

Marketing Research Capstone

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Agenda

Tiny Buddha Yoga Background

Research Objectives

Research Design & Methodology

Secondary Research

Qualitative Research

Primary Research Analysis and Findings

Lessons Learned

Appendix

Tiny Buddha Yoga Background

Tiny Buddha Yoga is a locally owned yoga studio based in Ann Arbor, Michigan, with two locations that offer a variety of hot yoga classes. Tiny Buddha Yoga is known for its welcoming community atmosphere, and fortunately, I was able to experience it firsthand.

Tiny Buddha Yoga was seeking to **understand consumer attitudes, motivations and behaviors within the yoga community:**



What factors are most impactful when choosing a yoga studio.



Why people practice yoga, and what keeps them coming back.



How people find and decide to try a new yoga studio.



Understand different consumer segments, and how Tiny Buddha Yoga currently addresses each segment.

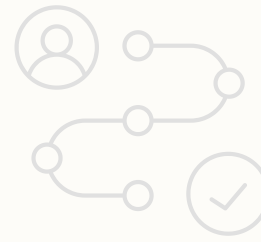


Research Objectives



1

Assess yoga practitioners attitudes and behaviors.



2

Understand the consumer journey towards studio selection.



3

Evaluate consumers' reaction to Tiny Buddha Yoga and **determine which customer segments best align with Tiny Buddha Yoga offerings.**

Research Design

Secondary Research

Sources: Industry reports, competitor websites, and online reviews were used to understand the yoga market.

Purpose: Provide insights that informed both the qualitative and quantitative research stages.

Qualitative Research

Format: Five focus groups (n=30) and In-depth interviews (n=4) were conducted via zoom.

Focus: Assessed yoga attitudes, studio selection factors and reactions to Tiny Buddha Yoga

Purpose: Gain a deeper understanding to inform quantitative research design.

Quantitative Research

Format: Online survey conducted through AYTM.

Sample: n = 400, aged 18+ who have attended a yoga class in the past 12 months, and are yoga equipment owners.

Focus: Assessed yoga attitudes, studio selection factors and reactions to Tiny Buddha Yoga

Purpose: Quantify findings, identify segments, and uncover key drivers of consideration.

Methodology

Factor Analysis

Reduced related survey items into broader dimensions: yoga motivations, studio selection factors and lifestyle attitudes.

Cluster Analysis

Used selected factor scores, attitudes, behaviors, and personality measures to identify and profile distinct yoga-practitioner segments.

Multiple Regression

Identified the strongest drivers of Tiny Buddha Yoga appeal, likelihood to consider, and premium price threshold.

Together, the analyses simplify consumer motivations, uncover meaningful practitioner segments, and identify the factors most closely associated with trying TBY.

Secondary Research Framed the Market and TBY's Position

Industry reports, competitor pricing, and review platforms built the foundation for the primary research design

Studio choice is driven by two major factors:

Practical Factors

Price

Location

Class times

Parking

Membership options

Ease of booking

Experience Factors

Instructor quality

Welcoming atmosphere

Beginner support

Cleanliness

Community

Class variety

TBY’s reviews are especially positive about instructors, the community, and the atmosphere, while some concerns focus on heat, parking, and space.

TBY pricing is premium within the local market

Studio	Drop-in	Monthly unlimited
Tiny Buddha Yoga	\$35	\$169
AUM Yoga	\$26	\$175
RED Yoga	\$28	\$169
Hot Yoga Ann Arbor	\$20	\$125

TBY introductory offer: \$79 for the first month of unlimited classes.

TBY’s reviews point to an overall positive experience, while its pricing makes it more important for the studio to communicate its value.

Three Questions Directly Influenced By Secondary Research

Secondary research identified topics that became direct inputs into the primary research design

Q18 / Q19: Van Westendorp pricing

Competitor pricing research gave real world price anchors when designing the models. Knowing that TBY charged \$35 for a drop-in while local competitors ranged from \$20–\$28 helped me set realistic pricing ranges and evaluate TBY's price against what consumers considered acceptable.

Q13 / Q14: Practical vs. Experience Factors

Reviews consistently separated practical needs like price, location, and schedule from experience factors like instructors, atmosphere, and cleanliness. This research led me to separate the factors into two distinctive questions.

Q30: TBY Perceptions

Secondary research helped identify the TBY attributes worth testing, which directly shaped the Q30 brand perception variables.

Secondary research helped determine which questions and topics were included in the primary research.

Yoga Starts as Fitness, but Continues as Wellness

Participants described yoga shifting from fitness toward stress relief and mindfulness

Participants started with **fitness**, stretching, and **physical health**.

Over time, yoga became tied to **stress relief**, **breathing**, **mindfulness**, and **mental health**.

Studio practice helped them disconnect from daily responsibilities.

Secondary research similarly showed that yoga often **begins with physical-health** goals and **expands** into broader emotional and **mental benefits**.

Yoga often develops from physical activity into a broader practice that supports mental and emotional wellness.

“At first I used it as fitness... now it’s a mixture of fitness... and also your mental health.”

Female participant describing how her reasons for practicing yoga changed over time

“When I’m in the studio, those thoughts kind of go away.”

Female participant explaining how studio practice helps her disconnect from daily responsibilities

Studio Choice Is About Reducing Risk

Convenience, reviews, and trial offers shape the decision to try a studio.

Location and convenience narrowed the initial **options**.

Reviews and reputation provided **confidence** in the studio.

Introductory offers made trial feel **lower risk**.

Clear **class-level descriptions** helped **reduce** beginner uncertainty.

Consumers look for practical convenience and reassurance before committing to a new studio

**“It was mostly location...
reviews, I mean,
reputation.”**

Male participant describing factors influencing his initial studio choice

**“You have nothing to lose
—try it out.”**

Male participant, explaining the value of an introductory offer

A Welcoming Experience Builds Loyalty

Instructors and atmosphere determine whether people feel comfortable returning

A **clean, welcoming atmosphere** created comfort and trust.

Instructor behavior strongly shaped whether participants felt supported.

Feeling safe and **nonjudged** helped build emotional connection.

Community differentiated the preferred studio from alternatives.

Trial may begin with convenience, but loyalty develops through instructors, atmosphere, and belonging.

“It’s very welcoming—it kind of feels like a mini-family.”

Female participant on the importance of a studio community

“I think it really comes down to the instructor.”

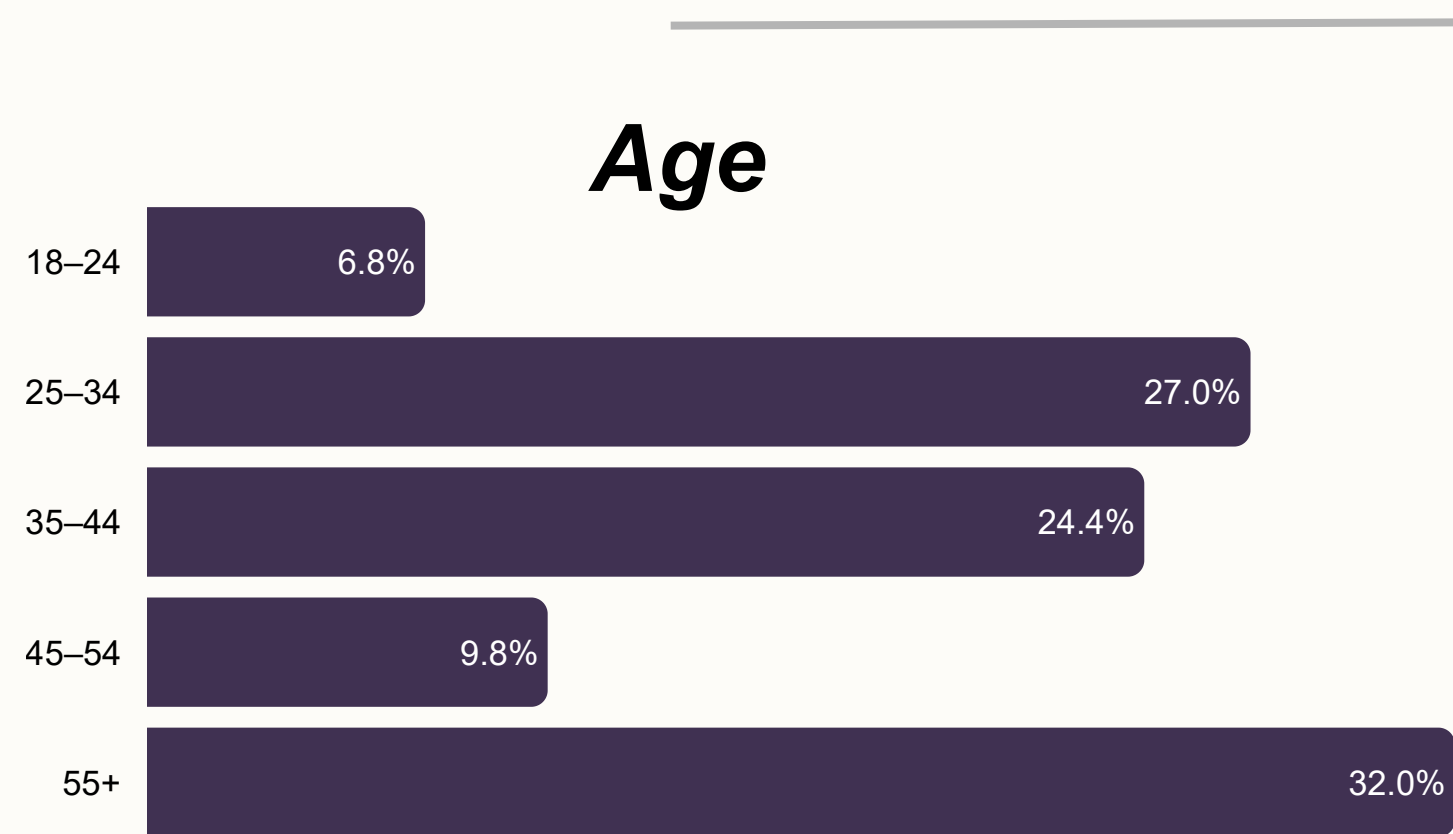
Male participant on the main driver of the studio experience

Quantitative Research: Sample

Quantified consumer attitudes, studio-selection behavior, TBY reactions, and practitioner segments

Format & Screening Criteria

Online survey with **400 respondents** age **18 or older** who had attended at least **one in-person yoga class** at a studio, gym, or fitness center within the **past 12 months** and currently **own yoga equipment** such as a mat, blocks, or strap.



