's a lack of instructor? Is it?

R3: Yeah, lack of instruction yeah.

M: But if I appoint an instructor would you go?

R3: I would definitely try it out.

M: So, okay. If I give you an instructor, will you try Yoga? *Mostly saying yes.*

R2: So, I will give u an example everybody thinks, donating blood is a good thing, and we should donate blood. But, how often do you voluntarily go to a hospital and say that you know what I am healthy take my blood. If you put up camps every now and then and if you keep doing it on a regular frequency then you get moved, the you don't have to think you just do it. So, like, for me to move switch from one habit to another habit, I think a lot of effort will have to be put.

M: Same with you as well?

R5: Somehow I feel like; the coolness quotient has increased of Yoga.

M: After all this publicity. But, still you are not attracted to it...

R5: We are all attracted to it...

R5: Yeah, hehehhe,

R6: No, he likes to do lawn tennis

R6: But lawn tennis takes precedence.

R1: So, the Yoga day coincided with the day we had to come here. On the day, I saw a lady sitting at the airport, on the floor with like a mat on and like with a mike and calling people and asking them to join. But, no one was there

Giggling by all

R1: So, she alone was sitting and doing all the asana's and everything and everyone just looked at her and they were just passing by.

R3: The place probably..

R2: You wanna do it, do it at Times Square.

R6: So the place was probably...

R5: So at the Delhi airport we have this figure, right no, Suryanamaskar and there is a statue.

M: You said you do Suryanamaskar right?

R2: Different positions, but people, like, just take pictures. *People are giggling and laughing*

R1: But, I think people outside India and all are more moving towards yoga, and Ayurveda etc. and things like that. There are trying to discover the natural processes of healing and things like that more than us people in India are trying to do.

R4 and R5: Yes, exactly.

M: So what would make you start doing Yoga? So what would be the reason to make you start doing yoga?

R1: So, I have already stints, in yoga and right now I already know, that the only thing which will start making me do Yoga is my mum coming to me and telling me to do it today, do it today. Okay, so I am like that person, so unless someone pushes me, this is something which I would not voluntarily do, though I know how much of a benefit it could be for me, I personally wouldn't because like I said, fallen into the category of being lazy. Any physical exercise would be more.

M: What would make you start doing Yoga?

R2: So, I don't think I would go on the onset and pay for an instructor to teach me. Or I will go on you tube for free workshops, and like need an incentive to join a class. Because I don't think I would sit in my room and do Yoga, that does not fit the bill. There needs to be a lot of mode shoves going on say here and there and a lot of marketing. So, I'll stick to the things that I am motivated to do and say at 6 am in the morning come for Yoga class and all, that can't happen.

M: So, you said incentive? Right? So what sort of incentive?

R2: Ya, for example if you guyz post a workshop over here, at like say 6 in the evening & distribute packets and everybody is aware and everybody is going. Okay, no you are comfortable people and 10 people are going and you ll be getting some goodies in the end

**Good evening* Everyone giggles*

You are making sure that there is audience to the workshop and then obviously you'll feel better & probably a couple of more efforts like this and you'll show an inclination towards that activity. Because it's not like if you paint once you paint every day. You've to do it a couple of times to actually feel motivated to do it.

M: What would be one of the goodies that you would like to have?

R2: It could be anything, a yoga shirt, whatever the budget.

M: Yoga T-shirt, is it?

R2: Ya, why not? Something that you could take with you, ya.

M: Okay.

R5: That way around we won't miss mandatory attendance.

Everyone giggles.

R1: Get credits for attending Yoga.

R2: I think we had it in school and then the instructor was as pissed off as we were. It, dint really. Because he was also there, to, do his job so...

M: So, you are saying that it should come from within?

R5, R2, R1: *In unison*, Yeah.

R2: See, I sort of agree with him that if it has to come from within there has to be a lot of effort to make a conducive environment for people to actually feel it within. Obviously, if you put like here, as a half-credit course, everybody would come and attract participants like, so it's the characteristic of which whatever you want to use as like a whatever organisation.....

M: What would make you do Yoga?

R3: Maybe it depends on my friend circle, like, if everyone is attending Yoga, then I would definitely try it out.

M: Ok. And what would make your friend circle go to do Yoga?

R3: There friend circle. *Everyone giggles.*

R3: It's like if people are doing it together, people get encouraged. I don't think alone anyone's gonna do it.

R2: I don't think alone is going to happen ya. Like it depends, some people do it, they regularly practice.

M: What would help you start doing or start practicing Yoga at least?

R5: Peer pressure. Most probably. *Everyone giggles.* I mean so motivation should come from within, so there should be self-motivation. And I would need a lot of motivation for make me do Yoga.

M: Okay, so you need some sort of motivation?

