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[www.iaraedu.com](http://www.iaraedu.com)

**STUDY ON EFFECT OF COVID-19 LOCKDOWN ON PSYCHOLOGICAL WELL BEING OF MANAGEMENT STUDENTS** 194 – 200

Mr. Dipak Umbarkar, Adv. Meenakshi Pradeep Kulawade, Mr. Rowland Lopes and Mr. Abhinandan Ashok Sawant

**A STUDY ON SCENARIO OF REALTY BUSINESS SECTOR WITH REFERENCE TO RERA ACT** 201 – 207

Prof. Sujata J. Gada

**“YES FOR SHARING” “NO FOR LEARNING”: USAGE OF SOCIAL MEDIA IN ACADEMICS** 208 – 212

Dr. Sarika Sagar

**A STUDY ON THE IMPACT OF DIGITAL MEDIA ADVERTISEMENTS ON THE GROWTH OF FANTASY SPORTS IN INDIA** 213 – 218

Ms. Sarita Gopinath Nair and Dr Shradha Mayuresh Bhome

**MORAL COMMITMENT THROUGH HIGHER EDUCATION** 219 – 221

Dr. Sanjay Jagtap and Dr. Shriniwas V. Joshi

**A STUDY ON STRESS FACED BY TEACHERS DUE TO HYBRID TEACHING** 222 – 225

Sadhana Chhatlani

**A STUDY ON DYNAMICS OF DIGITAL PAYMENTS IN INDIA – PRE AND POST COVID-19 PANDEMIC ERA** 226 – 232

Dr. Shradha Bhome and Mr. John A. Menezes

**A STUDY ON IMPACT OF CELEBRITY ENDORSEMENTS ON CONSUMER BUYING BEHAVIOR TOWARDS RETAIL / CONSUMER GOODS** 233 – 238

Mrs. Shravani S. Mandalkar and Mr. Prathamesh R. Bobhate

**A STUDY OF STRESS LEVEL ON SELF HELP GROUPS DURING COVID-19 IN THANE CITY** 239 – 242

Shakinakhatun Ansari

**A STUDY OF INCREASE IN THE USE OF PHARMACY APPS DURING THE PANDEMIC** 243 – 248

Mr. Rohit Ratnakar kadam and Dr. Varsha Mayuresh More (Guide)

**RECENT TRENDS IN E-COMMERCE** 249 – 251

Ms. Unnati Kamble

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**A STUDY ON THE IMPACT OF DIGITAL MEDIA ADVERTISEMENTS ON THE GROWTH OF FANTASY SPORTS IN INDIA****<sup>1</sup>Ms. Sarita Gopinath Nair and <sup>2</sup>Dr Shraddha Mayuresh Bhome**<sup>1</sup>Research Scholar and <sup>2</sup>Research Supervisor/ Guide, Shri JYT University, Rajasthan**ABSTRACT**

*Fantasy Sports refer to online gaming where users participate in various virtual sporting contents that emulate real- world conditions of the game. In the past two decades there has been a growth in Organizations that provide a platform for users to participate in various sports of their choice. The early excitement in 2008 was in cricket and Indian Premier League (IPL) matches .The growth in internet reach across India has led to wide acceptance of Fantasy Sports in Tier II and III cities too. Digital advertising refers to the communication made by the company to advertise and promote the brand using various online platforms and digital channels like social media apps, blogs etc. Over 20 million people play Fantasy sports in India and it is expected to reach 150 million in the year 2022.*

*Keywords: Fantasy Sports, digital media, advertisements*

**INTRODUCTION**

According to Kotler’s definition, advertising is “any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor”

Fantasy sports allow users to create their own teams with their favorite players. Digital media bridges the gap between players and fans. It influences how fans think, see and interact with sports team and players. According to India Social Media Statistics 2021, Indians on an average spend 2,25 hours daily on social media and the number of internet users in India has grown to 624 million. A report by NITI Aayog, estimates the potential of Fantasy Sports Industry to attract more than 10000 crores in FDI in the coming years. According to an article in ForbesIndia.com Ace2three spent close to Rs150 crore on digital advertising in the year 2019.

