



Use of sports-related social media for sports professionals and non-professionals in Telangana state

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Abstract

Based on the gap in the literature the present study encouraged the authors to investigate on the use of sports-related social media for economic, social and educational/ academic purposes. For this purpose, authors collected the data from 126 sports professionals and non-professionals administering online survey using 5-point Likert scale. The data was analysed and using SPSS and the statistical results (mean, SD, t-ratio) were presented in tables. No significant difference was found between professionals and non-professionals regarding the use of social media for economic ($t=0.332$, $p>0.05$), social ($t=1.057$, $p>0.05$) and education/academic ($t=1.399$, $p>0.05$) aspects. The results also indicates that the professionals using social media more for social and educational/academic aspects when compared to economic aspects in Telangana state.

Keywords: Social media, economic, social, educational, PE professionals

Introduction

Sports and media have both a global and a local operation. They are bound to work together. The value of sport to the companies has increased very much and companies are investing a lot in the sport. The companies raise from time to time, the different issues relating to sports and that is beneficial to the sports. The media has influenced the sport very much and it has been also accepted by the sports bodies and athletes. Sports media has promoted the values associated with capitalism, nationalism and racism (Mahesh Kumar, 2018).^[1]

Social media with its special features affects the economic development of the sports industry. Among these, the newness of making money through social media, the possibility of abusing virtual media. The attractiveness of the social media space, the opportunities and threats facing social media and easy access to social media are among these factors. In a study, Kiani and Nazari (2022)^[2, 15] stated the economic factors that can pave the way for the use of social media in the economic development of the sports industry. These factors include; the structure of the state economy, the sports budget in the province and the financial problems of sports companies are among these factors. Further, the socio-cultural factors are among the factors influencing the economic development of the sports industry through the use of social media. These factors include: the culture of sports users, the dominance of community culture over communication and media knowledge of sports audiences.^[3]

Social media plays a fundamental role due to their ability to reach multiple audiences faster and generate a sense of connection with fans through a key measurement element: i.e., engagement (Doyle *et al*, 2022)^[4]. Sports organisations, specifically football clubs, invest time, people and resources in managing social media to achieve their brand positioning and commercial and communication objectives (Maderer *et al*, 2018)^[5, 10], with Facebook, Twitter and more recently, Instagram, being the most widely used (Machado *et al*, 2020)^[6]. However, the real potential of social media and

its optimal use still poses many questions that are to be answered.

Although there are previous studies that have explored some aspects of social media in a sports context (e.g., Su *et al*, 2020^[7]; Mastromartino and Naraine, 2022^[8]), the potential impact and efficiency of content posted by football clubs on their social media channels remains unclear. For example, several studies point to various factors that contribute to fan engagement on social media depending on elements such as the type of content, the format used (e.g. photo, text or a combination of both) or the social media platform (Einsle *et al*, 2023^[9] Maderer *et al*, 2018)^[5, 10]

This gap in the literature encourages a call to action from across the domains of sports-related social media: economic, social and educational/academic aspect. Based on this need and opportunity for management improvement, this study addresses the following research objectives.

Objectives

- To find out the significant difference between sports professional and non-professionals regarding use of sports-related social media for economic aspects in Telangana state.
- To find out the significant difference between sports professional and non-professionals regarding use of sports-related social media for social aspects in Telangana state.
- To find out the significant difference between sports professional and non-professionals regarding use of sports-related social media for educational and academic purposes in Telangana state.

Hypotheses

- There may not be any significant difference between sports professional and non-professionals regarding use of sports-related social media for economic aspects in Telangana state.
- There may not be any significant difference between sports professional and non-professionals regarding use

- of sports-related social media for social aspects in Telangana state.
- c. There may not be any significant difference between sports professional and non-professionals regarding use of sports-related social media for educational and academic purposes in Telangana state.

Review of Literature

Küster-Boluda, Vila, Mora, & Javier (2024) [11] examined the use and importance of various social media platforms in sports events and to identify the countries generating the most social media content. The results show the differences between the use and relevance of social network platforms and events and the content generated by different countries. The practical implications offer valuable insights for sports event organizers, destination managers and other stakeholders. The research implications suggest potential avenues for future research based on the observed patterns and behaviors in social media posts related to sports events and Brand Spain.

Anand, and Karthika (2023) [12] identified the strategies of using social media to promote less popular sports and the factors that contribute to the success of social media campaigns. This study will use mixed methods, including surveys and interviews with athletes and journalists. The findings of this study will have implications for sports organizations and marketers looking to promote less popular sports through social media.

Romero-Jara, Solanellas, Muñoz (2023) [13] showed the evidence of different social media management strategies adopted according to region, obtaining similar engagement rates. This study concluded with theoretical and practical applications that will be of interest to both academics and practitioners to maximise the potential of social media for fan engagement, social initiatives and as a marketing tool.

