

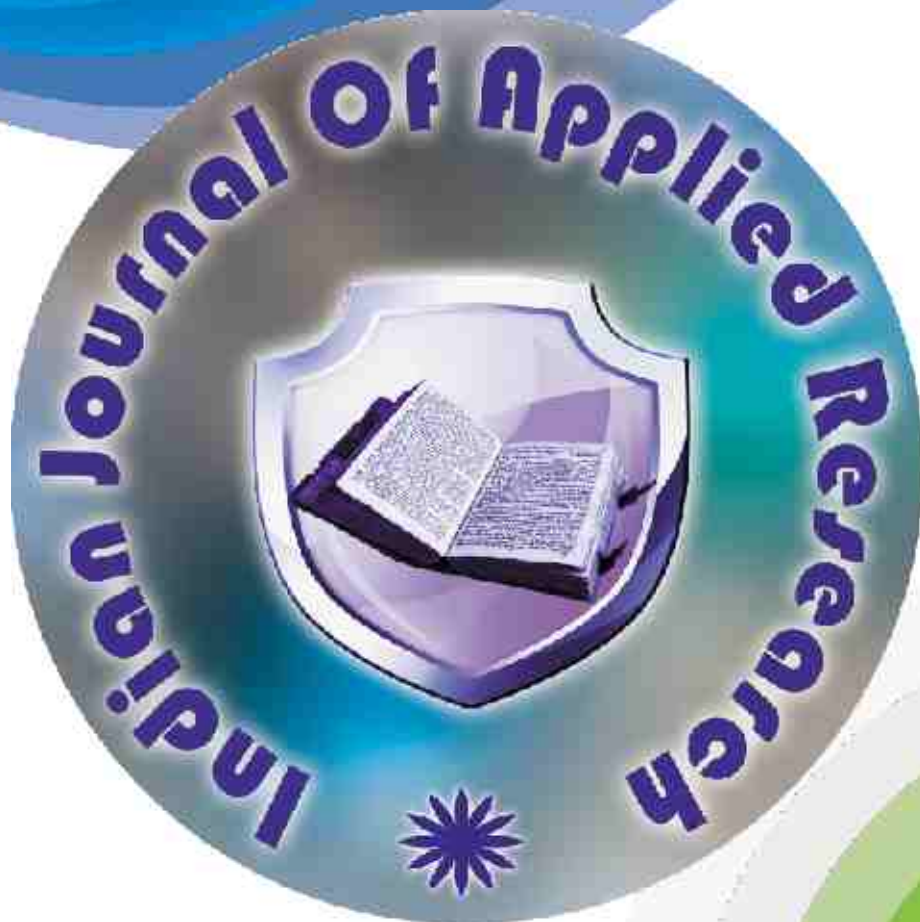
₹ 200

ISSN - 2249-555X

Volume : 1

Issue : 5

February 2012



Journal for All Subjects

www.ijar.in

Listed in International ISSN Directory, Paris.



ISSN - 2249-555X

Indian Journal of Applied Research

Journal for All Subjects

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Impact Of IPL Sponsorship On Consumer Buying Behavior With Reference To Nagpur City

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ABSTRACT

IPL T-20 cricket league match have been now become a craze among the maximum Indian cricket lovers providing maximum entertainment in the shortest possible time. It has also become a medium for many marketers for marketing their products within the matches. Now as demand of IPL matches is increasing so also the number of teams, number of owners and number of sponsorer are increasing. In days to come IPL may become one of the successful league matches after EPL in terms of popularity, money and as an important tool of marketing. This paper has enlightened the facts and figures of IPL, how advertisement of products of sponsorer creates an impact in the consumer buying behavior and how it affects their buying decision power. Survey for the same is done in Nagpur city and conclusions are drawn as to how Nagpur public perceives the IPL marketing tactics and whether it creates positive or negative impact on their minds.

Keywords : Entertainment industry & IPL, Sponsorer, Promotioing, Positioning.

Introduction

Different types of sports have always fascinated different categories of people. This fascination for different sports may be on account of the place of its origin, its popularity among particular cultural groups, a symbol of pride or may be inherited from some other cultures. But whatever be the reason, full on entertainment is available for the public any time anywhere. Most of the sports may be very old and some may be very new and out those, some are only there which have gained popularity on account of it wider acceptance. As we all know that Football the 90 min game has always been the most popular match among the whole population as it is been played mostly by all countries. As a result on accounts of its extreme popularity, league matches were started in the year 1888 in England with only 12 founder clubs which have now reached to 92. Now Football is one of such game where players are considered to be the richest player of the world and this has become possible due to various leagues developed with ages. Now numbers of sponsorer for the clubs formed have grown up like anything on account of the growing popularity of the sport, more involvement of entertainment industry & advancement of technology.

