

COMPARATIVE STUDY ON IPL BEFORE AND AFTER COVID19

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE

Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119

April - 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **YESHVANTH S 39410238**.who have done the Project work entitled “**COMPARATIVE STUDY ON IPL BEFORE AND AFTER COVID19**” under my supervision from **December 2020** to **February 2021**.

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SIGNATURE OF THE CANDIDATE

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ABSTRACT

The Indian Premier League (IPL) is a decade old, electrifying cricket league organized by BCCI (Board of Control for Cricket in India) and played out in India from 2008 onwards. The main aim of the paper is to understand the marketing implication to overcome all sorts of controversy, challenges and clutter impacting the overall brand image of the league. The paper has discussed the major controversies and challenges faced by the league in every season like slap-gate controversy, ban on Pakistan players, sacking of Lalit Modi, players testing positive for drugs, fixing scandals, ban on Lankan players, ban of CSK & RCB franchises, League's fixture & societal responsibility issue and fair-play issues , which had highly tested the credibility of the league. In the marketing perspective, the impact of various clutters of leagues (many emerging leagues) is critically examined to overcome the competitive threats posed before the league. The IPL's nexus with Bollywood industry is discussed critically and significant marketing & promotional efforts to connect effectively with film industry of down south can help to enhance the brand value of the league. The paper also accentuated the IPL's revolutionary role to influence other games in the country to start own leagues and making it to grow bigger every year. The challenge of scheduling IPL season 2020 amidst the outbreak of Covid-19 pandemic is also discussed in the paper. Finally, the paper concludes with the need for strategic marketing efforts to counter the above challenges looming the league.

Key words: Comperative Study on IPL before and after covid19.

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CHAPTER – 1

INTRODUCTION

1.1 INTRODUCTION

Human behaviour is most easily attracted towards gaming and competitive spirit (Deterding, 2012). The gamification theory today, is the one, which is most heavily used by every marketer to attract eye balls and convert awareness into action down the AIDA (Awareness Interest Desire Action) model. As per this concept, humans are naturally attracted to various forms of competition which may be in the form of leader board, collecting coupons, online games and what not. Many organizations have successfully converted the interest of the spectators into a revenue earning mechanism. Infact most sports franchises work to convert the attention and engagement of the spectators of sports into dollars. This concept was converted into a million dollar baby yet again, when BCCI (Board of Control for Cricket in India) launched the IPL in 2008.

The **Indian Premier League (IPL)** is a professional Twenty20 cricket league in India usually contested between March and May of every year by eight teams representing eight different cities or states in India.

The league was founded by the Board of Control for Cricket in India (BCCI) in 2007. The IPL has an exclusive window in ICC Future Tours Programme.

The IPL is the most-attended cricket league in the world and in 2014 was ranked sixth by average attendance among all sports leagues.

In 2010, the IPL became the first sporting event in the world to be broadcast live on YouTube.

There have been thirteen seasons of the IPL tournament. The current IPL title holders are the Mumbai Indians, who won the 2020 season.

The venue for the 2020 season was moved due to the COVID-19 pandemic and games were played in the United Arab Emirates

Forms of cricket range from Twenty20, with each team batting for a single innings of 20 overs, to Test matches played over five days. Traditionally cricketers play in all-white kit, but in limited overs cricket they wear club or team colours. In addition to the basic kit, some players wear protective gear to prevent injury caused by the ball, which is a hard, solid spheroid made of compressed leather with a slightly raised sewn seam enclosing a cork core layered with tightly wound string.

Cricket is a bat-and-ball game played between two teams of eleven players on a field at the centre of which is a 22-yard (20-metre) pitch with a wicket at each end, each comprising two bails balanced on three stumps. The batting side scores runs by striking the ball bowled at the wicket with the bat (and running between the wickets), while the bowling and fielding side tries to prevent this (by preventing the ball from leaving the field, and getting the ball to either wicket) and dismiss each batter (so they are "out"). Means of dismissal include being bowled, when the ball hits the stumps and dislodges the bails, and by the fielding side either catching the ball after it is hit by the bat and before it hits the ground, or hitting a wicket with the ball before a batter can cross the crease in front of the wicket.

The earliest reference to cricket is in South East England in the mid-16th century. It spread globally with the expansion of the British Empire, with the first international matches in the second half of the 19th century. The game's governing body is the International Cricket Council (ICC), which has over 100 members, twelve of which are full members who play Test matches. The game's rules, the Laws of Cricket, are maintained by Marylebone Cricket Club (MCC) in London. The sport is followed primarily in the Indian subcontinent, Australasia, the United Kingdom, southern Africa and the West Indies.^[1] Women's cricket, which is organised and played separately, has also achieved international standard. The most successful side playing international cricket is Australia, which has won seven One Day

International trophies, including five World Cups, more than any other country and has been the top-rated Test side more than any other country.

1.2 Industry profile

1.2.1 Foundation

On 13 September 2007, the BCCI announced the launch of a franchise-based Twenty20 cricket competition called Indian Premier League whose first season was slated to start in April 2008, in a "high-profile ceremony" in New Delhi. BCCI vice-president Lalit Modi, said to be the mastermind behind the idea of the IPL, spelled out the details of the tournament including its format, the prize money, franchise revenue system and squad composition rules. It was also revealed that the IPL would be run by a seven-man governing council composed of former India players and BCCI officials and that the top two teams of the IPL would qualify for that year's Champions League Twenty20. Modi also clarified that they had been working on the idea for two years and that the IPL was not started as a "knee-jerk reaction" to the ICL.

In order to decide the owners for the new league, an auction was held on 24 January 2008 with the total base prices of the franchises costing around \$400 million.

At the end of the auction, the winning bidders were announced, as well as the cities the teams would be based

Bangalore, Chennai, Delhi, Hyderabad, Jaipur, Kolkata, Mohali, and Mumbai.

In the end, the franchises were all sold for a total of \$723.59 million. The Indian Cricket League soon folded in 2008.

Team	City	Home ground	Debut	Owner ^[39]
Chennai Super Kings	Chennai, Tamil Nadu	M. A. Chidambaram Stadium	2008	India Cements
Delhi Capitals	New Delhi, NCT of Delhi	ArunJaitley Stadium	2008	• JSW Group • GMR Group
Punjab Kings	Mohali, Punjab	PCA Stadium, Mohali	2008	• Mohit Burman • Ness Wadia • PreityZinta • Karan Paul
Kolkata Knight Riders	Kolkata, West Bengal	Eden Gardens	2008	• Red Chillies Entertainment • Mehta Group
Mumbai Indians	Mumbai, Maharashtra	Wankhede Stadium	2008	Reliance Industries
Rajasthan Royals	Jaipur, Rajasthan	SawaiMansingh Stadium	2008	ManojBadale
Royal Challengers Bangalore	Bengaluru, Karnataka	M. Chinnaswamy Stadium	2008	United Spirits
Sunrisers Hyderabad	Hyderabad, Telangana	Rajiv Gandhi International Cricket Stadium	2013	Sun TV Network

1.2.2 Financials

From 2008 to 2012, the title sponsor was DLF, India's largest real estate developer, who had secured the rights with a bid of ₹200 crore (US\$28 million) for five seasons. After the conclusion of the 2012 season, PepsiCo bought the title sponsorship rights for ₹397 crore (US\$56 million) for the subsequent five seasons. However, the company terminated the deal in October 2015, two years before the expiry of the contract, reportedly due to the two-season suspension of Chennai and Rajasthan franchises from the league. The BCCI then transferred the title sponsorship rights for the remaining two seasons of the contract to Chinese smartphone manufacturer Vivo for ₹200 crore (US\$28 million). In June 2017, Vivo retained the rights for the next five seasons (2018–2022) with a winning bid of ₹2,199 crore (US\$310 million), in a deal more expensive than Barclays' Premier League title sponsorship contract between 2013 and 2016. On 4 August 2020, Vivo got out of the title sponsorship rights due to the ongoing military stand-off between India and China at the Line of Actual Control in July 2020. It was also reported that the withdrawal was a result of Vivo's market losses due to the ongoing COVID-19 situation and that it intended to return as the title sponsors for the following 3 years. Dream11 bagged the title sponsorship for the 2020 IPL for an amount of ₹220 crore.

Sponsor	Period	Sponsorship fee (per year)
DLF	2008–2012	₹40 crore (US\$5.6 million)
Pepsi	2013–2015	₹79.2 crore (US\$11.1 million)
Vivo	2016–2017	₹100 crore (US\$14.0 million) ^[a]
Vivo	2018–2019	₹439.8 crore (US\$61.7 million)
Dream11	2020 (18 August 2020 – 31 December 2020)	₹222 crore (US\$31.1 million)
Vivo (expected)	2021–2023	₹439.8 crore (US\$61.7 million)

1.2.3 World cricket in 20 century

The inter-war years were dominated by Australia's Don Bradman, statistically the greatest Test batsman of all time. Test cricket continued to expand during the 20th century with the addition of the West Indies (1928), New Zealand (1930) and India (1932) before the Second World War and then Pakistan (1952), Sri Lanka (1982), Zimbabwe (1992), Bangladesh (2000), Ireland and Afghanistan (both 2018) in the post-war period. South Africa was banned from international cricket from 1970 to 1992 as part of the apartheid boycott.

1.2.4 TYPE OF MATCH

Cricket is a multi-faceted sport with multiple formats that can effectively be divided into first-class cricket, limited overs cricket and, historically, single wicket cricket. The highest standard is Test cricket (always written with a capital "T") which is in effect the international version of first-class cricket and is restricted to teams representing the twelve countries that are full members of the ICC (see above). Although the term "Test match" was not coined until much later, Test cricket is deemed to have begun with two matches between Australia and England in the 1876–77 Australian season; since 1882, most Test series between England and Australia have been played for a trophy known as The Ashes. The term "first-class", in general usage, is applied to top-level domestic cricket. Test matches are played over five days and first-class over three to four days; in all of these matches, the teams are allotted two innings each and the draw is a valid result.

Limited overs cricket is always scheduled for completion in a single day, and the teams are allotted one innings each. There are two types: List A which normally allows fifty overs per team; and Twenty20 in which the teams have twenty overs each. Both of the limited overs forms are played internationally as Limited Overs Internationals (LOI) and Twenty20 Internationals (T20I). List A was introduced in England in the 1963 season as a knockout cup contested by the first-class county clubs. In 1969, a national league competition was established. The concept was gradually introduced to the other leading cricket countries and the first limited overs international was played in 1971. In 1975, the first Cricket World Cup took place in England. Twenty20 is a new variant of limited overs itself with the purpose being to complete the match within about three hours, usually in an evening session. The first Twenty20 World Championship was held in 2007. Limited overs matches cannot be drawn, although a tie is possible and an unfinished match is a "no result".

Single wicket was popular in the 18th and 19th centuries and its matches were generally considered top-class. In this form, although each team may have from one to six players, there is only one batsman in at a time and he must face every delivery bowled while his innings lasts. Single wicket has rarely been played since limited overs cricket began. Matches tended to have two innings per team like a full first-class one and they could end in a draw.

1.2.5 International competitions

Most international matches are played as parts of 'tours', when one nation travels to another for a number of weeks or months, and plays a number of matches of various sorts against the host nation. Sometimes a perpetual trophy is awarded to the winner of the Test series, the most famous of which is The Ashes.

