

Relationship of Temple Infrastructure with Devotees' Spiritual Experience with Special Reference to Arulmigu Subramanya Swamy Temple, Kundrathur, Chennai



B.Eswaran, K.Anandanatarajan

Abstract: *Spiritual Marketing Is The Ability To Articulate & Convey The Authentic Beliefs Around A Service, Product Or Brand Transparently, Consciously And With The End Users Benefit In Mind. This Study Is Related To Spiritual Marketing And Trying To Find Out The Relationship Of Temple Infrastructure With Devotees' Spiritual Experience Who Does Darshan At Arulmigu Subramanya Swamy Temple, Kundrathur, Chennai. As The Researches Are Very Primitive In The Area Of Spiritual Marketing, The Variables Were Identified Through Literature Survey And By Conducting A Focus Group Interview With The Subject Experts, Temple Priests, Hindu Religious And Charitable Endowment Department Officials And Few Devotees. The Questionnaire Was Formulated And Pilot Study Was Conducted Using 39 Samples. Then Reliability Test Was Done Using Cronbach's Alpha. Primary Data Was Collected From The Devotees Who Does Darshan At Arulmigu Subramanya Swamy Temple Through Simple Random Sampling For Infinite Population. Using Cochran's Formula For Infinite Population, The Sample Size Was Determined As 384. The Primary Data Was Collected And Analysed Using Various Tests Such As Independent Sample T Test, Correlation, And Anova. Finally, Through This Research It Was Identified That Temple Infrastructure Is Not Related To The Devotees' Overall Spiritual Experience.*

Keywords: *Beliefs, Spiritual experience, Spiritual Marketing, Temple infrastructure.*

I. INTRODUCTION

Spiritual Marketing is the ability to articulate & convey the authentic beliefs around a service, product or brand transparently, consciously and with the end users benefit in mind. Spiritual marketing is being done by various religious institutions irrespective of the religion. They offer various goods and services for the wellbeing of the human beings. Our study majorly focusses on the hindu religion and its one of the temples i.e. Arulmigu Subramanya Swamy temple, Kundrathur. The temple offers various services such as Archanai, tonsuring, Ear boring, Marriages etc.

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* Correspondence Author

B.Eswaran*, Assistant Professor, Department of Business Administration, Alpha Arts and Science college, Porur, Chennai, India.

Dr.K.Anandanatarajan, Associate Professor at Department of Business Administration, Annamalai University, Chidambaram, India.

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The temple infrastructure consists of Space for performing marriages, statues, Annadhana Mandapam, Temple tank (Saravana Poigai), Book stall, Prasadham Stall, Chariot, Hundi, Sthala Vruksha and other trees, flagstaff (Kodimaram) and balipeedam. This study tries to find out the relationship of temple infrastructure with devotees' spiritual experience who does darshan in this temple.

II. LITERATURE REVIEW

Banerjee (2014), emphasized that the standard of accommodation and quality of food available in a destination is an important component of the impression and image it creates in the minds of the traveller.

Sudhir Kale (2006), gave a working definition of spirituality and preliminary guidelines to kick-start research and dialogue in the area of spiritual marketing. It is argued that spiritual utility urgently needs to be incorporated along with other utilities when considering product benefits.

Shika Makkar et al (2017), conducted a study on marketing of products sold by spiritual organizations. A survey was conducted among female youth in Delhi to study whether spiritual beliefs of consumers and loyalty towards these spiritual organizations affects the buying pattern or not. Researchers draw the conclusion that the main reason for sale of the products are the product quality and its branding as organic and a promise of healthier lifestyle. It's the healthier lifestyle, more than the product that the consumer is buying.

Banerjee (2014), emphasized that the standard of accommodation and quality of food available in a destination is an important component of the impression and image it creates in the minds of the traveller.

Many studies (e.g. Lewis, 1987; Crompton and Love, 1995; O'Neill et al., 1999; Baker and Crompton, 2000; Nowacki, 2005; Hassan & Iankova, 2012), have considered amenities as basic or subsidiary factor of a tourist destination and these factors are necessary for offering a satisfactory tourist experience.

