

A Study of Online consumption of Sports content in India

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Abstract. The internet users in India have significantly increased in the past couple of years. According to a report by the Internet and Mobile Association of India, there are 451 million active internet users at the end of 2019. The increase in internet users has enhanced the consumption of Digital Media across India. The growth of internet-distributed video, also called Over-the-top (OTT) video services, has disrupted India's media and entertainment sector. At present, YouTube is the most comprehensive platform supplying video content in India; however, there have been new entrants, including the e-commerce giants Amazon. The digital landscape of India has reached new heights, which has, in turn, opened a plethora of opportunities for users and organizations. Increased content consumption on digital platforms has challenged traditional mediums of consumption. Sports content consumption on digital platforms has increased remarkably over the years. According to research conducted by Hutchins and Li Rowe, sports coverage has changed drastically over four years. Content consumption is slowly shifting from traditional broadcasting to the online space. The research aims to study the number of consumers watching sports content on online platforms. To check also examines the behavioral/motivational factors responsible for online consumption of sports content and figure out the mediums consumers use to consume sports content. A descriptive research design was used to conduct the research, which was followed by a deductive approach. Thus theory from literature was used to frame the research problem, deduce the research aim and relevant research objectives.

Keywords: Online Consumption; Motivational Factors; Sports Content, Digital; Viewership; Mediums; OTT platforms.

INTRODUCTION

There has been immense growth in the Digital space in India. Cheap tariffs have allowed greater penetration of the internet across the nation. Digital consumption has increased significantly as a result of this penetration. This also explains why an Indian T-series channel is the most subscribed YouTube channel in the world. Online streaming platforms have vehemently pounced upon this opportunity to capture the Indian audience. Video streaming platforms or OTT networks offer their services at a much reasonable fee than their international variants. This clarifies the stance of the service providers, which is to gain the trust of the masses in India. Video Streaming is commonly associated with watching movies, video clips, and television series online; however, there has been a much more significant impact of video streaming on how we consume sports.

Approximately 325 million people watched content online in 2018. The number increased by almost 25% from 2017. In 2018 India was ranked amongst the highest per capita consumption of online video globally [1]. Multiple global OTT players are shifting their attention to the subcontinent as the market has matured in the western region. International players like Netflix & Amazon aim to capture the Indian market robustly to drive their subscription growth. Over-the-top platforms are converging the cinema and television landscape to provide a holistic solution to the users. There is an emergence of ventures which primarily focus on building content for these internet platforms[2]. The media are constantly adding exclusive content to their portal, be it a movie or a web series. The rate of subscription is directly related to the content library of the service provider. Sports enables the platforms to add content to their library without spending on film or web productions[3].

The coverage of sports media has changed drastically over four years. The landscape is slowly shifting from traditional broadcasting to the OTT space. The shift can be attributed to the increased revenue for the sports team and organizations, generational switch and increased proliferation of the internet, and multiplied screens and spaces for consumption[4]. The Indian sports industry has witnessed an evolutionary phase in the past few decades. Especially in the last ten years, the industry has widened its horizon in the nation. At the commercial end, this growth came due to increased awareness about sport, changes in consumer preferences, augmentation of the sports media, introduction of sports leagues, modernization and globalization of sport and its marketing techniques, hosting a large number of international sports events, etc. There is heavy consumption of sports coverage in India[5]. There is little attention given to the popularity of sports in the rural parts of India. With changing landscape, the digital space has brought disruption in how we consume media. Rural consumers are catching up with the pace of digital trends. There is a great extent of live sports consumption on OTT's in Urban areas. OTT platforms are aware of the rate of sports consumption on online portals. The study aims to examine the behavioral patterns of those individuals who consume live sports on OTT[6].

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LITERATURE REVIEW

Sports Broadcasting in India

Television has been the most popular medium when it comes to the consumption of Live Sports. The medium has dominated the sports broadcasting industry for over five decades. The exclusive nature of the broadcasting arrangement has empowered the tv industry for decades. Sports is the most attractive, unique, frequent, and lucrative piece of content for broadcasters. The novelty in each game ensures a certain amount of viewership number, which is often very enticing for advertisers[7]. This dimension has offered economic stability to the broadcasters for a sustained period. International news networks bought the India satellite for premium cost. Corporations banked on sports to capture the Indian television market. These transnational companies used cricket as a focal point to garner the television audience. In 1993 ESPN declared its arrival on the Indian stage first thing the network did was acquire exclusive rights to telecast cricketing events in India. The duration of the deal was five years, and the sum paid by the Disney-owned commodity was north of US\$30 Million. Sports organizations rely heavily on the sale of broadcasting and media rights for revenue generation[8]. Media rights for cricket witness's highest media rights bid in recent years. The Indian cricket governing body sold its media rights to Star India for a price north of INR 60 billion. The foray has also shifted to other sports.