The ICC also organises competitions that are for several countries at once, including the Cricket World Cup, ICC T20 World Cup and ICC Champions Trophy. A league competition for Test matches played as part of normal tours, the ICC World Test Championship, had been proposed several times, and its first instance began in 2019. A league competition for ODIs, the ICC Cricket World Cup Super League,

began in August 2020. The ICC maintains Test rankings, ODI rankings and T20 rankings systems for the countries which play these forms of cricket.

Competitions for member nations of the ICC with Associate status include the ICC Intercontinental Cup, for first-class cricket matches, and the World Cricket League for one-day matches, the final matches of which now also serve as the ICC World Cup Qualifier.

1.2.6 National competitions

First-class cricket in England is played for the most part by the 18 county clubs which contest the County Championship. The concept of a champion county has existed since the 18th century but the official competition was not established until 1890. The most successful club has been Yorkshire, who had won 32 official titles (plus one shared) as of 2019.

Australia established its national first-class championship in 1892–93 when the Sheffield Shield was introduced. In Australia, the first-class teams represent the various states. New South Wales has the highest number of titles.

The other ICC full members have national championship trophies called the Ahmad Shah Abdali 4-day Tournament (Afghanistan); the National Cricket League (Bangladesh); the Ranji Trophy (India); the Inter-Provincial Championship (Ireland); the Plunket Shield (New Zealand); the Quaid-e-Azam Trophy (Pakistan); the Currie Cup (South Africa); the Premier Trophy (Sri Lanka); the Shell Shield (West Indies); and the Logan Cup.

1.3 STATEMENT OF THE PROBLEM

To examine the impact of attitude of viewers towards the intention to follow IPL in future and demographics is positioned as a moderator to enrich the understanding of fans' motives to follow IPL.

1.4 Objectives of the Study

To study the relationship between viewers attitude and intention to follow IPL

To study the moderating efforts of select demographic variables between attitude towards the IPL viewership to follow IPL

To identify the problems faced by the audience during covid 19 towards IPL.

1.5 Limitations of the Study

The study is limited to the geographic location of the study since the data has been collected only from Delhi and NCR (National Capital Territory). Also the primary limitation to this study is that viewers and fans of IPL were surveyed for the sample.

Since IPL is quasi-national structure, it is important to study attitude of people in other cultures as well. It is imperative to study the cross-national differences that are practically relevant and statistically significant.

CHAPTER – 2

REVIEW OF LITERATURE

2.1 Introduction

In a study where one wants to analyse and measure the attitude of viewers towards entertainment generated by a sporting event; it is necessary to understand the concept of attitude in general and how it is generated in the mind of the consumers in the first place. To sift through these concepts it will become imperative for us to sift through basic of consumer psychology and impact of the changing times in development of the attitude. (Altmann, 2008) collects several definitions and perceptions of the term attitude. The term attitude has its origins in Italian word *attitudine* and also the late latin words *aptitūdō* and *aptitūdin*. Various authors and dictionaries define attitude as a —settled opinion (Hornby, 2015), —Behaviour based on conscious or unconscious mental views developed through cumulative (Davis F, 2017), —An enduring, learned predisposition to behave in a consistent way toward a given class of objects, or persistent mental and/or neural state of readiness to react to a certain class of objects, not as they are but as they are conceived to be. (Martin & Briggs, 1986). All these definitions primarily highlight the fact that attitude is directional in nature and affects the behaviour of a person towards a subject.

To understand it better, one needs to decipher the aspects which impact the development of an attitude and how these antecedents can be controlled to result in a behaviour of our choice. As marketer one needs to constantly find ways to produce an attitude, behaviour and action from the customer which is favourable to the brand and leads to brand awareness, desire and purchase.

2.2 Determinants of Attitude

While many psychologists argue the chicken and egg analogy that exist between attitude and behaviour, it is important to find out the major factors that determine the attitude created towards a particular event and more specifically sporting events. (Solomon, Bamossy, Askegaard, & Hogg, Consumer Behaviour: A European Perspective, 2010). Attitude also encompasses an evaluation towards people, issues,

objects and even events and advertisements. The object towards which the attitude is directed is the attitude object (Solomon, Bamossy, & Askegaard, Consumer behavior: A European Perspective, 2002) which in this case would be the IPL event. This relationship between the consumer and the object event is defined through the magnitude, intensity and direction of the attitude (Kassarjian & Robertson, 1973)

The development of attitude changes with the changes in the attitude object. While some determinants remain same across all the various attitude objects, there are some which are very specific to the attitude object (Mostafa, 2005). Some of the research studies (Naeem, 2011), (Brenner & Fertig, 2006) (Frymier & Nadler, 2017) have identified the following as determinants of attitude in the case of sporting events.

Attitude is a function of communication that a person sees and hears in their day to day world. It not only impacts the attitude and behaviour visibly but many at times brings about slow progressive changes in the mind-set of people (KROSNICK, 1998). This is also the prime reason for all brands to spend voraciously to communicate positivity about their brand along with all possible uses and benefits of their product. This also leads to an intrinsic dependency of a consumer to validate a brand based on the mass communication which it receives from various sources. In case communication is not available or not up to the mark, the possibility of a strong positive attitude towards the brand becomes weak.

Thus the presence of a strong positive communication leads to a strong positive attitude. This again justifies the amount of money that rides on the IPL sponsorships and advertising as discussed in chapter 1. People tend to look for the consent and agreement of others to re-affirm their attitude in their minds. Consumers specifically are motivated to build positive attitude around products and ideas which have the consent and go ahead from the people they love or admire (Worchel, 1985). Humans always tend to look up for reference groups which may be a group of people that are of similar stature or higher so that their consent adds value and build an attitude in their mind. This is also one of the reasons that marketers tend to use successful icons from sports and Bollywood as their brand ambassadors as their association with the brand brings credibility to the brand. The Social Identity theory (SIT) further highlights

the importance that is placed by humans on the necessity to belong and sync with certain reference groups (Gladden & Funk, 2002) (Wakefield, 2016).

Attitude formation is also based on learning. Multiple learning theories contribute to the model which helps in identifying how one good or bad experience further contributes to build a positive or negative attitude towards the attitude object respectively. Theories of classical conditioning (Pavlov, 1927), operant conditioning (Skinner, 1934) and vicarious learning all identify the impact of incidents and learnings from those incidents which lead to the formation of attitude. These are also reasons why marketers spend time in making services and the first time experience of services a pleasurable and lasting one. Every exposure to an advertisement can only create interest hence marketers try to create an impression using techniques such as advergames (Somani, Dham, & Mishra, 2018) where the consumer not only has an exposure but also has an experience and hence a learning.

The emotional connection with the attitude object also builds a preferential attitude (Park C. W., Macinnis, Priester, & Eisingerich, 2010) (Park, Macinnis, & Priester, 2006). Many studies (Nagar & Kour, 2018) (Mikulincer, 1998) show that an emotional connect which may be created through a relationship with the attitude object or a feeling or nostalgia helps in building the attitude which may be positive or negative towards the attitude object.

2.3 Social Influence

Consumers are largely influenced in their behaviour by the peers and reference groups and this is because they perceive the behaviour of these set of people similar to their own values and perspectives. (Stafford & Cohanougher, 1981). Social reference groups play a huge role in impacting the buying behaviour of a customer in any and every field (Turčínková & Moisidis, 2011) (Carmen, 2008). Social groups are at times treated far more reliable as a source of information and recognition than any of the direct communications made by marketers such as advertising, as marketers' communication is not always looked upon by consumers with trust. The trust built through reference groups is so strong that it impacts the purchase of goods.

irrespective of their size, ticket value or industry (Yang, He, & Lee, 2007) (Reza & Valeecha, 2013). Everything from mobile phones to automobiles to clothes is heavily impacted by the consent and acceptance of the social groups.

Another aspect of social influence is that it is strongest during teenage and youngster years (Tárkányi, 2008) and extremely high in the case of sports apparel (Chew & Leng, 2016). Further it has been observed that women are more heavily engaged and dependent on social acceptance of their purchases. Hence women also form a strong target group of consumers whose buying behaviour is influenced by reference and social groups (Fernandes & Londhe, 2015) (Fernandes & Panda, 2018). Figure 2.5 highlights the determinants of strong reference group influence in the minds of the consumer. It clearly shows that the products which are highly visible (such as sporting events) the ones which need strong commitment to the group as well as the situations with high involvement are the ones which lead to a strong influence of reference group on the consumer.

Many researches (Gantz & Wenner, 1955) (Funk, Mahony, Nakazawa, & Hirakawa, 2001) (Gupta A. , The Globalization of Cricket: The Rise of the NonWest, 2006) in the past have identified with the importance of reference groups in building the attitude of consumers especially towards sporting events. Reference groups impact the type of money that rides on the success of a given product, idea or event (Li & Yao, 2010). The influence of the social circle which one belongs to has a great impact on the attitude as well as behaviour of the person.

This model is adopted from the theory of cognition-affect –conation (Solomon M. R., 1996) and the consumers decision making process as suggested by (Nicosia & Mayer, 1976) and shows how the presence of new media and reference groups impacts attitude formation and consumers experience specifically during the sporting events (Ciara Metcalfe, 2017) (Dham & Mishra, 2015).

2.3.1 Intention to Follow Cricket

While many people followed IPL just so as to be able to belong to a social group, there were also large number of viewers that followed IPL for the love of the game or the player (Mahapatra, 2017). (Bennett, Ali-Choudhury, & Mousley, 2007) (Bravo, 2013) (Mason, 1999) (Damon, Andrew, & Greenwell, 2009) have worked on identifying that fans follow sports just for the undying love of the game which is over and above patriotism and nostalgia. (Stevens & Rosenberger, 2012) show through a research on 484 Australian respondents that continued engagement in the sport lead to an increment in the positive attitude of the respondent towards the game. Viewers which watch the sport regularly and diligently become a huge potential for the marketers that can use this common intention and intensity to their advantage (Theysohn, Hinz, Nosworthy, & Kirchner, 2009). Cricket followers not only enjoy the game but also get obsessed with the numbers, scores, player performances (McCrory, 2007) . In the wake of technological advancements, it has only become more and more interesting for a player to follow cricket. There are devices such as hawk eye and hot spot that not only help in predicting performances, but also make the viewers experience far more interesting and engaging (Thakur & Kumar, 2010) (Noorbhai&Noakes, 2015) (Bala, 2017). Across the globe, viewing cricket or following cricket has always been beyond any form of religion race or politics. It is purely for the love of the game (Vahed, 2002).

Sports spectators enjoy the experience and also gain from the satisfaction they receive in watching the sport (Zhang, Lam, Connaughton, & Bennett, 2002). This satisfaction also depends on the interaction quality, environment quality, tangibles quality, outcome quality and competition elements (Alguacil, Campos, & Serrano, 2018) (Wiid& Cant, 2015).

The research of (Scanlan, Carpenter, Schmidt, & Simons, 1993) identifies that the primary antecedents for people to commit to a sport are Sports Enjoyment, Personal Investments, Social Constraints, Involvement Opportunities, Involvement Alternatives and Social Support.

CHAPTER – 3

RESEARCH METHODOLOGY

3.1 Introduction

After an extensive discussion of various antecedents of attitude of viewers and intention in the previous chapter of literature review, this chapter presents the methodology that has been followed in the doing the research. The first part of this chapter discusses the statement of problem and research objectives. Subsequently, the hypothesis of the research, the sampling technique, the research methods used to test the hypotheses and the limitations of the study is presented.

