

Relationship Marketing as an Effective Promotional Tool of Yoga Marketing in the Urban Indian Market : An Empirical Study

* *Arunangshu Giri*
** *Mrinalini Pandey*

Abstract

Yoga practices help to maintain a healthy living of physical, mental, and spiritual faculties. Different yogic postures keep our body in a proper condition by normalizing blood pressure, cholesterol levels, and boosting the immune system. So, it is required to market yoga services by implementing proper promotional tools in the present scenario. Relationship marketing helps to establish strong social, economic, and technical ties with customers. It decreases the transaction time and related costs. It creates a mutually profitable business relationship between customers and service providers. Initiation for yoga promotion is to be supported with relationship marketing as effective promotional tool for sustainable development of the yoga market. The purpose of this study was to examine the impact of relationship marketing on customer loyalty in the yoga sector. Maintaining the customer loyalty in the yoga sector is important to attract new potential customers in urban India to fulfill customers' expectations related to their health care. Customer loyalty can be increased by adopting different significant strategies in yoga promotion through relationship marketing. Understanding of customer behaviour in the relationship-building process of a yoga organization is important to retain and attract potential customers. This study focused on the influences of different factors in the relationship-building process on customer loyalty in the context of yoga marketing in urban India. This study emphasized the marketing literature on the relationship development model for customer benefits. The findings discussed the effectiveness of relationship marketing as yoga promotional tools in the Indian urban market.

Keywords: relationship marketing, yoga marketing, effective promotional tools, customer loyalty, Indian urban market

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Relationship marketing is significant for any service firm because it brings customer satisfaction, which is not transaction-specific, but cumulative efforts in nature, experienced by the customers over time (William, Kalra, Staelin, & Zeithaml, 1993). Customer loyalty for a service firm can be extended through proper relationship marketing, which restricts alternative services as being inferior in terms of the cost-benefit ratio (Sivakumar & Raj, 1997). Repeated core service delivery failures are the reason for decreasing loyalty. Relationship marketing emphasizes understanding and sensing customer's feelings in every relational situation in business transactions between two parties.

In the yoga sector, a yoga trainer must focus on providing quality service facilities to keep a customer satisfied. Commitment monitors the consumer's desire to stay in the relationship in the time of high switching costs and scarcity of alternatives. Customer commitment has positive influences on customer loyalty (Fullerton, 2005). As per Luarn and Lin (2003), perceived value has a significant influence on customer loyalty. Relationship marketing

* *Assistant Professor*; MBA Department, Haldia Institute of Technology, HIT Campus, Haldia, Purba Medinipur, West Bengal-721 657. E-mail : arunangshugiri@gmail.com

** *Assistant Professor*; Department of Management Studies, Indian School of Mines (ISM), Dhanbad - 826 004, Jharkhand. E-mail : mrinal_nalini@yahoo.co.in

emphasizes on improving and keeping current customer relationship rather than attracting new customers. It is less expensive to maintain an ongoing business relationship with current customers than acquiring a new one. Once the current customers are loyal to a service firm, they pull the new potential customer automatically by the influences of relationship marketing. Bonding is a dynamic practice that progresses through relationship marketing and operates as a binding force that induces the service providers and customers to maintain their relationship over a period of time (Levitt, 1983). Relationship marketing helps to develop the relationship between the two parties in such a way that it fits between the provider's service facilities and the customer's expectations (Berry, 1995). The customer's expectations cover the realistic promises from the service firm, quality product with fair prices, and quality follow-up services (Bitner, 1995 ; Sheth, 1994). Customer loyalty is the fundamental objective of the bonding process in relationship marketing (Wilson, 1995). It is important for the service provider to build customer loyalty early in the service experience.

