

Sports in India Sans Cricket

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Abstract- The main objective of this paper is to understand if these emerging leagues and sports have been able to create a dent in the popularity of Cricket in India , apart from this it had other objectives such as to understand if cricket is the only sport that defines sporting in India ,to find which of the sport ,cricket , foot ball and tennis and is more exciting ,To find if there is change in preference for cricket after launch of other major leagues like ICL , Pro Kabbadi etc. The research finds that Cricket still remains the most exciting sport among other major sports in India Like Foot and Tennis. And Other major leagues have not been able to dent the popularity and preference for Cricket

Keywords: Cricket ; Other sports ; Popularity ;One Way ANOVA.

1. INTRODUCTION

In Sports frenzy country like India ,apart from Ministry for sports , there are other organizations which look into affairs of their respective sports e.g. All India tennis association , Hockey India etc , BCCI at the helm of affair India for Cricket . One of the most financially muscular board across India and World. Indians in general participate and follow a variety of sports in India which include indoor and out door sports . Games like chess , badminton existed in India long before it went to foreign countries where it got modernized. While cricket dominates the world of sport in India ,other sports have their share of fan following and participation .According to a report by a leading research agency its virtual monopoly is now challenged by other sports like badminton, hockey , foot ball etc . I .P.L a domestic cricket league which enjoys a high viewer rate is now being challenged by other domestic tournaments like ICL , Pro Kabadi etc . Apart from this there is also growing enthusiasm of youth in life style sports like Golf, Polo .etc , which caters to a niche segment of enthusiast . With growing interest by corporate , international recognition of Indian golfers , thrust from Indian government on golf tourism and investment by private sector in this sport , the future holds good.

2. OBJECTIVE OF THE STUDY

The main objective of this paper is to understand if these emerging leagues and sports have been able to create a dent in the popularity of Cricket in India.

1. To find if cricket is the only sport that defines sporting in India.
2. To find which of the sport ,cricket , foot ball and tennis and is more exciting .
3. To find if there is change in preference for cricket after launch of other major leagues like ICL , Pro Kabbadi etc.

3. LITERATURE REVIEW

(Sahrma, 1990) measured the growth of sports industry in terms of production and productivity (1980-88) , he used secondary data collected from DIC and found that providing stability to production units , concentrated efforts are made to boost internal demands by encouraging development of various games . The work emphasised that it is important to strengthen home base as opposed to relying only on exports.

(Council, 2008) attempted to analyse the scope of various products and also the challenges faced by sports goods industry and potential for interventions at the Meerut based sports goods cluster using secondary data from PPDC. It states that the cluster firms produce items only for few sports leaving a large chunk of items out of its domain , due to manual methods of production .Once again justifying growth of many other sports apart from traditional cricket

(Bateman, More than just a game?: Grass roots, 2014) in their work titled “More than just a game? Grass roots cricket and development in Mumbai, India” Though thick with the romanticism attached to old world notions of the ‘gentlemen’s’ game, if such sentiments were true of anywhere, it would be of India, the physical landscape. Yet high amongst the growing urban skylines, and in dusty rural fields, advertising hoardings of India’s cricket elite advocate the purchase of motor oil, soft drinks and everything in between. But it is not just physical space being occupied; cricket has infiltrated the cultural imagination of India’s rapidly growing population. Conversations between locals and foreigners invariably begin with an inquiry as to the latter’s country of origin, whereby an answer involving a cricket playing nation elicits a recital of that country’s cricketing pedigree. Adults and children alike, regardless of language, religion or social status, are

able to converse in cricket, each with an opinion, each more than willing to share. Indeed, to even the most casual observer, the status of cricket in contemporary India has transcended traditional notions of sport as 'recreation', reaching a level of reverence usually reserved for religious belief. To refer to cricket as a national obsession, would be to understate the fact.