**LITERATURE REVIEW**

(**Fu & Chen, 2012**) According to the authors study, 40% of customers are highly influenced by positive blog advertising which results in a purchase. They have used the Elaboration Likelihood Model to study the motivational factor of consumer involvement. 176 undergraduate students were the sample size where focus group interviews were used to study the impact of blog advertising. They suggest that organizations can use blog advertising to communicate as well as influence consumers.

(**Thamaraiselvan, Janarathanan, Balasubramanian, & Manickavasagam, 2014**)The authors have attempted to study the perception of Indians towards various social media websites. According to them 3 major negative beliefs towards social media advertisements is materialism, falsity and value corruption. LinkedIn is considered to be with high product information, Twitter and blogs were more used for a high hedonic pleasure, perception towards You Tube advertisements were more negative and Facebook was found to collect more information of the users and also curated advertisements for promoting product attractiveness were advertised.

(**Kotler & Keller, 2006**)According to the authors Internet advertising has a huge advantage as it reaches maximum number of customers within a short period of time and also provides an opportunity for two –way communication with the prospects. Organizations can use internet for customized offering and send advertisements, coupons etc based on customer profiling which will definitely improve the process and save money too.

**RESEARCH OBJECTIVES**

- To understand the impact of digital media advertisements of Fantasy Sports Organizations in increasing awareness of the sport
- To find the most preferred media vehicle of the respondents with reference to the advertisements of Fantasy Sports Organizations.

**HYPOTHESIS**

H0- There is no impact of demography on choice of digital media as a media vehicle

H1- There is impact of demography on choice of digital media as a media vehicle

**RESEARCH METHODOLOGY**

**Primary data-** Questionnaire method was used to collect primary data

Data analysis was done using Ms. Excel and Chi-square test.

**Secondary data** – Journals, press articles and websites.

**SCOPE**

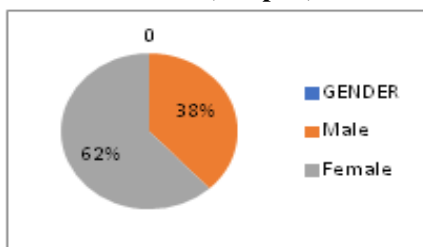
The study is mainly to understand the overall impact of digital media advertisements of Fantasy sports organizations. The study does not include the cumulative impact of advertisements using different media vehicles. There is further scope of understanding impact of individual digital media campaigns.

**LIMITATIONS OF THE STUDY**

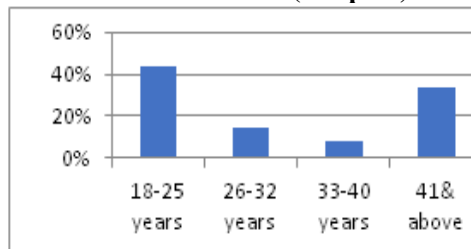
The study is limited to respondents majority residing in Mumbai and Thane and sample size is only 119. The study is limited to only the awareness of digital media, further study needs to be done to see the impact on purchase behavior of the respondents .