In India, the Indian Premier League (IPL) TV viewership and audience engagement has increased significantly. It has become one of the biggest sporting events. According to a report in television post —IPL 2018 witnessed huge uptake on regional language channels as well. Viewership share of regional-language telecast (23 per cent) is at par with that of English language telecast (22 per cent), while Hindi dominates with 55 per centll.

The research conducted by BARC India finds that year by year the Indian Premier League enjoys growth in viewership. This highlights the fact that inspite being dynamic, it is much sought-after asset on television.

The literature (Mason, 1997; Gladden & Funk, 2001; Rumford, 2011; Stoddart, 2011; Axford and Huggins, 2011; Lock et al., 2013; Johnstone et al., 2014; Strebinger, 2014) argues that IPL is much more than the global cricket (Agur, 2013). With the research published in area of sports, the present study explains the comprehensive framework of factors affecting the viewers' attitude to follow IPL.

Further, literature revealed that good number of research has been conducted on sports marketing. But there are very limited studies with regards to IPL. Therefore it is important to evaluate the viewers' attitude to follow IPL in India. The present study attempts to fill this gap in literature in Indian context.

3.2 Sampling Technique

The descriptive section of the research was approved by employing the survey technique comprising of a well-structured questionnaire shared with respondents for extracting required information regarding their attitude and intentions pertaining to the viewership of IPL matches. The questionnaire was administered using judgmental sampling technique to a sample of 510 respondents in Delhi and NCR, of which 364 were completed and deemed usable for purpose of analysis.

The primary data is collected with the aid of an online survey as a data collection tool. This work designs the questionnaire with measures of the relevant constructs primarily based on scales taken from previous work.

Further to this the questionnaire has been designed in two phases. In the first phase, through the literature review, constructs and variables were identified. The draft questionnaire was prepared and was distributed to the academicians and industry experts for discussion. Thereafter modified questionnaire was developed where in the pilot testing was done. During the process of pilot survey few duplicate statements were removed and few new statements were added. The statements were also reframed at this stage after receiving feedback from the respondents.

The study also focused on the attitude of the corporate towards IPL. In order to have their view, one-on-one, qualitative in-depth interviews with 12 corporate stake-holders was conducted. These stakeholders were responsible for promotion and media selection for their respective brand.

3.3 Sources of Data

We wanted to assess the interest of corporates in the format as one of the primary promotion vehicle or partner, their past history, past experiences, need gaps and expectations. Therefore, senior level corporate professional were chosen who were in a decision-making role when it came to choosing media for their brand/product promotion.

3.3.1 Developing Instrument

The discussion guide for corporates was crafted to generate responses that could help us understand the current standing of IPL as a promotion partner with an aim to find ways to make the platform even more relevant for corporates to invest and leverage better results and eyeballs. The corporate instrument dwelled upon the following areas and aspects.

- (i) Needs from a platform for advertising purposes, what all do you look-out for.
- (ii) Platforms they have you been associated with in the past and their reasons.
- (iii) Return on investment with association with these platforms .
- (iv) Assessment of IPL as an advertising platform in their minds .
- (v) Decision making journey and rationale behind IPL association, if any.
- (vi) Satisfaction with IPL as a promotion partner.
- (vii) Barriers to choosing IPL as a promotion partner.
- (viii) Eliciting ways to make IPL the preferred choice of brand promotion.

3.4 STRUCTURE OF QUESTIONNAIRE

Multiple choice questions.

3.5 Software Used

The data collected were analysed using IBM SPSS Statistics Subscription.

3.6 PERIOD OF STUDY

The period of study is carried out from December 2020 to February 2021.

3.7 ANALYTICAL TOOLS

- Percentage Analysis.
- Correlation.
- ANOVA.

DATA ANALYSIS AND INTERPRETATIONS

TEST –I:

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Showing Gender wise classification of respondents

OPTIONS	FREQUENCY	PERCENTAGE
MALE	92	64.3
FEMALE	50	35
TOTAL	142	100

Source: Primary Data

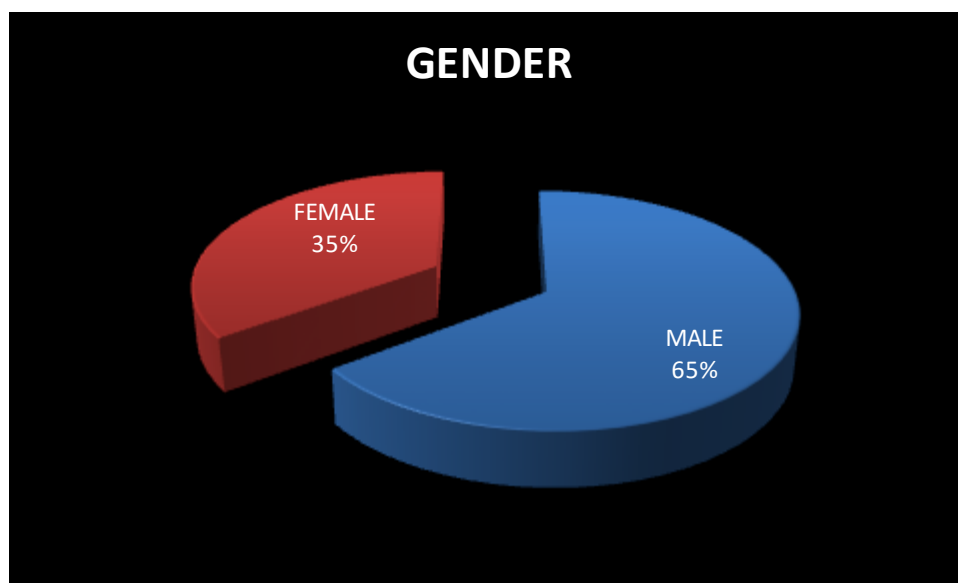


Chart 4.1.1: Showing Gender wise classification of respondents

INTERPRETATIONS:

From the above table and chart it is understood that 35% of the respondents are female and 65% of the respondents are male and further it is concluded that majority (65%) of the respondents are male.

Table 4.1.2 Showing Education wise classification of respondents

Options	Frequency	Percentage
UG	52	36.4
PG	65	45.5
DOCTORATE	5	3.5
OTHERS	21	14.7

Source: Primary Data

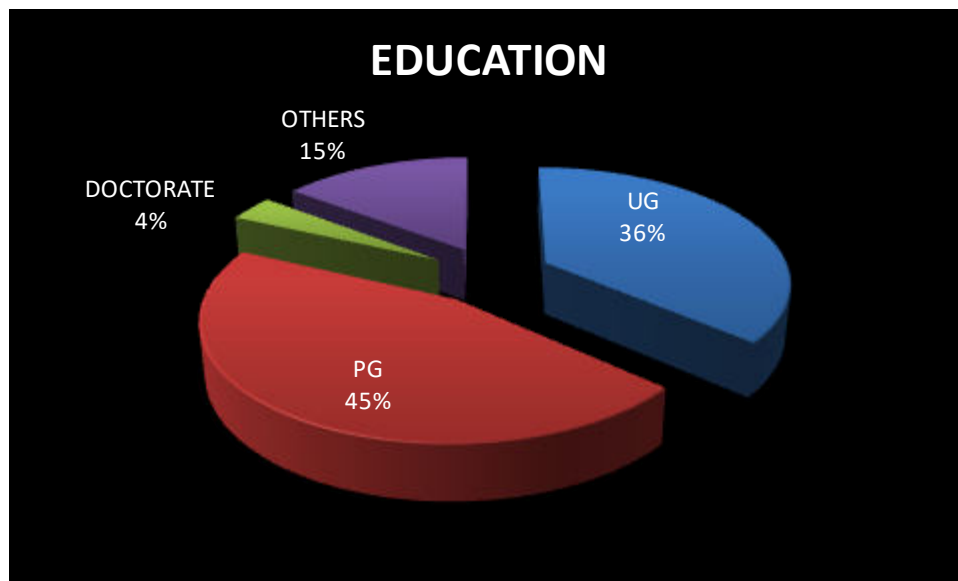


Chart 4.1.2: Showing Education wise classification of respondents

INTERPRETATIONS:

From the above table and chart it is understood that 36 % of the respondents are UG and 45 % of the respondents are PG , 4 % of the respondents are doctorate, 4 % of the respondents are others.

Table 4.1.3: Showing occupation wise classification of respondents

Options	Frequency	Percentage
unemployed	80	55.9
Government sector	17	11.9
Private sector	37	25.9
Business	9	6.3

Source: Primary Data

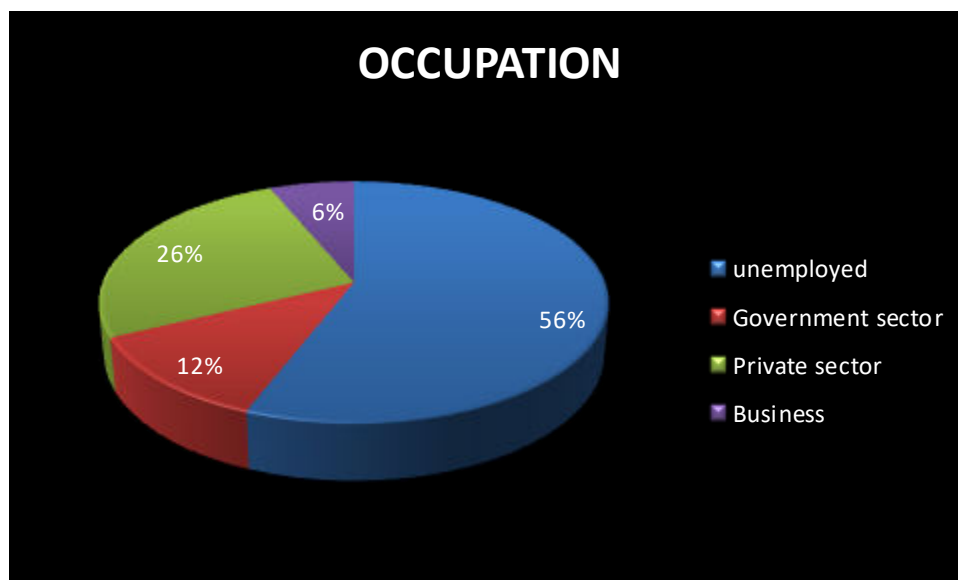


Chart 4.1.3: Showing occupation wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 56% of the respondents are working in unemployed, 26% of the respondents are working in private sector, 12% of the respondents are government sector, 6% of the respondents are business and further it is concluded that majority (56%) are unemployed.

