

“A Study on Understanding Awareness and Influence on IPL Among Present Gen Z In Tumkur City”

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ABSTRACT

The Indian Premier League (IPL) has transcended the boundaries of traditional sport to become an important cultural & commercial occurrence. This research examines the multifaceted relationship between Generation Z & the IPL, concentrating particularly on their levels of awareness & the leagues recommends on their behavioural & consumption patterns. Using a quantitative survey methodology, information was gathered from different cohort of Gen Z respondents to measure their exposure to IPL related media, their engagement with digital platforms, & the consequent impact on their buying decisions & lifestyle preferences. The findings reveal that Gen Z demonstrates a high degree of digital-centric awareness, driven mainly by social media, short-form video content, & fantasy sports implementations rather than conventional television broadcasts. Furthermore, the study recognizes a substantial influence of the IPL on brand recall & purchase intent, specifically within the fashion, food & beverage, & tech sectors. However, the analysis also uncovers a detailed trend wherein this generation views the IPL as a form of interactive entertainment rather than pure athletic competition. The study concludes by offering strategic insights for marketers, broadcasters, & franchise owners targeting to effectively engage this dynamic demographic segment, emphasizing the need for authentic, immersive, & digitally-native marketing strategies.

KEYWORDS:

- Generation Z
- Indian Premier League (IPL)
- Consumer Behaviour
- Digital Marketing
- Sports Influence
- Brand Awareness

INTRODUCTION

The Indian Premier League (IPL) is far more than a cricket tournament; it is a cultural juggernaut that has basically reinterpreted the landscape of Indian sports & entertainment since its inception in 2008. Conceived as a high-octane, franchise-based 20 league, the IPL successfully merged the zeal of cricket with the glamour of Bollywood & the strategic accuracy of corporate business. Within a decade, it developed into one of the most profitable sporting properties globally, attracting top international talent, massive television audiences, & unmatched advertising investments. The league's unique format, defined by its fast-paced matches, celebrity team ownership, & strategic time-outs, was carefully designed to appeal to a younger, more dynamic demographic, effectively transforming cricket from a traditional pastime into a year-round commercial display.

similar to the IPL's rapid rise, a deep demographic shift has been taking place in India. Generation Z widely described as individuals born between the mid-1990s & the early 2010s has appeared as the first truly digital-native group. Unlike their ancestors, Gen Z has grown up in an environment filled with high-speed internet, smartphones, & social media ecosystems. This generation is defined by its shortened attention spans, its need for visual & interactive content over passive consumption, & its enhanced distrust towards traditional advertising. For Gen Z, digital platforms like Instagram, YouTube, & Snapchat are not simply channels for entertainment but are primary sources of data, social validation, & identity formation. thus, their engagement with cultural events like the IPL is mediated almost entirely through these digital interfaces, creating a model that is basically diverse from the broadcast-dependent consumption of earlier generations.

STATEMENT OF THE PROBLEM

The fast-growing commercialization of the IPL has led to an explosion of brand integrations, endorsements, & merchandise, all targeted at capitalizing on the league's massive viewership. Marketers & franchise owners are increasingly directing their resources towards engaging Generation Z, identifying their future spending power & their role as digital trendsetters. However, these efforts are often based on assumptions obtained from older demographic information or on limited metrics like social media impressions. There is a different lack of empirical study that completely maps the awareness levels of Gen Z regarding the IPL & analytically defines the league's multidimensional influence on their consumption patterns, brand perceptions, & leisure-time activities. Without such study, stakeholders risk implementing ineffective marketing strategies that fail to resonate with this advanced & discerning audience, ultimately wasting resources & missing out on a critical engagement opportunity.

OBJECTIVES

1. To assess the level of awareness of the IPL among Gen Z.
2. To examine the factors that influence Gen Z'S interest & engagement in IPL.
3. To analyze the impact of IPL on the viewing habits & entertainment preferences of Gen Z.

REVIEW OF LITERATURE

Kamath et al. (2021) studied how IPL viewers improve a strong connection with their favourite teams. The research discovered that affection to players, love for cricket, & connection with a team's city influence how fans recognise with IPL teams. Among these factors, player bond had the strongest impact on team recognition. The analysts also discover that younger viewers, especially those below 21 years of age, were more likely to share positive opinions about IPL sponsors & brands on social media. This suggests that Gen Z audiences are highly affected by players & actively engage with IPL-related content online. The research highlights that IPL is not only a sporting event but also a significant platform that shapes consumer attitudes & brand awareness among young viewers.