Loyalty helps the customer to choose the service providers among the competitors and facilitates them in their purchase decisions (Berry, 1995). Loyalty builds up slowly over a period of time, but once it has been set up between a service provider and a customer, it works as a catalyst to attract them continuously closer until they successfully accomplish their service transactions. On the other hand, successful transactions and proper cooperation from a service provider's end increases the longevity of the relationship. Relationship bonds help to create a commitment between two parties and the commitment focuses upon the long-term maintenance of a relationship, which provides profitable outcomes to them. Thus, commitment is the basis of relationship marketing (Morgan & Hunt, 1994). For example, Yoga Guru - Baba Ramdev has established a lasting emotional relationship with his customers through proper initiatives of relationship marketing (Pandey, 2009). In spite of various situational changes causing switching tendency, loyalty influences customers to repurchase a preferred service in the future (Oliver & Richard, 1999). It also helps to provide positive word-of-mouth about a service firm (Hirschman, 1970). Customer benefits for loyalty in service organizations should be emphasized in a better way to the customer through proper promotional strategies. Customer loyalty should be measured in terms of business performance, profit, and organizational success (Reichheld, 1993). Loyal customers engage not only in repurchasing activities, but also facilitate business by lowering the costs to attract new customers. The management of yoga organizations should adequately focus upon the influencing factors of relationship marketing on customer loyalty. The identification of important factors can help the firm to establish the promotional strategies for the future.

Theoretical Underpinnings of the Study and Hypotheses Development

(1) Switching Barriers : A customer may face a number of difficulties in switching a service provider. These difficulties force him/her to stop leaving one service provider and start a relationship with another. So, switching barriers helps a service provider by facilitating customer relations (Burnham, Frels, & Mahajan, 2003). Sometimes, a certain amount of effort is required in shifting a service provider. It may be one of the reasons for forced customer commitment to any service provider. Customers do not like to change their habits and behaviour easily. In some cases, dissatisfied customers also retain a provider due to strong inertia. This inertia is caused by putting more efforts of customers to develop new living habits, to restructure their lives, to search for new relationships, and to adjust old friendships (White & Yanamandram, 2004). For adopting a customer retention strategy, service providers may enhance the perceived effort of customers to stop switching to other providers. Switching costs, which may be monetary and non - monetary, are involved in shifting and purchasing from different service providers. It includes time investment, efforts, and money such as learning costs, set up costs, contractual costs, psychological and time related costs, and so forth. These barriers create a challenging environment for customers to leave their current firm (Zeithami, Bitner, Gremler, & Pandit, 2013).

Service providers can increase the switching costs for customer retention to make it hard for customers to exit the relationship. If it is not possible, firms can generate the perception of difficulty in the minds of the customers. However, for new customers, firms might consider opposite strategies by lowering the switching costs. Thus, there is a positive relationship between switching barriers and customer loyalty in yoga services. So, we propose :

→ **H1:** Switching barriers positively influences customer loyalty in yoga services.

(2) Core Service Facilities : Strong customer relationship can be established for a long term through a solid service quality base. This quality assurance comes from competitive value and quality offerings. In the relationship development process, core service facilities must fulfill customer expectations and offer their perceived value (Johnson, Herrmann, & Huber, 2006). Resolving customers' problem solving mechanism also increases the loyalty of the customers. So, we posit:

→ **H2:** Core service facilities positively influences customer loyalty in yoga services.

(3) Relationship Bonds : Yoga practitioners do not prefer the complexity of yoga processes transmitted from traditional Indian concepts to the present modern concepts. So, yoga organizations are promoting yoga through relationship marketing with the help of a customization bond. Unless the yoga process is customized for the yoga practitioners, it will not be well accepted by them (Knauff, 2002). Yoga can be expressed in different ways, such as practice, lifestyle, ideology, and so forth in modern urban lives (Strauss, 2005). Yoga ideology and lifestyle help to create a social bonding between a yoga organization and practitioners.

