

Original Article

# The Effectiveness of Sports Marketing Amongst Different Age Groups in Delhi NCR and Aurangabad

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**Abstract** - Marketing creates a sense of urgency and importance around a product by highlighting a specific need or desire in consumers. This motivates consumers to make a purchase, viewing your product as a necessary and valuable addition to their lives. There are various ways through which marketing is carried out in Outdoor Marketing, Print Marketing, Digital Marketing, and Sports Marketing. The sports industry is growing rapidly, attracting billions of followers worldwide. This provides a great platform for brands to promote their products and reach large masses worldwide simultaneously. Sports marketing is becoming one of the most effective forms of marketing, thus making it important to study. The present study aims to assess the effectiveness of sports marketing. It was carried out using a sample group of three age groups belonging to the upper socio-economic background from Delhi NCR and Aurangabad, India. It was found that cricket is the most popular sport in India. Out of the sample group, the majority of people have used a product as a result of watching a sport, which proves that smart marketing is an effective tool for marketing; however, other factors such as brand reputation, pricing, accessibility, and customer loyalty may also play a crucial role in influencing consumer behaviour.

**Keywords** - Delhi NCR - Aurangabad, Digital marketing, Sports marketing, Cricket, Socio-economic background.

## 1. Introduction

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service, which involves researching and understanding the needs and wants of a target market and then developing and promoting products or services that meet or exceed those needs and wants. The goal of marketing is to connect with customers and

create value for them, ultimately leading to -increased sales and revenue for the organization. Marketing has evolved over the years. The two primary types of marketing are traditional and digital. Marketing consists of 4 p's (*4 Ps of Marketing: What They Are and How to Use Them*, 2023) necessary to reach the target market and achieve marketing objectives successfully. These are the kinds of tools that a company or a brand uses to influence consumers.

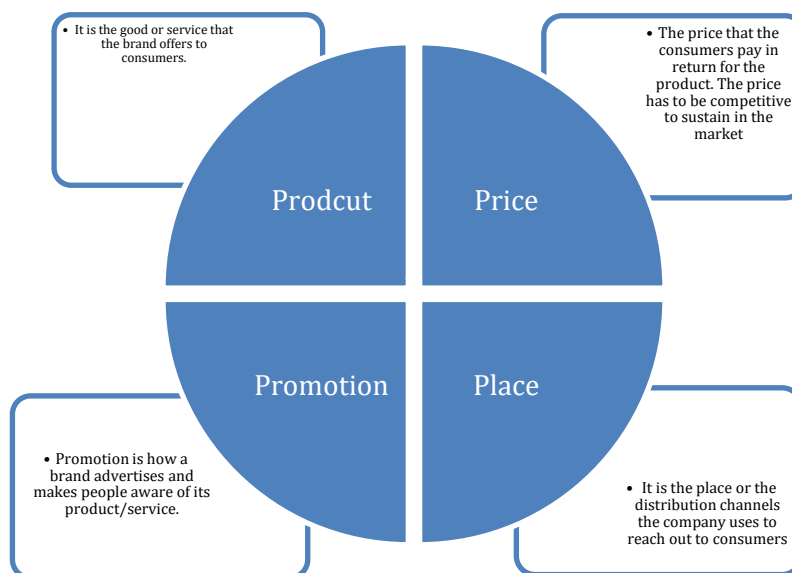


Fig. 1 Graphical representation of 4p's of marketing



Various marketing strategies exist, ranging from outdoor advertising to digital content creation (*12 Types of Marketing: A Guide to Marketing Strategies (2023)*, 2022). Outdoor marketing entails placing promotional content in public spaces, such as billboards or benches, while print marketing involves advertising in print media, such as newspapers or brochures. Event marketing takes advantage of specific events where businesses set up promotional booths for direct customer interaction. Content marketing, on the other hand, provides valuable information about products to consumers through digital platforms like blogs or social media. Influencer marketing leverages the reach of individuals with significant online followings to promote a brand. Among these methods, this research will focus on sports marketing.

### 1.1. Sports Marketing

It uses sports and theoretical events as a medium to promote any product, brand, service, or organization. It connects with thousands of customers at once and creates awareness for their brands. When we speak of sports, we have around 8000 sports and sporting games played worldwide (Omuya, 2023), not even counting the variations of the games yet. However, only a handful of these games have gained international recognition, with only around 200 of them being widely known. Among these, a few have amassed billions of fans, such as football, cricket, hockey, tennis, etc. Each sport has a different nature; for instance, some are team sports (Basketball, cricket), while others are individual (Golf, gymnastics); some are fast-paced and aggressive (Extreme sports, boxing), while others are more strategic (Chess, Billiards). Due to this, brands must follow different strategies for different sports. Sports marketing involves various activities like sponsoring teams and players, advertising during sports events, or even sponsoring the entire sports event. "3.5 billion viewers watched the Tour de France, making it the most-watched sporting event across the world." (Toni, 2021). "An average of 4.7 billion people worldwide watch the premier league every year. "In the year 1966, (Toni, 2021) 32.20 Million people watched the FIFA World Cup final, which is still the most-watched sporting event in UK TV history— (Toni, 2021)" "The Cricket World Cup—2.6 billion viewers (Toni, 2021) The global cumulative average audience of the Men's CWC 2019 live coverage stood at 1.6 billion viewers, while the event was watched for a longer amount than ever before, amassing 13.7 billion global viewing hours.

The sports sponsorship market was estimated at 64.8 billion U.S. dollars in 2021. The industry is projected to grow at 7.5 per cent by 2030, reaching a value of 112.2 billion U.S. dollars (Gough). A recent report by the Confederation of Indian Industry (CII), KPMG, and the Indian Broadcasting and Digital Foundation (IBDF), titled "Sports Broadcasting on TV: A Match Made in Heaven," has projected a significant growth in sports revenues from digital platforms in India. The revenues are expected to increase from INR 1,540 crores in

FY20 to INR 4,360 crores by FY26, signifying a 22% compounded annual growth rate (CAGR) (Jha, 2022). Additionally, sports viewership in India for the first nine months of 2022 has reached 722 million, with expectations to exceed the 776 million mark achieved in 2019 by the end of 2022. This is due to the anticipated line-up of major sporting events in the coming three months, such as the T20 World Cup, India bilaterals, the Pro Kabaddi League, and the Indian Super League (Jha, 2022). For decades, sports events have attracted large audiences from all around the world and have a high level of media coverage, giving a great platform for brands to promote their products and reach large masses from all around the world simultaneously. Also, these audiences are passionate about sports, and this passion can translate into strong brand loyalty and support for the brands associated with their favourite teams or athletes.

