

**FANS' MOTIVATION, SOCIAL MEDIA ENGAGEMENT AND  
SPONSORSHIP EFFECTIVENESS IN INDIAN PREMIER  
LEAGUE**

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in

**Management**

By

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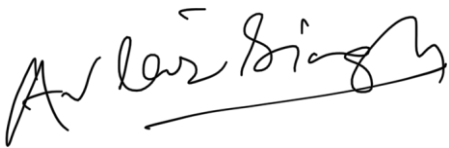


**LOVELY PROFESSIONAL UNIVERSITY  
PUNJAB  
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I hereby declare that the work presented herein is genuine work done originally by me and has not been published or submitted elsewhere for the requirement of a degree program.

Any literature, data, or work done by others cited in this dissertation has been given due acknowledgment and is listed in the reference section.

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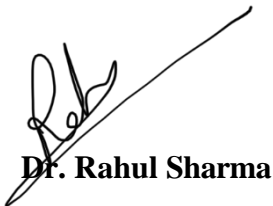
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## **CERTIFICATE**

This is to certify that the dissertation titled “**Fans’ Motivation, Social Media Engagement and Sponsorship Effectiveness in Indian Premier League**” carried out by Mr. Avtar Singh; S/O Mr. Mejor Singh has been accomplished as a registered Ph.D. research scholar of Lovely Professional University (Phagwara), under my guidance and supervision. This dissertation is being submitted by her in partial fulfillment of the requirements for the award of the Doctor of Philosophy in management from Lovely Professional University. His dissertation represents her original work and is worthy of consideration for the award of the degree of Doctor of Philosophy.



**Dr. Rahul Sharma**

**Date: 08-12-2022**

## ABSTRACT

In a relatively short period, the Indian Premier League has been able to create a significant influence, not only on the impressions of Indian fans but also on the brands that have sponsored or otherwise been linked with it. The Indian Premier League (IPL) is widely regarded as the most popular cricket league in the world, drawing in millions of spectators and fans from all over the world throughout all fourteen seasons. It is also the first sporting event of its kind to be broadcast live on YouTube, a feat achieved by no other sport in the history of sports broadcasting. The Indian Premier League (IPL) has evolved from being a well-accepted to a well-aspired platform for younger talent across the country, as cricket is considered to be a religion in India and is one of the most widely watched of the various sports being played around the country. Although cricket is not regarded as a national sport in India, it was the British who introduced the sport to the country at the beginning of the 18th century, and it was therefore believed to be more than a national sport in the country until recently. On the other hand, professional sports have been observed to be an actor for over 100 years across western countries, but it has only been recently that developing nations, particularly India have been able to adopt/adapt a similar business model, which has proven to be extremely successful in the country. The majority of investments are made across international borders, with numerous multinational corporations attempting to establish some sort of connection with this sport, whether as a big or minor sponsor, to draw the attention of customers to their products and services. It is not only beneficial to the companies that make large expenditures to boost their revenue, but it is also beneficial to the country as a whole in terms of catering to its resources in the most efficient manner. It is also equally crucial to be able to relate to such a large network; the Indian Premier League has been successful in all of its seasons from its debut in the year 2008, and this has been true across all seasons to date. Every season, we observe something innovative or fashionable taking place in the Indian Premier League, which makes the league's business model highly appealing and intriguing for both existing and new stakeholders. Although the Indian Premier League (IPL) began and maintained its prominence until its 12th season, it was in its thirteenth season that it entered the difficult times of Covid-19, when spectators and fans speculated that the IPL as a business model would follow a similar path to the other prominent businesses that had been countered around the world. Moreover, some were anticipating that the Indian Premier League (IPL) would be unable to be witnessed from the 13th season ahead and that this would have a severe impact on the ecosystem in some way. Although the 13th and also the 14th seasons

were intended to be held simultaneously within a short period of time at different intervals, this was changed to accommodate security concerns as well as to combat the real-time challenges posed by the Covid-19 crisis. It was a much-anticipated tournament that was held behind closed doors, and it had a significant impact on the different media, particularly television and OTT platforms, by increasing the number of spectators by combining the viewership from both seasons.

The extensive literature indicates that professional sports are gradually growing in popularity around the world and gaining prominence among a large section of society, particularly in developing countries such as India and a few other neighboring countries such as Bangladesh, Sri Lanka, Pakistan, and so on. This in turn increases the number of opportunities for fans as well as for the sponsors associated with professional sports. There are a variety of factors via which viewers, and particularly fans, attempt to establish some sort of connection with the Indian Premier League. While on the other hand, with the advancement of technology and the introduction of digital marketing, fans are keeping themselves engaged on various social media platforms, particularly those that are the most widely used and prominent in the Indian context, such as Facebook and Instagram. They are also on Twitter and YouTube. Following a review of previous literature, it was concluded that the use of social media by customers/subscribers, and most significantly by marketers, has increased fast in recent years, dating back to the beginning of the twenty-first century. A significant amount of research had been done previously in the developed world on the factors that motivate fans to support professional sports setups and also on the fans' engagement on various social media platforms. However, only a small number of studies have been conducted on these approaches based on the Indian Professional sports setups, and there are even fewer studies primarily on the effectiveness of sponsorships in the Indian Professional sports setups. Users of social media websites display attitudinal disparities in their use of these social media sites as a result of shifting perceptions and acceptability of social media websites across different geographies, as seen by the use of social media websites in different countries. As a result, it is critical for marketers to develop individualized alternatives for social media users, as well as to improve the efficiency of the platform while targeting diverse activities in different regions. On the other hand, the sports sector in India, which is one of the youngest in the world, is rapidly expanding as a result of the expansion of professional sports and the growth of their fan bases. As a result, to sustain its position both economically and socially, such an enterprise must always be dominant. It is also critical to convert casual fans and spectators

into future and lifelong supporters who will continue to travel to different professional sports events across the country and so financially exhibit their unwavering support for their favorite team or teams in the future.

The research has been divided into three key objectives to better understand the different characteristics of the Indian premier league, which was the first and most important portion of the country's professional sports establishment when it was established. The first objective was to investigate the factors that encourage people to become involved with the Indian Premier League. The second objective was to investigate the factors that influence fans' engagement with Indian Premier League teams through the use of selected social media channels, specifically Facebook, Instagram, Twitter, and YouTube. Apart from anything else, the third and most essential goal was to investigate the efficiency of the Indian Premier League's sponsorship program. The current study is divided into two parts: the first part is quantitative research based on the calculation of the standardized formula adopted from the Aichner and Jacob (2015) study, and the second part is a qualitative research based on the calculation of the standardized formula adopted from the current study. Whereas, the study with two additional objectives was conducted based on a rigorous quantitative investigation utilizing the statistical package for social sciences, with the exploratory factor analysis, logistic regression, and multiple regressions being the statistical tools most frequently utilized. It was decided to use the descriptive research strategy for the effective quantitative study, which included responses from a total of 960 Indian premier league followers/fans from various locations around the country. The identification of samples from the target population was accomplished through the use of purposeful sampling, which is a component of the non-probability sampling technique. Using a widely used and well-known survey method, self-structured questionnaires were utilized to collect primary data from Indian Premier League followers/fans. This data was critical in the study because it served as the foundation for it.

In the study's findings, it was discovered that numerous different factors motivate fans to associate themselves with Indian premier league team/s, but the most suitable as per this study, the most important the Need for Perseverance, Need for Veracity, Need for Manifestation, Need for Altruism, Need for Recognition, and Need for Adeptness. As a result, in an environment of increasing competition in the marketplace, it becomes increasingly important for marketers to recognize and understand the prevailing factors that

may assist them in strategizing from time to time and that may also assist them in stabilizing their market position over time.

In addition, it has been observed that the various social media channels, particularly Facebook, Instagram, Twitter, and YouTube, have a large and notable impact on the Indian Premier League supporters, according to the data. Concerning each of the four different social media platforms stated above, each platform is more significant than the others based on its involvement in the various activities controlled or handled by its influencers or social media handlers. Fans continue to return to various social media platforms regularly because they gain value from the many activities that they engage in on these platforms regularly. It is through the primary activities i.e. liking and sharing certain material on social networking sites that users remain engaged. They also continue to receive comments on a variety of topics from their friends and acquaintances, which they can use to increase their involvement. In general, when different followers and fans maintain a connection through social media platforms and highly display the pass-along behavior to share the material with others using various other platforms as well, a brand value is being co-created. Fans frequently interact to co-create positive team-related and also sponsoring brand-related communication through discussions about the attributes of different brands, thereby recommending their favorite brands. Consequently, such an approach in large part demonstrates brand loyalty and brand support, which in turn is a favorable indicator of followers' participation across various social media platforms. In the face of global economic difficulties, the use of opportunities in terms of becoming an official sponsor and, as a result, increased investments by brands continues to expand over time, owing to the intense competition present in the marketplace. Thus, with the increasing scrutiny and pressures to measure the effectiveness of sponsorships, as well as the increasing amount of money spent on sports sponsorships, it is imperative for sports marketers to do so.

Sports sponsorship has evolved into an innovative and strategic setting for companies to engage with their specific clients, according to the latest study, as an essential and stimulating method in the marketing mix. As professional sports, particularly the Indian Premier League, emerged in the early twenty-first century, sports sponsorships in India gradually began to climb and have continued to rise since that time. In the current study, the sponsorship effectiveness is measured in three different ways, the first approach being logistic regression concluding that Gender, Familiarity, Attitude, and Perceived Fit have a big impact on sponsorship recall, but sponsorship recognition has no impact on the age, gender, familiarity,

attitude, and perceived fit of people. While measuring it through the multiple regression approach it has been found that it makes a big difference if people knew the company and thought the company was good at sponsorship. They also had a lot to do with how well they remembered the company and how good they thought the company was at being a sponsor, but that doesn't hold true for how well they remember the company. However, it can also be said that how people know about sponsorship and how they think sponsorship fits in can have a big impact on how people feel about sponsorship recognition.

When analyzing sponsorship with DEA, it was discovered that six out of eight teams had increasing returns to scale, but not in terms of overall increased efficiency with benchmarks or sponsor investments. In 2018, 2019, and 2020, the Delhi Capitals and Royal Challengers Bangalore were significant. Even though other IPL franchises, such as the Mumbai Indians and Chennai Super Kings, have a more consistent performance and a greater fan following. Data Envelopment Analysis, on the other hand, considers the efficient input goal to the efficient output target of the eight different IPL teams, each with its sponsor, as well as their investment throughout three years, namely 2018, 2019, and 2020. In the situations of Delhi Capitals, Chennai Super Kings, and Royal Challengers Bangalore, the relative ideal lambda with benchmarks 'Familiarity' is bigger and more efficient, however, the attitude with relative optimal lambdas with benchmarks 'Attitude' was notable only for the Chennai Super Kings. In the instance of Royal Challengers Bangalore with a variety of efficiency, relative optimal lambdas with benchmarks for 'Perceived Fit' remain highly significant. This shows that just three teams out of eight, namely Chennai Super Kings, Royal Challengers Bangalore, and Delhi Capitals, were notable in terms of sponsorship efficiencies during three seasons, namely 2018, 2019, and 2020.



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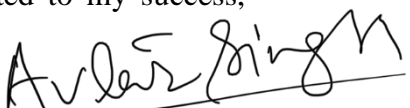
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## LIST OF ABBREVIATIONS

<b>IPL</b>	Indian Premier League
<b>ISL</b>	Indian Super League
<b>PKL</b>	Pro Kabaddi League
<b>SMIF</b>	Social Media Impact Factor
<b>SPSS</b>	Statistical Package for Social Sciences
<b>VIF</b>	Variance Inflating Factor
<b>IF</b>	Impact Factor
<b>OTT</b>	Over the Top
<b>CSK</b>	Chennai Super Kings
<b>MI</b>	Mumbai Indians
<b>KKR</b>	Kolkata Knight Riders
<b>KXIP</b>	Kings XI Punjab
<b>SRH</b>	Sunrisers Hyderabad
<b>RCB</b>	Royal Challengers Bangalore
<b>RR</b>	Rajasthan Royals
<b>DC</b>	Delhi Capitals

## **Chapter: 1**

### **INTRODUCTION**

The sports leagues business in India is one of the fastest-growing industries and has seen a slew of innovations in recent years. It all started with the establishment of the Indian Premier League (IPL), and a similar model has since been adopted by many other sports in the country, including cricket. Indian Sports League (football), Indian Hockey League (hockey), Pro Kabaddi League (kabaddi), India Badminton League (badminton), Pro wrestling league (wrestling), Indian Volley league (volley-ball), Universal Basketball Alliance (basketball), and a few others are among the leagues that take place every year in India. The league's players are gaining access to a global stage to showcase their abilities; on the other hand, spectators are gaining the opportunity to become more involved in the sports they enjoy watching. The establishment of leagues in many sports, including hockey, football, and less well-known games such as kabaddi, is changing the perception of Indian sports in recent years, according to experts. This rising popularity of sports leagues and the regular organization of huge athletic events in India, in turn, assist marketers in generating a plethora of commercial prospects in their respective fields. The result of the foregoing is increased branding and sponsorship opportunities, as well as growth in various sports start-ups. Magnates, who are primarily older amateur sports personalities, are now launching new businesses in a variety of industries, including sports apparel, restaurants, and a variety of other related goods and services (Ernst & Young LLP, 2017). All Indian sports leagues continue to have complete control over the sponsorship of sports in the country. On-ground properties received a total of 51 % of the share sponsorship dollars, while team sponsorships received 61 % of the dollars, and ratifications received 64 % of the dollars. Cricket (IPL) continues to hold the number one position and is also considered to be one of the most popular sports among Indian sports lovers. Other leagues, particularly the Indian Super League and Pakistan Premier League, are also increasingly attracting sponsors from a wide range of backgrounds. Because of their ability to attract large numbers of fans or spectators, businesses are placing a great deal of faith in these leagues to help them shape their brands (KPMG, 2016).

#### **1.1 Sports in India**

India is a diversified country with a population of over 1.37 billion people who participate in a variety of sports throughout the country, with cricket being the most well-known. Field

hockey has the highest achievement rate of any sport in India at the Olympics, having won nine gold medals at the Games to this point. In the current year, Kabaddi has risen to greater heights than ever before, becoming one of the most popular sports in the country. As an alternative to these sports, others are popular in India, including Badminton, shooting, wrestling, boxing, tennis, squash, weightlifting, gymnastics, athletics, table tennis (football), basketball (both men's and women's), and chess (both men and women's). Not many of them have discovered their origins in India, where games such as Kho-kho, Leg Cricket, Fighter kite, Polo, Kabaddi, and Gilli danda are the most prominent, as are Chess, Kabaddi, Leg Cricket, and Snooker. Kho-kho, Leg Cricket, Fighter kite, Polo, Kabaddi, and Gilli danda are also popular. Indian athletes have won gold medals at the Olympic Games in a variety of sports over the years, including wrestling, shooting, badminton, weightlifting, tennis, and boxing. Indian athletes have also excelled in the fields of cricket, field hockey, and Kabaddi, winning several World Cups in each of the three sports. Besides hosting and selecting various international games, India has also had the opportunity to participate in and host many international competitions. These include the Asian Games in 1951 and 1982, the South Asian Games in 1987, 1995, and 2016, the 2010 Commonwealth Games in Glasgow, the 2003 Afro-Asian Games in Cairo, the Asian Athletics Championships in 1989, 2013, and 2017, the 1982 and 2010 Men's Field Hockey World Cup, the 2009 BWF World Championships in Beijing, and the 2016–17 Asian Games in Delhi. Asian Wrestling Championships (1979, 1987, 1991, 2003, 2010, 2013, and 2017), 1987, 1996, 2011 Cricket World Cup and 2016 ICC World Twenty20, 2004, 2007 and 2016 Kabaddi World Cup (Standard style), 1980, 1992, and 2009 Asian Table Tennis Championships, the 1981 ABC Championship, the 2009 FIBA Asia Championship for Women, and 1989, 2005, 2013, and 2017 Asian Cycling Championships. The list goes on indefinitely. Recently, India has hosted the 2018 Men's Hockey World Cup, the 2017 FIBA Women's Asia Cup, the 2017 ISSF World Cup, and the 2017 FIFA U-17 World Cup, among other international sporting events. For years, India had expressed interest in forming numerous major local partnerships in a variety of different sports. Because it began in 2008, the Indian Premier League (IPL) has become the most popular cricket tournament on the planet. There have also been many distinct chief football association competitions in India, such as the I-League and Indian Super League, which have been staged since 2007 and 2014, respectively. Since 2013, there has been an increase in the number of people who are legitimately concerned about their safety in various sports organizations, such as the Hockey India League, the Premier Badminton League, the Pro Kabaddi Association, the Ultimate Table Tennis Alliance, and

the Pro Wrestling League, among others. India is undergoing a remarkable shift in the games industry, and it takes great pleasure in the fact that it has advanced games at the worldwide level by improving numerous sports classes. India had done a commendable job in presenting several gaming groups in a variety of sports and other sectors.

## **1.2 Indian Premier League (IPL)**

In India, the Indian Premier League (Cricket) is one of the most widely followed sporting events. The Indian Premier League (IPL) was established in 2008 by the Board of Control for Cricket in India. Invented by Lalit Modi, who is widely regarded as the game's "mastermind," the concept for this game was born. He was also the commissioner of the Leagues for a few years during that period. The Indian Premier Competition (IPL) is a professional Twenty20 cricket league in India that is held at the start of every financial year and is comprised of teams from major cities as well as several states (India BBC, 2009). Indeed, even in 2010, the Indian Premier League (IPL) became the first sporting event on the planet to be broadcast live on YouTube. The Indian Premier League (IPL) is one of the most widely watched sporting events in the world. In terms of average spectator attendance, the Indian Premier League (IPL) ranked sixth among all other sports leagues in the year 2014. (Sydney Morning Herald, 2016). According to the BCCI, the IPL season in 2015 was able to contribute a total of 11.5 billion to India's Gross Domestic Product (GDP) (The Hindu, 2016). During the IPL's first five seasons (2008–2012), DLF, India's largest real estate developer, served as the tournament's title sponsor. Following the conclusion of the 2012 season, PepsiCo purchased the title sponsorship rights for the following five seasons for a total of Rs396.8 crores. However, PepsiCo gradually discontinued their agreement after three seasons, apparently as a result of the suspensions of the Rajasthan Royals and Chennai Super Kings from the Indian Premier League in consecutive seasons. Afterward, the BCCI transferred the title sponsorship rights to Vivo (a Chinese smartphone maker) for a sum of Rs 190 crores for the remaining two seasons. In June 2017, Vivo won the bidding war with a winning price of Rs 2199 crores and secured the rights for five seasons that will run from 2018 to 2022. When compared to the title sponsorship contract of the Barclays Premier League from 2013 to 2016, this arrangement is by far the most expensive (Bhat, Kamath, and Gollapudi, 2012). So far, 11 seasons of the Indian Premier League (IPL) have been held, with the Chennai Super Kings and Mumbai Indians being the most profitable franchises in terms of consecutive championships, with a total of three championships apiece. The victor of the most recent season, which took place in 2018, was Chennai Super King (Mergulhao, 2014).

The Indian Premier League (IPL) is sometimes referred to as the "cash-rich variant of a Cricket League" because it is backed by the Board of Control for Cricket in India (BCCI). It is a single tournament that draws a large number of viewers from all over the world, and it also assists the League in establishing its distinct reputation across all similar formats in different countries, such as the Big Bash, Bangladesh Cricket League, Pakistan Cricket League, Caribbean League, and others. The potential to showcase extensive talent from around the world, notably from India, is provided by this platform. Even though the BCCI does not receive a large number of viewers or stadium crowds from other renowned tournaments in the country such as the Ranji Trophy, Vijay Hazare Trophy, and others to generate revenue in addition to selecting the right talent for the Indian Team, the BCCI does so in order to generate revenue. Due to the fact that the BCCI selection committee is utilizing the IPL platform, which caters to the needs of distinct talent in India while also assisting in the identification of appropriate potential for India's national cricket team, the committee's existence has become more routine.

It has been reported that the renowned sports channel Star Sports, which is a member of Walt Disney in India, will expect to produce total revenue of between Rs3600 Crores and Rs3800 Crores during the current season of IPL 2021. This would be a significant portion of the revenue generated by their OTT channel/app Hotstar. Even in these difficult economic times, the Twenty20 competition has been able to generate an increase in ad prices of approximately 14-15 % within a short period of six months following the conclusion of the last season of 2020 in the United Arab Emirates. When it comes to fulfilling their key objectives through this platform, VIVO IPL has been constant in delivering the outcomes, year after year, year after year. The IPL platform not only promotes adhesion across diverse demographics but also assists in giving a fantastic chance to various businesses that are looking to significantly increase their existing consumer base as well as their growth prospects in the future. The several ad groups that make up the larger brands have been working hard to get a spot in this major competition, but only a select few have been successful in achieving their goal of becoming connected with the IPL as a brand. According to a recent study, it was discovered that Star Sports, in partnership with Hotstar, had been able to make over 2600 crores in advertising revenue during the last season of the IPL 2020 season. The broadcaster charges around Rs14 lakhs for each 10-second ad spot, which is a significant amount of money. For a single ad slot, it has been discovered that the major OTT platform Hotstar, which is also the primary broadcaster of the IPL, charges approximately Rs180 cost per thousand impressions

for a single ad slot, according to research. Hotstar is also believed to be charging approximately Rs. 130 crores for the co-sponsorship slot, which Dream11 has recently announced that it will take up as part of its sponsorship package. Although the previous season of the IPL 2020 was sponsored by its major/title sponsor Dream11, the Chinese technology giant VIVO has been able to support its position as a Principal/Title sponsor of this tournament this time around in the season 2021. The IPL season 2021 has also been successful in attracting and associating some of the current generation brands, particularly the gaming platform, which is not wasting any time in demonstrating its high level of recognition. Apart from the new-age gaming platform, the other well-known brands linked with the IPL are associated with different product and service categories like financial services, beverages, fast-moving consumer goods, mobile wallets, home décor, education technology, and so on. It is believed that the high viewership of 400 billion viewing minutes was achieved during the Covid tough times, when the stadium's doors were completely closed to its fans, according to a report from the Broadcast Audience Research Council (BARC) India. This is a significant increase of 23 % in viewership when compared to the previous edition of IPL 2019, according to the report. It is reasonable to conclude from the foregoing that the Indian Premier League (IPL) continues to hold and will continue to retain a very strong place in the minds of fans and brands throughout the country of India, which has itself become a significant economic driver for the world.

**Table 1.1** shows the results of the survey. The following table lists the IPL teams who participated or did not participate in all formats/seasons:

<b>IPL Teams/ Years</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Mumbai Indians	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Delhi Capitals	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Chennai Super Kings	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	Yes	Yes	Yes	Yes

Kolkata Knight Riders	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Kings XI Punjab	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Rajasthan Royals	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	Yes	Yes	Yes	Yes
Sunrisers Hyderabad	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Royal Challengers Bangalore	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Gujrat Lions	No	No	No	No	No	No	No	No	Yes	Yes	No	No	No	No
Kochi Tuskers Kerala	No	No	No	Yes	No	No	No	No	No	No	No	No	No	No
Rising Pune Supergiants	No	No	No	No	No	No	No	No	Yes	Yes	No	No	No	No

### 1.3 Indian Super League (ISL)

The Indian Super League (ISL) is the men's professional football league in the country of India. It is one of the two well-known football associations in India, the other being the I class, that has been in existence for a long time. The Hero Indian Super League is the official



name of the competition due to the involvement of a major sponsor. Ten groups have signed up to take part in the challenge. Every year, it is held over a period of seven months, usually towards the end of September and the beginning of March. The Indian Super League was established on October 21, 2013, in partnership with Star Sports, Reliance Industries, and IMG, to develop the sport of football in India and increase its popularity throughout the country. The league has grown to include teams from across the country. The inaugural season of the challenge was conducted in 2014 and consisted of eight groups. During the first three seasons of the Indian Super League, however, it failed to gain official recognition from the Asian Football Confederation, which serves as the governing body for football in Asia. As a matter of fact, even the Indian national alliance was plagued with the same challenges, with the association crusade lasting 2–3 months and matches being held on a daily basis. AFC recognition was received for the challenge, which saw its scope expanded to include ten teams, and the duration of the competition extended to five months. Unlike most football, which sees knockout competitions held all around the world, the Indian Super League, in a rare move, does not allow all groups to assume that they will automatically qualify for the challenge and will instead require all groups to compete against one another. This is the only knockout cup on the planet that has a proper class stage independent of advancement or assignment, making it the most unique. The challenge rejects promotion and transfers and instead decides to develop the challenge for an extension on the grounds that FSDL does not believe any group that is consigned, such as League Soccer in the United States, should be required to abandon the 15 centers yearly establishment expense from any group that is consigned. For the first four seasons of the challenge, two groups shared the trophies, each taking home two victories. ATK won the principal title in 2014 and later won its second title in 2016. Chennai is the other club to be victorious in both 2015 and 2018.

#### **1.4 Pro-Kabaddi league**

The Pro Kabaddi League is prevalently known as Vivo Pro Kabaddi League. It is an expert-level Kabaddi alliance in India. It was promoted in 2014 and is communicated on Star Sports. The class initiation was impacted by the notoriety of the Kabaddi competition at the 2006 Asian Games. The configuration of the challenge was taken by the Indian Premier League. The Pro Kabaddi League deals with an establishment-based model and its first season was held in 2014 with eight teams. Each group was paid off charges up to US\$250,000 to join the alliance. There were questions over its effective beginning taking note that numerous associations were endeavoring to impersonate the IPL's plan of action however not at all like

cricket there were moderately less notable players in Kabaddi. In any case, it was additionally noticed that kabaddi was broadly played in-country network settings and in this way could draw in a brand assortment of provincial and promoters to target if the class increased huge footing. The debut season was seen by 435 million spectators, Mashal sports putting it simply behind the all-out season viewership of the 2014 Indian Premier League season, while the debut title was seen by 86.4 million watchers. Star Sports, the PKL's telecaster, thusly announced in 2015 that it would procure a 74% stake in the group's parent organization Mashal Sports. For the 2017 season, the PKL made moreover of four new groups, and changed its arrangement to part the groups into two divisions called "zones" .

### **1.5 Hockey India League**

Hockey India League (HIL), generally known as the Coal India Hockey India League for sponsorship reasons, is an expert field hockey group in India. The association is organized by Hockey India, the administering body for the game in India. HIL, alongside the Indian Premier League, Indian Super League, and Pro Kabaddi League remain one of the significant game classes in the nation. HIL involves six groups, with the normal season enduring two months from January to February, with each group playing ten games. The main four groups toward the finish of the period face end-of-season games, where the hockey India class's victor is chosen. Hockey India League was given shape in 2013 as a feature of Hockey India's endeavor to get an International Hockey Federation authorized group after the un-endorsed and non-Hockey India competition, World Series Hockey, started in 2012. The primary season was contested in 2013 with five teams. Since starting, the class has demonstrated to be a money-related accomplishment for Hockey India, which was wrecked before the group started. In 2015, it was accounted for that the alliance increased a benefit from the group and TV incomes. The Kalinga Lancers turned into the latest boss to win the 2017 competition. Ranchi Rhinos, Punjab Warriors, Ranchi Rays, and Delhi Wave riders have additionally won the class.

### **1.6 Badminton League**

The Premier Badminton League is an established association; Sports Live Private Limited (Sportzlive) possesses the rights to work and execute the Premier Badminton League. It was called Indian Badminton League (IBL) when established in 2013 and afterward rechristened to Premier Badminton League before the start of the second season in 2016. The debut release of the Indian Badminton League occurred in India from 14 August 2013 to 31 August

2013 and Hyderabad Hotshots picked up the debut IBL title in Mumbai on 31 August 2013. The second period of the alliance 2016 Premier Badminton League occurred from the second of January to the seventeenth of January 2016. The Delhi Dashers (in the past Delhi Acers) vanquished the Mumbai Rockets in the last to hold onto the title. The third season started on 22 December 2016 and arrived at the end on 14 January 2017 with the Chennai Smashers headed by P. V. Sindhu seizing the title in the finals. The fourth season started on 23 December 2017 and reached the end on 14 January 2018 with Hyderabad Hunters headed via Carolina Marin turning into the champions. The fifth season started on 22 December 2018 and arrived at the end on 13 January 2019 with Bengaluru Raptors turning out to be the bosses. All these five driving games have added to the development of the country in the field of Sports. Also, Cricket for a long time has remained quiet about the spotlight everything except now different games also are increasing equivalent acknowledgment and is all around upheld by the games fan.

### **1.7 Growth of Sports Leagues in India**

As per Ernst & Young LLP (2017), the sports sector in India is experiencing numerous changes with all-around developments initiated by the governments and also the private sector. With the introduction of the Indian Premier League, several other sports leagues in India became popular over a period of time. The conception of new sports leagues provided a sustainable livelihood to all its sportspersons and also at the same time helped find out new talent from the country. The other leagues which are currently on the rise in India are the Pro-Kabaddi League (Kabaddi) and Indian Super League (football). Since football was already renowned in numerous regions within the country, the league has given it mainstream attention. Sportskeeda (2018) The IPL (Cricket) has a viewership of 362 million in the year 2016 which has substantially increased to 411 million in 2018. On the other hand, ISL (Football) and Pro Kabaddi League (Kabaddi) are almost matching shoulders to shoulders in terms of viewership with 224 million and 220 million respectively. Over the past couple of years, the Pro Kabaddi league has been able to gain huge attraction among its audiences. Kabaddi grew manifold in 2016 by hosting a couple of editions of the Pro-kabaddi league and most importantly the men's Kabaddi World Cup. In the last four seasons, the Pro-Kabaddi League's viewership has grown by 51%. Within a year, the PKL's viewership has marginally grown to 312 million from 220 million in 2016 which has now surpassed the viewership of ISL. The ISL on the other hand remained in the third spot in terms of viewership which has increased from 224 million in 2016 to 270 million in 2017. The other sports leagues PWL

(Wrestling), HIL (Hockey), and PBL (Badminton) have also been making a huge impact in terms of viewership, they stand at 109 million, 43 million, and 36 million respectively (BARC COVs, 2017).

### **1.8 Scope of brands associated with Professional Sports**

Sports have always been considered one of the most important aspects of life as there are no boundaries or differences between people playing sports and countries representing different sports. It remains the best way for the masses to be in touch with not just the Sports fans themselves but also the players and other associates of any given sport. We are all very well aware that it has been a tradition long before since ancient Greek and Roman civilization. In the 21st century, the definition or meaning of sports has not changed but because of People's perception and changing technologies, the perception of the masses about the different sports went up to a very high level. Be it Cricket, football, basketball, or any sports around the world, people are emotionally attached and associate themselves with these sports as sports fans. This itself, in large, has given a broader scope and visibility to the different and renowned brands across the world. It is now even becoming more prominent and almost all kinds of brands are either smaller or bigger, nobody is leaving any stone unturned to highlight themselves amongst the masses and trying to be the best as compared to its relative competitors. The Hindu (2016) the title sponsor of the IPL for the beginning 5 seasons from 2008-to 2012 was DLF: India's largest real estate developer. PepsiCo purchased the title sponsorship rights for the next five seasons 2013-2017 at Rs396.8 Crores. However, PepsiCo gradually concluded their deal after 3 seasons reportedly due to the suspensions of Rajasthan Royals and Chennai Super Kings in two seasons from the leagues due to certain unavoidable circumstances. The BCCI eventually handed over the title sponsorship rights to Vivo (a Chinese smartphone manufacturer) at Rs190 Crores for the remaining two seasons. In June 2017, Vivo with a winning bid of Rs2199 Crores booked the rights for five consecutive seasons between 2018–and 2022. This deal is by far the most expensive deal, as compared to the title sponsorship contract of Barclays' Premier League from 2013 to 2016 (Bhat, Kamath, and Gollapudi, 2012). All these brandings at such a huge investment are no joke but a smart investment for corporations for their long-term growth. These brands try to produce demand-specific products and services keeping in mind the different demographic factors like age, gender, income, caste, ethnicity, etc. More and more latest brands on a daily basis are also coming forward, trying to realize the importance of advertising themselves on such a larger

platform like IPL and other related sports and in turn fetching revenues at par with their expectations.

### **1.9 Future of Indian Sports**

Sports have become one of the most important parts of life for people across the globe. The sports market globally had been able to attain a figure of \$488.6 billion in the year 2018, a compounded growth of 4.3 % as compared to the year 2014 and it is heading to a growth of approximately 6 % to a value of 615 billion by 2022. This is evident as the scope and growth of sports are moving towards a positive and increasing trend in India. Sports contribute to nearly 2% to 4% of overall employment in the country. Along with sports, several other opportunities or areas like coaching, dietetics, nutrition, sports science, and also a few important sports management roles, etc. too have shown a positive trend in the last decade or so. According to quotations given by the ESP properties, the profit or revenue earned from sports advertising and brand sponsorship in 2018 had crossed the 1 billion mark in the country. IPL remained one of the most significant contributors to such huge revenue in the country. IPL gave birth and rise to the other sports in the country associated with a similar business model. Vivo investing nearly 2200 Crores to the title sponsorship of the Indian Premier League for 5 years puts the icing on the cake for the growth of Indian cricket. However, Cricket is not just the only revenue machine in the country, the other sports have also been conducted on a similar business model too have contributed immensely to the growth of Indian Sports i.e. ISL for football, PKL for Kabaddi, HIL for Hockey, PBL for Badminton and various other prominent leagues CNBC TV18 report (2019). There are about 100 distinct sports Professional Leagues across the world but not all Professional Leagues are not financially sound. The Indian Premier League is said to be the fourth most profitable, even more than the English Premier League, where the latter generates an estimated value of approximately \$ 6.5 Billion while the English Premier League has been able to generate an estimated revenue of approximately \$ 6 Billion. Although the Indian Premier League had been leading from all fronts the other famous professional sports league in the country too i.e. Football, Hockey, Badminton, Kabaddi, Wrestling, and a few others have been able to make significant contributions to India's International performance alongside, it too contributes immensely towards the GDP of the country (The Wire, 2021). Therefore, it would be imperative to mention that professional sports in India are on a continuous rise and would be on the increasing trend for some good years to come, in terms of talent identification, Internationalization, brand association and most importantly generating increased revenue.