**DATA ANALYSIS**

**GENDER (Graph1)**

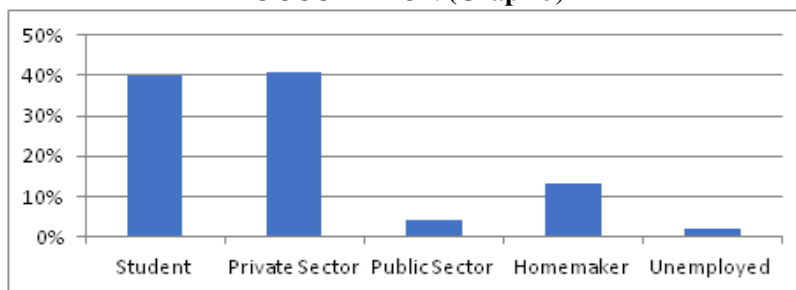


**AGE (Graph 2)**



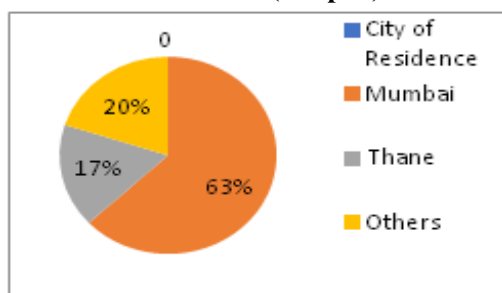
- 62% of the respondents were females and 38% were males
- 44% of the respondents were from the age group of 18-25 years, 14% from the age group of 26- 32 years, 8% from 33-40 years and 34% from the age group of 41 years and above

**OCCUPATION (Graph 3)**

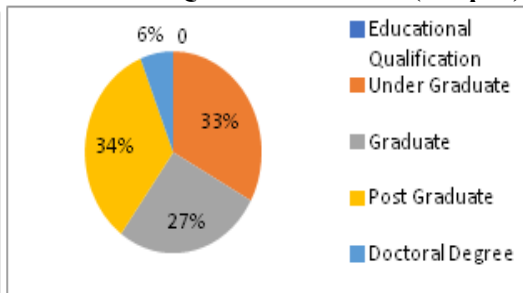


- 40% of the respondents were Students, 41% employed in Private Sector, 4% in Public Sector, 13% are Homemakers and 2% Unemployed.

**CITY OF RESIDENCE (Graph4)**

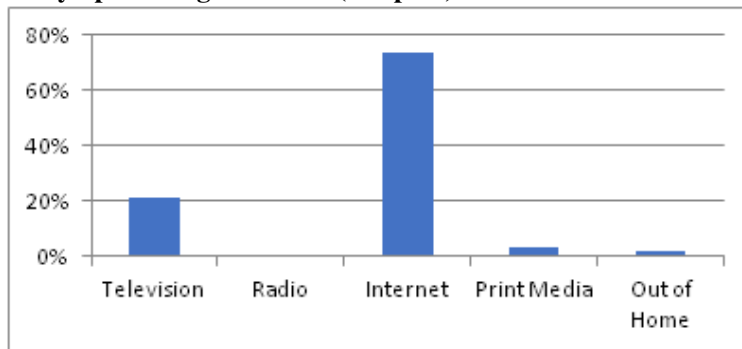


**EDUCATIONAL QUALIFICATION (Graph5)**



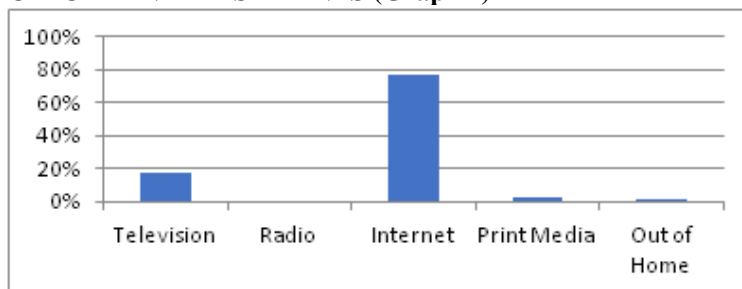
- 63% of the respondents are from Mumbai, 17% from Thane and 20% from other parts of the country.
- 33% of the respondents are Undergraduates, 27% are Graduates, 34% are Post Graduates and 6% have a Doctoral degree.

**Advertisements of Fantasy Sports Organizations (Graph 6)**



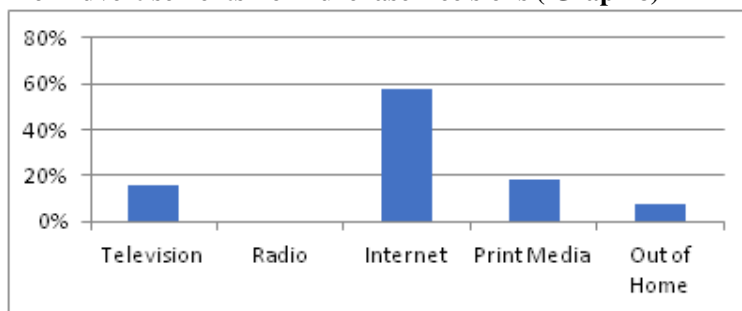
- 74% of the respondents have come across advertisements of Fantasy Sports on Internet, 21% through Television advertisements, 3% from Print media advertisements, 2% from Out of Home advertisements and none for Radio advertisements.