India is the second most populated country in the world. Millions of people follow some or the other sport. Cricket is the most followed sport in India, and it is not just considered a sport but a religion instead. In Today's time, various sports other than cricket, such as F1, NBA, etc., are entering India and gaining popularity among the masses. This gives an immense opportunity for all the brands to use this as an opportunity to promote their brands. However, the main question was: Is this effective? Moreover, maybe due to many businesses not knowing the answer to this question, they are reluctant to enter into sports marketing. This research paper could aid businesses in answering their questions and even provide valuable insights for marketers to develop targeted strategies, identifying the most responsive age groups for their product/service.

## 2. Methodology

### 2.1. Research Aim

The present study aims to assess the effectiveness of sports marketing. Specifically, the study intends to identify which marketing tactics are most successful within specific age groups and why these strategies are particularly effective.

### 2.2. Tools Used

In this study, an online survey was conducted among 78 people to investigate the effectiveness of sports marketing. It consisted of a total of 11 questions- Q1) Education Qualification, to understand the education level of the survey respondents, which might influence their brand preferences or purchasing decisions. Q2) Occupation, to give insights into the respondents' socio-economic status, which can affect their ability to purchase certain products or services.

Q3) Age to identify the age groups most influenced by sports marketing, potentially helping businesses target their ads more effectively. Q4) Gender, to understand if sports marketing influences one gender more than another, providing more targeted demographic information for marketers. Q5) What is your favourite sport? To understand which sports have

the most impact on consumer behaviour and brand preferences. Q6) Have you used any product, service or brand as a result of watching the sport? To measure the direct influence of sports marketing on consumer purchasing decisions. Q7) If yes, what are those products/services? To identify which brands are most successful in this type of marketing. Q8) What motivated you to buy the product, if not sports? To isolate other influencing factors contributing to purchasing decisions, giving a better understanding of consumer behaviour.

9) Out of the two products given below, which one would you prefer? To provide direct insights into consumer choices and reveal how well one's sports marketing strategy and other NPN sports marketing strategies popularise the brand. 10) Choose which mode of advertisement would make you inclined to buy the product to understand which marketing strategies (Sports or non-sports) are most effective for influencing purchasing decisions. 11) On a scale of 1 to 5, what would you rate the different ways the brand "MRF" is being marketed down? to understand how well the respondents think MRF's marketing strategy works, providing feedback on the brand's current approach.

### 2.3. Informed Consent

All data collected was treated with full confidentiality and followed ethical guidelines for research. Participants were fully informed about the research aims and their rights as participants before they took part.

### 2.4. Sample Information

In the conducted survey, a total of 78 individuals participated. Out of these participants, 49 were male, 21 were female, and there was 1 participant who identified as "other." The survey included respondents from three different age groups: 15-20 years (30 participants), 21-30 years (23 participants), and 31 years and above (18 participants).]. The survey respondents were from Delhi and Aurangabad, India, considered to be the urban areas of India.

### 2.5. Data Collection Procedure

An online survey was conducted to evaluate the effectiveness of sports marketing across several age groups. The survey included a series of questions that aimed to assess participants' perceptions of the impact of sports marketing strategies employed by various brands.

### 2.6. Data Analysis Strategy

Quantitative data from the surveys were analyzed to identify trends and correlations between age groups and the effectiveness of different marketing strategies.

## 3. Results and Discussion

This section of the paper focuses on the findings from the survey conducted among 71 respondents. It evaluated the

effectiveness of sports marketing across several age groups. The survey included a series of questions that aimed to assess participants' perceptions of the impact of sports marketing strategies employed by various brands.

### 3.1. Overall Analysis

In Fig 2, it can be observed that cricket is the favourite sport among the respondents (31), followed by formula 1 (10). The same number of respondents have football and badminton as their favourite sports (9). For 4 respondents, tennis is their favourite sport, whereas 3 respondents even like basketball. However, 5 respondents are not interested in sports at all.

Ormax Media recently released a research report on the sports base in India. The study sets the number of sports fans in the country at 136.3m, roughly 13.63 crores. Cricket leads with 124.2 million fans. Kabaddi, wrestling (including WWE) and football are in a close contest for the second position, with 23-28 million fans each. (*India's Sports Fan Base Stands at 136.3 million People: Report, ET BrandEquity, 2022*) "Research shows that cricket draws in 93% of sports viewers throughout India." "India has hosted over 300,000 cricket matches.

The country boasts numerous cricket coaching and training centres, allowing adults and children to learn and practice the game.

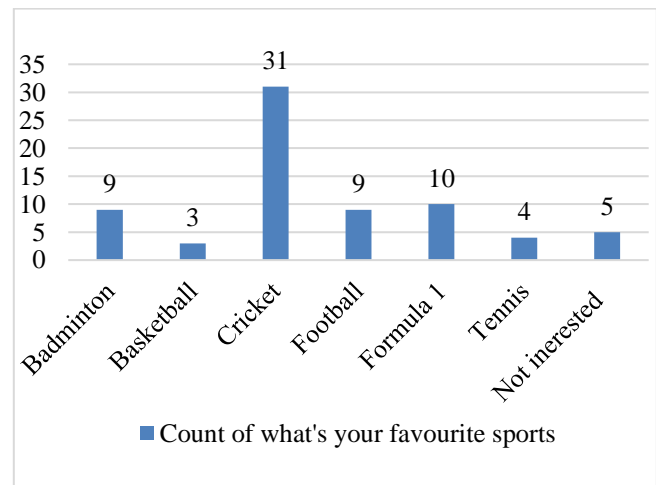
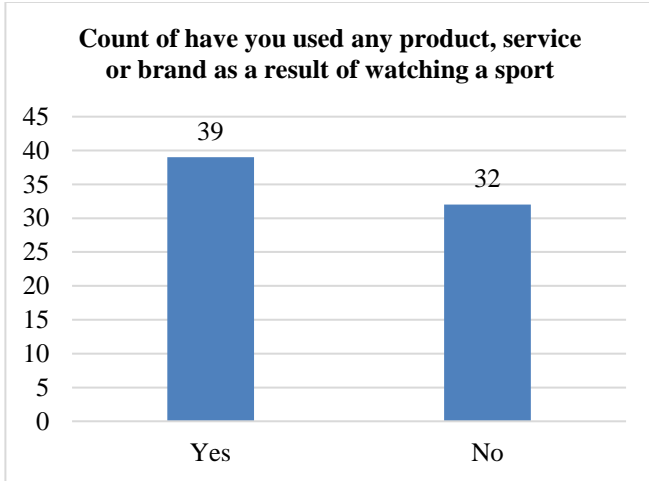