Table 4.1.4: Showing Marital Status wise classification of respondents

OPTIONS	FREQUENCY	PERCENTAGE
MARRIED	18	12.6
SINGLE	117	81.8

Source: Primary Data

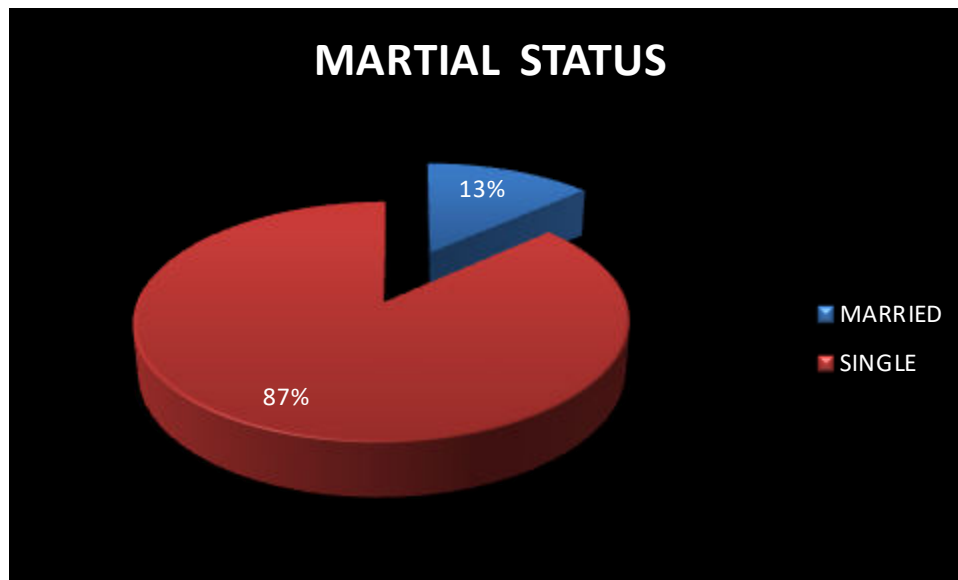


Chart 4.1.4: Showing Marital Status wise classification of respondents

INTERPRETATIONS:

From the above table it is interpreted that 13 % are Married respondents and 87% are single respondents.

Table 4.1.5: Showing Age Group wise classification of respondents

Options	Frequency	Percentage
20-30 years	123	86
31-40 years	18	12.6
41-50 years	2	1.4
50years and above	-	-

Source: Primary Data

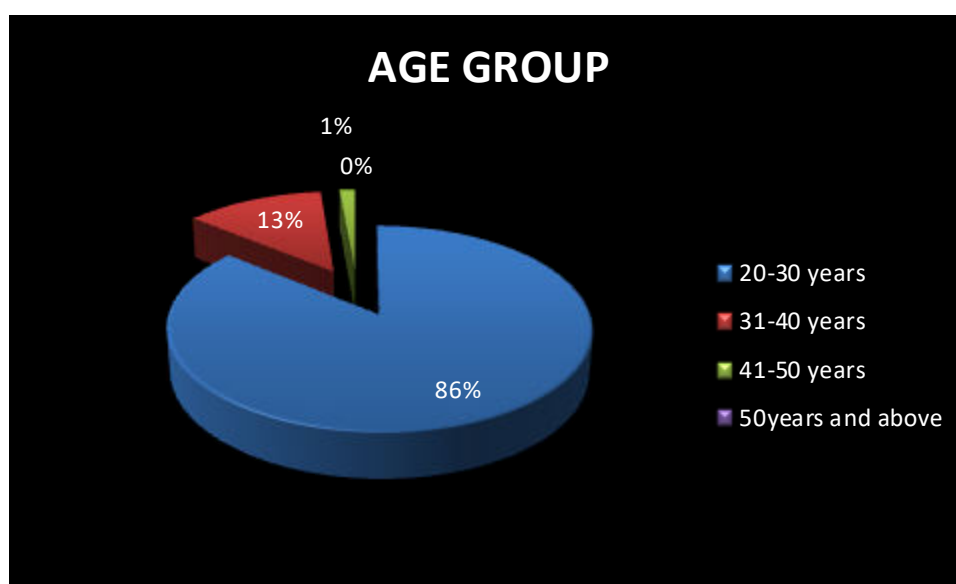


Chart 4.1.5: Showing Age Group wise classification of respondents

INTERPRETATIONS:

From the above table and chart it is understood that it is understood that 86% of the respondents are aged 20-30, 13% of the respondents are aged from 30 – 40 , 1% of the respondents are aged from 41- 50, 0% of the respondents are aged from 50 and above and further it is concluded that majority (86%) of the respondents are aged from 20 – 30 .

Table 4.1.6: Showing on the basis of do u think audience are motivated by players before covid19 wise classification of respondents

Options	Frequency	Percentage
Strongly agree	60	42
Agree	47	32.9
Neutral	28	19.6
Disagree	3	2.1
Strongly disagree	5	3.5

Source: Primary Data

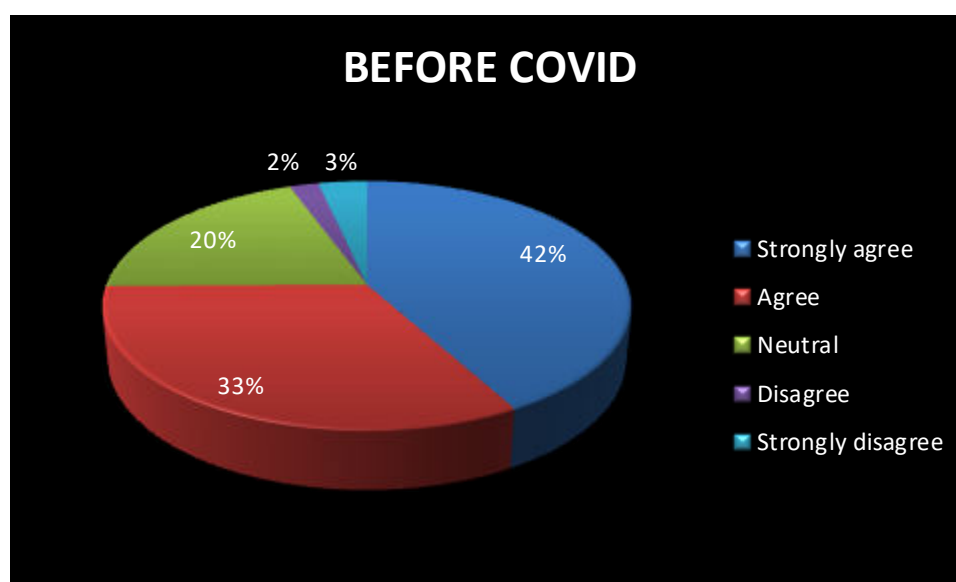


Chart 4.1.6: Showing on the basis of do u think audience are motivated by players before covid19 wise classification of respondents

INTERPRETATIONS:

From the above table it is interpreted that 42 % are Strongly Agree respondents, 33 % are Agree respondents, 20 % are neutral respondents, 2 % are Disagree respondents and 3 % are Strongly Disagree respondents.

Table 4.1.7: Showing on the basis of do u think audience are motivated by players after covid19 wise classification of respondents

Options	Frequency	Percentage
Strongly agree	42	29.4
Agree	50	35
Neutral	39	27.3
Disagree	9	6.3
Strongly disagree	3	2.1

Source: Primary Data

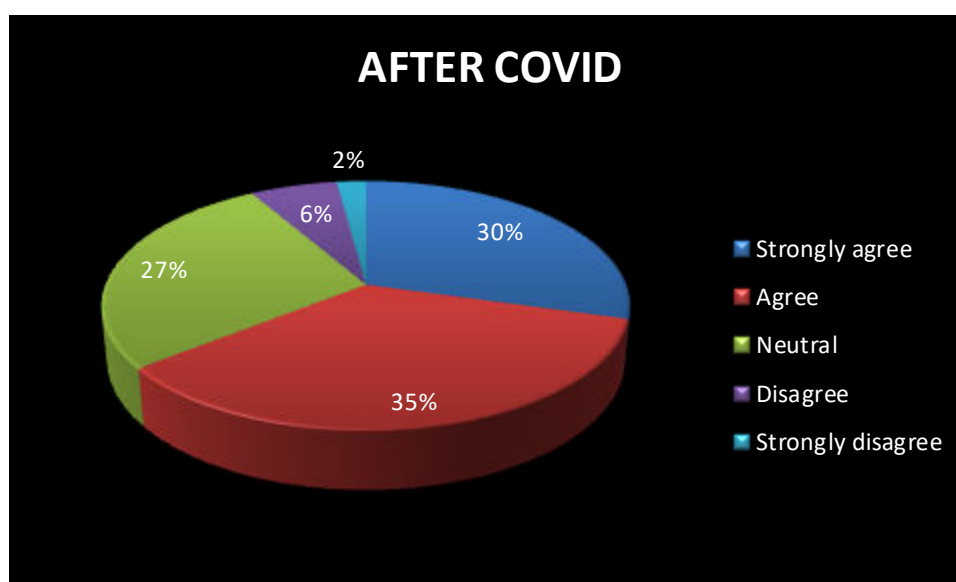


Chart 4.1.7: Showing on the basis of do u think audience are motivated by players after covid19 wise classification of respondents

INTERPRETATIONS:

From the above table it is interpreted that 30 % are Strongly Agree respondents, 35 % are Agree respondents, 27 % are neutral respondents, 6 % are Disagree respondents and 2% are Strongly Disagree respondents.

Table 4.1.8: Showing on the basis of when IPL players visit to stadiums during covid19 for playing match, covid19 test is taken properly (before covid19) wise classification of respondents

Options	Frequency	Percentage
Strongly agree	55	38.5
Agree	47	32.9
Neutral	32	22.4
Disagree	8	5.6
Strongly disagree	1	0.7

Source: Primary Data

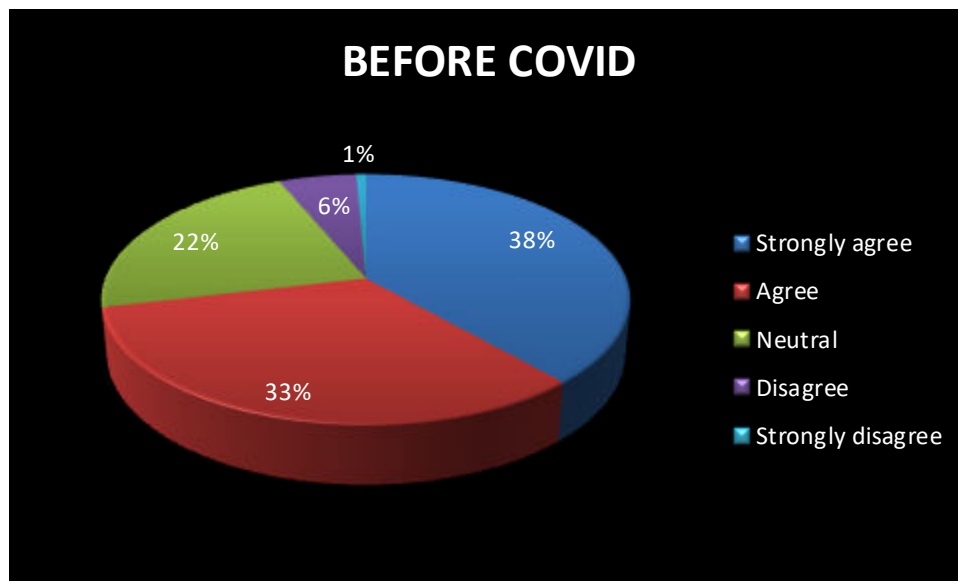


Chart 4.1.8: Showing on the basis of when IPL players visit to stadiums during covid19 for playing match, covid19 test is taken properly (before covid19) wise classification of respondents

INTERPRETATIONS:

From the above table it is interpreted that 38 % are Strongly Agree respondents, 33 % are Agree respondents, 22 % are neutral respondents, 6 % are Disagree respondents and 1% are Strongly Disagree respondents.