The similar concept of league was started by India in 2008 for Cricket The sport of Indian. It is a Twenty20 tournament started by BCCI. It is the brainchild of Lalit Modi. Although the cricket match has its origin from England, but has gained huge popularity in India. The idea behind the IPL (Indian premier league) is almost similar to that of EPL (English premier league) in almost all aspects.

1. Total of 8 Franchise teams was formed by 8 main owners and Co-sponsorer just as there are clubs in football league. Now for the present season 2 more teams are added.

2. Selection of players is made by the team owner on the basis of auction. Player selection is not restricted to any particular country but from all over the world where cricket is been played, but selection of the best is been done and the best player is been bought at the maximum price by the highest bidder. Players are attached to that particular team for a

contract period of 3 years now reduced to 2 year. So selection process is similar to that of Football league.

3. The concept of using Cheerleader for cheering each team is also been taken from football league.

4. Also now for the present season the concept of using Play-off is introduced where the top four team will play each other again. This was in fact introduced already by football league.

5. Creating an Association between Personalities from entertainment industry and Business leaders will help in enhancing the brand image of IPL just as football league have gained.

6. The total time to be played has also been reduced from 50 over to 20 over. As a result lesser time consumed and more entertainment. The idea behind reducing the over is also taken from that of football.

Marketing Mix of Indian premier league

IPL The Indian premier league has taken the cricketing world by storm. It has also got its marketing mix spot on.

It's providing a stage for many youngsters to show their performance & profitable too to Advertisers and broadcasting channels.

Price

As far as the IPL pricing structure is concern, The IPL is predicted to bring the BCCI income of approximately US\$ 1.6 billion, over a period of five to ten years. All of these revenues are directed to a central pool, 40% of which will go to IPL itself, 54% to franchisees and 6% as prize money.

Place

The first season of the Indian Premier League commenced on 18 April 2008 in India, and ended on 1 June 2008. As the second season of the IPL coincided with multi-phase 2009 Indian general elections, the providing Indian paramilitary forces both for IPL and the elections would be challenging task. As a result, the BCCI decided to host the second season of the league outside India. All 59 matches of the second season, abbreviated as IPL 2, took place in South Africa. Third and fourth season are to be held in India only.

Promotion

When Bollywood and cricket met, the result was IPL and it was truly entertaining to see one's favorite cricketer as well the Bollywood star on the same platform. IPL was no doubt an entertaining one. Super stars like Shah Rukh, Preity, Akshay, Katrina, and Hrithik had been a source which provided a lot of glam to IPL promotion.

People

Indian Premier League is mostly targeted for the younger generation youth. People are very excited towards IPL as this is only one game that brings different players of different countries at one platform, for which they tend to get attracted to see their favorite player perform. Some of the audiences are also attracted to see their favorite celebrity cheering for the team. As people targeted is the young age group so also the study is made for them only.

Process

Indian Premier League as a whole is the biggest event of the year for which months of preparation are to be done. For instance organizing the respective 10 teams who are performing for the event and the most important of all is marketing the IPL as it has to reach the wide range of audience globally. An arrangement of stadium where this event is going to be held is also finalized well before. Finally and most important of all is execution of the Event.

Physical Evidence

Fun, Music, Entertainment & sports, where can you find that, answer for that is INDIAN PREMIER LEAGUE. People wait for this season as they get everything in a joyful bundle. IPL is also the biggest platform for advertising and promoting different product or brands which is clearly viewable during the event

Sponsors:

Individual Team Sponsors: In Season 1, the total number of brands was 40. In Season 2, it grew to 69 and has already crossed 80 this year. Kolkata Knight Riders has the most sponsors at 12, earning about Rs 59 crore. Chennai Super Kings has 10 sponsors, earning Rs 45 crore, followed by Mumbai Indians and Delhi Daredevils at Rs 40 crore each.