More than half of the sample is aged 25–44, while one-third is aged 55 or older.



Income

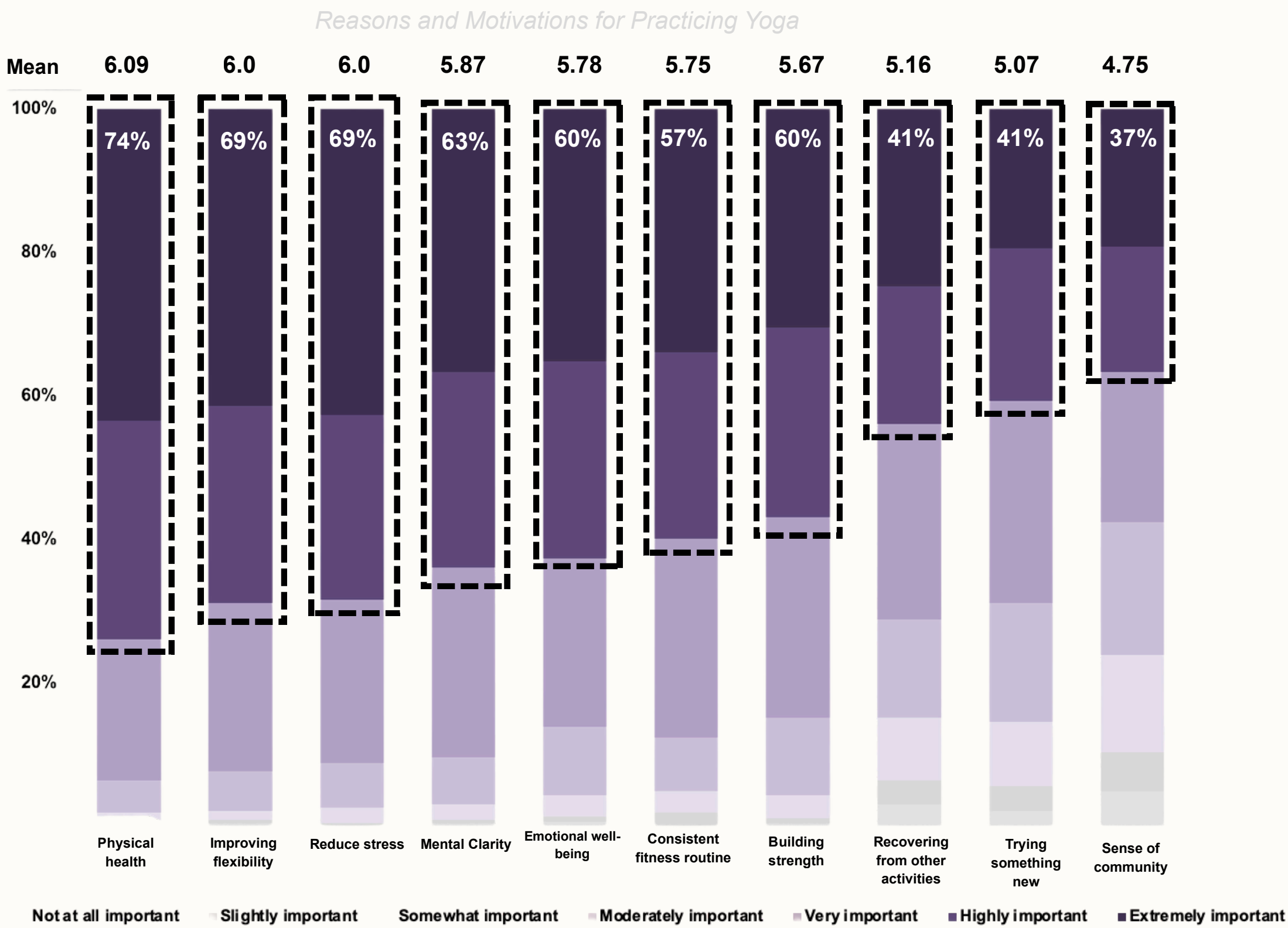
31.6% reported incomes of \$100,000 or more. The largest income group was \$100k–\$200k at 25.3%.

Objective 1

*Assess yoga practitioners' **attitudes and behaviors**, including **how** they practice, **why** they practice, **how yoga fits into their lifestyle**, and **how practitioners differ** from one another.*



Physical Health, Flexibility, and Stress Relief Lead Yoga Motivations

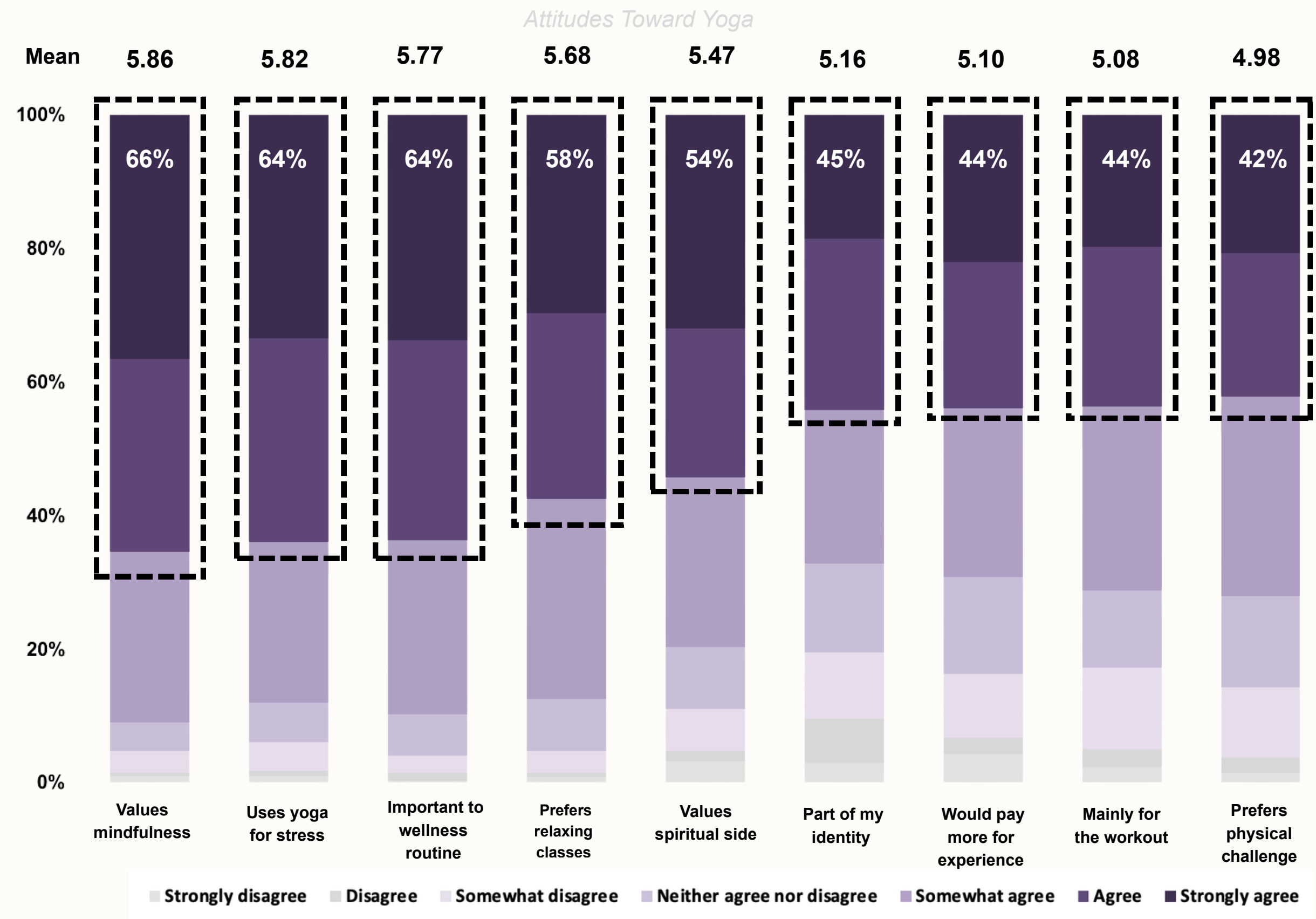


Physical health, flexibility, and reducing stress form the statistically similar top tier.

*“Yoga overall is a **mixture of fitness and taking care of your body and stretching...and also your mental health and your mind.**”*
—Female, qualitative participant

Yoga Is Framed as Mindful Wellness, Not Just as a Physical Workout

Mindfulness, stress management, and wellness routine are the strongest shared attitudes toward yoga.

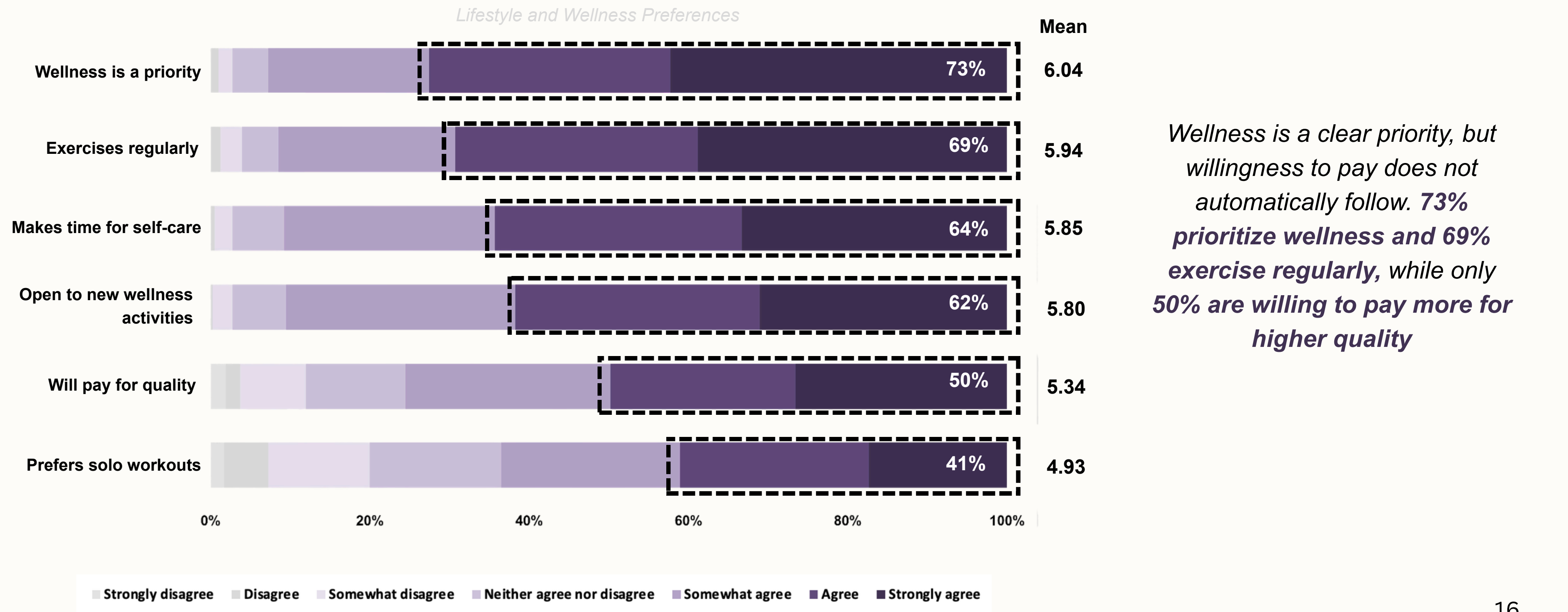


Only 44% would pay more for a better studio experience, indicating that willingness to pay is not a given in the market.