Table 4.1.9: Showing on the basis of For IPL players proper hygiene to protect against covid19 (AFTER COVID) wise classification of respondents

Options	Frequency	Percentage
Strongly agree	50	35
Agree	56	39.2
Neutral	25	17.5
Disagree	10	7
Strongly disagree	2	1.4

Source: Primary Data

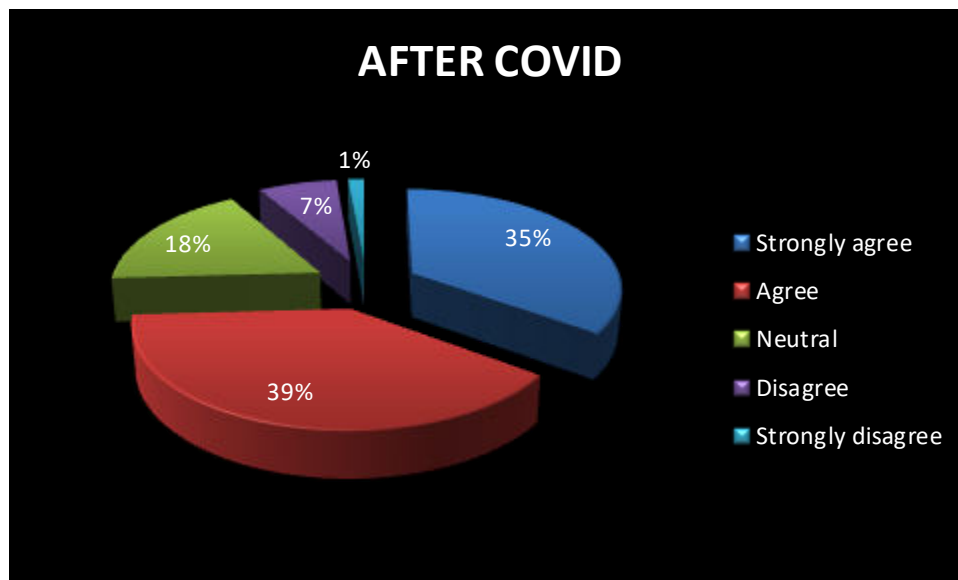


Chart 4.1.9: Showing on the basis of For IPL players proper hygiene to protect against covid19 (AFTER COVID) wise classification of respondents

INTERPRETATIONS:

From the above table it is interpreted that 35 % are Strongly Agree respondents, 39 % are Agree respondents, 18 % are neutral respondents, 7 % are Disagree respondents and 1% are Strongly Disagree respondents.

Table 4.1.10: Showing on the basis of Use of saliva for bowlers was allowed before covid19 wise classification of respondents

Options	Frequency	Percentage
Yes	90	62.9
No	53	37.1

Source: Primary Data

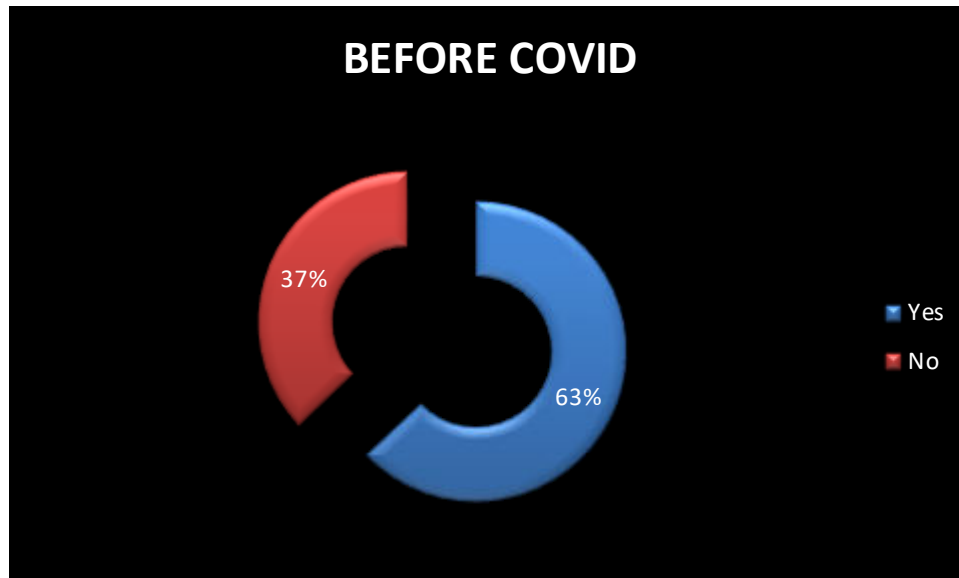


Chart 4.1.10: Showing on the basis of Use of saliva for bowlers was allowed before covid19 wise classification of respondents

INTERPRETATIONS:

From the above table it is interpreted that 63 % are Yes respondents, 37 % are No respondents.

Table 4.1.11: Showing on the basis of Use of saliva for bowlers was not allowed after covid19 wise classification of respondents

Options	Frequency	Percentage
Yes	76	53.1
No	67	46.9

Source: Primary Data

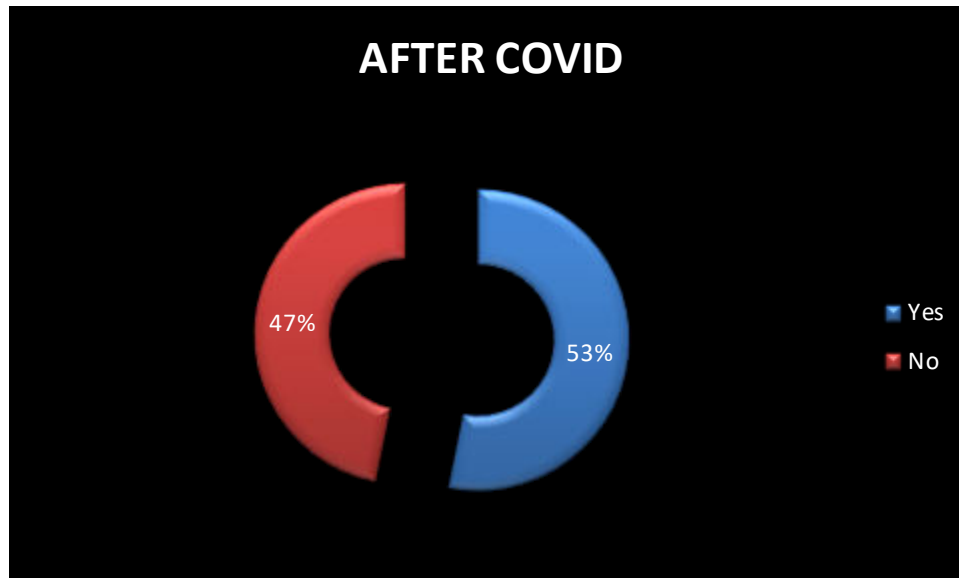


Chart 4.1.11: Showing on the basis of Use of saliva for bowlers was not allowed after covid19 wise classification of respondents

INTERPRETATIONS:

From the above table it is interpreted that 53 % are Yes respondents, 47 % are No respondents.

Table 4.1.12: Showing on the basis of during covid19 IPL matches are played in particular stadiums comparatively wise classification of respondents

Options	Frequency	Percentage
Strongly agree	42	29.4
Agree	62	43.4
Neutral	33	23.1
Disagree	5	3.5
Strongly disagree	1	0.7

Source: Primary Data

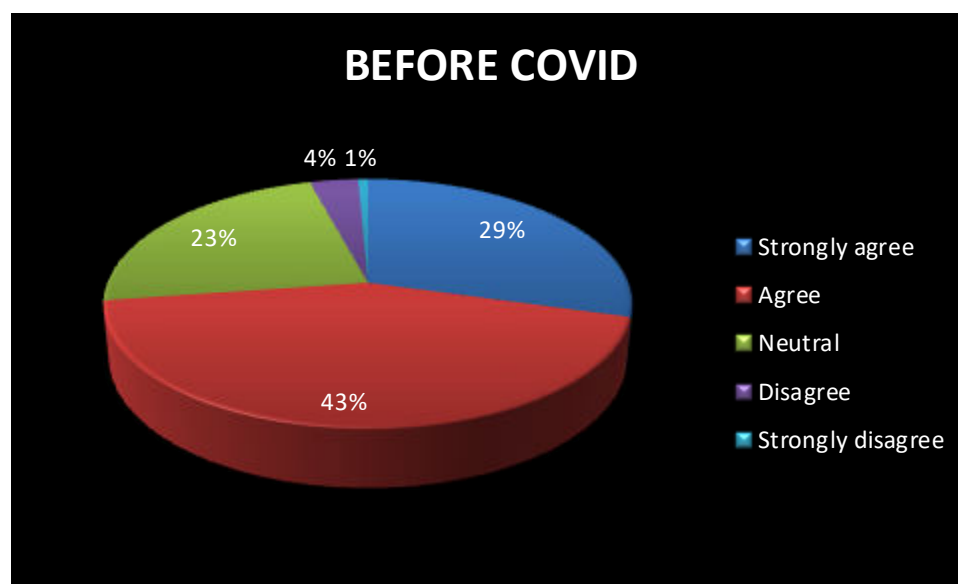


Chart 4.1.12: Showing on the basis of during covid19 IPL matches are played in particular stadiums comparatively wise classification of respondents

INTERPRETATIONS:

From the above table it is interpreted that 29 % are Strongly Agree respondents, 43 % are Agree respondents, 23 % are neutral respondents, 4 % are Disagree respondents and 1% are Strongly Disagree respondents.

Table 4.1.13: Showing on the basis of do u think that IPL advertisements in televisions are less before covid19 wise classification of respondents

Options	Frequency	Percentage
Strongly agree	39	27.3
Agree	41	28.7
Neutral	42	29.4
Disagree	16	11.2
Strongly disagree	5	3.5

Source: Primary Data

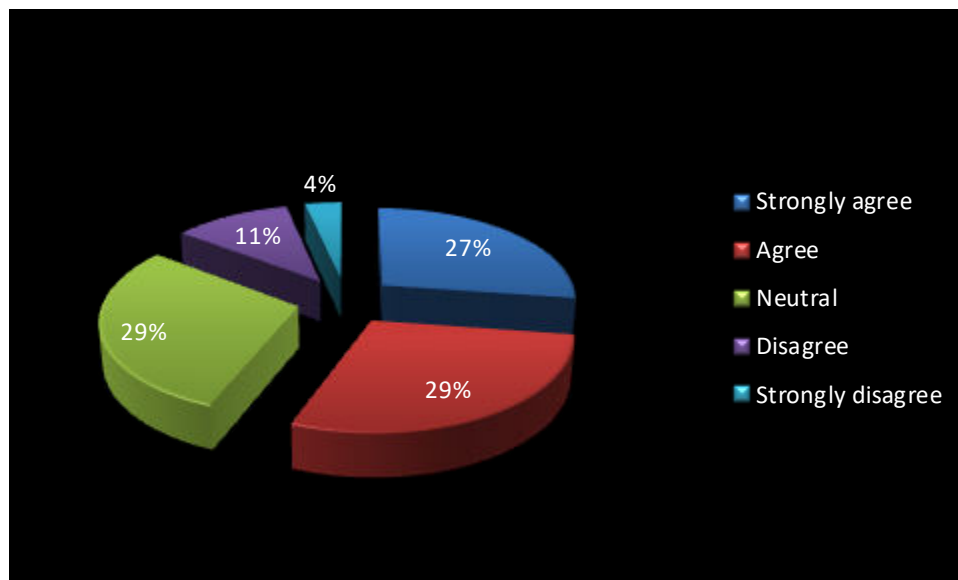


Chart 4.1.13: Showing on the basis of do u think that IPL advertisements in televisions are less before covid19 wise classification of respondents

INTERPRETATIONS:

From the above table it is interpreted that 27 % are Strongly Agree respondents, 29 % are Agree respondents, 29 % are neutral respondents, 11 % are Disagree respondents and 4% are Strongly Disagree respondents.