**PREFERRED MEDIUM OF ADVERTISEMENTS (Graph 7)**



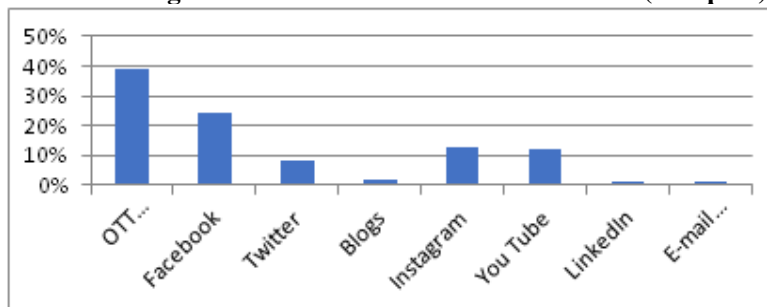
- With reference to the preferred media choice, 77% of the respondents prefer Internet, 18% prefer Television, 3% prefer Print Media, prefer Out of Home advertisements and none preferred Radio advertisements.

**Most Trusted Medium of Advertisements For Purchase Decisions ( Graph 8)**



- 58% of respondents trust Internet advertisements while making a purchase choice, 18% trust Print Media advertisements, 16% trust Television advertisements, 8% Out of Home advertisements whereas none of the respondents chose Radio advertisements

**Preferred Digital Media Vehicle For Advertisements ( Graph 9)**



- Among the preferred digital media vehicle for advertisements, 39% respondents prefer OTT platforms, 24% prefer Facebook, 8% of Twitter, 2% prefer Blogs, 13% prefer Instagram, 12% prefer You Tube advertisements, 1% prefer LinkedIn and Email advertisements.

**Hypothesis**

H0- There is no impact of demography on choice of digital media as a media vehicle

H1- There is impact of demography on choice of digital media as a media vehicle

|        |  | According to you, which type of advertising channel is the most preferred means of advertising to increase awareness of Fantasy Sports |  |            |  |       |  |
|--------|--|--|--|------------|--|-------|--|
| Gender |  | Internet (social media and websites)   |  | Television |  | Total |  |
| Female |  | 61   |  | 11         |  | 72    |  |
| Male   |  | 30   |  | 11         |  | 41    |  |
| Total  |  | 91   |  | 22         |  | 113   |  |

| χ <sup>2</sup> Tests |       |    |       |  |  |  |
|----------------------|-------|----|-------|--|--|--|
|                      |       |    |       |  |  |  |
|                      | Value | df | p     |  |  |  |
| χ <sup>2</sup>       | 2.22  | 1  | 0.136 |  |  |  |
| N                    | 113   |    |       |  |  |  |

- Degree of Freedom is 1 and at 5 % level of significance our calculated χ<sup>2</sup> is 2.22 which is less than the table value of χ<sup>2</sup> is 3.841. of Hence we fail to reject H0

|           |  | According to you, which type of advertising channel is the most preferred means of advertising to increase awareness of Fantasy Sports |  |            |  |       |  |
|-----------|--|--|--|------------|--|-------|--|
| Age       |  | Internet (social media and websites)   |  | Television |  | Total |  |
| 18-25     |  | 39   |  | 10         |  | 49    |  |
| 26-32     |  | 13   |  | 2          |  | 15    |  |
| 33-40     |  | 7  |  | 3          |  | 10    |  |
| 41& above |  | 32   |  | 7          |  | 39    |  |
| Total     |  | 91   |  | 22         |  | 113   |  |

| χ <sup>2</sup> Tests |       |    |       |  |  |  |
|----------------------|-------|----|-------|--|--|--|
|                      |       |    |       |  |  |  |
|                      | Value | df | p     |  |  |  |
| χ <sup>2</sup>       | 1.15  | 3  | 0.764 |  |  |  |
| N                    | 113   |    |       |  |  |  |

|     |  |            |       |
|-----|--|------------|-------|
|     | According to you, which type of advertising channel is the most preferred means of advertising to increase awareness of Fantasy Sports |            |       |
| Age | Internet (social media and websites)   | Television | Total |