Fig. 2 Graphical Representation of the favourite sports of the respondents (N=71)

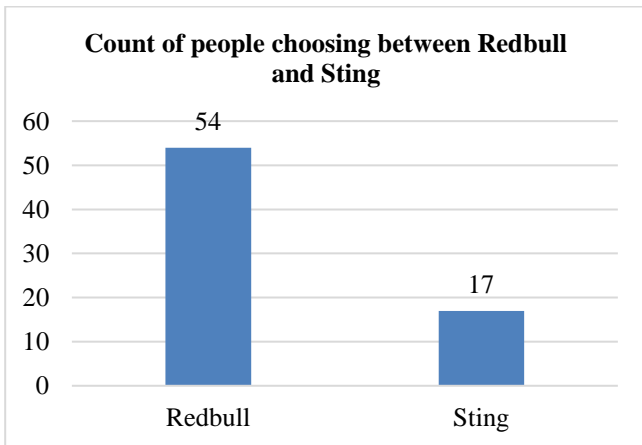
Figure 3 indicates that 54.92% (39) of the respondents have used a product or a service as a result of watching a sport. On the contrary, 45.07% (31) of the respondents have not.

The results show that most respondents did buy a product or a service after watching a sport, but the difference between those who have not is insignificant. The growing popularity of sports and its players in India presents a great opportunity for brands to promote their products.



**Fig. 3 Graphical Representation of the Number of respondents who have or have watched any sport. (N=71)**

A recent study by Live Mint highlighted that the viewership of sports on television reached 772 million within the first few months of 2022 (Jha, 2022). This indicates that an effective advertisement could attract millions of views at once and result in an increase in sales. This is supported by the fact that 52% of the respondents surveyed have purchased a product as a result of watching a sport. Apart from effective marketing, the loyalty of sports fans towards their favourite players or teams can also play a significant role in making them include towards purchasing the product. Fans may be more likely to buy a product if their favourite player or a team promotes it.

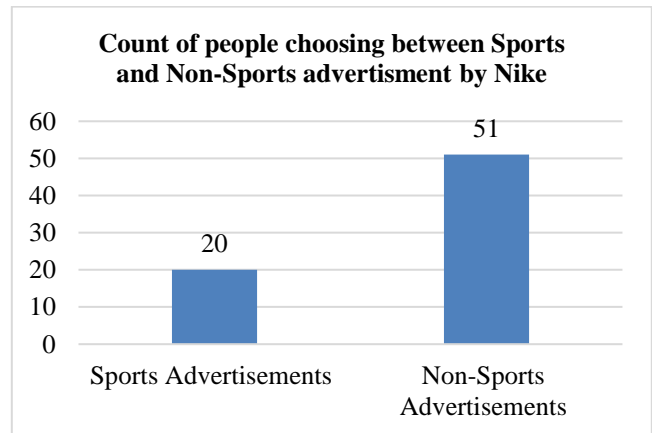


**Fig. 4 Graphical representation of the number of people choosing redbull/monster versus the number of people choosing Sting. (N= 71)**

Figure 4 displays the number of respondents who choose between redbull/monster and Sting. The figure indicates that 76.06% of the respondents have chosen redbull/monster; on the contrary, only 23.94% have chosen Sting. The results show that the vast majority of the people have preferred redbull/monster over Sting. Redbull/Monster is a brand that sponsors various sports events, including Formula 1, which

has seen a drastic increase in popularity in recent years in India. According to a 2019 Nielsen survey, India was among the top five countries with the highest number of F1 fans, with 31.1 million fans (Patwardhan, 2023).

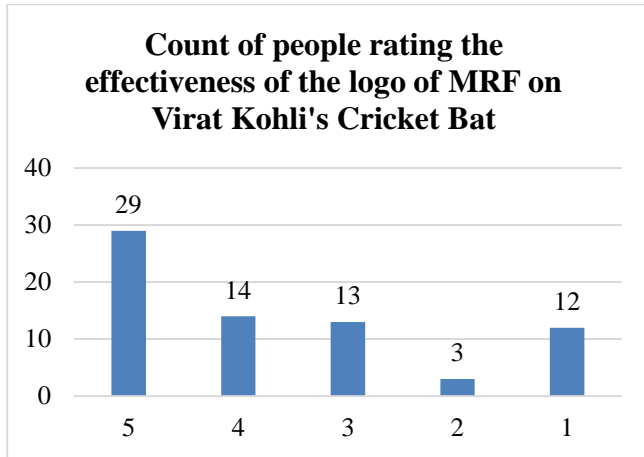
Furthermore, the popularity of F1 in India has continued to increase. Karun Chandhok, a former Indian F1 driver, stated that the audience at the track had increased by 36% in the last non-Covid year of 2019 compared to the previous year of 2022. This increase in the popularity of the sport also translates to an increase in the popularity of the teams participating in it. Redbull and monster sponsor one of the popular teams on the grid. This exposure allows them to showcase their products to millions of people and explains their popularity among the respondents. Sting has sponsored as a broadcast sponsor for the IPL, and apart from that, it has not sponsored any other sports, thus giving it a disadvantage over its competitors.



**Fig. 5 Graphical representation of the number of people choosing Sports advertisement versus the number of people choosing the Non-sports advertisement campaign by Nike. (N=71)**

The chart depicted in Figure 5 illustrates the count of participants who opted for either the sports or non-sports-oriented marketing for the Nike brand. The figure indicates that 71.83% (51) of the respondents have chosen non-sports marketing; on the contrary, 28.17%(20) have chosen sports-oriented advertisements. The results show that most people have chosen non-sports marketing over sports marketing, and the difference is significant. Nike is a globally recognized brand that has been around for several decades. The brand has built a reputation for its innovative and compelling advertisements, often featuring high-profile athletes and celebrities. However, The Sample group of the survey might have affected the results. Most of them were not many basketball fans and thus may not be familiar with Kobe Bryant; they might have simultaneously preferred the broader appeal of Nike advertisements. Nike's advertisements often feature various products and athletes from different sports, which may appeal to more people than advertisements featuring just one person and type of shoe.