Q6. “How much do you agree or disagree with each of the following statements about yoga?” (1=Strongly disagree, 7=Strongly agree) (Top 2 Box = T2B). Source: Tiny Buddha Yoga Survey, July 2026, N=400.

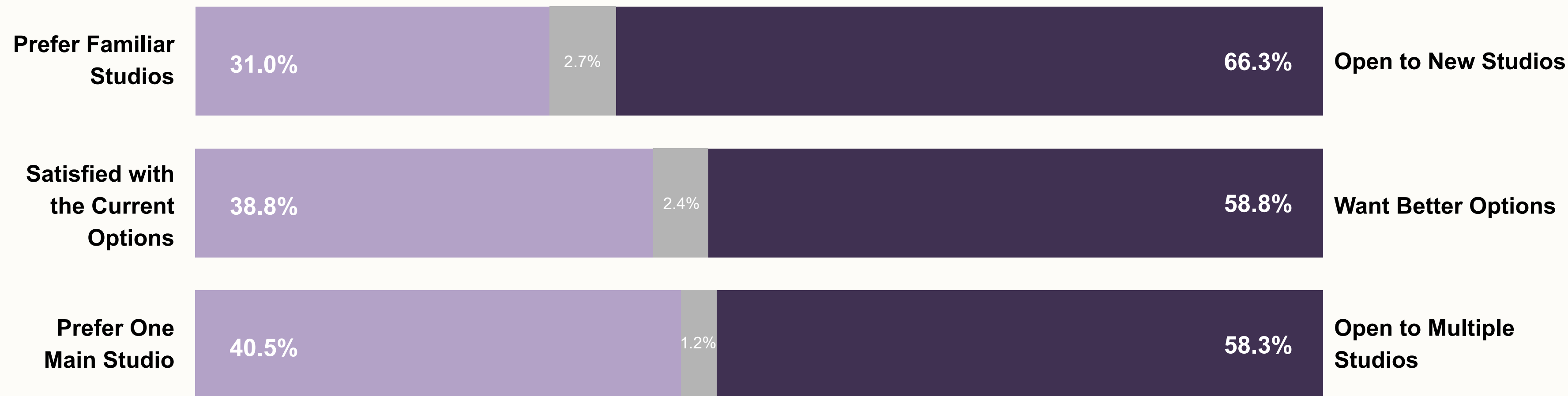
Practitioners See Yoga Primarily as a Holistic Wellness Practice, Not Just as a Physical Workout

Wellness, exercise, self-care, and openness to new activities are widely shared lifestyle traits.



Q7. "How much do you agree or disagree with each of the following statements about your lifestyle and preferences?" (1=Strongly disagree, 7=Strongly agree) (Top 2 Box = T2B). Source: Tiny Buddha Yoga Survey, July 2026, N=400.

Practitioners Are Open to New Studios and Better Options



Most practitioners are open to exploring alternatives rather than relying on a single familiar studio. Openness to switching is broad: 66% would try unfamiliar studios, and 59% want better options.

Q10. “Which point on the scale best describes your current feelings toward yoga studios?” Percentages represent the side selected on each bipolar scale. Source: Tiny Buddha Yoga Survey, July 2026, N=400.

Factor Analysis Reduced 10 Motivations Into Broader Dimensions

Factor analysis revealed broader motivational themes underlying why practitioners do yoga.

Purpose

Factor analysis was used to simplify the 10 yoga-motivation items and identify broader underlying dimensions.

Inputs

All 10 Q5 motivation variables were selected:

Improving Flexibility	Feeling part of a community
Building strength	Recovering from other physical activity
Reducing stress	support emotional well-being
Improving mental clarity or mindfulness	Trying something new or different
Improving physical health or wellness	Maintaining a consistent fitness routine

How the model works

The 10 Q5 motivation variables were entered into a principal component analysis with Varimax rotation. Factors with eigenvalues above 1.0 were retained, and the solution was reviewed for sampling adequacy, factor loadings, variance explained, and simple structure.

Model Criteria

KMO	>.60	Total variance explained	≥ 60%
Bartlett's test	p < .05	Factor loadings	≥ .60 on one factor
Eigenvalue	>1.00	Simple structure	Strong on one factor and low on the others

Two Distinct Motivation Dimensions Emerged

Wellness motivations formed the stronger dimension, while community and exploration represented a separate set of motivations

Improving Flexibility	.614	.131
Building strength	.605	.370
Reducing stress	.721	.180
Improving mental clarity or mindfulness	.771	.213
Improving physical health or wellness	.774	-.56
Feeling part of a community	.098	.819
Recovering from other physical activity	.261	.699
support emotional well-being	.692	.329
Trying something new or different	.174	.832
Maintaining a consistent fitness routine	.612	.376



Wellness Motivation

34.2% of variance

Yoga as part of a broader physical, mental, and emotional wellness routine.



Community & Exploratory

23.4% of variance

Yoga as a way to connect with others, recover from other activities, and try something new.

Model Output

KMO	.876	✓	Total variance explained	57.6%	*
Bartlett's test	p < .001	✓	Factor loadings	≥ all .605	✓
Eigenvalue	Two factors	✓	Simple structure	Achieved	✓

**Slightly below the preferred 60% threshold; strong KMO, loadings, and simple structure supported retaining the solution.*

Q5. “How important is each of the following reasons for practicing yoga?” (1 = Not at all important, 7 = Extremely important). Principal Component Analysis with Varimax rotation. Source: Tiny Buddha Yoga Survey, July 2026, N=400.

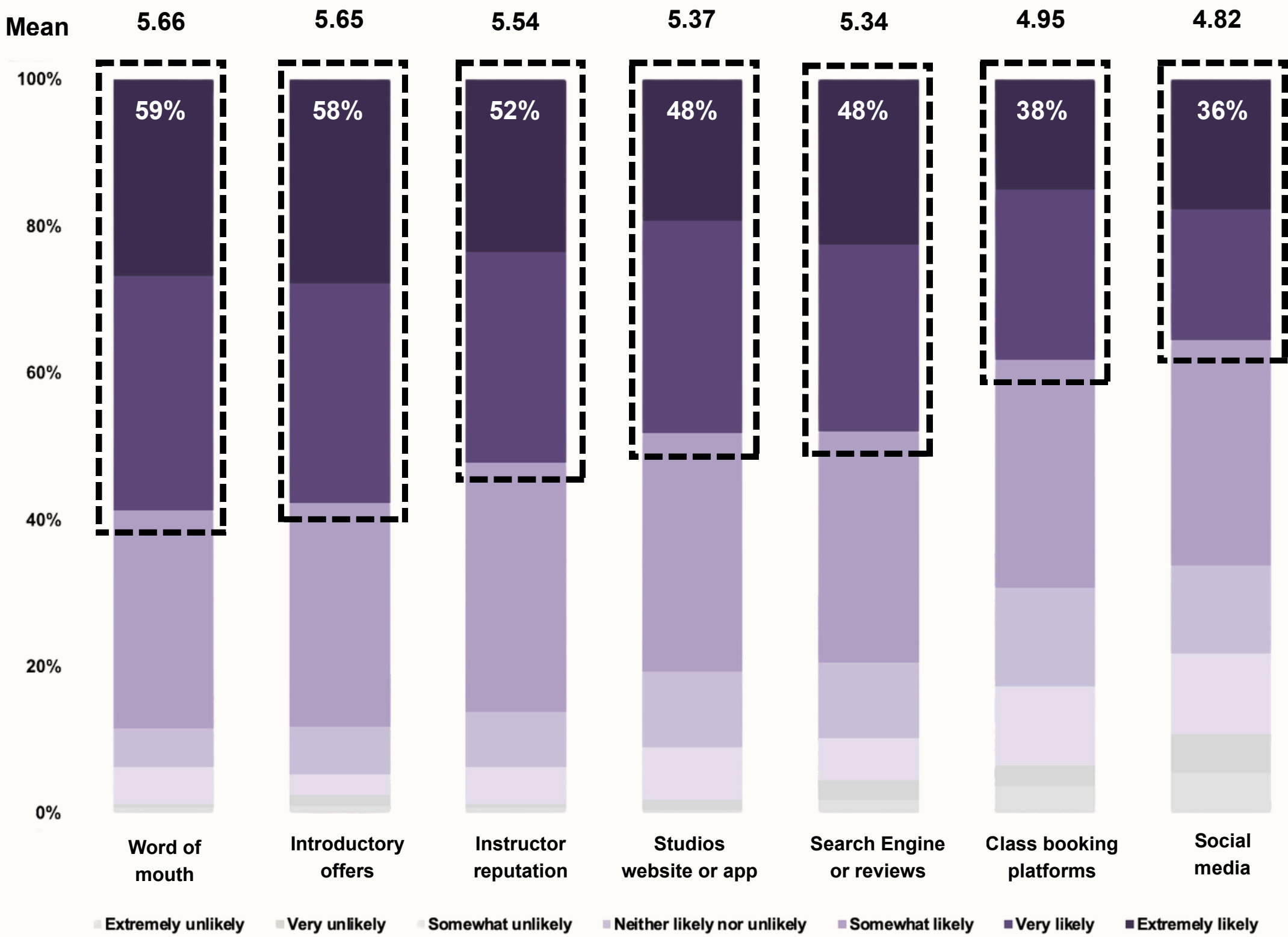
Objective 2

*Understand how yoga practitioners
discover, evaluate, select, pay for,
and decide whether to try an in-
person **yoga studio or class.***