R2: Yeah. So like she said some kind of camps, so that I am sensitized to Yoga all the time. Or some good marketing.

M: So you guyz, do whatever activities you do, can you compare Yoga with it? Like, the , you said that basically it is very appealing and fun activity. Basically, can u compare Yoga with the currently activity that you are performing?

R2: So, like I said, I mentioned before, it's a little slow paced.

M: Which Zumba is not...

R2: Ya, and it take time for you to see the benefits.

M: For you?

R2: I am just not motivated enough to do Yoga every single day.

R3: In case of swimming, you don't get exhausted in the water while you are swimming you get exhausted when you come out of it.

M: Okay. So during performing Yoga its exhausting?

R3: Yeah.

R4: For me, hockey is basically for physical fitness whereas Yoga is basically for mental fitness.

M: For you?

R5: So, lawn tennis is a sport. So, like, there is a reward, you play a game and you win a game. Toh, Yoga is just a physical activity & mental activity and I don't think it can be compared with a physical activity.

R6: So, I used to go for jogging, while Yoga makes you feel like it's a more slow thing and if you like to feel a little more energising, so that's there

M: So there is one sheet, two sheets of paper, just turn one of them, yeah..

Sheets turning

M: So there is one with the drawing of guy and please read that okay.

R6: So, do we have to draw here?

M: so basically there are two people drawn on the sheet, one is Yoga practitioner and another is a non-Yoga practitioner. You can also draw how they would be dressed, or there are just skeletons okay, so help us personify how a yoga user would look and how a non-yoga user would look and what would be the thinking and what would be the feeling.

M: So, use your creativity... And you can use the space, no need to cram it up, it should be readable..

Moderator is giggling

R2: So when you say what he would be saying, what do you exactly expect?

M: Anything that comes to your mind.

R2: No, when you say what he is thinking and what he is feeling, why would he say something?

M: So, basically, talking to each other, probably.

R2: Uh, okay.

M: yeah. Draw faces on them, they are just skeletons, draw, accessorise whatever or whatever features.

M: If you are done, you can also use the second sheet.

R6: So this has to be done on the back side, or...

M: Anywhere, if the page is sufficient then fine...

Drawing session in progress

R3: What do I need to do in this?

M: You need to start with Yoga and you need to create whatever you feel is, important.... so like whatever comes to your mind, so like whatever is your chain of thinking, like Yoga and what are the next thoughts that come.... So you did in this?

R6: Yeah.

M: Did you write your name?

R2: Yeah. Can I leave?

M: okay. Anything else you want to write you can also. Anything else you would like to say regarding Yoga, or any types of activity that you perform like Zumba

R1: You have already asked us the specific questions.

M: So, any closing thoughts on yoga?

R1: So, I accept and acknowledge the benefits of Yoga but I don't think I would be trying it soon.

M: Okay, what about you?

R2: uh, I think I ll do perform Yoga and it gives you some discipline and peace of mind, so, it would be very helpful for whoever does this.

M: Okay. So, you have written your name?

R6: Just the name right?

M: Any closing thoughts about Yoga or whatever?

R6: I surely did lose my weight and anyone who wants to be in that category can start practicing yoga.
Giggles.

M: What about you Nitin, any closing thoughts on Yoga? Or swimming.

R3: Anything that feels more energetic, we need to do that.

M: What about you Raj?

R5: I think after this discussion I have become more inclined towards Yoga. But, it will take a long way.

M: What is your opinion on Yoga?

R1: If everyone can, then I ll definitely try it, because it's definitely advantageous and beneficial in all aspects and there is no latent disadvantage as such then one needs to motivate..

M: thank you so much for your feedback I would say, it was extremely valuable to us, I would say, and thank you for your time and patience. You can leave this. Written your names? On all sheets. Thank you!

R3: Thank you.

Exhibit 2

DI Transcript – Yoga practitioner

M: Hi Rohit, I am Deepak. I am 2nd year fpm student at USME, DTU. I am doing my Advanced Market Research Course. I want to ask some questions about Yoga, so feel free to answer. There is no right or wrong answer. So what is your age?

R: My age is 24

M: Where do you come from?

R: My native is near Pune and originally I am from the small village near Pune

M: So before coming to USME, DTU, where you have studied?

R: I studied in college of Engineering Pune and then I worked for Honeywell Automation from the small village near Pune

M: So do you do any physical activity?

R: Yes lots of physical activity

M: So what kind of physical activity you do?

R: So it's like Random: Sometimes I go to Gym. Sometimes I do Yoga. Sometimes I play cricket or Badminton or I will go for Run. Like that

M: So like what is your favorite activity?

R: Favorite amongst all is Gym

M: So Gym. Why you prefer Gym?

