



## Impact of social media on sports public relations in Telangana state

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### Abstract

Aim of this study under report is to find out whether the social media promote public relations in Telangana state. It increase the awareness of sports participation, use of social media for sports and to identify whether the social media enhance the sports public relations among the masses. From the review of literature, it is observed that the importance of social media on sports public relations. For the present investigation, the researcher collected the data from 126 sample respondents using a well-structured research questionnaire using a simple random sampling technique. The data was analysed using SPSS and the results were presented in tables and graphs. It was found that social media influence the sports public relation effort and a more social media impact on sports public relations in Telangana state.

**Keywords:** Social media, impact, sports, public relations

### Introduction

The emergence of social media platforms has brought changes in many areas, including sports. It has integrated into the daily lives of millions of people around the world, changing the way fans interact with their favorite sport.

As mentioned in his research Castells (2009) <sup>[1]</sup>, the rise of social networks, and the kinds of production and distribution practices it has fostered, is now transforming the communications strategies of those sports organisations willing to explore and experiment with developing new forms of media relations which exploit the communication power of digital media. Hopwood, Kitchin and Skinner (2011) <sup>[2]</sup> state that sport public relations can be viewed as a managerial communication function. As per Chan (2012) <sup>[3]</sup> social media communication tools require in-depth information and technology knowledge and can place an organizations image and reputation at risk due to a lack of control and dedicated time. Wilcox and Cameron (2013) <sup>[4]</sup> the term public relations can be described as a management function that creates and maintains mutually favorable relationships amongst an organization and the key publics on whom its success or failure depends. Based on the above explanations, sport organizations need to successfully design strategic messages to provide its online users with quality, relevant and up-to-date knowledge and information. Therefore, it can be said that public relations within the sporting industry serve as a management function which involves the managing of communication, reputation and relationships that determine the success or failure of that sport organization.

Based on this backdrop, this study aimed to find out the impact of social media within the sporting industry and presents the benefits of the possible inclusion of social media on sports public relations.

### Objectives

- To find out whether the social media promote public relations in sports.

- To find out whether the social media enhance the awareness of a sport performance.
- To examine the rating on the use of social media for sports competitions.
- To identify whether the social media influence the sports public relation in Telangana.

### Hypotheses

- There will be positive impact of social media to promote public relations in sports.
- It is hypothesized that social media is the most important aspect to increase the awareness of a sports participation.
- It is hypothesised that less rating on the use of social media for sports public relations.
- It is hypothesised that social media will have positive impact on public – gender-wise, age-wise, and qualification-wise in Telangana state.

### Reviews Referred for the Study Under Report

Sanderson and Abeza (2024) <sup>[5]</sup> analyzed topics ranging from sport consumer behavior to online fan communities to coaches' perceptions of activism-related content posted on team social media accounts. The research presented here also employs a variety of methodological approaches including experimental design, critical discourse analysis, rhetorical analysis, and applications of artificial intelligence and machine learning. Collectively, these studies offer a foundation on which future research in social media and sport can build to continue to enhance our understanding of social media's impact on the sport world.

Tian, Yang, and Zhang (2023) <sup>[6]</sup> examined the relationship between media use and sports participation behavior. A meta-analysis of 17 independent studies from 12 literature was conducted to determine whether (a) media use positively influences sports participation behaviors, and (b) form of media, media measurement methods, study subjects, and culture moderated these relationships. Pearson's correlation was used to conduct a random-effects meta-

analysis and examine the moderating effects. The results showed a positive correlation between media use and sports participation behaviors ( $r = 0.193$ , 95% CI = [0.047,0.329]). These results suggest that media use and sports participation behavior were positively correlated, moderated by the form of media, media measurement methods, study subjects, and culture within studies.

Sakthivel, Jesus Rajkumar and Sanjaykumar (2022) [7] opined that since social networks entered the sports scene, companies, sponsors, clubs, institutions, and players have more tools at their disposal to market their products and increase sales. The current challenge is to provide high-quality material that stands out from the competitors and is both engaging and useful.

Trivedi, Soni, and Kishore (2020) [8] observed the role played by social media communications toward increasing fans' sports involvement and online community engagement resulting in higher game attendance and purchase intentions for sponsors' products. The descriptive research design was used to conduct this study, and data were collected from 444 respondents. The hypotheses were tested using structural equation modeling. The results established that social media communications play a more influential role in boosting fans' online community engagement, further resulting in game attendance and sponsor's product purchase intention.

