

A study on perception towards IPL among teenager's girls

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Abstract

Introduction: The paper aim to known the most popular team of IPL among teenager's girls & to known the sources of influence about IPL.

Method: The current study was carried out with a sample of general girls. Hence this study focuses the IPL perception towards teenager's girls, to explain it the researchers have collected primary data through questionnaire and finally recommendations are provided in the study.

Results: The results show that there is a significant positive analysis of girl's perception.

Conclusion: By analyzing the data Researcher can surely say that respondent's behavior towards IPL is positive. From this we can conclude that IPL is now a global event and it has taken cricket to the next level.

Keywords: IPL, girls perception

Introduction

Indian premier league is a professional Twenty 20 cricket league in India which contested annually by franchise teams representing Indian cities. The league, founded by the Board of Control for Cricket in India at 18th April 2008, the scheduled is over April and May of every year the league timetable which broadcast with different media including streaming live by YouTube. The title sponsor of India Premier League (IPL) is Vivo Electronics, thus the league is also known as the Vivo Indian Premier League. The league is constitute with 11 teams which have to compete from the begging of the league's first season and then five till now have won the title at least once such as Mumbai Indians, Kolkata Knight Riders and Chennai Super Kings have won twice, while Rajasthan Royals and Deccan Chargers have won once. But the current champion of the IPL 2015 season is Mumbai Indians which holding the cup till now. From entertainment sector, sports are the leading category in terms of fans, annual contribution and the popularity owing to different category contained. Sports touch many people's heart and creating a brand loyalty and love.

For instance, during 2014 IPL was estimated to be US 2.2\$ billion which according to BCCI in 2015 IPL season contributed Rs. 0.5 billion (US\$7.4 million) to the gross domestic product of Indian economy. This shows that sports contribute at high percentage to the economy of country as the consumer's loyalty to the brand. Brand love is the interpersonal relationship which customers have with their favorite product or brand in the market. As the independent variable, brand love influence decision making of the customers towards the brand or product in the market which is dependent variable and WOM (word of mouth) as mediator between these two. We have seen brand love as the strong independent variable to motivate and affect consumer behavior to create the brand image, brand personality of the product in the market. As Researchers identified five

possible theoretical mechanisms through which anthropomorphism may influence brand love such as category-level evaluation, cognitive fluency, cognitive consistency, self-extension and self-congruence, There is relationship between brand love and anthropomorphism which is kindly strong to bring positive attitude to brand love, In particular, perceived quality is an important predictor of brand love.

Due to love construct two brand love scale have been developed but they are subject to conceptual limitation. There are 7 first order dimension uniqueness, pleasure, intimacy, idealization, duration, dream, memories. There are other second solutions with two factors labeled Passion and Affection, Love towards a brand is highly similar to interpersonal love. From idea of brand resonance as the relationship built between the customers and the brand, there are importance to build brand resonance, in the cutthroat competition they are ways of maintaining the existence of brand in the market as to create brand loyalty and engagement.

Literature Review

Carroll and Ahuvia (2006) did a conceptual research to check that the brand can make its own reputation through consumer by their word of mouth, loyalty and their satisfaction. The research was all about that how (brand love) it can help in explaining and predicting the variations in the rate of consumption or buying of products of satisfied consumer in future. There are also some limitations that every consumer have different reason for the brand, some like because of infatuation, some because of loyalty, liking, appearance and so on.

Albert, Merunka, Florence (2009) did a conceptual research in France to measure the feeling of love consumer a might hold it, to investigate and measure love construct, to understand the limitation of love in market, To measure

issues linked to the two brand love scale currently. They also found that due to love construct two brand love scale have been developed but they are subject to conceptual limitation, There are 7 first order dimension uniqueness, pleasure, intimacy, idealization, duration, dream, memories., There are other second solution with two factors labeled Passion and Affection. Love towards a brand is highly similar to interpersonal love. The limitation of the research is that It is difficult to determine whether brand love can bring effect on object or product, the study of brand love must be too much theoretically, Many researchers do not refer interpersonal theories on love, concept of love is more strongly linked to interpersonal than brand/product.

Albert (2010) did a conceptual and explanatory research to measure research proposes a new brand love scale that consists of interpersonal love items derived from different scales. The finding was it is a conceptual and explanatory research which proposes a new brand love scale that consists of interpersonal love items derived from different scales.

Sarkar (2011) did a conceptual and traditional research in India to investigate about the consumer emotional relationship with the brand. The findings of the research was it is related with conceptual and traditional research In which the consumer are emotionally attached with the brand and also shows that why consumer are conscious for the brand it can be any reason, like satisfaction, consumer delight and many others and the limitations were if the consumer is not aware about any brand and it is existing in the market then there is no role/position of that brand in market.