□ Degree of Freedom is 3 and at 5 % level of significance our calculated  $\chi^2$  is 1.15 which is less than the table value of  $\chi^2$  is 7.815. of Hence we fail to reject H0

|                           |  |            |       |  |
|---------------------------|--|------------|-------|--|
|                           | According to you, which type of advertising channel is the most preferred means of advertising to increase awareness of Fantasy Sports |            |       |  |
| Educational Qualification | Internet (social media and websites)   | Television | Total |  |
| Doctoral Degree           | 7  | 0          | 7     |  |
| Graduate                  | 21   | 11         | 32    |  |
| Post Graduate             | 33   | 5          | 38    |  |
| Undergraduate             | 30   | 6          | 36    |  |
| Total                     | 91   | 22         | 113   |  |

|                |       |    |       |  |  |
|----------------|-------|----|-------|--|--|
| $\chi^2$ Tests |       |    |       |  |  |
|                |       |    |       |  |  |
|                | Value | df | p     |  |  |
| $\chi^2$       | 7.37  | 3  | 0.061 |  |  |
| N              | 113   |    |       |  |  |

□ Degree of Freedom is 3 and at 5 % level of significance our calculated  $\chi^2$  is 7.37 which is less than the table value of  $\chi^2$  is 7.815. of Hence we fail to reject H0

|                |  |            |       |  |
|----------------|--|------------|-------|--|
|                | According to you, which type of advertising channel is the most preferred means of advertising to increase awareness of Fantasy Sports |            |       |  |
| Occupation     | Internet (social media and websites)   | Television | Total |  |
| Homemaker      | 9  | 5          | 14    |  |
| Private Sector | 40   | 8          | 48    |  |
| Public Sector  | 3  | 1          | 4     |  |
| Student        | 37   | 8          | 45    |  |
| Unemployed     | 2  | 0          | 2     |  |
| Total          | 91   | 22         | 113   |  |

| $\chi^2$ Tests |       |    |       |
|----------------|-------|----|-------|
|                | Value | df | p     |
| $\chi^2$       | 3.24  | 4  | 0.518 |
| N              | 113   |    |       |

- Degree of Freedom is 4 and at 5 % level of significance our calculated  $\chi^2$  is 3.24 which is less than the table value of  $\chi^2$  is 9.488. of Hence we fail to reject H0

**CONCLUSIONS**

- There is no impact of demography and choice of advertising medium for Fantasy Sports Organization.
- Internet is the preferred medium for 77 % of the respondents and also the medium which has helped to increase awareness of Fantasy Sports Organization. 44% of the respondents were from the age group of 18-25 years and 40% are students.
- 58% of the respondents trust information available on Internet while making a purchase decision.
- In terms of digital advertisements, 39 % of the respondents prefer OTT platforms followed by 24% of respondents preferring Facebook advertisements.
- It was found that Radio advertising had no impact on either increasing awareness or helping in purchase decisions. Print Media too had very little impact.

**RECOMMENDATION**

- Internet penetration has increased in India, hence using digital media advertisements will help Fantasy Sport organization to a cost effective method of reaching consumers.
- Digital media has an option to curate advertising message which makes it more personal and will appeal to customers.
- People spend more time online now so increasing advertising spends on digital media will lead to better reach.

Digital media is growing with more platforms which engage consumers in different ways. Technology is the future and hence all organizations have to work on new methods to reach their consumers. There is further scope to understand how different apps and platforms appeal to the youth. Fantasy Sports is growing in India and understanding the scope of individual media and its impact will help them plan their campaigns more effectively.

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