As per Chinmaya and Kapoor (2012), yoga gurus like Baba Ramdev have popularized yoga recently by upholding it to common people as an effective wellness mechanism. 'Yoga camps' are organized by Yoga gurus to provide customized services and train practitioners in this way that the yoga concept can be spread out through relationship marketing to a large number of people. Through this relationship network, they have started cross selling of Ayurvedic products to generate revenue. Different social networking sites like Facebook, Twitter, YouTube, LinkedIn, and so forth have facilitated to create social bonding between yoga organizations and practitioners. For example, 'Kimberly Wilson's Yoga coaching video,' 'Jamie Kent's Yoga audio library,' and so forth are available on YouTube and these audio and video collections can be downloaded easily. 'YogaToday,' a Yoga organization, has implemented a strategy to forge personal relationships with paid customers by sending personalized yoga messages through email (Giri & Pandey, 2011).

In switching barriers, a service provider creates constraints of bounding to maintain the relationship. But providers can also involve in some activities where customers may be encouraged to stay in the relationship through relationship bonds. This bonding facilitates to enhance the prospective for sustained competitive advantage (Zeithami et al., 2013). First of all, customers are attached with the provider through financial bonds. It emphasizes on the lower price facilities for loyal customers or higher volume purchases. So, customers can have the financial benefits in exchange of their faithfulness. On the other hand, social bonding has a huge impact on building a long term relationship between customers and service providers. Implementation of social and interpersonal bonds is visible among health care providers and their clients (Zeithami et al., 2013). Competitors also face a lot of difficulties to imitate social bonding of a firm (Ulaga & Eggert, 2006). Only strong reasons can break social bonding of building relationships. A customization bond suggests that customer relationship can be encouraged through maintaining individual customer intimacy. It focuses upon the solutions of individual customer needs. Structural bonds are formed by facilitating technology-based services for the customers, which must be designed correctly in the service delivery system (Zeithami et al., 2013). Thus, there is a positive relationship between relationship bonds and customer loyalty in yoga services. So, we propose:

→ **H3:** Relationship bonds positively influence customer loyalty in yoga services.

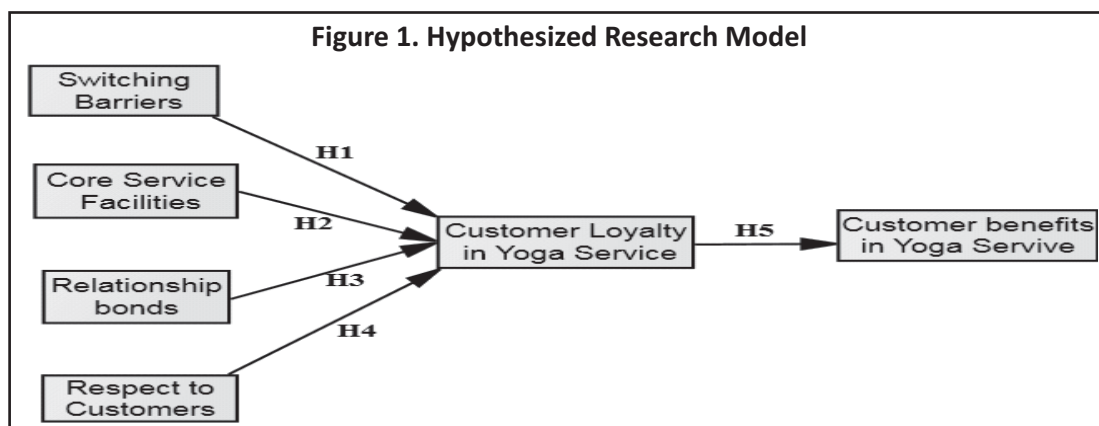
(4) Respecting Customers : Service providers should respect their customers' requirements and wish for maintaining privacy. If providers are unable to fulfill the customers' immediate requirements or dishonour them by neglecting their necessities, the customers may be dissatisfied. The service provider should not disclose and share the collected personal information of the customer to the marketing companies without the permission of the customers. Customer loyalty and relationships can be hampered if a firm fails to respect a customer's overall concerns (Zeithaml & Bitner, 2003). So, we posit:

→ **H4:** Respect to customers positively influences customer loyalty in yoga services.