Table 4.1.14: Showing on the basis of do u think that there is increase in ticket price after covid19 wise classification of respondents

Options	Frequency	Percentage
Yes	105	73.4
No	38	26.6

Source: Primary Data

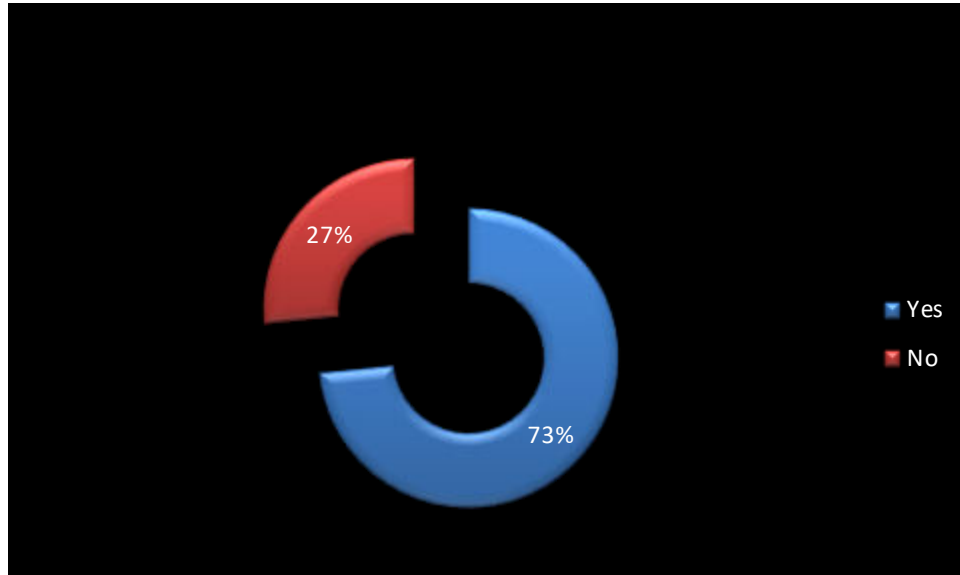


Chart 4.1.14: Showing on the basis of do u think that there is increase in ticket priceafter covid19wise classification of respondents

INTERPRETATIONS:

From the above table it is interpreted that 73 % are Yes respondents, 27 % are No respondents

Table 4.1.15: Showing on the basis of how many of the IPL matches do you recall having watched on TV wise classification of respondents

Options	Frequency	Percentage
One	15	10.5
Two	17	11.9
Four or five	30	21
More than five	37	25.9
All match	44	30.8

Source: Primary Data

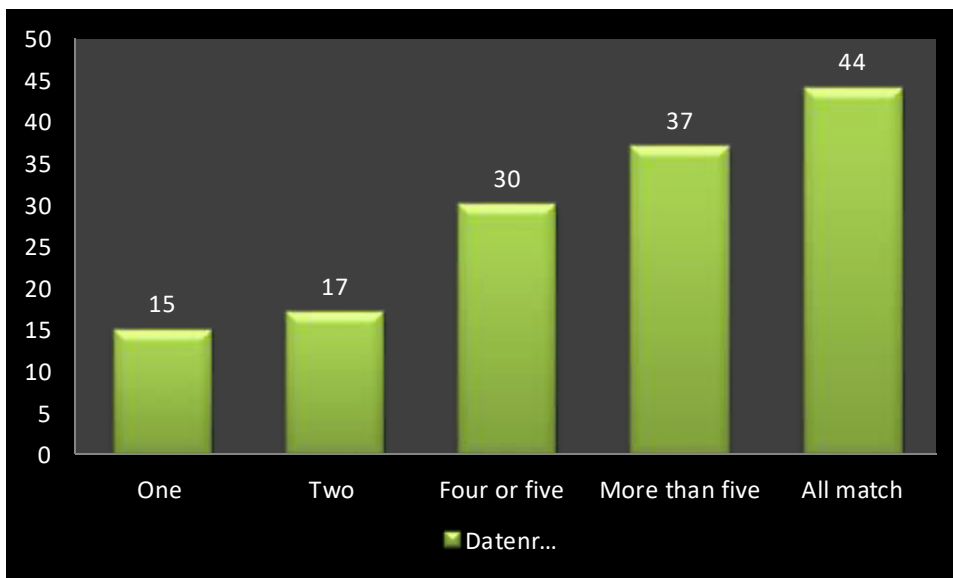


Chart 4.1.15: Showing on the basis of how many of the IPL matches do you recall having watched on TV wise classification of respondents

INTERPRETATIONS:

From the above table it is interpreted that 10.5% are ONE respondents, 11.9% are TWO respondents, 21% are four or five respondents, 25.9% are more than five respondents and 30.8% are all match respondents.

Table 4.1.16: Showing on the basis of how exactly do you follow the IPL matches wise classification of respondents

Options	Frequency	Percentage
I followed the matches by other media (e.g) Radio	30	21
I checked the latest score via Internet highlights	40	28
I watched some parts of some of the matches live on TV and also the highlights	68	47.6
I watched some parts of some of the matches live on TV	29	20.3
I just watched the highlights	20	14

Source: Primary Data

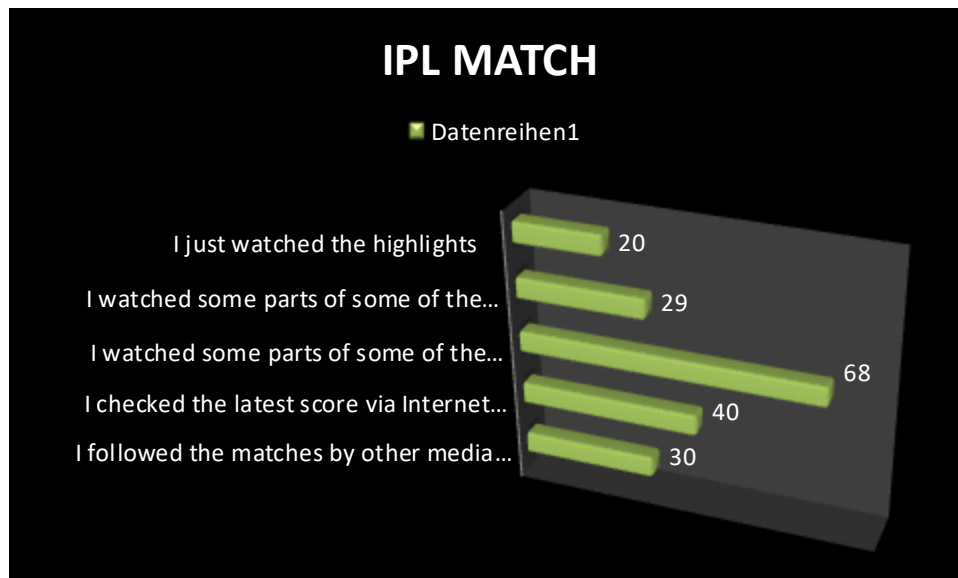


Chart 4.1.16: Showing on the basis of how exactly do you follow the IPL matches wise classification of respondents

INTERPRETATIONS:

From the above table it is interpreted that 21% are I followed the matches by other media (e.g) Radio respondents, 28% are I checked the latest score via Internet highlights are respondents, 47.6% are I watched some parts of some of the matches live on TV and also the highlights respondents, 20.3% are I watched some parts of some of the matches live on TV respondents and 14% are I just watched the highlights are respondents.

Table 4.1.17: Showing on the basis of I was motivated to follow the IPL because of the presence of my favorite player(s) in the team wise classification of respondents

Options	Frequency	Percentage
Strongly agree	49	34.3
Agree	42	29.4
Neutral	34	23.8
Disagree	15	10.5
Strongly disagree	3	2.1

Source: Primary Data

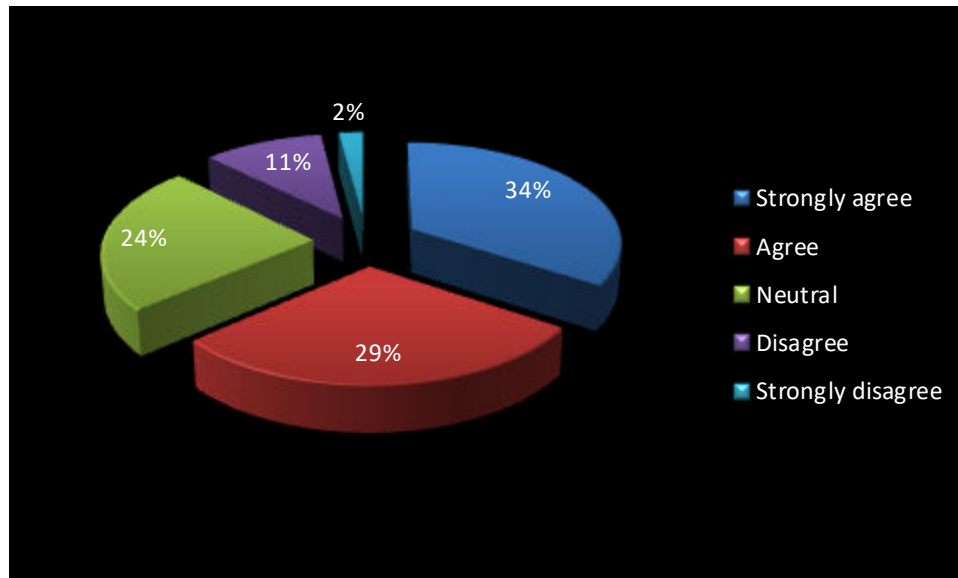


Chart 4.1.17: Showing on the basis of I was motivated to follow the IPL because of the presence of my favorite player(s) in the team wise classification of respondents

INTERPRETATIONS:

From the above table it is interpreted that 34% are Strongly Agree respondents, 29 % are Agree respondents, 24 % are neutral respondents, 11 % are Disagree respondents and 2% are Strongly Disagree respondents.

Table 4.1.18: Showing on the basis of a major reason I watched the IPL was that it made me feel good wise classification of respondents

Options	Frequency	Percentage
Strongly agree	48	33.6
Agree	50	35
Neutral	33	23.1
Disagree	8	5.6
Strongly disagree	4	2.8

Source: Primary Data

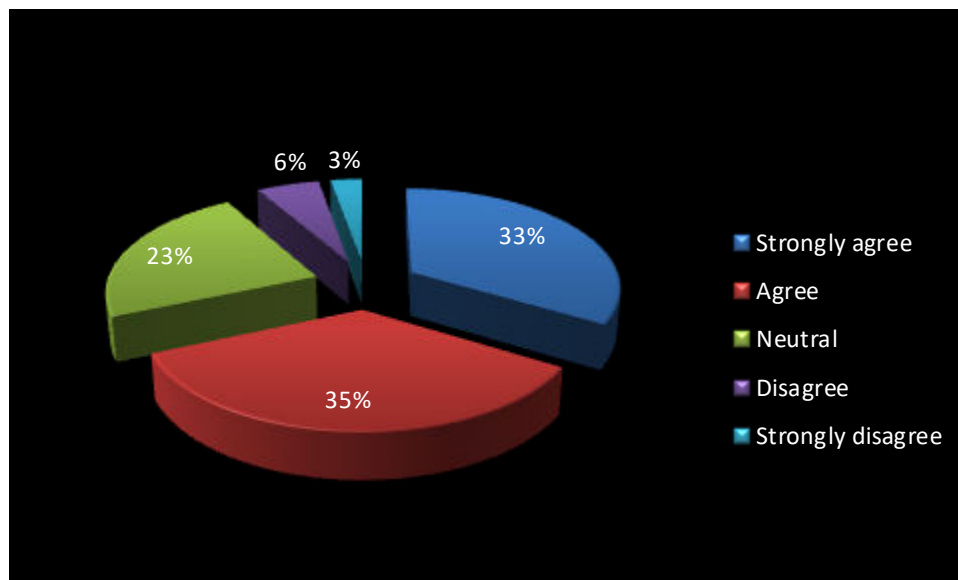


Chart 4.1.18: Showing on the basis of a major reason I watched the IPL was that it made me feel good wise classification of respondents

INTERPRETATIONS:

From the above table it is interpreted that 33% are Strongly Agree respondents, 35 % are Agree respondents, 23 % are neutral respondents, 6% are Disagree respondents and 3% are Strongly Disagree respondents.