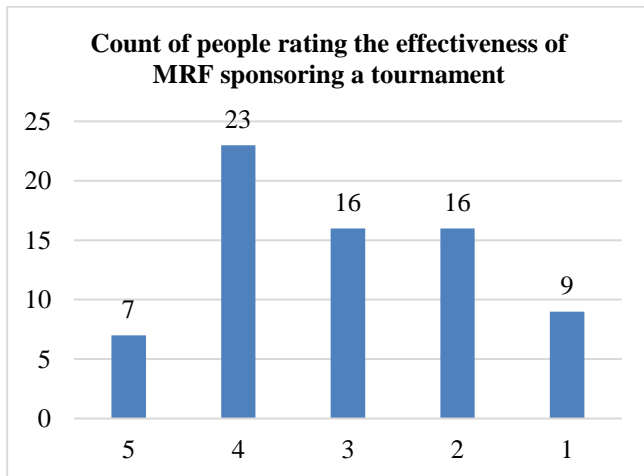
To go into detail about sports marketing, The respondents were asked to rate on a scale of 1 to 5 regarding the effectiveness of the MRF brand's placement in the sport of cricket.



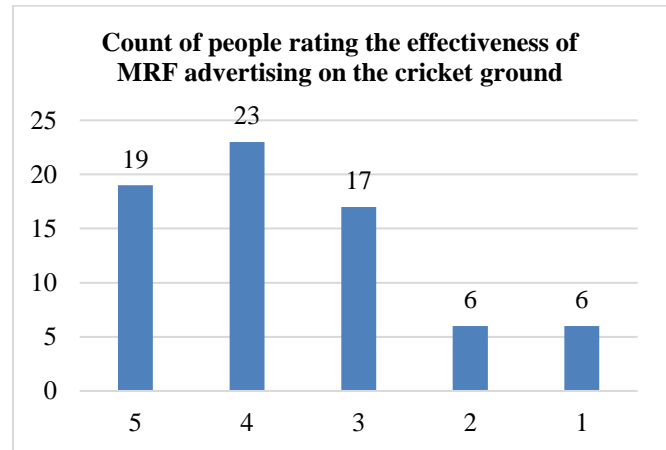
**Fig. 6 Graphical representation of the number of people rating on a scale of 1-5 MRF's sponsorship on Virat Kohli's Bat. (N=71)**

Figure 6 depicts the rating given by the respondents on a scale of 1 to 5 about the effectiveness of placing the MRF logo on cricket bats. The figure indicates that The majority of the participants, which is 29, gave a rating of 5. At the same time, 14 respondents rated it 4, and 13 respondents gave it a rating of 3. 12 respondents gave a rating of 1, whereas only 3 participants gave it a rating of 2.

Figure 7 depicts the rating given by the respondents on a scale of 1 to 5 concerning the effectiveness of placing the MRF sponsoring cricket tournaments. The figure indicates that The majority of the participants, which is 23, gave a rating of 4, while 7 respondents rated it 4. An equal number of respondents, i.e. 16, gave a rating of 2 and 3, whereas 9 respondents gave it a rating of 1.

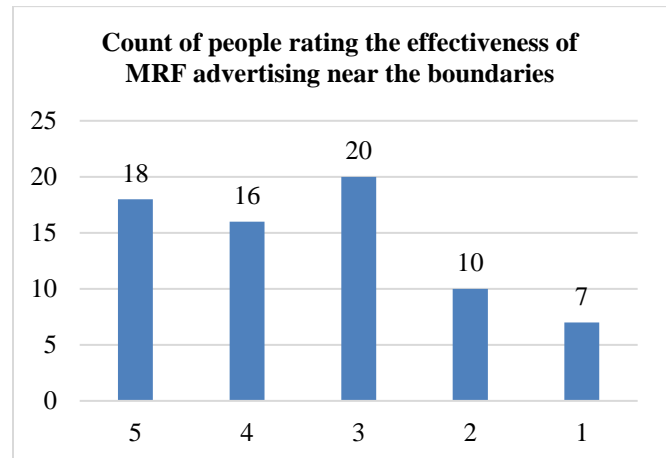


**Fig. 7 Graphical representation of the number of people rating on a scale of 1-5 MRFs sponsoring an event (N=71)**



**Fig. 8 Graphical representation of the number of people rating on a scale of 1-5 MRF's sponsorship on Cricket Ground. (N=71)**

Figure 8 depicts the rating given by the respondents on a scale of 1 to 5 concerning the effectiveness of placing the MRF brand logo on the ground. The figure indicates that The majority of the participants, which is 23, gave a rating of 4. At the same time, 19 respondents rated it 5—followed by 17 respondents rating it a 3 and an equal number of respondents, i.e. giving it a rating of 2 and 1.



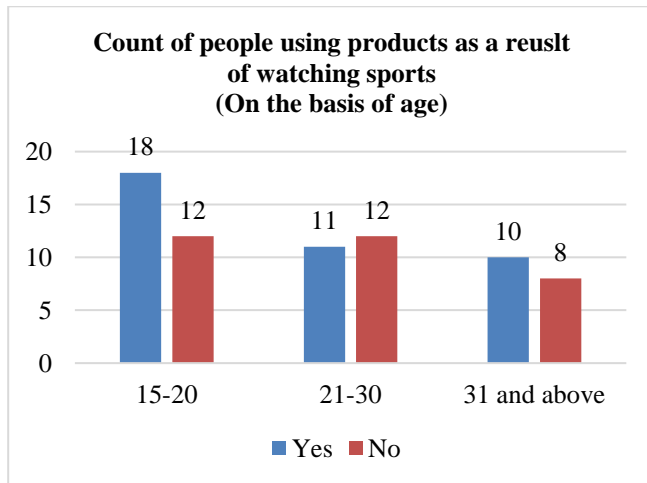
**Fig. 9 Graphical representation of the number of people rating on a scale of 1-5 MRF's sponsorship near the boundary lines. (N=71)**