Overall, when it comes to the future of Indian sports, it is very charismatic as all the stakeholders particularly the Government of India are also emphasizing quite actively to influence the distinct sports and their image on the globalized platform.

## **Chapter: 2**

### **REVIEW OF LITERATURE**

A study of the literature was conducted to gain a better knowledge of the variables that motivate people to identify with sports, as well as the aspects that influence fan engagement and the success of sponsorship in the Indian Premier League. To demonstrate the necessity of the study, the problems or gaps in the context of earlier studies were discovered through a review of the literature, which was categorically split into distinct parts in accordance with the objectives that were set out.

#### **2.1 Motivating factors towards Sports**

Fans' attendance at distinct sporting events has drastically increased over the years. It has now become an accepted part of everyday life, and most crucially, it has emerged as a source of amusement for a greater segment of the population. Psychologists used to assume that motivation is based on the physiology of a group of non-nervous system tissues at the beginning of the twentieth century; some of the most prominent theories were founded on this idea to explain a variety of related methods in the early twentieth century. It was only later, in the second half of the twentieth century, that psychologists' vision began to shift, and it was no longer conceived of as physiology, no longer understood and accepted as essential principles, and instead it was increasingly believed in as a collection of specific psychological demands. In addition, numerous psychologists at the time suggested that the three most significant needs can be explained and met more easily through psychological approaches rather than physiological approaches, namely competence, self-determination, and interpersonal relatedness, which can all be met through psychological approaches rather than physiological approaches. Deci and Ryan (1985) emphasized that it has become necessary for academics to investigate the areas dealing with motivational elements and team identification variables that are related to becoming a sports team fan as a result of this broad interest. Although research into specific areas such as team identification and fan motivational factors assisted the experts in learning and exploring distinct factors that could influence the fans at various sporting events, more research into other areas such as team identification and fan motivational factors is needed. The conclusion of this type of study assists sports associates and franchises in their efforts to promote certain sporting events while also increasing the consumption of their products and services by the general public. Using Confirmatory factor analysis and measurement, Mahony et al., (2002) investigated the motivational factors that

could aid in influencing the behavior of Japanese League Spectators. They discovered seven distinct motives, which were vicarious, dramatic, aesthetic, achievement, community pride, and most importantly player-team attachment. This research was important in understanding the motivations of sports-based consumers. Also included were lists of the majority of the components that were found to be significant in the given variance and that were suitable for additional and future studies. In another study, Daniel et al. (2001) emphasized the construction of a sports interest inventory as well as its utility in assessing consumer interest in sporting events. This research might aid in better understanding consumer interest in sporting events. An inventory of sports interest was created primarily for this study to assess ten different factors such as excitement, sports interest, team interest, vicarious achievement, supporting women's opportunities in sports, socialization, aesthetics, and drama, national pride, and also player interest, all of which could emerge as motivators for specific spectator interest, specifically in the FIFA Women's World Cup 1999. Following this analysis, it was discovered that, of all the factors considered for the study, excitement, sports, and team interest, supporting women's opportunities in sports, vicarious achievement, and also aesthetics remained quite significant factors that were able to influence nearly 35% of the variance in spectator interest in the above-mentioned event. Its findings are primarily assisting sports marketers in their efforts to target women's sports through consumer-based marketing techniques that are unique from one another. In another exploratory study, Maurer (2017) investigated the motivating elements of sports fans who are from the United States but who support non-American sports teams, as well as the motivations behind the consumption of international sports products. Through this research, it has been brought to the notice of both domestic and international marketers how they may strategically boost their businesses by researching and identifying various elements that could affect the big number of non-American followers. A more in-depth grasp of these motivational aspects would also enable the vast majority of marketers working in this sector to implement their business strategies more effectively, allowing them to outperform their competitors in the various worldwide marketplaces. For fans of Spanish soccer clubs, Al Ganideh and Good (2015) conducted research in the areas of team identification and fandom of soccer clubs in foreign countries, intending to determine whether they are being used to cope with life stressors and whether they differ based on socio-psychological and demographic variables. According to the findings of the study, which was conducted using regression analysis, the majority of Arab fans who are somehow involved with the fandom of soccer clubs attempt to escape from their daily life routines and problems, which in large exhibits high levels of stress and generates



some substantial income. On the other hand, two other major characteristics, such as feelings of hatred toward other cultures and openness to different cultures, did not appear to have a substantial impact on soccer fandom and team identification. As a result, it is reasonable to conclude from the research described above that socio-psychological and demographic characteristics do not produce statistically significant distinctions when it comes to team identification and sports enthusiasm. Dwyer et al. (2015) also investigated relevant fan behavior in conjunction with relevant scales to evaluate the behavior of sports fans, which they published in 2015. There were various acts associated with brand participation and association with three unique pro-brand behaviors addressed in this study, including the hiring of customers and the ridiculing of competitors, to name a few. The primary goal of the study was to build and validate an acceptable scale based on the results of this study; nevertheless, the analysis was able to extract 14 items and four significant components from 88 diverse behavioral patterns to determine the relevant fan behavior. In a study conducted by Kwak et al. (2011), the researchers attempted to gain insight into consumers' behavior and cognitive responses to a set of marketing approaches by investigating the role of distinct characteristics of emotions in a spectator-based sports setting. Their findings were published in the *Journal of Marketing Science*. As part of this study, participants were asked to rate their overall opinion of a message's ability to elicit emotional responses and their willingness to accept different products. On the other hand, in order to investigate the underlying instrument of the stimulus-behavior relationship, they investigated whether the emotions elicited by the message had any effect on the brand-related product evaluations. In the course of their investigation, they discovered that emotions based on a single encounter with written communications had a major impact on behavior and motivation in information processing.

## **2. 2 Prominent and Distinctive factors to associate with Sports League**

Following the findings of their research, Li et al. (2018) attempted to determine if social media users' motivation and use varied when it comes to following a sports-based organization, specifically on two unique micro-blogging sites such as Weibo and Twitter. When comparing Weibo users to Twitter users, it was discovered that they are far more interested in discovering new information, technical expertise, amusement, passing time, and, most importantly, escape from their daily lives paralleled to Twitter users. Comparatively speaking, when compared to Twitter users, the followers of a certain team have more motives, which may further aid them in expressing their support for that particular squad. Using hierarchical multiple regression, it was possible to demonstrate that Weibo users had

higher levels of intensity when it came to expressing team support and information collection and that they were also more engaging as a result of the entire analysis. If their aims, in general, are realized or taken into consideration in terms of accessing technical and entertaining information, Twitter users showed greater intensity in communicating with the sports organization in question. The findings have been listed based on the findings, which will assist different sports-based organizations in learning from their respective environments to better understand the users' motivations for supporting a sports team. This will also aid in the development of effective strategies to engage its users in two major markets, namely the United States and China, as well as other developing countries.

Researchers Zhang et al., (2003) used the statistical tool confirmatory factor analysis twice to examine the structure of different factors of the spectators' decision making an inventory, and they discovered four different factors that were further broken down into 15 distinct items from five different seasons of home-based basketball games for a National Basketball Association team to determine whether or not all of these factors have a significant impact on attendance at Men's professional basketball games. Therefore, the maximum number of parameters was taken into consideration, which resulted in a better fit to the planned model and a more effective conclusion to the research. According to Theodorakis et al. (2009), the identification of a sports team is one of the strongest predictors of sports spectator consumption. As a result, it is critical for researchers in the sports marketing field to identify factors that aid in team identification to better predict sports spectator consumption. Wann and colleagues (1996) found that the most commonly utilized or most prevalent characteristics that aid in the identification of a certain team are as follows: (i). Parents who are cheering for the squad; (ii) Players' Characteristics; (iii) Geographical factors (for example, they all live in the same city); (iv) Close acquaintances who are rooting for the team; and (v) The team's accomplishments.

A model that was included by imaging team features that might affect the identification of the team and image transmission from an event to its sponsor was investigated by (Kim and Kim, 2009). Team attractiveness, team resemblance, and team awareness were shown to be positively associated with team identification through the use of Amos structural modeling, which was conducted by researchers at the University of Michigan. In addition, it was discovered that this team identity had a favorable impact on sponsor identification. As a result, it was discovered that it had a beneficial impact on the sponsor's image. It was discovered by Theodorakis et al. (2012) that the link between the desire to belong and

identification was positive and that the need to belong was positively connected with the level of identification with a local sports team in the first phase of the research. Their findings were compatible with cognitive understanding, and they discovered that two divergent groups of people who identify with a team and have a need to belong have favorable interactions with one another. As a result, they emphasized that marketers in the sports sector must concentrate on improving the degree of identification among fans by intentionally enhancing the amount of demand for belongingness among supporters. The researchers, who are interested in the psychological attachments that are formed between sports teams and viewers, have discovered that the most prevalent types of psychological attachments include team identification, loyalty, and devotion to a certain team. In this way, team identification may be described as the psychological bond that a sports fan has for his or her favorite team (Wann and Branscombe, 1993). A study by Wann et al. (2011) sought to explore the hypotheses that team identity is favorably associated with social well-being, as well as the theory that team identification is negatively related to social ties. As part of their research, they looked at the inter-relationships between these two variables and discovered that team identification was positively connected to both well-being and social relationships. The subsequent studies, on the other hand, were unable to find any indication that social ties were a mediator or moderator of the association between team identity and social psychological wellbeing. Wann et al. (2003a) found that the connection between sports team identification and optimism was not statistically significant when the two variables were compared. The team identification psychological health model was examined; with the authors hypothesizing that identification with a local sports team would be associated with psychological well-being in their study. Furthermore, according to this model, affiliation with faraway sports teams and a simple fandom will not be associated with well-being. Specifically, they discovered that while the study's findings supported the model in terms of social well-being and personal well-being, this was not the case in terms of personal well-being since it was not associated with the identification.

Wann and colleagues (2003) argue that social identity is a critical component of one's mind that arises from one's knowledge and that it includes membership and groups, as well as the emotional importance and value linked to membership. The concept of social identity is being created because team identification is an appearance of social identity, which is defined as a manifestation of team identification in the definition of team identification. The goal of this membership is for fans to strive to link themselves with their favorite teams by following

them in the tournament to the point where they believe that the outcome of a team in a match is their outcome, whether it be success or failure. Individuals' view of their team's belongingness improves as a result of their perception of themselves. Ultimately, this results in a higher level of team identification (Underwood et al., 2001). Wakefield (1995) investigated the extent to which social variables influenced individuals' evaluations of professional baseball games and their subsequent decisions to attend games. He drew attention to the findings, which showed that baseball game spectators' estimates based on their experiences differed concerning their experiences at a baseball game varied depending on their primary reference group, which might visit the game based on popularity as an alternative to entertainment. He also discussed the role of reference groups and community social acceptance on fan identification, the perceived value of the ticket, and spectators' support intentions, as well as the influence of reference groups and community social acceptability on fan identification. As a result, those who are strongly associated with their team have a better chance of attending games in stadiums, can pay even higher prices for tickets and merchandise than those who are less associated with their team in any way, and most importantly, will remain loyal to their team regardless of the team's performance.

Wann et al., (2011) investigated the relationship between participants' team identification and their scores on the Neo Personality Inventory-Revised to see if there was a relationship. For the purpose of determining psychological well-being, the scores obtained from the Neo Pi-R questionnaire are employed. The NEO PI-R assesses a person's personality in five separate categories, all of which are based on the Five-Factor personality model. The level of emotional stability and alteration shown by an individual is represented by the Neuroticism area. Extraversion, on the other hand, is a personality trait that assesses how chatty, energetic, and forceful a person is in their interactions with others. The following are based on the concept of openness, which assesses the degree to which one is forthright in learning from his or her experiences, is inventive, and is also open to change or variety. The degree to which a person is selfless and cooperative is highlighted in the Agreeableness category, which is based on their personality. Finally, based on the Conscientious area, it assesses one's ability to maintain self-control and move in a goal-oriented manner. Costa and McCrae (1992) are two of the most well-known names in the world of fashion. In light of the comprehensive literature available for the given purpose, it is possible to deduce that there are a variety of elements that might incite or drive individuals to associate with sports league teams based on the findings of the entire research. Furthermore, there are no restrictions, but rather a great

deal of room to find a variety of different elements that are at the root of the shifting perceptions of people across a wide range of demographics and geographies in the twenty-first century. Fans' and other related individuals' perceptions of professional sports would eventually change as the sport grows and brings numerous opportunities to the fans and brands associated with it in developing countries, particularly India. This would help the distinct brands and their country of origin economies to grow in future as the sport grows and brings numerous opportunities to the fans and brands associated with it in developing countries, particularly India. The following is a list of some of the most significant elements that have been identified as inspiring individuals to become involved with a new sports league team or teams.

**Table 2.1 Factors motivating people to associate with a new sports league team/s**

<b>Authors</b>	<b>Factors motivating people to associate with a new sports league team/teams.</b>
Wan et al. (1996)	(i) Parents following the team (ii) Players' Characteristics (iii) Geographic reasons (i.e., they belong to the same city) (iv) Close acquaintances following the team (v) Team's achievement
Kim and Kim (2009)	Team attractiveness, Team similarity, and Team awareness
Wann et. al., (2011)	Social Well-being and Social Connections
Wann et. al., (2003)	Social Identity

Wakefield (1995)	Degree of social influences on individuals' evaluation and subsequent decisions for team identification, Assumed ticket value, and spectators' support intents.
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### 2.3 Social Media

Social Media is considered as a group of internet-based applications that emphasizes the technological and ideological foundations of Web 2.0 as it does allow the formation and exchange of User-generated content. Businesses were busy finding more appropriate ways to be able to maintain a long-term position or stronghold in the market during the late twentieth century when the doors of all countries were open to the entire world in terms of business. This was particularly true when there were so many competitors. In the meantime, social media was created at the very beginning of the twenty-first century, at which point people began to realize the significance of the medium (Gangi and Wasko, 2016). When you consider that the world's total population exceeds 7.5 billion people, nearly half of the population, or roughly one in every three people, are online and utilizing many social media platforms to communicate and stay connected. Social media has had a significant impact on the atmosphere throughout the world, and with the quick growth of technology, it has already taken on a variety of forms. One of the social media channels that captured the attention of people all over the world during the beginning of the twenty-first century was Facebook, which has around 2.4 billion users as of the present day (Statista, 2021).

Slowly and steadily, numerous more social media platforms have begun to thrive in various parts of the world, with one succeeding after another in establishing itself. In today's world, social media has surpassed traditional marketing tools as the most significant tool for a wide range of enterprises all over the world, making the transition from traditional marketing methods to more streamlined or intelligent methods of marketing a foregone conclusion. This has not only aided millions of people around the world in promoting themselves, their products, and services, but it has also enabled them to provide the most affordable services possible. As a result of such a presence, we must devise effective strategies for marketing our products and services through a variety of social media channels. Most importantly, we must recognize the relative importance of each social media channel in comparison to the others to make the most of available resources.

## **2.4 Growth of Social Media**

Millions of people's lives have been revolutionized by social media, which has become a wonder of modern society all over the world. It brought people closer together by allowing them to contact millions of other people around the world through various social media channels such as Facebook, Twitter, Instagram, What's App, and other similar platforms. The influence of consumer-to-consumer communications has been greatly exaggerated in the marketplace, as a result of this (Mangold and Faulds, 2009). In addition to relying on traditional media sources for sports information, fans of various sports leagues are increasingly choosing to interact with their favorite teams using social media platforms such as Facebook and Twitter (Broughton, 2012). A significant expansion in the number of social media sites has occurred over recent years, and there are a large number of followers and audiences who are completely reliant on receiving massive amounts of information solely through these sites in order to stay informed. A total of more than 100 major social networking sites were available to football clubs for use in their communication initiatives. Among younger consumers throughout the world, Facebook, Twitter, and YouTube are particularly well-known. Out of the major social networking sites, Facebook has more than 500 million worldwide members in the 18-24-year-old age group, with a user base that is expanding at a rate of 74 % per year (Digital Buzz, 2012). Smith and Anderson (2018) report that 73 % of adults in the United States between the ages of 18 and 24 use YouTube, while 68 % use Facebook, either online or on their mobile phones. Other social media sites, such as Pinterest, continue to be far more popular among women than men, with 41% of women using them compared to only 16% of males. LinkedIn, on the other hand, has gained widespread appeal among recent graduates and households with a high level of wealth. According to data, nearly half of all Americans with a college degree use LinkedIn, with only 9 % of high school diploma students using the social networking site. What's App is considered to be one of the most popular messaging apps on social media, and it is particularly popular among Latinos in Latin America, which has resulted in an increase in its popularity among Latinos in the United States. While only 4 % of white people and 21 % of black people use What's App, Hispanics account for 49 % of all Whats App users. The social media platforms Snapchat and Instagram, on the other hand, have maintained their popularity among the country's younger adults. Individuals between the ages of 18 and 24 who use Snapchat on a regular basis account for 82 % of all Snapchat users in this age group. In addition, 71% of those polled said they used it more than twice a day on average. However,

81 % of persons in the 18-24 year age range reported that they visited Instagram on a daily basis, with 55 % of those reporting that they visited the platform multiple times each day.

## **2.5 Consumer engagement through social media**

The ability to build and maintain long-term relationships with consumers is one of the most important criteria in determining a company's success today. For a long time, this has been a source of concern and a long-term aim for managers and companies. The development of Web 2.0 has also facilitated the growth of social media, which now serves as a viable alternative to traditional mainstream media (Malthouse et al., 2016). According to Aichner (2019), the value of social media for businesses has been increasing at a rapid pace for nearly a decade. Nowadays, even the most conservative and traditional business centers have built up a substantial social media presence, which includes luxury brands, financial institutions, healthcare organizations, and a wide range of other businesses and organizations. There isn't a single major brand or organization that isn't experimenting with the Social Media notion these days. One of the most important objectives is to engage customers, which can be described in two words: There are various benefits for brands to focusing on customer engagement because it is regarded as a feature that contributes to improved organizational performance as well as higher sales, profits, and client loyalty (Bowden, 2009). Customer engagement, according to Storbacka et al., (2016), is a psychological state that requires some specificity to occur and that is created by an interaction between a customer's experiences and an object. It has also been proposed that there is a co-creative component to the process. Ray et al. (2014) investigated the relationship between community participation and knowledge contribution intentions in online communities and discovered that greater engagement boosted contribution intentions. According to Hollebeek et al., (2014), consumer engagement with a brand encompasses behaviors such as brand-related thinking, customer's positive valence, behavioral, and emotional activity that is related to consumer or brand communication.

**Table 2.2 Social Media Content Categories with Factors affecting Consumer Engagement**

<b>Authors</b>	<b>Social media content categories</b>	<b>Factors affecting the consumer engagement</b>
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Barger, et al. (2019)	Product, Consumer, content, Brand, and Social media indicators	Reacting, Commenting, Sharing, and Posting User Generated Content
Gangi and Wasko (2016)	User Experience in Social Interactions and Technical features  User Engagement: Individual involvement and Personal Meeting	Social interactions:  Access to Social Resources, Personalization, Critical Mass, Risk, and Transparency  Technical features: Completeness, Flexibility, Evolvability & Integration
Chiang et al., (2017)	Social community member Relationships, product relationships, Brand relationships  SubItems: Sharing Behavior, Commenting Behavior, and creating Behavior	Social Influence, Social Capital, Credibility, Social Tie, Entertainment, Informativeness, and Interactivity
Dolan et al., (2015)	Informational Content, Entertaining Content, Remunerative Content, and Relational Content	Correlation, Positive Contribution, Consumption, Democracy, Detachment, Negative contribution, Co-destruction
Farooq and Abeysekara (2016)	concern for privacy, perception of reliability trust in information, Use of Social Media, Security in Social Media	Involvement  Satisfaction  Commitment  Trust
Lim et al., (2015)	Degree and quality of social media engagement	Action & Participation, Presentation of self, Uses and Gratifications, Usage and Activity Counts, and Positive Experience

Peet and Haase (2016)	Activity and usage count	Presentation of Self, Action and Participation, Positive Experiences, Uses & Gratification
Schivinski (2016)	COBRA & CESBC	Consumption, Contribution and Creation
Vale and Fernandes (2017)	Consuming Activity, Contributing Activity, Creation Activity	Motivations: Integration, Entertainment, Information, Social Interaction, Personal Identity, Brand Love, Remuneration, and Empowerment.
Matthew (2015)	Personalizing, Informing, Marketing, and Activating	One on One Conversations, Answering Queries, Facilitating Discussions, Team News, Trivia Competition, Ticket Giveaways, Pre-State offers, Merchandise Sales

The following are some of the ways in which the above-mentioned authors have highlighted the user engagement model in social media, based on their experiments and interpretations:

Consumer engagement, according to Barger et al., (2016) can be divided into four categories: reacting to content, commenting on content, sharing content, and posting user-generated content. The incorporation of behavioral theories into all of the above-mentioned content would be beneficial to the consumer. A variety of relational frameworks, including relationship marketing, marketing orientation, brand loyalty, social networks, customer relationship management (CRM), and concentric marketing, can be used to understand and analyze engagement. A model developed by Schultz and Peltier (2013), as well as Di Gangi and Wasko (2016), hypothesizes the user experiences from social interactions among users, such as personalization, transparency, access to social resources, a critical mass of social acquaintances, and risk, as well as with the technical features of the social media platform, such as completeness, flexibility, integration, and evolvability, which influence user engagement and subsequent usage behavior Both social and technical aspects, according to

the researchers, have an impact on usage through the perception of the critical mass for social acquaintances as well as the risk of being hacked. Customers' engagement in social media advertising was studied by Chiang et al., (2017) who also developed a model to analyze the relationship between the antecedents of social media advertising engagement, the engagement behaviors observed in social media advertising, and the consequences of social media advertising. As a result, he concluded that, among the antecedents impacting consumer involvement in social media advertising, social ties had the most significant influence. In other words, in terms of advertising, the amount of entertainment and engagement has a more substantial impact than the message itself. Users' favorable attitude toward advertising is increased when social media advertising has a greater perceived enjoyment level or a mutual connection with them. As a result, the users' attention and interest are piqued and piqued. Dolan et al., (2015) also developed a model for in-depth understanding and testing of categories of social media content, which include information-related content, entertainment-related content, remuneration-related content, and relational-related content, as well as behavior related to engagement on social media platforms, which was used in conjunction with the previous model. The researchers also measured this in terms of both negative and positive valence behavior in the context of engagement. With this model, we may gain a deeper grasp of specific expressions on negative and positive valenced behavior in engagement through a social media setting, as well as what facilitates this engagement and what hinders it. As a result, they pointed out that the development of the Social Media Engagement Behaviors construct provides clarity to professionals who desire to understand not only why, but also how people engage with a focal brand on social media platforms. Farooq and Abeysekara (2016) developed a model that influences social media marketing variables such as trust in information, concern for privacy, perception of reliability, security in social media, and use of social media, as well as customer engagement variables such as involvement, satisfaction, commitment, and trust. Farooq and Abeysekara (2016) developed a model that influences social media marketing variables such as trust in information, concern for privacy, perception of reliability, security in social media, and use of social media. Customers' online engagement was found to be significantly influenced by the media and content types of posts, according to the findings of this research. They stressed that the more the influence of social media marketing, the greater the likelihood of increased client interaction. As a result, marketers must exercise greater caution when posting anything on the internet, because it has the potential to impact buyers. Using data from Peet and Hasse (2016), they developed a model of social media engagement that includes the following

components: presentation of oneself, action, and participation; uses and gratifications; positive experience; use; usage; activity counts; and social context. The contents and quality of social media engagement are developed collaboratively, allowing users to better comprehend the reasons for their decision to use social media and their commitment to continuing to participate with it. "Consumers Online Brand-Related Activities i.e. Consumption, Contribution, and Creation," developed by Schivinski (2016), is a scale that measures the consumer's engagement with brand-related social-media content based on three dimensions established in the framework of an earlier theoretical construct, "Consumers Online Brand-Related Activities i.e. Consumption, Contribution, and creation." The Consumers' Engagement With Brand-Related Social-Media Content" measure developed by the Consumer Engagement with Brand-Related Social-Media Content (CESBC) becomes an instrument for auditing and tracking the efficacy of social media marketing campaigns. Each individual item on the aforementioned scale would provide advertisers with specific brand-related social-media activities that they might engage in to promote their products or services. Furthermore, individual brand-related social-media actions are found to be highly correlated with both brand equity and brand perceptions.

Customers' engagement, according to Gambetti and Graffigna (2010), is critical for companies seeking to gain a competitive advantage. Furthermore, as customers' roles in the purchasing process shift, companies must adapt and respond to their new requirements to maintain a competitive advantage (i.e. the desire to co-create brand content, interact with other customers and have emotional experiences). As Morgan et al., (2012) pointed out, both the organization and the customer can initiate customer engagement. They defined this term as "the intensity of an individual's participation" in the activities or offers supplied by the firm or by its partners. According to the above writers, individuals who view their involvement with high intensity and who believe that the social media platform is personally significant for meeting their requirements will be more inclined to contribute, retrieve, and study information, as evidenced by their combined findings. In this way, client engagement is a topic that is significant to managers in all industries and enterprises.

## **2.6 Social media engagement of Sports League fans**

Several researchers, like Hollebeek et al. (2016), have noted that the emergence of social media has recognized a novel notion in advertising. Different social media platforms enable users to participate in a variety of brand-related activities through the usage of their accounts.

According to Peate (2012), teams can use the websites to reward fans for their devotion by providing them with exclusive offers and competitions. It also provides real-time information and updates from the stadium and training site. He also stated that fans involved in other sports would share information and offers with one another, as well as visit the club's website more frequently. Sports organizations, particularly football organizations, could benefit from the use of social media to boost fan participation and interaction, drive traffic to their official website, and even form sponsor programs to increase money. Vale and Fernandes (2018) explained why and how sports fans engage with clubs on social media using the Consumers' Online Brand-Related Activities framework (COBRA). They discovered that the need for Information, Empowerment, and Brand Love is the most important motivation for consumption, contribution, and creation, respectively, while the need for Integration and Social Interaction emerged as the second most important motivation in their research. As a result, the interactive and collaborative aspect of social media can serve to reinforce new, particular, and more social goals. Matthews (2015) investigated the platforms chosen by National Basketball Association (NBA) clubs for three years, as well as how social media is used to communicate and engage with fans. He discovered that the different teams in the NBA have embraced social media, notably with the usage of four different sorts of communication for fan involvement, such as marketing, personalizing, informing, and activating. Ozsoy (2011) examined the use of social media platforms such as Facebook and Twitter for sporting purposes in Turkey and discovered that the majority of fans mostly follow the official website of their favorite team on Facebook. They also tend to receive news about their favorite teams from a variety of sources and to learn about the continuing activities of various approaches, which are updated from time to time on a single platform. According to Abdourazakou (2018), who conducted a quantitative analysis of seasonal ticket holders, NBA sports fans utilize social media during games to post on Twitter and Facebook, Instagram, and Snapchat, as well as check their emails. Thiago et al., (2018) used a multi-stage procedure to validate the proposed fan engagement through the SNS model with three first-order constructs (fan-to-fan relationships, team-to-fan relationships, and fan co-creation). They discovered that the constructs of fan-to-fan relationships, team-to-fan relationships, and fan co-creation had good psychometric properties and that these three constructs were significantly related to the second-order construct of fan engagement through SNS. The notion of fan interaction through social media was also found to be highly associated with both online and offline behavioral intentions. Aichner (2019) conducted experiments on the use of social media and the involvement of football club users and

demonstrated in the first phase of his study that individual football clubs exhibit significant variances in their levels of social media use. Accessing team websites, downloading videos, and using mobile apps, on the other hand, are less popular uses and gratifications. Individual age, gender, and household wealth all have an impact on these usage patterns. According to the findings of the second part of the study, users of social media remark on, like, share, and post about football clubs regardless of the content of the postings. The final section of the study indicates that organizing various football-related appeals could significantly increase the engagement of a user and the reach of advertisements.

## **2.7 Sponsorship**

Sponsorship can be defined as a process in which a commercial entity provides money or in-kind support for an activity with the goal of achieving commercial objectives (Meenaghan, 1983). Harvey (2004), on the other hand, defined efficacy as the degree to which a particular action achieves the intended function. In this case, sponsorship effectiveness may be defined as the extent to which the objectives of a sponsorship program are met (Walraven, 2013). In accordance with the description provided by the Economic Times, the other major phrase associated with sponsorship is unaided recall, which is a way in marketing that defines how a sound customer recalls an advertisement without being given any hint or cues. In other words, this technique is utilized to determine the effectiveness of various brands when individuals are interviewed about them without providing any suggestion or clue as to what they are being quizzed about. It is believed to be the most significant indicator of generating revenue for distinct brands in professional sports across the world, and it will continue to be the most effective and renowned field for most researchers in the future as a result of its increased prominence and acceptability amongst different individuals around the world (Spais and Johnston, 2014). Because of the identification with professional sports, notably in the realm of cricket, sports sponsorship has experienced tremendous growth in India since the beginning of the twenty-first century. Since the inception of the Indian Premier League in the year 2008, there has been no looking back, whether it is in the field of cricket or in the various other sports leagues in the country that have subsequently been established, such as football's Indian Super League, Kabaddi's Pro Kabaddi League, Badminton's Pro Badminton League, Wrestling's Pro Wrestling League, and various others across the country. Professional sports setups have generated millions of dollars in revenue for the various international brands that have sponsored them in India, and these brands are committed to continuing their sponsorships with these platforms in the future. It was predicted that by the

end of 2014, the global sports market would be worth between US\$ 600 and 700 billion in terms of events, infrastructure, training, production, and retailing of various sports goods (KPMG, 2016). Considering the size or revenue of the Indian sports sponsorship market as of 2020; it is estimated at 58.94 billion INR, with media spending accounting for the majority of the total, as compared to other key segments. Of the total revenue in Sports sponsorships, media spending accounts for 36.57 billion INR, followed by the second most significant segment, ground sponsorship, which accounts for 8.5 billion INR, team sponsorships, which accounts for 6.46 billion INR, endorsement, which accounts for 5.64 billion INR, and finally, franchise, which accounts for 1.77 billion INR (Statista, 2021). In a study conducted by Kamath et al.,(2020) on event sponsorship fit in Indian Premier League sponsorship, based on brand equity and purchase intentions, which were considered dependent variables, and event sponsorship fit was considered as the independent variable, brand equity, and purchase intentions were considered as dependent variables. According to their findings, event sponsor fit has an impact on the relevant attitude toward both sponsors and sponsorship, which could further assist marketers in using these characteristics as a source for strategizing on the various sponsorship agreements. Walliser (2003) identified the two most important considerations. In the beginning, image transfer and awareness were considered to be the most important intentions, but a significant number of sports marketing-based researchers stressed that brand recall and recognition remained two of the most important significant factors that could lead to the effective measurement of sponsorship agreements. In contrast, Nufer and Buhler (2010) emphasized that sports sponsorship events are one of the most important arrangements of sponsorship because they allow sponsors to network with different target groups in the professional sports setup and, as a result, they help to create positive intentions for the sports-based event brands in the long run. As part of the FIFA Football World Cup sponsorships in 2014, Visentin et al. (2016) experimented with the sponsorship fit and determined that the fit had a significant influence on the establishment of certain attitudes toward the event sponsors.

A study conducted by Biscaia et al. (2014) analyzed soccer supporters' awareness of their individual team's sponsor, as well as the differences in sponsorship consciousness between casual spectators and season ticket holders. This was emphasized by the fact that the sponsors whose logos are shown on the team shirts are remembered by the audience. Among the brands included in the recall degree study were those that are always on people's minds and those that are being correctly recalled from among the total number of approved brands.

Following that, the responses from these individuals were scored on a scale of 0 to 12 in order to create more distinction among them based on the number of sponsors who were correctly remembered. Thus, he concluded, that in the case of season ticket holders, the number of sponsors who are remembered appropriately is significantly more than the number of sponsors who are remembered appropriately in the case of casual viewers. In their study, Ko et al., (2016) examines the links between the important characteristics of the success of sponsorships, namely sponsor awareness, corporate image, and future purchase intention, as well as involvement in soccer. They discovered that consumers' participation in sports has a beneficial impact on sponsor awareness, business image, and purchasing intention, among other things. Moisescu (2009) used bivariate regression analysis to evaluate the relationship between brand commercial performance and unaided brand awareness for both durable and non-durable items. He discovered that there is a statistically significant positive association between unaided brand awareness and brand performance advertisements. His remarks also emphasized that organizations should assess the importance of raising the awareness of unaided brands and that they should take appropriate steps in this regard. Crompton (2004) assessed the efficiency of sponsorship through the lens of distinct stages in the communication process. In the late decades of the twentieth century, sponsorship was considered an alternative to advertising. However, over time, the emphasis on sponsorship has evolved from intention to purchase to product demonstration or trial, as well as an increase in sales. A sponsor seeks to determine the most effective strategy to increase sales by increasing traffic at the retail point of sale, the number of new leads created, and the actual advantages derived from sponsorship in terms of sales, according to the study.