Word of Mouth, Trial Offers, and Instructor Reputation Form the Top Evaluation Tier

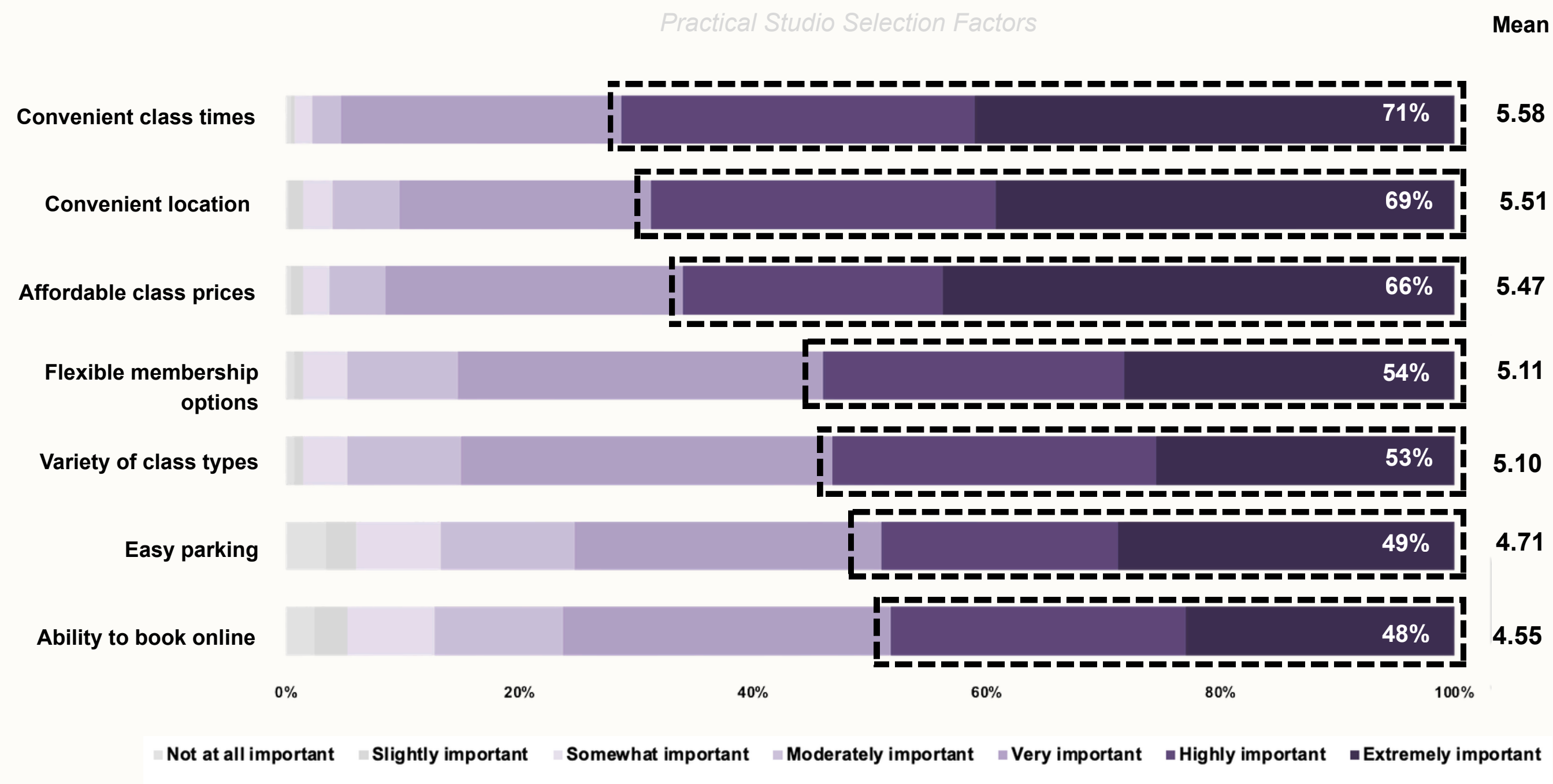
Personal and experiential sources are more prominent than digital-only channels when evaluating a studio.



Nearly 6 in 10 are very or extremely likely to use word of mouth and introductory offers, compared with just 36% who are very or extremely likely to use social media.

Women show stronger interest in trial offers: 61% of women are very or extremely likely to use introductory offers when evaluating a studio, compared with 50% of men.

The Fundamentals Matter Most: Schedule, Location, and Affordability Lead Studio Selection



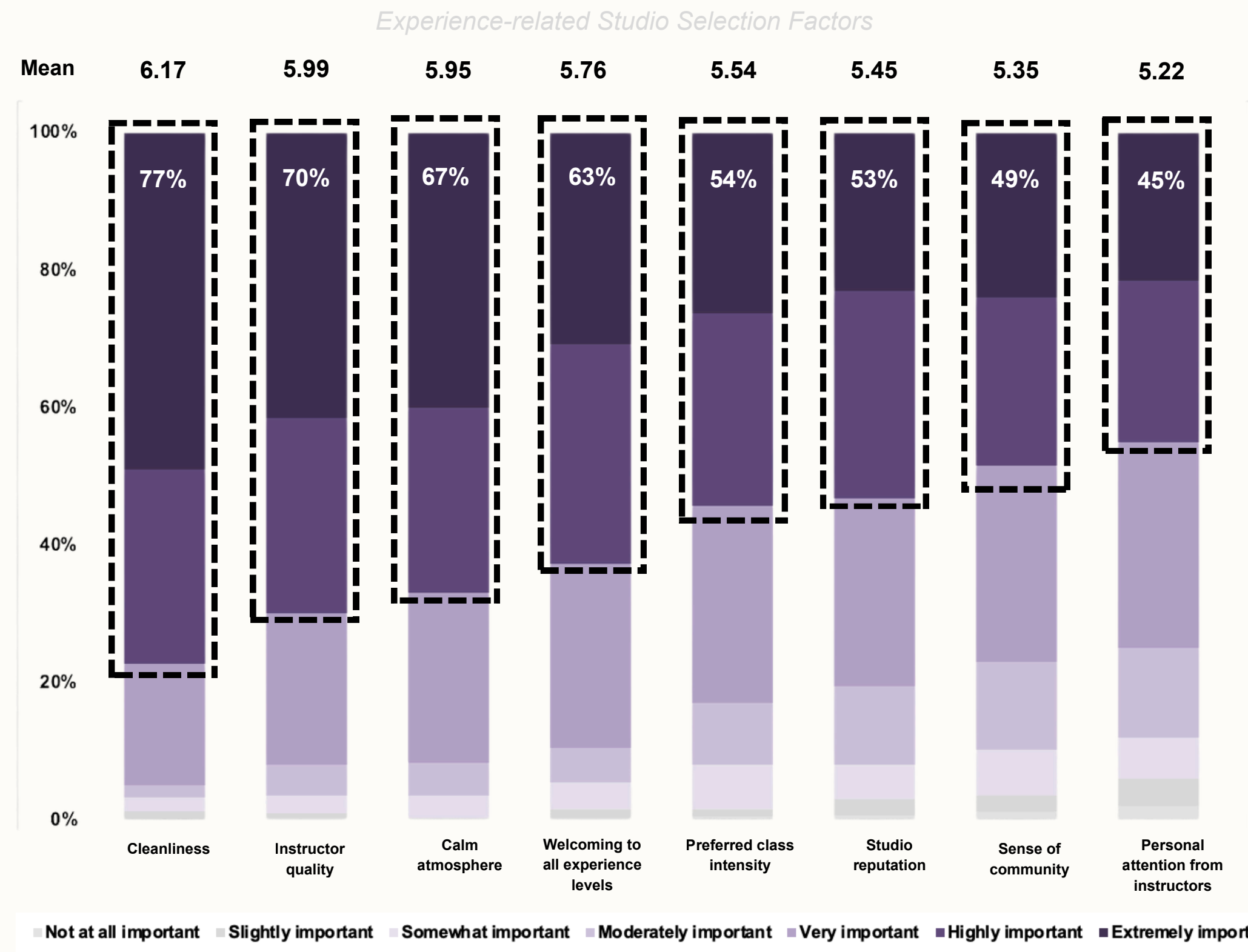
Two-thirds prioritize the fundamentals: convenient class times, location, and affordable prices.

Affordability becomes more important with age: Practitioners aged 55+ consider affordable class prices more important than practitioners aged 18–24.

Q13. “When choosing a yoga studio or in-person class, how important are each of the following practical factors?” (1=Not at all important, 7=Extremely important) (Top 2 Box = T2B). Source: Tiny Buddha Yoga Survey, July 2026, N=400.

Cleanliness Ranks Highest Among Experience Factors

Instructor quality and a calm atmosphere form the next tier of the desired studio experience.