Sur & Sasaki (2020) analysed IPL as a unique combination of sports & entertainment that attracts millions of viewers across India. The investigators noted that IPL's popularity is driven by star players, franchise loyalty, social media promotion, & celebrity involvement. Young audiences, especially Gen Z, are attracted to the fast-paced T20 format & digital availability through streaming platforms. The research recommends that IPL has become more than a cricket tournament. it is a cultural event that impacts lifestyle preferences, discussions on social media, & consumer choices among young people. The findings shows that awareness of IPL among Gen Z is extremely high due to constant exposure through television, mobile apps, & online platforms.

Yousuf et al. (2020) examined how Indian viewers connect with cricket & IPL teams. The research discover that younger audiences are more emotionally engaged with IPL compared to older generations. Factors such as team performance, favourite players, peer influence, & social media interactions importantly affect viewing behaviour. The study highlighted that Gen Z viewers often follow IPL content beyond live matches through Instagram, YouTube, & other

digital platforms. This continuous involvement increases their awareness of teams, sponsors, & players. The research concluded that IPL strongly influences the interests, entertainment preferences, & online activities of young viewers.

RESEARCH DESIGN

Sample size: 50 respondents

Tools for data collection: Primary data were collected through questionnaire designed to assess respondents' awareness of the IPL and viewing habits, interest, and the effect of IPL on their entertainment choices.

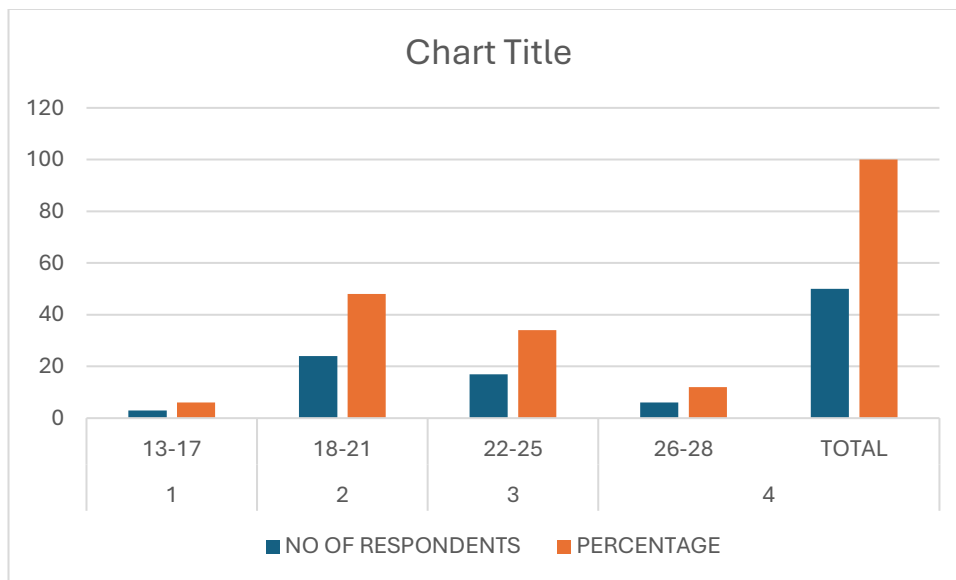
ANALYSIS AND INTERPRETATION

Table 1: The table showing the age of the respondents

SI NO	AGE FACTOR	NO OF RESPONDENTS	PERCENTAGE
1	13-17	3	6
2	18-21	24	48
3	22-25	17	34
4	26-28	6	12
	TOTAL	50	100

ANALYSIS

The table shows that respondents aged 18–21 years represent the majority of the sample with 24 respondents (48%), followed by the 22–25 years group with 17 respondents (34%).



INTERPRETATION

The findings indicate that the largest segment of Gen Z respondents fall within the 18–21 years age category, showing higher participation from young adults. This suggests that IPL awareness & influence are more significant among this age group.