TEST - II:

4.2 CORRELATION:

Table 4.2.1: Showing Correlation of Age Group and A major reason I watched the IPL by family members and friends.

Correlations			
		AGE_GRO UP	A major reason I watched the IPL by family members and friends.
AGE_GROUP	Pearson Correlation	1	-.040
	Sig. (2-tailed)		.638
	N	143	143
A major reason I watched the IPL by family members and friends.	Pearson Correlation	-.040	1
	Sig. (2-tailed)	.638	
	N	143	143

**. Correlation is significant at the 0.01 level (2-tailed)

Inference:

The p-value is 0.638 which is lesser than the alpha value (0.63), hence alternate hypothesis (H1) is accepted. Therefore, there is a relationship between age and a major reason I watched the IPL by family members and friends

Table 4.2.2: Showing Correlation of Type of Gender and I was motivated to follow the IPL because of favorite players

Correlations			
		GENDER	I was motivated to follow the IPL because of favorite players
GENDER	Pearson Correlation	1	.030
	Sig. (2-tailed)		.720
	N	143	143
I was motivated to follow the IPL because of favorite players	Pearson Correlation	.030	1
	Sig. (2-tailed)	.720	
	N	143	143

*. Correlation is significant at the 0.05 level (2-tailed).

Inference:

The p-value is 0.720 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a relationship between the type of Gender and I was motivated to follow the IPL because of favorite players.

Table 4.2.3: Showing Correlation of Type of Do u think that audience are motivated by players before covid and For IPL players proper hygiene to protect against covid 19 is followed when they visit stadiums.

Correlations			
		Do_u_think _that_audie nce_are_mo tivated_by_ players_Bef ore_covid	For_ipl_players_proper_hygiene_to_protec t_against_covid_19
Do_u_think_that_audience_are_motivated_by_players_Before_covid	Pearson Correlation	1	.254**
	Sig. (2-tailed)		.002
	N	143	143
For_ipl_players_proper_hygiene_to_protect_against_covid_19	Pearson Correlation	.254**	1
	Sig. (2-tailed)	.002	
	N	143	143
**. Correlation is significant at the 0.01 level (2-tailed).			

Inference:

The p-value is 0.02 which is lesser than the alpha value (0.02), hence alternate hypothesis (H1) is accepted. Therefore, there is a relationship between Do u think that audience are motivated by players before covid and For IPL players proper hygiene to protect against covid 19 is followed when they visit stadiums.

TEST – III:

4.3 ANOVA

HYPOTHESIS: H0 (Null Hypothesis): There is no significant difference between how many of the IPL matches do you recall and Age Group.

H1 (Alternate Hypothesis): There is a significant difference between how many of the IPL matches do you recall and Age Group.

Table 4.3.1: Showing ANOVA of how many of the IPL matches do you recall and Age Group

ANOVA					
how many of the IPL matches do you recall					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.549	2	.275	.151	.860
Within Groups	255.199	140	1.823		
Total	255.748	142			

Inference:

The p-value is 0.860 which is lesser than the alpha value (0.860), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between how many of the IPL matches do you recall and Age Group.

HYPOTHESIS: H0 (Null Hypothesis): There is no significant difference Do u think that audience are motivated by players before covid and I was motivated to follow the IPL because of the presence of my favorite player(s) in the team

H1 (Alternate Hypothesis): There is a significant difference between Do u think that audience are motivated by players before covid and I was motivated to follow the IPL because of the presence of my favorite player(s) in the team

Table 4.3.2: Showing ANOVA of Do u think that audience are motivated by players before covid19 and I was motivated to follow the IPL

ANOVA					
I_was_motivated_to_follow_the_IPL_because_of_fovarite_players					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	26.844	4	6.711	4.548	.002
Within Groups	203.617	138	1.475		
Total	230.462	142			

Inference:

The p-value is 0.02 which is lesser than the alpha value (0.02), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Do u think that audience are motivated by players before covid and I was motivated to follow the IPL because of the presence of my favorite player(s) in the team.

CHAPTER – 5

5.1 FINDINGS

- It is found that 64.3% of the majority respondents are males.
- It is found that 45% of the majority respondents are PG.
- It is found that 55% of the majority respondents are unemployed.
- It is found that 81.8% of the majority respondents are single.
- It is found that 82% of the majority respondents are between 20 to 30 years of age.
- It is found that 42% of the majority respondents are strongly agree that the audience are motivated by players before covid 19
- It is found that 29.4% of the majority respondents are strongly agree that the audience are motivated by players after covid 19
- It is found that 38.5% of the majority respondents are strongly agree that the when IPL players visit to stadiums during covid for playing match, covid test is taken properly.
- It is found that 39.2% of the majority respondents are Agree that IPL players proper hygiene to protect against covid 19 is followed when they visit stadiums.
- It is found that 62.9% of the majority respondents YES for Use of saliva for bowlers was allowed before covid 19.
- It is found that 53.1% of the majority respondents YES for Use of saliva for bowlers was allowed Aftercovid 19.
- It is found that 43.2% of the majority respondents are Agree that Duringcovid 19 lpl matches are played in particular stadiums comparatively when it was played in many stadiums before covid 19.
- It is found that 29.4% of the majority respondents are Neutral that ipl advertisements in televisions are less before covid 19 when compared to after covid 19.
- It is found that 53.1% of the majority respondents YES there is increase in ticket price after covid 19.

- It is found that 30.8% of the majority respondents all IPL match they recall.
- It is found that 47.6% of the majority respondents I watched some parts of some of the matches live on TV and also the highlights.
- It is found that 34.3% of the majority respondents are strongly agree that I was motivated to follow the IPL because of the presence of my favorite player(s) in the team.
- It is found that 33.6% of the majority respondents that A major reason I watched the IPL was that it made me feel good to know that my family and friends were also following the games.
- **Correlation Findings:**
 - The p-value is 0.638 which is lesser than the alpha value (0.63), hence alternate hypothesis (H1) is accepted. Therefore, there is a relationship between age and a major reason I watched the IPL by family members and friends.
 - The p-value is 0.720 which is lesser than the alpha value (0.72), hence alternate hypothesis (H1) is accepted. Therefore, there is a relationship between the type of Gender and I was motivated to follow the IPL because of favorite players.
- **ANOVA Findings:**
 - The p-value is 0.001 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a relationship between how many of the IPL matches do you recall and Age Group
 - The p-value is 0.02 which is lesser than the alpha value (0.02), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Do u think that audience are motivated by players before covid and For IPL players proper hygiene to protect against covid 19 is followed when they visit stadiums.
 - The p-value is 0.02 which is lesser than the alpha value (0.02), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Do u think that audience are motivated by players before covid and

was motivated to follow the IPL because of the presence of my favorite player(s) in the team.

5.2 SUGGESTIONS

The basic objective of the thesis is to examine the factors that affect the attitude of the people to follow the IPL cricket series. World over increasing trend has been witnessed in terms of the number of players attached and value (worth) of IPL teams and players from the last decade. However, it is still a question whether there are some behavioural patterns that are associated with the viewership, entertainment and worth of IPL.

In order to fulfill these objectives, the study has been divided into four chapters. The Chapter 1 elaborates the history of IPL, its formation and revenue generation from IPL including sponsors and different teams and the chapter plan.

The second chapter reviews the literature relevant to the present study. The studies that have been reviewed have been grouped under two categories, i.e., theoretical background of the study including the stimulus organism response (SOR) theory and studies on the impact of attitude on sports. Moreover this chapter discusses the literature review of empirical methods of analyzing the effect of attitude and intention to follow sports.

The third chapter explains the research methodology used and presents statement of problem, the research objectives, hypothesis of the research, the sampling technique, the research methods used to test the hypotheses and the limitations of the study. The data has been collected from the Indian viewers from all the parts of Delhi NCR in India. The sample consisted of 364 Indian customers.

The fourth chapter empirically evaluated the impact of various antecedents of attitude towards intention to follow IPL. This has been done by first identifying different determinants of attitude that can create impact towards intention of viewers.

5.3 CONCLUSION:

IPL seen as a potent platform for advertisers due to its TRP and wide viewing. Some key-words associated – energetic.

Brand recall and logo association ranks highest for the advertiser and IPL aids this with strategic brand and logo placements

IPL is seen as a vehicle for new/targeted ad launch and the advertisers are developing communication specifically for IPL. Some examples being JioDhanDhanaDhan, Pepsi IPL Emoji, VodafoneZozo, Vivo –KaunJeetega etc.

IPL also rides high upon pride of association' for corporate. The corporate are bidding high enough to outsmart competition to be seen with IPL

IPL is seen as Wide brand fit by the advertisers. Therefore IPL is found to be on the top of the list for media plan of large number of corporate. Ardent Fan Base ensures a loyal consumers and top of the mind brand recall. IPL's Energetic avatar makes associated brand be termed young and youthful thereby attracting the major chunk of consumer demographic. IPL is considered as most watched, High TRP garnering event of the year. Thus advertisers prefer it for brand association for higher visibility. It works well for regional promotions in case of regional teams like Chennai Super Kings, Mumbai Indians and Kings XI Punjab gives more focused exposure. IPL comes across as Clutter Breaking Annual Event that stands apart from the daily soaps and repetitive reality shows. It works perfectly for brands with large budgets and are building brand saliency.