## **2.8 Retention of Brands associated with Sports**

Specifically, Gray and Wert-Gray (2011) focused on the most significant part of sports organization marketing, which is relationship marketing, which plays a critical role in the field. Once a sports organization has achieved success with its relationship marketing strategies, it will be able to create long-term ties with its supporters, which will result in increased customer retention. It focuses on customer retention in sports organization marketing by examining the relationship between identification and happiness through performance on four fan-consuming behaviors, namely in-person attendance, media-based attendance, purchase of team items, and word-of-mouth marketing. As a result, it is evident how crucial relationship marketing is to preserve a sports team's fan base. Kaynak et al., (2007) brought attention to the concepts of brand loyalty and brand connections in the



context of any sports team. The inspiration for the current study came from a previous study conducted by Gladden and Funk, in which they attempted to determine the relationship between the concepts of brand loyalty and brand association during a professional sports event in the United States. As part of the current study, Aaker's general idea of brand equity was incorporated, as well as Keller's model of consumer brand equity, to determine whether or not specific characteristics of brand associations are predictive of sports brand loyalty. In this way, it can be concluded that brand association is critical in maintaining the brand loyalty of a certain team. Kunkel et al., (2013) concentrated on the most important aspect of customer retention, which is the brand relationship. It is hoped that this study will help to identify different sports consumers' relationships that can be discovered from sports brand architecture in the future. Now, the relationship can be classified as league dominant, team dominant, or co-dominant, with the co-dominant brand relationship being one of the most popular among supporters among all three categories. The co-dominant is the most popular since it allows supporters to participate in their favorite teams and leagues on an equal basis. This study focuses on the extrinsic elements that can influence a customer's loyalty to a particular team. It has management ramifications that would improve the marketing of the clubs and leagues while also increasing customer loyalty, as well as other repercussions. As a result, the most effective brand relationship approach had been identified after taking into account the external factors that influence consumer loyalty in the study. During the 1980s, the concept of brand equity began to gain popularity. In their research on Validating the Spectator-Based Brand Equity Model in the Context of Television Viewers, Naik and Gupta (2012) concentrated on this entity in sports marketing. They worked on the SBBE model, which is the Spectators Based Brand Equity model of a sports team in the Indian framework. According to their findings, Indian sports associations are significantly different from European and American sports associations, highlighting the limits of assessing the SBBE of sports teams to encompass the complete associations. However, a few modifications were made to the SBBE model in order to quantify the brand equity of sports teams that compete in any sporting event in India, and these alterations are detailed below. Several factors, including team rivalry, team success, and team history, are considered to be the most important predictors of brand associations. Even though the brand mark contributes to the brand association, the contribution is still found to be little when compared to the other characteristics, such as team rivalry, team success, and team history, which have been discussed above. As a result, managers should place a strong emphasis on evolving beyond three limits. As a result of the research, it was discovered that two components play an

important part in structuring the brand equity of the teams: celebrities and sponsor(s), both of which should be picked intelligently and strategically to benefit from the synergetic effect. The sheer existence of famous players on the team elevates the team's reputation in the eyes of the public, which has a positive impact on the club's brand equity and will ultimately increase the team's profits over time. The aforementioned study attempted to improve the SBBE model by taking into account many different characteristics associated with brand connections.

Shuv-Ami (2016) presented two models of brand equity for football club organizations, both theoretical and empirical (derived from the theoretical) in their research work focused on "Brand equity for football club organizations." They presented two models, both theoretical and empirical (derived from the theoretical) in their research work focused on "Brand equity for football club organizations." Keller's CBBE model, Aaker's "Brand Equity Ten," and Keller and Lehmann's model of brand antecedents and consequences are all included in the theoretical framework. There are several stages associated with the brand value chain that are described in detail in this model, including the customer attitude, shareholder value, company activities, customer performance results, and market/company performance. Customers, companies-market bases, and financial bases are three types of brand equity models that are surrounded by the brand value chain. According to the new MBE model, a relative index of brand equity for football club associations is proposed that allows them to compare the marketing equity of their club in comparison to their competitors or rivals. It can also be deduced from the MBE model (Management by exception) that commitment is a critical component in a sports club's brand equity model. Analysis of competition indices can help identify the factors that contribute to low or high marketing brand equity. For marketing success, it is critical to keep track of these characteristics on a timely basis. When it comes to the MBE model, fan commitment is considered to be the most important parameter, and as a result, teams must pay close attention to their fans' commitment. The performance of the team, satisfaction with the fans' experience with that particular team, loyalty feeling, and engagement, which indicate the extent of fan engagement towards the particular team are all considered to be the three most important parameters. Enhancing the fans' experience (on and off the field) can result in increased fan involvement, regardless of whether or not the team is performing well. Loyalty to the team is increased through the use of experiential marketing techniques and activities. Innumerable activities, such as renowned singers singing the national anthem or using distinctive decorations in stadiums, can be used to create memorable

experimental events that are remembered for a long time. Based on the total score of the MBE model, it is possible to determine how strong the sports club association is in the market. Members of powerful clubs or teams typically earn more money and get higher rates when they sell their club memberships.

## **2.9 Sponsorship Effectiveness**

Johar et al., (2006) emphasized that before making sponsorship decisions, sponsors must plan ahead of time and understand the study findings on sponsorship effectiveness. According to Pope et al., (2009), sponsorship studies must learn from the long-term impact of the sponsorship by examining the consequences over a long period. Walraven (2013) also explored the issue of how sponsorship awareness evolves over time, and whether it rises or falls at any given time. To add to this, Wakefield et al., (2007) revealed that sponsorship knowledge is an important metric for measuring sponsorship effectiveness. In a study, Khurram et al., (2018) examined the effects of two factors, brand recognition, and brand recall, on customer acquisitions. They found that brand awareness reproduced through brand recognition and memory had a powerful optimistic effect on the consumer's acquisition. With the use of three separate aspects: brand image, brand trust, and self-image congruence, Baumann et al.,(2014) investigated the influence of brand exposure and brand experience on brand recall in the product category of FMCGs. Purchasers of durable items are more able to recall brands if they have personally encountered them; on the other hand, customers of FMCGs are more deeply convinced by advertising. Tripodi et al., (2003) used three distinct methods to test sponsorship recall on brands, highlighting the variations between these prompts in terms of easing and hindering recall. They discovered the possibility to clarify and forecast recall using the spreading activation theory. It has been noted that depending on the sort of sponsorship, the anticipated outcome, and the characteristics of the targeted demographic, there may be multiple ways for consumers to get brand sponsorships (Cornwell et al., 2005). Previous research has shown that a company can approach sponsorship as a long-term investment by identifying gaps and opportunities and then weighing the rewards (Amis et al., 1999).

In their study, Tsitsou and Alexandris (2009) underlined that one of the most widely studied sponsorship-based outcomes is the purchase intention of customers, and several other researchers have expressed similar sentiments. In the past, researchers such as Alexandris et al., (2007) and Madrigal (2000) have used purchase intentions as one of the key-dependent

variables for measuring the impact of sponsorships. The theory of planned behavior, on the other hand, is considered to be one of the theories most frequently employed in extensive sports sponsorship literature, and it essentially explains how a specific attitude developed toward a specific sponsor or brand indicates purchase intentions and, in large part, induces purchase behavior (Ajsen, 1991).

Using the efficiencies of the production function, a very limited notion has been offered in the sports sector; nonetheless, with time, it has become well thought of because the results being interpreted are beneficial in the majority of modern-day sporting endeavors. When Rottenberg (1956) looked at baseball, he found that it was the first time anyone had thought about applying the production function to the sport. He also found that it was the first time anyone had thought about how a sportsperson could earn their income based on the number of spectators or visitors who came to the stadiums to watch them perform. The study of Scully (1972), who has stressed the same ways of production function unlike the previous by involving Baseball itself, might be regarded as meaning that pay concerning operating efficiencies is being assessed from the total study. It becomes clear from the findings that income is primarily determined by the winning %age and the overall size of the market, whereas winning %age could also be determined based on individual player performance as an input and the overall result of the team as an output, on the other hand. As a result, this methodology is widely accepted as a standard method of measuring the production function. As the deadline approached, comparable notions were being tested or examined in the field of basketball by several researchers in the late 1970s and early 1980s (Zak and Huang, 1979). Scott et al., (1985) addressed their difficulties from the perspective of economic issues. The beginning of the twenty-first century saw the continuation of similar studies to find new approaches in the field of football in response to the change in the modern era. These studies involved the transposition of parametric techniques of evaluation with non-parametric techniques of evaluation of production function, which is primarily applicable in the applications of Data Envelopment Analysis. Apart from the importance of Windows Data Envelopment Analysis, Oukil and Govindaluri (2017) have interpreted that any distinct player selected and ordered in a specific decision-making process involves both coveted and uncoveted performance factors, which they have identified as being important in decision-making. Upon completion of the research and application of this approach, it is clear that the players' pure performance can be evaluated, and that this can have an outcome-based impact on the players' recruitment, remuneration, training regimen, and substitution during a certain

season. In the major football leagues, Haas (2003) used the DEA to monitor the team's performance by taking into consideration the outputs such as the number of fans, points scored, and revenue earned, among other things. It has also been brought to our attention that the DEA tool has been used primarily in team evaluations rather than individual player evaluations. A study conducted by Haas et al., (2004) examined the efficiency of different football teams, specifically those in the German Bundesliga, by comparing the outputs of the teams' commercial, athletic, and social activities with that of income generated by the players and their coaches, who were considered as inputs.

As a result, it is reasonable to conclude from the extensive literature reviewed above that sponsors have always had a variety of objectives in mind considering their involvement in sports sponsorship, ranging from the improvement of brand image/reputation to the increase in brand awareness, as well as from the creation of brand visibility to the creation of goodwill among sports-related consumers. Sponsorship in sports has now established itself as a basic and stimulating method in the field of the marketing mix, and as such, it caters to both creative and strategic settings to interact with their particular customers in as many ways as possible. When it comes to India, sports sponsorships began to rise gradually from the very beginning of the twenty-first century with the introduction of professional sports, as opposed to the worldwide scenario, in which sports sponsorship has increased steadily since its debut. This in itself demonstrates that sports marketers and researchers in India have a tremendous opportunity in sports sponsorship, also when it comes to strategizing and reconnoitering on discrete approaches. This, in turn, would undoubtedly boost the sector and contribute to an improvement in the country's GDP growth rate.

## **Chapter: 3**

### **RESEARCH METHODOLOGY**

The basic outline of the research that gives the researcher an idea to analytically answer the problem in research is known as a research methodology. The research entails not only the research methodology but also the discovery of the significance of the planned study's particular method, to assess the research in the most efficient manner feasible. This chapter primarily discusses the necessity for the study, problem identification, significance, scope, and objectives, as well as other associated variables, to provide an effective framework for the overall research. The distinct factors motivating people to associate with the Indian Premier League have been identified in this study, and the fans' engagement through social media platforms has been measured to bring more efficiency to the research, as well as the sponsorship effectiveness has been statistically measured through three distinct tools to arrive at which could be an effective way for marketers to analyze and take into account the sponsorship effectiveness. Other aspects of research methodology, such as data collecting and sampling methodology have also been explored as a significant part of this activity.

#### **3.1 Need and significance of the study**

The popularity of many sports leagues continues to rise both nationally and internationally, and many people identify as fans of these leagues. Marketers are attracted to this enormous fan base because they can use it to sell their products or services. Indians have shown a great deal of interest in professional sports leagues across all social media platforms, but there is little evidence in the literature regarding how supporters react to various stimuli. The need of the hour is to assist sports marketers in selecting various sports-related initiatives that can be used to create an expressive connotation for fans. They can also work together to entice and attract spectators to the arena, as well as to develop long-term partnerships.

In addition, the unaided brand recall has received little attention in the sports marketing literature. Understanding the accruing benefits of sponsorship arrangements to marketers necessitates a fan-based evaluation of sponsorship. Almost all sponsoring organizations must have the same goal in mind: to raise brand awareness by informing as many potential buyers as possible about the brand. Understanding fan engagement and return on investment in the form of brand exposure is critical for any sports marketer who wants to strategize future activities.

### **3.2 Objectives of the study**

This study aims to help marketers and brands to better analyze their fan engagement, in particular, to understand the influence that certain factors have on the content that brands share with their customers.

- To identify the factors motivating people to associate with Indian Premier League team/s.
- To study the fans' engagement towards Indian Premier League teams using select social media platforms.
- To study the sponsorship effectiveness in the Indian Premier League.

### **3.3 Scope of the study**

The extensive literature has revealed that the professional sports industry is growing and providing numerous opportunities to the fans and brands associated with these sports set up in developing countries, particularly India, and that it would eventually bring about a lot of change now and then in terms of people's fans, and other related individual's perception, which would help the distinct brands and their country of origin economies to grow in the future. Sponsorship in sports, on the other hand, has recently emerged as a critical and stimulating technique in the field of the marketing mix, and as a result, it caters to both creative and strategic settings, allowing businesses to interact with their particular customers in as many ways as possible. When it comes to India, sports sponsorships began to rise gradually from the very beginning of the twenty-first century with the introduction of professional sports, as opposed to the worldwide environment, in which sports sponsorship has seen a steady increase since its beginning.

Furthermore, social media has nowadays surpassed all other marketing tools in terms of importance for various organizations all over the world, as a result of which the transition from traditional sources of marketing to a more streamlined or intelligent manner of marketing is all but inevitable. This has not only aided millions of people around the world in promoting themselves, their products, and services, but it has also enabled them to provide the most affordable services possible. As a result of this existence, we must devise effective strategies for marketing our products and services through a variety of social media channels.

Most importantly, we must recognize the significance of each social media channel concerning the others in order to make the most of available resources.

### **3.4 Research Design**

Research design, which refers to the various research designs and techniques that were used in this study, continues to be one of the most effective components of the study. According to Malhotra and Dash (2014), it is the regulatory design that specifies the various procedures and metrics to be used in collecting and analyzing the necessary information. The research design is the overarching perspective that specifies how the total research would be shepherded as a result of this. Written communication that is clear, concise, and suitable must be used rather than oral communication. In general, research designs can be split into three categories: exploratory research designs, descriptive research designs, and experimental or causal research designs. Exploratory research designs are the most common type of study design.

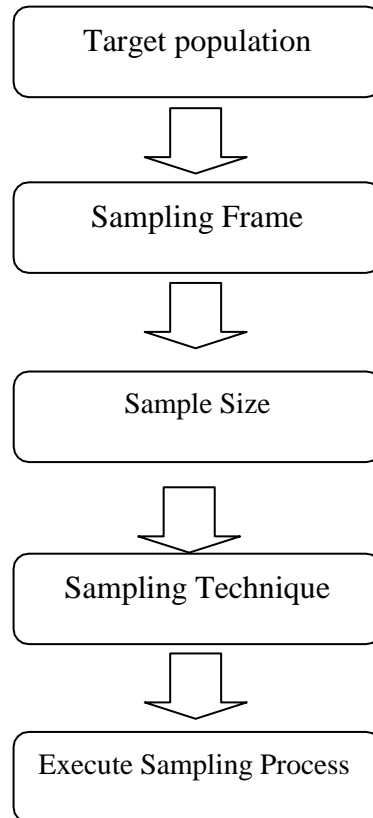
It is the purpose of the current study to conduct descriptive research, in which the research design is associated with a specific specification of the problem concerning its most effective solutions in the most appropriate way possible, provided that the researcher has a clearly defined area of concern or concern area. The information was gathered from Indian Premier League followers through the use of a questionnaire. Statements to be responded to on a Likert Scale, where fans can express their disagreement or agreement using a five-point scale, with the options being Strongly Disagree, Disagree, Neutral (indifferent), Agree (moderately agree), or Strongly Agree (moderately agree). The audience involvement and engagement with professional sports teams, specifically the Indian Premier League, were investigated in the present study concerning various factors/variables that were identified through a review of the literature.

### **3.5 Sampling Designing Process**

Sampling is generally considered to be a necessary strategy for increasing the validity of data acquired for a study and also for ensuring that the sample is a true representative of the defined population (Cavana et al., 2005; Cavana et al., 2006). (2001). As a result, sampling is a process in which the researcher takes into account the various things of the defined population to produce the supplied sample of the study. Although this method is taken into consideration before data collection and alongside it, the researcher must constantly maintain



the appropriateness and dependability of the study in mind at all times. To ensure that the Sampling Designing process is implemented effectively, it is always necessary to provide a thorough description of the sampling design decision concerning each of the five steps of the Sampling Designing process, as follows:



**Figure: 3.1 Sampling Design Process**

### **3.5.1 Target Population**

A target population is a group of individuals or people from whom the researcher collects the necessary data for conducting an effective study. As a result, the target population is the group of people from whom a small and appropriate sample is drawn or considered for the study. A sample is a subset of the target population who actively participate in the survey or investigation being done; they may be referred to as responders or participants in the study. The fans/supporters of the Indian Premier League are considered the target population in this study. As part of the Indian Premier League, the fans reflect the actual expression of the sport of cricket. The data was originally expected to be collected from fans in the stadium during

IPL matches or seasons in various locations across the country, but due to the Pandemic, the data were primarily collected from fans that were not physically present in the stadium but watching them on online (OTT), TV and other social media channels.

### **3.5.2 Sampling Frame**

The sampling frame is the collection of units from which a defined sample could be drawn. It is crucial to realize that the sample frame should be the same as the population that is being considered for the research or the population that is of interest in the best-case scenario. When it comes to basic random sampling, all of the individual units from the provided sampling frame have an equal probability of being drawn at the end of the process. According to the current survey, different locations across the country are taken into consideration, notably the fan base from key cities such as Chennai, Bangalore, Delhi, Hyderabad, Kolkata, Mumbai, Chandigarh, and Dharamshala for Punjab, and Jaipur and Udaipur for Rajasthan. Furthermore, these IPL teams receive great support from a large number of supporters from the cities and states where these various IPL teams are based, as well as from nearby cities and states that are associated with them. The selection of such a fan base from among these sites is being evaluated in this study in accordance with the BCCI recommendations for fan bases, which may alter in the following season depending on ownership rights or other connected variables, as well as other reasons.

### **3.5.3 Sample Size Determination**

To determine the representativeness of a defined population, the most important factors to consider are the sample size and sample design. Although according to the majority of studies, it is considered that when the sample size is significantly larger, the results are more accurate and appropriate, it is not always necessary to consider the entire target population to obtain the best result. As part of the current study, a total sample of 1200 people was first examined for inclusion to guarantee that the necessary information was reported effectively.

Even though according to the Raosoft sample size calculator, the smallest sample size to be considered for successful analysis is 385 participants, according to a comparable tool [surveysystem.com](http://surveysystem.com), the smallest sample size to be considered is approximately 200 participants. Also, when it comes to a few other important studies, it is believed that more than 200 and up to 500 respondents are sufficient to represent a representative sample of the entire population, particularly in the field of management research.

A sample survey was undertaken for the purpose of gathering information from the intended respondents for the current study. Previously, the total sample size of 1200 was calculated based on the fact that there are a total of eight different teams in the Indian Premier League, with 150 fans from each of these teams being surveyed as they approached to watch their favorite teams' live match or as they were leaving after watching the match on a given day. The survey was designed with this method in mind, in order to provide the most effective analysis possible to achieve the study's stated objectives. Data was supposed to be collected from a sample that would be truly representative of all of the population under consideration, but because collecting data from the entire population is difficult due to Pandemic and non-availability of fans in the stadiums as per the BCCI and GOI guidelines, as well as financial, time, and other relevant resource constraints, data was supposed to be collected from a sample that would be truly representative of the entire population under consideration. In the end, 960 online fans from eight different teams were considered, with 120 fans from each team representing different regions across the country, particularly the fan base from which it originated, i.e. Chennai, Bangalore, Delhi, Hyderabad, Kolkata, Mumbai, Chandigarh and Dharamshala for Punjab, Jaipur, and Udaipur for Rajasthan, as well as the neighboring cities or related states, where these IPL teams receive substantial support from a large number of fans.

#### **3.5.4 Sampling Technique**

The term "sampling technique" refers to a procedure or identification of a specific process by which the objects of a given sample are identified. Purposive sampling, a non-probabilistic sampling technique, was introduced to acquire the required data from the population under study. Any underlying ideas are irrelevant to the sampling technique in question. In simple terms, the researcher was aware of what needed to be known, as well as the people who, due to their knowledge or expertise, are willing to supply information about the research topic under consideration. The respondents for this survey were fans of the Chennai Super Kings, Royal Challengers Bangalore, Delhi Capital, Kings XI Punjab, Sunrisers Hyderabad, Kolkata Knight Riders, Rajasthan Royals, and Mumbai Indians, all of which play in the Indian Premier League.

#### **3.5.5 Sampling Unit**

The sampling unit, which could be a person, a group, or an organization is the unit of analysis or case in a population that is being measured. The fans of Indian Premier League teams that

support/follow their particular teams were the sampling units considered in the current study. The sample for this study was a total of 960 followers/fans of various Indian Premier League teams who have been surveyed through various internet sources, such as social media platforms such as Facebook, Twitter, Instagram, What's app, emails and other related sites.

**Table 3.1 Details of the Sample size for the Respondents**

<b>Serial No.</b>	<b>Indian Premier League Teams</b>	<b>Covering Cities</b>	<b>Number of Respondents</b>
1	Mumbai Indians	Mumbai, Pune, Nagpur, and Nashik	120
2	Delhi Capitals	Delhi, Panipat, Sonipat, and Lucknow	120
3	Chennai Super Kings	Chennai, Coimbatore, Kanchipuram and Vellore	120
4	Kolkata Knight Riders	Kolkata, Durgapur, Jalpaiguri, and Guwahati	120
5	Kings XI Punjab	Chandigarh, Dharamshala, Amritsar, Patiala and Ludhiana	120
6	Rajasthan Royals	Jaipur and Jodhpur	120
7	Sunrisers Hyderabad	Hyderabad, Warangal, Vizag, and Vijaywada	120
8	Royal Challengers Bangalore	Bangaluru, and Mysuru	120

### **3.5.6. Measurement and Scaling**

For data collection, a well-defined and appropriately constructed questionnaire, specifically a closed-ended questionnaire, was devised and employed. The questionnaire contains

statements determining several variables driving people to associate with Indian Premier League team/s, as well as a statement determining the efficacy of sponsorship in the Indian Premier League. The majority of these quizzes need responses on a Likert Scale, in which fans indicate their agreement or disagreement on a five-point scale: Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree. To provide a proper description of the research instrumentation, the questionnaires are separated into three main groups.

**Table 3.2 Summary of Research Instruments**

	<b>Part A</b>	<b>Part B</b>	<b>Part C</b>
	<b>Demographic Profile</b>	<b>Motivational Factors to associate with IPL</b>	<b>Sponsorship Effectiveness of the IPL</b>
<b>Number of Statements</b>	5	32	3 Nominal and 12 interval
<b>Scale of Measurement</b>	Nominal	Interval Scale	Interval Scale and Nominal
<b>Type of Scale</b>	Multiple Choice Based	Likert	Likert and Multiple Choice Based

As a result, it can be seen from the above table that the questionnaires and statements are primarily classified into three groups, namely, demographic, psychometric, and financial. Section 1 contains five questions to be answered on a multiple-choice basis, followed by Section 2 which contains statements from the motivational factors associated with IPL, which must be answered on a five-point scale using five-point scales ranging from Strongly Disagree to Disagree to Neutral to Agree to Strongly Agree, and Section 3 which contains statements from the sponsorship effectiveness of the IPL, which must be answered on a Likert scale and a multiple-choice basis.

### **3.6 Pilot Study**

A pilot study is one of the most important methods in research because it considers the study to be conducted on a very small scale to test certain research etiquettes, such as sampling strategies, data collection instruments, and other related techniques, to get closer to the most effective part of the larger study. It is also a critical stage in the research because it is used to identify any flaws in the overall process, such as the reliability and validity of a particular

instrument. For pre-testing, the questionnaire, Perneger et al., (2015) recommended a default sample of roughly 30 respondents. Lancaster et al., (2004), on the other hand, proposed that the pilot testing be conducted with 30 respondents as a rule of thumb. Taking Teare et al., (2014)'s arguments into account, a sample size of around 30 is ideal for doing productive research. However, the researchers' assistance is far too significant in framing the appropriate questionnaire. In this study, the questionnaire was completed by 40 people, 5 from each of the eight teams, to eliminate any residual challenges or ambiguities. Following their feedback, the draught was further revised in terms of content presentation and the appropriateness of the question language. This is how the final instrument for research was developed.

### **3.7 Validity and reliability testing of the constructs**

#### **3.7.1 Validity**

The validity of a defined research study should be viewed as a quality that the questionnaires measure, rather than something that is necessary to be measured when discussing validity. Despite the fact that the measurement error in this situation is not zero, we could infer that the research was not conducted in a defined or ideal setting. It is thought that one of the pre-requisites for evaluating a multi-item-based scale in a research study is to guarantee that the accuracy of the scale and its application are free of measurement error. To ensure the effectiveness and accuracy of the measurement instrument, it is therefore always critical to thoroughly examine the validity and reliability of the constructs under consideration. However, in the current research, the content validity has been examined by specialists in sports marketing and management to ensure that the overall construct is covered by the research findings. For its part, the instrument's reliability has been taken into consideration while determining the extent to which the device produces consistent results in recurrent measurements. When doing research, it is inevitable that the results or findings are sometimes found to be true but may contain a few inaccuracies. This is a normal part of the process and is expected when shepherding the research. In order to limit the likelihood of errors arising throughout the research process, it is critical to take precautionary precautions before beginning the investigation. Correct coding has been evaluated and followed by the addition of relevant numbers or values when updating data into the tool to limit the number of errors that are generated. It has also been given great consideration, along with careful planning, to ensure that the various sets of questions will be clearly understood and will be devoid of any kind of errors.

Face validity of an instrument, which is often referred to as ostensible validity, requires that the instruments under consideration appear to be valid to any reader participating in a research study. Even though the validity of the instrument extends well beyond its look, the content validity of the instrument was also taken into consideration in this study. Lancity and Jansen (1994) define content validity as a logical validity that infers that the items in the measurement measure complete facades of the social constructs for which more perspectives are required. In order to conduct an effective validity check, the questionnaires were also distributed to the experts of the sports industry and also to the sports academicians, their feedback and recommendations were taken into consideration and incorporated into the final set of questionnaires. Additionally, they were distributed to the other sports experts to make effective use of face validity.

### **3.7.2 Reliability**

Dash and Malhotra (2014) Reliability is described as a method in which a researcher performs a series of measurements on a set of data and obtains consistent results each time. The Cronbach's alpha can be measured by taking the averages of all the potential split-half coefficients, which are essentially the result of the different splitting of scale items by some specific and advanced software. Cronbach's alpha value greater than 0.70 is deemed an appropriate fit for construct dependability in this situation (Mallery and George, 2011). Furthermore, Cronbach's alpha value, which is a measurement of the instrument's internal consistency for a variety of constructs, is determined using the statistical program Statistical Package for Social Sciences (SPSS 21.0). Although Cronbach's alpha values for all of the studied constructions range from 0.60 to 0.90, this further suggests that an acceptable test for the reliability of the constructs employed in the instruments was undertaken, which could lead to more appropriate analysis in the research. The instruments were subjected to a reliability examination for two separate study objectives, and they were determined to be strong enough to be used in the next phase of the investigation. The Cronbach's Alpha for a total of 32 different items considered for the objective 'factors motivating people to associate with Indian Premier League' is 0.910, while the Cronbach's Alpha for a total of 16 items considered for the third objective 'to study the sponsorship effectiveness on Indian Premier League' is 0.732. As a result, every form of validity and reliability has been gathered to ensure that the measuring scales are adequate.

**Table 3.3: Reliability Test of the Instrument**

Objectives	Scale Item	Cronbach's alpha
<p><b>Factors motivating people to associate with Indian Premier League team/teams</b></p>	I tend to associate with a sports team that has consistently performed throughout the seasons	<p><b>0.910</b></p>
	I tend to associate with a sports team whose members are well respected in the sports community	
	I tend to associate with a sports team that has an image associated with fair play based on ethics	
	I tend to associate with a particular sports team because I like the color of the jersey of the team	
	I tend to associate based on its volume of fan following	
	I tend to associate with a sports team that has a substantial Social media presence	
	I tend to associate with a sports team having Indian as well as International (overseas) players	
	I tend to associate with a sports team sponsored by a brand of repute	
	I tend to associate with a sports team having most if not all players' ethnicity similar to mine	
	I tend to associate with a sports team that is endorsed by a famous celebrity	



	I tend to associate with a sports team that is liked/followed by people who influence by behavior	
	I tend to associate with a sports team that is known for proper planning and its execution	
	I tend to associate with sports team whose players' playing technique is liked by me	
	I tend to associate with a sports team that carries superior recognition among sports lovers when compared with others	
	I tend to associate with a sports team that is known to be committed towards the social causes	
	I tend to associate with a sports team whose players mostly originate from my home state	
	I tend to associate with a sports team based on the popularity of its team players i.e. with more star players	
	I tend to associate with a sports team having the most number of players, who have ever taken a captains role	
	I tend to associate with a sports team having sponsorship from my favorite company	
	I tend to associate with sports teams because their players are known for their punctual routine	
	I tend to associate with a sports team for the availability of its good quality merchandise	

	I tend to associate with a sports team because of the philanthropic activities of its team management/members	
	I tend to associate with a sports team because players in the team have come from humble backgrounds	
	I tend to associate with a sports team whose players depict friendly behavior toward their fans	
	I tend to associate with a sports team for my liking towards its team coach	
	I tend to associate with a sports team having more young players	
	I tend to associate with a sports team having more new players	
	I tend to associate with a sports team having more old (renowned) players	
	I tend to associate with a sports team that performs consistently well throughout the seasons	
	I tend to associate with a sports team that continuously updates its social media pages with team-related/player-related information	
	I tend to associate with a sports team that is sponsored by international brands	
	I tend to associate with a sports team that has the most costlier players in the game	

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**Table 3.4: Reliability Analysis of the Items**

<b>Objective</b>	<b>Scale Item</b>	<b>Cronbach's alpha</b>
<b>To study the sponsorship effectiveness in the Indian Premier League</b>	Which Team do you like, follow, or, are a prominent fan of?	<b>0.732</b>
	Who do you think is the official team sponsor of your favorite team in the Indian Super League?	
	Which of these official sponsors with their Brand identity and category of products and services fit into the Indian Premier league	
	Which of these official sponsors with their Brand identity and category of products and services fit into the Indian Premier league	
	I am familiar with the logo/brand sign of my favorite team	
	I am familiar with the celebrity endorsing the brand of my favorite team	
	I am familiar with the products/services offered by the brand sponsoring my favorite Team	
	I am familiar with the tagline of the brand sponsoring my favorite team	
	I think purchasing the brand sponsoring my favorite team is favorable	
	I think purchasing the brand sponsoring my favorite team is safe to use/consume	
	I tend to gain maximum value purchasing the brand sponsoring my favorite team	
	My attitude towards the team sponsorship is based on the trust in the quality	

I believe there exists a good fit between the image of the favorite team and its sponsoring Brand
I believe that the brand sponsoring my favorite team is liked by many fans of the team
I believe there exists a good fit between the product/service quality of the brand and the perceived performance of the team
I believe there exists a good fit between the core values of the sponsoring brand and the core values of the team

**Table 3.5: Summary of Reliability and Validity Processes**

<b>Process</b>	<b>Details</b>
<p><b>1. Content Validity:</b></p> <p>Does the measured concept adequate concerning past research or when the experts' views are concerned?</p>	<p>Experts in the area of Sports Industry, Sports Marketing, and Sports Academicians</p>
<p><b>2. Face Validity</b></p> <p>Does the sample authenticate only clearly defined and identified items?</p>	<p>A sample of 80 different Indian Premier league fans was considered for the study.</p>
<p><b>3. Reliability</b></p> <p>What are the varied ways that different measuring instruments measure the concept?</p>	<p>Utilizing the internal Consistency of Cronbach's Alpha which is greater than 0.70 George and Mallery (2011)</p>

### 3.8 Data Sources

In order to deal with real-time events, it is fairly frequently noticed that the data at hand is insufficient, which necessitates the collection of data that is both relevant and appropriate. There were several options considered, and the following were chosen:

a) Primary data: This refers to information that has been gathered for the first time and that has proven to be true in nature. The structured questionnaires were employed in this study. The data for this study was originally intended to be obtained from IPL matches that were broadcast live in different stadiums during prior seasons, but due to the Pandemic and the denial of authorization for fans to enter the stadium, this was not possible. The information for this report was gathered from various online sources across the country in preparation for the IPL.

In statistical terms, secondary data refers to information that has already been obtained by someone and has been made available through the statistical technique. The information would be gathered from a variety of sources, such as the internet, readily available/printed material, and so on, as needed.

### 3.9 Measures and Statistics Tools

The first objective of the current study focuses on identifying and analyzing various aspects or variables that could assist in motivating people to support a particular Indian Premier League team or teams. The exploratory factor analysis (EFA) in SPSS is used to determine whether all variables correctly replicate their underlying constructs and, if so, to identify suitable factors based on the perception of different fans. The exploratory factor analysis (EFA) is used to determine whether all variables correctly replicate their underlying constructs and, furthermore, to identify suitable factors based on the perception of different fans. To achieve the second objective of the study, which is to investigate IPL fans' interaction with the league through selected social media channels (i.e. Facebook, Twitter, YouTube, and Instagram), it was decided to adopt the researchers' idea, which was used and implemented in the standard methodology published by Aichner and Jacob, 2015. The following is the formula for calculating social media impact factor measurements:

$$SMU_{Facebook} = \text{Posts} * \frac{\text{Likes} + \text{comments} * 5 + \text{Shares} * 10}{IF_{Fans}}$$

$$SMU_{Twitter} = \text{Posts} * \frac{\text{Favourites} + \text{retweets} * 10}{IF_{Followers}}$$

$$SMU_{\text{YouTube}} = \text{Videos} * \frac{\text{Views} + \text{Likes} * 100 + \text{Comments} * 500}{\text{Subscribers}}$$

$$SMU_{\text{Instagram}} = \text{Postings} * \frac{\text{Likes} + \text{Comments} * 5}{\text{Followers}}$$

To achieve the third objective, which is the assessment of the efficiency of sponsorship in the Indian Premier League, It was suggested that multiple means of showing and analyzing data be used to determine the efficacy of sponsorship. The primary aim is to determine and examine the influence of independent variables on the chance of different respondents correctly identifying the title sponsor or sponsors of the separate Indian Premier League teams. In this investigation, logit analysis, which is equal to multiple regression, would be utilized. Logit analysis is specifically advised in situations when the dependent variable is dualistic or binary, like in this study (Hair et al, 2006). The logit function is characterized by an S-shaped curve, and it may be determined using the formula provided previously.

$$P(\text{recall}_{\text{ist}}) = \frac{\sum_{0+} \beta_0 + \beta_1 X_1 + \dots + \beta_8 X_8}{1 + e^{\sum_{0+} \beta_0 + \beta_1 X_1 + \dots + \beta_8 X_8}}$$

Where P(recall<sub>ist</sub>) denotes the likelihood that the supporters, i.e. "I," recall the title brand of the eight Indian Premier League teams headquartered in various parts of the nation. On the other hand, considering odds is equal to the chance that the fans will remember the specific team's title brand P(recall<sub>ist</sub>), divided by the probability that they will not remember the specific team's title brand, i.e. (1- P(recall<sub>ist</sub>)). DeMaris (1995) suggests that the odd logarithm might be treated as a linear function of a different set of variables, making logistic regression comparable to linear regression.