R: Feel Stronger as compare to other activities

M: Ok

R: It gives a stronger feeling like muscles

M: How much time do you devote to each activity?

R: Like one hour

M: So you do one hour daily of Gym

R: Gym or yoga or running depending upon the situation. Like if strain is there due to Gym, will prefer yoga

M: So you have mention about these activities. What are the criteria to choose these activities? Like you have chosen Gym, yoga, Cricket, Is there any particular criteria?

R: Yoga basically. My father is very enthusiastic about yoga, so he used to teach us to do yoga and I have done Art of Living course also regarding the Sudarshan Kriya and Prayanam also, so that also out of curiosity that was built by our parents. Gym is about fitness, so everyone is crazy about the fitness and gym. Other than sports, like cricket is a religion in India, so Cricket is justified and well badminton out of interest

M: What is the frequency of the activities? So you do yoga every week?

R: Once or twice in a week

M: But you go to gym daily?

R: Since I am here, it is difficult to go but I tried to go daily

M: Suppose you say you do yoga, so what is the major reason for doing Yoga? Like Increase in Stamina, or Relive stress. What are the factors which you consider?

R: Basically stability of mind. I think I am not stable, so I do yoga and pranayam to get myself into calm position. Whenever I feel situation is going out of hands, I prefer meditation for a while like mental stability

M: Mental stability is the primary reason and some other reasons?

R: Flexibility is the another reason and physical activity is also the another reason, because more Yoga you do, more stability you get like physically as compare to Gym

M: So what time you do Yoga? Morning or evening

R: Morning 6'o clock preferably

M: So when you have started the yoga, have you faced any difficulty?

R: Initially we taught in school. I faced difficulty like it was difficult to maintain concentration and position because at that time our bodies are not used to that kind of exercise. That was the major challenge

M: So how did you overcome that challenge?

R: By practice

M: So did you have any instructor in school?

R: I had instructor in school then my father also used to teach. Now I don't have any instructor

M: So Major influence is your father and school

R: Yes

M: So when you have started?

R: So I have started around 8th standard

M: Suppose I say list down the 5 factors for which you do the yoga. Can you name those factors?

R: Mental stability, Physical Stability, Flexibility, Concentration, Health Immunity

M: So there are in order of Rank like Rank 1, 2

R: Physical stability, Flexibility, Concentration, Immunity

M: So do you yoga individually or in group?

R: So I do it individually, but when I was in coaching in my school, we used to do as group but then at home my sister is there but she lived out from home after 12th standard so I do it alone

M: so sometimes do you feel like rescind like you don't have any mood to do yoga. So how that you overcome that feel?

R: Doing any physical activity anyway is a , like discipline is a very important part of that. So, because I feel I will get bored of doing a single, same kind of activity I keep my options like I told like gym or playing something and yoga.so whenever I don't feel like doing yoga, I will go ahead and do something else

M: okay, shuffles between the activity?

R: yeah I shuffle between activities, yes.

M: Okay. So suppose you meet a yoga performer, so how will you, how will the person like you imagine. Suppose you meet a yoga performer. so what will the personality of that person according to you?

R: I have met lot of people like yoga performers. I had a friend in school. So he was like perfect in yoga you can say. So these guys are very flexible personality-wise very lean, we can say. Fitness as good as people who go to gym plus the flexibility I think. Yes, that's it.

M: Suppose you don't know the person. Suppose I said you met a yoga performer. So according to you what will the age of that person?

R: I don't think there will be a age limit because like at any point of time you can start doing yoga. You can build your physical fitness that's what I think because that is the only exercise which you can start at any point of time. Gymming and stuff like puts pressure on your joints and stuff so, at old age its difficult to start

M: Okay. And what kind of conversation would you have to with like the person?

R: Uh, If I know someone is yoga performer?

M: Yeah

R: Uh, I would like to know more about like what variations I can do with respect to what I already know. Maybe which books I can refer to improve upon yoga or any additional benefits that they have experienced. What like other than what I have experienced till date so that it inspires me to do yoga more maybe. Um, yeah, that's it.

M: So you mentioned that you know some variations. So what type of variations you do?

R: Variations in the sense, types of asanas like typical asanaas which are given in books like parvatasan, padahasthasan, padmasan, vajrasan, halasan. All these are like books stuff and those are like standard asanas. Those who are yoga performers like go ahead and maybe invent some new positions in which improves your physical strength, physical stability. There's new concept called power yoga also. I want to know more about that too but then I've not researched that much. I have just heard about that term. So these kind of new things that are coming up that I would like to know about.

M: So, since you are interested in yoga. So from where you get the information? Like do you read books on yoga or watch videos?

R: I usually read quora. I follow fitness topics on quora and stuff whenever I get links on facebook or social media I will go ahead and read.

M: Okay

R: So that is how I get to know about these terms like.