Researchers and marketers tend to be in consensus about the importance of image for a destination's viability and success in tourism, because the perception of destination image relates to decision-making and sales of tourist products and services (Jenkins, 1999; Tasci & Gartner, 2007).

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Tasci and Gartner (2007), did research and found out that the destination image is the total sum of beliefs, convictions and emotional attachment that individuals have of a destination that is, the cognitive/perceptual and affective. As the researches are very primitive in the area of spiritual marketing, the variables were identified through literature surveys and by conducting a focus group interview with the subject experts, temple priests, Hindu religious and charitable endowment department officials and few devotees.

III. MEANING OF THE VARIABLES

S.NO	VARIABLES	MEANING
1	Space for performing marriages	Space where marriages are performed
2	Divine Beauty of Sculptures and statues	The divine beauty of various sculptures and statues in the temple
3	Annadhana Mandapam	It is a part of a temple that is used as dining hall where food is served at free of cost.
4	Temple tank (Saravana Poigai)	Temple tanks are wells or reservoirs built as part of the temple complex for bathing or washing legs before getting into the temple.
5	Book stall	The quality of the book stall in terms of selling variety of spiritual books
6	Prasadham Stall	It is a stall where food items are sold after it was shown or offered to the statue at sanctum sanctorum
7	Chariot	Wooden chariot where God / Goddess would be placed and the chariot is dragged by devotees as the part of their prayers
8	Hundi	Hundi, where money is offered into it by devotees as a part of one's prayer or for celebrating the festivals of the temple
9	Sthala Vruksha and other trees	<i>Sthala Vriksha</i> or <i>Sthala Vruksham</i> is a monumental tree that is indigenous to every historical Hindu temple
10	Toilet facilities	-
11	Temple tower	-
12	Artha Mandapam	Intermediary space between the temple exterior and the sanctum sanctorum
13	Kodimaram	Flagstaff

IV. RESEARCH OBJECTIVES

- To find out the relationship of temple infrastructure with devotees' spiritual experience.
- To find out which infrastructural facilities give good spiritual experience.

V. RESEARCH HYPOTHESIS

Ho 1: There is no significant Relationship between the sufficiency of the place for performing marriages and overall spiritual experience.

Ho 2: There is no significant Relationship between beauty of the statues and overall spiritual experience.

Ho 3: There is no significant Relationship between Annadhana Mandapam in terms of size and seating arrangement with overall spiritual experience.

Ho 4: There is no significant Relationship between the quality of book stall and overall spiritual experience.

Ho 5: There is no significant Relationship between the quality of Prasadham stall and overall spiritual experience.

Ho 6: There is no significant Relationship between the beauty of the Chariot and overall spiritual experience.

Ho 7: There is no significant Relationship between sufficient number of Hundi and overall spiritual experience.

Ho 8: There is no significant Relationship between temple tank (saravana poigai) and overall spiritual experience.

Ho 9: There is no significant Relationship between Sthala Vruksha and overall spiritual experience.

Ho 10: There is no significant Relationship between the beauty of temple tower and overall spiritual experience.

Ho 11: There is no significant Relationship between beauty of Artha Mandapam and overall spiritual experience.

Ho 12: There is no significant Relationship between the beauty of kodimaram (Flagstaff) and overall spiritual experience.

Ho 13: There is no significant Relationship between toilet facilities and overall spiritual experience.

Ho 14: There is no significant difference in gender on overall spiritual experience.

Ho 15: There is no significant relationship between age and overall spiritual experience.

Ho 16: There is no significant difference in the place they are coming from, on overall spiritual experience.

Ho 17: There is no significant relationship between frequency of visit and overall spiritual experience.

VI. RESEARCH METHODOLOGY

The research method used in this study is descriptive research. The Questionnaire was formulated and pilot study was conducted using 39 samples. Then reliability test was done. Primary data was collected from the devotees who does darshan at Arulmigu Subramanya Swamy temple through simple random sampling for infinite population. Using Cochran's formula for infinite population, the sample size was determined as 384.