Sponsorships: India's biggest property developer DLF Group paid US\$50 million to be the title sponsor of the tournament for 5 years from 2008 to 2013. Other five-year sponsorship agreements include a deal with motorcycle maker Hero Honda worth \$22.5-million, one with PepsiCo worth \$12.5-million, and a deal with beer and airline conglomerate Kingfisher at \$26.5-million.

Sponsorship Of The Blimp: Sold to MRF for Rs 15 crore for 24 matches where it appears over the stadium.

Advertisements between overs on stadium screen: IPL owns 150 seconds of air time on SetMax devoted to ads appearing on the screen which also gets covered on TV. At Rs 6 lakh per 10 seconds, it is Rs 90 lakh per match, a minimum of Rs 54 crore for 60 matches. The amount is shared with the teams.

Mobile Rights: This includes live streaming sold to Appalya Technologies, mobile internet opportunities sold to July Systems, Cric Zenga for mobile scorecard and SIEL for smart phone applications on a revenue sharing basis.

Ground Sponsorships: The four strategic time outs have been sold to Maxx Mobile for Rs 17-20 crore for the year. A fourth central sponsor, Karbonn Mobiles, added to the existing title sponsor DLF (Rs 200 crore for five years) and associate sponsors Hero Honda, Vodafone and Citibank, who pay around Rs 25 crore for five years each. Fifty-four per cent of this is distributed among teams.

Television Rights : India's Sony Entertainment Television network and Singapore-based World Sport Group secured the global broadcasting rights of the Indian Premier League. Sony Entertainment Television signed a new contract with BCCI with Sony Entertainment Television paying a staggering Rs. 8700 crores for 10 years.

Official IPL applications : DCI Mobile Studios (A division of

Dot Com Info way Limited), in conjunction with Sigma Ventures of Singapore, have jointly acquired the rights to be the exclusive Mobile Application partner and rights holder for the Indian Premier League cricket matches worldwide for the next 8 years (including the 2017 season).

Literature review:

Various researches are been conducted with relation to sport marketing and the impact of sponsorships.

Hyde, Christopher; Pritchard, Adrian (2009) in their paper "Twenty 20 cricket: an examination of the critical success factors in the development of the competition" acknowledges the usefulness of the three strategic factor model (competition timing, weather, saturation in terms of length of the competition and crowd involvement & contextual issues.) as being an effective framework for sports marketers to plan new product introductions.

Debiprasad Mukherjee (2009) in his paper "Impact of celebrity endorsement on brand image" has obtained that using celebrity endorsement has become usual tactics by marketer but to establish a strong association between the product and the endorser is very tough. He has studied how celebrity endorsement creates an impact on consumer buying behavior as well as how consumer makes brand preferences.

Frances M Woodside, Jane Summers, Dr. Melissa Johnson-Morgan, in their paper "Sponsorship leveraging improves consumer attitudes and purchase intentions towards the sponsoring brand but is it relevant for FMCG packaging?" outlines a framework of SLP effect on consumer attitudes and purchase intentions towards sponsors' products in a FMCG context, proposing a three step process of exploratory and experimental methodologies

Alireza Faed (2007) Strategic Assessment of Sport Sponsorship as a Marketing Communication Tool in Electronic Industries of Iran" has obtained the following findings:

- Involvement of electronics industry in sport marketing is due to building brand image, brand awareness, creating visibility.
- Companies' selection of a particular sport sponsorship includes image association and sport popularity. Other factors are media coverage potential, target audience coverage, legal aspects of sponsorship are also been considered.

As we can see that objectives of sponsorship, selection of sponsorship, perceiving sponsorship is more or less same for all companies be it either electronics or beverages.

Relevance and scope of the study:

From the above paper the following conclusion can be drawn and further study can be made with respect to that.

- We have found that T-20 tournament has been a huge success in session-1 due to more crowd involvement, shortage of timing from 50 over to 20 over, beneficial for sport marketers. So this growing interest of public is going to help the sponsorer in reaching their specific audience.
- Also in IPL we see that both bollywood actors and sport personalities are been used for endorsement of brand ,so through this research it is studied that whether celebrity endorsement creates a positive impact on buying behavior of Indian public.
- The main idea behind marketers going for sponsoring sports is to gain positive image, increase visibility, improve positioning of brand to target audience and to increase good will. So through this study an attempt is made that whether sponsorers of IPL matches are in any way benefitted or not in creating maximum impact upon the audiences buying behavior.
- We know that IPL is having high popularity among young generation public, so the study is also targeted to those groups of consumers only. The study is basically made only in Nagpur city so the findings are restricted to that city only.