With the vast majority of sports leagues introduced in the past years, the sports broadcasting market is expected to grow significantly[9]. There are usually two forms of sports television broadcast Free-to-air and Pay-tv. In India, there is strict legislation that monitors the activities of broadcasters mainly because there is a vast disparity between social classes, which would alienate low-income group consumers from major sporting events exclusive to paid channels. According to the Sports Signal act (2007), pay-tv broadcasters are prohibited from broadcasting a sporting event of national importance. If so, then the publisher has to share the rights with door darshan (Free-to-air channel) on a revenue share model wherein the Free-to-air channel has to split the ad revenue with the parent broadcaster in the ration not less than 75:25. Competition Commission of India oversees the sale of television cricket rights[10]. In the present climate, Star sports, Zee network, and Sony Pictures share most of India's sports broadcasting rights.

Changing Digital Landscape

The technological enhancements and increased internet bandwidth have entirely changed the consumption pattern of the consumer. The change has a direct impact on how we live our lives and perform our day-to-day activities. Digital media has become an essential part of people's life. The incorporation of digital technology in our social environment has completely transformed the consumption pattern. Traditional Media, like television and radio, are being surpassed by new media; while both the forms co-exist, there is a noticeable shift in the consumption paradigm[11]. Media consumption on the internet has risen significantly in the past decade, a rise attributed to enhancement in telecom infrastructure and cheaper tariffs. The technological shift from traditional to digital media brings millennials to the forefront since individuals falling in this age bracket are often assumed to be the driver of change in specialized ecology. In 2018 digital media witnessed a staggering growth of 42%, average data consumption doubled 2018. OTT platforms are video streaming platforms that offer content to their users via the internet. There has been a steep increase in the popularity of these services. The major reason for the success of these platforms is the advancement in digital technologies. Internet penetration is key to this advancement[12]. The televised content has lost its prominence in the media space with the advent of digitalization. Consumers prefer a multi-screen viewing experience wherein the users can stay connected socially while consuming content has also to do with the convenience added to the viewer. This evolution has the potential to change the current television market.

There are three alternatives to view television content (1) Illegal Copyright Infringement access (2) OTT platforms like (Netflix, Amazon & Prime Video) (3) OTT Tv: these are the applications by broadcast networks or broadcast satellite operators that are compatible with other smart devices. Modern video-on-demand services provide content that does not have a set schedule time, giving them an advantage over traditional media to access content according to the consumer's preference. Millennials are the most frequent users of OTT services. Multi-Screen content consumption often associates with millennials[13]. Multi Screens promotes 'social television,' which is referred to as the involvement of discussion with peers while viewing a piece of content. Approximately 325 million people watched content online in 2018. The number increased by almost 25% from 2017. In 2018 India was ranked amongst the highest per capita consumption of online video in the world.

Multiple global OTT players are shifting their attention to the subcontinent as the market has matured in the western region[14]. International players like Netflix & Amazon aim to capture the Indian market vehemently to drive their subscription growth. Over-the-top platforms are converging the cinema and television landscape to provide a holistic solution to the users. There is an emergence of ventures which primarily focus on building content for these internet platforms[15]. The Popularity of OTT services has shot up after the telecom revolution brought about by Reliance Jio. In the past 2 years, more than ten new OTT service providers have been

introduced. Industry Consumers usually visit these OTT platforms for their personal entertainment; It was also observed that Indian consumers prefer OTT over television because it adds convenience to their viewing experience, availability of international content, and multi-screen nature of these platforms[16]. Five factors contribute to choosing one form of media over the other. These five factors are namely (a) knowledge enhancement, (b) escape, (c) relaxation, (d) diversion, and (e) social interactions/companionship.