In a research study, Parris (2023) [14] opined the use of social media for the teachers in their academic how they receive more positively framed teacher education and ongoing professional development in the use of social media. Kiani and Nazari (2022) [2, 15] focused on the role of social media in the revenue development of sports businesses. The study concluded that social media marketing through revenue generation and cost reduction can be an effective step towards improving financial problems and the sports industry.

Methodology

This study under report used a quantitative research methodology and a survey strategy. An online survey questionnaire was created on Google Forms and was filled out by 126 professionals and non-professionals through social media platforms, email, and WhatsApp groups. Out of 126 participants, of them 74 (58.73%) professionals and 52 (41.27%) non-professionals, took part in the study. The survey included 5-point Likert Scale questions regarding the dimensions of uses of needs and motivations of using social media. The researchers began the study by cleaning the data using MS Excel in order to perform the significant tests (t-test) using SPSS.

Results and Discussion

In this para, the investigators tried to analyze the professionals and non-professionals perceptions regarding use of sports related social media for economic, social and educational/academic purposes.

H01: There may not be significant difference between sports professional and non-professionals regarding use of sports-related social media for economic aspects in Telangana state.

Table 1: Showing the Mean, Standard Deviation, DF and t-test value on Economic Aspects

Sl. No.	Economic Aspect	N	Mean	SD	df	t-value	Sig.	Result
1.	Sports Professionals	74	10.82	2.52	124	0.332	.740	Not Significant
2.	Non-Professionals	52	10.98	2.70				

Source: Primary data

The obtained results indicate that the mean values of the professionals with respect to economic aspect is 10.82, standard deviation value is 2.52, correspondingly the mean values of non-professionals is 10.98 and standard deviation value is 2.70. The t-value is found to be not significant (t=0.332, p>0.05). This indicates that there is no significant

difference in the opinion of professionals and non-professionals with respect to economic aspect. Hence, hypothesis H01 is accepted.

H02: There may not be significant difference between sports professional and non-professionals regarding use of sports-related social media for social aspects in Telangana state.

Table 2: Showing the Mean, Standard Deviation, DF and t-test value on Social Aspects

Sl. No.	Social Aspect	N	Mean	SD	df	t-value	Sig.	Result
1.	Sports Professionals	74	12.45	2.10	124	1.057	.293	Not Significant
2.	Non-Professionals	52	12.04	2.15				

Source: Primary data

The obtained results show that the mean values of the professionals with respect to social aspect is 12.45, standard deviation value is 2.10, correspondingly the mean values of non-professionals is 12.04 and standard deviation value is 2.15. The t-value is found to be not significant (t=1.057, p>0.05). This indicates that there is no significant difference

in the opinion of professionals and non-professionals with respect to social aspect. Hence, hypothesis H02 is accepted.

H03: There may not be significant difference between sports professional and non-professionals regarding use of sports-related social media for educational and academic purposes in Telangana state.

Table 3: Showing the Mean, Standard Deviation, DF and t-test value on Educational and Academic Aspects

Sl. No.	Educational and Academic Aspect	N	Mean	SD	df	t-value	Sig.	Result
1.	Sports Professionals	74	11.21	2.82	124	1.399	.164	Not Significant
2.	Non-Professionals	52	10.48	2.91				

Source: Primary data

The obtained results show that the mean values of the professionals with respect to educational and academic is 11.21, standard deviation value is 2.82, correspondingly the mean values of non-professionals is 10.48 and standard deviation value is 2.91. The t-value is found to be not significant ($t=1.399, p>0.05$). This indicates that there is no significant difference in the opinion of professionals and non-professionals with respect to educational and academic aspect. Hence, hypothesis H_{03} is accepted.

Findings

- The results of the present study has shown that there was no significant difference ($t=0.332, p>0.05$) between sports professionals and non-professionals of Telangana state with regard to use of sports-related social media (social aspect).
- The results of the present study has shown that there was no significant difference ($t=1.057, p>0.05$) between sports professionals and non-professionals of Telangana state with regard to use of sports-related social media (economic aspect).
- The results of the present study has shown that there was no significant difference ($t=1.399, p>0.05$) between sports professionals and non-professionals of Telangana state with regard to use of sports-related social media (educational and academic aspect).

Conclusions

- No significant difference between sports professionals and non-professionals with regard to use of sports-related social media for economic aspect. However, when compared the mean scores, the use of social media by professionals is 10.82 which is lower than the non-professionals (10.98). So, it is concluded that the non-professionals are using social media more when compared to physical education professionals, this is due to physical education professionals concentrate more on their sports and games.
- No significant difference between sports professionals and non-professionals with regard to use of sports-related social media for social aspect. However, when compared the mean scores, the use of social media by professionals is 12.45 which is higher than the non-professionals (12.04). Hence, it is concluded that the physical education professionals are using social media more when compared to non-professionals for social purpose.
- No significant difference between sports professionals and non-professionals with regard to use of sports-related social media for economic and educational purposes. However, when compared the mean scores, the use of social media by professionals is 11.21 which is higher than the non-professionals (10.48). Hence, it is concluded that the sports professionals are using social media more when compared to non-professionals for education and academic purposes.

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