Cochran's Formula

$$SS = Z^2 (p) (1-p) / C^2$$

SS – Sample size

Z – Critical value of desired confidence level

p - the estimated proportion of an attribute that is present in the population

C – Desired level of precision

$$SS = (1.96)^2 (0.5) (0.5) / (0.05)^2 = 384.16$$

VII. DATA ANALYSIS & INTERPRETATION

The data was fed in SPSS and analysis was done using it

A. Reliability test

The pilot study was done and 39 samples were collected (i.e.10% of the sample size = 38.4).

This data was used to check the reliability of the questionnaire. The Cronbach's alpha value is 0.883. As the value is greater than 0.70, the questionnaire is highly reliable.

Case Processing Summary

		N	%
Cases	Valid	39	100.0
	Excluded	0	.0
	Total	39	100.0

Reliability Statistics

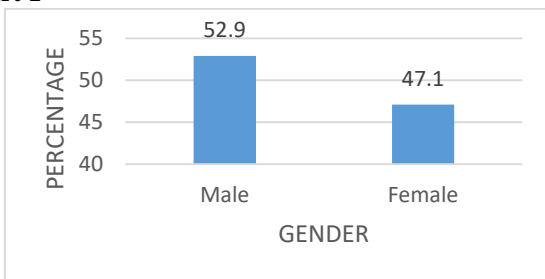
Cronbach's Alpha	N of Items
.883	13

B. Tables & Charts

Table 1

S.No	Gender	Frequency	Percentage
1	Male	203	52.9
2	Female	181	47.1
	Total	384	100

Chart 1



In the total 384 respondents, 52.86% are male & 47.14% are female.

Table 3

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error mean
overall_exp	male	203	87.05	7.111	.499
	female	181	86.24	7.634	.567

Table 4

Independent Samples Test

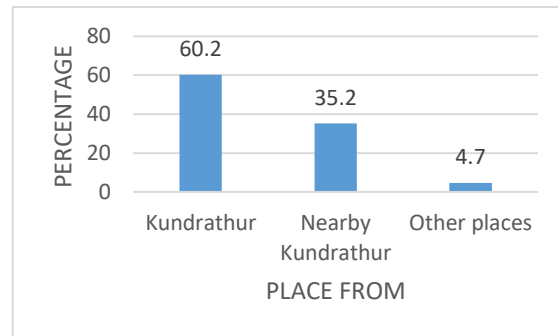
	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
overall_exp	Equal variances assumed	2.088	.149	1.071	382	.285	.806	.753	-.674	2.286
	Equal variances not assumed			1.067	369.276	.287	.806	.756	-.680	2.292

There was not a significant difference in the devotees' over all spiritual experience scores for male (M= 87.05, SD=7.111) and female gender (M=86.24, SD=7.634) conditions; $t(382) = 1.071, p = 0.285$.

Table 2

S.no	Place from	Frequency	Percentage
1	Kundrathur	231	60.2
2	Nearby Kundrathur	135	35.2
3	Other places	18	4.7

Chart 2



In the total 384 respondents, 60.2% of respondents are from Kundrathur, 35.2% of respondents are from nearby Kundrathur & 4.7% respondents are from other places.

C. Independent sample t test

An independent samples t-test was conducted to compare the devotees' overall spiritual experience between male and female gender (Note: Hypothesis number 14)

D. Analysis of Variance

A One – way ANOVA was conducted to compare the effect of place on devotees' over all spiritual experience (Note: Hypothesis number 16)

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Table 5
ANOVA

overall_exp					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	21.797	2	10.898	.200	.819
Within Groups	20745.201	381	54.449		
Total	20766.997	383			

An Analysis of Variance showed that the effect of place on devotees' over all spiritual experience was not significant, $F(2, 381) = 0.200, p = 0.819$.

Spearman's Rank correlation was done to check whether there are any significant relationships between the below said variables and overall spiritual experience.