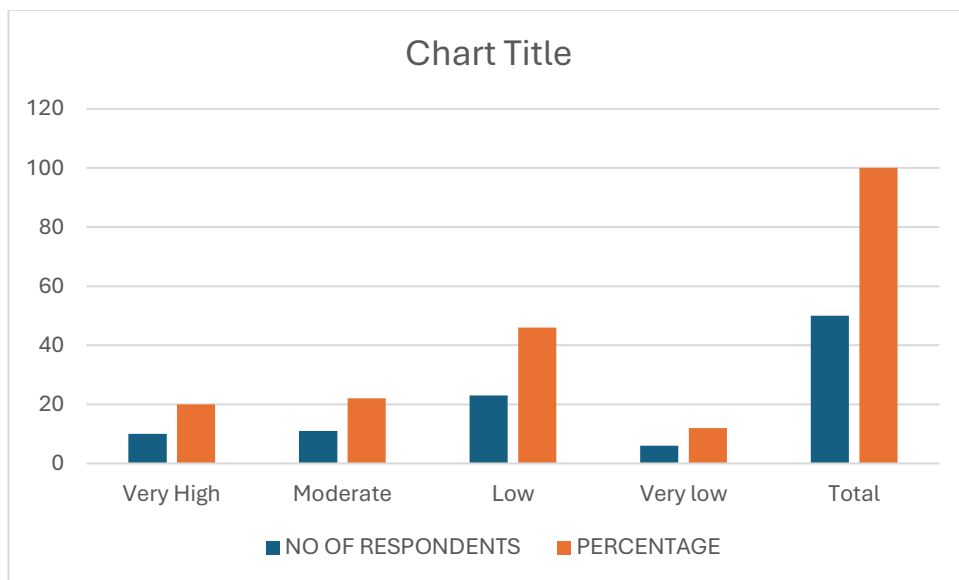
Table 2: The table showing respondents rate the knowledge of IPL

SI NO	FACTOR	NO OF RESPONDENTS	PERCENTAGE
1	Very High	10	20
2	Moderate	11	22

3	Low	23	46
4	Very low	6	12
	Total	50	100

ANALYSIS

The table indicates that the majority number of respondents, 23 (46%), rated their knowledge of IPL as Low, while 11 (22%) rated it as Moderate.



INTERPRETATION

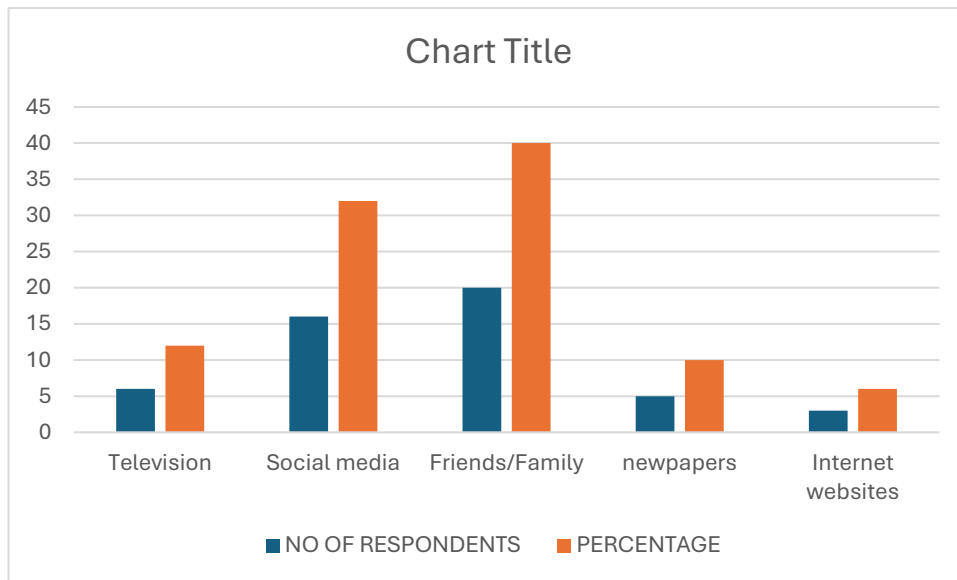
The analysis shows that a significant of respondents consider their IPL knowledge as low. This implies there is scope for increasing awareness & knowing of IPL among Gen Z.

Table 3: The table showing that the respondents did first know about IPL

SI NO	FACTOR	NO OF RESPONDENTS	PERCENTAGE
1	Television	6	12
2	Social media	16	32
3	Friends/Family	20	40
4	newspapers	5	10
5	Internet websites	3	6
	Total	50	100

ANALYSIS

The table indicates that the majority of the respondents, 20 of 40%, initially came to understand about the ILP through Friends/Family, followed by 16 of 32% through social media. Also 6 of 12% respondents learned about IPL through Television, 5 of 10% through Newspapers, & 3 of 6% through internet websites.