Figure 9 depicts the rating given by the respondents on a scale of 1 to 5 about the effectiveness of placing the MRF brand logo near the boundaries. The figure indicates that The majority of the participants, which is 20, gave a rating of 3, while 18 respondents rated it 5—followed by 16 respondents rating it 4 and, 10 respondents rating it 2, and 7 respondents rating it as 1. MRF's sponsorship of Virat Kohli's cricket bat emerged as the most favoured among the 4 types of sponsorships asked for by the same group. Kohli, being one of the most prominent cricketers in the world, enjoys an unparalleled following. With a staggering 211 million followers on Instagram, 49 million fans on Facebook, and 50

million followers on Twitter, he has an overall social media fan base of about 310 million. (*Virat Kohli Continues to Rule Social Media, Becomes First Cricketer to Reach 50 Million Followers on Twitter*, 2022) As a result, sponsoring his cricket bat means the brand will be seen by millions of people who watch him play in stadiums and on television. His fans are likely to positively perceive the brand sponsoring his cricket bat and may be more inclined to purchase its products or services. Kohli's success, talent, and determination can be linked to the brand, improving its consumer perception. This could be the reason why people preferred Virat Kohli's bat, a great place for MRF to sponsor themselves.

### 3.2. Analysis based on Age Groups

Analyzing the data according to the age groups of the sample group. Analyzing how different age groups respond to the different types of campaigns and how age can impact purchasing power.

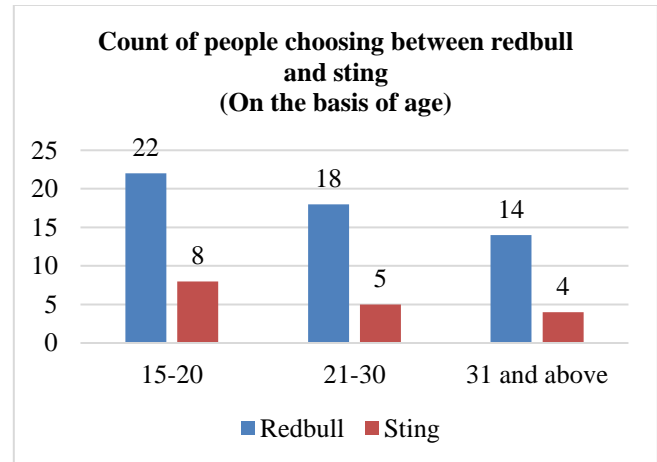


**Fig. 10 Graphical representation of the number of respondents of three different age groups who have or have not used a product/service as a result of watching any sport. (N=71)**

Figure 10 displays the different age groups of respondents who have used any product or service as a result of watching any sport. According to the chart, within the 15-20 age group, 60% (18) of respondents said yes, while 40% (12) said no. Whereas, in the 21-30 age group, 47.83% (11) Opted for yes, compared to 52.12% who opted for No. Within the 31 and above age group, 55.55% (10) selected yes, while 44.44% (9) Selected No.

In summary, the 15-20 and 31 and above age groups had a higher proportion of product/service usage due to sports, whereas the 21-30 age group had a relatively lower percentage, although not significantly different. Sports can bring people together, irrespective of their age, gender, or culture. Sports marketing is implemented in various sports, which can reach people of all age groups. This is because the marketing strategies are implemented across various sports

that cater to various interests. From youthful, high-energy sports to those requiring patience, thereby ensuring a widespread influence. Certain sports are followed by all people irrespective of age group, such as football, which is popular around the world and across all age groups. A company like Pepsi mentioned above sponsoring a famous football player like Lionel Messi can get their brand seen by millions of fans, young and old. However, at the same time, there can be sports that cater to only certain pecan age groups of people, such as E-sports, which is a newer area of sports that's particularly popular with younger age groups. Companies that sponsor e-sports tournaments or teams can reach this younger audience. The diverse range of sports that caters to people of different age groups allows them to influence them highly; thus, this justifies the result, which more or less shows all the people of different age groups have used a product as a result of watching any sport (N=71)



**Fig. 11 Graphical representation of the number of respondents of three different age groups choosing redbull/monster or choosing Sting. (N=71)**

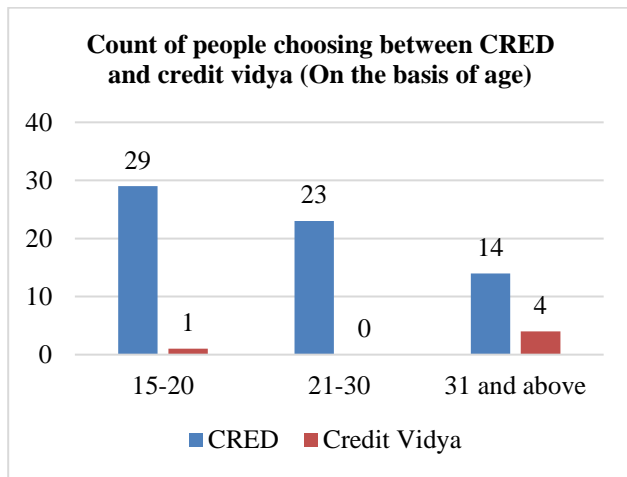
Figure 11 displays the different age groups of respondents who have chosen redbull and Sting. According to the chart, within the 15-20 age group, out of 71, 73.33% (22) of respondents chose Redbull, while only 26.67% (8) opted for Sting. In the 21-30 age group, out of 71, 78.26% (18) favoured Redbull, compared to only 21.74% who preferred Sting. Similarly, within the 31 and above age group 71, 77.78% (14) selected Redbull, while 22.22% (4) opted for Sting.

In conclusion, among all the age groups mentioned above, the majority of respondents have opted for redbull over Sting. Red Bull uses cartoons for their TV Advertisements, and cartoon advertisements have a broader appeal and engage audiences of all ages, whereas F1 is more niche and might not be as popular or well-known to everyone in India.

F1 racing, being a more Western-dominated sport, may not connect as well with the majority of Indian audiences; however, cartoon ads might offer more creativity and storytelling, which can be more engaging and memorable for



viewers compared to showcasing an F1 car. Thus, this could be a simple reason why the sample group chose the TV advertisement rather than the sports advertisement.