E. Correlation Analysis

Variable	p value	Spearman's correlation coefficient	Result	Hypothesis number
Age	0.097	0.085	Based on the results, age is not related to the overall spiritual experience, $\rho = 0.085, p > .05$	Ho 15
Frequency of visit	0.788	0.014	Based on the results, frequency of visit is not related to the overall spiritual experience, $\rho = 0.014, p > .05$	Ho 17
Space for performing marriages	0.697	0.020	Based on the results, the space for performing marriages is not related to the overall spiritual experience, $\rho = 0.020, p > .05$	Ho 1
Beauty of the statues	0.149	0.074	Based on the results, the beauty of statues is not related to the overall spiritual experience, $\rho = 0.074, p > .05$	Ho 2
Annadhana Mandapam	0.342	0.049	Based on the results, the Annadhana Mandapam is not related to the overall spiritual experience, $\rho = 0.049, p > .05$	Ho 3
Book stall	0.124	0.079	Based on the results, book stall is not related to the overall spiritual experience, $\rho = 0.079, p > .05$	Ho 4
Prasadham stall	0.686	0.021	Based on the results, the Prasadham stall is not related to the overall spiritual experience, $\rho = 0.021, p > .05$	Ho 5
Beauty of the Chariot	0.289	0.054	Based on the results, the beauty of the chariot is not related to the overall spiritual experience, $\rho = 0.054, p > .05$	Ho 6
Sufficient number of Hundi	0.636	0.024	Based on the results, the sufficient number of hundi is not related to the overall spiritual experience, $\rho = 0.024, p > .05$	Ho 7
Cleanliness of Temple tank (saravana poigai)	0.385	0.044	Based on the results, the cleanliness of temple tank is not related to the overall spiritual experience, $\rho = 0.044, p > .05$	Ho 8
Sthala Vruksha	0.766	0.015	Based on the results, the Sthala Vruksha is not related to the overall spiritual experience, $\rho = 0.015, p > .05$	Ho 9
Beauty of temple tower	0.494	0.035	Based on the results, beauty of the temple tower is not related to the overall spiritual experience, $\rho = 0.035, p > .05$	Ho 10
Beauty of Artha Mandapam	0.907	0.006	Based on the results, the Beauty of Artha Mandapam is not related to the overall spiritual experience, $\rho = 0.006, p > .05$	Ho 11
Beauty of kodimaram (Flagstaff)	0.570	0.029	Based on the results, the Beauty of kodimaram is not related to the overall spiritual experience, $\rho = 0.029, p > .05$	Ho 12
Toilet facilities	0.062	0.095	Based on the results, the toilet facility is not related to the overall spiritual experience, $\rho = 0.095, p > .05$	Ho 13

VIII. CONCLUSION

This study concludes that the temple infrastructure is not related to the devotees' overall spiritual experience and the overall spiritual experience doesn't change with the changes in the gender and the place of the devotees.

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AUTHORS PROFILE



B.Eswaran, Research Scholar, Annamalai University, Chidambaram & currently serving as an Assistant Professor, Department of Business Administration, Alpha Arts and Science college, Porur, Chennai. He completed his Under graduation in Biotechnology and MBA specialised in Marketing at Madurai Kamaraj University. He has cleared his UGC-NET in Management. He has completed his Post Graduate Programme in Business Analytics and Business Intelligence at Great Lakes Institute of Management& Illinois Institute of Technology, USA. Currently he is pursuing his doctoral

programme in Business Administration at Annamalai University Chidambaram. He may be reached at eswaran.faculty@gmail.com.



Dr.K.Anandanatarajan, is currently serving as Associate Professor at Department of Business Administration, Annamalai University, Chidambaram. He has 19 years of teaching experience. He has participated and presented his research papers in National & International Seminars and conferences. He has contributed more than 45 research papers in National and International journals. He has produced 6 doctorates in management discipline. His areas of interest are Marketing, and Research Methods. He

may be reached at professorkanand@gmail.com