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The Perceptions and Expectations from Yoga Practice among Non-practitioners of Yoga – A Market Study.

Ganpat Prajapati

Ph. D. Scholar, Faculty of Management

Pacific Academy of Higher Education and Research University, Udaipur, India

General awareness about yoga and benefits of practice is quite high among urban areas. Any regular physical activity is known to be beneficial universally in many ways, yet many individuals do not engage in sufficient physical activity. Yoga practitioners and non-practitioners' perception about yoga in terms of affect would be considered under two categories: concept and practice in a multi-cultural landscape of Mumbai which is taken as a backdrop for this study. Conceptually, yoga could be framed as religious, spiritual, cultural or human development activity. As per extant literature, as a practice, it is generally known to have perceived affects and beneficial effects as in physical health and fitness, improvement in energy level, feeling smart or agile, mental health (relief in stress, mood improvement, mental abilities and wellbeing, spiritual affects like mindfulness, social benefits like meeting new friends. This study is about probable relationship between these perceptions and non-practice of yoga. Motivations or lack of motivations could also be related to alternative activities considered more relevant or about how would they like yoga to be framed and designed so that it would be made acceptable to non-practitioners.

Whereas, general de-motivators like not having time, lack of guidance, physical nature of work, competition from alternative activities, not having space, facilities or money, age factor as limiting factors. Another possible explanation could be whether they find some aspects of yoga not available which could be added to yoga practice or some aspects of yoga which would evoke dislike and as such, they would like those aspects be not part of yoga practice. The general resistance to change is normal for a person in his/her usual pattern of spending leisure time but a marketer needs a strategy to overcome it, changing the direction and speed of present state as an alternative.

This study looks at possibility of change making by a non-practitioner of yoga practice from an inner, self-induced motivational point of view. The study included a variety of other motives and barriers which were identified among different age and gender groups. 175 non-practitioners (85 males and 90 females) were interviewed for this purpose.

Key Words: Yoga Practice, Yoga Concepts, Yoga Practitioners, Motivations and Perceptions of Yoga, Non-practitioners' Perceptions of Yoga