INTERPRETATION

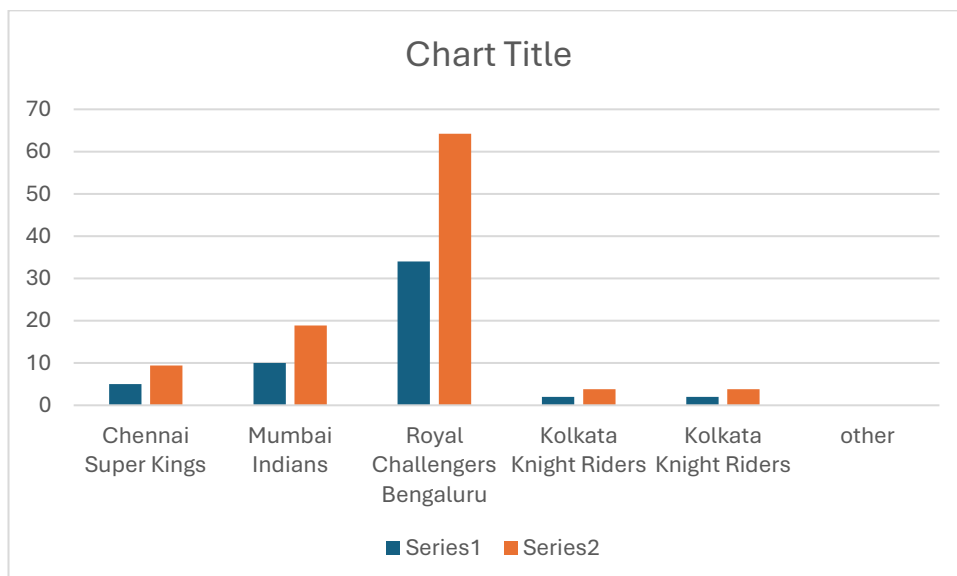
The analysis shows that Friends/Family & Social media are the major sources of awareness about IPL among the respondents, while internet websites contribute the least to creating awareness.

TABLE 4: The table showing the respondents are familiar with the IPL team

SI NO	FACTOR	NO OF RESPONDENTS	PERCENTAGE
1	Chennai Super Kings	5	9.4
2	Mumbai Indians	10	18.9
3	Royal Challengers Bengaluru	34	64.2
4	Kolkata Knight Riders	2	3.8
5	other	0	0
	total	50	100

Analysis

The table shows that the majority of respondents, 34 (64.2%), are familiar with RCB, while 10 (18.9%) are familiar with MI. Only 5 (9.4%) respondents are familiar with CSK, 2 (3.8%) with KKR, & other respondents 0% selected other teams.



Interpretation

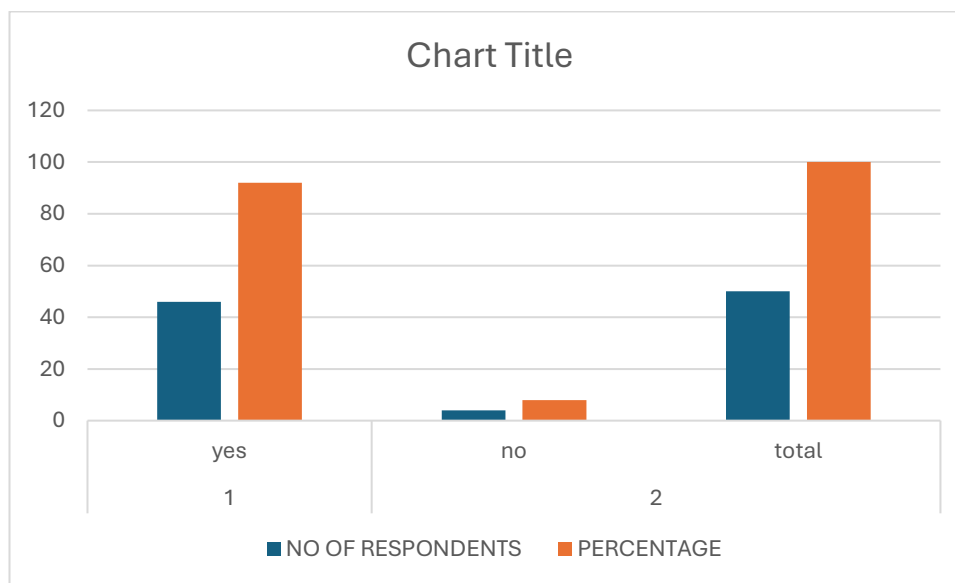
The analysis indicates that RCB is the most familiar IPL team among the respondents. This implies that RCB is the most popular & well-known IPL team among the Gen Z respondents in the study.