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APPENDIX - I (QUESTIONNAIRE)

1. Name: _____

2. Gender:

☐ *Male*

☐ *Female*

3. Educations:

☐ *UG*

☐ *PG*

☐ *Doctorate*

☐ *Others*

4. Occupation

☐ *Unemployed*

☐ *Government sector*

☐ *Private sector*

☐ *Business*

5. Marital Status

☐ *Married*

☐ *Single*

6. Age Group

- ☐ **20-30 years**
- ☐ **31-40 years**
- ☐ **41-50 years**
- ☐ **50 years and Above**

7. Do u think that audience are motivated by players before covid

- ☐ **Strongly agree**
- ☐ **Agree**
- ☐ **Neutral**
- ☐ **Disagree**
- ☐ **Strongly disagree**

8. Do u think that audience are motivated by players after covid

- ☐ **Strongly agree**
- ☐ **Agree**
- ☐ **Neutral**
- ☐ **Disagree**
- ☐ **Strongly disagree**

9. When IPL players visit to stadiums during covid for playing match, covid test is taken properly

- ☐ **Strongly Agree**
- ☐ **Agree**
- ☐ **Neutral**
- ☐ **Disagree**
- ☐ **Strongly disagree**

10. For IPL players proper hygiene to protect against covid 19 is followed when they visit stadiums

- ☐ **Strongly Agree**
- ☐ **Agree**
- ☐ **Neutral**
- ☐ **Disagree**
- ☐ **Strongly disagree**

11. Use of saliva for bowlers was allowed before covid 19

- ☐ **Yes**
- ☐ **No**

12. Use of saliva for bowlers is not allowed after covid 19

- ☐ **Yes**
- ☐ **No**

13. During covid 19 Ipl matches are played in particular stadiums comparatively when it was played in many stadiums before covid 19

- ☐ **Strongly agree**
- ☐ **Agree**
- ☐ **Neutral**
- ☐ **Disagree**
- ☐ **Strongly disagree**

14. Do u think that ipl advertisements in televisions are less before covid 19 when compared to after covid 19

- ☐ **Strongly agree**
- ☐ **Agree**
- ☐ **Neutral**
- ☐ **Disagree**
- ☐ **Strongly disagree**

15. Do u think that there is increase in ticket price after covid19

- ☐ **Yes**
- ☐ **No**

16. How many of the IPL matches do you recall having watched on TV?

- ☐ **All matches**
- ☐ **Four**
- ☐ **Five**
- ☐ **More than five**
- ☐ **One**

17. How exactly do you follow the IPL matches?

- ☐ *I followed the matches by other media eg Radio*
- ☐ *I checked the latest score via Internet highlights*
- ☐ *I watched some parts of some of the matches live on TV and also the highlights*
- ☐ *I watched some parts of some of the matches live on TV*

I just watched the highlights

18. I was motivated to follow the IPL because of the presence of my favorite player(s) in the team

- ☐ *Strongly agree*
- ☐ *Agree*
- ☐ *Neutral*
- ☐ *Disagree*
- ☐ *Strongly disagree*

19. A major reason I watched the IPL was that it made me feel good to know that my family and friends were also following the games

- ☐ *Strongly agree*
- ☐ *Agree*
- ☐ *Neutral*
- ☐ *Disagree*
- ☐ *Strongly disagree*

APPENDIX - II (ARTICLE)

A COMPERTIVE STUDY ON IPL BEFORE AND AFTER COVID19

Yeshvanth s

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ABSTRACT

The Indian Premier League (IPL) is a decade old, electrifying cricket league organized by BCCI (Board of Control for Cricket in India) and played out in India from 2008 onwards. The main aim of the paper is to understand the marketing implication to overcome all sorts of controversy, challenges and clutter impacting the overall brand image of the league. The paper has discussed the major controversies and challenges faced by the league in every season like slap-gate controversy, ban on Pakistan players, sacking of Lalit Modi, players testing positive for drugs, fixing scandals, ban on Lankan players, ban of CSK & RCB franchises, League's fixture & societal responsibility issue and fair-play issues , which had highly tested the credibility of the league. In the marketing perspective, the impact of various clutters of leagues (many emerging leagues) is critically examined to overcome the competitive threats posed before the league. The IPL's nexus with Bollywood industry is discussed critically and significant marketing & promotional efforts to connect effectively with film industry of down south can help to enhance the brand value of the league. The paper also accentuated the IPL's revolutionary role to influence other games in the country to start own leagues and making it to grow bigger every year. The challenge of scheduling IPL season 2020 amidst the outbreak of Covid-19

Key words: Comperative Study on IPL before and after covid19

INTRODUCTION

Human behaviour is most easily attracted towards gaming and competitive spirit (Deterding, 2012). The gamification theory today, is the one, which is most heavily used by every marketer to attract eye balls and convert awareness into action down the AIDA (Awareness Interest Desire Action) model. As per this concept, humans are naturally attracted to various forms of competition which may be in the form of leader board, collecting coupons, online games and what not. Many organizations have successfully converted the interest of the spectators into a revenue earning mechanism. Infact most sports franchises work to convert the attention and engagement of the spectators of sports into dollars. This concept was converted into a million dollar baby yet again, when BCCI (Board of Control for Cricket in India) launched the IPL in 2008.

The league was founded by the Board of Control for Cricket in India (BCCI) in 2007. The IPL has an exclusive window in ICC Future Tours Programme.

In 2010, the IPL became the first sporting event in the world to be broadcast live on YouTube.

There have been thirteen seasons of the IPL tournament. The current IPL title holders are the Mumbai Indians, who won the 2020 season.

The venue for the 2020 season was moved due to the COVID-19 pandemic and games were played in the United Arab Emirates.

Forms of cricket range from Twenty20, with each team batting for a single innings of 20 overs, to Test matches played over five days. Traditionally cricketers play in all-white kit, but in limited overs cricket they wear club or team colours. In addition to the basic kit, some players wear protective gear to prevent injury caused by the ball, which is a hard, solid spheroid made of compressed leather with a slightly raised sewn seam enclosing a cork core layered with tightly wound string.

REVIEW OF LITERATURE

(Naeem, 2011), (Brenner & Fertig, 2006) (Frymier & Nadler, 2017) have identified the following as determinants of attitude in the case of sporting events.

(Funk & Pritchard, 2005) have shown through their study of Stimulus Organism Response in the area of sports spectatorship that the intensity with which the spectators enjoy the sport is related to the strong positive reviews of the event along with vicarious achievement which the participants perceive from the whole experience of the sport.

(Tai & Fung, Application of an environmental psychology model to in-store buying behaviour, 1997) (McGoldrick & Pieros, 1998) (Kristensen, Martensen, & Gronholdt, 1999) have been done in an attempt to understand the behavior of the consumer towards various stimuli inside the store or during various events. Once one has identified these stimuli they would proceed to classify and analyze them in depth.

(Zhou & Wong, 2004) conducted a similar study for Chinese retail stores and supermarts and identified how consumers react to the stimuli provided point of purchase is different from the stimuli for impulse buyers.

(Chang, Eckman, & Yan, 2011) have used the stimulus organism response model in their study to understand the various stimulus which are provided in a retail environment which directly or indirectly motivate a consumer to indulge into impulse buying. (Yüncü, 2015) studied the business event legibility, emotional and behavioral intentions based on Stimulus Organism Response Model. The study showed that pleasure and dominance had a substantial.

(Chang, Shu, & King, 2014) and (Ma, Scott, Gao, & Ding, 2017) have also used SOR model to understand the facilities which are available in theme parks and how their presence or absence stimulates the consumers and leads to a purchase.

RESEARCH METHODOLOGY

After an extensive discussion of various antecedents of attitude of viewers and intention in the previous chapter of literature review, this chapter presents the methodology that has been followed in the doing the research. The first part of this chapter discusses the statement of problem and research objectives. Subsequently, the hypothesis of the research, the sampling technique, the research methods used to test the hypotheses and the limitations of the study is presented.

The research conducted by BARC India finds that year by year the Indian Premier League enjoys growth in viewership. This highlights the fact that inspite being dynamic, it is much sought-after asset on television.

(Mason, 1997; Gladden & Funk, 2001; Rumford, 2011; Stoddart, 2011; Axford and Huggins, 2011; Lock et al., 2013; Johnstone et al., 2014; Strebinger, 2014) argues that IPL is much more than the global cricket (Agur, 2013). With the research published in area of sports, the present study explains the comprehensive framework of factors affecting the viewers' attitude to follow IPL.

Further, literature revealed that good number of research has been conducted on sports marketing. But there are very limited studies with regards to IPL. Therefore it is important to evaluate the viewers' attitude to follow IPL in India. The present study attempts to fill this gap in literature in Indian context.

STATEMENT OF THE PROBLEM

To examine the impact of attitude of viewers towards the intention to follow IPL in future and demographics is positioned as a moderator to enrich the understanding of fans motives to follow IPL.

Objectives of the Study

To study the relationship between viewers attitude and intention to follow IPL

To study the moderating efforts of select demographic variables between attitude towards the IPL viewership to follow IPL

To identify the problems faced by the audience during covid19 towards IPL.

ANALYTICAL TOOLS

- Percentage Analysis.
- Correlation.
- ANOVA.

RESULT ANALYSIS AND DISCUSSION

CORRELATION

Table Showing Correlation of Type of Do u think that audience are motivated by players before covid and For IPL players proper hygiene to protect against covid 19 is followed when they visit stadiums.

Correlations			
		Do_u_think _that_audie nce_are_m otivated_by _players_B efore_covid	For_ipl_play ers_proper_ hygiene_to_ protect_agai nst_covid_1 9
Do_u_think_that_aud ience_are_motivated _by_players_Before_ covid	Pearson Correlation	1	.254**
	Sig. (2-tailed)		.002
	N	143	143
For_ipl_players_prop er_hygiene_to_prote ct_against_covid_19	Pearson Correlation	.254**	1
	Sig. (2-tailed)	.002	
	N	143	143
**. Correlation is significant at the 0.01 level (2-tailed).			

Inference:

The p-value is 0.02 which is lesser than the alpha value (0.02), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Do u think that audience are motivated by players before covid and For IPL players proper hygiene to protect against covid 19 is followed when they visit stadiums.

ANOVA

HYPOTHESIS: H0 (Null Hypothesis): There is no significant difference Do u think that audience are motivated by players before covid and I was motivated to follow the IPL because of the presence of my favorite player(s) in the team

H1 (Alternate Hypothesis): There is a significant difference between Do u think that audience are motivated by players before covid and I was motivated to follow the IPL because of the presence of my favorite player(s) in the team

Table Showing ANOVA of Do u think that audience are motivated by players before covid and I was motivated to follow the IPL because of the presence of my favorite player(s) in the team

ANOVA					
I_was_motivated_to_follow_the_IPL_because_of_fovarite_players					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	26.844	4	6.711	4.548	.002
Within Groups	203.617	138	1.475		
Total	230.462	142			

Inference:

The p-value is 0.02 which is lesser than the alpha value (0.02), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Do u think that audience are motivated by players before covid and I was motivated to follow the IPL because of the presence of my favorite player(s) in the team.

Limitations of the Study

The study is limited to the geographic location of the study since the data has been collected only from Delhi and NCR (National Capital Territory). Also the primary limitation to this study is that viewers and fans of IPL were surveyed for the sample.

Since IPL is quasi-national structure, it is important to study attitude of people in other cultures as well. It is imperative to study the cross-national differences that are practically relevant and statistically significant.

SUGGESTIONS

The basic objective of the thesis is to examine the factors that affect the attitude of the people to follow the IPL cricket series. World over increasing trend has been witnessed in terms of the number of players attached and value (worth) of IPL teams and players from the last decade. However, it is still a question whether there are some behavioural patterns that are associated with the viewership, entertainment and worth of IPL.

CONCLUSION:

IPL is seen as Wide brand fit by the advertisers. Therefore IPL is found to be on the top of the list for media plan of large number of corporate. Ardent Fan Base ensures a loyal consumers and top of the mind brand recall. IPL's Energetic avatar makes associated brand be termed young and youthful thereby attracting the major chunk of consumer demographic. IPL is considered as most watched, High TRP garnering event of the year. Thus advertisers prefer it for brand association for higher visibility. It works well for regional promotions in case of regional teams like Chennai Super Kings, Mumbai Indians and Kings XI Punjab gives more focused exposure. IPL comes across as Clutter Breaking Annual Event that stands apart from the daily soaps and repetitive reality shows. It works perfectly for brands with large budgets and are building brand saliency.