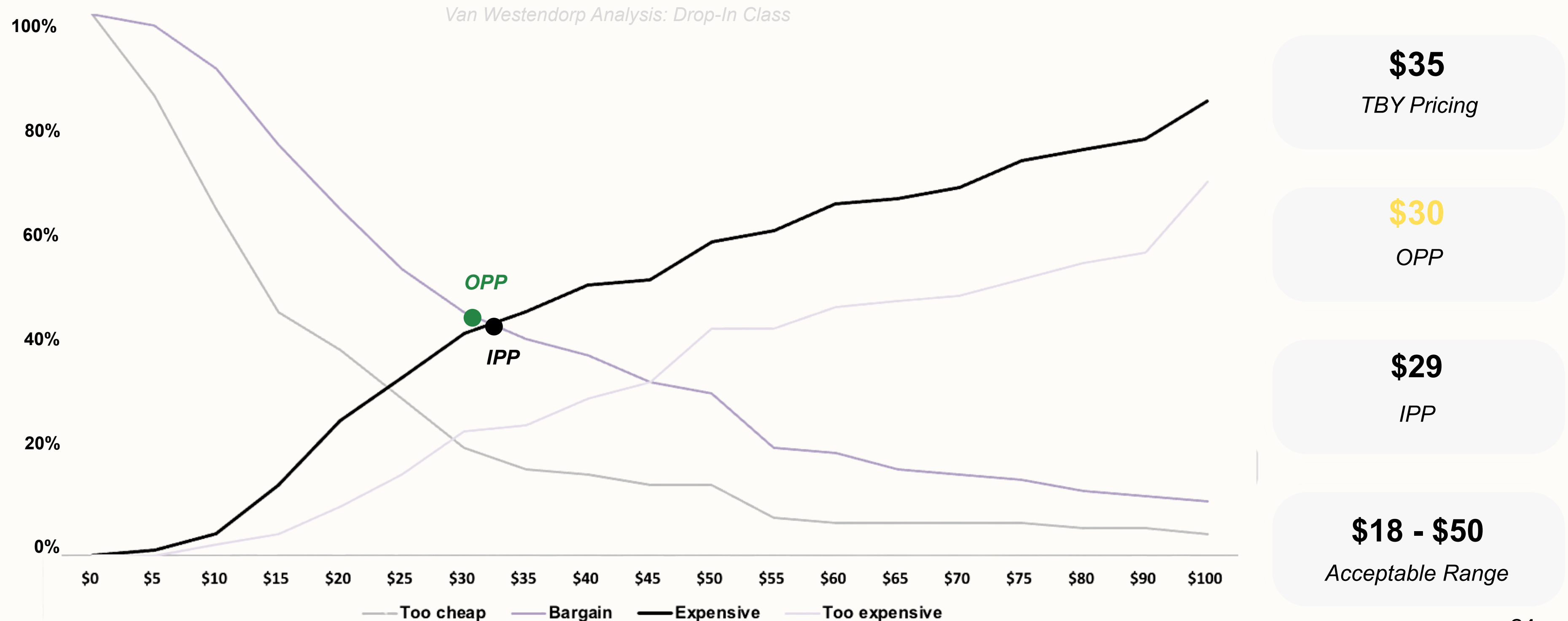


77%
rated cleanliness highly or extremely important, and cleanliness ranked significantly higher than every other experience factor.

Instructor quality and a calm atmosphere are statistically similar and form the next highest tier.

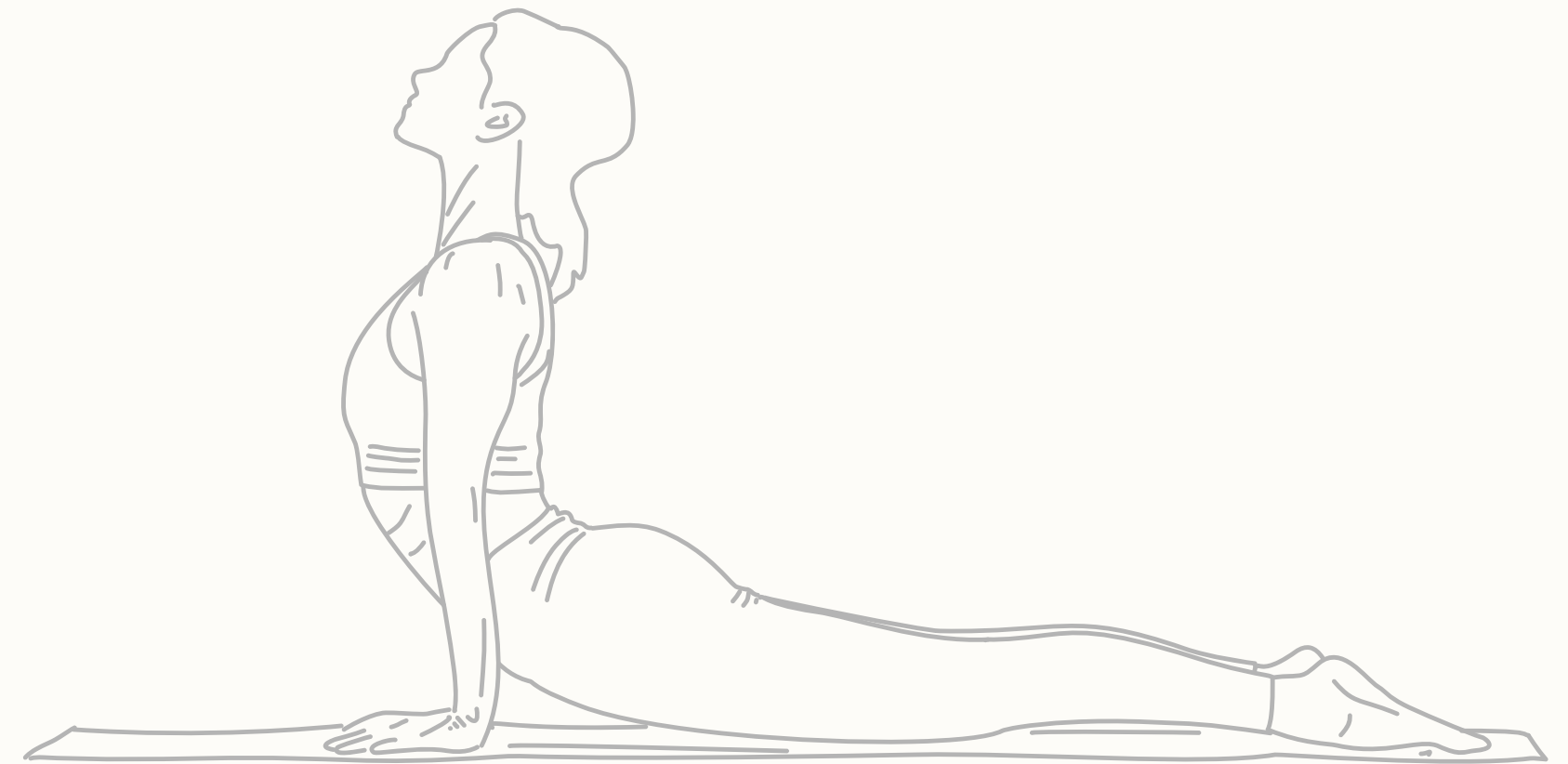
“Q14: When choosing a yoga studio or in-person class, how important is each of the following experience-related factors?” 1 = Not at all important; 7 = Extremely important. T2B = Highly or Extremely important. Pairwise comparisons were conducted at $p < .05$; cleanliness was significantly higher than every other item. Source: Tiny Buddha Yoga Survey, July 2026, N=400.

Tiny Buddha Yoga's \$35 Drop-In Falls Within the Acceptable Range, Just Above Optimal

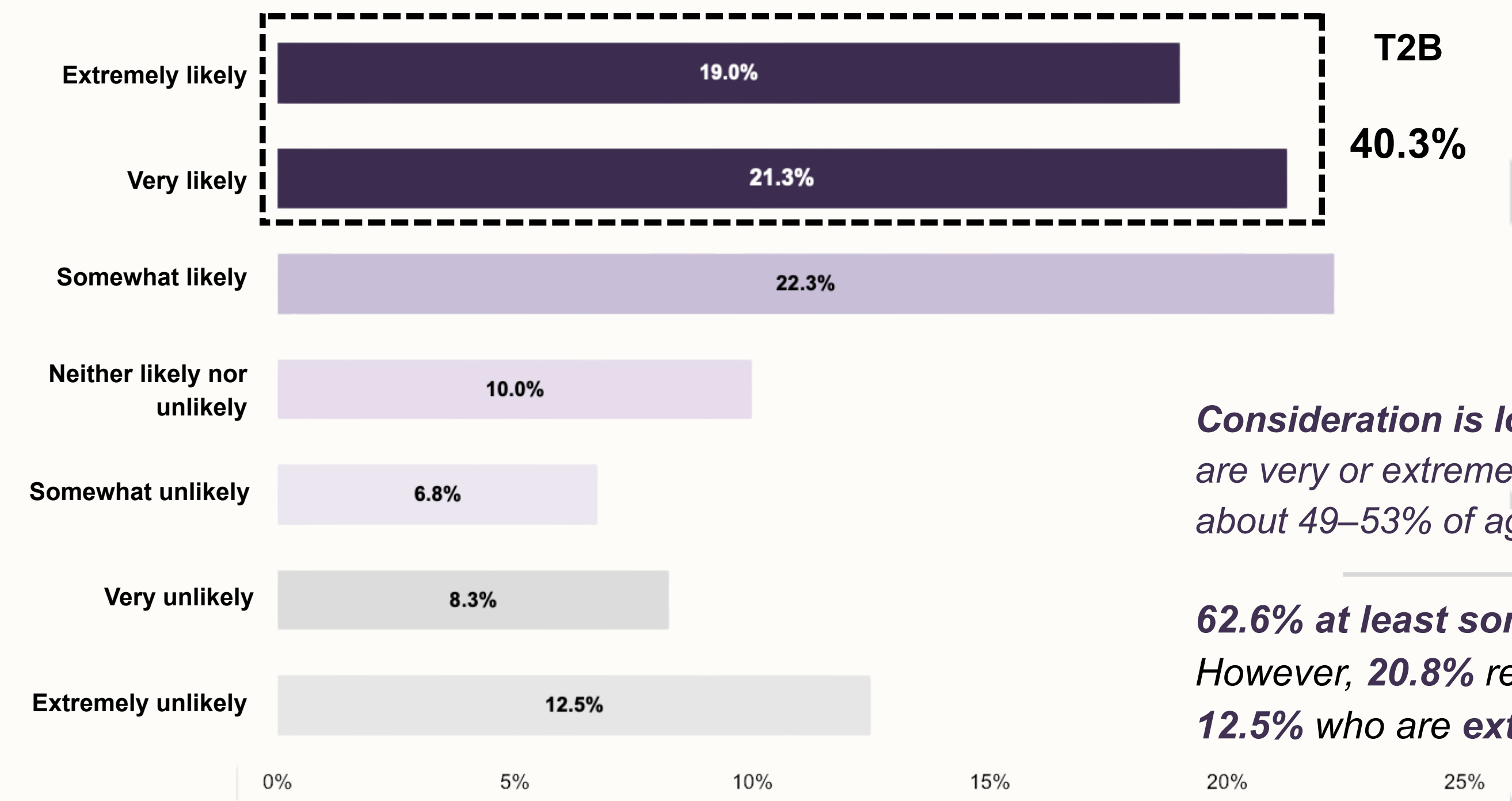


Objective 3

Evaluate **consumers' reactions to Tiny Buddha Yoga** and determine **which customer segments best align** with the studio's offerings.