Objectives of the research

1. To find out whether IPL have created a positive impact upon consumer buying behavior.
2. To find out that whether consumer purchase intention of any sponsored products is affected by the frequencies of watching the IPL matches.
3. To study whether the purchase intention of consumer is dependent on age.
4. To study whether purchase Intention of consumers varies among four regions of Nagpur city.
5. To study whether purchase intention of sponsored products varies with sex or it is more common among gents only since cricket is highly viewed by them.
6. To study that whether consumer develops tendency to purchase products of their favorite team only.
7. To study how celebrity endorsement of both cricket players and bollywood actors have in way help to create a positive impact on consumers buying behavior.
8. To study the factors consumers considered for buying products of sponsorer.
9. To study the factors consumers considered while switching from one sponsorer products to the other.
10. To study whether continuous advertisement within vital portion of the matches in any is one of the important reasons for such switches

Research Methodology

The research is basically descriptive research and throughout the research attempt is made to find out whether through IPL, sponsorer have in way benefitted in terms of consumers attitude and purchase intention.

Sampling technique- Multistage sampling is applied

1. Cluster sampling Whole Nagpur city is divided into four regions via East, West, North, South.
2. Stratified sampling Two strata's are formed from each clusters based on age .Basically two age groups are only been considered 18-25 and 26-35 age group.
3. Random sampling Out of each strata's samples are selected randomly.

Sample size- 100 customers

Sample city- Nagpur city

Instruments used for data collection- Questionnaire

Statistical technique used Chi Square, Correlation testing.

Hypothesis

1. There is a positive relationship between consumer purchase intention and frequency of viewing IPL matches.
2. There is no difference between the purchase intentions for sponsored products between two age group.
3. There is no difference between the purchase intentions for sponsored products among customers of four geographical regions.
4. There is a positive relationship between consumer preference towards favorite team and frequency of their purchase.
5. There is no difference between the purchase intentions for sponsored products between the two sexes.
6. The tendency to switch from one brand to other is affected by continuous advertising of the product during IPL matches.
7. There is a positive relationship between the consumer purchase intention of the sponsored products and the brand ambassador used for the IPL team.

Findings and analysis

1. H0- There is a positive relationship between consumer purchase intention and frequency of viewing IPL matches. For the above analysis correlation testing is been done. The two variables are consumer purchase intention and frequency of viewing IPL matches.

	Customer purchase intention	Frequency of viewing IPL matches
Customer purchase intention	1	
Frequency of viewing IPL matches	0.184637236	1

From above we see that the relationship between the two variables is positive but very week .So our hypothesis is accepted.

2. H0- There is no significant difference between the purchase intentions for sponsored products between two age groups.

For the above we have used chi square the analysis of which is below:

	Purchase intention		
Age group	Not	Yes	Total
18-25	16	48	64
26-35	6	30	36
Total	22	78	100

Age group		O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
18-25	yes	48	49.92	-1.92	3.6864	0.073846154
	no	16	14.08	1.92	3.6864	0.261818182
26-25	yes	30	28.08	1.92	3.6864	0.131282051
	no	6	7.92	-1.92	3.6864	0.465454545
					χ^2	0.932400932

Calculated value of $X^2 = 0.932400932$

Tabulated value of $X^2 (1, 0.01) = 6.63490$, Calculated value < tabulated value so hypothesis is accepted

3. H0- There is no difference between the purchase intentions for sponsored products among customers of four geographical regions.

For the above we have used chi square the analysis of which is below:

	Purchase intention		
Geographical regions	Yes	Not	
East	12	8	20
West	28	2	30
North	26	2	28
South	10	12	22
	76	24	100

		O	E	O-E	(O-E)*(O-E)	((O-E)*(O-E))/E
East	yes	12	15.2	-3.2	10.24	0.673684211
	no	8	4.8	3.2	10.24	2.133333333
West	yes	28	22.8	5.2	27.04	1.185964912
	no	2	7.2	-5.2	27.04	3.755555556
North	yes	26	21.28	4.72	22.2784	1.046917293
	no	2	6.72	-4.72	22.2784	3.315238095
South	yes	10	16.72	-6.72	45.1584	2.700861244
	no	12	5.28	6.72	45.1584	8.552727273
					χ^2	23.36428192

Calculated value of $X^2 = 23.36428192$

Tabulated value of $X^2 (df-3, .01) = 11.34$, co calculated value > tabulated value, hence hypothesis is rejected.