M: So do you influenced by the personalities also? like baba Ramdev or some other personalities doing yoga?

R: Yeah. Yeah. There are many inspiring personalities like that but then I am not someone who follows some personality. I am someone who reads the scientific reasons behind it proven concepts and if they are convincing enough for me I will do it. Its not like just because someone is doing it and he or she is a great personality and stuff I will not follow. Uh. I will need a logical basis for somethings to follow. So that way I will do

R: So you rely more on the books and the scientific explanation?

M: Yeah.

R: Okay. So suppose you met a non-yoga performer. So how would be the personality in your mind comes. Suppose you met a non yoga performer.

M: Cant really judge actually because then there are people who like do yoga but not that intensely or not that regularly like me. So you cant really identify between personalities or that sort. But then, yeah I would like to know if how they can improvise maybe. How they can be a performer. That's all

R: So you cant really identify between personalities of that sort, but then yeah, I would like to know if, how they can improvise may be, how they can be a performer

M: Okay, and so what kind of conversation would you have like to a person who don't do yoga?

R: Related to yoga or

M: Anything or suppose yoga also. Suppose you met a person who don't do yoga

R: Hmm

M: And you want to talk about yoga so how will you initiate that

R: Uh, there are many ways to initiate because once you start talking about fitness anyway activities like yoga and gym come into the conversation. So yeah because I am a yoga enthusiast I'll talk about yoga probably, start a topic like yoga, I'll tell what benefits I have had, what they can have can try at-least if they are not interested at-least try and see if they find any difference

M: Okay, so assuming you have an election between yoga and like some other activities suppose take cricket, swimming, lawn tennis and Zumba, so how will you each form pitch in the voters, so like what will be the positive points and the negative points.

R: Uh..

M: Let's start with the yoga first.

R: So, negative points I don't think there are any. But then positive points would be see they say your age is defined by the flexibility of your spine, that is what they say

M: Okay

R: So I'll, I'll start with that only because yoga helps a lot in maintaining flexibility of your spine and that maintains your fitness till the end. People who do other activities face injuries and they do yoga to get out of that injuries. So that is a biggest plus point of yoga . Uh, so yeah, we can start with that.

M: So you don't see any negative points in yoga

R: Uh no, nothing as such, because then it's it's given in our culture, it's suggested by Ayurveda. And I believe in the scientific scriptures that you have in our culture, so yeah.

M: Okay, and so let's take gym

R: Ha, okay. Gym is I think it is, it needs a lot of training, a lot of what do you say supervision as compared to yoga. Then, gym you can do at a, till a certain point of time because lifting weights puts pressure on your joints and bones. So that is a disadvantage. But then for those who wants to build an aesthetic body gym is a better option, faster option you can say. Yoga also helps in building aesthetic body but then it takes a longer time. So that way gym has some pros and some cons.

M: Okay. And like say Zumba, you know what is Zumba?

R: Uh, Zumba I only know, I have ever done so can't really comment on it but then, I, all I know is it's a very enjoyable activity since you dance to music and burn calories. So it's a very good activity but then this also relates to something which is physically strenuous and like, it's like a cardio exercise. so again not recommended for those old age people for longer time you can't do Zumba if you are like 60-65. So yeah.

M: And swimming?

R: Ha swimming, uh. Swimming I think is a good activity but then hmm, swimming actually is an all-round activity which works out your whole body. Uh, swimming also I don't think there are any negative points. It'll be like good only.

M: Okay, so suppose someone wants to start a physical activity, so what will you recommend, like initially, gym, yoga, swimming or any

R: Depends on what their target is, like some people just want to build physical fitness, some people want an aesthetic body, some people want to build stamina, some people want to build strength, some people want to enjoy while doing the physical activity. So depending on their desire and their age group and their capacity may be current capacity we can give suggestions like uh gym, if you want to enjoy you can play a sport. That way.

M: Okay

R: So it depends, yeah.

M: So you said that you do gym, yoga and all that. So at particular day you do one activity or?

R: Yes yes, one activity

M: So how do you decide like that particular day you have to do that activity or like it's depend on your mood or how your day goes

R: Generally, I will... what I will do is... I will go for Gym on alternate days and try to do Yoga on ... like 3 days per week yoga and 4 days gym. If at all I don't feel like going to gym, I will decide between yoga and some sports activity. So it's like I have decided a schedule but then if... when I don't feel like doing it, it depends on my mood what I will do on that day.

M: So the first criteria is schedule and then it depends on mood?

R: Yeah... It depends on mood. It's not like randomly I just get up and then I decide. I decide on the previous day but then if you are being... like if you still feel the strain or if you don't feel like doing a dedicated exercise, playing a sport is much enjoyable as compared to that.