**Fig. 12 Graphical representation of the number of respondents of three different age groups choosing cred or choosing credit vidya. (N=71)**

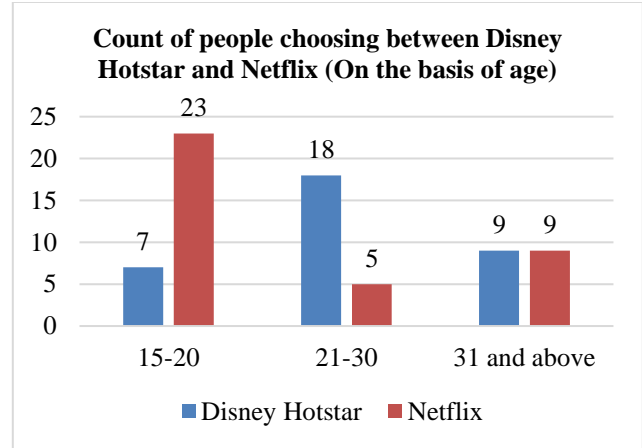
Figure 12 displays the different age groups of respondents who have chosen between Cred and Credit Vidya. According to the chart, within the 15-20 age group, 96.67% (29) of respondents chose Cred, while only 3.33% (1) opted for Credit Vidya. In the 21-30 age group, 100% (23) favoured Cred, compared to only 0%, i.e., no one preferred Credit Vidya. Similarly, within the 31 and above age group, 77.77% (14) selected Cred, while 22.22% (4) opted for Credit Vidya.

In conclusion, among all the age groups mentioned above, the majority of respondents have opted for Cred over Credit Vidya.

CRED is a fintech company that has gained mass popularity for its creative and unique advertisements featuring various non-sports and sports personalities.

The 13th season of the IPL, which happened in the year 2020, captured the highest viewership ever in its history; during this year, CRED partnered with IPL for the first time and came on board as an official league sponsor with BCCI signed on as the official broadcast associate sponsor to reach the wider audience (*Case Study on CRED's Successful Growth Story With IPL 2020*, 2020). IPL is one of the world's biggest sporting events, helping CRED draw viewers' attention towards the brand.

Apart from that, CRED's creative and unique advertisements have also created a buzz around the brand and helped it increase its sales and brand value. On the other hand, Credit Vidya is a small fintech company and is in the starting stages of its growth; thus, it is not popular among the respondents.

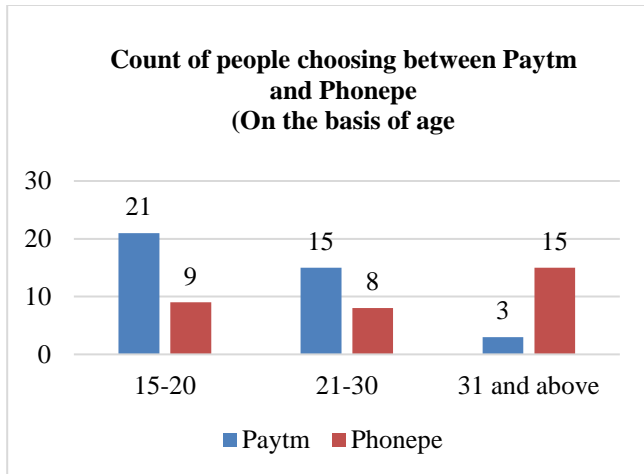


**Fig. 13 Graphical representation of the number of respondents of three different age groups choosing netflix or choosing disney hotstar (N=71)**

Figure 13 displays the different age groups of respondents who have chosen between Disney Hotstar and Netflix. According to the chart, within the 15-20 age group, only 23.33% (7) of respondents chose Disney Hotstar; on the contrary, 76.66% (23) opted for Netflix. On the other hand, in the 21-30 age group, 78.26% (18) favoured Disney Hotstar, compared to only 21.74% (5), who preferred Netflix. Within the 31 and above age group, 50% (9) selected Disney Hotstar, and the rest, 50% (9), opted for Netflix. In conclusion, it can be observed that the age bracket of 15 to 20 shows a greater preference for Netflix, while the age group of 21 to 30 favours Disney Hotstar more. However, among individuals aged 31 and above, an equal number of respondents have opted for both Netflix and Disney Hotstar.

Disney+Hotstar has recently encountered several hurdles, including losing the Indian Premier League (IPL) broadcasting rights to Viacom18 and failing to secure the renewal of their Formula 1 coverage contract. The platform's subscriber counts also dipped by 3.8 million when HBO Max concluded its partnership with Disney+Hotstar (FAROOQUI, 2023). These factors may contribute to a decline in popularity among the younger audience.

At the same time, Netflix has managed to grab the attention of youngsters with its compelling shows like "Stranger Things" and "13 Reasons Why" Breaking Bad, specifically pointed to this age group. As per a recent investment bank Piper Jaffray survey, Netflix has emerged as the dominant video service among teenagers. This semi-annual survey, encompassing 10,000 American teens, indicated that a staggering 37% of teens engage with Netflix daily. (Mcalone, 2022). A good reason for individuals aged 21-30 to prefer Disney Hotstar over Netflix could be the abundance of regional content available on Disney Hotstar. The platform appears to cater to this age group's interest in regional movies and shows, which Netflix might not as well cater to. (Mcalone, 2022)



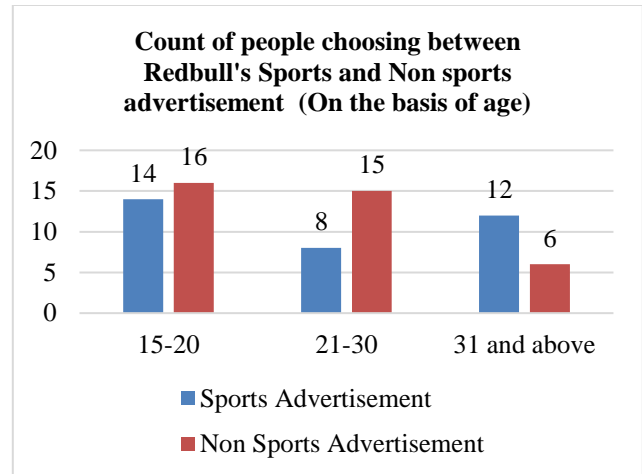
**Fig. 14 Graphical Representation of the number of respondents of three different age groups choosing Paytm or choosing Phonepe (N=71)**

Figure 14 displays the different age groups of respondents who have chosen between Paytm and Phonepe. According to the chart, within the 15-20 age group, 70% (21) of respondents chose Paytm, while only 30% (9) opted for Phone pe. In the 21-30 age group, 65.22% (15) favoured Paytm, compared to only 34.78% who preferred Phone pe. On the contrary, within the 31 and above age group only, 16.66% (3) selected Paytm, while 83.33% (15) opted for Phone pe.