The above equation represents the changes in the odd log ratios due to variations in the variables. In case the coefficient is greater than 0, it would signify that the odds increase as a consequence of an increase in the specific variable. Additionally, the exponent of the estimated coefficients (e<sup>β<sub>0</sub></sup>, e<sup>β<sub>1</sub></sup>..... e<sup>β<sub>8</sub></sup>) could be construed as the term that the odds are multiplied when the variable changes by even a single unit while keeping other predictors constant.

The current study also focuses on evaluating the relative effectiveness of title sponsorships of the respective teams in the IPL, as well as other sponsorship-related project physiognomies to present the data and analyze the inferences drawn from the Data Envelopment Analysis (DEA), as well as using this method for benchmarking sponsorship effectiveness. The Data Envelopment Analysis will be used on a sample of Indian Premier League sponsorships to

determine relative performance in terms of output to budget ratio. Furthermore, using the DEA scores of different IPL sponsors, the sponsorship physiognomies, i.e. the types of items recognized in the market, as well as the period of life of the products, would be analyzed. The table above can be used to assess the value of sponsorship.

**Table3.6: Input and Output Table**

<b>Teams</b>	<b>Sponsors</b>	<b>Sponsors Category</b>	<b>Input Budget (2020)</b>	<b>Output 1: Familiarity</b>	<b>Output 2: Attitude towards the sponsorships</b>	<b>Output 3: Perceived Fit</b>
Mumbai Indians	Samsung	Mobile Phones	₹ 25 crore	----	----	----
Delhi Capitals	Daikin, Ebix Cash, and lotus herbals	Electronics , Multi-services prepaid payment cards , and Cosmetic Products	₹ 60 crore combined	----	----	----
Chennai Super Kings	Nokia	Mobile Phones	₹ 16 Crores	----	----	----
Kolkata Knight Riders	Byju's	Education and learning app	30 Crores	----	----	----

Kings XI Punjab	Ebix Cash	Multi-services prepaid payment card	25 Crores	----	----	----
Rajasthan Royals	World Expo	Home World Expo	25 Crores	----	----	----
Sunrisers Hyderabad	JK Lakshmi Cement Ltd	Cement Company	25 Crores	----	----	----
Royal Challengers Bangalore	Muthoot Blue	Smart Gold Loan	25 Crores	----	----	----

**3.10 Sample Description:** Following are the details of the demographics of the respondents considered under the study as follows:



**Table 3.7: Sample Descriptions**

<b>Demographic Variables</b>	<b>Levels</b>	<b>Number of Respondents</b>
Gender	Male	672
	Female	288
Age	18-25	763
	26-33	122
	34-41	46
	42-49	19
	50 and above	10
Profession	Service	177
	Business	54
	Student	685
	Scholar	15
	Others	29
Marital Status	Married	120
	Unmarried	840
Income	Less than 2.5 Lakhs	290
	2.5-3.6 Lakhs	81
	3.6-4.8 Lakhs	74
	4.8-6.0 Lakhs	52
	6.0 Lakhs and above	68
	None	395

The answers to the questions were double-checked for accuracy and completeness before being analyzed further. The analysis of data and its interpretation of various results are detailed in the next chapter.

## Chapter 4:

### FACTORS MOTIVATING PEOPLE TO ASSOCIATE WITH INDIAN PREMIER LEAGUE TEAM/S

Indian Premier League is one of the most popular and also accepted among its big number of fans across India, and it is important to know and grasp the many aspects that influence an individual's preference and acceptance of a certain club. Brands all around the globe are constantly upgrading their marketing strategies these days, making it extremely important for marketers to adapt quickly to the intense rivalry that exists in the industry. Also, it is critical to discover and strategize on a variety of elements that motivate people to associate with the Indian Premier League, since these characteristics might differ depending on geographic location as well as other demographics across the country. The objective of this chapter was to discover major elements that influence people's decision to support or affiliate with a certain Indian Premier League club or with many teams.

#### 4.1 Motivating factors of Fans' association with IPL

Taking into consideration the nature of the study, which condensed a large number of items into a relatively small number of factors, exploratory factor analysis was used in this chapter. The results were presented in a table. The identification of factors in the study was based on the fact that the items under consideration had a significant association with a factor, which would further show that the factor has a conceptual meaning. Following the exploratory factor analysis of the provided data, the factors discovered were grouped based on the portfolio of the considered items, which is itself a significant relationship between the factors identified and the considered items (Sharma and Verma 2015). Furthermore, the items included in the study were found to have internal structure evidence, which indicates that the items are arranged in a predictable manner. The factors cap, on the other hand, clearly indicates the fans' overall motivation to associate with the Indian Premier League.

**Table 4.1 KMO and Bartlett's Test**

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		.903
<b>Bartlett's Test of Sphericity</b>	<b>Approx. Chi-Square</b>	11211.012
	<b>Df</b>	528
	<b>Sig.</b>	.000

Table 4.1 KMO and Bartlett's Test are mostly used to compare two sets of data that are unique from one another. In an ideal situation, the KMO value is more than 0.5, and the significance threshold for Bartlett's test is less than 0.05, indicating that there is a significant correlation in the data. The information gathered for the purpose of identifying potential factors motivating people to associate with Indian Premier League team/s was gathered through online surveys using a 5-point Likert scale, where Strongly Disagree is represented by the number 1 and Strongly Agree is represented by the number 5. For this reason, while factoring several items into a single list, the primary axis factoring process was utilized to extract separate factors from the list. The KMO and Bartlett's Tests, which were further explained by Kaiser-Meyer-Olkin Measure Sampling Adequacy with 0.903, support the purpose of this study, which is defined as the objective of reducing the number of items into smaller factors by highlighting the measures of the appropriateness of factor analysis in the preceding

**Table 4.2: Communalities**

	<b>Initial</b>	<b>Extraction</b>
I tend to associate with a sports team that has consistently performed throughout the seasons	<b>1.000</b>	<b>.686</b>
I tend to associate with a sports team whose members are well respected in the sports community	<b>1.000</b>	<b>.662</b>
I tend to associate with a sports team that has an image associated with fair play based on ethics	<b>1.000</b>	<b>.669</b>
I tend to associate with a particular sports team because I like the color of the jersey of the team	<b>1.000</b>	<b>.589</b>
I tend to associate based on its volume of fan following	<b>1.000</b>	<b>.644</b>
I tend to associate with a sports team that has a substantial Social media presence	<b>1.000</b>	<b>.613</b>
I tend to associate with a sports team having Indian as well as International (overseas) players	<b>1.000</b>	<b>.546</b>
I tend to associate with a sports team sponsored by a brand of repute	<b>1.000</b>	<b>.604</b>

I tend to associate with a sports team having most if not all players' ethnicity similar to mine	<b>1.000</b>	<b>.436</b>
I tend to associate with a sports team that is endorsed by a famous celebrity	<b>1.000</b>	<b>.584</b>
I tend to associate with a sports team that is liked/followed by people who influence by behavior	<b>1.000</b>	<b>.497</b>
I tend to associate with a sports team that is known for proper planning and its execution	<b>1.000</b>	<b>.628</b>
I tend to associate with sports team whose players' playing technique is liked by me	<b>1.000</b>	<b>.542</b>
I tend to associate with a sports team that carries superior recognition among sports lovers when compared with others	<b>1.000</b>	<b>.533</b>
I tend to associate with a sports team that is known to be committed towards the social causes	<b>1.000</b>	<b>.565</b>
I tend to associate with a sports team whose players mostly originate from my home state	<b>1.000</b>	<b>.574</b>
I tend to associate with a sports team based on the popularity of its team players i.e. with more star players	<b>1.000</b>	<b>.617</b>
I tend to associate with a sports team having the most number of players, who have ever taken a captains role	<b>1.000</b>	<b>.579</b>
I tend to associate with a sports team having sponsorship from my favorite company	<b>1.000</b>	<b>.629</b>
I tend to associate with sports teams because their players are known for their punctual routine	<b>1.000</b>	<b>.550</b>
I tend to associate with a sports team for the availability of its good quality merchandise	<b>1.000</b>	<b>.583</b>
I tend to associate with a sports team because of the philanthropic activities of its team management/members	<b>1.000</b>	<b>.467</b>

I tend to associate with a sports team because players in the team have come from humble backgrounds	<b>1.000</b>	<b>.540</b>
I tend to associate with a sports team whose players depict friendly behavior toward their fans	<b>1.000</b>	<b>.422</b>
I tend to associate with a sports team for my liking towards its team coach	<b>1.000</b>	<b>.349</b>
I tend to associate with a sports team having more young players	<b>1.000</b>	<b>.452</b>
I tend to associate with a sports team having more new players	<b>1.000</b>	<b>.530</b>
I tend to associate with a sports team having more old (renowned) players	<b>1.000</b>	<b>.547</b>
I tend to associate with a sports team that performs consistently well throughout the seasons	<b>1.000</b>	<b>.448</b>
I tend to associate with a sports team that continuously updates its social media pages with team-related/player-related information	<b>1.000</b>	<b>.527</b>
I tend to associate with a sports team that is sponsored by international brands	<b>1.000</b>	<b>.614</b>
I tend to associate with a sports team that has the most costlier players in the game	<b>1.000</b>	<b>.642</b>

**Extraction Method: Principal Component Analysis.**

Table 4.2 illustrates Communalities, which are just a way of describing how much variance there is in each variable that is explicitly accounted for. Following the initial communalities, the estimates of the variance in each variable that is composed of distinct components or factors are drawn from the data set. It is shown in the above table that Communalities can indicate both starting and extraction values. Multiple R<sup>2</sup> in multiple regression analysis, which represents the extent to which any factors that explain the variance of the variables were determined to be acceptable, might also be used to connect communalities. While doing so, it also gives additional indicators of the results' potential for an explanation. Each of the important factors, which have beginning values of 1 for correlation analysis and extraction values that are substantially different in each of the factors ranging from 34.9 % to 68.6 %, are depicted in the following table: The top three major

factors with significantly higher values are 'I tend to associate with a sports team that has consistently performed throughout the seasons' with 68.6.

**Table 4.3: Total Variance Explained**

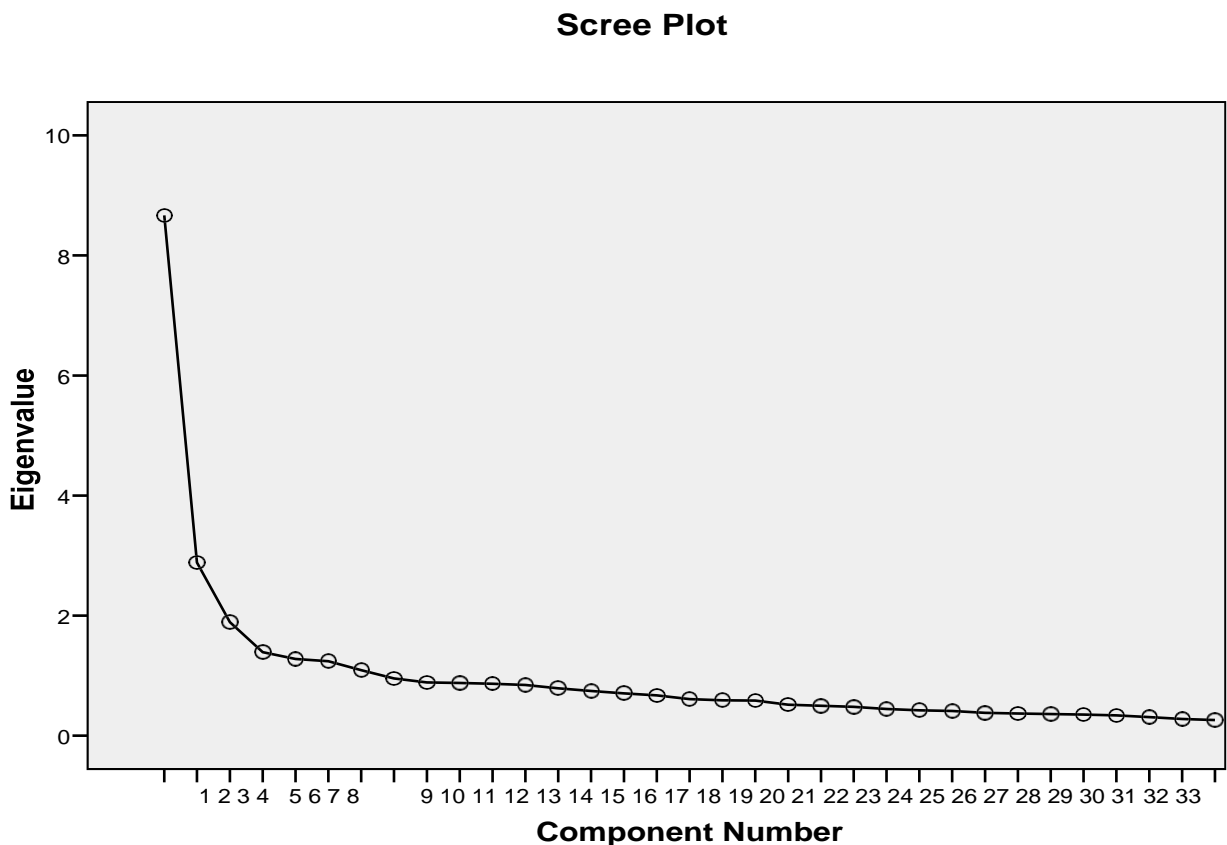
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.666	26.261	26.261	8.666	26.261	26.261
2	2.885	8.743	35.004	2.885	8.743	35.004
3	1.892	5.734	40.738	1.892	5.734	40.738
4	1.392	4.219	44.957	1.392	4.219	44.957
5	1.279	3.875	48.832	1.279	3.875	48.832
6	1.240	3.758	52.590	1.240	3.758	52.590
7	1.092	3.310	55.899	1.092	3.310	55.899
8	.954	2.889	58.789			
9	.886	2.686	61.475			
10	.879	2.663	64.137			
11	.866	2.624	66.761			
12	.844	2.558	69.319			
13	.790	2.393	71.713			
14	.746	2.260	73.973			
15	.705	2.136	76.109			
16	.671	2.034	78.143			
17	.608	1.841	79.984			
18	.589	1.785	81.769			
19	.585	1.773	83.542			
20	.517	1.566	85.108			
21	.499	1.513	86.621			
22	.480	1.456	88.077			
23	.446	1.350	89.427			
24	.423	1.280	90.708			
25	.411	1.245	91.953			
26	.382	1.157	93.111			
27	.371	1.124	94.234			
28	.361	1.095	95.329			
29	.354	1.072	96.401			
30	.337	1.022	97.423			
31	.311	.941	98.364			
32	.278	.843	99.207			

**Extraction Method: Principal Component Analysis.**

The total column represents the eigenvalues or the amount of variation in the real variable that is accounted for by each component included in the research in the case of total variance explained. In the %age column, the ratio is given as a %age of the variation explained by each component concerning the total variance across all variables. Total variation is explained in Table 4.3 by a total of 32 significant components. This shows that in exploratory

factor analysis, factors 1 to 6 turn out to be the most important variables based on the data set. Extraction Sums of Squared Loadings and Rotation Sums of Squared Loadings are both explained by the first component, which accounts for 26.26% of the variation. The variation in Extraction Sums of Squared Loadings and Rotation Sums of Squared Loadings is represented by the second component, which is 35.00%, and the variance in Extraction Sums of Squared Loadings and Rotation Sums of Squared Loadings is represented by the third component, which is 40.73%. Extraction Sums of Squared Loadings and Rotation Sums of Squared Loadings are explained by the fourth component with 44.95%. It is followed by the fifth component, which accounts for 48.83% of the variation in Extraction Sums of Squared Loadings and Rotation Sums of Squared Loadings. It is followed by the sixth component, which accounts for 52.59% of the variation in Extraction Sums of Squared Loadings and Rotation Sums of Squared Loadings. The seventh component, which accounts for 55.89% of the variation in Extraction Sums of Squared Loadings and Rotation Sums of Squared Loadings, follows. As a result, it might be properly analyzed by including all of these seven components in Extraction Sums of Squared Loadings and Rotation Sums of Squared Loadings, which together account for 55.89% of the total variance in the data set.

**Figure 1: Scree Plot**



In statistics, eigenvalues are numbers that represent how much variance there is in a set of data while looking in a certain direction. Furthermore, the number of eigenvalues that exist is approximately proportional to the number of dimensions that are present in the data set. Fig. 1 depicts a Scree Plot, which is a visual representation of how much each of these elements explains in this plot, according to their Eigenvalue. Individual factors have Eigenvalues ranging from 0.3 to 8.9 for each of the 32 components. The top three factors have significantly higher eigenvalues: 8.9, 3.1, and 1.9; the bottom three factors have significantly lower eigenvalues: 0.5, 0.4, and 0.3. The top three factors have significantly higher eigenvalues than the bottom three factors. Overall, as seen in the graph above, the Eigenvalues are correlated to the variances or unique components that have been mentioned.

**Table 4.4: Rotated Component Matrix**

	Component						
	1	2	3	4	5	6	7
I tend to associate based on its volume of fan following	<b>.754</b>						
I tend to associate with a sports team that has a substantial Social media presence	<b>.742</b>						
I tend to associate with a particular sports team because I like the color of the jersey of the team	<b>.734</b>						
I tend to associate with a sports team sponsored by a brand of repute	<b>.701</b>						
I tend to associate with a sports team that is endorsed by a famous celebrity	<b>.669</b>						
I tend to associate with a sports team having most if not all players' ethnicity similar to mine	<b>.565</b>						
I tend to associate with a sports team that has consistently performed throughout the seasons		<b>.782</b>					
I tend to associate with a sports team that has an image associated with fair play based on ethics		<b>.741</b>					



I tend to associate with a sports team whose members are well respected in the sports community		<b>.726</b>					
I tend to associate with a sports team having Indian as well as International (overseas) players		<b>.549</b>					
I tend to associate with a sports team that performs consistently well throughout the seasons		<b>.532</b>					
I tend to associate with sports team whose players' playing technique is liked by me			<b>.657</b>				
I tend to associate with a sports team that carries superior recognition among sports lovers when compared with others			<b>.622</b>				
I tend to associate with a sports team that is known to be committed towards the social causes			<b>.601</b>				
I tend to associate with a sports team that is known for proper planning and its execution			<b>.593</b>				
I tend to associate with a sports team that is liked/followed by people who influence by behavior			<b>.497</b>				
I tend to associate with sports teams because their players are known for their punctual routine				<b>.694</b>			
I tend to associate with a sports team for the availability of its good quality merchandise				<b>.664</b>			
I tend to associate with a sports team because of the philanthropic activities of its team management/members				<b>.626</b>			
I tend to associate with a sports team because players in the team have come from humble backgrounds				<b>.542</b>			

I tend to associate with a sports team having sponsorship from my favorite company				<b>.511</b>			
I tend to associate with a sports team based on the popularity of its team players i.e. with more star players					<b>.687</b>		
I tend to associate with a sports team that is sponsored by international brands					<b>.629</b>		
I tend to associate with a sports team having the most number of players, who have ever taken a captains role					<b>.602</b>		
I tend to associate with a sports team that continuously updates its social media pages with team-related/player-related information					<b>.564</b>		
I tend to associate with a sports team whose players mostly originate from my home state					<b>.544</b>		
I tend to associate with a sports team whose players depict friendly behavior toward their fans					<b>.422</b>		
I tend to associate with a sports team having more new players						<b>.680</b>	
I tend to associate with a sports team having more young players						<b>.582</b>	
I tend to associate with a sports team having more old (renowned) players						<b>.546</b>	
I tend to associate with a sports team for my liking towards its team coach						<b>.349</b>	
I tend to associate with a sports team that has the most costlier players in the game							<b>.775</b>

**Extraction Method: Principal Component Analysis.**

Table 4.4 demonstrates the detailed analysis of the Rotated Component Matrix of the above 7 components, which includes a total of 32 elements, which are further subdivided into 7 separate causes driving individuals to associate with the Indian Premier League club or teams, as shown in the preceding Table 4. Component 1 represents ‘I tend to associate with a sports team based on its volume of fan following’ (i.e. 75.4%), followed by ‘I tend to

associate with a sports team that has a substantial Social media presence' (i.e. 74.2%), 'I tend to associate with a particular sports team because the color of the team's jersey appeals to me' (i.e. 73.4%), 'I tend to associate with a sports team sponsored by a brand of repute' (i.e. 70.1%), 'I tend to associate with a sports team that is endorsed by a famous celebrity' (i.e. 66.9%), 'I tend to associate with a sports team having most if not all players ethnicity similar to mine' (i.e.56.5%), All these factors could be collaborated under the heading -Need for Perseverance.

According to Component 2, 'I tend to associate with a sports team that has consistently performed throughout the seasons' (78.1%), 'I tend to associate with a sports team that is known for fair play and ethics' (74.1%), 'I tend to associate with a sports team that has members who are well respected in the sporting community' (72.6%), and 'I tend to associate with a sports team that has Indian and international players' (i.e. 53.2% ). All of the assertions listed above might be grouped together under the factor/heading —Need for Authenticity.

According to the third component, 'I tend to associate with sports teams whose players' playing technique is liked by me' (i.e., 65.7%), which is followed by 'I tend to associate with sports teams that have greater recognition among sports fans when compared to other sports teams' (i.e., 62.2%). 60.1% of respondents said 'they preferred to be associated with a sports team that was recognized for its commitment to social concerns'. 59.3% said 'they preferred to be associated with a sports team that was renowned for its meticulous preparation and execution'. 49.7% mentioned that they tend to associate with a sports team that is liked/followed by people who influence by behavior. Almost all of the comments made above might be grouped together under the factor or title "Need for Manifestation".

As per the fourth component 'I tend to associate with a sports team because their players are well-known for their punctual routine' (i.e.69.4%) followed by 'I tend to associate with a sports team for the availability of its good quality merchandise' (i.e.66.4%). 'I tend to associate with a sports team because of the philanthropic activities by its team management/members' (i.e.62.6%). 'I tend to associate with a sports team because players in the team have come from humble backgrounds' (i.e.54.2%) followed by 'I tend to associate with a sports team having sponsorship from my favourite company' (i.e.51.1%). All of the assertions listed above might be grouped together under the factor or topic -Altruistic Need.

Component 5 describes how ‘I tend to associate with a sports team based on the popularity of its team players, i.e. with more star players’ (i.e. 68.7 %), ‘I tend to associate with a sports team that is sponsored by international brands’ (i.e. 62.9 %), ‘I tend to associate with a sports team that has the greatest number of players who have ever taken on the role of captain’ (i.e. 60.2 %), followed by ‘I tend to associate with a sports team that continuously updates its social media pages with team-related/player-related information’ (i.e.56.4%) and ‘I tend to associate with a sports team whose players mostly originates from my home state’ (i.e. 54.4%). 42.2% stated that they end to associate with a sports team whose players depict friendly behavior toward their fans. All of the assertions listed above might be grouped together under the factors/heading “Demand for Recognition”.

Component 6 explains how ‘I tend to associate with a sports team that has more new players’ (68%) and ‘I tend to associate with a sports team that has more young players’ (58.2%) and ‘I tend to associate with a sports team that has more old (recognized) players’ (54.6%) are related to sports teams’ (i.e. 54.6 % ). 34.9% mentioned that they tend to associate with a sports team for my liking towards its team coach All of the points made above could be grouped together under the factor/heading “Need for Adeptness”.

Fabrigar et al. (1999) and Costello and Osborne (2005) made it very obvious that one should not maintain a factor or item that has a single factor loading or item that is indistinguishable from the other factors or items. Additionally, as stated by these writers, each component must contain at least three item loadings and must be interpretable in the most logical way feasible. As a result, in accordance with the foregoing rationale, the seventh component has been excluded from this study.

Accordingly, the aforementioned data set for identifying the elements driving individuals to associate with Indian Premier League team/s, which contains a total of 33 items or statements based on data collected from 960 respondents (fans), has been abbreviated into six separate components

**Table 4.5: Motivating Factors for fans’ association with IPL**

I tend to associate based on its volume of fan following	
I tend to associate with a sports team that has a substantial Social media presence	
I tend to associate with a particular sports team because I like the color of the jersey of the team	

I tend to associate with a sports team sponsored by a brand of repute	<b>Need for Perseverance</b>
I tend to associate with a sports team that is endorsed by a famous celebrity	
I tend to associate with a sports team having most if not all players' ethnicity similar to mine	
I tend to associate with a sports team that has consistently performed throughout the seasons	<b>Need for Veracity</b>
I tend to associate with a sports team that has an image associated with fair play based on ethics	
I tend to associate with a sports team whose members are well respected in the sports community	
I tend to associate with a sports team having Indian as well as International (overseas) players	
I tend to associate with a sports team that performs consistently well throughout the seasons	
I tend to associate with sports teams whose players' playing technique is liked by me	<b>Need for Manifestation</b>
I tend to associate with a sports team that carries superior recognition among sports lovers when compared with others	
I tend to associate with a sports team that is known to be committed towards the social causes	
I tend to associate with a sports team that is known for proper planning and its execution	
I tend to associate with a sports team that is liked/followed by people who influence by behavior	<b>Altruistic Need</b>
I tend to associate with sports teams because their players are known for their punctual routine	
I tend to associate with a sports team for the availability of its good quality merchandise	
I tend to associate with a sports team because of the philanthropic activities of its team management/members	
I tend to associate with a sports team because players in the team have come from humble backgrounds	
I tend to associate with a sports team having sponsorship from my favorite company	
I tend to associate with a sports team based on the popularity of its team players i.e. with more star players	
I tend to associate with a sports team that is sponsored by international brands	<b>Need for Recognition</b>
I tend to associate with a sports team having the most number of players, who have ever taken a captains role	
I tend to associate with a sports team that continuously updates its social media pages with team-related/player-related information	
I tend to associate with a sports team whose players mostly originate from my home state	
I tend to associate with a sports team whose players depict friendly behavior toward their fans	
I tend to associate with a sports team having more new players	

I tend to associate with a sports team having more young players	<b>Need for Adeptness</b>
I tend to associate with a sports team having more old (renowned) players	
I tend to associate with a sports team for my liking towards its team coach	

A total of 32 items have been evaluated to complete this chapter to efficiently find a variety of distinct motivations inspiring individuals to affiliate themselves with the Indian Premier League club or teams. It is anticipated that the criteria discovered will assist present and future marketers in more efficiently developing their brand strategies to assure a more favorable position in an exceedingly competitive marketplace. According to the findings, Element 1 is the most appropriate and beneficial factor, which is the -Need for Perseverance since this need might assist marketers in strategizing more effectively for a future-oriented marketing viewpoint.

## Chapter 5:

### FANS' ENGAGEMENT TOWARDS INDIAN PREMIER LEAGUE TEAMS USING SELECT SOCIAL MEDIA PLATFORMS

In light of the expanding popularity of professional sports throughout the world, fan interaction has emerged as one of the most important topics to research, particularly from the perspective of marketers. There have been a variety of definitions offered by scholars in the past, each based on their research and personal experiences. The term "engagement" refers to the act of engaging with someone or something other than oneself. As a result of including the term fan into the definition of fan engagement in the context of sports, one may define fan engagement as a method by which the administration of the club and the franchises develop tactics to establish a strong relationship with their followers (en.zlingit.com). Many various social media sites, such as Facebook, Twitter, Instagram, YouTube, and others, serve as a connecting link between businesses and their target audiences and customers. There has been a shift in the way individuals interact with professional sports teams during the past decade. Given that social media platforms have been shown to provide value for companies in the modern day, it is critical to investigate how followers interact with brands via social media platforms. The involvement of Indian Premier League fans with their teams is assessed using popular social media sites such as Facebook, Twitter, Instagram, and YouTube, in accordance with the Aichner and Jacob model (2019). According to Aichner and Jacob (2019), the value and relevance of social media platforms are taken into consideration when analyzing their reach and importance. The information utilized for assessing the fans' involvement with the teams in the Indian Premier League (IPL) has been gathered from a comprehensive list of details, such as Likes, Shares, comments, followers, views, videos, and so on, from the four social media sites mentioned above.

**Table 5.1: Social media Usage Data for Season 2018**

<b>Teams</b>	<b>Facebook Followers/posts/ Comments/ Shares/ Likes</b>	<b>Twitter Followers/posts/favorites/ Retweets</b>	<b>Instagram Followers/posts/ Likes/ Comments</b>	<b>YouTube Subscribers/videos/ Views/ Likes/ Comments</b>
<b>CSK</b>	11.6 M/ 1.82 M/ 70.5 M/ 64.3 K/ 101.83 M	5.55 M/31.1 K/20.8 K/ 26.9 K	5.4 M/ 4247/ M/ 36.8 M	1.01 M/ 2351/ 711.8 M/ 18.5 M/ 72.2 M

<b>MI</b>	11.87 M/ 1.22 M/ 61.5 M/ 62.4 K/ 107.46 M	5.12 M/54.6 K/ 36.6 K/ 44.2 K	3.5 M/10635/ 55.7 M/ 32.7 M	1.09 M/ 2982/ 744 M/ 26.5 M/ 71 M
<b>KXIP</b>	6.16 M/ 1.15 M/ 51.1 M/ 43.8 K/ 79.6 M	1.88 M/ 33.5 K/ 15.8 K/ 37.6 K	1.52 M/5996/ 44.7 M/ 26 M	338 K/ 2492/ 443.7 M/ 16.7 M/ 49.9 M
<b>RR</b>	4.17 M/ 1.05 M/ 57.5 M/ 34.6 K/ 89.9 M	1.02 M/ 44.7 K/ 22.1 K/ 50.3 K	1.27 M/ 5759/ 42.3 M/ 26.1 M	316K/ 1511/ 423.2 M/ 17.5 M/ 47.6 M
<b>RCB</b>	7.4 M/ 1.27 M/ 57.2 M/ 58.3 K/ 98.4 M	3.15 M/ 39.6 K/ 19.1 K/ 34.4 K	4.9 M/ 8116/ 44.2 M/ 32 M	1.37 M/ 2488/ 726 M/ 43.1 M/ 73.2 M
<b>SRH</b>	5.03 M/ 1.09 M/ 47.5 M/ 30.1 K/ 55.3 M	1.91 M/ 38.9 K/ 16.9 K/ 32.8 K	1.10 M/ 5054/ 26.3 M/ 16.4 M	404 K/ 3417/ 201.2 M/ 33.8 M/ 18.2 M
<b>KKR</b>	14.4 M/ 1.19 M/ 63.3 M/ 56.8 K/ 154.14 M	4.2 M/ 37.6 K/ 15.7 K/ 33.9 K	1.38 M/ 7212/ 67.1 M/ 56.8 M	747 K/7 886/ 712.1 M/ 24.9 M/ 16.8 M
<b>DD</b>	5.06 M/ 1.12 M/ 56.5 M/ 40.8 K/ 70.9 M	1.14 M/ 38.3 K/ 17.9 K/ 37.9 K	1.07 M/ 8827/ 30 M/ 19.7 M	336 K/ 2628/ 41.7 M/ 23 M/ 18.4 M

**Table 5.2: Social media Usage Data for Season 2019**

<b>Teams</b>	<b>Facebook Followers/posts/C omments/ Shares/ Likes</b>	<b>Twitter Followers/posts/favori tes/Retweets</b>	<b>Followers/posts / Likes/ Comments</b>	<b>Subscribers/vi deos/ Views/ Likes/ Comments</b>
<b>CSK</b>	12.39 M/1.89 M/72.3 M/ 71.4 K/ 113.14 M	6.16 M/34.6 K/ 24.3 K/ 29 K	6.20 M/4863/ 56.1 M/ 42.2 M	1.66 M/ 3374/ 798.2 M/ 22.7 M/ 78.6 M
<b>MI</b>	12.26 M/ 1.82 M/ 68.5 M/ 69.3 K/ 119.36	5.68 M/60.4 K/ 41.6 K/ 49.2 K	5.9 M/11817/ 62.2 M/ 35.5 M	1.18 M/ 4038/ 833.1 M/ 29.2 M/ 77.6 M
<b>KXIP</b>	7.98 M/ 1.23 M/ 56.6 M/ 48.7 K/82.4 M	1.90 M/39.7 K/ 17.1 K/ 42.3 K	1.71 M/ 7076/ 49.5 M/ 30.6 M	353 K/ 3501/ 490 M/ 18.7 M/ 55.3 M
<b>RR</b>	4.22 M/ 1.16 M/ 59.5 M/ 38.5 K/ 91.6 M	1.06 M/ 50.8 K/ 24.2 K/ 55.2K	1.34 M/ 6718/ 47.6 M/ 29.8 M	392 K/ 2697/ 457 M/ 19.1 M/ 53.5 M
<b>RCB</b>	8.68 M/ 1.52 M/ 62.1/ 64.8 K/ 101.66	3.32 M/45.4 K/ 22.9 K/ 38.6 K	5.8 M/ 8957/ 48.8 M/ 35.6 M	1.51 M/ 3571/ 799.2 M/ 48.8 M/ 80.2 M



<b>SRH</b>	5.92 M/ 1.17 M/ 53.5 M/ 33.4 K/ 56.17 M	2.01 M/ 42.1 K/ 19.1 K/ 36.5 K	1.65 M/ 5627/29.4 M/ 18.7 M	487 K/ 4446/ 222.7 M/ 37.9 M/ 20.1 M
<b>KKR</b>	14.67 M/ 1.59 M/ 69.6 M/ 63.1 K/ 158.13 M	4.97 M/ 41.5 K/ 17.7 K/ 37.8 K	1.72 M/ 8019/ 74.3 M/ 62.1 M	781 K/ 9158/ 763.3 M/ 27.6 M/ 18.9 M
<b>DD</b>	6.67 M/ 1.15 M/ 64.3 M/ 45.4 K/ 72.13 M	1.30 M/ 42.6 K/ 19.8 K/ 41.8 K	1.46 M/ 10003 K/ 33.5 M/ 21.9 M	389 K/ 3395/ 461 M/ 25.7 M/ 21.2 M

**Table 5.3: Social media Usage Data for Season 2020**

<b>Teams</b>	<b>Facebook Followers/posts/Co mments/ Shares/ Likes</b>	<b>Twitter Followers/posts/favori tes/Retweets</b>	<b>Followers/posts / Likes/ Comments</b>	<b>Subscribers/vi deos/ Views/ Likes/ Comments</b>
<b>CSK</b>	12.85 M/2.11M/ 79.3 M/ 78.4 K/ 125.71 M	7.0 M/38.5K /29.7 K/ 33.9 K	7.5 M/5936/ 64.15 M/ 48 M	1.79 M/ 4151/ 866 M/ 29.05 M/ 81 M
<b>MI</b>	13.18 M/ 2.03M/ 74 M/ 71.2 K/ 132.68 M	6.31 M/66.7 K/ 45.2 K/ 56.4 K	7.1 M/13109/ 69.5 M/ 39.1 M	1.27 M/ 5154/ 845.2 M/ 33.5 M/ 85.3 M
<b>KXIP</b>	8.58 M/ 1.37 M/ 67.3 M/ 54.4 K/ 91.3 M	2.24 M/ 43.4K/ 19.6 K/ 44.3 K	2.16 M/ 8145/ 50.1 M/ 35.2 M	400.3 K/ 4056/ 560.1 M/ 21.3 M/ 61.3 M
<b>RR</b>	4.56 M/ 1.32M/ 62.5 M/ 48.7 K/ 94.7 M	1.61 M/56.1K/ 27.8 K/ 60 K	1.66M/ 7959/ 52.2 M/ 33.6 M	439K/ 3477/ 482.1 M/ 22.6 M/ 59.6 M
<b>RCB</b>	9.38 M/1.58M/ 74.6 M/ 71.1 K/ 103.44 M	4.66 M/49.8K/ 25.5 K/ 41.4 K	6.7 M/9842/ 54.7 M/ 39.6 M	2.56 M/4644/ 891.7 M/ 54. 5 M/ 87.6 M
<b>SRH</b>	6.02 M/ 1.29 M/ 61.1 M/ 38.5 K/ 59.15 M	2.66 M/ 44 K/ 23.3 K/ 39.8 K	2.37 M /7165/ 32 M/ 21.6 M	598 K/ 5502/ 389.4 M/ 42.2 M/ 22.3 M
<b>KKR</b>	15.78 M/ 1.66 M/ 72.2 M/ 69.5 K/ 159. 6 M	5.01 M/ 43.2K/ 21.1 K/ 40.1 K	2.48 M/ 9066/ 83.8 M/ 68.7 M	801K/10633/ 898.9 M/ 31.07 M/ 21.01 M
<b>DD</b>	7.52 M/ 1.26M/ 68.5 M/ 50.1 K/ 73 M	1.87 M/ 45.7 K/ 22.6 K/ 45.5 K	2.58 M/ 11,180 / 37.7 M/ 24.3 M	477 K/ 4409/ 588.3 M/ 28.7 M/ 23 M

## 5.1 Total number of Users

Activated users are defined as any registered user who regularly logs into his or her social media account, including but not limited to Facebook, Twitter, Instagram, and YouTube. This is true regardless of whether or not they are actively reading, liking, sharing, or commenting on posts, as well as regardless of the total amount of time spent by them on these social media platforms. Tables 5.1, 5.2, and 5.3 show the total number of users and their engagements on the aforementioned social media platforms in terms of the number of followers, posts, comments, shares, and post-likes for eight different Indian Premier League clubs during the seasons of 2018, 2019, and 2020. On Facebook, the Indian Premier League (IPL) club Kolkata Knight Riders had the largest fan following in 2018, with 14.4 million followers, out of the eight IPL teams evaluated for the present comparison research. After the Mumbai Indians, who have followers of 11.87 million, the Chennai Super Kings have followers of 11.6 million. The Mumbai Indians have the second-largest fan following in the country. In the following year, 2019, Kolkata Knight Riders retained the top spot with a total number of Facebook fans of 14.87 million, while Chennai Super Kings' followers increased to 12.39 million after winning the season last year (2018), and Mumbai Indians' followers increased as well, but at a lower rate than CSK's, at 12.26 million. With followers of 15.78 million, Kolkata Knight Riders will retain the top rank in the IPL in the year 2020, followed by Mumbai Indians' followers of 13.18 million and Chennai Super Kings' followers of 12.85 million among the eight IPL clubs evaluated in the present comparison research.