4. H0- There is a positive relationship between consumer preference towards favorite team and frequency of their purchase.

For the above analysis correlation testing is been done. The two variables are consumer preference towards favorite team and frequency of their purchase.

	consumer preference towards favorite team	frequency of purchase of sponsorer of theirs' favorite team
consumer preference towards favorite team	1	
frequency of purchase of sponsorer of theirs' favorite team	0.736627139	1

As we see above there is very high positive relationship between the two variables so hypothesis is accepted.

5. H0- There is no difference between the purchase intentions for sponsored products between the two sexes

For the above we have used chi square the analysis of which is below:

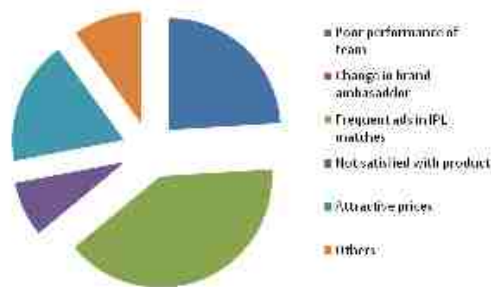
		O	E	O-E	(O-E)*(O-E)	{(O-E)*(O-E)}/E
male	yes	58	54.6	3.4	11.56	0.211721612
	no	12	15.4	-3.4	11.56	0.750649351
female	yes	20	23.4	-3.4	11.56	0.494017094
	no	10	6.6	3.4	11.56	1.751515152
					χ^2	3.207903208

Calculated value of $\chi^2 = 3.20793208$

Tabulated value of $\chi^2 (1, 0.01) = 6.63490$, calculated value < tabulated value so hypothesis is accepted.

6. H0- The tendency to switch from one brand to other is affected by continuous advertising of the product during IPL matches.

There are 7 factors which are taken into consideration to study the factors affecting the switching tendency of consumer from one brand to other.



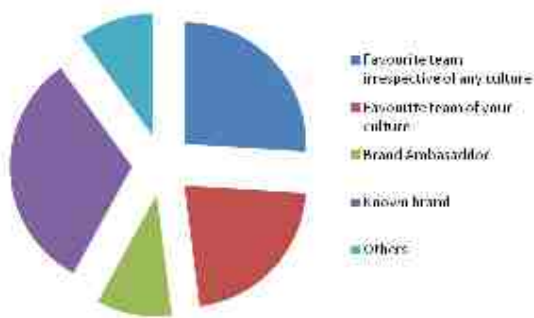
It is obtained from the above chart that the continuous advertisement is one of the main reason for switching from one sponsor brand to the other followed by poor performance of the team and attractive prices offered by the sponsors. So we can see that continuous advertisement within IPL matches is one hand helping in attracting the consumers but one the other is causing the switches of one brand to other.

7. H0- There is a positive relationship between the consumer purchase intention of the sponsored products and the brand ambassador used for the IPL team.

	consumer preference towards favourite team	Influence of Brand ambassador
consumer preference towards favourite team	1	
Influence of Brand ambassador	0.503886065	1

As we can see that there is strong positive relationship between the consumer purchase intention of the sponsored products and the brand ambassador for the IPL team. So hypothesis is accepted.

Also we see from the analysis that the different factors which influence consumers towards buying sponsorer products are as follows:



Most consumers buy the products as the brand is known to

them. Some consumers prefer to purchase products of sponsorer for their favourite team irrespective of any culture. It is found that some of the Nagpur consumers have a preference for KKR, RCB etc rather than for their own state teams like Pune warriors or Mumbai Indians. Some consumers have a strict liking towards products of sponsorer of their favorite team of their own culture. Brand ambassador and other factors like cost of products have also role to play but minimum as compared to others.