Sports consumption online

A switch in the sports coverage rights market is picking up pace with the stakeholders. The new order is a direct consequence of the enhanced popularity of emerging media platforms. Video Streaming is commonly associated with watching movies, video clips, and television series online; however, there has been a much more significant impact of video streaming on how we consume sports. For instance, in 2008, only 400 million watched Beijing Olympics on the internet. This number changed drastically during the 2012 London Olympics. Around 1 billion people watched international sporting events online[17]. Online streaming giants like Hulu and Facebook have been spending hefty sums to acquire the broadcasting rights of various sports leagues. The competition has gotten stiff ever since Amazon has forayed into the streaming market. In 2017 the company attained broadcasting rights for NFL in the USA. UK-based online sports streaming company DAZN recently paid US\$ 1 Billion to acquire the coverage rights for professional boxing. In 2015 more than one million consumers ended their cable tv subscription in America, and over 14 million users unsubscribed ESPN from their plan since 2011. Sports fans across the globe are connected through social media, which has been an essential factor in driving users to consume live sports online. Social live streaming allows the consumer to be connected while viewing a game. This emerging culture has shifted the majority of the audience to view sports online. Online sports consumption is ever-increasing in India; the rise can be attributed to cheaper data tariffs and smartphone penetration [18]. Digital viewership of IPL has witnessed an increase of 62% over the last three years. The online consumption of sports in India is not limited to the OTT platforms; there are illegal means by which consumers avail the services. Online sports piracy in India has been rampant in the past decade. In India most common means of web piracy is through live streaming the web servers. The extent of piracy can be estimated by evaluating the pirate URL links during the 2017 IPL. More unique than 1,700 peculiar URLs were broadcasting IPL illegally through 211 different servers[19].

Streaming rights are more often than not bundled with the broadcast right. Broadcasters see these rights as a supplement to their core rights and typically aim to market it that way; however, this has backfired instead[20]. Consumers inadvertently shift to the streaming services as it allows users to view the content on multiple screens and enhances the individual's mobility. Over time, network bandwidth has amplified significantly, making streaming an integral part of our mediated culture[21]. The proliferation of sports in OTT platforms enables consumers to access content without being bound to a schedule with appropriate technological and financial resources. A user can view more sports on additional devices and in more places than before. This intensifies the viewing experience of the consumers. Convenience/Control is the underlying factor motivating millennials to consume sports content online rather than on traditional television or radio. Online platforms impart a sense of control to the viewers as they are not dictated by the strict programming schedule of the broadcasters and advertisements [22].

India has over 38 OTT service providers. Hotstar is regarded as one of the most affluent OTT players in India. The platform has acquired rights for live coverage of IPL, EPL & Bundesliga, to name a few. The forum observed 202 million viewers during the IPL 2018. More than 50% of smartphone app users fall under the age bracket 18-24 years, with 29% between 25-23 years. In 2018 more than 80% of the viewers were under the age of 35. Sports consumption is the second most-consumed content on mobile phones. Only the entertainment segment preceded sports consumption with overall consumption of 27%, whereas sports consumption was 19%.

Sports Content Consumption behavior

Viewership is substantial when the teams competing with each other are equally matched. In such situations, a sense of suspense is created where the viewer/spectator has little or no knowledge of the result. Uncertainty linked with which team is going to win drives emotions in an individual. Broadcasters heavily market such games to garner maximum viewership. Experience related to Sporting events more often than not revolves around the environment created around the event, the organization's structure, and the physical conditioning associated with the game. There is also a social and emotional aspect involved since fans emotionally invest in the sport and interact with each other during the event. According to the motivation scale of sports consumption, nine motivators influence the sports consumption behavior of an Individual these motivators are (a) achievement, (b) aesthetics, (c) acquisition of knowledge, (d) drama, (e) escape, (f) family, (g) physical skills, (h) social interaction, and (i) physical attractiveness (Trail and James 2001). The extent to which a sports fan associates with their team determines the intensity of the fandom. When the fandom gets intense, fans of a particular team start to consider themselves superior to fans of other teams. The association with a sports team depends heavily upon the magnitude of consumption. It has been noted that game attractiveness and promotions add positive value to the consumption of the game since it makes the sport more appealing (Baade and Tiehen, 1990). Game attractiveness composes different factors which add flair and interest to the game; these factors are

(a) winning/loss record, (b) team history, (c) closeness of competition, (d) love of sport, (e) record-breaking performance, and (f) schedule. Positive public image and communications from the team ensure that fans are part of the team. This makes a fan more inclusive which eventually leads to sports consumption. In recent years, there has been a great emphasis on Millennial consumers, and sports organizations are focusing on meeting the cohort's needs to thrive in the future. It has been observed that millennials are community-driven when they are expected to decide about sports consumption. Many sports organizations have incorporated this into their offering. Teams now have online and offline platforms where fans can interact and pose their opinion. There is a significant focus on building interaction places within the stadium where fans can interact during the break.