Taking into consideration the Twitter platform, the Chennai Super Kings had 5.55 million fans in 2018, followed by Mumbai Indians with 5.12 million fans, and Kolkata Knight Riders with 4.2 million fans. This is the highest number of followers among the eight IPL teams considered for the current comparative analysis, with Chennai Super Kings having the highest followers at 5.55 million in 2018. In the following year, 2019, the followers of the Chennai Super Kings increased significantly again, reaching 6.16 million fans. The Mumbai Indians remained in second place with followers of 5.68 million, and Kolkata Knight Riders remained in third place with followers of 4.97 million, among the eight IPL teams considered for the current comparative analysis of followers. Despite the pandemic, the total number of followers has consistently increased, reaching 7 million in the case of Chennai Super Kings for the year 2020. This is followed by the followers of Mumbai Indians, which stand at 6.31 million, and the followers of Kolkata Knight Riders, which stand at 5.01 million fans. In

addition, it is also observed that the followers across the other 5 teams apart from the above-mentioned few teams were consistently increasing too but relatively lesser.

The Instagram followers of Chennai Super Kings in the year 2018 were 5.4 million followers. This was followed by Royal Challengers Bangalore, which were having 4.9 million followers, and the followers of Mumbai Indians, which reached 3.5 million followers across eight different IPL teams. The Chennai Super Kings were found to have the largest followers in the year 2019, with a total of 6.20 million fans, followed by the Mumbai Indians with followers of 5.9 million and the Royal Challengers Bangalore with followers of 5.8 million, respectively, among the eight IPL teams considered for the current comparative analysis. In the year 2020, the Chennai Super Kings had consistently higher followers, with 7.5 million fans, followed by a significant increase in the followers of Mumbai Indians, with 7.1 million fans, and the Royal Challengers Bangalore, with 6.7 million fans, was ranked third among the eight IPL teams considered for the current comparative analysis.

In terms of followers (subscribers) on YouTube, Mumbai Indians had the highest number of fans (subscribers) with 1.09 million, Chennai Super Kings had followers (subscribers) of 1.01 million, and Kolkata Knight Riders had the third-highest number of followers (subscribers) with 747 K, which was the highest among the other IPL teams. In the year 2019, Chennai Super Kings' followers (subscribers) increased by a significant amount, reaching 1.66 million. This was followed by a significant increase in the followers (subscribers) of Royal Challengers Bangalore, reaching 1.51 million, and the Mumbai Indians, with followers (subscribers) of 1.18 million, took the third position. Regardless of the epidemic As of 2020, the Royal Challengers Bangalore has the largest fan following (subscribers) with 2.56 million. They are followed by the Chennai Super kings with 1.79 million and the Mumbai Indians with 1.27 million.

Chennai Super Kings, Mumbai Indians, and Kolkata Knight Riders were found to have the greatest number of fans/followers who were consistently noticed, observed, followed, or liked across three different IPL seasons. This was determined by looking at the number of fans for eight different IPL teams across three different seasons and taking into consideration four different social media platforms under study. Moreover, it is worth mentioning that the remaining four teams (Rajah royals; Hyderabad; Delhi Capitals; Mumbai Indians; and Punjab Kings) have relatively smaller followers on social media platforms, but they are also consistently growing in terms of gaining visibility on the aforementioned platforms. Overall,

the followers across the various platforms under investigation are growing for all of the IPL teams, but at variable rates as a result of a variety of reasons such as star players, celebrity endorsements, brand affiliation, and so on (Mittal and Manavalan, 2017)

## 5.2 Social Media

Social media is significant for corporations and associated enterprises in the twenty-first century because it provides a variety of opportunities to communicate one-on-one with target audiences with the goal of converting them into consumers in the future. When used in conjunction with other social media platforms, the social media impact factor measures the relative importance of those platforms in the given study to evaluate the usage of multiple social media platforms by companies or brands in order to relate to the bigger picture rather than refer to a single platform (Aichner and Jacob, 2015).

This section of the study comprises calculations based on the social media effect factor, which is based on the widely accepted model of social media usage developed by Aichner and Jacob (2015). According to this technique, the study of active users/users on mentioned social media platforms, such as Facebook, Twitter, Instagram, and YouTube fluctuates over a period of time/seasons, such as in 2018, 2019, and 2020, used to calculate the results. According to this model, the social media effect factor is derived by dividing the number of active users on each of the aforementioned platforms by the sum of all active users on all of the platforms included in this model. It assists us in determining which of the four main platforms is the most dependable, as well as where further investments and effort may be invested by various social media managers. Furthermore, it would aid in the measuring of individual team followings within the Indian Premier League's fans, which would be beneficial. The following methodology was used in the case of social media sites, specifically Facebook, for the years 2018, 2019, and 2020:

$$SMU_{Facebook} = \frac{\text{Posts} * \text{Likes} + \text{comments} * 5 + \text{Shares} * 10}{\text{IF} / \text{Fans}}$$

“Facebook 2018”

$$SMU_{Facebook} (CSK) = \frac{1820000 * 101830000 + 70500000 * 5 + 64300 * 10}{11600000} * IF$$

$$SMU_{Facebook} (CSK) IF = 11600000 / 9,26,65,33,52,56,43,000$$

$$\mathbf{IF}_{\text{Facebook}}(\mathbf{CSK}) = 1.25$$

$$\mathbf{SMU}_{\text{Facebook}}(\mathbf{MI}) = \frac{1220000*107460000+61500000*5+62400*10}{11870000} * \mathbf{IF}$$

$$11870000$$

$$\mathbf{SMU}_{\text{Facebook}}(\mathbf{MI}) \mathbf{IF} = 11870000 / 6,55,50,63,07,56,24,000$$

$$\mathbf{IF}_{\text{Facebook}}(\mathbf{MI}) = 1.81$$

$$\mathbf{SMU}_{\text{Facebook}}(\mathbf{KXIP}) = \frac{1150000*79600000+51100000*5+43800*10}{6160000} * \mathbf{IF}$$

$$6160000$$

$$\mathbf{SMU}_{\text{Facebook}}(\mathbf{KXIP}) \mathbf{IF} = 6160000 / 4,57,70,02,55,54,38,000$$

$$\mathbf{IF}_{\text{Facebook}}(\mathbf{KXIP}) = 1.84$$

$$\mathbf{SMU}_{\text{Facebook}}(\mathbf{RR}) = \frac{1050000*89900000+57500000*5+34600*10}{4170000} * \mathbf{IF}$$

$$4170000$$

$$\mathbf{SMU}_{\text{Facebook}}(\mathbf{RR}) \mathbf{IF} = 4170000 / 4,71,97,52,87,53,46,000$$

$$\mathbf{IF}_{\text{Facebook}}(\mathbf{RR}) = 1.83$$

$$\mathbf{SMU}_{\text{Facebook}}(\mathbf{RCB}) = \frac{12700000*98400000+57200000*5+58300*10}{7400000} * \mathbf{IF}$$

$$7400000$$

$$\mathbf{SMU}_{\text{Facebook}}(\mathbf{RCB}) \mathbf{IF} = 7400000 / 1,24,96,80,28,65,83,000$$

$$\mathbf{IF}_{\text{Facebook}}(\mathbf{RCB}) = 1.92$$

$$\mathbf{SMU}_{\text{Facebook}}(\mathbf{SRH}) = \frac{10900000*5530000+47500000*5+30100*10}{75} * \mathbf{IF}$$

5030000

$$\text{SMU}_{\text{Facebook}}(\text{SRH}) \text{ IF} = 5030000 / 6,02,77,23,78,01,000$$

$$\text{IF}_{\text{Facebook}}(\text{SRH}) = 1.34$$

$$\text{SMU}_{\text{Facebook}}(\text{KKR}) = \frac{1190000 * 154000000 + 63300000 * 5 + 56800 * 10}{14400000} * \text{IF}$$

14400000

$$\text{SMU}_{\text{Facebook}}(\text{KKR}) \text{ IF} = 14400000 / 3,01,38,52,37,53,01,000$$

$$\text{IF}_{\text{Facebook}}(\text{KKR}) = 1.77$$

$$\text{SMU}_{\text{Facebook}}(\text{DD}) = \frac{1120000 * 70900000 + 56500000 * 5 + 40800 * 10}{5060000} * \text{IF}$$

5060000

$$\text{SMU}_{\text{Facebook}}(\text{DD}) \text{ IF} = 5060000 / 7,94,08,28,29,08,000$$

$$\text{IF}_{\text{Facebook}}(\text{DD}) = 1.37$$

“Facebook 2019”

$$\text{SMU}_{\text{Facebook}}(\text{CSK}) = \frac{1890000 * 113140000 + 72300000 * 5 + 714000 * 10}{12390000} * \text{IF}$$

12390000

$$\text{SMU}_{\text{Facebook}}(\text{CSK}) \text{ IF} = 12390000 / 21,38,34,96,86,40,000$$

$$\text{IF}_{\text{Facebook}}(\text{CSK}) = 5.79$$

$$\text{SMU}_{\text{Facebook}}(\text{MI}) = \frac{1820000 * 119360000 + 68500000 * 5 + 69300 * 10}{12260000} * \text{IF}$$

12260000

$$\text{SMU}_{\text{Facebook}}(\text{MI}) \text{ IF} = 12260000 / 21,72,35,54,38,86,000$$

$$\text{IF}_{\text{Facebook}}(\text{MI}) = 5.64$$

$$\text{SMU}_{\text{Facebook}}(\mathbf{KXIP}) = \frac{1230000*82400000+56600000*5+48700*10}{7980000} * \text{IF}$$

$$\text{SMU}_{\text{Facebook}}(\mathbf{KXIP}) \text{ IF} = 7980000/10,13,52,28,34,87,000$$

$$\text{IF}_{\text{Facebook}}(\mathbf{KXIP}) = 7.87$$

$$\text{SMU}_{\text{Facebook}}(\mathbf{RR}) = \frac{1160000*91600000+59500000*5+38500*10}{4220000} * \text{IF}$$

$$\text{SMU}_{\text{Facebook}}(\mathbf{RR}) \text{ IF} = 4220000/10,62,56,29,78,85,000$$

$$\text{IF}_{\text{Facebook}}(\mathbf{RR}) = 3.97$$

$$\text{SMU}_{\text{Facebook}}(\mathbf{RCB}) = \frac{1520000*101660000+62100000*5+64800*10}{8680000} * \text{IF}$$

$$\text{SMU}_{\text{Facebook}}(\mathbf{RCB}) \text{ IF} = 8680000/15,45,23,51,11,48,000$$

$$\text{IF}_{\text{Facebook}}(\mathbf{RCB}) = 5.61$$

$$\text{SMU}_{\text{Facebook}}(\mathbf{SRH}) = \frac{1170000*5610000+5350000*5+33400*10}{5920000} * \text{IF}$$

$$\text{SMU}_{\text{Facebook}}(\mathbf{SRH}) \text{ IF} = 5920000/65,63,72,70,84,000$$

$$\text{IF}_{\text{Facebook}}(\mathbf{SRH}) = 9.01$$

$$\text{SMU}_{\text{Facebook}}(\mathbf{KKR}) = \frac{1590000*158130000+69600000*5+63100*10}{14670000} * \text{IF}$$

$$\text{SMU}_{\text{Facebook}}(\mathbf{KKR}) \text{ IF} = 14670000/25,14,27,04,86,31,000$$

$$\mathbf{IF_{Facebook (KKR)} = 5.83}$$

$$\mathbf{SMU_{Facebook (DD)} = \frac{1150000*72130000+64300000*5+45400*10}{6670000} *IF}$$

$$\mathbf{SMU_{Facebook (DD)} IF = 6670000 / 8,29,49,82,19,54,000}$$

$$\mathbf{IF_{Facebook (DD)} = 8.04}$$

### “Facebook 2020”

$$\mathbf{SMU_{Facebook (CSK)} = \frac{2110000*125710000+79300000*5+78400*10}{12850000} *IF}$$

$$\mathbf{SMU_{Facebook (CSK)} IF = 12850000 / 26,52,48,49,72,84,000}$$

$$\mathbf{IF_{Facebook (CSK)} = 4.84}$$

$$\mathbf{SMU_{Facebook (MI)} = \frac{2030000*132680000+74000000*5+71200*10}{13180000} *IF}$$

$$\mathbf{SMU_{Facebook (MI)} IF = 13180000 / 26,93,40,77,07,12,000}$$

$$\mathbf{IF_{Facebook (MI)} = 4.89}$$

$$\mathbf{SMU_{Facebook (KXIP)} = \frac{1370000*91300000+67300000*5+54400*10}{8580000} *IF}$$

$$\mathbf{SMU_{Facebook (KXIP)} IF = 8580000 / 12,50,81,33,70,44,000}$$

$$\mathbf{IF_{Facebook (KXIP)} = 6.85}$$



$$\text{SMU}_{\text{Facebook}}(\text{RR}) = \frac{1320000*94700000+62500000*5+48700*10}{4560000} * \text{IF}$$

$$\text{SMU}_{\text{Facebook}}(\text{RR}) \text{ IF} = 4560000 / 12,50,04,31,29,87,000$$

$$\text{IF}_{\text{Facebook}}(\text{KXIP}) = 3.64$$

$$\text{SMU}_{\text{Facebook}}(\text{RCB}) = \frac{1580000*103440000+74600000*5+71100*10}{9380000} * \text{IF}$$

$$\text{SMU}_{\text{Facebook}}(\text{RCB}) \text{ IF} = 9380000 / 16,34,35,57,37,11,000$$

$$\text{IF}_{\text{Facebook}}(\text{RCB}) = 5.73$$

$$\text{SMU}_{\text{Facebook}}(\text{SRH}) = \frac{1290000*59150000+61100000*5+38500*10}{6020000} * \text{IF}$$

$$\text{SMU}_{\text{Facebook}}(\text{SRH}) \text{ IF} = 6020000 / 7,63,03,80,58,85,000$$

$$\text{IF}_{\text{Facebook}}(\text{SRH}) = 7.88$$

$$\text{SMU}_{\text{Facebook}}(\text{KKR}) = \frac{1660000*159600000+72200000*5+69500*10}{15780000} * \text{IF}$$

$$\text{SMU}_{\text{Facebook}}(\text{KKR}) \text{ IF} = 15780000 / 26,49,36,36,16,95,000$$

$$\text{IF}_{\text{Facebook}}(\text{KKR}) = 5.95$$

$$\text{SMU}_{\text{Facebook}}(\text{DD}) = \frac{1260000*73000000+68500000*5+50100*10}{7520000} * \text{IF}$$

$$\text{SMU}_{\text{Facebook}}(\text{DD}) \text{ IF} = 7520000 / 9,19,80,34,30,01,000$$

$$\text{IF}_{\text{Facebook}}(\text{DD}) = 8.17$$

The formula applied in case of social media usage platform i.e. Twitter is basically adopted from the standardized techniques utilized by Aichner and Jacob (2015) for the year 2018, 2019 and 2020 is as follows:

$$\text{SMU}_{\text{Twitter}} = \text{Posts} * \text{Favourites} + \text{retweets} * 10 * \text{IF} / \text{Followers}$$

“Twitter 2018”

$$\text{SMU}_{\text{Twitter}} (\text{CSK}) = \frac{31100 * 20800 + 26900 * 10}{64,71,49,000} * \text{IF}$$

$$5550000$$

$$\text{SMU}_{\text{Twitter}} (\text{CSK}) \text{ IF} = 5550000 / 64,71,49,000$$

$$\text{IF}_{\text{Twitter}} (\text{CSK}) = 0.008$$

$$\text{SMU}_{\text{Twitter}} (\text{MI}) = \frac{54600 * 36600 + 44200 * 10}{1,99,88,02,000} * \text{IF}$$

$$5120000$$

$$\text{SMU}_{\text{Twitter}} (\text{MI}) \text{ IF} = 5120000 / 1,99,88,02,000$$

$$\text{IF}_{\text{Twitter}} (\text{MI}) = 0.0025$$

$$\text{SMU}_{\text{Twitter}} (\text{KXIP}) = \frac{33500 * 15800 + 37600 * 10}{52,96,76,000} * \text{IF}$$

$$1880000$$

$$\text{SMU}_{\text{Twitter}} (\text{KXIP}) \text{ IF} = 1880000 / 52,96,76,000$$

$$\text{IF}_{\text{Twitter}} (\text{KXIP}) = 0.0035$$

$$\text{SMU}_{\text{Twitter}} (\text{RR}) = \frac{44700 * 22100 + 50300 * 10}{98,83,73,000} * \text{IF}$$

$$1020000$$

$$\text{SMU}_{\text{Twitter}} (\text{RR}) \text{ IF} = 1020000 / 98,83,73,000$$

$$\mathbf{IF_{Twitter} (RR) = 0.0010}$$

$$\mathbf{SMU_{Twitter} (RCB) = \frac{39600*19100+34400*10}{3150000} *IF}$$

$$3150000$$

$$\mathbf{SMU_{Twitter} (RCB, IF) = 3150000 / 75,67,04,000}$$

$$\mathbf{IF_{Twitter} (RR) = 0.0041}$$

$$\mathbf{SMU_{Twitter} (SRH) = \frac{38900*16900+32800*10}{1910000} *IF}$$

$$1910000$$

$$\mathbf{SMU_{Twitter} (SRH, IF) = 1910000 / 65,77,38,000}$$

$$\mathbf{IF_{Twitter} (SRH) = 0.0029}$$

$$\mathbf{SMU_{Twitter} (KKR) = \frac{37600*15700+33900*10}{4200000} *IF}$$

$$4200000$$

$$\mathbf{SMU_{Twitter} (KKR, IF) = 4200000 / 59,06,59,000}$$

$$\mathbf{IF_{Twitter} (KKR) = 0.0071}$$

$$\mathbf{SMU_{Twitter} (DD) = \frac{38300*17900+37900*10}{1140000} *IF}$$

$$1140000$$

$$\mathbf{SMU_{Twitter} (DD, IF) = 1140000 / 68,59,49,000}$$

$$\mathbf{IF_{Twitter} (KKR) = 0.0016}$$

“Twitter 2019”

$$\mathbf{SMU_{Twitter} (CSK) = \frac{34600*24300+29000*10}{81} *IF}$$

6160000

**SMU** <sub>Twitter</sub> (**CSK**) **IF**= 6160000/ 84,10,70,000

**IF** <sub>Twitter</sub> (**CSK**) = **0.0073**

**SMU** <sub>Twitter</sub> (**MI**) = 60400\*41600+49200\*10 \***IF**

5680000

**SMU** <sub>Twitter</sub> (**MI**) **IF**= 5680000/ 2,51,31,32,000

**IF** <sub>Twitter</sub> (**MI**) = **0.0022**

**SMU** <sub>Twitter</sub> (**KXIP**) = 39700\*17100+42300\*10 \***IF**

1900000

**SMU** <sub>Twitter</sub> (**KXIP**) **IF**= 1900000/ 67,92,93,000

**IF** <sub>Twitter</sub> (**KXIP**) = **0.0027**

**SMU** <sub>Twitter</sub> (**RR**) = 50800\*24200+55200\*10 \***IF**

10600000

**SMU** <sub>Twitter</sub> (**RR**) **IF**= 10600000/1,22,99,12,000

**IF** <sub>Twitter</sub> (**RR**) = **0.61**

**SMU** <sub>Twitter</sub> (**RCB**) = 45400\*22900+38600\*10 \***IF**

3320000

**SMU** <sub>Twitter</sub> (**RCB**) **IF**= 3320000/ 1,04,00,46,000

**IF** <sub>Twitter</sub> (**RCB**) = **0.0031**

$$\text{SMU}_{\text{Twitter}}(\text{SRH}) = \frac{42100 \cdot 19100 + 36500 \cdot 10}{2010000} \cdot \text{IF}$$

$$\text{SMU}_{\text{Twitter}}(\text{SRH}) \text{ IF} = 2010000 / 80,44,75,000$$

$$\text{IF}_{\text{Twitter}}(\text{SRH}) = 0.0024$$

$$\text{SMU}_{\text{Twitter}}(\text{KKR}) = \frac{41500 \cdot 17700 + 37800 \cdot 10}{4970000} \cdot \text{IF}$$

$$\text{SMU}_{\text{Twitter}}(\text{KKR}) \text{ IF} = 4970000 / 73,49,28,000$$

$$\text{IF}_{\text{Twitter}}(\text{KKR}) = 0.0067$$

$$\text{SMU}_{\text{Twitter}}(\text{DD}) = \frac{42600 \cdot 19800 + 41800 \cdot 10}{1300000} \cdot \text{IF}$$

$$\text{SMU}_{\text{Twitter}}(\text{DD}) \text{ IF} = 1300000 / 84,38,98,000$$

$$\text{IF}_{\text{Twitter}}(\text{DD}) = 0.0015$$

“Twitter 2020”

$$\text{SMU}_{\text{Twitter}}(\text{CSK}) = \frac{38500 \cdot 29700 + 33900 \cdot 10}{7000000} \cdot \text{IF}$$

$$\text{SMU}_{\text{Twitter}}(\text{CSK}) \text{ IF} = 7000000 / 1,14,37,89,000$$

$$\text{IF}_{\text{Twitter}}(\text{CSK}) = 0.0061$$

$$\text{SMU}_{\text{Twitter}}(\text{MI}) = \frac{66700 \cdot 45200 + 56400 \cdot 10}{6310000} \cdot \text{IF}$$

$$\text{SMU}_{\text{Twitter}}(\text{MI}) \text{ IF} = 6310000 / 3,01,54,04,000$$

$$\text{IF}_{\text{Twitter}}(\text{MI}) = \mathbf{0.0020}$$

$$\text{SMU}_{\text{Twitter}}(\text{KXIP}) = \frac{43400*19600+44300*10}{2240000} * \text{IF}$$

$$\text{SMU}_{\text{Twitter}}(\text{KXIP}) \text{ IF} = 2240000 / 85,10,83,000$$

$$\text{IF}_{\text{Twitter}}(\text{KXIP}) = \mathbf{0.0026}$$

$$\text{SMU}_{\text{Twitter}}(\text{RR}) = \frac{56100*27800+60000*10}{1610000} * \text{IF}$$

$$\text{SMU}_{\text{Twitter}}(\text{RR}) \text{ IF} = 1610000 / 1,56,01,80,000$$

$$\text{IF}_{\text{Twitter}}(\text{RR}) = \mathbf{0.0010}$$

$$\text{SMU}_{\text{Twitter}}(\text{RCB}) = \frac{49800*25500+41400*10}{4660000} * \text{IF}$$

$$\text{SMU}_{\text{Twitter}}(\text{RCB}) \text{ IF} = 4660000 / 1,27,03,14,000$$

$$\text{IF}_{\text{Twitter}}(\text{RCB}) = \mathbf{0.0036}$$

$$\text{SMU}_{\text{Twitter}}(\text{SRH}) = \frac{44000*23300+39800*10}{2660000} * \text{IF}$$

$$\text{SMU}_{\text{Twitter}}(\text{SRH}) \text{ IF} = 2660000 / 1,02,55,98,000$$

$$\text{IF}_{\text{Twitter}}(\text{SRH}) = \mathbf{0.0025}$$

$$\text{SMU}_{\text{Twitter}}(\text{KKR}) = \frac{43200*21100+40100*10}{* \text{IF}}$$

5010000

$SMU_{\text{Twitter}}(\text{KKR}) \text{ IF} = 5010000 / 91,19,21,000$

$\text{IF}_{\text{Twitter}}(\text{KKR}) = 0.0054$

$SMU_{\text{Twitter}}(\text{Twitter}) = \frac{45700*22600+45500*10}{1870000} * \text{IF}$

1870000

$SMU_{\text{Twitter}}(\text{DD}) \text{ IF} = 1870000 / 1,03,32,75,000$

$\text{IF}_{\text{Twitter}}(\text{DD}) = 0.0018$

The formula applied in case of social media usage platform i.e. Instagram is basically adopted from the standardized techniques utilized by Aichner and Jacob (2015) for the year 2018, 2019 and 2020 is as follows:

$SMU_{\text{Instagram}} = \text{Postings} * \frac{\text{Likes} + \text{Comments}}{\text{Followers}} * 5 * \text{IF}$

“Instagram 2018”

$SMU_{\text{Instagram}}(\text{CSK}) = \frac{4247*50600000+36800000*5}{5400000} * \text{IF}$

5400000

$SMU_{\text{Instagram}}(\text{CSK}) \text{ IF} = 5400000 / 2,15,08,22,00,000$

$\text{IF}_{\text{Instagram}}(\text{CSK}) = 2.51$

$SMU_{\text{Instagram}}(\text{MI}) = \frac{10635*55700000+32700000*5}{3500000} * \text{IF}$

3500000

$SMU_{\text{Instagram}}(\text{MI}) \text{ IF} = 3500000 / 5,92,53,30,00,000$

$\text{IF}_{\text{Instagram}}(\text{MI}) = 5.90$

$$\text{SMU}_{\text{Instagram}}(\text{KXIP}) = \frac{5996 \cdot 44700000 + 26000000 \cdot 5}{1520000} \cdot \text{IF}$$

$$\text{SMU}_{\text{Instagram}}(\text{KXIP}) \text{ IF} = 1520000 / 2,68,15,12,00,000$$

$$\text{IF}_{\text{Instagram}}(\text{KXIP}) = 5.66$$

$$\text{SMU}_{\text{Instagram}}(\text{RR}) = \frac{5759 \cdot 42300000 + 26100000 \cdot 5}{1270000} \cdot \text{IF}$$

$$\text{SMU}_{\text{Instagram}}(\text{RR}) \text{ IF} = 1270000 / 2,43,73,62,00,000$$

$$\text{IF}_{\text{Instagram}}(\text{RR}) = 5.21$$

$$\text{SMU}_{\text{Instagram}}(\text{RCB}) = \frac{8116 \cdot 44200000 + 32000000 \cdot 5}{4900000} \cdot \text{IF}$$

$$\text{SMU}_{\text{Instagram}}(\text{RCB}) \text{ IF} = 4900000 / 3,58,88,72,00,000$$

$$\text{IF}_{\text{Instagram}}(\text{RCB}) = 1.36$$

$$\text{SMU}_{\text{Instagram}}(\text{SRH}) = \frac{5054 \cdot 26300000 + 16400000 \cdot 5}{1100000} \cdot \text{IF}$$

$$\text{SMU}_{\text{Instagram}}(\text{SRH}) \text{ IF} = 1100000 / 1,33,00,22,00,000$$

$$\text{IF}_{\text{Instagram}}(\text{SRH}) = 8.27$$

$$\text{SMU}_{\text{Instagram}}(\text{KKR}) = \frac{7212 \cdot 67100000 + 56800000 \cdot 5}{1380000} \cdot \text{IF}$$

$$\text{SMU}_{\text{Instagram}}(\text{KKR}) \text{ IF} = 1380000 / 4,84,20,92,00,000$$



$$\mathbf{IF_{Instagram} (KKR) = 2.85}$$

$$\mathbf{SMU_{Instagram} (DD) = \frac{8827*30000000+19700000*5}{1070000} *IF}$$

$$\mathbf{SMU_{Instagram} (DD) IF= 1070000/ 2,64,90,85,00,000}$$

$$\mathbf{IF_{Instagram} (KKR) = 4.03}$$

### “Instagram 2019”

$$\mathbf{SMU_{Instagram} (CSK) = \frac{4863*56100000+42200000*5}{6200000} *IF}$$

$$\mathbf{SMU_{Instagram} (CSK) IF= 6200000/ 2,73,02,53,00,000}$$

$$\mathbf{IF_{Instagram} (CSK) = 2.27}$$

$$\mathbf{SMU_{Instagram} (MI) = \frac{11817*62200000+35500000*5}{5900000} *IF}$$

$$\mathbf{SMU_{Instagram} (MI) IF= 5900000/ 7,35,19,49,00,000}$$

$$\mathbf{IF_{Instagram} (MI) = 8.02}$$

$$\mathbf{SMU_{Instagram} (KXIP) = \frac{7076*4950000+3060000*5}{1710000} *IF}$$

$$\mathbf{SMU_{Instagram} (KXIP) IF= 1710000/35,04,15,00,000}$$

$$\mathbf{IF_{Instagram} (KXIP) = 4.87}$$

$$\mathbf{SMU_{Instagram} (RR) = \frac{6718*47600000+29800000*5}{1340000} *IF}$$

$$\text{SMU}_{\text{Instagram}}(\text{RR}) \text{ IF} = 1340000/3,19,92,58,00,000$$

$$\text{IF}_{\text{Instagram}}(\text{RR}) = 4.18$$

$$\text{SMU}_{\text{Instagram}}(\text{RCB}) = \frac{8957*48800000+35600000*5}{5800000} * \text{IF}$$

$$\text{SMU}_{\text{Instagram}}(\text{RCB}) \text{ IF} = 5800000/4,37,27,96,00,000$$

$$\text{IF}_{\text{Instagram}}(\text{RCB}) = 1.32$$

$$\text{SMU}_{\text{Instagram}}(\text{SRH}) = \frac{5627*29400000+18700000*5}{1650000} * \text{IF}$$

$$\text{SMU}_{\text{Instagram}}(\text{SRH}) \text{ IF} = 1650000/1,65,52,73,00,000$$

$$\text{IF}_{\text{Instagram}}(\text{SRH}) = 9.96$$

$$\text{SMU}_{\text{Instagram}}(\text{KKR}) = \frac{8019*74300000+62100000*5}{1720000} * \text{IF}$$

$$\text{SMU}_{\text{Instagram}}(\text{KKR}) \text{ IF} = 1720000/5,96,12,22,00,000$$

$$\text{IF}_{\text{Instagram}}(\text{KKR}) = 2.88$$

$$\text{SMU}_{\text{Instagram}}(\text{DD}) = \frac{10003*33500000+21900000*5}{1460000} * \text{IF}$$

$$\text{SMU}_{\text{Instagram}}(\text{DD}) \text{ IF} = 1460000/3,35,21,00,00,000$$

$$\text{IF}_{\text{Instagram}}(\text{DD}) = 4.35$$

## “Instagram 2020”

$$\text{SMU}_{\text{Instagram}}(\text{CSK}) = \frac{5963 \cdot 64150000 + 48000000 \cdot 5}{7500000} \cdot \text{IF}$$

$$\text{SMU}_{\text{Instagram}}(\text{CSK}) \text{ IF} = 7500000 / 3,82,76,64,50,000$$

$$\text{IF}_{\text{Instagram}}(\text{CSK}) = 1.95$$

$$\text{SMU}_{\text{Instagram}}(\text{MI}) = \frac{13109 \cdot 69500000 + 39100000 \cdot 5}{7100000} \cdot \text{IF}$$

$$\text{SMU}_{\text{Instagram}}(\text{MI}) \text{ IF} = 7100000 / 9,11,27,10,00,000$$

$$\text{IF}_{\text{Instagram}}(\text{MI}) = 7.79$$

$$\text{SMU}_{\text{Instagram}}(\text{KXIP}) = \frac{8145 \cdot 50100000 + 35200000 \cdot 5}{2160000} \cdot \text{IF}$$

$$\text{SMU}_{\text{Instagram}}(\text{KXIP}) \text{ IF} = 2160000 / 4,08,24,05,00,000$$

$$\text{IF}_{\text{Instagram}}(\text{KXIP}) = 5.29$$

$$\text{SMU}_{\text{Instagram}}(\text{RR}) = \frac{7959 \cdot 52200000 + 33600000 \cdot 5}{1660000} \cdot \text{IF}$$

$$\text{SMU}_{\text{Instagram}}(\text{RR}) \text{ IF} = 1660000 / 4,15,62,78,00,000$$

$$\text{IF}_{\text{Instagram}}(\text{RR}) = 3.99$$

$$\text{SMU}_{\text{Instagram}}(\text{RCB}) = \frac{9842 \cdot 54700000 + 39600000 \cdot 5}{6700000} \cdot \text{IF}$$

$$\text{SMU}_{\text{Instagram}} (\text{RCB}) \text{ IF} = 6700000/5,38,55,54,00,000$$

$$\text{IF}_{\text{Instagram}} (\text{RCB}) = 1.24$$

$$\text{SMU}_{\text{Instagram}} (\text{SRH}) = \frac{7165*32000000+21600000*5}{2370000} * \text{IF}$$

$$\text{SMU}_{\text{Instagram}} (\text{SRH}) \text{ IF} = 2370000/2,29,38,80,00,000$$

$$\text{IF}_{\text{Instagram}} (\text{SRH}) = 1.03$$

$$\text{SMU}_{\text{Instagram}} (\text{KKR}) = \frac{9066*83800000+68700000*5}{2480000} * \text{IF}$$

$$\text{SMU}_{\text{Instagram}} (\text{KKR}) \text{ IF} = 2480000/7,60,07,43,00,000$$

$$\text{IF}_{\text{Instagram}} (\text{KKR}) = 3.26$$

$$\text{SMU}_{\text{Instagram}} (\text{DD}) = \frac{11180*37700000+24300000*5}{2580000} * \text{IF}$$

$$\text{SMU}_{\text{Instagram}} (\text{DD}) \text{ IF} = 2580000/4,21,60,75,00,000$$

$$\text{IF}_{\text{Instagram}} (\text{DD}) = 6.11$$

The formula applied in the case of social media usage platforms i.e. YouTube is adopted from the standardized techniques utilized by Aichner and Jacob (2015) for the years 2018, 2019, and 2020 is as follows:

$$\text{SMU}_{\text{YouTube}} = \text{Videos} * \frac{\text{Views} + \text{Likes} * 100 + \text{Comments} * 500}{\text{Subscribers}} * \text{IF}$$