M: So in that enjoyability scale, how do rank the Yoga?

R: Haan. Since I'm not a regular practitioner I don't enjoy it too much. It needs a lot of concentration and practice. I will rank yoga maybe 2nd after the sports

M: Okay. And ease of doing?

R: Ease of doing... 2nd again

M: After Gym?

R: No. After sports. Gym you need equipment and stuffs. Cricket you can play... since we have available resources here... Cricket & badminton. Yoga... I'll be like ...ease of doing... just that the rooms are congested. And going to open space and doing yoga feels a little uncomfortable. That's why Yoga on 2nd.

M: So you do different activities... Gym, yoga mad sports.; So how do you feel about each activity... different moods and different feels. How would you describe that?

R: So after playing sports I feel more like... I feel tired. But since I enjoy sports I'll be happy. Doing yoga depends... like if I'm doing yoga for a smaller interval of time I usually do Surya Namaskar. So if I am doing them fir like half an hour continuously... 50 or 100 Surya Namaskar I'll again be tired. But then I'll freshen up and I'll feel very fresh as compared to other activities. So even after doing yoga you feel more fresh as compared to other activities like Gym, sports.

M: Suppose you have time constraint in a day and you can do only one activity either Gym, yoga or Cricket. So what will you choose?

R: Preferably I'll choose yoga. Because solution of all problem is that. If I have, let's say, half an hour only, you can't do much in half hour if you go to gym or if you play cricket. Because warm up itself takes 10 mins of your time. And in next 20 mins there is nothing much to do. In yoga it's like you can start warming up with stretching itself. So it's like warm up and the actual yoga process is a combined process I think. So you can get more productivity out of yoga in shorter interval of time.

M: Okay. So suppose a person comes to you and he wants to know about yoga. So what will be things you will tell about to motivate that person?

R: There are many celebrities, like who follow... who prefer yoga... you tube videos and styles of celebrities. Then there are lots of pages, blogs which tell about benefits of yoga. So internet has a lot of content which can get you inspired for doing yoga Even if you follow insta page of some yogini or some guy who does Yoga, yoga trainer, then you can definitely get motivated. Because the videos that they post are amazing.

M: So in your opinion if you want to influence the younger... then social media..

R: Yeah. Social media is the best place I think

M: So you were also influenced by social media?

R: Yeah I was also influenced by social media. But then since my childhood I've been doing this...because...it's like other way. Because I'm already interested in yoga I started following these people.

M: Okay

R: For those who want to start doing Yoga, I can suggest them to follow these people. So that they can get inspired. So yeah for me it's the other way round. When I was in 8th standard there were no social media as such. So it's like inspiration from my parents and my teachers.

M: So you think instructor is necessary for learning Yoga or practicing Yoga.

R: Actually ...see...Instructor is necessary. Because sometimes doing yoga in a wrong way can also hurt you. Like basic yoga you don't need instructors. You can follow some You-tube videos, some documents but if you are going for an advanced level like a professional level you do need an instructor. Doing surya namaskar doesn't need an instructor. You just have to control your breathe at each step of the surya namaskar and that would be enough but then if you are going for some advanced yoga you do need instructors. Yeah.

M: Suppose I ask you what level of yoga do you know like

R: Haan very amateur level i think basic only. Surya namaskar and basic aasanas. 2-3 aasanas like standing, sitting and sleeping, 2 or 3 aasanas.

M: So have you tried like to learn more about advanced versions of yoga or advanced aasanas

R: No no, I have never tried.

M: So like what was the resistant that you never tried because you have an interest in yoga but you have never tried to learn.

R: Because I had too much on my plate. Haha

M: Okay

R: I did a lot of activities so I never really. It's like jack of all but master of none.

M: Okay

R: It's like that for me. Haha

M: Suppose you get a time, you want to learn or you are okay with it

R: Yeah, I would like to learn if I get time, because I think as you grow old yoga is the best way to maintain fitness because it's like sustainable fitness you get, so I think learning more about yoga would be much better than learning about any other fitness activity. So I will be very open if I have time.

M: Okay. So any other thing you want to say about yoga which you find interesting.

R: People, like, people can treat their diseases and build their immunity with the help of yoga, that is the best part what I think about yoga is, yoga and meditation. Uh, this activity actually doesn't really, doesn't only help you with physical fitness but also helps your mental fitness. So that is another biggest advantage. Uh yeah, that all.

M: Okay so generally people start yoga but after sometime they stop but since you are like practicing since 8th class so how you have maintained that motivation or what motivated you to maintain to do yoga.

R: Uh, physical fitness has always been my passion since my childhood. I used to, I joined karate classes in 5th standard. I did my black belt in 7th standard after that I started doing yoga and stuff. So this interest for physical fitness is like, has come from my father. He is also very interested in all these. So that itself motivated me and when I, whenever I didn't feel motivated my father used to inspire me. Because he himself daily does around 60 surya namaskars in one go without stopping, so he is like the biggest inspiration for me.