Du, Chen and Wu (2020) [9] examined the impact of word of mouth (WOM) communication through social media and how it affects satisfaction with the Summer Universiade in Taipei. A survey with 572 university students from four universities that hosted competitions for the Summer Universiade Games. Data were analyzed using t test, Pearson's correlation analysis and two-way ANOVA analysis. The results indicated that WOM has impacted satisfaction via social media, and the level of understanding of sporting events was significantly affected by WOM

communication and overall satisfaction. Moreover, gender showed no significant differences in WOM communication and overall satisfaction with sporting events. However, male participants had significantly higher value in WOM dissemination than female respondents. In addition, the spectators' understanding of the sporting event on WOM communication and overall satisfaction was not affected by the continued use of social media. Suggestions are provided, including sufficient sports marketing and service quality from the organizers, in order to maintain good sports events and enhance spectators' feelings.

Sameera Banu Hussain (2015) [10] assessed the impact of social media communication tools within the sporting industry. A quantitative descriptive methodology was employed for this study. The results of the study indicated that although social media are used as a communication tool, other social media platforms should be included in the sport organizations communication strategy.

**Methodology**

For the present study, the investigator collected the data from primary sources from sports persons who are in the sports and games field and working in academic and media. In this study, 103 male and 23 female participated and their ages ranges from <30 to >60 years. The participants have UG and PG general qualifications and they have UG, PG and Ph.D. professional qualifications. They have zero to more than 30 years professional experience. The data was collected using a structured research questionnaire adapting a simple random sampling method. Data was analyzed with the help of the Chi-Square to determine the association with the scores in relation to social media impact on sports public relations. For the testing significance of response given by the respondents the level of significance was 0.05.

**Data Analysis and Interpretation**

**Table 1:** Social Media is the Best Way to Promote Public Relations in Sports

Sl. No.	Variable		Excellent	Good	Fair	Poor	Very poor	Total
I	Gender-wise	Male	54 (52.4%)	40 (38.8%)	9 (8.7%)	0 (0.0%)	0 (0.0%)	103 (100%)
		Female	4 (17.4%)	15 (65.2%)	3 (13.0%)	1 (4.3%)	0 (0.0%)	23 (100%)
Chi-square=12.856; df=3; p=.005**								
II	Age-wise (in years)	<30	26 (45.6%)	30 (52.6%)	1 (1.8%)	0 (0.0%)	0 (0.0%)	57 (100%)
		31-45	18 (54.5%)	10 (30.3%)	5 (15.2%)	0 (0.0%)	0 (0.0%)	33 (100%)
		46-60	9 (32.1%)	14 (50.0%)	4 (14.3%)	1 (3.6%)	0 (0.0%)	28 (100%)
		>60	5 (62.5%)	1 (12.5%)	2 (25.0%)	0 (0.0%)	0 (0.0%)	8 (100%)
Chi-square=17.492; df=9; p=.042*								
III	Educational Qualification-wise	UG	8 (40.0%)	12 (60.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	20 (100%)
		PG	50 (47.2%)	43 (40.6%)	12 (11.3%)	1 (0.9%)	0 (0.0%)	106 (100%)
Chi-square=4.097; df=3; p=.251								
IV	Professional Qualification-wise	UG	7 (41.2%)	10 (58.8%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	17 (100%)
		PG	24 (38.1%)	34 (54.0%)	5 (7.9%)	0 (0.0%)	0 (0.0%)	63 (100%)
		PhD	27 (58.7%)	11 (23.9%)	7 (15.2%)	1 (2.2%)	0 (0.0%)	46 (100%)
Chi-square=14.181; df=6; p=.028*								
V	Experience-wise (in years)	<10	36 (46.8%)	36 (46.8%)	5 (6.5%)	0 (0.0%)	0 (0.0%)	77 (100%)
		11-20	11 (52.4%)	8 (38.1%)	2 (9.5%)	0 (0.0%)	0 (0.0%)	21 (100%)
		21-30	5 (35.7%)	7 (50.0%)	2 (14.3%)	0 (0.0%)	0 (0.0%)	14 (100%)
		>30	6 (42.9%)	4 (28.6%)	3 (21.4%)	1 (7.1%)	0 (0.0%)	14 (100%)
Chi-square=12.883; df=9; p=.168								

Source: Primary sources

It is observed from the table that majority male (52.4%) respondents opined that the public relations are excellent and majority (65.2%) female opined as good. 18 (54.5%)

respondents of 31-45 years age group and 5 (62.5%) respondents whose are >60 years age group stated it is excellent and <30 years age group 30 (52.6%) and 14

(50.0%) whose age is 46-60 years stated it is good. Majority 12 (60.0%) UG qualified stated as good and 50 (47.2%) PG respondents stated it is excellent. Those who have professional qualifications with Ph.D. (58.7%) said it is excellent and PG 34 (54.0%) and 10 (58.8%) UG respondents stated as good. The respondents who have <10 years (36, 46.8%), 11-20 years (11, 52.4%) and 6 (42.9%) >30 years of experience said it is excellent and the

respondents who have 21-30 years of experience stated it is good.