Table 5: The table showing that the respondent can identify the current IPL champion team.

SI NO	FACTOR	NO OF RESPONDENTS	PERCENTAGE
1	yes	46	92
2	no	4	8
	total	50	100

ANALYSIS

The table shows that the majority of respondents, 46 (92%), can identify the current IPL champion team, while only 4 (8%) respondents cannot recognize the current IPL champion team.



INTERPRETATION

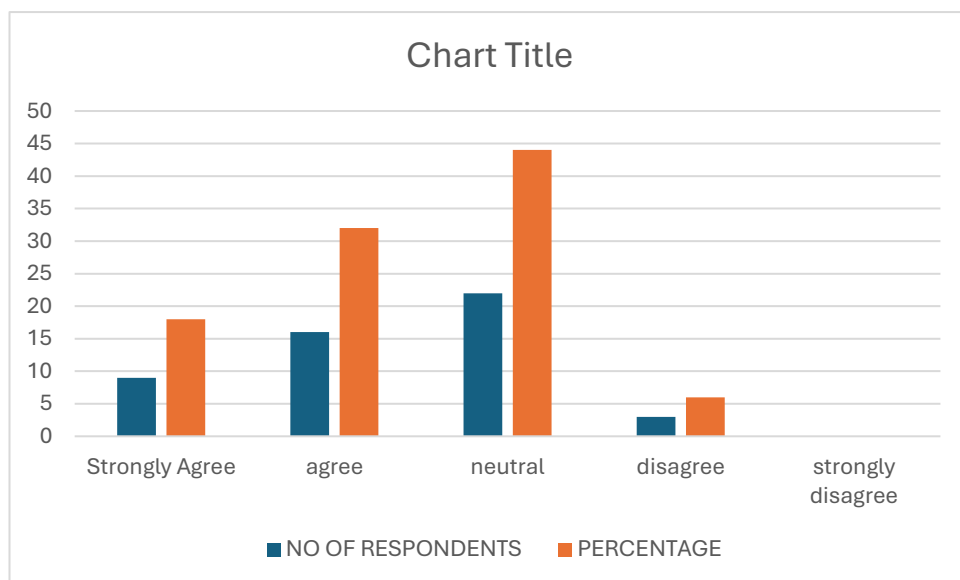
The analysis indicates that the majority of respondents are able to recognize the current IPL champion team. This implies that Gen Z respondents have a high level of awareness about current IPL events & champions.

Table 6: The table showing that Has IPL increased the amount of time of respondents spend watching cricket

SI NO	FACTOR	NO OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	9	18
2	agree	16	32
3	neutral	22	44
4	disagree	3	6
5	strongly disagree	0	0
	total	50	100

ANALYSIS

The table shows that the majority of respondents, 22 (44%), are Neutral about whether IPL has increased the amount of time they spend watching cricket, while 16 (32%) Agree with the statement. 9 (18%) respondents Strongly Agree, 3 (6%) Disagree, & no respondents (0%) Strongly Disagree.



INTERPRETATION

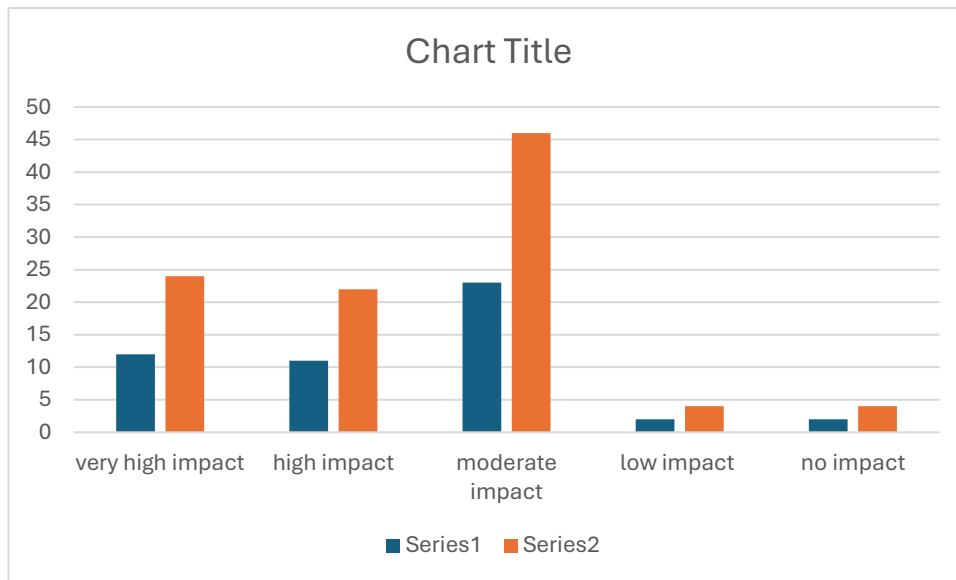
The analysis shows that the majority of respondents are Neutral regarding the impact of IPL on the time spent watching cricket. This implies that IPL has a moderate influence on respondents' cricket-viewing time, with many respondents not expressing a strong opinion.