**“YouTube 2018”**

$$\text{SMU}_{\text{YouTube}}(\text{CSK}) = \frac{2351*711800000+18500000*100+72200000*500}{1010000} * \text{IF}$$

$$1010000$$

$$\text{SMU}_{\text{YouTube}}(\text{CSK}) \text{ IF} = 1010000/ 17,11,39,18,00,000$$

$$\text{IF}_{\text{YouTube}}(\text{CSK}) = \mathbf{5.90}$$

$$\text{SMU}_{\text{YouTube}}(\text{MI}) = \frac{2982*744000000+2650000*100+71000000*500}{1090000} * \text{IF}$$

$$1090000$$

$$\text{SMU}_{\text{YouTube}}(\text{MI}) \text{ IF} = 1090000/ 22,54,37,30,00,000$$

$$\text{IF}_{\text{YouTube}}(\text{MI}) = \mathbf{4.83}$$

$$\text{SMU}_{\text{YouTube}}(\text{KXIP}) = \frac{2492*443700000+16700000*100+49900000*500}{338000} * \text{IF}$$

$$338000$$

$$\text{SMU}_{\text{YouTube}}(\text{KXIP}) \text{ IF} = 338000/11,32,32,04,00,000$$

$$\text{IF}_{\text{YouTube}}(\text{KXIP}) = \mathbf{2.98}$$

$$\text{SMU}_{\text{YouTube}}(\text{RR}) = \frac{1511*423200000+17500000*100+47600000*500}{316000} * \text{IF}$$

$$316000$$

$$\text{SMU}_{\text{YouTube}}(\text{RR}) \text{ IF} = 316000/6,65,00,52,00,000$$

$$\text{IF}_{\text{YouTube}}(\text{RR}) = \mathbf{4.75}$$

$$\text{SMU}_{\text{YouTube}}(\text{RCB}) = \frac{2488*726000000+43100000*100+73200000*500}{1370000} * \text{IF}$$

$$1370000$$

$$\text{SMU}_{\text{YouTube}} (\text{RCB}) \text{ IF} = 1370000/18,47,19,80,00,000$$

$$\text{IF}_{\text{YouTube}} (\text{RCB}) = 7.41$$

$$\text{SMU}_{\text{YouTube}} (\text{SRH}) = \frac{3417*201200000+33800000*100+18200000*500}{404000} \text{ IF}$$

$$\text{SMU}_{\text{YouTube}} (\text{SRH}) \text{ IF} = 404000/6,99,98,04,00,000$$

$$\text{IF}_{\text{YouTube}} (\text{SRH}) = 5.77$$

$$\text{SMU}_{\text{YouTube}} (\text{KKR}) = \frac{7886*712100000+24900000*100+16800000*500}{747000} \text{ IF}$$

$$\text{SMU}_{\text{YouTube}} (\text{KKR}) \text{ IF} = 747000/ 56,26,51,06,00,000$$

$$\text{IF}_{\text{YouTube}} (\text{KKR}) = 1.32$$

$$\text{SMU}_{\text{YouTube}} (\text{DD}) = \frac{2628*417000000+23000000*100+18400000*500}{336000} \text{ IF}$$

$$\text{SMU}_{\text{YouTube}} (\text{DD}) \text{ IF} = 336000/11,07,37,60,00,000$$

$$\text{IF}_{\text{YouTube}} (\text{DD}) = 3.03$$

### “YouTube 2019”

$$\text{SMU}_{\text{YouTube}} (\text{CSK}) = \frac{3374*798200000+22700000*100+78600000*500}{1660000} \text{ IF}$$

$$\text{SMU}_{\text{YouTube}} (\text{CSK}) \text{ IF} = 1660000/27,34,69,68,00,000$$

$$\text{IF}_{\text{YouTube}} (\text{CSK}) = 6.07$$

$$\text{SMU}_{\text{YouTube}}(\text{MI}) = \frac{4038*833100000+29200000*100+77600000*500}{1180000} * \text{IF}$$

$$\text{SMU}_{\text{YouTube}}(\text{MI}) \text{ IF} = 1180000/34,05,77,78,00,000$$

$$\text{IF}_{\text{YouTube}}(\text{MI}) = \mathbf{3.46}$$

$$\text{SMU}_{\text{YouTube}}(\text{KXIP}) = \frac{3501*490000000+18700000*100+55300000*500}{353000} * \text{IF}$$

$$\text{SMU}_{\text{YouTube}}(\text{KXIP}) \text{ IF} = 353000/17,45,01,00,00,000$$

$$\text{IF}_{\text{YouTube}}(\text{KXIP}) = \mathbf{2.02}$$

$$\text{SMU}_{\text{YouTube}}(\text{RR}) = \frac{2697*457000000+19100000*100+53500000*500}{392000} * \text{IF}$$

$$\text{SMU}_{\text{YouTube}}(\text{RR}) \text{ IF} = 392000/12,61,18,90,00,000$$

$$\text{IF}_{\text{YouTube}}(\text{RR}) = \mathbf{3.10}$$

$$\text{SMU}_{\text{YouTube}}(\text{RCB}) = \frac{3571*799200000+48800000*100+80200000*500}{1510000} * \text{IF}$$

$$\text{SMU}_{\text{YouTube}}(\text{RCB}) \text{ IF} = 1510000/28,98,92,32,00,000$$

$$\text{IF}_{\text{YouTube}}(\text{RCB}) = \mathbf{5.20}$$

$$\text{SMU}_{\text{YouTube}}(\text{SRH}) = \frac{4446*222700000+37900000*100+20100000*500}{487000} * \text{IF}$$

$$\text{SMU}_{\text{YouTube}}(\text{SRH}) \text{ IF} = 487000/10,03,96,42,00,000$$

$$\mathbf{IF}_{\text{YouTube}}(\mathbf{SRH}) = 4.85$$

$$\mathbf{SMU}_{\text{YouTube}}(\mathbf{KKR}) = \frac{9158*763300000+27600000*100+18900000*500}{781000} * \mathbf{IF}$$

$$\mathbf{SMU}_{\text{YouTube}}(\mathbf{KKR}, \mathbf{IF}) = 781000/70,02,51,14,00,000$$

$$\mathbf{IF}_{\text{YouTube}}(\mathbf{KKR}) = 1.11$$

$$\mathbf{SMU}_{\text{YouTube}}(\mathbf{DD}) = \frac{3395*461000000+25700000*100+21200000*500}{389000} * \mathbf{IF}$$

$$\mathbf{SMU}_{\text{YouTube}}(\mathbf{DD}, \mathbf{IF}) = 389000/15,78,26,50,00,000$$

$$\mathbf{IF}_{\text{YouTube}}(\mathbf{DD}) = 2.46$$

### “YouTube 2020”

$$\mathbf{SMU}_{\text{YouTube}}(\mathbf{CSK}) = \frac{4151*866000000+29050000*100+81000000*500}{1790000} * \mathbf{IF}$$

$$\mathbf{SMU}_{\text{YouTube}}(\mathbf{CSK}, \mathbf{IF}) = 1790000/36,38,17,10,00,000$$

$$\mathbf{IF}_{\text{YouTube}}(\mathbf{CSK}) = 4.92$$

$$\mathbf{SMU}_{\text{YouTube}}(\mathbf{MI}) = \frac{5154*845200000+33500000*100+85300000*500}{1270000} * \mathbf{IF}$$

$$\mathbf{SMU}_{\text{YouTube}}(\mathbf{MI}, \mathbf{IF}) = 1270000/44,02,16,08,00,000$$

$$\mathbf{IF}_{\text{YouTube}}(\mathbf{MI}) = 2.88$$



$$\text{SMU}_{\text{YouTube}}(\text{KXIP}) = \frac{4056*560100000+21300000*100+61300000*500}{400300} * \text{IF}$$

$$\text{SMU}_{\text{YouTube}}(\text{KXIP}) \text{ IF} = 400300/23,04,54,56,00,000$$

$$\text{IF}_{\text{YouTube}}(\text{KXIP}) = 1.73$$

$$\text{SMU}_{\text{YouTube}}(\text{RR}) = \frac{3477*482100000+22600000*100+59600000*500}{439000} * \text{IF}$$

$$\text{SMU}_{\text{YouTube}}(\text{RR}) \text{ IF} = 439000/17,08,32,17,00,000$$

$$\text{IF}_{\text{YouTube}}(\text{RR}) = 2.56$$

$$\text{SMU}_{\text{YouTube}}(\text{RCB}) = \frac{4644*891700000+54500000*100+87600000*500}{2560000} * \text{IF}$$

$$\text{SMU}_{\text{YouTube}}(\text{RCB}) \text{ IF} = 2560000/4,14,59,79,80,00,000$$

$$\text{IF}_{\text{YouTube}}(\text{RCB}) = 6.17$$

$$\text{SMU}_{\text{YouTube}}(\text{SRH}) = \frac{5502*389400000+42200000*100+22300000*500}{598000} * \text{IF}$$

$$\text{SMU}_{\text{YouTube}}(\text{SRH}) \text{ IF} = 598000/21,57,84,88,00,000$$

$$\text{IF}_{\text{YouTube}}(\text{SRH}) = 2.77$$

$$\text{SMU}_{\text{YouTube}}(\text{KKR}) = \frac{10633*898900000+31070000*100+21010000*500}{801000} * \text{IF}$$

$$\text{SMU}_{\text{YouTube}}(\text{KKR}) \text{ IF} = 801000/95,71,61,57,00,000$$

$$\mathbf{IF}_{\text{YouTube}}(\mathbf{KKR}) = \mathbf{8.36}$$

$$\mathbf{SMU}_{\text{YouTube}}(\mathbf{DD}) = \frac{4409*588300000+28700000*100+23000000*500}{477000} * \mathbf{IF}$$

$$\mathbf{SMU}_{\text{YouTube}}(\mathbf{DD}, \mathbf{IF}) = 477000/26,08,18,47,00,000$$

$$\mathbf{IF}_{\text{YouTube}}(\mathbf{DD}) = \mathbf{1.82}$$

**Table 5.4: Comprehensive Social Media Usage of 8 IPL teams for the years 2018, 2019 & 2020**

Teams	Facebook Impact Factor			Twitter Impact Factor			Instagram Impact Factor			YouTube Impact Factor		
	2018	2019	2020	2018	2019	2020	2018	2019	2020	2018	2019	2020
<b>CSK</b>	1.25	5.79	4.84	0.0080	0.0073	0.0061	2.51	2.27	1.95	5.90	6.07	4.92
<b>MI</b>	1.81	5.64	4.89	0.0025	0.0022	0.0020	5.90	8.02	7.79	4.83	3.46	2.88
<b>KXIP</b>	1.84	7.87	6.85	0.0035	0.0027	0.0026	5.66	4.87	5.29	2.98	2.02	1.73
<b>RR</b>	1.83	3.97	3.64	0.0010	0.61	0.0010	5.21	4.18	3.99	4.75	3.10	2.56
<b>RCB</b>	1.92	5.61	5.73	0.0041	0.0031	0.0036	1.36	1.32	1.24	7.41	5.20	6.17
<b>SRH</b>	1.34	9.01	7.88	0.0029	0.0024	0.0025	8.27	9.96	1.03	5.77	4.85	2.77
<b>KKR</b>	1.77	5.83	5.95	0.0071	0.0067	0.0054	2.85	2.88	3.26	1.32	1.11	8.36
<b>DD</b>	1.37	8.04	8.17	0.0016	0.0015	0.0018	4.03	4.35	6.11	3.03	2.46	1.82

The Indian Premier League is an example of a league in which its fans primarily rely on various social media platforms to engage, communicate, and participate in some way. The entire statistics of four significant social media platforms in India, namely Facebook, Instagram, Twitter, and YouTube, are shown in the following table 5.4 for the years 2018, 2019, and 2020: Table 5.4. In order to calculate the Impact factor of each of these social media platforms, using the equations that have been established by the industry, four distinct

platforms have been selected for measurement (Aichner and Jacob, 2015). Furthermore, to determine the effective degree of utilization for all four social media platforms, the various sets of activities associated with each of these platforms are being examined appropriately.

### 5.2.1 Impact Factor of IPL on Facebook

According to the findings of later research, various platforms have varied requirements and significances for the activities that take place on them. Facebook is one of the most well-known social media platforms in the world, and it is utilized in practically every country on the planet. When it comes to its most popular actions, Facebook is comprised of 'posting materials, photographs, likes, comments, and sharing, each of which has its own distinct and distinct importance. All of these activities are distinctive and discrete in their own right. While comments have a greater weighting (\*5) in terms of social media usage when compared to posts and likes, sharing of the supplied posts increases the influence of the post, therefore the weightage of shares considered is twice as high (\*10) as that of comments. As a result, it can be concluded from the formula below for Facebook that the various activities, notably comments and sharing, in addition to posts and likes, are the most significant when compared to other activities on this platform.

$$\text{SMU}_{\text{Facebook}} = \text{Posts} * \text{Likes} + \text{comments} * 5 + \text{Shares} * 10 * \text{IF} / \text{Fans}$$

Considering all the prominent teams of the IPL, the comprehensive data in table 5.4 represents that the social media impact factor in the case of Facebook for 2018 has been the highest in the case of RCB with an impact factor of 1.92, followed by the impact factor of KXIP with 1.84 and Rajasthan Royals with 1.83. Although there has been a marginal difference amongst all the teams, CSK, SRH, and DD with their social media impact factor value illustrate that they would have to still work on some of the primary factors to enhance different activities of Facebook throughout. On the other hand, comparing the data for the year 2019, the social media impact factor of Facebook illustrates that all the teams have significantly improved on almost all factors or activities. The lowest ranking teams in the previous year leads the impact factor of 9.01, 8.04, and 7.87 in the case of SRH, DD, and KXIP teams respectively whereas it could be seen that the teams such as RR, RCB, and MI are on the bottom of the table with 3.97, 5.61 and 5.64 respectively. While considering the social media impact factor for the year 2020, it is interpreted that there is a significant downward shift due to Covid-19 Pandemic. As per the comprehensive data for the same year, DD could be seen still on the top of the chart with an impact factor of 8.04, followed by SRH

substantially pulled up to an impact factor of 7.88 and KXIP remained on the third spot with 6.85, whereas if we go by the lower impact factor, RR remains on the bottom with an impact factor of 3.64, followed by CSK with 4.84 and MI with 4.89. Subsequently, it is interpreted that all eight teams have been active and significantly working to improve their social media impact factor with their fans being involved. Teams utilize one over the other prominent channels to enhance their visibility over a period of time. This would give one the idea that out of the four above-mentioned platforms involved, which platform may remain popular and accepted by the majority of the fans and followers of the respective teams in the IPL irrespective of likeability and performance factors.

### 5.2.2 Impact Factor of IPL on Twitter

Twitter, like Facebook, is one of the most widely used social media platforms among a significant number of people all over the world, particularly in India. It includes actions like, postings, favorites, and retweets, among others, where retweets refer to the re-posting of a single tweet, either by the user or with the assistance of other well-known sources. This function allows you to distribute different tweets to all of your followers at the same time. Many of the instances include someone tweeting early on in an attempt to create the impression that someone else's message is being re-posted by them. Because of the widespread use of social media and the resulting consequences for businesses and organizations, it is intended to be assigned significant relevance or weighting (\*10). According to the formula below, it is apparent that the retweets have been given an appropriate weighting in order to make successful calculations, in addition to other essential actions on this platform.

$$SMU_{\text{Twitter}} = \text{Posts} * \text{Favourites} + \text{retweets} * 10 * \text{IF} / \text{Followers}$$

The social media effect factor for the Twitter platform indicates that practically all of the eight teams have been almost identical and have only minor variances when all Twitter activity, including posts, likes, and retweets, are taken into consideration. The Twitter impact factor for CSK, KKR, and RCB remained strong in 2018, at 0.0080, 0.0071, and 0.0041, respectively; however, the impact factor for the Royals, Delhi Daredevils, and Mumbai Indians was down at 0.0010, 0.0016 and 0.0025, respectively, when looking at the year 2018. When comparing the year 2019 to the previous year, it is concluded that the teams RR, followed by CSK, and KKR, with impact factors of 0.61, 0.0073, and 0.0067 respectively, maintained a significantly higher position, whereas the teams DD, MI, and SRH maintained a

significantly lower position, with values of 0.0015, 0.0024, and 0.0022, respectively, in the Twitter impact factor. If we go ahead to the year 2020, it can be seen that the teams that have stayed at the top in terms of Twitter impact factors are CSK with 0.0061, KKR with 0.0054, and the Royal Challengers Bangalore with 0.0018. This suggests that teams, particularly the team influencers or social media handles for the respective teams, are employing a completely different strategy when it comes to influencing through the Twitter platform as opposed to Facebook where the other teams were quite prominent in terms of their significant influence factors.

### 5.2.3 Impact Factor of IPL on Instagram

Instagram is the third most significant social media site taken into consideration for this survey, and it has been extremely prominent throughout the world during the previous decade. However, even though it was founded as its organization and social media platform at first, it was eventually acquired by the other social media behemoth Facebook in the process. Instagram is widely used and followed in India, as well as other regions of Asia, for a variety of marketed settings, including fashion. Although Instagram postings may only be included as part of photos or videos, it has been a popular method for people to communicate with others who follow them. Instagram has gained a large number of followers and fans in the previous 4-5 years, and it continues to grow in popularity. The most important or doable activities on Instagram, on the other hand, include posting photos and comments (\*5). When it comes to social media usage and its outcome, comments (\*5) are one of the most significant components and provide us with the relevant analysis.

$$SMU_{Instagram} = \text{Postings} * \text{Likes} + \text{Comments} * 5 * IF / \text{Followers}$$

The social media impact factor for the Instagram account indicates that all eight teams have had very substantial numbers in terms of Instagram activity, namely posts, likes, and comments, as indicated by the social media impact factor for the account. If we look at the year 2018, Instagram looks to be quite distinctive and appealing as SRH maintains its top rank when it comes to the social media impact factor with 8.27, followed by MI with a 5.90 impact factor and KXIP with a 5.66 impact factor. The worst performers in the same category, however, were RCB, followed by CSK, and KKR, who all finished at the bottom of the table with impact factors of 1.36, 2.51, and 2.85, respectively. According to the results of the year 2019, the social media impact factor for SRH remained the highest with 9.96, followed by MI with an impact factor of 8.02, and KXIP with an impact factor of 4.87,

among the other teams competing in the Indian Premier League. RCB, CSK, and KKR, on the other hand, continue to exhibit poor performance in terms of engagement on the Instagram platform in the year 2019, with impact factors of 1.32, 2.27, and 2.88, respectively, as evidenced by their impact factors of 1.32, 2.27, and 2.88. However, by 2020, it was clear that the social media impact factor had completely transformed and that some low-performing teams in terms of Instagram engagement had shown a significant upward shifting trend, with the top-ranked MI team now holding the top spot with a social media impact factor of 7.79, followed by KXIP with an impact factor of 5.29, and RR holding the third-place position with an impact factor of 3.99, whereas the team with the lowest Instagram impact factor for the same year was SRH. As a result, it is understandable that teams, particularly the best performers and most followed on social media, do not necessarily generate much interest in Instagram, despite the fact that this platform remains very unique and influential amongst the teams' based fans. Based on the social media impact factor, Instagram appears to have significantly lower engagement when compared to other important social media platforms such as Facebook, Twitter, and YouTube.

#### **5.2.4 Impact factor of IPL on YouTube**

YouTube is the fourth and most important social media site evaluated for the study, as it has gained in popularity in comparison to the other well-known social media platforms in terms of usage. For a long length of time, YouTube has remained one of the most effective corporate and other notable brands or organizations' communication channels, owing to its extensive public relations strategy. YouTube, which is owned by Google, has seen a huge shift in the previous couple of decades in terms of how people attempt to communicate with people all over the world through the medium of video. Consequently, YouTube has always been recognized as a platform that generally promotes multiple programs such as channels, advertising, endorsements, and so on, in addition to becoming one of the most influential platforms for knowledge sharing among distinct age groups. People try to communicate with one another by either watching videos or by uploading their own or others' videos that belong to multiple categories. Even though different videos are watched by one-third of the total adult population around the world, gradually this channel for videos has become increasingly popular among marketers, and thus its scope has also been increasing since its inception, and it is expected to remain at the top of the list in the future due to widespread acceptance by its users. With calculations based on its many components, including videos, views, likes, and most crucially comments, YouTube has been identified as one of the most effective platforms

for evaluating social media participation in the Indian Premier League in the present study. As part of the research conducted by Aichner and Jacob (2015), they assigned a significant amount of importance to the two most prominent components of YouTube: Likes and Comments, which have the potential to multiply the effect of social media usage and its outcome for brands as well as for corporations. It is obvious from the preceding formula that these two components, namely, Likes (\*100) and Comments (\*500), have been given appropriate weighting when compared to its other related components and also when compared to other significant social media platforms.

$$SMU_{YouTube} = \text{Videos} * \underline{\text{Views} + \text{Likes} * 100 + \text{Comments} * 500} / \text{Subscribers}$$

Since the launch of the Indian Premier League, the YouTube platform has been extremely important due to the widespread popularity of the league among fans and other affiliated persons. In general, people, especially IPL fans, prefer to watch match highlights and other IPL-related videos on YouTube channels dedicated to the tournament. To present the findings for the year 2018, it can be concluded that YouTube remained the most significant platform for RCB, followed by CSK, and then most importantly by SRH, with impact factors of 7.41, 5.90, and 5.77 respectively, whereas on the other hand, the lowest impact factor for the year 2018 belongs to KKR, with an impact factor of 1.03, followed by KXIP with 2.98, and finally DD with 3.03. When looking at the year 2019, it can be seen that CSK is at the top of the chart with an impact factor of 6.07, followed by RCB with an impact factor of 5.20, and SRH is in third place with an impact factor of 4.85, whereas KKR, KXIP, and DD are at the bottom of the chart with impact factors of 1.11, 2.02 and 2.46, respectively. If we consider the low engagement factors with low social media impact factor in the year 2020, KXIP, DD, and RR remained in the bottom three spots with 1.73, 1.8, and 1.73, respectively. However, when we consider the low engagement factors with low social media impact factor in the year 2020, KXIP, DD, and RR remained in the bottom three spots with 1.8, and 1.73, respectively. When we consider the low engagement factors with low social media impact factor in the year 2020, In light of the foregoing, it is possible to conclude that YouTube has, despite its early difficulties, been very acceptable and engaging from both ends since its inception. However, the prominence and acceptability of YouTube may diminish in the future if individuals have access to renowned over-the-top (OTT) channels such as Disney+Hotstar, which might direct them to similar videos that they may have already seen on YouTube. Fans and other individuals may become more interested in the matches if the respective channels where the matches are telecast, particularly OTT channels, have an exclusive presence, which

could then be used as a part of the revenue model, as opposed to non-premium YouTube channels, which do not have an exclusive presence.



## Chapter 6:

### SPONSORSHIP EFFECTIVENESS IN THE INDIAN PREMIER LEAGUE

#### 6.1 Logistic Regression Analysis

Sponsorship is one of the most popular marketing approaches in the twenty-first century, and it is expanding at an alarming rate. It is assisting companies and enterprises in enhancing their legitimacy, prestige, and public image through the use of social media. It is being utilized as a sort of marketing that focuses on strategically reaching the target customers. Most importantly, sponsorships not only help to promote the brands and their products and services, but they also help to fund the support of specific events that customers are interested in attending. As a result, participants, customers, and the media all link the event with the firm as a whole, which helps to increase its visibility (The balance small business, 2021). With the introduction of professional sports in India, sponsorship became more prevalent, particularly among significant and well-known businesses in practically all product and service sectors. The efficiency of sponsorship in the Indian Premier League is examined in this chapter. It was suggested that several ways of showing and evaluating the data be used to determine their usefulness. This study sought to determine the influence of independent variables on the likelihood of respondents accurately identifying the title sponsor/sponsor of the respective Indian Premier League teams. In this study, logistic analysis, which is comparable to multiple regression, would be utilized; this is particularly advised in situations when the dependent variable is dualistic or binary (Hair et al., 2006).

$$P(\text{recall}_{ist}) = \frac{\sum_{0+} \beta_0 + \beta_1 X_{18} + \dots + \beta_8 X_{88}}{1 + e^{\sum_{0+} \beta_0 + \beta_1 X_{18} + \dots + \beta_8 X_{88}}}$$

When it comes to the Indian Premier League, P(recall<sub>ist</sub>) indicates the possibility that the supporters, i.e. "I," will recall the title brand of the eight teams based in different areas of the country that are a part of the league. For comparison purposes, the odds of recalling a certain team's title brand are equal to the probability that the fans will recall the title brand of the specific team, P(recall<sub>ist</sub>), divided by the probability that the fans will not recollect the title brand of the specific club, (1- P(recall<sub>ist</sub>)). If the odd logarithm were to be modeled as a linear function of a new set of variables, the logistic regression model would become equal to the linear regression model (DeMaris., 1995).

$$\text{Log } P(\text{recall}_{ist}) / (1 - P(\text{recall}_{ist})) = \sum_{0+} \beta_0 + \beta_1 X_{18} + \dots + \beta_8 X_{88}$$

The above equation represents the changes in the odd log ratios due to variations in the variables. In case the coefficient is greater than 0, it would signify that the odds increase as a consequence of an increase in the specific variable. Additionally, the exponent of the estimated coefficients ( $e^{\beta_0}, e^{\beta_1}, e^{\beta_2}, \dots$ ) could be construed as the term that the odds are multiplied when the variable changes by even a single unit while keeping other predictors constant.

For the purpose of evaluating sponsorship memory and sponsorship recognition as the individual dependent variables on a substantial number of independent variables, such as age and gender as well as familiarity, attitude, and perceived fit, the following variables were used: The statistical analysis was carried out. Because this study made use of logistic regression, it was necessary to test two different null hypotheses to have a thorough understanding of the results:

**H<sub>0</sub><sup>1</sup>:** There is a statistically no significant effect of Age, Gender, Familiarity, Attitude, and Perceived Fit on Sponsorship Recall.

**H<sub>0</sub><sup>2</sup>:** There is a statistically no significant effect of Age, Gender, Familiarity, Attitude, and Perceived Fit on Sponsorship Recognition.

## 6.2 Sponsorship Recall

As defined by the American Marketing Association, sponsorship is a technique by which a commercial organization provides money or in-kind support for an activity to achieve commercial objectives (Meenaghan, 1983). This is defined as something that may be remembered of what had been taught or experienced in the past, or, to put it another way, it could be described as the act of canceling a previous decision (Merriam-webster). The sponsorship recollection entails a significant amount of mental building on the part of the individuals who participated (Johar and Pham, 1999). However, it has been discovered that fans or viewers are more likely to recall brands that have some sort of strong connection with a specific event because they assume that the business may be a potential sponsor as a result of the heuristics that have been discovered (Robinson and Bauman, 2008). The effectiveness of sponsorship recollection was determined using logistic regression, which took into account the dependent variable, sponsorship recall, and the independent factors, gender, age, familiarity, attitude, and perceived fit.

**Table 6.1: Case Processing Summary**

<b>Unweighted Cases(a)</b>		<b>N</b>	<b>%</b>
<b>Selected Cases</b>	<b>Included in Analysis</b>	958	99.6
	<b>Missing Cases</b>	02	.003
	<b>Total</b>	960	100.0
<b>Unselected Cases</b>		0	.0
<b>Total</b>		960	100.0

The unweighted cases for both selected and unselected instances for Sponsorship Recall are summarized in the table above, with 99.6 % of the cases included in the study and 0.003 % of the cases missing from the analysis. The total number of accountable cases taken into consideration for the study is 960.

**Table 6.2: Omnibus Tests of Model Coefficients**

		<b>Chi-square</b>	<b>Df</b>	<b>Sig.</b>
<b>Step 1</b>	<b>Step</b>	94.592	15	.000
	<b>Block</b>	94.592	15	.000
	<b>Model</b>	94.592	15	.000

It is shown in the preceding table 6.2 that the Omnibus Tests of Model Coefficients test the chi-square statistic with its significance level, which further represents that the Chi-Square value of Step Block and model represents 94.592, which is similar to the value of Step Block and model because blocking or stepwise logistics regression was not used in this study. It also indicates the degree of freedom as 15 and a statistically significant value of 0.00, which indicates the likelihood of obtaining the chi-square statistic (94.592) in the event that there is no interaction between the independent factors and the dependent variables. As a result, because the p-value is smaller than 0.00, we can conclude that the model is statistically significant (Daud, Haron, and Ibrahim, 2011).

**Table 6.3: Model Summary**

Step	-2 Log-likelihood	Cox & Snell R Square	Nagelkerke R Square
1	590.693(a)	.095	.185

The summary of the model, together with the Likelihood value, is shown in the preceding table. This is an improved version of the Cox and Snell R Square in that it adjusts the scale of the data such that it shields the entire range from 0 to 1 instead of just the middle. Cox and Snell R Square, on the other hand, indicates that the model's log-likelihood ratio is 0.095, which is a comparison of log-likelihood ratios to the baseline model, based on the log-likelihood ratio for the model. While the -2 Likelihood for the current study is 590.693, Nagelkerke R Square for the Logit Regression is 0.185, further demonstrating that the correctness of factors influencing Sponsorship recall could be well explained by the predictor variables for this study, which account for 18.5 % of the total variance in this study, As a result, the Nagelkerke R square for the considered investigation is rather significant in comparison to the requirements of the objective (Daud, Haron, and Ibrahim, 2011).

**Table 6.4: Hosmer and Lemeshow Test**

Step	Chi-square	Df	Sig.
1	.028	8	.654

The Hosmer and Lemeshow test is used to identify or determine predictions that are poor or that may suggest a lack of fit, which in turn shows that there may be a problem with the model under consideration. Consequently, using the above representation of the table, the chi-square is 0.028 and the significance is 0.654, both of which are above 0.5 for the goodness of fit tests to be considered valid. As a result, it is very straightforward to predict that the sig value greater than 0.5 in the current study for Logit Regression for the studied model indicates a strong fit (Daud, Haron, and Ibrahim, 2011).

### 6.3 Sponsorship Recognition

As the primary source of widespread financial support for a specific event all around, sponsors must ensure that recognizing different individuals and organizations results in a visible recognition of the prominence to which their contributions have been elevated within their respective organizations (Awarding You). Sponsorship Recognition plays an important role in a variety of fields, including determining whether the strategies developed by different

brands or organizations in well-known marketplaces are well-structured to ensure that they can be easily and clearly recognized by their users and subscribers, among other components. The effectiveness of sponsorship recognition was determined using logistic regression, which took into account the dependent variable, sponsorship recognition, and the independent factors, gender, age, familiarity, attitude, and perceived fit.