The chi-square results (p value) indicates that there a significant association was found between respondents' perception regarding 'Social Media is the Best Way to Promote Public Relations' and gender (p<.000), age (p<.05), professional qualifications (p<.05), however, no significant association with educational qualifications (p>0.05), professional experience (p>0.05).

**Table 2:** Showing Social Media is the Most Important Aspect to Increase the Awareness among Sports

Sl. No.	Variable		Excellent	Good	Fair	Poor	Very poor	Total
I	Gender-wise	Male	53 (51.3%)	40 (38.8%)	6 (5.8%)	4 (3.9%)	0 (0.0%)	103 (100%)
		Female	8 (34.8%)	14 (60.9%)	1 (4.3%)	0 (0.0%)	0 (0.0%)	23 (100%)
Chi-square=4.177; df=3; p=.243								
II	Age-wise (in years)	<30	33 (57.9%)	21 (36.8%)	3 (5.3%)	0 (0.0%)	0 (0.0%)	57 (100%)
		31-45	12 (36.4%)	14 (42.4%)	3 (9.1%)	4 (12.1%)	0 (0.0%)	33 (100%)
		46-60	11 (39.3%)	16 (57.1%)	1 (3.6%)	0 (0.0%)	0 (0.0%)	28 (100%)
		>60	5 (62.5%)	3 (37.5%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	8 (100%)
Chi-square=17.394; df=9; p=.043*								
III	Educational Qualification-wise	UG	12 (60.0%)	7 (35.0%)	1 (5.0%)	0 (0.0%)	0 (0.0%)	20 (100%)
		PG	49 (46.2%)	47 (44.3%)	6 (5.7%)	4 (3.8%)	0 (0.0%)	106 (100%)
Chi-square=1.770; df=3; p=.622								
IV	Professional Qualification-wise	UG	10 (58.8%)	6 (35.3%)	1 (5.9%)	0 (0.0%)	0 (0.0%)	17 (100%)
		PG	31 (49.2%)	26 (41.3%)	5 (7.9%)	1 (1.6%)	0 (0.0%)	63 (100%)
		PhD	20 (43.5%)	22 (47.8%)	1 (2.2%)	3 (6.5%)	0 (0.0%)	46 (100%)
Chi-square=5.405; df=6; p=.493								
V	Experience-wise (in years)	<10	38 (49.4%)	31 (40.3%)	5 (6.5%)	3 (3.9%)	0 (0.0%)	77 (100%)
		11-20	9 (42.9%)	10 (47.6%)	1 (4.8%)	1 (4.8%)	0 (0.0%)	21 (100%)
		21-30	7 (50.0%)	7 (50.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	14 (100%)
		>30	7 (50.0%)	6 (42.9%)	1 (7.1%)	0 (0.0%)	0 (0.0%)	14 (100%)
Chi-square=2.730; df=9; p=.974								

Source: Primary sources

According to 53 (51.3%) male and 14 (60.9%) female respondents' perception is excellent and good respectively regarding the social media is the most important aspect to increase the awareness of a sport team. Less than 30 years age group (33, 57.9%) and more than 60 years age group (5, 62.5%) respondents stated excellent and 14 (42.4%) respondents of 31-45 years age group and 16 (57.1%) respondents of 46-60 years age group stated as good. All the respondents of UG (12, 60.0%) and PG (49, 46.2%) has stated as the awareness is excellent. Those who have UG (10, 58.8%) and PG (31, 49.2%) professional qualifications

opined the same. The respondents who have <10 years of experience (38, 49.4%), 21-30 years of experience (7, 50.0%) and >30 years of experience (7, 50.0%) opined similarly.

As per the chi-square results (p value), no significant association was found between respondents' perception regarding 'Social Media is the most important aspect to increase the awareness of a sport team' and gender (p>.000), educational qualifications (p>.05) professional qualifications (p>0.05), professional experience (p>0.05), except age (p<.05).