Four in Ten Would Likely Try TBY, but a Hard No Cluster Persists



Consideration is lower among adults 55+: 21% are very or extremely likely to consider TBY, versus about 49–53% of ages 25–54.

*62.6% at least somewhat likely to consider TBY. However, 20.8% remain firmly **unlikely**, including 12.5% who are **extremely unlikely**.*

Q31. "Based on the description and images you just saw, how likely would you be to consider trying Tiny Buddha Yoga if you lived near one of its locations?" (1=Extremely unlikely, 7=Extremely likely) (Top 2 Box = T2B). Source: Tiny Buddha Yoga Survey, July 2026, N=400.

TBY's Welcoming Atmosphere Is a Consistent Source of Appeal

Atmosphere was the most frequently raised theme in the open-end likelihood to try, and the most positively received.

Atmosphere & Ambiance:

Most common theme across open-ended responses.

121 Mentions | 80% Positive

97 positive mentions, 4 negative mentions, and 35 mixed mentions—the widest margin of any theme.

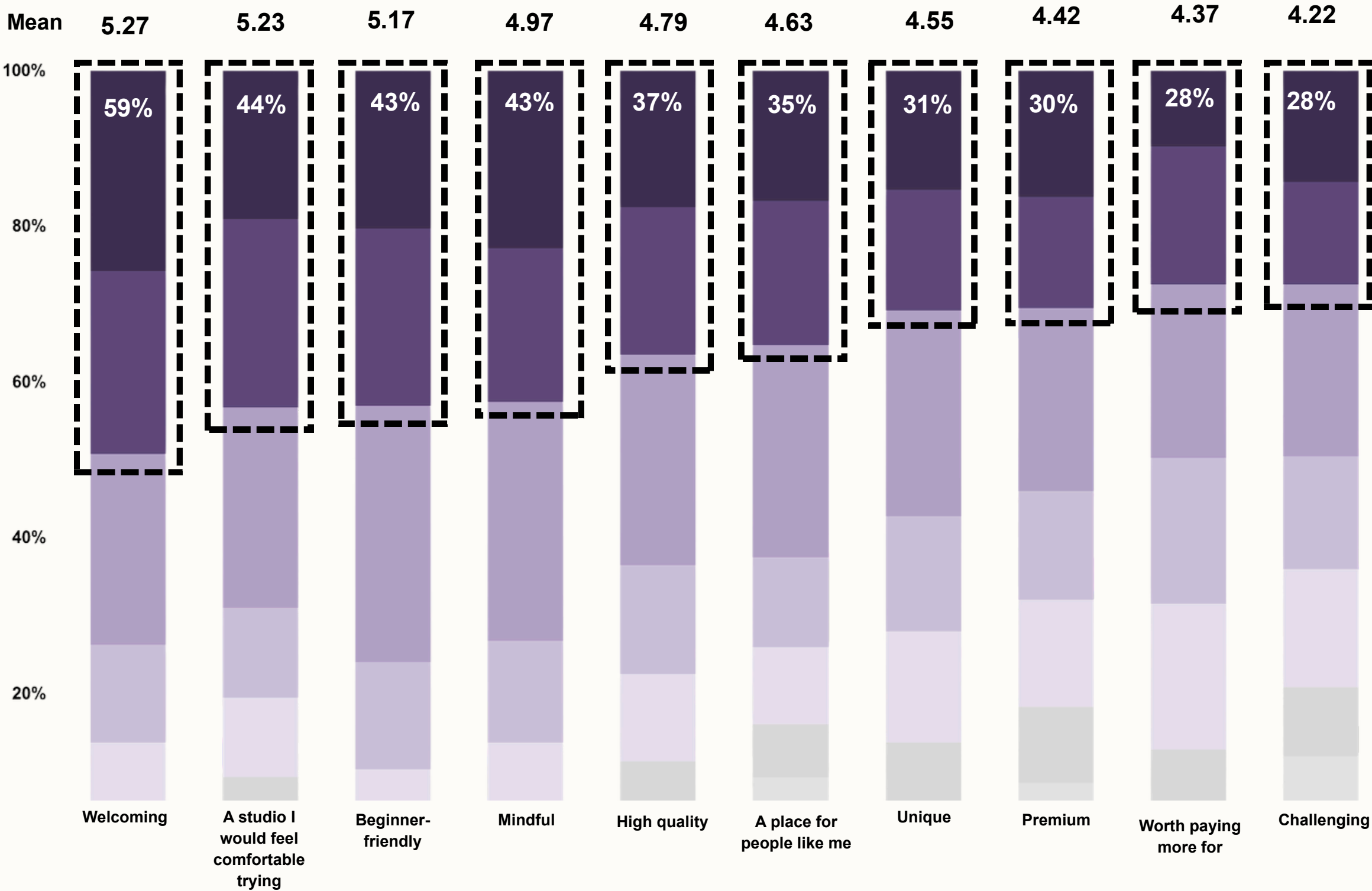
"Looks very welcoming. Not intimidating. Very intimate."

"It seems cozy and welcoming."

"It looks and feels like studios I've been in. Warm and inviting."

TBY’s Strongest Perceptions Center on Welcome and Accessibility, Rather Than Premium Value

Attribute Description of TBY



Welcoming, comfort with trying the studio, beginner-friendliness, and mindfulness received statistically similar top ratings.

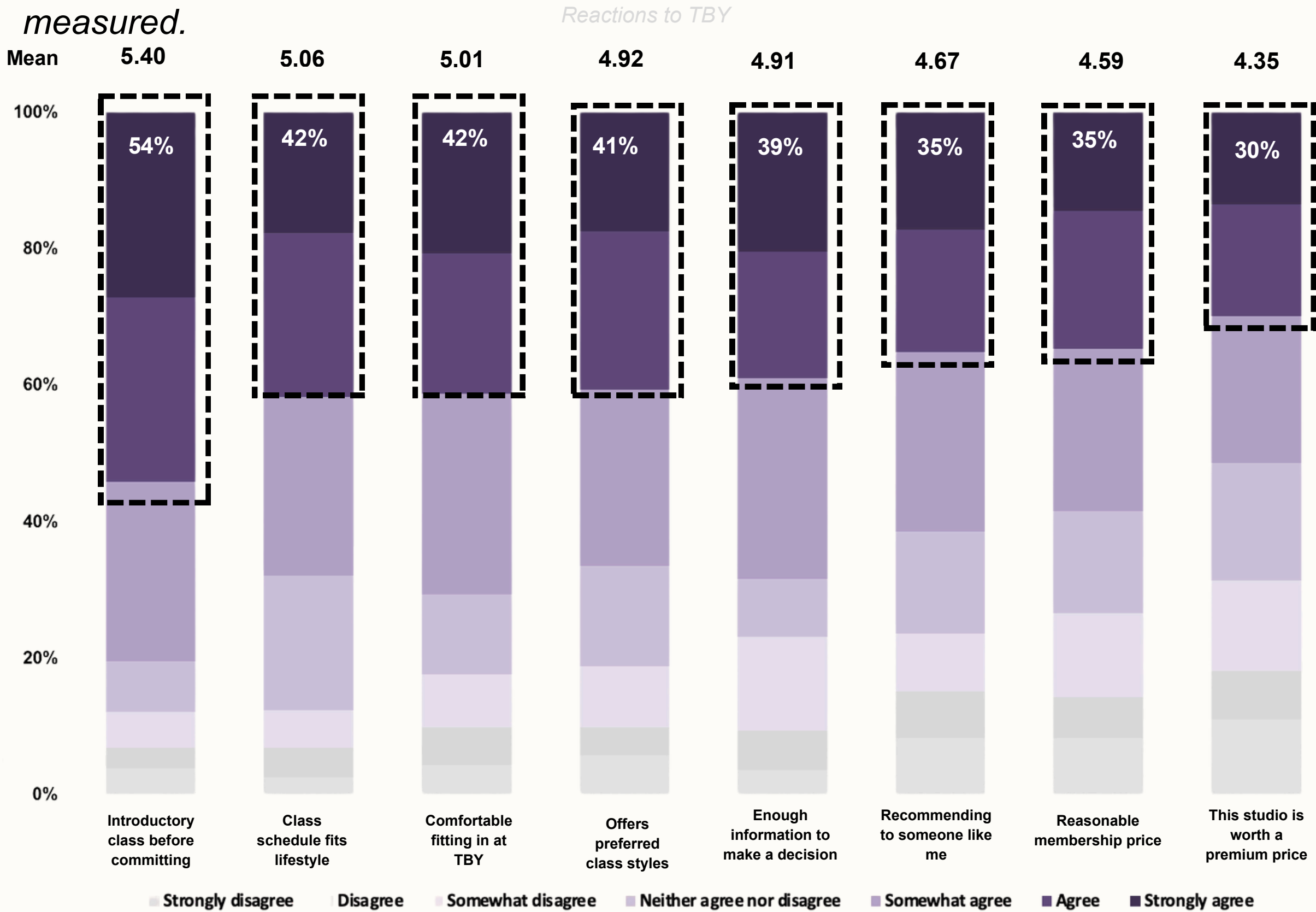
*TBY is perceived more clearly as **welcoming and approachable** than as **premium**.*

Does not describe it at all Describes it very little Describes it slightly Describes it moderately Describes it well Describes it very well Describes it completely

Q33. “How much do you agree or disagree with each of the following statements about Tiny Buddha Yoga?” (1 = Strongly disagree; 7 = Strongly agree; Top 2 Box = T2B). Source: Tiny Buddha Yoga Survey, July 2026, N=400.

Introductory Classes Create the Clearest Path to TBY Trial

Interest in trying an introductory class is the highest-rated TBY reaction and is significantly higher than every other response measured.



*Consumers show **greater interest in experiencing TBY** first than immediately committing*

Q33. “How much do you agree or disagree with each of the following statements about Tiny Buddha Yoga?” (1 = Strongly disagree; 7 = Strongly agree; Top 2 Box = T2B). Source: Tiny Buddha Yoga Survey, July 2026, N=400.

Multiple Regression Identified the Strongest Predictors of TBY Consideration

Multiple regression estimated the relationship between each predictor and likelihood to consider TBY.

Purpose

Multiple regression was used to understand which perceptions, attitudes, and demographics best predict likelihood to consider TBY.