According to a survey (Saez, 2012) carried out by a leading independent research agency India is emerging as an economic superpower and, supported by major investment in sports infrastructure, is moving onto the global sports stage with the creation of the Indian Premier League (IPL) in 2008, the hosting of the Commonwealth Games in 2010 and its first Formula 1 Grand Prix in 2011. Cricket has long been a core part of the nation's culture with a passion, following and participation unmatched in most countries. The nation has taken the latest form of the game, Twenty20, to its heart and the IPL is already established as sport's newest financial giant after harnessing the hunger for top-class cricket in the country. While highly unlikely to be repeated in the scale and speed of adoption by the public, the massive success of the IPL highlights the sporting potential in the country. According to same report Badminton is at the second spot in participation list with 37 % , sports like swimming and cycling were at third and fifth with participation rates of 30% and 24% respectively. Table tennis was fourth in the list is table tennis with a participation rate of 25%. Sports like Tennis and football emerged as equally popular sports for both participation and following, 23% of respondents

chose tennis participation (sixth ranked sport) whereas 22% went for football

According to (Storm, 2013) India is the extreme under-achiever in international sport competitions. This has only marginally changed with the recent promotion of the Indian economy into the league of BRIC nations. Whereas in China high growth rates have been accompanied by a huge improvement of its performance in international sport events a similar impact of extraordinary growth rates has been almost totally absent in the case of India. Is India an exception? Several econometric studies have shown that income per capita is a significant variable explaining elite sport results such as results in the Olympic Games. From this stylized fact follows the hypothesis that 'above/below average' growth rates lead to relative improvements/deterioration of elite sport results (with a time lag)" This paper tests the hypothesis by means of a study of the correlation between growth in GNP per capita and growth in medal points in the sports of the Olympic Summer Games. The findings show no correlation. However, a detailed analysis of country evidence shows interesting trends and details. The paper concludes with tentative explanations for the findings including the contradictory country evidence.

4. DATA ANALYSIS

When the respondents were asked if cricket is the only sport that defines sports in India on a scale of 1 to 7 (strongly agree to strongly disagree). The output showed a mean of 2.36 with S.D of 1.62 , which infers most of the people agree with the above statement .

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Defines sport	42	1	7	2.36	1.620
Valid N (listwise)	42				

Ho1 : There is no significant difference in all the three sports w.r.t Excitement

ANOVA

Excitement _ sports

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	101.333	2	50.667	20.398	.000
Within Groups	305.524	123	2.484		
Total	406.857	125			

Multiple Comparisons

Dependent Variable: Excitement Cricket

Tukey HSD

(I) sports_type	(J) sports_type	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1.00	2.00	-.952*	.344	.018	-1.77	-.14
	3.00	-2.190*	.344	.000	-3.01	-1.37
2.00	1.00	.952*	.344	.018	.14	1.77
	3.00	-1.238*	.344	.001	-2.05	-.42
3.00	1.00	2.190*	.344	.000	1.37	3.01
	2.00	1.238*	.344	.001	.42	2.05

*. The mean difference is significant at the 0.05 level.

Descriptives

Excitement Cricket

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1.00	42	2.38	1.545	.238	1.90	2.86	1	7
2.00	42	3.33	1.633	.252	2.82	3.84	1	7
3.00	42	4.57	1.548	.239	4.09	5.05	2	7
Total	126	3.43	1.804	.161	3.11	3.75	1	7

At 5% level of significance , p value .000 is less than the alpha value hence we reject the null hypothesis and conclude , there exists a sig diff . From post hoc analysis we see all the three combinations are showing sig diff. From the descriptive table we can see that cricket is most exciting with mean value 4.57 , followed by foot

ball and tennis with mean values 3.33 and 2.38 respectively.

Ho2 : There exists no significance difference for preference of cricket before and after new leagues in India.

Paired Samples Test

	Paired Differences	t	df	Sig. (2-tailed)					
					Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference	
								Lower	Upper
Pair 1	New league for cricket before - New leagues for cricket after	-.3452	2.4507	.3782	-1.1089	.4185	-.913	41	.367

At 5% level of significance , p value .367 is less than the alpha value hence the null hypothesis is accepted , and we conclude that there has been no change in the preference for cricket even after launch of competitive leagues like ICL , Pro Kabbadi etc .

2. Other major leagues have not been able to dent the popularity and preference for Cricket .

5. FINDINGS AND CONCLUSION

1. Cricket still remains the most exciting sport among other major sports in India Like Foot and Tennis.

Limitations:

1. Since the samples have been collected from Mumbai , conclusions can not be considered appropriate for entire country.
2. Second limitation comes from the age group , samples were between age group of 18-24 hence again do not represent entire population fairly.

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