**Table 3:** Showing Respondents' Rating on the Use of Social Media for Sports Event

Sl. No.	Variable		Excellent	Good	Fair	Poor	Very poor	Total
I	Gender-wise	Male	39 (37.9%)	50 (48.5%)	9 (8.7%)	3 (2.9%)	2 (1.9%)	103 (100%)
		Female	3 (13.0%)	14 (60.9%)	4 (17.4%)	1 (4.3%)	1 (4.3%)	23 (100%)
Chi-square=5.981; df=4; p=.201								
II	Age-wise (in years)	<30	20 (35.1%)	30 (52.6%)	5 (8.8%)	2 (3.5%)	0 (0.0%)	57 (100%)
		31-45	13 (39.4%)	12 (36.4%)	5 (15.2%)	1 (3.0%)	2 (6.1%)	33 (100%)
		46-60	7 (25.0%)	17 (60.7%)	2 (7.1%)	1 (3.6%)	1 (3.6%)	28 (100%)
		>60	2 (25.0%)	5 (62.5%)	1 (12.5%)	0 (0.0%)	0 (0.0%)	8 (100%)
Chi-square=8.386; df=12; p=.754								
III	Educational Qualification-wise	UG	6 (30.0%)	11 (55.0%)	3 (15.0%)	0 (0.0%)	0 (0.0%)	20 (100%)
		PG	36 (34.0%)	53 (50.0%)	10 (9.4%)	4 (3.8%)	3 (2.8%)	106 (100%)
Chi-square=1.988; df=4; p=.738								
IV	Professional Qualification-wise	UG	5 (29.4%)	10 (58.8%)	2 (11.80%)	0 (0.0%)	0 (0.0%)	17 (100%)
		PG	24 (38.1%)	29 (46.0%)	6 (9.5%)	3 (4.8%)	1 (1.6%)	63 (100%)
		PhD	13 (28.3%)	25 (54.3%)	5 (10.9%)	1 (2.2%)	2 (4.3%)	46 (100%)
Chi-square=4.064; df=8; p=.851								

V	Experience-wise (in years)	<10	27 (35.1%)	39 (50.6%)	8 (10.4%)	2 (2.6%)	1 (1.3%)	77 (100%)
		11-20	10 (47.6%)	7 (33.3%)	2 (9.5%)	1 (4.8%)	1 (4.8%)	21 (100%)
		21-30	2 (14.3%)	10 (71.4%)	1 (7.1%)	0 (0.0%)	1 (7.1%)	14 (100%)
		>30	3 (21.4%)	8 (57.1%)	2 (14.3%)	1 (7.1%)	0 (0.0%)	14 (100%)
Chi-square=10.315; df=12; p=.588								

Source: Primary sources

Both male (50, 48.5%) and female (14, 60.9%) respondents rating on the use of social media for sports event is good. In this regard, less than 30 years (30, 52.6%), 46-60 years (17, 60.7%) and >60 years (5, 62.5%) respondents also rated as good, whereas 31-45 respondents (13, 39.4%) rated as excellent. Both UG and PG respondents graded as good with 55.0% and 50.0%, respectively. All the three group respondents i.e., who have UG (10, 58.8%), PG 29 (46.0%) and Ph.D. 25 (54.3%) professional qualifications rated the

statement as good. The respondents who have <10 years (39, 50.6%), 11-20 years (10, 71.4%) and >30 years (8, 57.1%) professional experience rated as good and 11-20 years (10, 47.6%) of experience has opined as excellent.

It is found that there is no significant association between respondents' perception regarding 'Rating on the use of Social Media for Sports Event' and gender (p>.05), age (p<.05), educational qualifications (p>.05), professional qualifications (p>0.05), professional experience (p>0.05).

