

# The Consumption Behavior of Yoga Clubs and Its Influencing Factors

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**Abstract.** Nowadays, yoga clubs are developing rapidly, but there are few works of literature on the consumption behavior of yoga clubs (CBYC), so the purpose of this paper is to analyze CBYC and its influencing factors according to the works of literature and questionnaires. According to the results of the survey, CBYC is still not popular. For example, the monthly amount of CBYC is RMB 520.6 and its daily time is 1.3hour. The influencing factors of the CBYC are all significant. The perceived advantages and disadvantages of yoga, the perceived advantages disadvantages of yoga clubs, and individual variables (gender, age, profession, monthly income, character, sleep quality and appetite) are all influencing factors of CBYC.

## 1. Introduction

Nowadays (2019) yoga industry has become a new sports industry in many countries. Yoga clubs also provide professional places for yoga consumers to learn and practice. However, there is no literature to discuss the consumption behavior of yoga clubs (CBYC). Therefore, the purpose of this paper is to understand CBYC and its influencing factors through literature review and questionnaire analysis, and then to provide suggestions on relevant policies and research topics for the government, sports industry operators and scholars. The yoga industry includes yoga training, yoga clothing, yoga equipment, yoga books, yoga clubs, etc.

Moreover, the yoga industry in various countries is developing rapidly. According to Yoga Journal and Yoga Alliance (2016), the number of yoga participants in the United States is increasing year by year, from 20.4 million in 2012 to 36 million in 2016, and the consumption amount of the U.S. yoga industry in 2012 is about USD 100 million to USD 160 million in 2016. For example, Yao and Bu (2013) believe that yoga clubs should provide a good environment for yoga practitioners, including equipment and facilities, equipment and supplies, and high-quality teaching. According to China's national vocational qualification training and experimental accreditation base (2010), there are more than 20,000 yoga clubs, more than 80,000 yoga instructors, more than 500 yoga teacher training institutions and more than 20 million yoga consumers in China.

According to the literature discussion, CBYC should be an essential research topic, but there is still little literature on CBYC and its influencing factors. This paper collates the existing literature in China and finds that there are 399 papers on yoga exercises (on the theme), 99 papers on yoga clubs (on the theme) and 18 papers on CBYC (on the theme). The literature of yoga clubs (on the theme) began in 2006, with a maximum of 16 articles in 2014. Its research field is broad, and the main contents are yoga courses, yoga consumption, and yoga practice.

According to the literature, this paper defines the CBYC as the time and amount that consumers spend each month in yoga clubs. For example, Wu (2014) found that 33.0 % spent 1 - 2 hours a week in yoga clubs, 20.7 % spent 3 - 4 hours, while only 8.8 % spent more than 7 hours.

The perceived advantages of yoga (PAYo) should be divided into keeping fitting and improving self - confidence. Body regulation, immunity enhancement; Emotional improvement; the number of friends has increased; Sleep promotion, stress relief. For example, Shu (2009) believes that yoga can improve the state of body functions, slow down the pace of life, and relieve stress and anxiety. Dwivedi and Tyagi (2016) believe that yoga can promote health. O'Neill, et al. (2016) thinks yoga helps prevent diseases. The perceived disadvantages of yoga (PDYo) should be divided into Muscle

strain; Limbs are natural to ache, and joints are comfortable to wear; Spinal injuries; Cerebral blood supply is easily insufficient. For example, Liu (2015) believes that most yoga club coaches do not attach importance to the sports injuries of yoga, causing sports injuries to yoga consumers. The perceived advantages of yoga club (PAYC) should be divided into teaching quality, service quality, discount promotion, and advertisement. Wan (2013) believes that yoga club coaches will provide yoga consumers with assistance and special breathing control exercises during the course of yoga. The perceived disadvantages of yoga club (PDYC) should be divided into the high price, fixed time, lack of effect and poor evaluation. For example, Wang (2015) thinks that yoga clubs in China do not attach importance to yoga effects, blindly pursue profits, and the arrangement of operation time and charges are unreasonable. For example, Liu (2015) believes that yoga clubs have poor results due to low academic qualifications and irrational composition of coaches.

According to the above discussion, this paper not only understands the CBYC and its influencing factors but also discusses the impact of gender, age, profession, monthly income and characters on the CBYC and its influencing factors. For example, Park, et al. (2015) thinks that most the yoga club consumers are women. Huang (2010) believes that the majority of yoga club consumers are women aged 19 to 40 (82.0%), with women accounting for 97 % of the total. Saper, et al. (2015) found that yoga can improve male obesity, coronary heart disease, and lumbago. For example, Lalonde (2012) thinks that on the surface, yoga seems to be an elite activity. Park, et al. (2015) thinks yoga club consumers have higher incomes. For example, Saper (2016) and Lei (2017) believe that the amount spent by yoga clubs is directly proportional to time and socioeconomic status.

In addition to the introduction, the paper structure is divided into three parts, the second part is the analysis of questionnaire results, and the third part is conclusions and suggestions.