(5) Benefits to Customers : The customer can save time and efforts required to shift to new service providers by building consistent relationship with service firms through relationship marketing. Also, customers can get pleasure from personalized services from service providers because they are well aware about the customer requirement in this process. Every customer prefers to stay in a relationship when the 'receives' exceed the 'gives'. 'Receives' indicate quality, value addition, benefits, satisfaction, and so forth. On the other hand, 'gives' indicate monetary as well as non - monetary costs. Customers feel specific type of benefits through long term service relationships like confidence benefits, social benefits, and special treatment benefits. Feeling of confidence in the service provider in knowing expectations helps customers to get best services (Rao, 2011). Customers develop a social relationship and a sense of acquaintance with the service providers over a period of time. The outcome of the social bonding provides a higher level of customer satisfaction. This bonding prevents customers from switching over to a competitor with better quality or a lower price. A service firm becomes a part of a customer's social support system through a long-term relationship between them. Service firms also provide to loyal customers preferential treatments and special deals (Zeithami, et al., 2013). So, we propose:

→ **H5:** Customer loyalty in yoga services positively influence customer benefits in yoga services.

(6) Hypothesized Research Model : Part of this research model (Figure 1) has been theoretically described by Gremler and Brown (1998). They explained a variety of factors (switching barriers, core service provision, relationship bonds) influencing the development of strong customer loyalty and discussed the rationale for relationship strategies that a service firm can use to satisfy its current customers.



Research Methodology

For the purpose of conducting this survey research, the questionnaire was framed according to existing literature on this topic for determining the relationship marketing as an effective promotional tool of yoga marketing in India. Some constructs and few items were taken directly from previous study, and a few new were added from expert opinion. All constructs were measured using multiple items by a 5 point Likert type scale. Responses were taken from yoga practitioners of nine yoga organizations in India ; 250 questionnaires were distributed to the respondents, and out of these, 182 respondents (Table 1) fully answered these questionnaires. The survey period was from June - October 2014 and the total study period was 10 months (approximately) starting from April 2014.

Analysis and Results

For establishing the proposed model and hypothesis, structural equation modeling (SEM) by AMOS 20.0 was used in this research. Validity test and fitness of the model were checked by the measurement and structural model. At first, exploratory factor analysis by SPSS 17 was used for questionnaire validation by data reduction. Here, KMO and Bartlett's test (Table 2) indicate the appropriateness of factor analysis and prove the convergent validity of primary data.

The overall and individual factor's Cronbach's alpha (Table 3) greater than 0.70 means that the reliability scaling is good under various items. For validating a logical relationship between factors, face validity and content validity were conducted through the process of taking suggestions from experts. The items (factor loading of above 0.5)

Table 1. Demographic Profile of the Respondents

Variable	Category	No.	%
Gender	Male	117	62.2
	Female	71	37.8
Age	Less than 20 years	22	11.7
	20-40 years	39	20.7
	40-60 years	51	27.1
	Above 60 years	76	40.4
Occupation	Student	16	8.5
	Service Holder (Men)	56	29.8
	Service Holder (Women)	34	18.1
	House Wife	37	19.7
	Self Employed	45	23.9
Edu. Qualification	Under Graduate	28	14.9
	Graduate	62	33.0
	Post Graduate	98	52.1

Table 2. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.789
Bartlett's Test of Sphericity	Approx. Chi-Square	2412.183
	df	136
	Sig.	<0.001

Table 3. Overall Reliability Statistics

Cronbach's Alpha	Number of Items
.8768	17
Total Cases: 188	

Table 4. Result of Factor Analysis - Rotated Component Matrix ^(a)