Ismail, spinelli (2012) did a conceptual research in UK to developing a causal model incorporating brand love, brand personality, brand image and WOM, to investigate the causal model and describe them, to address this gap between brand personality, love, and image. The finding was only brand image is considered as a determinant of brand love that affects Word of Mouth along with brand personality.

Methodology

Objectives

- To know the most popular team of IPL among teenager’s girls.
- To know reason for watching IPL.
- To know the sources of influence about IPL.

Area of the study: The area of the study refers to campus.

Sources of data: The study is use for primary data. For the purpose of data collection of data, a detailed questionnaire has been prepared and data were collected from the consumer.

Sample design: for the purpose of the study,100 questionnaires were collected.

Tools for analysis: Frequency distribution, percentage.

Data analysis

Which is your favorite team?

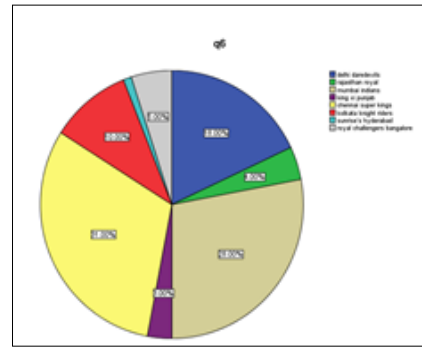


Fig 1

Interpretation: From above chart 31%respondents has Chennai super kings favorite,28%respondents has Mumbai Indians favorite,18%has Delhi daredevils,10%has Kolkata knight riders,5%has royal challengers Bangalore,4%has Rajasthan royal.

Describe your interest in IPL?

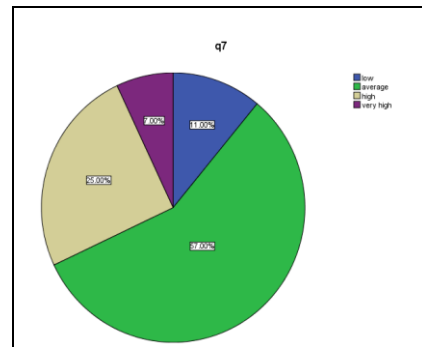


Fig 2

Interpretation: From the above chart 57%respondents has average interest in IPL, 25%respondents has high interest in IPL,11%has low interest,7%has very high interest in IPL.

What is the main reason for watching IPL?

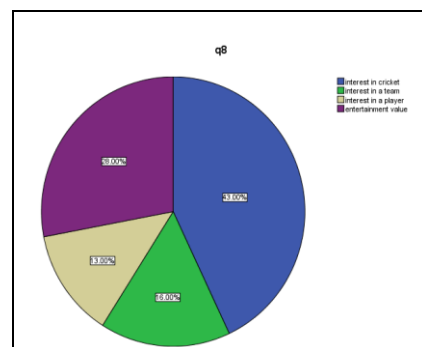


Fig 3

Interpretation: From above chart 43% respondents are watching for interest in cricket, 28% respondents are watching for entertainment value, 16% respondents are watching for interest in team, 13% respondents are watching for interest in player.

6. <https://www.studymode.com/subjects/literature-review-on-IPL-page>

Which is your favorite player in IPL?

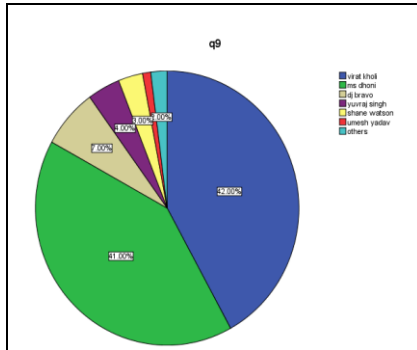


Fig 4

Interpretation: From the above chart 42% respondents are having virat kohli as favorite player, 41% respondents are having MS Dhoni as favorite player, 7% respondents are having DJ bravo as favorite player, 4% has Yuvraj singh, 3% has Shane Watson, 2% has others.

Conclusion

By analyzing the data Researcher can surely say that respondent’s behavior towards IPL is positive. From this we can conclude that IPL is now a global event and it has taken cricket to the next level. So looking at positive side we can say that IPL is becoming a global event. From the study it is derived that respondent are watching IPL mostly.

Findings

- 31% respondents has Chennai super kings favorite, 28% respondents has Mumbai Indians favorite, 18% has Delhi daredevils, 10% has Kolkata knight riders, 5% has royal challengers Bangalore, 4% has Rajasthan royal.
- 57% respondents show average interest in IPL, 25% respondents show high interest in IPL, whereas 11% respondents show low interest and 7% show very high interest in IPL.
- 43% respondents are showing their interest for cricket, 28% respondents are watching for entertainment value, 16% respondents are watching for interest in team, 13% respondents are watching for interest in player.
- 42% respondents are having virat kohli as favorite player, 41% respondents are having MS Dhoni as favorite player, 7% respondents are having DJ bravo as favorite player, 4% has Yuvraj Singh, 3% has Shane Watson and 2% has others.

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