M: So like, your father was the main motivator.

R: Yes

M: So suppose you went and go out to college, so what motivated you during the college.

R: Uh during college, hmm, so I was not really far away from my home and my inspiration were my parents only because they used to remind me everyday to take care of my health, do exercise they'll still they'll remind me everyday, are you doing this or are you not doing, why didn't you do, if at all I didn't do today they'll ask me why didn't you do, that is important, like along with the academics this is the most important thing. So yeah my, like, it's like, it's not like I don't have, if I'm not at home there is no inspiration. They do talk to me on phone, that is my inspiration.

M: So do you think like some external motivation factor also helps to maintain that.

R: Uh, yeah. For at-least it helps because then I tend to uh haha, avoid doing activities like yoga, but go for playing sports and stuff, then, but then my parents want me to do yoga also along with these activities so yeah external motivators is required for me.

M: Okay. So like you have started from the 8th class and there are some various phases in the life like you went to college, then you have job, then you came to college. So have anything changed between like how you have practiced yoga at 8th class and now you are practicing yoga. Is there any change?

R: Uh, since I have not practiced it regularly, the flexibility has reduced over the period of time. The efficiency with which I used to do yoga when I was in 8th class that is not there right now. But then if I start doing it daily, I think I will improve a lot upon that. So that is the main difference that is there. Uh, other than that since I used to travel for my job, I used to miss out on physical activities a lot, so that has been a differentiating factor. Uh, since now I'm staying in a residential campus with a hostel and a regular

schedule there is no like travelling involved or stuff, now I can practice it regularly for two years may be.
So yeah.

M: Okay. Thanks Rohit for your time.

R: Thank you, thanks a lot.

Exhibit 3

TRANSCRIPT DI (0: 00-3: 00 minutes) –Non Yoga Practitioner

Hello, I am Ipsita Yadav, 2nd year MBA student at USME, DTU. I am studying Advanced Marketing research and my research topic is about how to make Yoga popular. So, I would be asking you a few questions related to Yoga. Please feel free to answer whatever comes to your mind. There is no right or wrong answer. I am here to know your personal views on the topic and be assured that all your views will only be used for the purpose of this project. We would be audio recording this discussion for our better understanding. And for a smooth interview, we request you to switch off your phones or keep them on silent.

M: Hello

R: Hi

M: Could you briefly introduce yourself, as in name and age.

R: Yeah, Hi I am Nitin. I am 24 years old and currently MBA first year.

M: And where do you come from?

R: I am from Bangalore but I have worked for the past three years in Reliance Industries.

M: Okay, do you do any physical activity or sort of an exercise?

R: Yes, I occasionally go for swimming, that's the most exercise I do and I jog sometimes.

M: Okay, so do you do it on a daily basis or a weekly basis sort of thing?

R: So, swimming I do 3-4 times in a week and running whenever I feel like nothing specific.

M: Okay. So, swimming is on more regular basis?

R: Ya, correct

M: So, what is the physical activity that you do? Like, As in different types of physical activities that you do every day? Like previously swimming and jogging were exercise sort of a thing, so do you walk a lot every day something like that sort of a thing?

R: Yes, considering my hostel is in 13th block I have to walk a lot to go the classes or to go to the mess. So, walking on a daily basis usually 3-4 km of walking I do, and sometimes I go for jogging in the evening once. Usually if I have a half day, I usually go for a jog.

M: Okay, so why exactly do u practice this activity for example, like jogging and swimming for that matter?

R: Mainly to clear my mind and also for the benefit of it, physical benefit as well as it helps in releasing the stress.

M: So, swimming and jogging, both of these activities give you these benefits, is it?

R: Yes, correct. Plus, swimming has other benefits like you feel more peaceful once you are done with it. There are other added benefits also in swimming that your stamina also improves, uh, and its overall, your physical fitness improves in swimming.

M: Ok. So, how much time do you devote to each of these activities?

R: Swimming, usually uh, between, uh, 30-40 minutes. And jogging, uh, around, uh, 20 minutes.

M: Ok. So, what is the frequency, as in how many times in a week, do you go for swimming and jogging?

R: Uh, roughly 3-4 times for swimming and roughly once or twice for jogging.

M: Ok. Is there any criteria for you to choose this particular activity? You can list different criteria's for the same.

M: Is there any particular criteria for you to choose this particular activity? You can list different criteria for the same.

R: For eg.,if I, uh, jogging is more physically exhausting but swimming on the other hand you do not feel that exhausted immediately after swimming. Secondly..