	Component					
	Relationship Bonds	Customer Loyalty	Core Service Facilities	Customer Benefits	Respect to Customers	Switching Barriers
q4	.881	.206	.052	.127	.062	.086
q5	.878	.201	.054	.068	.088	.085
q7	.867	.153	.045	.120	-.019	.139
q6	.748	.152	.127	.023	.096	.220
q2	.247	.882	.257	.194	.088	.148
q3	.256	.853	.258	.171	.125	.169
q1	.314	.842	.229	.148	.087	.100
q12	.019	.139	.867	.063	-.048	-.086
q13	.105	.234	.865	.001	.037	.150
q11	.113	.185	.829	.048	.141	.121
q10	.093	.106	.088	.925	.086	.043
q8	.235	.103	.055	.862	.137	.073
q9	-.015	.164	-.020	.824	-.077	-.064
q16	.077	.008	.080	.042	.908	.012
q17	.074	.190	.013	.062	.885	.070
q15	.139	.125	.029	-.050	.013	.911
q4	.369	.192	.145	.111	.092	.755
Variance explained (%)	19.647	15.227	14.331	14.279	10.140	9.428
Cronbach Alpha	0.905	0.965	0.858	0.867	0.787	0.753

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

a Rotation converged in 5 iterations. See Appendix 1 for the statements

created eight different factors which are shown in the rotated component matrix. These extracted factors explain a total of 83.05 % of the variations. Factors with their respective variance explained (%) and Cronbach's alpha have been listed in the Table 4.

The fitness indices of the structural model (Table 5) were checked first and then the hypotheses were tested to establish the relationship. Confirmatory factor analysis (CFA) was executed for determination of effectiveness of the relationship marketing in the yoga sector. Hair et al. (1998) suggested the following path (see Table 5) to examine the model fit indices. The fit indices of structural model (Figure 2) crossed the acceptable threshold level. So, CFA is stated as a good model fit.

(1) Assessing Multicollinearity : In this research study, multicollinearity was examined through VIF (variance inflation factor) which should be less than 3 for acceptability range (Zuur, Ieno, & Elphick, 2010). Here, all VIF

values (Table 6) are in acceptable range in the relationship development model for customer loyalty when the dependent variable is customer loyalty in yoga services. It proves that the variables are free from multicollinearity.

As all standardized regression estimates are greater than 0.7, it shows higher item reliability (Chin, 1998 ; Hair, Anderson, Tatham, & Black, 1998). Internal consistency among the items of underlying factors has been supported by the value of construct reliabilities (CR) which is more than 0.7. As per Fornell and Larcker (1981) and Hair et al. (1998), convergent validity can be examined by the average variance extracted (AVE) which should be more than 0.5. In this study, measurement model supports the above condition. Also, discriminant validity can be

Table 5. Fit Indices of CFA for Structural Model of 'Relationship Development Model for Customer Loyalty'

Fit Index	Acceptable Threshold Levels	Structural Model Values
χ^2/df (Chi-square / degree of freedom)	Values less than 3	0.748
RMSEA (Root mean-square error of approximation)	Values less than 0.06	0.001
GFI (Goodness of fit index)	Values greater than 0.90	0.995
AGFI (Adjusted goodness of fit index)	Values greater than 0.90	0.972
NFI (Normed fit index)	Values greater than 0.90	0.985
CFI (Comparative fit index)	Values greater than 0.90	0.999

Table 6. Collinearity Statistics when 'Customer Loyalty in Yoga Service' is Dependent Variable

	Collinearity Statistics	
	Tolerance	VIF
Relationship bonds	.765	1.307
Switching Barriers	.772	1.296
Respect to Customers	.952	1.051
Core Service Facilities	.924	1.082

Figure 2. Path Diagram of Hypothesized Structural Model of 'Relationship Development Model for Customer Loyalty'