## **2. Analysis of questionnaire results**

From December 23 to December 27, 2018, China Online Questionnaire was conducted. 424 copies were completely filled in and collected. Most of the respondents were yoga consumers. The statistical results of individual data variables were: 1. Gender (%): Male (5.7%), Female (94.3%). 2. Age (%): Respondents are under 22 years old (20.5%), 22 - 30 years old (37.5%), 31 - 40 years old (33.5%) and Over 40 years old (8.5%). 3. Profession (%): Students (35.4%), Non-students (64.6%). 4. Monthly Income (%): Less than RMB 3,000 (37.0%), RMB 3,000-6,000 (39.9%), More than RMB 6,000 (23.1%). 5. Living Place (%): First-tier Cities (25.0%), Second-tier Cities (34.2%), Third-tier Cities (26.4%), and Rural Areas (14.4%). 6. Education Level (%): Postgraduate or Above (5.7%), Undergraduate (46.4%), Junior College (33.3%), High School or Below (14.6%). 7. Character (%): Very Extroverted (34.2%), Extroverted (40.3%), Very Introverted (16.0%), and Introverted (9.4%). 8. Sleep Quality (%): Very Good (37.5%), Good (6.2%), Average (9.2%), Poor (4.2%), Very Poor (2.8%). 9. Appetite (%): Very Good (37.3%), Good (48.8%), General (5.4%), Poor (6.6%), Very Poor (1.9%).

The statistical results of the variable description of CBYC are: monthly average cost is RMB 520.6 (standard deviation is 279.3) and daily spending time is 1.3hour (standard deviation is 0.8).

The narrative statistics results of influencing factors of CBYC are as follows: about 90 % of the respondents agree that the influencing factors of CBYC (the proportion of approval ranged from large to small) are the PAYo, PDYo, PAYC, and PDYC. For example, 95.5 % of the respondents most agree with the enhancement of immunity of PAYo. 94.3 % of the respondents most agree that the spine, which is PDYo, is vulnerable to injury. 98.3 % of the respondents most agree that PDYC is the teaching level. 93.9 % of the respondents most agree that PDYC is a weak effect.

The analysis results of the variance of CBYC on influencing factors of CBYC are shown in Table 1. From Table 1, it can be seen that the significant elements of CBYC are PAYo, PDYo, PAYC, and PDYC. The positive and significant influencing factor of yoga club's consumption amount is PAYo.

Table 1. Variation analysis of CBYC and its influencing factors.

		CBYC	
		Amount	Time
Its Influence factors	PAYo	10.9***	8.1***
	PDYo	28.2***	20.6***
	PAYC	22.7***	17.1***
	PDYC	20.3***	13.7***

\* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$ .

To further understand the results of the questionnaire, this paper discusses the influence of gender, age, profession, monthly income, character, sleep quality, and appetite on CBYC and its influencing factors. The independent sample T-test results of individual variables (gender, age, profession, monthly income, character, sleep quality and appetite) on CBYC and its influencing factors are shown in Tables 2 and 3. From Tables 2 and 3, it can be seen that gender and age have significant influence on CBYC, profession, monthly income, character, sleep quality and appetite have considerable impact on the amount of CBYC but have no significant influence on the amount of CBYC, and education level and living place have no influence on CBYC. For example, women spend RMB 551.9 more in yoga clubs than men. For example, women spend 1.4h hours more in yoga clubs than men. For example, the monthly consumption amount of yoga clubs aged 22 - 30 is significantly more than RMB 192.0 under 22 years old, RMB 33.0 over 31 - 40 years old and RMB 70.1 over 40 years old. For example, the monthly consumption time of yoga clubs aged 22 - 30 years old is significantly more than 0.5h under 22 years old, 0.1h over 31 - 40 years old and 0.1h over 40 years old. If non-students spend more than RMB 75.8 per month in yoga clubs than students. For example, consumers earning RMB 4,500 per month spend RMB 75.7 more in yoga clubs than consumers earning RMB 3,000 per month and RMB 13.5 more than consumers earning RMB 6,000 per month. For example, the more extroverted you are the more amounts you spend each month in yoga clubs. The better the sleep quality, the more amounts you pay each month in yoga clubs. The better your appetite, the more you spend in yoga clubs each month.

Gender, age, profession, and sleep quality have significant effects on PAYo. Gender, age, profession, monthly income, character, sleep quality and appetite have substantial effects on PDYo. Gender, age, profession, individuality type, sleep quality and appetite have significant effects on PAYo. Gender, age, profession, character, sleep quality and appetite have substantial impacts on PDYo. For example, women's approval of PAYo, PDYo, PAYC, and PDYC is significantly higher than that of men. For instance, non-students' approval of PAYo, PDYo, PAYC, and PDYC is considerably higher than that of students.

Table 2. Independent sample T-test of individual variables (gender, age, profession) on CBYC and its influencing factors.

		Gender	Age	Profession
		F(T)	F	F(T)
CBYC	Amount	24.6***(43.1***)	9.9***	4.7*(2.6)
	Time	27.3***(35.0***)	9.0***	2.5(2.3)
Influence factor	PAYo	51.8***(3.7***)	5.9**	17.2***(1.1***)
	PDYo	21.7***(5.3***)	14.3***	27.6***(3.3***)
	PAYC	13.4***(5.8***)	12.9***	16.7***(3.1***)
	PDYC	23.9***(4.1***)	7.7***	15.8***(3.0***)

\* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$ .