Conclusion:

So from the above study the following conclusions can be drawn:

1. Consumer buying behavior is influenced by the frequency of viewing IPL matches but the influence is very week as they are influenced by other various factors. It is found that frequency of viewing IPL is most common among male sex as compared to females.
2. Purchase intention between the two age groups also bears no differences. The same may be different if a higher age group would have been considered.
3. But geographically wise we can see that purchasing behavior is different among each other. Purchase intention is more concentrated among west and North rather than east and south. The difference may be due to other reasons also rather than the impact of only IPL.
4. We see that the consumers who have a preference towards their favourite team have a tendency to purchase more frequently of their favourite teams sponsored products.
5. Purchasing intention between the two sexes is also not different. The results may be such as because the number of female in the survey is very less than the gents.
6. Consumers purchase intention or favorable attitude towards any sponsored products is mostly affected by their likeness towards their favourite team of their culture or of other.
7. Brand ambassador have a positive affect on the mind set of the consumers buying attitude of any sponsored products but is not considered to be the main reason for buying the products.
8. The frequency of ads within IPL matches may increase the sales of one brand but is also one of the most important reasons for consumer switching tendency from one brand to other. Poor performance is also one of the reasons for switches as sentiments/emotions of consumer's works here.

Recommendation/suggestions:

1. Sponsorers are very much benefitted from IPL marketing tactics but to some extent continuous ads are creating a negative impact upon consumer's minds as it is one of the reasons for switches. IPL ads are in no doubt influencing consumer buying behavior but are lagging behind for achieving consumer's loyalty. So sponsorers have to consider this seriously.
2. Consumers give more importance in purchasing of products of their favourite team rather than the brand ambassador of the team. So IPL marketers have to consider this in mind while going for selecting brand ambassador of their team or while sponsoring any team.
3. We can see that there is a difference between purchasing intentions among four regions of Nagpur. So far as Whole Indian population is concerned this difference may be far more. So sponsorer have to consider as to how, which team has to be sponsored so that products can be positioned to the ideal targeted consumers.
4. Consumers also consider poor performance of the team as one of the reason for switching. So sponsorers have to keep this in mind as to which team to sponsor so as to prevent switching and to achieve consumer loyalty.
5. Sponsorers have to consider before going for sponsoring any team as to whether the products matches with the game of cricket or with the tastes of Indian consumers.

Limitation and Scope for further study:

1. The study is restricted to Nagpur city only. So it may not give the results of the total nation.
2. The samples size is only 100, so the findings may not be fully true.
3. Due to time constraints some of the points are been missed out which may have changed the whole results of the research.
4. Also only two age groups are been considered for the study, so the buying behaviors of other consumers of higher age group who may have a knack towards watching IPL are missed out. Since IPL is more targeted towards lower and middle age group so also the study is restricted to those only.
5. A generalized survey to study consumer buying behavior towards the products of all the sponsorer of IPL are taken for the study rather than taking sponsorer of each sector. So the result may not be fully true .So the results obtained may be different if sectors wise/product wise sponsorer are been taken and then the study have been taken. For such kind of research results would have been more defined to know how consumers perceive or how consumers buying behavior differ for each different products category.

Annexure -Questionnaire

1. Name of the customer _____
2. Age Group
 - a. 18-25 b. 26-35
3. Sex
 - a. Male b. Female
4. Which Part of Nagpur do you reside?
 - a. East b. West c. North d South
5. Are you a viewer of IPL cricket matches?
 - a. Yes b No
6. What is the frequency of viewing IPL matches?
 - a. Always b. Sometimes c. Never
7. Do you develop any intention to purchase any products of

the sponsorer of the IPL matches?

- a. Yes b. No
8. Do you prefer to purchase any products of the sponsorer of your favorite team only?
 - A. Yes b. No
9. Then what is the frequency of the purchase of the products?
 - a. Always b. Sometimes c. Never
10. Is your purchase is influenced by the brand ambassador of the team?
 - A. Always b. Sometimes c. Never
11. What are the factors you mostly consider for purchasing products of any sponsorer of IPL matches?
 - a. Favorite team irrespective of any culture
 - b. Favorite team of your culture
 - b. Brand Ambassador
 - c. Known brand
 - d. any other please specify-----
12. Have you gone for switching from one sponsored brand of IPL to another during purchases?
 - a. Yes b. No
13. What is the frequency of such switches?
 - a. Always b. Sometimes c. Never
14. What are the main reasons for switching from one brand to the other?
 - a. poor performance of the team
 - b. change in brand ambassador
 - c. frequent adds within matches
 - d. not satisfied with the product
 - e. Attractive prices
 - f. Any other please specify

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New Congres Bhavan, Paldi, Ahmedabad-380006.
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Printed at Unique Offset, Novatsing Rupam Estate, Opp. Abhay Estate, Tavdipura, Shahibaug, Ahmedabad