Along with being community-driven millennial fans tend to be emotional in their choice of consumption. Fans belonging to this cohort tend to express their emotions on social media platforms. Consumption of sports content elicits emotions; millennial fans are aware that the emotional consequence associated with the sport drives more sports consumption among millennials. The social arrangements of individuals have a significant role to play when it comes to consuming sports content. People often watch a particular game after being influenced by their peers or to boost the social image among peers.

Social viewing is becoming increasingly popular among the millennial cohort. The rise in social viewing can be defined by user gratification theory. According to the theory, users prefer specific media to fulfill their social and psychological needs, which eventually helps them attain gratification. Social media enables the user to be connected with peers when watching a game, making the user an active viewer. Sharing opinions about a game on media platforms provide satisfaction to the viewer.

Conclusion

Sports content was consumed on traditional media platforms like television and radio for five decades. Sports broadcast rights were limited to television, international networks entered various markets and attempted to capture the audience via sports content. Sports organizations started capitalizing on broadcasting rights, which inevitably became a major source of revenue for these organizations. Broadcasters started asking hefty sums for their services which gave rise pay-tv industry. The dawn of digital media shifted the power from television to online space. Over-the-top platforms pounced upon the opportunity. The OTT platforms started acquiring streaming rights for sports leagues all across the globe. Cheaper data tariffs and intensive penetration of the smartphone market were mainly responsible for the shift. Consumers prefer watching sports content online because it provides a greater sense of control and adds convenience to their viewing experience. Social viewing has added another dimension to viewing sports on online platforms.

RESEARCH METHODOLOGY

Research Objective

To investigate and study the extent to which people consume live sports online:

- Frequency of online sports viewership.
- Media used for consumption of sports

To investigate and describe motivation factors associated with online consumption of sports content:

- To study the motivational factors related to sports consumption.
- Impact of demographic characteristics on the motivational factors

To compare motivational factors with the medium used:

- The frequency of sports viewership

Research Question

Which online medium do people prefer to watch sports content, and what are the motivational factors responsible for switching from traditional to online media for sports consumption?

Type of Research Design: Descriptive

An empirical study was conducted as it allows gathering quantifiable evidence "to establish causal laws that enable the prediction and explanation of marketing phenomena" (Malhotra, N., and Birks, D. Marketing Research: An applied perspective. 2006). The topic broadly tries to understand the extent of sports consumption online.

Research Approach: Quantitative

This study follows a deductive approach. Thus, theory from literature would frame the research problem and deduce the research aim and relevant research objectives. The research also aims to compare different motivational factors associated with watching sports content online.

The survey was only administered once to the sample, which makes the research cross-sectional in design.

Target Audience

The target audience will be 18 +, Male and Female. The research was conducted in Tier 1 and urban cities since these are the locations where the majority of the people have internet access.

Research Tool: Questionnaire/Survey

A survey strategy was used to collect data as it is a reliable method of collecting data that is not directly observed. A self-administered online questionnaire was utilized to collect data from respondents. The survey was directed by a research question derived from the existing theory refined in terms of specific research objectives. The questionnaire comprises two sections. The first section includes demographics and the respondent's extent of use of sports content consumption online. The second section contains questions used to study the motivational factors. Questions in the second section are segmented into different dimensions which are derived from the literature. Three of the five dimensions are related to "Utilitarian Motivation," the remaining two dimensions are from the "Uses and Gratification" theory incorporated in the questionnaire to measure a user's online sports consumption motivations. In addition, the type of data gathered using this strategy can be employed to investigate the causal relationship amongst variables.

Sampling Technique

Non-Probabilistic, Convenience sampling. Due to geographical limitations, a combination of purposive, self-selected, and snowball sampling methods would be employed to target the broadest reach of valid respondents.

Analysis Technique

Exploratory Factor analysis was conducted to identify the number of factors involved in online sports consumption and the reliability of the questionnaire, which was equated through the Cronbach Alpha measure.