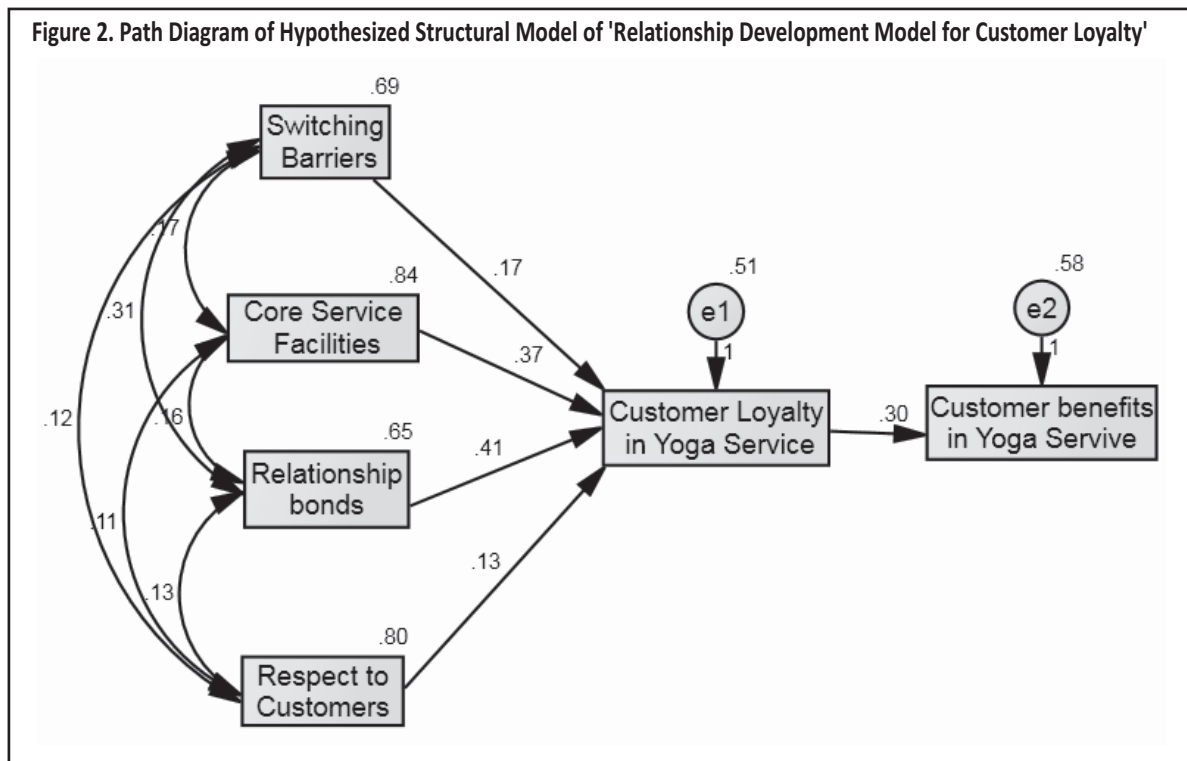


Table 7. Squared Correlations Between Factors in Measurement Model

	SWITBAR	CUSTLOY	RELABOND	CUSBENE	CORESERY	RESPCUS
SWITBAR	0.849					
CUSTLOY	0.316	0.940				
RELABOND	0.398	0.422	0.849			
CUSBENE	0.161	0.253	0.277	0.832		
CORESERY	0.162	0.431	0.127	0.111	0.838	
RESPCUS	0.084	0.224	0.134	0.052	0.096	0.891

*Diagonal elements are Average Variance Extracted (AVE).

Table 8. Measurement Model Results

Constructs/ Factors	Variables	Standardized Regression Estimate	Construct Reliability (CR)	Average variance extracted (AVE)	Maximum Shared Variance (MSV)	Average Shared Variance (ASV)
Switching Barriers	q14	0.848	0.837	0.720	0.158	0.063
	q15	0.849				
Customer Loyalty in Yoga Services	q1	0.93	0.958	0.884	0.186	0.116
	q2	0.954				
	q3	0.936				
Relationship Bonds	q4	0.865	0.912	0.721	0.178	0.089
	q5	0.881				
	q6	0.8				
	q7	0.848				
Customer Benefits in Yoga Services	q8	0.838	0.871	0.693	0.077	0.036
	q9	0.775				
	q10	0.881				
Core Service Facilities	q11	0.826	0.876	0.701	0.186	0.050
	q12	0.797				
	q13	0.887				
Respect to Customer	q16	0.876	0.885	0.793	0.050	0.017
	q17	0.905				

determined by the condition that AVE values should be greater than corresponding squared inter-construct correlation (SIC). Measurement model also support this and proves discriminant validity. Here, the conditions ($CR > AVE$, $MSV < AVE$, and $ASV < AVE$) also prove the convergent and discriminant validity (Table 7 & Table 8).