M: So exhaustion is one of the

R: criteria

M: Yeah, one of the criteria.

R: Secondly it depends on the weather as well. For eg., if its too hot you usually prefer going for a swim and so secondly, weather and thirdly, I would feel..

M: Then any sort of a physical exercise, sort of a thing, like as in, losing weight or

R: Yeah

M: Increasing

R: particularly for example swimming is good when you are exercising. people usually tend to get a pot belly after some time because of irregular eating, eating in odd hours, which is quite common in college, so I feel swimming is beneficial in that aspect. On the other hand jogging will just help you improve your overall health factors

M: So I will list a number of factors now that we have collected from different interviews. So tell them, tell if you feel them they are logical. So , the first one would be increase in stamina, so do you think this is logical?

R: Yeah. Logical for the activities which I do?

M: Yeah, activities which you do or if you are using this criteria to evaluate your activities

R: Yeah

M: And the other factors are losing weight

R: For me, no

M: For you, no, okay and how about infusing positivity?

R: Yes, definitely.

M: Relieving stress?

R: Yeah

M: And improving health?

R: Yes, overall health improved

M: And, motivation to join as a group of the same age? Like as in you have a couple of people who are going for jogging, would you be, consider that as well, to take

R: Yes, actually in fact, my room, uh, the room next to me, the person living in the next room actually went for a jog and that's how i got inspired to start jogging here

M: Ok

R: yes

M: So that would be something lie motivation to, motivation after seeing it, right?

R: Yes, yes

M: So here is like if you are a group of people of the same age and probably if they start picking up a certain physical activity like say probably yoga then would you join that group as well?

R: Yes, definitely I will join that group

M: And, if you have good instructors for a particular activity

R: That would definitely help. Uh, whenever you start any activity you need proper guidance so good instructors would help.

M: Okay. But would that be a criteria? As in like..

R: Yes

M: Considering it

R: Yes

M: Okay. Yes, so learning something new? So probably you have never tried out a activity and there is Zumba classes going on. So do you want to try that sort of a thing?

R: Not dancing. But sure if there is some other activity I would try

M: Okay. So do you want to add any other factor here apart from all of these? That you probably would have considered as a criteria for evaluating those activities?

R: no nothing

M: Okay. So how would you rank them in the order of importance for you for these activities? As in you can add certain criteria as well. How would you give, what is the first criteria you actually choose when evaluating which physical activity, which physical activity to pick up?

R: Mainly is increasing the stamina

M: Okay

R: Secondly it would be relieving the stress

M: Okay

R: Uh..thirdly infusing positivity

M: Okay

R: Uh..improving health

M: Okay

R: And other factors like good instructors or learning something new this is when you start, uh when you want to do some kind of self-improvement (yea) or self-development, these things come in

M: Okay. So then okay let's go to, lets talk about yoga now. So consider that you meet a yoga performer so how do you think he or she would look like. Like as in consider it as a person, do not give any gender as of now but how do you think he or she, okay first question is do you think it's a he or a she, when you think that you are going to meet a yoga participant?

R: Uh, first image would be he, but I see a female yoga instructor as well.

M: Okay, if you meet a yoga performer, how would you think he would look like?

R: Uh, first of all they would have some amount of calmness around them

M: Okay

R: They would be in a more peaceful state of mind

M: Okay

R: And secondly they would be fit

M: Okay

R: Am not saying they would have some kind of a gym body but they would actually, their overall health would be in good state

M: Okay so you said that he would look calm right

R: Yeah

M: So what do you think that makes him look calm like as in the, his behaviour towards you or

R: May be the way he speaks

M: Okay

R: People who are calm they have a more toned voice, their voice is moderated more and the way they speak would be better and they probably won't feel anger or any other feelings that easily

M: Okay okay and how, how old he or she, he would be like a yoga performer

R: Middle-aged person

M: Okay around 30?

R: 35-45

M: 35-45 okay. So do you like to talk to him or her

R: Yeah definitely

M: Okay so if you were talking then what would be the conversation you would probably have with him

R: With the yoga instructor I would probably start by asking the benefits of yoga

M: No but you didn't know he's a yoga guy right, so as in like he comes to a party then you see that he is a

R: He's a calm

M: Yea

R: Generally it depends on the situation where I am but I would generally start making conversation about how things, what that person does for his living and from that point it might go on towards yoga or

M: Okay so eventually it would at some or the other point the yoga would come up

R: Yes it would. It would definitely connect because most of the times in a conversation we would start with our occupation what we are doing

M: Okay

R: So a yoga instructor would definitely bring it up and will converse on yoga from that point

M: Okay so let's come back to a non-yoga performer now. So how do you think he or she, like would you consider it a he or she for a non-yoga performer

R: Again a he

M: Again a he?