Pearson Correlation was run on SPSS to examine the degree of correlation between the motivational factors and the medium used to consume sports content. The strength of the correlation was studied using Pearson Coefficient.

Independent T-test and ANOVA were conducted to study the difference in motivational factors among the demographic characteristics.

Hypotheses

Null Hypotheses: Convenience is not the primary motivation for individuals to consume sports content online.

Alternate Hypotheses: Convenience and control is the primary motivation for individuals to consume sports content online.

Analysis and Findings

The main aim of the analysis was to evaluate the study's research objectives, gather quantitative data under a survey, and then analyze the data to study the research objectives. The sample size of the study was 108 and the sampling technique used was convenience sampling. analyzed the analysis on SPSS

Demographic Analysis

There were three demographic factors used in the study (Gender, Age and Household Income).

Gender

Gender was used as one of the demographic factors as the research aims to study the impact of gender on motivational factors. It was also used to determine the difference in the medium used to consume sports content.

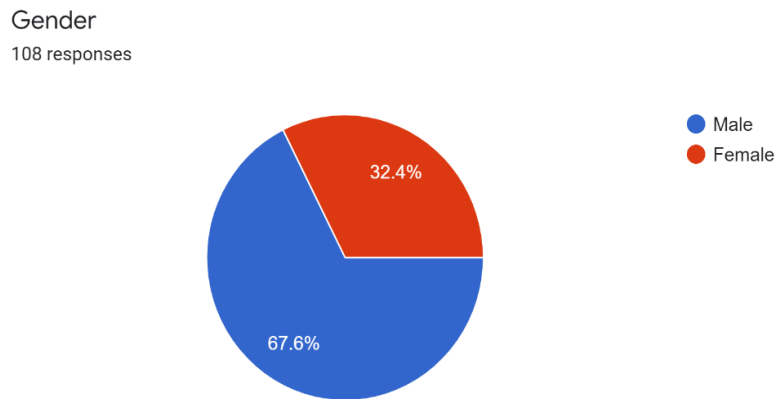


FIGURE 1. It represents the break-up of the participants.

Figure 1 represents the break-up of the participants concerning their gender, showing 67.6% male (n= 73) and 32.4% female (n=35)

Age

Age was used as one of the demographic factors as the research aims to study the impact of gender on motivational factors. It was also used to determine the difference in the medium used to consume sports content.

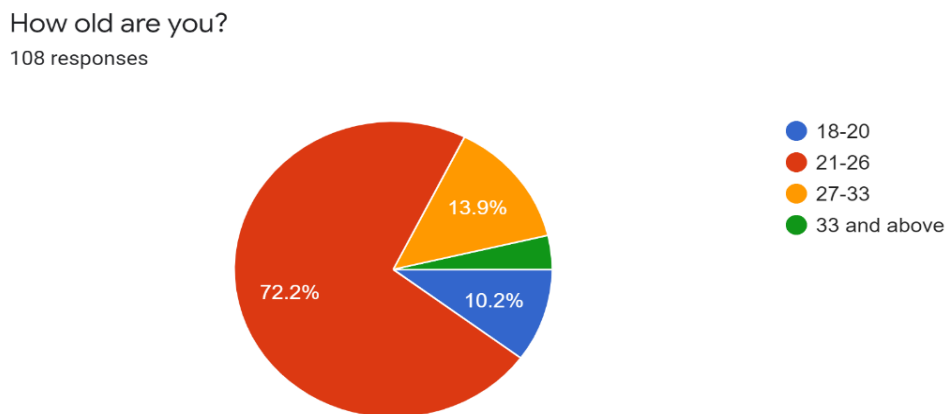


FIGURE 2. To study the age of the participants, respondents were divided into four subgroups.

The Figure 2 represents the division of the participants with respect to their age group showing 10.2% - 18-20 (n=11), 72.2% - 21-26 (n=78), 13.9% - 27-33 (n=15) & 3.7% - 33 and above (n=4).

Household Income

Household Income was used as one of the demographic factors as the research aims to study the impact of household Income on motivational factors. It was also used to determine the difference in the medium used to consume sports content.