In conclusion, while Paytm is mostly preferred within the age groups of 15-20 and 21-30, within the age group of 31 and above, respondents preferred Phone pe over Paytm. Paytm, being one of the earliest players in the Indian digital payments space, has high brand recognition. At the same time, the young generation (15-30) looks for various services a brand provides. Unlike Phonepe, Paytm offers a wide range of services beyond just digital payments, including travel booking and shopping.

It has been known to offer a variety of promotions, discounts, and cashback offers, which can be attractive to younger users who are often more price-sensitive. At the same time, PhonePe's services, like bill payments, recharge, insurance, and mutual funds, which they focus on and market regularly, could appeal to this age group, as they are likely to have more financial responsibilities.

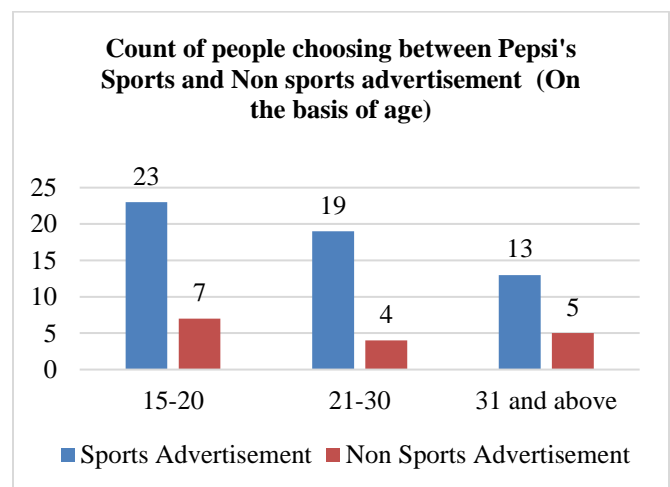
Figure 15 displays the different age groups of respondents who have chosen between Sports and Non-sports-oriented marketing for the brand Redbull. According to the chart, within the 15-20 age group, 46.66% (14) of respondents chose Sports oriented marketing; however, 53.33% (16) opted for Non-sports-oriented marketing. Similarly, in the 21-30 age group, 34.78% (8) favoured Sports oriented marketing, compared to 65.22% (15) who preferred Non-sports-oriented marketing.



**Fig. 15 Graphical representation of the number of people of three different age groups choosing sports advertisement versus the Non-sports advertisement campaign by Redbull. (N=71)**

On the contrary, within the 31 and above age group, 66.66% (12) preferred sports-oriented marketing, while 33.33% (6) opted for Non-sports-oriented marketing. In conclusion, while Non-sports-oriented marketing is mostly preferred within the age groups of 15-20 and 21-30, within the age group of 31 and above, respondents preferred sports-oriented marketing. Red Bull's cartoon TV ads might be more popular because they attract people of all ages.

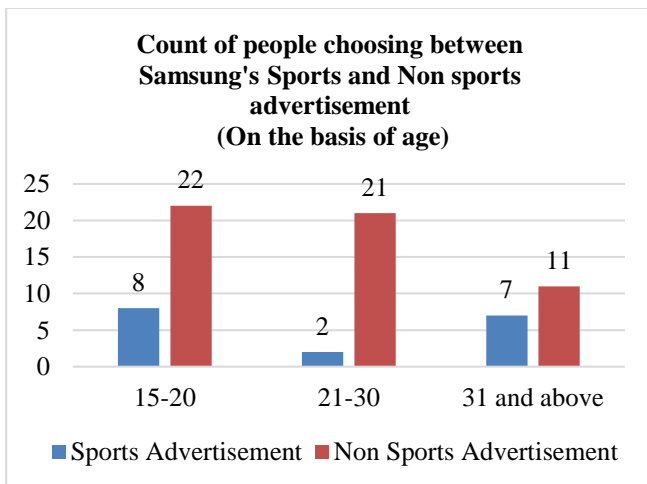
F1 racing is more specific and may not be as famous or understood by everyone in India, especially as it is more common in Western countries. Cartoon ads can be more creative, making them more interesting and memorable for the audience than showing an F1 car. This could be the reason why the same group would have liked the TV ads more than the sports ads.



**Fig. 16 Graphical representation of the number of people of three different age groups choosing Sports advertisement versus the Non-sports advertisement campaign by Pepsi. (N=71)**



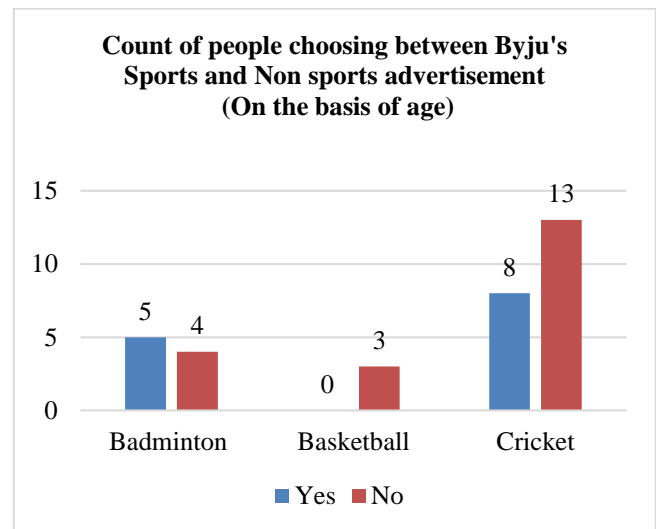
Figure 16 displays the different age groups of respondents who have chosen between Sports and Non-sports-oriented marketing for the brand Pepsi. According to the chart, within the 15-20 age group, 76.66% (23) of respondents chose Sports oriented marketing, whereas 23.33% (7) opted for Non-sports-oriented marketing. Similarly, in the 21-30 age group, 82.60% (19) favoured Sports oriented marketing, compared to 17.39% (4) who preferred Non-sports-oriented marketing. Even within the 31 and above age group, 72.22% (13) preferred sports-oriented marketing, while 27.77% (5) opted for Non-sports-oriented marketing. In conclusion, the sports-oriented marketing of Pepsi was favoured among all the age groups of the respondents. Lionel Messi is one of the most renowned football players and is widely considered one of the greatest footballers of all time. (Muralidharan, 2023). His worldwide recognition and influence draw the attention of people worldwide. His followers range from young children aspiring to be footballers to older generations who admire his talent and career. As a successful athlete, many view Messi as a role model. This can influence people's purchasing decisions as they might feel a connection or aspiration towards the lifestyle Messi represents. This explains the fact that why people from various age groups choose Messi Advertisement.