**Table 6.5: Case Processing Summary**

<b>Unweighted Cases(a)</b>		<b>N</b>	<b>%</b>
<b>Selected Cases</b>	<b>Included in Analysis</b>	948	98.6
	<b>Missing Cases</b>	12	1.4
	<b>Total</b>	960	100.0
<b>Unselected Cases</b>		0	.0
<b>Total</b>		960	100.0

The unweighted cases for both selected and unselected instances for Sponsorship Recall are summarized in the table above, with 98.6 % of the cases included in the study and 1.4 % of the cases missing from the analysis. The total number of accountable cases taken into consideration for the study is 960.

**Table 6.6: Omnibus Tests of Model Coefficients**

		<b>Chi-square</b>	<b>Df</b>	<b>Sig.</b>
<b>Step 1</b>	<b>Step</b>	21.012	15	.136
	<b>Block</b>	21.012	15	.136
	<b>Model</b>	21.012	15	.136

Because blocking or stepwise logistics regression was not used in this study, the chi-square statistic was tested with its significance level, as shown in the above table 6.6. The step block and model Chi-Square values were also calculated and were both 21.012, which is similar to the value of 21.012 for the stepwise logistic regression. It also indicates the degree of freedom as 15 and a statistically significant value of 0.136, which indicates the chance of obtaining the chi-square statistic (21.012) if there is a significant interaction between the independent and dependent variables analyzed combined. Consequently, because the p-value is greater than 0.00, we can conclude that the model is not statistically significant, as demonstrated by Daud, Haron, and Ibrahim (2011).

**Table 6.7: Model Summary**

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	839.660(a)	.022	.037

The summary of the model, along with the Likelihood value, is shown in the preceding table 6.7. When compared to Cox and Snell, the Nagelkerke R Square is a more sophisticated version of the R Square, which adjusts the scale of the statistics to shield the entire range from zero to one. As an alternative, the Cox and Snell R Square represents a value of 0.022, which is based on the log-likelihood for the model when compared to the log-likelihood for the baseline model and is based on the log-likelihood for the baseline model. The -2 Likelihood for the current study is 839.660, while the Nagelkerke R Square value of the Logit Regression represents 0.037, further demonstrating the correctness of factors influencing the Sponsorship recall. The predictor variables for the current study account for 3.70 % of the total variance explained by the study. As a result, the Nagelkerke R square for the considered study is quite significant in comparison to the requirements of the objective (Daud, Haron, and Ibrahim, 2011).

**Table 6.8: Hosmer and Lemeshow Test**

Step	Chi-square	Df	Sig.
1	9.663	8	.289

The Hosmer and Lemeshow test is used to identify or determine predictions that are poor or that may represent a lack of fit, which in turn indicates that there may be a problem with the model under consideration. Consequently, using the table 6.8 representation shown above, the chi-square represents 9.663 and the significance is 0.289, both of which must be greater than 0.5 to be considered significant for the goodness of fit tests. It is therefore easy to predict that the sig value is less than 0.5 in the current study for Logit Regression for the considered model is not a good fit (Daud, Haron, and Ibrahim, 2011).

#### 6.4 Model Fit

Overall, the results of the above Logistic analysis for the effective analysis of sponsorship recall and sponsorship recognition, in accordance with the hypotheses, were taken into consideration for the study's objectives. The overall fit of the model is being evaluated using

the Nagelkerke R square, the Likelihood ratio statistic, and the Chi-square test using the Hosmer and Lemeshow tests, among other methods. The value of the Nagelkerke R square for sponsorship recall is, whereas the value of the Nagelkerke R square for sponsorship recognition is, indicating that there is a significant degree of prognostic efficacy, particularly in the case of sponsorship recall as compared to sponsorship recognition, in both cases. On the other hand, the Chi-square through the Omnibus test of the Model coefficient indicates that sponsorship recall is highly efficient ( $p=0.00$ ), whereas sponsorship recognition is not significantly efficient ( $p>0.00$ ) in this case. According to the Hosmer and Lemeshow test, a positive and significant relationship exists, which further indicates that the considered model is a good fit in the case of sponsorship recall, where the chi-square represents 0.028 and the significance is 0.654 ( $p>0.5$ ), whereas the sponsorship recognition demonstrates that the considered model is not a good fit, where the chi-square represents 9.663 and the significance is 0.289 ( $P0.5$ ). The first null hypothesis  $H_0^1$  states that there is a statistically significant effect of gender, familiarity, attitude, and perceived fit on sponsorship recall; the second null hypothesis  $H_0^2$  states that there is a statistically no significant effect of sponsorship recognition on age, gender, familiarity, attitude, and perceived fit.

Table 6.9 illustrates two distinct dependent variables, Sponsorship Recall, and Sponsorship Recognition, as well as their measurement in conjunction with other independent variables, such as gender, age, familiarity, attitude, and perceived fit, as well as the descriptive statistics for the two dependent variables.

**Table 6.9: Dependent and Independent Variables**

Variable	Measures/ Description	Descriptive Statistics
<b>Dependent Variables:</b>		
Sponsorship Recall	Who do you think is the official team sponsor of your favorite team in the Indian Super League? '0'=No, '1'=Yes	845 No (88.02%); 115 Yes (11.98%)
Sponsorship Recognition	Which of these official sponsors with their Brand identity and category of products and services fit into the Indian Premier league?'0'=No,'1'=Yes	798 No (83.12%); 162 Yes (16.88%)
<b>Independent Variables</b>		
X1T=IPL Teams	Categorical Variables for the IPL Teams(represents 8 Different teams CSK, MI, KXIP, SRH, KKR, RR, DC & RCB	Mean=4.50; SD=2.92
X2T=Gender	Gender of the Respondents	Mean=1.51; SD=0.82
X3T=Age	Age of the Respondents	Mean=1.29; SD=0.45
X123T=Familiarity	To what extent the respondents are familiar with their Brand	Mean=3.52; SD=1.16
X123T=Attitude	To what extent the respondents are forming favorable attitude towards the Brand/s	Mean=3.71; SD=1.14
X123T=Perceived Fit	To what extent the respondents agree that the sponsor fit the	Mean=3.35; SD=1.31

## 6.5 Multiple Regression Analysis

Multiple regression analysis is generally considered to be an extension of simple linear regression, and it is primarily used when predicting the value of a specific variable based on the values of two or more variables, i.e. the dependent variable and the independent variables, to make predictions. While the variables that are used to predict the value of a dependent variable are known as independent variables, the variables that are used to predict the value of the dependent variable are known as dependent variables. It was decided that the variables relevant to this study would be constructed from a number of questions/statements from a large portion of the questionnaire that was divided into several sections. To these questionnaires, fans responded by answering various background questions that took into consideration their level of interest and knowledge regarding the Indian Premier League.



They were also asked to name the sponsors of the Indian Premier League (as part of the recall process), and as a result, they were given the option of selecting the official sponsors from the provided list as well (part of recognition). At the end of this section of the questionnaires, participants were asked a series of questions about their attitudes toward sponsorships in general, their familiarity with sponsorship brands in particular, and their perceived fit with the sponsorship brand in particular as a crucial part of the study. Fans' recall and recognition of team sponsors were determined through an analysis of the data using SPSS 21.0, which included frequencies that helped to define sponsorship recall and recognition degrees of team sponsors. Multiple regression analysis methods were used to determine the effectiveness of sponsorships in the current study, as they allowed researchers to examine the relationship or influence of one or more independent variables, such as familiarity, attitude, and perceived fit, on the dependent variables, such as sponsorship recall and recognition, to determine the effectiveness of sponsorships. Given the nature of this section of the study, two major null hypotheses had been formulated, which are further illustrated in the following section of the chapter.

### 6.6 Hypothesis Formulation:

$H_0^1$ : Familiarity, Attitude, and Perceived fit of the brand do not have any statistically significant relationship with Sponsorship Recall.

$H_0^2$ : Familiarity, Attitude, and Perceived fit of the brand do not have any statistically significant relationship with Sponsorship Recognition.

**Table 6.10: Internal Consistency among variables**

<b>Internal Consistency</b>			
<b>Constructs</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Cronbach's Alpha Value</b>
Familiarity	3.76	0.747	0.831
Attitude	3.63	0.683	0.757
Perceived Fit	3.39	0.616	0.818
Sponsorship Recall	2.98	0.299	0.710

Sponsorship Recognition	2.24	0.312	0.721
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According to the findings of this study, the internal consistency and reliability of variables are illustrated in Table 6.10. Each of the five variables had a Cronbach's Alpha value greater than .7, indicating that there is a significant amount of internal consistency and reliability in these variables. Among independent variables, the mean falls between 3.39 and 3.76 on the scale. The standard deviation of the independent variables, on the other hand, ranged between 0.616 and 0.747 for the different variables. The mean and standard deviation for the dependent variables, namely sponsorship recall and sponsorship recognition, were 2.98 and 0.299, respectively, and 2.24 and 0.312 in the case of the independent variables.

**Table 6.11: Descriptive Statistics**

Variables of Sponsorship	Mean	Std. Deviation
Sponsorship Recall	4.9906	4.99810
Familiarity	3.5294	1.17140
Attitude	3.7149	1.27576
Perceived Fit	2.9088	1.14731

\*N=960

The data in the preceding table 6.11 demonstrates that there is no such missing value. The attitude variable has the highest standard deviation and means relative to all of the independent variables considered in determining the effectiveness of sponsorship, and it also has the highest mean relative to the other variables.

**Table 6.12 Correlations**

		Sponsorship Recall	Familiarity	Attitude	Perceived Fit
Pearson Correlation	Sponsorship Recall	1.000	.089	.010	.019
	Familiarity	.089	1.000	.195	.034
	Attitude	.010	.195	1.000	.041
	Perceived Fit	.019	.034	.041	1.000
Sig. (1-tailed)	Sponsorship Recall	.	.003	.377	.282
	Familiarity	.003	.	.000	.144
	Attitude	.377	.000	.	.103
	Perceived	.282	.144	.103	.

	Fit				
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\*N=960

It is shown in the preceding table 6.12 that there is a positive relationship between the independent variables, which are familiarity, attitude, and perceived fit, and the dependent variable, which is Sponsorship recall. It is critical to determine the relationship between the various variables under consideration because this will allow us to identify the most appropriate variable or variables to use to maximize the effectiveness of the sponsorship. To give an example, the correlation between attitude and sponsorship recall was found to be significant and highest, while the association between Familiarity and the perceived fit was found to be mildly positive and weak.

**Table 6.13: Variables Entered/Removed(b)**

Model	Variables Entered	Variables Removed	Method
1	Familiarity Attitude Perceived Fit	-----	Stepwise (Criteria: Probability of F to enter ≤ 0.05 and probability of F to remove is ≥ 0.1

All requested variables were entered.

**b Dependent Variable: Sponsorship Recall**

The variables listed in the preceding table .13 were entered into the model step by step, and it was discovered that, among the other independent variables, Attitude was the best predictor, followed by Familiarity and then Perceived Fit. According to the model, no variables were left out or removed because all three of the variables considered predict the dependent variable (sponsorship recall) in the same way.

**Table 6.14: Model Summary**

	R	R <sup>2</sup>	Standard Error Estimate	Significance (F)
	0.675	0.455	0.4999	0.000
	Unstandardized Coefficients		Standardized Coefficient	
	Beta	Standard Error	B	T
Familiarity	0.486	0.107	0.314	0.522 (Sig. 0.003)

Attitude	0.551	0.93	0.433	0.467 (Sig. 0.000)
Perceived Fit	-0.147	0.055	-0.166	-1.687 (Sig. 0.93)

Table 6.14 shows the regression analysis of familiarity, attitude, and perceived fit with that of sponsorship recall, as shown in the graph. The table shows that 45.5 % (p 0.01) of the variance in sponsorship recall can be explained by the variables. People who were familiar with the company and who thought the company was good at sponsorship had a big impact on their ability to remember the company's sponsorships. They also had a lot to do with how well they recalled the company and how well they thought the company was good at being a sponsor. On the other hand, it doesn't hold true for perceived fit with a beta value of -0.147. (Sig. 0.93). The table above shows that familiarity and attitude toward sponsorship have a big impact on how well a sponsorship is recalled.

**Table 6.15: ANOVA (b)**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	201.079	3	67.026	92.697	.000(a)
	Residual	23605.836	950	24.848		
	Total	23806.915	953			

a Predictors: (Constant), Familiarity, Attitude, Perceived Fit

b Dependent Variable: Sponsorship Recall

When constructing a regression equation in the above table 6.15, it is considered best to start with a model that has a low mean square to a low error mean square F value ratio of 92.67, and a P-value of 0.000, which further demonstrates that it is statistically significant and indicates that the null hypothesis has been rejected.

**Table 6.16: Coefficients(a)**

Model		Unstandardized Coefficients		T	Sig.	VIF
		B	Std. Error			
1	(Constant)	3.97	.753	5.281	.000	
	Familiarity	.389	.141	2.764	.006	1.089

Attitude	.029	.144	.205	.008	1.007
Perceived Fit	.085	.127	-.668	.005	1.022

**a Dependent Variable: Sponsorship Recall**

As a result of the above table 6.16, the table highlights the Unstandardized Coefficients with Beta Values, significant values, and T values, all of which are highlighted. The value of the variance inflation factor (VIF) for all of the independent variables was less than 10, i.e. 1.089, 1.007, and 1.022, indicating that there is no issue with Multicollinearity. According to Kutner and Nachtsheim (2004), the predictor variables were also highly correlated, which served as the foundation for the development of the regression equation.

**Table 6.17: Descriptive Statistics**

Variables of Sponsorship	Mean	Std. Deviation
Sponsorship Recognition	4.3260	1.66752
Familiarity	4.1087	1.67828
Attitude	3.4420	1.16164
Perceived Fit	3.5820	1.25379

\*N=960

The data in the preceding table 6.17 demonstrates that there is no such missing value. Amongst all the independent variables considered to determine the sponsorship effectiveness, the familiarity variable has the highest standard deviation and also mean relatively.

**Table 6.18: Correlations**

		Sponsorshi P Recognitio n	Familiarity	Attitude	Perceived Fit
Pearson Correlation	Sponsorshi P Recognitio n	1.000	.007	.012	.020
	Familiarity	.007	1.000	.139	.047
	Attitude	.012	.139	1.000	.166
	Perceived Fit	.020	.047	.166	1.000
Sig. (1-tailed)	Sponsorshi P Recognitio n	.	.417	.356	.266
	Familiarity	.417	.	.000	.071

	Attitude	.356	.000	.	.000
	Perceived Fit	.266	.071	.000	.

\*N=960

With the dependent variable Sponsorship recognition, table 6.18 shows the relationship between the independent variables (familiarity, attitude, and perceived fit), as well as the dependent variable Sponsorship recognition. It is critical to look for correlations between the various variables under consideration because this will allow us to identify the most appropriate variable or variables to use to maximize the effectiveness of the sponsorship. To give an example, the correlation between Familiarity and sponsorship Recognition was found to be significant and highest in the case of Familiarity, while the correlation between Attitude and perceived fit was found to be relatively positive but weak in the case of Perceived fit.

**Table 6.19: Variables Entered/Removed(b)**

Model	Variables Entered	Variables Removed	Method
1	Familiarity Attitude Perceived Fit	.	Stepwise (Criteria: Probability of F to enter<=0.05 and probability of F to remove is >=0.1)

All requisite variables were entered.

**b Dependent Variable: Sponsorship Recognition**

The variables listed in the preceding table 6.19 were all entered into the model one at a time, and it was discovered that familiarity with the other independent variables was the best predictor, followed by attitude and then perceived fit. According to the stated model, none of the three considered variables predict the dependent variable (sponsorship recognition), so there was no need of adding or removing any variables.

**Table 6.20: Model Summary**

	R	R <sup>2</sup>	Standard Error Estimate	Significance (F)
	0.589	0.346	0.267	0.016
	Unstandardized Coefficients		Standardized Coefficient	
	B	Standard Error	B	T
Familiarity	0.546	0.298	0.381	0.439 (Sig. 0.000)

Attitude	0.113	0.127	0.329	0.262 (Sig. 0.002)
Perceived Fit	0.609	0.370	0.166	0.524 (Sig. 0.004)

Table 6.20 shows the results of a regression analysis of familiarity, attitude, and perceived fit when it comes to sponsorship recognition, as shown in the graph. 34.6 % (p 0.01) of the variance in sponsorship recognition comes from the independent variables, which are shown in the table. According to the findings, familiarity and how people felt about sponsorship both had an impact on sponsorship recognition in the study. Beta values of 0.546 and 0.609 were both found to be statistically significant in the study, which looked at sponsorship recognition. Contrary to what you might think, the beta value isn't very high (0.113) when it comes to perceived fit (Sig. 0.002). As a result of the findings in the table above, it can be said that familiarity with and how people think sponsorship fits in, can have a big impact on how people feel about sponsorship recognition.

**Table 6.21: ANOVA (b)**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1.400	3	.467	41.533	.006(a)
	Residual	2656.882	953	2.788		
	Total	2658.282	956			

**a Predictors: (Constant), Perceived Fit, Familiarity, Attitude**

**b Dependent Variable: Sponsorship Recognition**

Since the mean square F value ratio is equal to 41.533, while the P-value of model 1 is greater than 0.000, the model in table 6.21 is considered to be the most appropriate model for the construction of the regression equation. As a result, the null hypothesis is accepted, and the ratio of the mean square to the error mean square F value ratio is equal to 41.533.

**Table 6.22: Coefficients(a)**

Model		Unstandardized Coefficients		T	Sig.	VIF
		B	Std. Error	Lower Bound	Upper Bound	
1	(Constant)	4.169	.245	17.041	.000	
	Familiarity	.007	.033	.201	.841	1.025

Attitude	.011	.048	.235	.814	1.052
Perceived Fit	.026	.044	.584	.559	1.034

**a Dependent Variable: Sponsorship Recognition**

Unstandardized Coefficients with Beta values, significant values, and T are highlighted in table 6.22, in accordance with the previously stated model 1. In this study, the variance inflation factor (VIF) values for all of the independent variables were statistically less than 10, i.e. 1.02, 1.052, and 1.034, which indicates that there is no issue of Multicollinearity (Kutner and Nachtsheim, 2004). As a result, the predictor variables were not highly correlated, and thus the regression equation could be constructed based on this finding.

## 6.7 Model Fit

According to the data in table 6.14, the independent variables account for 45.5 % (p 0.01) of the variance in sponsorship recall. Furthermore, familiarity, with a beta value of 0.486 (Sig. 0.003), and attitude toward sponsorship, with a beta value of 0.551 (Sig. 0.000), both had a substantial impact on sponsorship recall and recognition in the study. It is also false in the case of perceived fit, which has a beta value of -0.147, as previously indicated (Sig. 0.93). When compared to perceived fit, the findings in the preceding table show that familiarity with and attitude toward sponsorship have a considerable impact on sponsorship recognition. On the other hand, as indicated in Table 6.20 displays the findings of a regression analysis of familiarity, attitude, and perceived fit when it comes to sponsorship recognition. The independent variables, which are listed in the table, account for 34.6 % (p 0.01) of the variance in sponsorship recognition. According to the findings, sponsorship awareness was influenced by both familiarity and how respondents felt about sponsorship in the study. The study, which focused on sponsorship recognition, revealed that beta values of 0.546 and 0.609 were both statistically significant. When it comes to perceived fit, the beta number isn't as high as one may assume (0.113). (Sig. 0.002). As a result of the findings in the multiple tables above, it can be concluded that people's familiarity with sponsorship and their perceptions of how sponsorship fits into their lives can have a significant impact on how they feel about sponsorship recognition.



## **6.8 Sponsorship Effectiveness using Data Envelopment Analysis**

Using components such as commercial, athletics, and social output, as well as the income generated by the players and their coaches, Haas, Kocher, and Sutter (2004) examined the efficiency of football teams in the German Bundesliga, taking into consideration the inputs of players and coaches. The performance of the different clubs involved in the English Premier League was investigated by Barros and Leach (2006) in a similar study to assess the performance of the different clubs involved in the English Premier League, which also represents financial variables and sport. Also in 2004, the efficiency of the first division Spanish football teams was measured by Espita-Escuer and Garcia-Cebrian using inputs such as the potential of the players, offensive attacks, headers, and minutes of possession in addition to other metrics. They have also conducted an analysis of total factor productivity for the evolution of the teams by employing the DEA-Malmquist model (Espita-Escuer and Garcia-Cebrian, 2008). For their part, Douvis and Baron (2008) have emphasized the importance of employing an analogous setting for the football teams belonging to Portugal and Greece to be ranked, as well as the use of similar contexts to explain standard managerial policies. Based on the performance of 25 different European football clubs, a two-stage bootstrap DEA application was used to generate the results. Halkos and Tzeremes (2013) examined the consequences of varying debt levels and asset values. It was only because of a study conducted by Tiedemann, Francksen, and Latacz Lohmann (2011) that sports enthusiast researchers were able to rank the players in various sports, particularly football, according to their abilities. It also determines the relationship between a player's efficiency and his or her position in the League's concurrent rankings. Furthermore, the players are divided into three categories: forwards, midfielders, and defenders, each representing a different technology of production and, as a result, utilizing the meta-frontier model of classification. Following the above-mentioned literature, it is clear that the production function-based DEA tool has unquestionably maintained its position as one of the most advantageous tools for researchers in their quest to determine the efficiencies of teams and players across various formats. It has aided the team and other management in actively monitoring the performances of their players and teams, as well as in making appropriate decisions from time to time for the betterment of their respective organizations.

For this study, the emphasis was on determining the relative effectiveness of title and team sponsorships of respective teams in the Indian Premier League (IPL), as well as other sponsorships-related project physiognomies to present the data. The findings were also

analyzed using Data Envelopment Analysis (DEA). Furthermore, such a method could be used to compare the effectiveness of sponsorship across different sports setups, particularly in the professional sports arena. An application of Data Envelopment Analysis was performed on a sample of Indian Premier League sponsorships in the years 2018, 2019, and 2020 to determine the relative performance of each sponsorship based on the output to input ratio. Specifically, the investments made by different sponsors, primarily the IPL team sponsors, throughout three seasons (2018, 2019, and 2020), serve as the input variables for this research. The exhaustive data has been gathered from secondary sources such as yearly articles published on the IPL, particularly by Duff and Phelps, BARC, KPMG report, and daily sportskeeda articles on the IPL, among other sources. Because a couple of IPL teams that were previously banned, namely Rajasthan Royals and Chennai Super Kings, returned to the IPL during the 2018 season, a larger portion of sponsorship investments was made by multiple sponsors. The output variables considered in this study, on the other hand, are primarily measured concerning the sponsorship, which is further explained below:

**Sponsorship Familiarity:** The respondents are asked if they are familiar with the brand that sponsors a specific IPL team or teams, and the total number of respondents who answer yes or no is recorded in the appropriate column.

**Attitude towards the Sponsorship:** The respondents are being asked a question about their specific attitude toward certain IPL sponsorship brands, and their responses are recorded on a 5-point scale based on their responses to this question. On a Likert scale, 1 represents Strongly Disagree and 5 represents Strongly Agree, the opposite of 1.

**Perceived Fit:** When asked whether a specific brand that sponsors the IPL and its various teams originally qualifies as a sponsor of the IPL, respondents must answer affirmatively. According to a 5-point Likert scale, where Strongly Disagree represents 1 and Strongly Agree represents 5, the responses are recorded.

**Table 6.23: IPL team sponsors data for the year 2018, 2019 & 2020**

<b>Teams</b>	<b>Sponsor s in 2018</b>	<b>Spon sors in 2019</b>	<b>Spo nsor s in 2020</b>	<b>Spon sors Cate gory</b>	<b>Input (2018 in Cror es)</b>	<b>Input (2019 in Cror es)</b>	<b>Input (2020 in Cror es)</b>	<b>Outp ut 1: Famili arity</b>	<b>Outpu t 2: Attitu de towar ds the sponso rships</b>	<b>Outp ut 3: Perc eived Fit</b>
<b>MumM Mumbai Indians</b>	Sam sung & Goib obo	Sams ung & Color s Viac om 18	Sam sung	Mobil e Phone s, Trave l	46.35	76.00	25.00	---	---	---
<b>Delhi Capitals</b>	Daik in	Daiki n, Apoll o steel tubes	Daik in, Ebix Cash , and lotus herb als	Electr onics, and Steel Produ cts	45.40	17.80	60.00	---	---	---
<b>Chennai Super Kings</b>	Mut hoot Grou p	Muth oot Grou p and India Cem	Noki a	Gold Loan and Ceme nt	40.5	52.00	16.00	---	---	---

Teams	Sponsors in 2018	Sponsors in 2019	Sponsors in 2020	Sponsors Category	Input (2018 in Crores)	Input (2019 in Crores)	Input (2020 in Crores)	Output 1: Familiarity	Output 2: Attitude towards the sponsorships	Output 3: Perceived Fit
		ents								
<b>Kolkata Knight Riders</b>	Nokia	Nokia & Reliance Jio Digital	Byju's	Mobile and Networks	5.90	91.50	30.00	---	---	---
<b>Kings XI Punjab</b>	Kent Mineral Rovers Purifiers	Aaj Tak & Bageshree Infra Pvt Ltd.	Ebix Cash	Media, Household, and Infra	67.40	32.50	25.00	---	---	---
<b>Rajasthan Royals</b>	JK Lakshmi Cement	JK Cements & Surya LED	World Expo	Cement and Electronics	65.85	13.80	25.00	---	---	---

Teams	Sponsors in 2018	Sponsors in 2019	Sponsors in 2020	Sponsors Category	Input (2018 in Crores)	Input (2019 in Crores)	Input (2020 in Crores)	Output 1: Familiarity	Output 2: Attitude towards the sponsorships	Output 3: Perceived Fit
Sunrisers Hyderabad	Red FM 93.5	Coolwinks and Red FM	JK Lakshmi Cement Ltd	Online Eyeglass and Radio	58.30	44.00	25.00	---	---	---
Royal Challengers Bangalore	EROS, JIO, and 5 others	Wrogn and Cookie Cake	Muthoot Blue	Apparel, Digital media, and Hospitality	48.85	16.35	25.00	---	---	---

**Table 6.24: Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
<b>Familiarity</b>	960	1.00	5.00	4.1096	1.67765
<b>Attitude</b>	960	1.00	5.00	3.7146	1.14797
<b>Perceived Fit</b>	960	1.00	5.00	3.5792	1.25314

As shown in table 6.24, the mean and standard deviation of the independent variables are higher and better in Familiarity, followed by Attitude and then Perceived Fit, with mean and

standard deviations of 4.10 and 1.67, 3.71 and 1.14, 3.57 and 1.2 and 3.57 and 1.2, respectively.

**Table 6.25: DEA Efficiency of IPL Teams**

<b>DMU No.</b>	<b>DMU Name</b>	<b>Input Oriented VRS Efficiency</b>	<b>Sum of Lambdas</b>	<b>Returns to Scale (RTS)</b>	<b>Optimal Lambdas with Benchmarks</b>
1	Mumbai Indians	0.73462	0.717	Increasing	0.283
2	Delhi Capitals	1	1	Constant	1
3	Chennai Super Kings	0.7405	0.639	Increasing	0.361
4	Kolkata Knight Riders	0.62155	0.767	Increasing	0.233
5	Kings XI Punjab	0.39602	0.576	Increasing	0.424
6	Rajasthan Royals	0.35731	0.516	Increasing	0.484
7	Sunrisers Hyderabad	0.4912	0.614	Increasing	0.386
8	Royal Challengers Bangalore	1	1	Constant	1

Table 6.25 depicts the results of a Data Envelopment Analysis of the eight different IPL teams with multiple sponsors, as well as the amount of money that each team has invested over three different years, namely 2018, 2019, and 2020. The Return to scale is being used to evaluate the effectiveness of the IPL team/s sponsorship because it is critical for the management of each team's sponsors in terms of the return on their investment, i.e. whether sponsorships in any season help in increasing the business credibility while also improving the public image and, most importantly, building the brand reputation or prestige, is being evaluated. While professional sports platforms such as the Indian Premier League (IPL) are strategically used by brands to reach their targeted customers, it is extremely important to consider those perspectives that could always help the brand and organization to grow in the future. It can be seen in the DEA table 6.25 that the return to scale is increasing in the case of six different IPL teams, namely Chennai Super Kings, Sunrisers Hyderabad, Kolkata Knight Riders, Rajasthan Royals, Kings XI Punjab, and Mumbai Indians, as shown in the following graph. Alternatively, in the cases of Delhi Capitals and Royal Challengers Bangalore, the Input oriented VRS efficiency is the highest and constant with 100%, and also significant and

increasing, whereas in the case of Chennai Super Kings, the Input oriented VRS efficiency is the highest, significant, and increasing, with 74% followed by Mumbai Indians with 73%, and Kolkata Knight Riders with 62%. A similar pattern is observed when comparing the sum of Lambdas and VRS Efficiency; it remains significant and highest in the case of the Kolkata Knight Riders with 76%, followed by the Mumbai Indians and Chennai Super Kings, with 71% and 63% respectively. In the final section of the Optimal Lambdas with benchmarks, the highest score was achieved by Delhi Capitals and Royal Challengers Bangalore with 100%, and the lowest score was in case of Rajasthan Royals, Kings XI Punjab, and Sunrisers Hyderabad with 48%, 42%, and 38% respectively. The fact that six different teams out of a total of eight teams have improved overall efficiency when measured against benchmarks and when measured against the investments made by the sponsors could be interpreted as a positive indicator of returns to scale, which further could be interpreted as a positive indicator of increased efficiency. The Delhi Capitals and Royal Challengers Bangalore have proven to be significant across all seasons, but particularly in 2018, 2019, and 2020, according to the statistics. It continues to be significant across all IPL teams, even though other teams such as the Mumbai Indians and Chennai Super Kings have maintained consistency in their performances and have a significantly larger and more enthusiastic fan base.

**Table 6.26: Efficient Input Target to Efficient Output Target**

		<b>Efficient Input Target</b>	<b>Efficient Output Target</b>		
<b>DMU No.</b>	<b>DMU Name</b>	<b>Input</b>	<b>Familiarity (Optimal Lambdas with Benchmarks)</b>	<b>Attitude (Optimal Lambdas with Benchmarks)</b>	<b>Perceived Fit (Optimal Lambdas with Benchmarks)</b>
1	Mumbai Indians	0.936	---	---	---

2	Delhi Capitals	1.000	Delhi Capitals (1.000)	---	---
3	Chennai Super Kings	1.000	---	Chennai Super Kings (0.795)	---
4	Kolkata Knight Riders	0.765	---	---	---
5	Kings XI Punjab	0.615	---	---	---
6	Rajasthan Royals	0.630	---	---	---
7	Sunrisers Hyderabad	0.711	---	---	---
8	Royal Challengers Bangalore	1.000	---	---	Royal Challengers Bangalore (0.425)

Table 6.26 depicts the Data Envelopment Analysis, which consists of the efficient input target to the efficient output target of the eight different IPL teams with different sponsors, as well as their respective investments made over three different years, namely 2018, 2019, and 2020, respectively. The table demonstrates that relative optimal lambdas with benchmarks 'Familiarity' are higher and more efficient in the cases of the Delhi Capitals with an efficiency value of 100% according to the results. As compared to this, the attitude with relative optimal



lambdas with benchmarks 'Attitude' was statistically significant in the case of a team named Chennai Super Kings, whose efficiency value of 79.5%. In the case of Royal Challengers Bangalore, the relative optimal lambdas with benchmarks for 'Perceived Fit' was statistically significant with an efficiency value of 42.5%. It is clear from this that only three teams out of a total of eight, namely the Chennai Super Kings, the Royal Challengers Bangalore, and the Delhi Capitals, have been particularly successful with their sponsorship efficiencies throughout three seasons, specifically in 2018, 2019, and 2020 seasons.

## **Chapter 7:**

### **FINDINGS, IMPLICATIONS, AND CONCLUSIONS**

This study was conducted or planned to find out about Fans' Motivation, Social Media Engagement, and Sponsorship Effectiveness in the Indian Premier League. First and foremost, the study aimed to establish the efficiency of sponsoring teams during matches in the Indian Premier League to determine whether or not the brands might genuinely earn higher returns on their investments. After performing a thorough assessment of the literature, all of the objectives that were evaluated for this study were selected for consideration. However, no significant study has been found in which similar objectives were measured by professional sports setups in India, specifically the Indian Premier League, even though previous studies have looked into the various objectives considered by professional sports setups all over the world.

#### **7.1 Major Findings**

Although there have been numerous factors that have influenced people to become involved with the Indian Premier League, it is crucial to examine the most prominent and recent factors in light of current circumstances. It was discovered that such motivation to associate with IPL was influenced by six different factors, which are listed in the following section. This can be determined by looking at the most fundamental measurement of engagement: user involvement. For example, in the case of social media sites such as Facebook, Instagram, Twitter, and YouTube, frequent visits by a large number of social media users can be identified as a good indicator of fan engagement. According to various studies, the effectiveness of sponsorship in professional sports organizations around the world has been tested and validated in different ways by a large number of researchers, and it is expected to be measured in a variety of ways in the future as well. Therefore, it is always necessary for sports marketers to gain access to and engage in those activities that would be necessary for them to strategize and respond to the intense competition that exists in the marketplace today. The following are the specific findings, presented in detail according to the considered objectives.

##### **7.1.1 Factors motivating people to associate with the Indian Premier League**

The Indian Premier League has established itself as the most dominant and most-watched league in the country of India as a result of the high number of viewers and followers.