TABLE 7: The table showing Overall, how would respondents rate the impact of IPL on their viewing habits & entertainment preferences.

SI NO	FACTOR	NO OF RESPONDENTS	PERCENTAGE
1	very high impact	12	24
2	high impact	11	22
3	moderate impact	23	46
4	low impact	2	4
5	no impact	2	4
	total	50	100

ANALYSIS

The table shows that the majority of respondents, 23 (46%), rated the overall impact of IPL on their viewing habits & entertainment preferences as Moderate Impact, while 12 (24%) rated it as Very High Impact. 11 (22%) respondents rated it as High Impact, whereas 2 (4%) each rated it as Low Impact & No Impact.



INTERPRETATION

The analysis indicates that a important number of respondents consider the overall impact of IPL on their viewing habits & entertainment preferences as Moderate. This implies that IPL has a noticeable influence on the entertainment preferences of Gen Z respondents.

HYPOTHESIS:

H₀: Present Gen Z does not have a significant level of awareness about IPL.

H₁: Present Gen Z has a significant level of awareness about IPL.

CALCULATION OF CORRELATION:

X	Y	Dx	Dy	Dx2	Dy2	dx dy
6	12	-4	2	16	4	-8
16	11	6	1	36	1	6
20	23	10	13	100	169	130
5	2	-5	-8	25	64	40
3	2	-7	-8	49	64	56
ΣX=50	ΣY=50			Σdx2=226	Σdy2=302	Σ dx dy=224

Note: For the calculation of correlation, I used table 3 & table 7

$$r = \frac{\sum dx dy}{\sqrt{\sum (dx^2) \sum (dy^2)}}$$

$$= \frac{224}{\sqrt{(226) (302)}}$$

$$= 0.86$$

Interpretation of value

The value 0.86 shows a strong positive correlation among awareness of IPL & its influence on present Gen Z. Hence, the alternative Hypothesis (H₁) is accepted, & the null hypothesis (H₀) is rejected.

Conclusion: The Karl Pearson's coefficient of correlation ($r = 0.86$) it shows a strong positive relationship between awareness of IPL & its influence on present Gen Z in Tumkur city. Hence, the alternative Hypothesis (H1) is accepted, & the null hypothesis (H0) is rejected, showing that Present Gen Z has a significant level of awareness about IPL.

SUGGESTIONS

- ✓ IPL organizers should concentrate on creating more engaging content for Gen Z
- ✓ Franchise teams can strengthen fan engagement
- ✓ Education institutions & sports organizations can support sports awareness
- ✓ Broadcasting & streaming platforms should continue to introduce innovative viewing experiences
- ✓ Brands associated with IPL should design campaign that match the interests & preferences of Gen z
- ✓ Future studies may include respondents from various age groups & geographical regions

SUMMARY AND CONCLUSION

This study determined the awareness & influence of the Indian Premier League (IPL) between the present Gen Z. Primary data were collected from 50 respondents using a structured questionnaire. The research identified respondents' awareness of IPL, familiarity with IPL teams, knowledge of the current IPL champion, sources of awareness, & the influence of IPL on their watching habits & entertainment needs. The findings reveal that most respondents are aware of IPL, with friends/family & social media being the primary sources of awareness. The majority are familiar with Royal Challengers Bengaluru & can recognise the current IPL champion team. The correlation analysis indicates a strong positive relationship among awareness of IPL & its influence on the viewing habits & entertainment preferences of Gen Z.

CONCLUSION:

The analysis concludes that IPL has built a strong presence between the present Gen Z. Higher awareness of IPL is associated with a greater influence on their watching habits & entertainment needs. The findings shows that IPL is not only a cricket tournament but also a important source of entertainment & engagement for young audiences. Therefore, the study accepts the alternative hypothesis & concludes that awareness of IPL has a significant influence on the present Gen Z. Future efforts should concentrate on maintaining & increasing this engagement through innovative digital content & interactive fan experiences.

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