(2) Path Analysis for Hypothesis Testing (refer to Table 9)

(i) **H1:** Switching barriers positively influences customer loyalty in yoga services. The structural model supports this hypothesis. The path coefficient is significant ($p < 0.05$) statistically and it has the expected positive sign (+0.173) which means switching barriers positively influences customer loyalty in yoga services.

(ii) **H2:** Core service facilities positively influence customer loyalty in yoga services. The p - value for the path coefficient from core service facilities to customer loyalty in yoga services is positive (+0.371) and significant ($p < 0.001$), indicating that core service facilities positively influence customer loyalty in yoga services. Therefore, the hypothesis H2 is supported.

Table 9. Path Analysis of Structural Model for ‘Relationship Development Model for Customer Loyalty’

Measurement Path	Hypotheses	Regression Estimate	t-values (CR)	p -value	Assessment
CUSTLOY ← SWITBAR	H1	0.173	2.410	.016	Supported
CUSTLOY ← CORESERV	H2	0.371	6.235	***	Supported
CUSTLOY ← RELABOND	H3	0.407	5.459	***	Supported
CUSTLOY ← RESPCUS	H4	0.129	2.151	.031	Supported
CUSBENE ← CUSTLOY	H5	0.299	5.131	***	Supported

*Significant Regression co-efficient ($P < 0.01$ and 0.05)

Table 10. Friedman One-Way ANOVA for Mean Rank

Test Statistics			
(Friedman Test)		Variables	Mean Rank
N	188	q4 (Social bonds)	2.63
Chi-Square	19.398	q5 (Financial bonds)	2.40
Df	3	q6 (Structural bonds)	2.38
Asymp. Sig.	<0.001**	q7 (Customization bonds)	2.59

Note: ** denotes significant at 1% level

(iii) H3: Relationship bonds positively influence customer loyalty in yoga services. The structural model supports this hypothesis. The path coefficient is significant ($p < 0.001$) statistically and it has the expected positive sign (+0.407) which means that relationship bonds positively influence customer loyalty in yoga services.

Going further, we examine which bonding has a greater influence upon forging strong relationships with customers. From the results depicted in Table 10, the variables can be ranked in following order, that is, Social bonds, Customization bonds, Financial bonds, and Structural bonds, respectively. So, Social bonds and Customization bonds are utmost important in relationship bonding.

(iv) H4 : Respect to customers positively influences customer loyalty in yoga services. The p - value for the path co-efficient from respect to customers to customer loyalty in yoga services is positive (+0.129) and significant ($p < 0.05$), indicating that respect to customers positively influences customer loyalty in yoga services. Therefore, the hypothesis H4 is supported.

(v) H5 : Customer loyalty in yoga services positively influences customer benefits in yoga services. The structural model supports this hypothesis. The path coefficient is significant ($p < 0.001$) statistically and it has the expected positive sign (+0.229) which means customer loyalty in yoga services positively influences customer benefits in yoga services.

Research Findings

The findings indicate with evidential support that switching barriers, core service facilities, relationship bonds, and respect given to customers positively affect customer loyalty in yoga services. On the other hand, customer loyalty in yoga services is found to have a significant and positive impact on customer benefits in yoga services. These findings are consistent with the previous literature review. Therefore, the path analysis statistically supports the

previous literature on relationship building with customers through relationship marketing. From the path analysis of the structural model (Table 9), we estimated the most influencing factors on customer loyalty in service sector through regression estimate. Relationship bonding has the highest impact on customer loyalty. Also, it has been revealed that social and customization bonds under relationship bonding have a greater influence than the other bonds to create loyal customers in the yoga sector.