How the Model Works

SPSS estimated the unique relationship between each predictor and the dependent variable while holding the other variables constant. Backward regression removed predictors based on statistical significance, producing a final model that reported R^2 , standardized beta coefficients, and significance levels.

Dependent Variable

*Q31: "Based on the description and images you just saw, how likely would you be to **consider trying Tiny Buddha Yoga** if you lived near one of its locations?"*

Independent Variables

- Q5 (1–10): why people practice yoga
- Q6 (1–9): how people relate to and approach yoga
- Q30 (1–3, 6, 9, 10): how TBY's brand and experience are perceived
- Demographics: gender, age, education, income (recoded as dummy variables)

Multiple Regression Final Model Output

Eight predictors were retained in the model predicting likelihood to consider Tiny Buddha Yoga.

	$\hat{Y} = .743 + .344XW + .240XP - .016XA + .238XC + .530XG + .153XU - .179XH + .131XB$								
(t-values)	(1.415)	(5.087)	(4.531)	(-3.412)	(4.356)	(3.428)	(2.660)	(-2.525)	(1.990)
(p-values)	(.158)	(<.001)	(<.001)	(<.001)	(<.001)	(<.001)	(.008)	(.012)	(.047)
Where:	Constant	Welcoming	Premium	Age	Preference for physically challenging yoga	Gender	Unique	Physical-health motivation	Beginner-friendly

Model-Fit

Adjusted R² = .541

F(8,391) = 59.799; p < .001

Method: backward

VIF range = 1.127–2.333

Eight predictors explain 54.1% of the variance in the likelihood of considering Tiny Buddha Yoga.

Multiple Regression Predictor Importance

A Welcoming, Premium Experience Is the Strongest Controllable Driver of Consideration

Predictor	Standardized Beta (β)
Welcoming	.264
Premium	.223
Preference for physically challenging yoga	.171
Unique	.133
Gender	.125
Beginner-friendly	.090
Physical-health motivation	-.091
Age	-.124

*Standardized betas convert **each predictor to a common scale**, allowing direct **comparison of relative importance** regardless of how each variable was originally measured.*

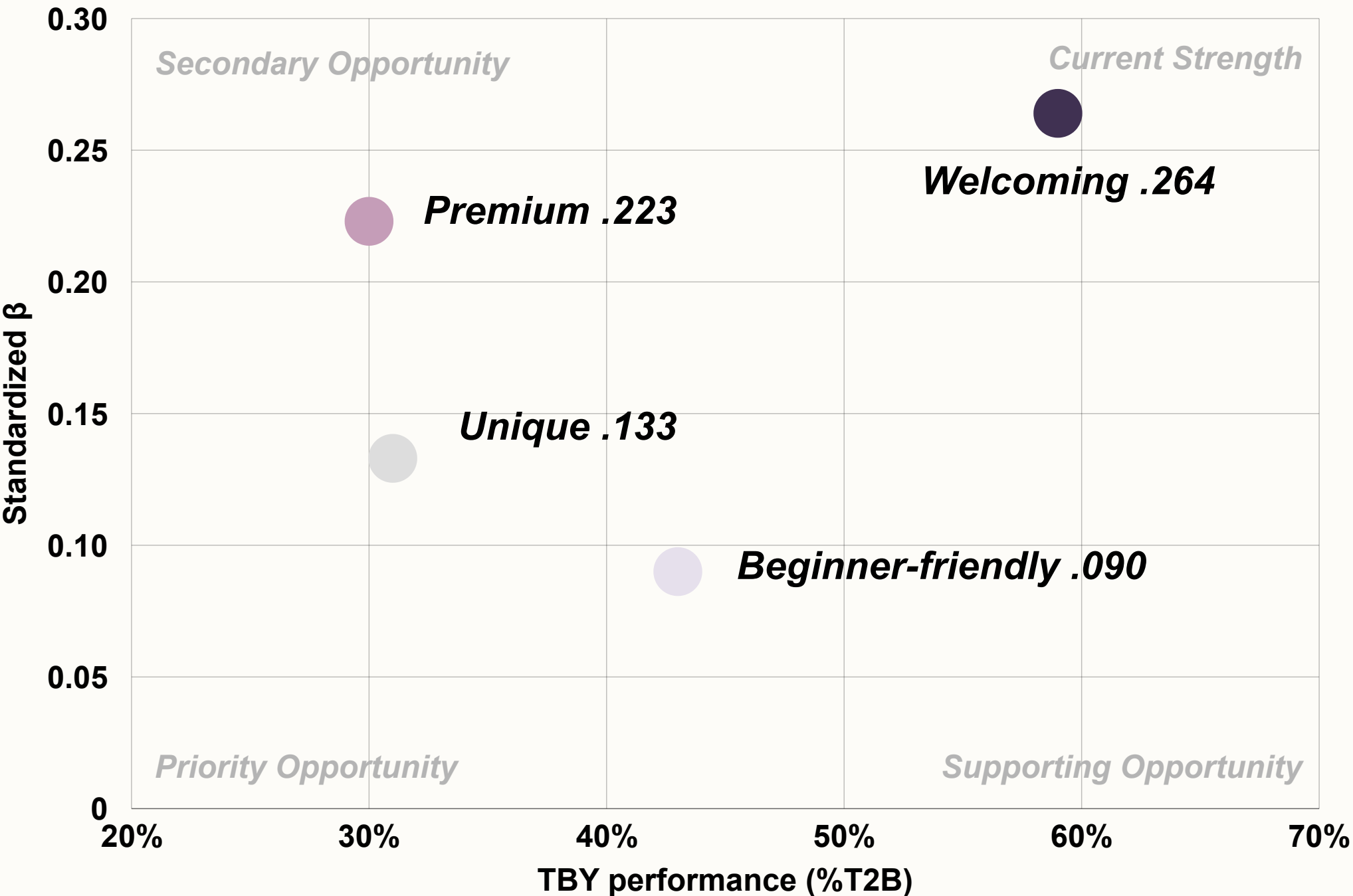
Each additional year of age is associated with a 0.016-point decrease in predicted consideration, holding all other variables constant.

***Welcoming is the strongest predictor** of consideration ($\beta = .264$), followed by perceptions that Tiny Buddha Yoga is premium ($\beta = .223$).*

Welcoming Is TBY’s Strength; Premium Value Is the Opportunity

Welcoming is both TBY’s strongest current perception and its strongest controllable predictor of consideration, while premium value remains less established.

Importance vs. Performance Matrix



Welcoming is TBY's biggest strength:
The strongest driver of consideration ($\beta = .264$), the strongest current perception (59%), and the #1 open-end theme: 121 mentions, 80% positive.

Premium is TBY's gap: *The second strongest driver ($\beta = .223$), but only 30% describe TBY as premium and 28% as worth paying more.*

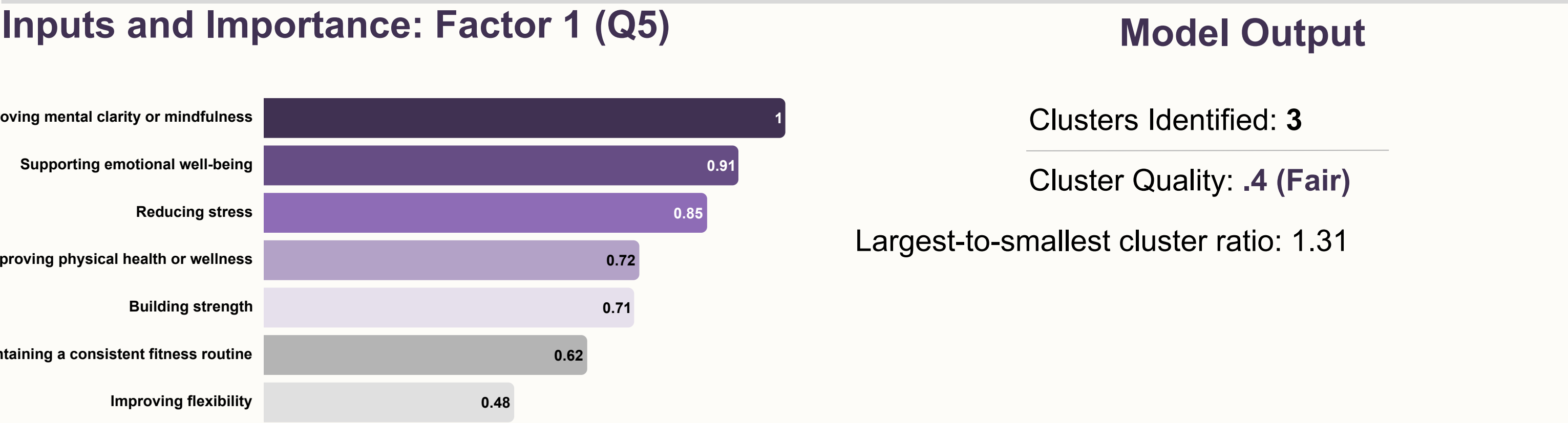
Wellness Motivations Identified Three Distinct Clusters

TwoStep Cluster Analysis grouped practitioners by how strongly they value yoga’s physical, mental, and emotional wellness benefits