Importance of identifying and comprehending the numerous elements that motivate fans and followers of the Indian Premier League is therefore crucial for marketers. However, despite the fact that there is an infinite number of factors that can vary over time, a total of 32 items were evaluated in this study, and furthermore, with the acceptability extractions, it has been separated into 6 diverse and broad components. People from all around the country are drawn to the Indian Premier League for a variety of reasons, as shown below:

- I. Need for Perseverance: The first and the foremost factor consists of the items which are related to the volume of fan following which is further having a substantial amount of social media presence alongside efficient endorsement from a brand of high repute, this in large contributes to the endurance and persistence towards a team/s.
- II. Need for Veracity: The second factor takes into consideration a wide range of items, including team/s with consistent performance across seasons, as well as having an image associated with fair play based on ethics, having the best combination of Indian and Overseas Players, among others. Furthermore, this factor associates the item with a sports team whose members are well-regarded in the sporting community, and as a result, it aids in the preservation of the item's authenticity and dependability within the team or teams.
- III. Need for Manifestation: The third factor is primarily concerned with a sports team whose players' playing techniques one finds appealing, as well as with a sports team that is well-known for its commitment to charitable causes and community service. The organization also supports the products and services that are associated with a sports team that has received superior recognition among sports fans when compared to others. It also supports sports teams that are known for meticulous planning and execution, which ultimately contributes to the proper expression and exhibition.
- IV. Altruistic Need: The fourth factor includes items that are associated with a sports team as a result of the philanthropic activities undertaken by the team's management or members, as well as players on the team who come from disadvantaged backgrounds. In addition, their players are well-known for their punctuality, and, most importantly, it is sponsored by their favorite company, which all contribute to the development of self-sacrificing and humane characteristics in the players.

- V. **Need for Recognition:** Fifth, items that are associated with a sports team that is popular among its players, i.e. with more star players, as well as sports teams that are sponsored by international brands, are included in this category. Furthermore, this factor favors items where sports teams consistently update their social media pages with team-related/player-related information, as well as items where the more number of players who have ever taken on the role of captain, along with the good number of players who originate from my home state. This, in turn, fosters a sense of gratitude and appreciation among the team's players.
  
- VI. **Need for Adeptness:** The sixth and last factor includes the items where the sports team has more old (renowned) players alongside having a sports team having more new and young players that cater to the effectiveness of the solid and renowned team.

### **7.1.2 Fans' engagement towards the Indian Premier League using the Select social media platforms**

A lot has changed for marketers in the twenty-first century. Not only did the traditional approach to promotions remain a part of their day-to-day activities, but digital channels were revolutionized from the outset to ensure that they could channelize products and services in the most effective way possible. The study's findings had made it abundantly evident that:

- I. In the case of Facebook, out of the eight Indian Premier League (IPL) clubs analyzed for this comparison, Kolkata Knight Riders had the greatest fan following and consistently remained on the top spot throughout the 2018-2020 seasons on Facebook with 14.4 million, 14.87 million and 15.78 million respectively. Chennai Super Kings have a fan base of 11.6 million in 2018 which has risen to 12.39 million greatly in 2019 and increased at a somewhat lesser rate to 12.85 in 2020. Mumbai Indians had the country's third-largest fan following in the year 2018 and 2019 with 11.87 and 12.26 but considerably rose in the year 2020 with 13.18 million after winning the 2019 season.
  
- II. In the case of Twitter, Chennai Super Kings had maintained a steady being on the top of the table in terms of numbers of followers on the Twitter platform with 5.55 million fans in 2018, and 6.16 million followers in 2019, and it has greatly climbed to 7 million in 2020. Mumbai Indians remained in the second rank throughout from 2018 to 2020 in terms of the number of followers with 5.12 million in the year 2018, 5.68

million in 2019, and 6.31 million in 2020. While Chennai Super Kings remained constantly on the third rank followed by Kolkata Knight Riders with 4.2 million followers followed by 4.97 million followers in 2019 and 5.01 million followers in 2020.

- III. In respect of Instagram, Chennai Super Kings were at the top with 5.4 million Instagram followers in the year 2018 followed by 6.20 million followers in the year 2019, which was greatly enhanced to 7.5 million followers in the year 2020. Considering the second-highest number of followers on Instagram, Royal Challengers Bangalore were having 4.9 million followers in the year 2018 followed by Mumbai Indians with 5.9 million followers in the year 2019 and 7.1 million in the year 2020. While considering third place, Mumbai Indians were having 3.5 million followers in the year 2018 followed by Royal Challengers Bangalore with 5.8 million followers and 6.7 million followers in the year 2019 and 2020 respectively.
- IV. In terms of followers (subscribers) on YouTube, Mumbai Indians had the most number of fans (subscribers) with 1.09 million in the year 2018 followed by Chennai Super Kings with 1.01 million followers (subscribers), and Kolkata Knight Riders had the third-highest number of followers (subscribers) with 747 K followers. In the year 2019, Chennai Super Kings' followers (subscribers) climbed by a large amount, reaching 1.66 million. This was followed by a considerable gain in the followers (subscribers) of Royal Challengers Bangalore, reaching 1.51 million, while the Mumbai Indians, with followers (subscribers) of 1.18 million, took the third position. In the year 2020 Royal Challengers Bangalore had the greatest fan following (subscribers) with 2.56 million followed by the Chennai Super kings with 1.79 million and the Mumbai Indians with 1.27 million.
- V. Chennai Super Kings, Mumbai Indians, and Kolkata Knight Riders were discovered to have the biggest number of fans/followers that were continuously followed or loved across three different IPL seasons. This was found by looking at the amount of fans/followers for eight different IPL teams throughout three different seasons 2018, 2019, and 2020 and taking into consideration four distinct social media platforms under examination i.e. Facebook, Twitter, Instagram, and Youtube.
- VI. The social media impact factor in the case of Facebook for 2018 was the greatest in the case of RCB, with an impact factor of 1.92, followed by the impact factor of KXIP, with 1.84, and the impact factor of Rajasthan Royals with 1.83. While comparing the data for the year 2019, the social media impact factor of Facebook

illustrates that all the teams have significantly improved on almost all factors or activities. The lowest ranking teams in the previous year leads the impact factor of 9.01, 8.04, and 7.87 in the case of SRH, DD, and KXIP teams respectively whereas it could be seen that the teams such as RR, RCB, and MI are on the bottom of the table with 3.97, 5.61 and 5.64 respectively. While considering the social media impact factor for the year 2020, DD could be seen still on the top of the chart with an impact factor of 8.04, followed by SRH substantially pulled up to an impact factor of 7.88 and KXIP remained in the third spot with 6.85, whereas if we go by the lower impact factor, RR remains on the bottom with an impact factor of 3.64, followed by CSK with 4.84 and MI with 4.89.

VII. In 2018, the Twitter impact factor remained high in the cases of CSK, KKR, and RCB, with 0.0080, 0.0071, and 0.0041, respectively, while it remained low in the cases of RR, DD, and MI, with 0.0010, 0.0016, and 0.0025, respectively. When comparing the year 2019, it is interpreted that the teams RR, CSK, and KKR with an impact factor of 0.61, 0.0073, and 0.0067 respectively remained significantly higher, whereas teams DD, MI, and SRH were significantly lower in the Twitter impact factor with values of 0.0015, 0.0024, and 0.0022 respectively. In the year 2020, the team that remained on top in terms of Twitter impact factors were CSK with 0.0061, KKR with 0.0054, and RCB with 0.0018.

VIII. Instagram in the year 2018 appears to be very unique and compelling as SRH remains at the top spot when it comes to the social media impact factor with 8.27 followed by MI with the impact factor of 5.90 and KXIP remained in the third spot with an impact factor of 5.66. However, the least performers in the same category RCB followed by CSK and KKR remained at the bottom with an impact factor of 1.36, 2.51, and 2.85 respectively. Analyzing the year 2019, the social media impact factor for SRH again remained highest with 9.96 as against the other teams of the Indian Premier League which are tailed by MI with an impact factor of 8.02, and KXIP with an impact factor of 4.87. On the other hand, it could be seen that again three teams i.e. RCB, CSK, and KKR in the year 2019 show low performance in terms of engagement on the Instagram platform with an impact factor of 1.32, 2.27, and 2.88 respectively. While, in the year 2020, it could be seen that the social media impact factor has completely transformed and there were some low-performing teams in terms of Instagram engagement had shown a considerable upward shifting trend where MI now remained top with a social media impact factor of 7.79, followed by KXIP with an impact factor

of 5.29 and RR remained on the third spot with an impact factor of 3.99 whereas the lowest Instagram impact factor for the same year was SRH with 1.03, followed by RCB with 1.24 and lastly CSK with an impact factor of 1.95.

- IX. From the findings of the year 2018, it could be construed that YouTube remained the significant platform for RCB followed by CSK and then most importantly by SRH with an impact factor of 7.41, 5.90, and 5.77 respectively, while on the other side the lowest impact factor for the year 2018 lies with KKR with 1.03, followed by KXIP with 2.98 and lastly DD with 3.03. Considering the year 2019, it could be seen that CSK tops the chart with an impact factor of 6.07 followed by RCB with an impact factor of 5.20 and SRH remained in the third spot with an impact factor of 4.85 whereas KKR again with KXIP and DD remained in the lower spots with an impact factor of 1.11, 2.02 and 2.46 respectively. When it come/s to the year 2020, YouTube has seen a drastic shift where the lowest performed teams in terms of YouTube impact factor in the previous year remained on the top spot with 8.36, followed by RCB with an impact factor of 6.17, while CSK remained on the third spot with an impact factor of 4.92 while considering the low engagement factors with low social media impact factor in the year 2020, KXIP followed by DD and RR remained on the bottom three spots with 1.73, 1.82 and 2.56 respectively.

### **7.1.3 Sponsorship Effectiveness in the Indian Premier League**

As a fundamental and stimulating approach in the field of the marketing mix, sponsorship in sports has now evolved into a creative and strategic setting that allows businesses to connect with their distinctive customers in the most creative and strategic ways possible, according to the latest research. The findings of the study have been illustrated as above:

1. The sponsorship recall and recognition is first measured with the help of the logistics regression to find out its effectiveness.
  - I. Firstly in case of sponsorship recall, The Chi-Square statistic is tested with its significant level in the Omnibus Tests of Model Coefficients, which further represents that the Chi-Square value of Step Block and model is 94.592, which is similar to blocking or stepwise logistics regression, which was not employed in this work. It also has a degree of freedom of 15 and a significant value of 0.00, which indicates the chance of obtaining the chi-square statistic (94.592) if the independent variables are not combined with the dependent variables. As the p-value is smaller than 0.00, we

can conclude that the model is statistically significant (Daud, Haron, and Ibrahim, 2011).

- II. The Model summary with the Likelihood value shows that the Nagelkerke R Square is an improved variant of the Cox and Snell R Square, in which the scale of the statistics is adjusted to shield the entire range from 0 to 1. The Cox & Snell R Square, on the other hand, is based on the model's log-likelihood concerning the baseline model's log-likelihood and has a value of 0.095. The current study's -2 Likelihood is 590.693, while the Logit Regression's Nagelkerke R Square value is 0.185, showing that the study's predictor factors, which account for 18.5 % of the total, might well explain the correctness of elements determining Sponsorship recall. As a result, in comparison to the objectives, the Nagelkerke R square for the considered study is rather large (Daud, Haron, and Ibrahim, 2011).
- III. The Hosmer and Lemeshow test is used to detect or determine predictions that are either poor or demonstrate a lack of fit, both of which indicate that the considered model may have a problem. In the case of the sponsorship recall, the chi-square is 0.028, and the significance is 0.654, which must be greater than 0.5 for the goodness of fit testing. As a result, it is easy to forecast that the current study's sig value for Logit Regression for the considered model is a good fit (Daud, Haron, and Ibrahim, 2011).
- IV. In the case of sponsorship recognition, the Omnibus Tests of Model Coefficients, which test the chi-square statistic with its significance level and also shows that the Chi-Square value of Step Block and model is 21.012, which is similar to blocking or stepwise logistics regression, were not used in this study. It also has a degree of freedom of 15 and a significant value of 0.136, which indicates the chance of obtaining the chi-square statistic (21.012) if the independent factors are analyzed combined with the dependent variables. Because the p-value is greater than 0.00, we can conclude that the model is not statistically significant. Daud, Haron, and Ibrahim (2011).
- V. In the analysis of the sponsorship recognition, the Model summary with the Likelihood value shows that the Nagelkerke R Square is an improved variant of the Cox and Snell R Square, in which the scale of the statistics is adjusted to shield the entire range from 0 to 1. The Cox & Snell R Square, on the other hand, displays a value of 0.022, which is based on the model's log-likelihood in comparison to the baseline model's log-likelihood. The current study's -2 Likelihood is 839.660, while



the Nagelkerke R Square value of the Logit Regression is 0.037, further demonstrating the correctness of factors impacting Sponsorship recognition could be well explained by the study's predictor variables, which account for 3.70 %. As a result, the Nagelkerke R square for the considered study is relatively large in comparison to the objectives (Daud, Haron, and Ibrahim, 2011).

- VI. In the case of sponsorship recognition, the chi-square is 9.663 and the significance is 0.289, both of which must be greater than 0.5 for the goodness of fit testing. As a result, it is easy to predict that the sig value for Logit Regression in the current study is less than 0.5, indicating that the model is not a good fit (Daud, Haron, and Ibrahim, 2011).
- VII. As a result, the first null hypothesis  $H_0^1$  states that Gender, Familiarity, Attitude, and Perceived Fit all have a significant effect on Sponsorship Recall, whereas  $H_0^2$  states that Sponsorship Recognition has no statistically significant effect on Age, Gender, Familiarity, Attitude, or Perceived Fit.
- VIII. In the second part of the current study, multiple regression analysis methods were used to determine the effectiveness of sponsorships because it allowed researchers to examine the relationship or influence of one or more independent variables, such as familiarity, attitude, and perceived fit, on the dependent variables, sponsorship recall, and recognition. As a result of the nature of this phase of the investigation, two significant null hypotheses were developed.
- IX. The internal consistency and reliability among variables are important in the context of the current study. All five variables had Cronbach's Alpha values of more than 7, indicating that they have a high level of internal consistency and reliability. The mean of independent variables varies between 3.39 and 3.76. The range for standard deviation among independent variables, on the other hand, was 0.616-0.747. The dependent variables, sponsorship recall, and recognition, had mean and standard deviations of 2.98, 0.299, and 2.24, 0.312, respectively.
- X. It can be seen that among the many factors, the correlation was determined to be substantial and highest in the case of attitude and sponsorship recall, but the association between Familiarity and Perceived fit is somewhat positive but weak.
- XI. Familiarity, Attitude, and Perceived Fit were analyzed concerning the sponsorship recall. It was found that the independent factors may explain 45.5 % ( $p < 0.01$ ) of the variance in sponsorship recall. Further findings show that familiarity, with a beta value of 0.486 (Sig. 0.003), and sponsorship attitude, with a beta value of 0.551 (Sig.

0.000), both had a substantial impact on sponsorship recall and recognition. It is untrue, however, in the instance of perceived fit, which has a beta value of -0.147. (Sig. 0.93). As a result of the preceding table, Familiarity and Attitude toward sponsorship have a considerable impact on sponsorship recall when compared to Perceived Fit.

- XII. It's critical to check for correlations between the many factors under consideration, as this will aid us in determining the best variable(s) to use for determining the sponsorship effectiveness. It can be seen that among the many factors, the correlation was determined to be strong and highest in the case of Familiarity and sponsorship Recognition, as well as significant in the case of Attitude, while the association is moderately positive but weak in the case of Perceived fit.
- XIII. Familiarity, Attitude, and Perceived Fit were analyzed in relation to sponsorship recognition. As a result, it indicates that the independent factors explain 34.6 % (p 0.01) of the variance in sponsorship recall. Further findings show that Familiarity had a substantial impact on sponsorship recognition, with a beta value of 0.546 (Sig. 0.000) and Perceived Fit towards sponsorship having a beta value of 0.609 (Sig. 0.004). On the other hand, it is untrue in the situation of perceived fit, where the beta value is lower and has less impact (0.113). (Sig. 0.002). As a result of the table's findings, it can be concluded that familiarity and perceived fit with sponsorship have a substantial impact on attitudes toward sponsorship recognition.
- XIV. To present the data and analyze the inferences derived from the Data Envelopment Analysis, the final section of the present study prioritized testing the relative effectiveness of title and team sponsorships of the respective IPL teams, as well as other sponsorship-related project physiognomies.
- XV. IPL teams including Chennai Super Kings, Sunrisers Hyderabad, Kolkata Knight Riders, Rajasthan Royals, Kings XI Punjab, and Mumbai Indians have been increasing in the return to scale.
- XVI. The Input oriented VRS efficiency of Delhi Capitals and Royal Challengers Bangalore is highest amongst all the other IPL teams. The Input oriented VRS efficiency of Chennai Super Kings is significant and increasing at 74%, followed by Mumbai Indians at 73%, and Kolkata Knight Riders at 62%.
- XVII. In comparison to VRS Efficiency, the sum of Lambdas is found to be distinguished; it remains significant and highest in the case of Kolkata Knight Riders with 76%,

followed by Mumbai Indians and Chennai Super Kings with 71% and 63%, respectively.

- XVIII. Delhi Capitals and Royal Challengers Bangalore had the highest Optimal Lambdas with benchmarks and were followed by Rajasthan Royals, Kings XI Punjab, and Sunrisers Hyderabad with 48%, 42%, and 38%, respectively.
- XIX. Efficient Input Target to Efficient Output Target table 6.26 reveals that in the case of Delhi Capitals, the relative optimum lambda with benchmarks 'Familiarity' turns out to be higher and more efficient, with an efficiency of 100%.
- XX. While the attitude with relative optimal lambdas with benchmarks 'Attitude' was only relevant in the instance of a team called Chennai Super Kings, which had an efficiency value of 79.5%.
- XXI. Finally, in the case of Royal Challengers Bangalore, relative optimal lambdas with benchmarks for 'Perceived Fit' remain significant, with an efficiency value of 42.5%.
- XXII. This shows that just three teams out of a total of eight, namely Chennai Super Kings, Royal Challengers Bangalore, and Delhi Capitals, were noteworthy with their sponsorship efficiency over three seasons, specifically 2018, 2019, and 2020.

## **7.2 IMPLICATIONS AND KEY RECOMMENDATIONS**

The findings of this study have a significant number of implications for how we think about sports leagues and how team managers, marketers, brand influencers, academics, and practitioners analyze and evaluate relevant aspects of professional sports. The importance of identifying and comprehending the numerous factors that motivate fans and followers of the Indian Premier League is crucial for marketers. However, despite the fact that there might be an infinite number of variables that vary over time, fans are always willing to communicate with the team/s they are supporting and the aspects which help to retain their trust and devotion. According to the findings, Element 1 (-Need for Perseverance!) is the most relevant and useful factor, since this requirement may help sports marketers strategize more effectively from a future-oriented marketing perspective. This would also help the marketers of different fields or sectors to strategize or plan different activities to boost their business brand equity, particularly in India, by highlighting all of the key events that take place during the year.

The social media impact factor (SMIF) is a powerful yet simple metric that helps businesses to assess internal social media activity, develop industry averages, and keep a check on competitors. Market researchers and marketing managers can use the model described in this study to assess and compare the degree of social media impact factor (SMIF) for individual platforms as well as said different social media platforms. It might serve as the foundation for performance studies and as a tool for optimizing the quantity and frequency of actions on various social media platforms. If there is a need or interest to evaluate each social media network separately or add other social media platforms in the model besides Facebook, YouTube, Instagram, and Twitter, it is straightforward to do so using the same approach as in this study. The social media impact factor also improves the general comparability of quantitative studies on social media use. The findings of the study also indicate that fan engagement on social media platforms is increasing as a result of the popularity of sports, team preferences, and the presence of favorable players on those sites. In addition to simply watching sports, fans and spectators are also increasingly interested in receiving newscasts, analyses, and other related insights directly from the source of information. On one hand, Practitioners will find this model useful in their research into the world of social media since it gives a straightforward, clear, and consistent framework for comparing social media use across brands, firms, markets, and industries. Marketers, on the other hand, can use it to determine where to increase or decrease different social media activities from time to time. It also helps businesses in determining whether to allocate or transfer people and financial resources, increasing the likelihood of success in the online world. Concerning each of the four main social media platforms considered in the study, each platform is more significant than the others depending on its involvement in the various activities regulated or handled by its influencers or social media handlers. But as per the current study, it has been determined that Twitter is relatively more significant as compared to other social media platforms in terms of fans' engagement with the Indian Premier League. Therefore, social media influencers or managers must work more concentrated and prepared to ensure that better and more invigorating methods may be produced in the future.

Sponsorship in sports has evolved into a key and stimulating method in the marketing mix, and it now caters to creative and strategic settings to interact with its unique clients in a variety of ways. Investments in sports sponsorship are on the rise across the world, therefore it is crucial to determine the sponsorship outcome based on the sponsors' most likely future objectives. The most effective method for determining sponsorship effectiveness is to

measure sponsorship recall and sponsorship recognition using logistic regression, which demonstrates that some core factors such as Gender, Familiarity, Attitude, and Perceived Fit all have a statistically significant effect on Sponsorship Recall, while Sponsorship Recognition has no statistically significant effect on Age, Gender, Familiarity, Attitude, or Perceived Fit. For accurate measurement of sponsorship efficacy and return on sponsorship, marketers must express their objectives in the most strategic way possible, i.e. Smart, Measurable, Attainable, Realistic, and Time-bound. Sports marketers and researchers in India have a huge opportunity in sports sponsorship, as well as planning and researching discrete ways, which will help to boost the sector's growth rate and, in turn, contribute to the country's GDP growth rate. Despite the world's economy shuffling due to Covid-19, every prominent brand has left no stone unturned to become the sponsor of specific events to showcase their brand in a better light, and also while associating sponsorship with one of the largest and strongest sports leagues, namely the Indian Premier League. Every brand remains excited and protuberant to somehow become a part of one of the greatest professional sports leagues in the world. In the case of a professional sports establishment, such as the Indian Premier League, the findings of the current study would undoubtedly assist marketers in shaping or designing their sponsorship recall campaigns properly at regular intervals. In general, it would keep brands more engaged in strategy development and coping with changing environments to become more market-sustainable. This business strategy could also aid firms in improving themselves while keeping in mind the marketplace's rivalry and becoming more audience-specific in their marketing operations while targeting sports league fans.

### **7.3 CONCLUSION**

In the late twentieth century, prominent marketers observed that they had limited advertising options other than traditional channels such as flyers, newspapers, television, and radio to reach specialized and targeted audiences. As a result of 21st-century advancements and also because of the rapid growth of digital media, marketers are now able to leverage both traditional and digital channels in such a way that every potential chance can assist their organization or brand expand to a higher level in this increasingly competitive and difficult world of business.

India has only recently joined the ranks of professional sports clubs, more than a century after the United States of America formed the first professional sports club. With the establishment of the Indian Premier League, followed by the Indian Super League, the Pro-Kabaddi League,

and a slew of other leagues, it has gradually taken on a different but positive shape all over the country, and it is expected to continue to do so. These professional sports have not only provided opportunities to prominent sports personalities and promising young talent from all across the country, but they have also provided profitable platforms for brands to advertise their products and services. It is gratifying to observe that both domestic and international brands have been investing heavily in these professional sports to increase their revenue while also making significant contributions to the economic development of the country. This win-win situation boosted the confidence of both sectors, but on the other hand, it also posed a threat to the long-term development and stability of the economy in general. With this in mind, the many stakeholders in Indian professional sports continue to modify the professional sports platforms on a regular basis to ensure that fans and other related persons continue to be interested in them.

Due to a large number of fans and spectators, the Indian Premier League has become the most prominent and watched league in India. The need of discovering and comprehending the different factors motivating and exciting fans and followers of the Indian Premier League is consequently vital for marketers from time to time. On the other hand, People's lives have been affected by the exponential growth of social media usage in recent years. When it comes to social media participation, people try to connect with people all over the world. Various sectors, including sports, have used social media platforms over time. The Indian Premier League (IPL) being one of the major sports/cricket tournaments in India, has seen massive social media engagement. In the era of social media, audience involvement is vital to any venture or event's success. Individual team influencers initiate interaction, which is then boosted by team followers' likes, shares, and comments. It is also equally crucial that a sponsor must demonstrate the effectiveness of his or her sponsorship to craft internal support for a specific event and to make calculated judgments regarding the future of the arrangement, which may include its continuation. So a sponsored property needs to increase insights as a consequence of the available sponsorships to promote confidence among the current and key sponsors.

### **7.3 SCOPE FOR FUTURE RESEARCH**

The findings of the current study have offered the researchers who were contacted modern research directions for the foreseeable future. Future research could stress a broader

viewpoint concerning the various objectives explored for this study in the context of future research.

Although exploratory factor analysis has been used to extract different factors from multiple different items in the first part or chapter of the current study, in the second part or chapter of the current study exploratory factor analysis has been used to extract different factors from multiple different items. In the event that more components could be assessed and sorted by the same procedure, it would assist marketers in developing effective plans well in advance of the need to deal with the situation in real time.

Although this study was conducted for the Indian Premier League using renowned social media platforms such as Facebook, Instagram, Twitter, and YouTube, a similar study could be conducted on a larger scale using a variety of worldwide social media platforms as well as a variety of professional sports leagues from around the world. A connected or squared relationship could also be established between corporations and industries. A number of different social media indicators must be employed and taken into consideration in connection with social media usage to properly analyze the return on investments, including financial and human resources, associated with social media operations.

Since the Indian Premier League and its Indian fans are among the most widely followed, prominent, and watched sporting events in India and around the world, the scope of the study is limited to them. Given the growing importance of professional sports in India's future, more comprehensive sponsorship research should be conducted, with a larger sample size and greater geographic coverage to investigate multiple sponsorship effectiveness techniques in a constantly changing environment and perceptions among fans, which could potentially be of assistance to marketers from time to time.

#### **7.4 LIMITATIONS OF THE STUDY**

This study, like the other, has limitations and these constraints are deemed to be of smaller significance in explaining the concern under study.

- I The responses and opinions of fans of one of the major cricketing tournaments in the world, the Indian Premier League (IPL), from various sections of the country are included in this study. There is a possibility that the fans will be biased in their approach to reacting to specific queries in some instances. The preconceptions that people have about the questions could be a significant factor in this.

- II. To meet time and other resource constraints, primary data is gathered from fans, particularly in cities where the IPL team/s is/are based, as well as a few other prominent cities nearby where there is/are a relatively large number of fans supporting their favourite team/s.
- III. The study's target population is Indian Premier League fans/supporters. The Indian Premier League fans are the true embodiment of the sport of cricket. The data was supposed to be collected from fans in stadiums during IPL matches or seasons in various locations across the country, but due to the COVID-19 (Pandemic), the data were primarily collected from fans online via various sources, particularly social media sites such as Facebook, Instagram, Twitter, Email, What's App, etc.
- IV. The results of this study have one further constraint in terms of their ability to be generalized. The sample data studied for this study is limited to the major cities where the IPL team/s enjoys widespread support, and as a result, the findings could not be applied to the entire population of the country as a whole.



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## LIST OF PUBLICATIONS

1. **“Effects of Extrinsic Cues on Customer Attitude and Satisfaction towards Private Labels”**, *Int. J. Technology Transfer and Commercialisation*, Vol. 18, No. 1, 2021. (ABDC-C).
2. **“Potential factors influencing sports fan team identification”**, *Int. J. Technology Transfer and Commercialisation*, Vol. X, No. Y, xxxx. (ABDC-C). (Accepted).
3. **“Effect of different factors on Sponsorship Effectiveness in Indian Sports League”**, *Our Heritage Journal*, ISSN: 0474-9030, Vol-67 (10), pp. 277-285. (UGC-CARE).
4. **“Impact of Covid-19 on Indian Premier League and its Sponsors”**, *Shodh Sarita*, Vol. 7, Issue 28, October- December, 2020, ISSN - 2348-2397, pp. 119-122. (UGC-CARE).
5. **“Celebrity endorsement effectiveness on teams of different sports league in India”**, *International Journal of Physical Education, Sports and Health* 2020; 7(6), pp. 10-13. (UGC/ Peer-Reviewed).
6. **“Why do they associate with sports team Identification of factors influencing individuals”** adoption behavior, *Our Heritage Journal*, ISSN: 0474-9030, Vol-67 (10), pp. 264-275. (UGC-CARE).
7. **Football's Admiration in India and around the World”**, *International Journal of Creative Research Thoughts*, Vol. 10, Issue: 1, January 2022, ISSN - 2320-2882, (UGC/ Peer-Reviewed)
8. **“ Economic Development and Environment: Case of Bhutan”**, *Shodh Sanchar*, Vol. 10, Issue 40, October-December, 2020, ISSN - 2229-3620, pp. 119-122. (UGC-CARE)
9. **“Factors identifying the fans' association with Indian Super League”** , *Zeichen Journal*, Vol.6, Issue 12, Dec 2020, ISSN - 0932-4747. (UGC/ Peer-Reviewed)
10. **“Fan engagement on select social media platforms; A study of the Indian Premier League”**, *Journal of Cultural Marketing Strategy*, Vol.6, Issue 2 (2021-22). (Scopus)

11. **“Investigating Sponsorship Effectiveness with special reference to Indian Premier League ”**, *Int. J. of Business Innovation and Research*, Vol. X, Issue. XXXX. (Scopus: Under Review).
12. **“Factors identifying the association of fans with Indian Premier League”**, Preparing for Indian Journal of Marketing.

## APPENDICES

1. Name \_\_\_\_\_

2. Are you a cricket/IPL Fan Yes  No

3. Age (Tick the right option)

18-25	
26-33	
34-41	
42-49	
50 and above	

4. Gender (Tick the right option)

Male	
Female	

5. Background (Tick the right option)

Service	
Business	
Student	
Scholar	
Others	

6. Marital Status (Tick the right option)

Married	
Unmarried	

7. Income

Less than 2.5 Lakhs	
2.5-3.6 Lakhs	
3.6-4.8Lakhs	
4.8-6.0 Lakhs	
6.0 Lakhs and Above	

**7. On a Scale of 1(Strongly Disagree) to 5 (Strongly Agree), please rate the below given motivational factors of Indian Premier League**

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I tend to associate based on its volume of fan following					
I tend to associate with a sports team that has a substantial Social media presence					
I tend to associate with a particular sports team because I like the color of the jersey of the team					
I tend to associate with a sports team sponsored by a brand of repute					
I tend to associate with a sports team that is endorsed by a famous celebrity					
I tend to associate with a sports team having most if not all players' ethnicity similar to mine					
I tend to associate with a sports team that is liked/followed by people who influence by behavior					
I tend to associate with a sports team that has consistently performed throughout the seasons					
I tend to associate with a sports team that has an image associated with fair play based on ethics					
I tend to associate with a sports team whose members are well respected in the sports community					
I tend to associate with a sports team having Indian as well as International (overseas) players					

I tend to associate with a sports team that perform consistently well throughout the seasons					
I tend to associate with sports team whose players' playing technique is liked by me					
I tend to associate with a sports team that carries superior recognition among sports lovers when compared with others					
I tend to associate with a sports team that is known to be committed towards the social causes					
I tend to associate with a sports team that is known for proper planning and its execution					
I tend to associate with sports teams because their players are known for their punctual routine					
I tend to associate with a sports team for the availability of its good quality merchandise					
I tend to associate with a sports team because of the philanthropic activities of its team management/members					
I tend to associate with a sports team because players in the team have come from humble backgrounds					
I tend to associate with a sports team having sponsorship from my favorite company					
I tend to associate with a sports team for my liking towards its team coach					
I tend to associate with a sports team whose players depict friendly behavior toward their fans					
I tend to associate with a sports team based on the popularity of its team players i.e. with more star players					
I tend to associate with a sports team that is					



sponsored by international brands					
I tend to associate with a sports team having the most number of players, who have ever taken a captains role					
I tend to associate with a sports team that continuously updates its social media pages with team-related/player-related information					
I tend to associate with a sports team whose players mostly originate from my home state					
I tend to associate with a sports team that performs consistently well throughout the seasons					
I tend to associate with a sports team having more new players					
I tend to associate with a sports team having more young players					
I tend to associate with a sports team having more of old (renowned) players					
I tend to associate with a sports team that has the most costlier players in the game					

## Sponsorship Effectiveness

### Sponsorship Effectiveness of the Indian Premier League

8. Which Team do you like, follow or, a prominent fan of? (Tick the right option)

Mumbai Indians	
Delhi Daredevils	
Kings XI Punjab	
Kolkata Knight Riders	
Chennai Super Kings	
Rajasthan Royals	
Sunrisers Hyderabad	
Royal Challengers Bangalore	

9. Who do you think is the official team sponsor of your favorite team in the Indian Super League? (Tick the right option)

Samsung	
Daikin	
Ebix Cash	
lotus herbals	
Nokia	
Byju's	
World Expo	
JK Lakshmi Cement ltd	
Muthoot Finance	
HDFC Bank	

10. Which of these official sponsors with their Brand identity and category of products and services fit into the Indian Premier league

Dream 11 (Title Sponsor)	
Star Sports (Official Broadcaster)	
Disnep-Hotstar (Official Digital Streaming Partner)	
Altroz (Official Partner)	
Unacademy (Official Partner)	
CRED (Official Partner)	
Paytm (Umpire Partner)	
Ceat (Official Strategic Timeout Partner)	

11. On a scale of 1(Strongly Disagree) to 5 (Strongly Agree), please rate the below-given Familiarity statements of Sponsorship of the Indian Premier League

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am familiar with the logo/brand sign of my favorite team					
I am familiar with the celebrity					

endorsing the brand of my favorite team					
I am familiar with the products/services offered by the brand sponsoring my favorite team					
I am familiar with the tagline of the brand sponsoring my favorite team					

**12. On a scale of 1(Strongly Disagree) to 5 (Strongly Agree), please rate the below-given Attitude towards the Team sponsorships statements of the Indian Premier League**

<b>Items</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
I think purchasing the brand sponsoring my favorite team is favorable					
I think purchasing the brand sponsoring my favorite team is safe to use/consume					
I tend to gain maximum value purchasing the brand sponsoring my favorite team					
My attitude towards the team sponsorship is based on the trust in the quality					

13. On a scale of 1(Strongly Disagree) to 5 (Strongly Agree), please rate the below-given Attitude towards the Team sponsorships statements of the Indian Premier League

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I believe there exists a good fit between the image of the favorite team and its sponsoring brand					
I believe that the brand sponsoring my favorite team is liked by many fans of the team					
I believe there exists a good fit between the product/service quality of the brand and the perceived performance of the team					
I believe there exists a good fit between the core values of the sponsoring brand and the core values of the team					