Implications of the Study

This study provides an empirical and theoretical analysis to exhibit factors affecting customer loyalty through relationship marketing, which proposes practical implications for the yoga industry. The results have various implications for the yoga industry relating to the development of new strategies to increase customer loyalty and regarding benefits by using relationship marketing as a major promotional tool. Yoga organizations should focus upon the relationship making services with customers, which can increase the profitability ratio for them. These services emphasize on increasing switching barriers, core service facilities, relationship bonds, and respect to customers ; so, it indicates some practical implications in enhancing the customer loyalty in yoga services. Yoga organizations should develop the strategies through relationship marketing for current potential customers in order to attract and increase more interest about yoga services. Then, new customers will follow the old customers and will be pulled towards the yoga services. This study also revealed that all the factors relating to relationship marketing have positive influences on customer loyalty. This finding has implications for the management of yoga organizations ; it recommends finding out the most influencing factors under relationship marketing and most important issues under that factor.

Respondents' preferability of different relationship bonds can lead the management of yoga organizations to implement strategies tactfully for current potential customers. The management of yoga organizations should endeavour for more investment in infrastructures and take intensive relationship marketing initiatives to establish the image of them. This research paper will also help yoga marketers to develop customer centric relationship marketing strategies to enhance the overall performances of the yoga organizations and satisfy their customers.

Conclusion

This study makes a significant contribution in the yoga sector to increase the customer loyalty and related customer benefits through relationship marketing as an effective promotional tool. The factors of relationship marketing that influence customer loyalty have been identified and analyzed empirically in this research study. It facilitates the yoga organizations to make the strategies for increasing customer loyalty through relationship marketing. The outcome of this research indicates the effectiveness of relationship marketing for customer loyalty in a service industry like the yoga sector. This research model can be used for further study on customer loyalty in service related sectors.

Limitations of the Study and Scope for Further Research

These limitations should be considered when inferring the findings of this research paper.

- (1)** The sample was restricted to nine yoga institutes of India. Therefore, it cannot be considered as a representative of the overall targeted respondents.
- (2)** Few research articles which were not established empirically had been used in this research. Some articles possibly may have been overlooked through this study.

(3) Respondents' bias may have an influence on the research findings.

Several scope for future research can cover many unexplored areas :

(1) The effect of some other marketing tools to yoga marketing can also be studied.

(2) Future research can be related to comparing the global scenario of yoga marketing with respect to the Indian scenario.

(3) This study was conducted in the urban Indian context. Studies can be conducted in the rural context as well.

(4) Future studies can construct a model on differentiability of private and public sector initiatives on yoga marketing.

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Appendix 1

CONSTRUCTS	QUESTIONS ON DIFFERENT ITEMS
Customer Loyalty in Yoga Sector	(q1): You have received dependable services from a yoga organization. (q2): You have received reliable services from a yoga organization. (q3): You want to continue with the yoga services.
Relationship Bonds	(q4): You prefer financial bonding in the relationship making process in yoga services. (q5): You prefer social bonding in the relationship making process in yoga services. (q6): You prefer customization bonding in the relationship making process in yoga services. (q7): You prefer structural bonding in relationship making process in yoga services.
Customer Benefits in the Yoga Sector	(q8): You have got enough confidence from yoga services. (q9): You have got different social benefits from yoga services. (q10): You have got special treatments from yoga services.
Core Service Facilities	(q11): You have perceived good yoga training quality. (q12): You have perceived good quality services, dealing with the service personal of the yoga organization. (q13): You are satisfied with the service facilities of the yoga organization.
Switching Barriers	(q14): You feel more efforts are required to switch from your present yoga service provider. (q15): You feel more costs would be required to switch from your present yoga service provider.
Respecting Customers	(q16): Yoga organizations should provide equal treatments to all customers by not neglecting the requirements of anyone. (q17): The personal information of customers should not be disclosed to other service providers.