Table 3. Independent sample T-test of individual variables (monthly income, character, sleep quality, appetite) on CBYC and its influencing factors.

		Monthly income	Character	Sleep quality	Appetite
		F	F	F	F
CBYC	Amount	3.3*	2.8*	3.9**	2.8*
	Time	1.7	1.0	1.3	1.1
Influence factor	PAYo	1.5	2.0	3.4**	1.9
	PDYo	6.2**	2.9*	8.7**	2.7*
	PAYC	6.5**	2.4	6.0***	3.0*
	PDYC	4.3*	2.1	4.4***	2.6*

\* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$ .

Based on the above discussion results, this paper suggests that:

Yoga industry and yoga education should strengthen cooperation with new technologies and new media (such as internet plus, creative teaching, and micro-video). The reason is that Chinese people are accustomed to the use of online consumption patterns and derivative products generated by new technologies, so offline use and online use of yoga clubs should be established at the same time. For example, it is found in this paper that the average monthly consumption amount of yoga clubs is RMB 520.6, and most of them are offline consumption. Therefore, yoga clubs can cooperate with online App. It can not only promote the promotion of yoga but also break the limitation of location and number of students. By establishing offline yoga clubs in major cities, online users and offline yoga clubs can be combined to increase the average monthly consumption amount of yoga clubs.

The government should promote the popularity of yoga in consideration of improving people's health. For example, in October of 2016, China put forward the guiding ideology, strategic theme and strategic goal of building a healthy China in the "Health China 2030 Plan Outline", emphasizing the importance of popularizing a healthy life. According to the survey results of this paper, the average daily consumption time of yoga clubs is 1.3hourh, but most people are still not engaged in this sport.

3. By learning from the Indian yoga industry, the Chinese government can combine its history and culture to form its cultural characteristics and actively promote yoga exports. For example, in June 2015, the Sino - Indian Yoga Institute was established in Yunnan University for Nationalities. It is reported that the Institute will enroll four-year undergraduate students in social sports guidance and management (Yoga) in autumn 2017. China's yoga industry has good prospects for development. The government can increase investment in the yoga industry and actively promote the export of yoga products.

4. According to the survey results of this paper, if yoga consumers know the advantages and disadvantages of yoga, yoga clubs have more than 90 % approval of PAYo and PDYo. Therefore, the government should increase the public's willingness to yoga clubs through policy advocacy and platform promotion, and further increase the average monthly consumption amount and time of yoga clubs. For example, yoga clubs can offer health talks to guide yoga consumers on how to avoid the easy strain of yoga muscles effectively. Limbs are easy to ache, and joints are easy to wear. Spinal injuries; the cerebral blood supply is easy to be insufficient. Another example is that yoga clubs should provide training and regular assessment to coaches, create a comfortable learning environment (provide all kinds of yoga equipment), improve the service quality of staff, and carry out large-scale advertising.

5. Yoga clubs can set individualized classes to meet most yoga consumers according to a different gender, age, profession, monthly income, and needs. For example, yoga clubs can offer male yoga classes, senior yoga classes, student classes, couples yoga classes, etc. The reason is that China has issued the "National Fitness Plan (2016 - 2020)" to encourage the development of specific sports that are suitable for different groups, different regions, and various industries. Document No. 85 of the State Council: Accelerating the Development of Sports Service Industry, Promoting the Upgrade of

Consumption Structure, Mentioning Emphasis on Training Sports Service Industries such as Fitness and Leisure, Venue Service and Intermediary Training, Promoting the Combination of Sports and Recreation.

### 3. Conclusions

With the continuous increase in the number of yoga consumers and the popularity of yoga clubs in China, yoga has become one of the best choices for Chinese people to exercise and keep fit. The CBYC has gradually become a typical consumption pattern. More and more governments, enterprises and scholars are conducting research. The purpose of this paper is to discuss the CBYC and its influencing factors and to analyze the influence of gender, age, profession, monthly income, character, sleep quality and appetite on the CBYC and its influencing factors.

According to the statistical results of the questionnaire, it is found that: 1. the average monthly consumption amount of Chinese yoga clubs is RMB 520.6 and the average daily consumption time of yoga clubs is 1.3hour, which indicates that yoga clubs have much development prospects.2. PAYo, PDYo, PAYC, and PDYC are significant influencing factors of CBYC. Therefore, the government and yoga clubs' policies towards yoga consumers should consider the improvement of supporting services and service platforms of CBYC altering factors. 3. Sex, age, profession, monthly income, character, sleep quality, and appetite have significant effects on CBYC and its influencing factors. Industry, government, and scholars should develop policies and research topics on proper variable separation. The further research direction of this paper includes the impact of card renewal rate and mood state of yoga exercise groups on CBYC and its influencing factors. For example, Zhang (2013) found that the card renewal rate of members has a positive correlation with the CBYC. For instance, Jiang (2013) stressed the influence of the state of mind of yoga exercise groups on the CBYC.

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