**Fig. 17 Graphical representation of the number of people of three different age groups choosing Sports advertisement versus the Non-sports advertisement campaign by Samsung. (N=71)**

Figure 17 displays the different age groups of respondents who have chosen between Sports and Non-sports-oriented marketing for the brand Samsung. According to the chart, within the 15-20 age group, only 26.66% (8) of respondents chose Sports oriented marketing; however, 73.33% (22) opted for Non-sports-oriented marketing. Similarly, in the 21-30 age group, 8.7% (2) favoured Sports oriented marketing, compared to 91.30% (21) who preferred Non-sports-oriented marketing. Even within the 31 and above age group, 38.88% (7) preferred sports-oriented marketing, while 61.11% (11) opted for Non-sports-oriented marketing. In conclusion, the Non-sports-oriented marketing of Samsung was favoured

among all the age groups of the respondents. Samsung's TV advertisements must have been likely preferred as they cater to a diverse viewership, not confined to sports enthusiasts. They are structured to engage a broad age group, regardless of specific sports interests. Such ads allow a higher degree of creativity and storytelling, leading to impactful messages. This is evident in their visually appealing content, while sports sponsorships primarily focus on brand name promotion. TV advertisements provide a platform to showcase Samsung products' features and benefits, which can attract potential customers. In contrast, a football sponsorship mainly displays the brand name.



**Fig. 18 Graphical representation of the number of people of three different age groups choosing Sports advertisement versus the Non-sports advertisement campaign by Byju's. (N=71)**

Figure 18 displays the different age groups of respondents who have chosen between Sports and Non-sports-oriented marketing for the brand Byjus. According to the chart, within the 15-20 age group, only 33.33% (10) of respondents chose Sports oriented marketing. However, 66.66% (20) opted for Non-sports-oriented marketing. Similarly, in the 21-30 age group, 39.13% (9) favoured Sports oriented marketing, compared to 60.87% (14) who preferred Non-sports-oriented marketing. Even within the 31 and above age group, 33.33% (6) preferred sports-oriented marketing, while 66.66% (12) opted for Non-sports-oriented marketing. In conclusion, the Non-sports-oriented marketing of Byjus was favoured among all the age groups of the respondents. Byju's TV advertisements usually appeal to people's emotions and could have evoked feelings of Fun and warmth, which may have led to the participants preferring this ad. The ad featuring children studying might effectively communicate the message about the usefulness of Byju's as a learning tool and the importance of parental involvement in children's education. However, The cricket jersey ad, while it may generate excitement among cricket fans, might not convey a message as impactful to the general public.

### 3.3. According to Sports

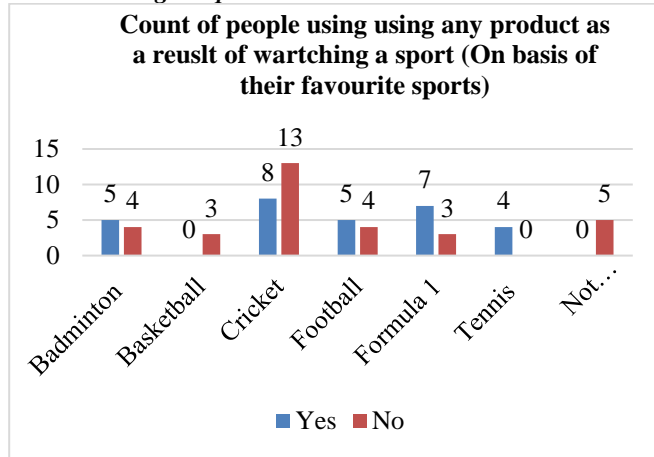


Fig. 19 Graphical representation of no. of people based on their favourite sport, using a product as a result of watching a sport. (N=71)

From the fig above, it could be seen that the most followed sport among the sample group is cricket, and 18 people brought something as a result of watching cricket, thus showing the effectiveness of marketing in cricket, specifically in India, where cricket is considered a religion. After cricket, F1 football and badminton have had little impact on people's decisions. The majority is due to its low popularity in India; however, these sports are in their growing stages in India and have a great future ahead. Cricket continues to be the most popular sport in India. According to a report by Business Standard, Cricket drew 93 per cent of all sports viewers in India in 2018.

"Statistical Data shows that India has approximately three million registered cricketers. The country has hosted over 19,000 domestic, national, and international tournaments. It has over 2,000 cricket academies, centres, and stadiums." (*The 10 Most Popular Sports in India — The Sporting Blog*, 2023).

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In addition, India has hosted over 300,00 cricket matches, which shows the love and affection people in India have for this sport.

### 4. Conclusion

Sports marketing significantly impacts people's buying choices. From the responses incurred from the online survey that was undertaken, it could be concluded that advertisements associated with popular sports figures or events impact the audience from Delhi NCR and Aurangabad, fostering a sense of connection that can translate into brand loyalty and end up buying the product.

The findings can be used by businesses looking for effective ways to promote their product or service. The findings can also be used to increase businesses' investment in sports marketing and help them identify the most effective sports or events to sponsor to promote their products. It could even provide valuable insights for marketers to develop targeted strategies, identifying the most responsive age groups for their product/service.

Some limitations in the study: One significant issue was the clarity of certain photos used in the survey. Some photos were ambiguous in expressing their ideas and thus would have affected the respondents' ability to evaluate the image being shown. This might have influenced their responses. Also, only 71 people's choices were considered, which resulted in mixed results. A bigger sample group could have helped get a clear conclusion on the topic.

Also, the focus on Delhi and Aurangabad may not make our findings generalizable to all regions in India. Future research on the same topic could include various cities or even countries into consideration to get accurate results. It could also focus on specific sports or sporting events.

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