Table 4: Showing Social Media Enhance the Sports Public Relation Effort

Sl. No.	Variable		Excellent	Good	Fair	Poor	Very poor	Total
I	Gender-wise	Male	42 (40.8%)	50 (48.5%)	10 (9.7%)	0 (0.0%)	1 (1.0%)	103 (100%)
		Female	4 (17.4%)	16 (69.6%)	1 (4.3%)	2 (8.7%)	0 (0.0%)	23 (100%)
Chi-square=14.201; df=4; p=.007								
II	Age-wise (in years)	<30	21 (36.8%)	29 (50.9%)	5 (8.8%)	2 (3.5%)	0 (0.0%)	57 (100%)
		31-45	12 (36.4%)	17 (51.5%)	3 (9.1%)	0 (0.0%)	1 (3.0%)	33 (100%)
		46-60	9 (32.1%)	18 (64.3%)	1 (3.6%)	0 (0.0%)	0 (0.0%)	28 (100%)
		>60	4 (50.0%)	2 (25.0%)	2 (25.0%)	0 (0.0%)	0 (0.0%)	8 (100%)
Chi-square=11.002; df=12; p=.529								
III	Educational Qualification-wise	UG	6 (30.0%)	13 (65.0%)	0 (0.0%)	1 (5.0%)	0 (0.0%)	20 (100%)
		PG	40 (37.7%)	53 (50.0%)	11 (10.4%)	1 (0.9%)	1 (0.9%)	106 (100%)
Chi-square=5.007; df=4; p=.287								
IV	Professional Qualification-wise	UG	5 (29.4%)	11 (64.7%)	0 (0.0%)	1 (5.9%)	0 (0.0%)	17 (100%)
		PG	27 (42.9%)	27 (42.9%)	8 (12.7%)	1 (1.6%)	0 (0.0%)	63 (100%)
		PhD	14 (30.4%)	28 (60.9%)	3 (6.5%)	0 (0.0%)	1 (2.2%)	46 (100%)
Chi-square=10.934; df=8; p=.205								
V	Experience-wise (in years)	<10	28 (36.4%)	42 (54.5%)	5 (6.5%)	2 (2.6%)	0 (0.0%)	77 (100%)
		11-20	8 (38.1%)	8 (38.1%)	4 (19.0%)	0 (0.0%)	1 (4.8%)	21 (100%)
		21-30	5 (35.7%)	8 (57.1%)	1 (7.1%)	0 (0.0%)	0 (0.0%)	14 (100%)
		>30	5 (35.7%)	8 (57.1%)	1 (7.1%)	0 (0.0%)	0 (0.0%)	14 (100%)
Chi-square=10.883; df=12; p=.582								

Source: Primary sources

Majority male (50, 48.5%) and female (16, 69.6%) respondents stated as good that the social media enhance the sports public relation effort. Different age group respondents stated as good regarding the social media enhance the sports public relation effort <30 years age group (50.9%), 31-45 years age group 17 (51.5%) and 46-60 years age group 18 (64.3%), whereas the >60 years age group (4, 50.0%) respondents stated as excellent. Those who have UG (13, 65.0%) and PG (53, 50.0%) educational qualifications also stated as good in this regard. All the three group respondents i.e., UG (11, 64.7%), PG (27, 42.9%) and PhD (28, 60.9%) expressed as good. Similarly, the respondents who have <10 years professional experience (42, 54.5%), 11-20 years of experience (8, 38.1%), 21-30 years of experience (8, 57.1%) and >30 years of experience (8, 57.1%) also stated as good.

A significant association was found between respondents' perception regarding 'Social media enhance the sports public relation effort' and gender (p<.05) and all other variables, i.e., age (p>.05), educational qualifications

(p>.05), professional qualifications (p>0.05), professional experience (p>0.05) have no significant association.

**Findings of the Study**

The following findings were obtained

- It was found that majority male (52.4%), 31-45 years (54.5%) and >60 years (62.5%) age group, PG (47.2%) qualified, Ph.D. professional qualified (58.17%) and 11-20 years professional experience respondents stated as excellent regarding the social media is the best way to promote public relations in sports.
- According to male (51.3%), <30 years (57.9%) and >60 years (62.5%), 60.0% UG qualified, 58.8% professionally qualified, and >30 years of professional experience (50.0%), the social media is the most important aspect to increase the awareness of a sport relation among the masses.
- It was found that majority respondents belong to female (50.9%), >60 years of experience (62.5%), UG qualified (55.0%), UG professional qualification (58.8%) and 21-30 years of experience (71.4%) has

given good rating for the use of social media for sports event.

- d. It was found that female (69.6%), 46-60 years respondents (64.3%), UG qualified (65.0%), UG professional qualified (64.7%) and 21-40 years (57.1%) professional experience respondents opined that social media enhance the sports public relation among the sports persons in Telangana state.

### Conclusions

For the obtained results it was concluded that social media is the best way to promote sports relations. The respondent data also accepted that social media is one of the important aspect to increase the awareness for a sports performance. The respondents given a good rating for the use of social media for sports event. It is strongly opined by the respondents that social media enhance the sports public relation effort. These finding shows that there is a more social media impact on sports public relations. However, the significant impact was shown gender-wise, age-wise and even qualification-wise. It was finally concluded that the social media has shown significant impact on public relations in sports in newly formed Telangana state.

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