R: Yeah

M: Okay

R: So uh, what do you think he would look like.

M: What do you think he would look like?

R: He would be a **bit more agitated** in his general behaviour. Maybe he... he may not have that amount of **clarity of thought**. This is my perception.

M: Okay. How old would he/she be?

R: **Roughly 25-40**

M: 25-40. Okay. Would you like to talk to him?

R: Yes. I would definitely talk to him...general things. But we probably would not be talking about exercises or any physical activities. We would be talking about other things.

M: So it would be more of a materialistic sort of...

R: Yeah...materialistic approach

M: Of talking to him

R: Yeah

M: Okay. So let's assume we are having an election, and yoga is contesting against swimming, lawn tennis, Zumba. So these are the four contestants. How will you think each form pitch itself in front of voters?

R: Okay. So individually I need to say?

M: Yeah...individually you need to say

R: Yoga would pitch as a form **of mental peace**. **A mix between meditation and physical exercise**

M: Okay

R: So they would attribute themselves...they would say something like it would bring higher level **of peace as well as mental consciousness** and at the same **time physical fitness** as well.

M: Okay. And how about swimming?

R: Swimming would be...they would pitch for **improvement in stamina** mainly and even some amount of **tranquillity**.

M: Okay. And what about lawn tennis?

R: Lawn tennis would be a purely physical event I feel

M: Okay. So what would they actually pitch?

R: They would probably pitch **improved exercises...cardio exercises**. So it's involved with more cardio exercises. So something related to that.

M: And what about Zumba?

R: Zumba is more about **having fun and having some amount of exercises** as well at the same time.

M: Okay. So basically lawn tennis and Zumba would be almost the same you want to say?

R : Yeah

M: Okay. So what do you think are the positive points of Yoga when it is pitching itself?

R: One of the most important points would be its ability to **bring peace and calmness** to the person

M: And what is the negative point of yoga?

R: If done in a wrong way it can actually be...can have some wrong...like if you do some wrong postures it might actually bring about pain in that part of the body. So that would probably be the negative part of Yoga

M: Okay. And what about swimming?

R: Swimming again...posture wise it needs to be correct. But the negative part...I cannot say anything about the negative part...but the positive part..

M: Okay. So what about lawn tennis and Zumba?

R: Lawn tennis...the positive part would **be good physical exercise**. But the negative part would be you can over exert yourself in lawn tennis and you might exhaust yourself. And sometimes damage to the elbows and any part of the body

M: Okay

R: And damage to the elbows or any injury

M: So basically that exhaustive criteria which you were talking about

R: And a possibility of injury might be on the negative side of it

M: okay, so other than that do you practice yoga?

R: I do not practice Yoga

M: okay, so, if given a chance like, as in like these criterias which we evaluate it, the ones in increase in stamina or lose weight and all of this. The first one you chose was actually increase in stamina right?

R: yeah

M: So, don't you think yoga will lead to an increase in stamina here?

R: Yeah I believe that Yoga will help me here in increasing my stamina

M: Okay

R: The difference would be physical exhaustion. When you practice yoga you get really exhausted and in case of swimming, you do not feel the physical exhaustion at the time of exercise but once you are done with it, you will feel it.

M: Okay, so what would actually motivate you to take up Yoga? Like if it was in addition to swimming or ..

R: Something as in a positive reinforcement, for example if we have a peer group who actually practice yoga, then I would be encouraged to go and practice along with them

M: okay okay. So, do you have any thoughts about yoga like ending thoughts, what you feel in general or anything in that sense?

R: Yoga has been globalized and it has been practiced for a for a generations before and it has its positive benefits and that is the reason it has survived this long

M: Okay

R: I think people should try and inculcate it early in their lives so, if they inculcate it early in their lives it will develop over years it will develop as a behavior as a thing to do

M: Okay, and one last question. So if you were to actually increase the number of students taking up Yoga in USME, DTU then what do you think would be the right approach to get more people in?

R: Ahh, organizing camps within the campus and encouraging students to actually attend this camps.

M: Okay

R: Maybe, even compulsory attendance might actually help

M: But do you think that actually this would help in them taking up Yoga? I mean that would be like only one day or one attendance they would come for

R: Not true, if you do some positive enforcements like fines, then they will definitely take up, organize camps more often and back it up with reinforcements. These things will, and once they practice for five to ten time then they probably will feel like doing it again and again

M: Okay

M: So would you actually come to attend these camps, if we start something like that in the campus

R: Yes I would, definitely I would, try it out for a few days

M: Okay, then if it suits you then you would probably

R: Yes, if I feel like that there is some positive enforcement in my lifestyle, then I would definitely continue it.

M: Okay, thank you Nithin.

ADOPTION OF YOGA BY MILLENNIALS: a Study of Drivers and Barriers

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