Method

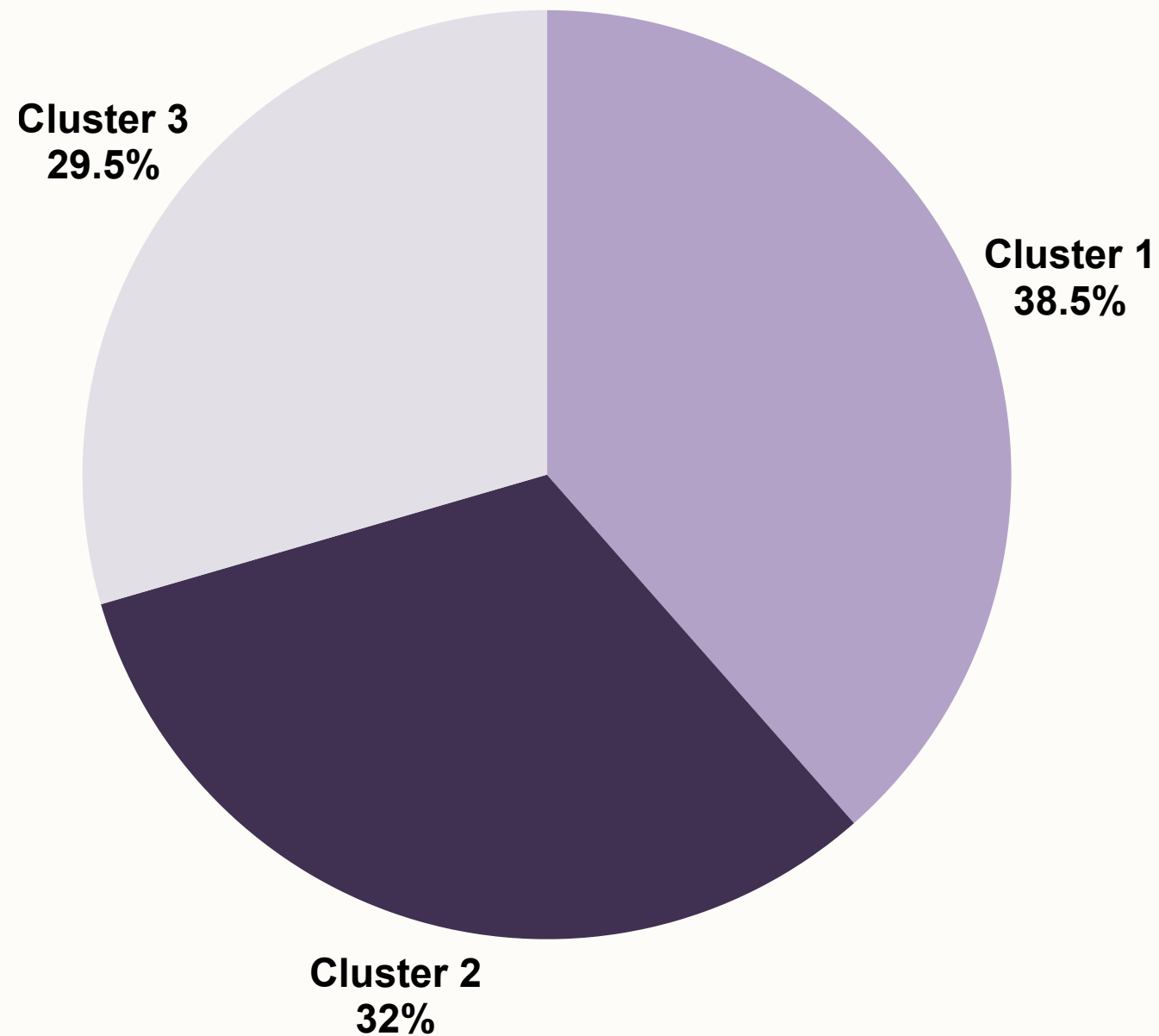
TwoStep Cluster Analysis groups respondents based on similarities in their responses. The seven Wellness Motivation variables from Factor 1 were entered into SPSS, which identified the three-cluster solution. The solution was then evaluated for cluster quality and size balance, and the three groups were compared on behavior, preferences, demographics, and reactions to TBY.

Acceptance criteria: Silhouette quality fair (.20–.49) or good (.50+), cluster-size ratio preferably ≤ 2.0 , predictor importance above ~20% per input.



All seven inputs above .20 importance threshold

Seven Wellness Motivations Were Used to Identify Distinct Yoga Practitioner Groups



Devoted Practitioners: 38.5% | n=154

Yoga is deeply integrated into their wellness routines, with consistently strong physical, mental, and emotional motivations.

Average motivation: 6.77

Balanced Practitioners: 32% | n=128

Yoga is important to their wellness, but their engagement is more moderate across motivations.

Average motivation: 5.90

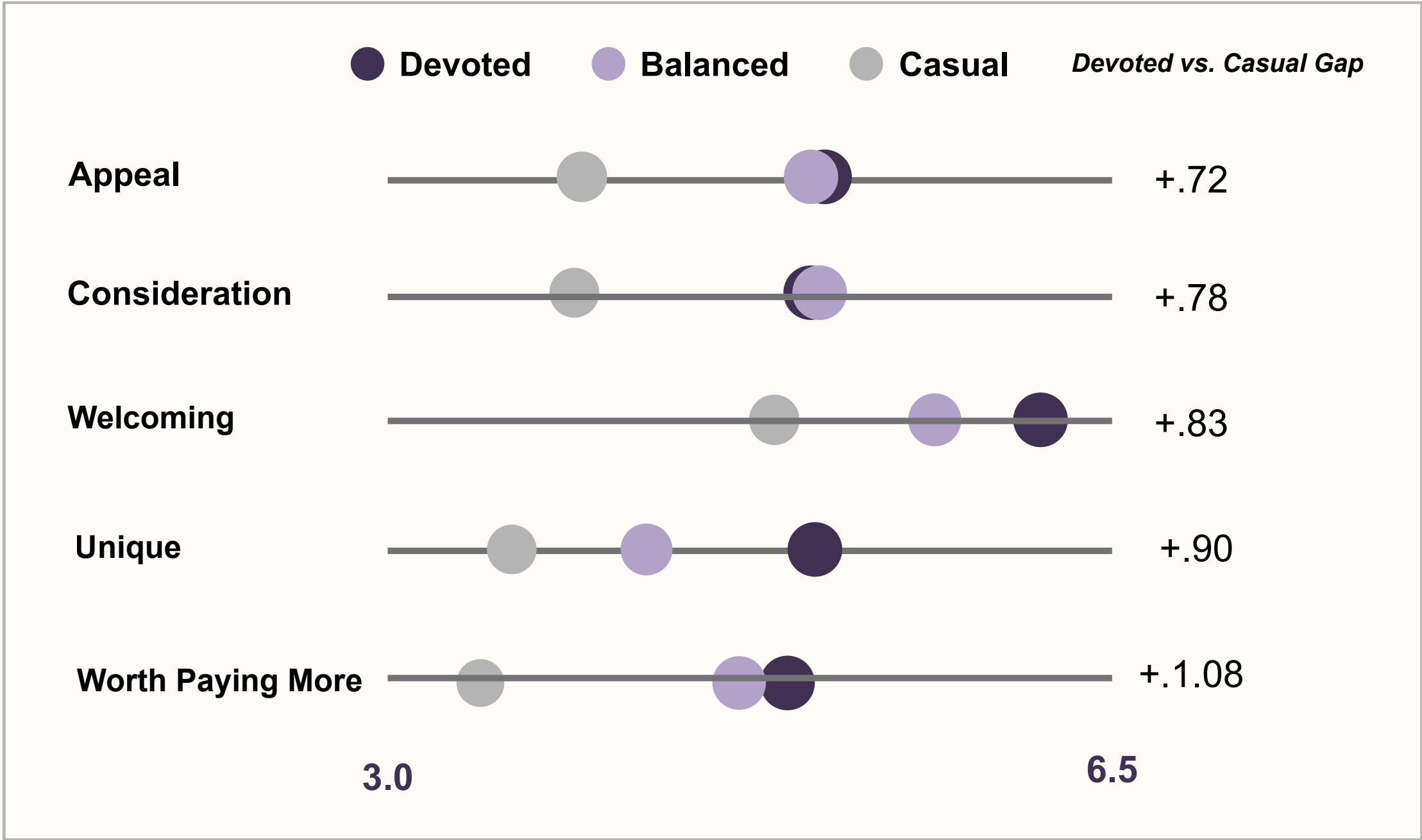
casual practitioners: 29.5% | n=118

Yoga plays a smaller role in their overall wellness routines.

Average motivation: 4.89

Devoted and Balanced Practitioners Show the Strongest Fit with TBY

The two more wellness-engaged segments respond similarly to TBY, while Casual Practitioners consistently respond less positively



Casual practitioners score lower on every measure, with the largest gap on willingness to pay more

Devoted and Balanced Practitioners make up about 7 in 10 respondents, suggesting that TBY’s strongest fit is with more wellness-engaged practitioners.

Source: The three segments were compared on TBY measures that were not used to create the clusters. One-way ANOVA across segments, all measures $p \leq .001$. Means shown on 7-point scales. Source: Tiny Buddha Yoga Survey, July 2026, N=400.

What the Research Says About TBY's Growth Opportunity

Yoga Is a Broader Wellness Practice

Across secondary, qualitative, and quantitative research, practitioners consistently connected yoga to physical health, stress relief, mindfulness, and overall wellness.

Studio Choice Is About Fit and Reducing Risk

Consumers narrow choices based on practical factors such as schedule, location, and price, then rely on experience, reputation, instructors, and trial opportunities before committing.

TBY Has Strong Appeal, but Its Value Story Is Uneven

TBY is seen most clearly as welcoming and approachable, and Devoted and Balanced Practitioners show the strongest alignment. Premium perception matters to consideration but is less established.

Together, these findings point to how TBY can strengthen acquisition, trial, and perceived value

Recommendation 1 & 2

Use a “Bring a Friend” Offer to Turn Word of Mouth Into Trial:

Trial is one of the clearest paths to try Tiny Buddha Yoga, while recommendations from friends and family are among the strongest ways practitioners evaluate a studio. A Bring a Friend program could combine both strengths by giving current members an easy way to introduce someone new to the studio.

Possible actions

Guest passes, Bring a Friend classes, or referral incentives tied to the introductory offer.

Make TBY’s Welcoming Environment a Clear Point of Difference

TBY is already strongly associated with being welcoming and approachable. That strength should become a central part of the brand message rather than simply another positive attribute. Showing what welcoming actually looks like through real instructors, different experience levels, supportive class environments, and messaging that reassures new customers that they will fit in.

Possible Messaging

“You’re exactly where you’re supposed to be”.

Recommendation 3 & 4

Make the First Visit Easier to Understand

Consumers need practical reassurance before committing to a new studio. TBY should create a clear “New to TBY? Start Here” experience that answers common questions before someone books. Include class difficulty, heat level, what to bring, parking, arrival instructions, beginner guidance, and which introductory option to choose.

Takeaway:

Make the path from interest to first visit feel simple and clear.

Make the Value Behind TBY's Premium Price More Visible

TBY should focus less on becoming cheaper and more on making the quality behind its pricing easier to recognize. Instructor expertise, cleanliness, reputation, atmosphere, and the overall experience should be visible before customers make a purchase decision. Use instructor profiles, testimonials, awards, studio imagery, and clear explanations of what makes the experience distinctive.

Takeaway:

Make customers feel comfortable trying TBY, then show them why it's worth returning.