3. What is your total Monthly household Income?

108 responses

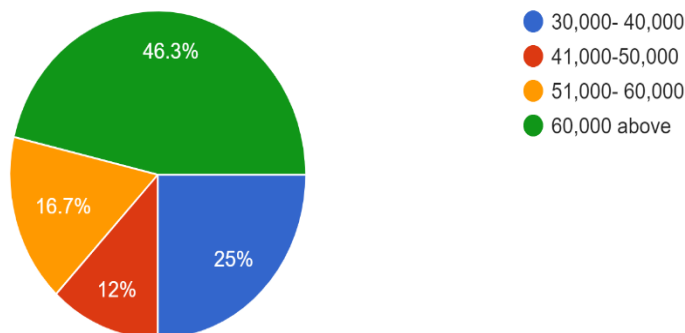


FIGURE 3. To study the household income of the participants, respondents were divided into four subgroups.

The Figure 3 represents the division of the participants with respect to their household income showing 25% - 30,000-40,000(n=27), 12% - 41,000-50,000 (n=13), 16.7% -51,000-60,000 (n=18) &46.3%- 60,000 and above (n=50).

Objective 1: Frequency of sports viewership and the medium used to consume content online.

4. How frequently do you watch sports content?

108 responses

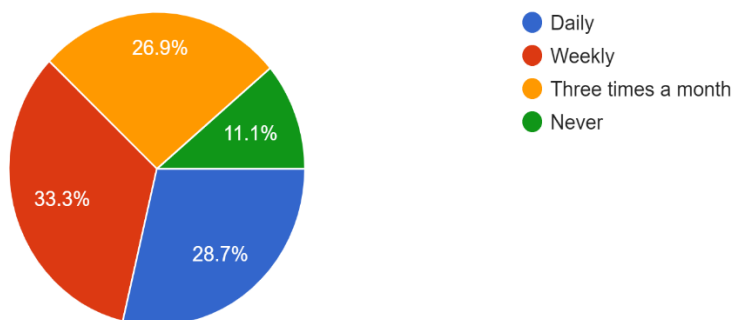


FIGURE 4.The frequency of sports viewership among the participants

Figure 4 shows the 28.7% (n=31) of the viewers watch sports content daily, 33.3%(n=36) of them watch every week, and 26.9% (n=29) consume sports content at least three times a month.

To study the preferred medium to watch sports content, a Likert scale was used where the respondent had to indicate the frequency with which they watch sports on a particular medium. The 4-point Likert scale comprised options ranging from 'Always' to 'Never' with always representing four and never representing one; subsequently, the mean of different mediums was calculated and compared using SPSS.

TABLE 1. Descriptive statistics.

| Descriptive Statistics | | | | | | | | |
|-------------------------------|-----|-------|---------|---------|--------|--------|----------------|----------|
| | N | Range | Minimum | Maximum | Sum | Mean | Std. Deviation | Variance |
| LiveTVMedium | 105 | 3.00 | 1.00 | 4.00 | 274.00 | 2.6095 | .89330 | .798 |
| BroadcastMed | 105 | 3.00 | 1.00 | 4.00 | 239.00 | 2.2762 | .89330 | .798 |
| Stream | 105 | 3.00 | 1.00 | 4.00 | 268.00 | 2.5524 | .88775 | .788 |
| YT | 105 | 3.00 | 1.00 | 4.00 | 294.00 | 2.8000 | .94462 | .892 |
| fb | 105 | 3.00 | 1.00 | 4.00 | 231.00 | 2.2000 | .91357 | .835 |
| twitteer | 105 | 3.00 | 1.00 | 4.00 | 205.00 | 1.9524 | .82487 | .680 |
| Insta | 105 | 3.00 | 1.00 | 4.00 | 262.00 | 2.4952 | 1.02960 | 1.060 |
| News | 105 | 3.00 | 1.00 | 4.00 | 236.00 | 2.2476 | .91757 | .842 |
| Valid N (listwise) | 105 | | | | | | | |

As we can see from Table 1, YouTube (M=2.80) is the most preferred medium to watch sports content which is followed by Live Tv (M=2.63), Streaming Websites (M=2.55), Instagram (M=2.49), Broadcaster Website App (M=2.27), News Websites (M=2.24), Facebook (M=2.20) and Twitter (M=1.95) being the least popular medium to consume sports content.

Objective 2: To identify and study different motivational factors involved in the consumption of sports content online.

A set of 21 questions was used to determine the factors responsible for consuming sports content online. To identify the number of factors involved in online sports consumption and the reliability of the questionnaire Exploratory Factor Analysis was conducted. The results from the principal component analysis were further examined using the eigenvalues to decide the number of factors. Kaiser-Guttman rule was employed to identify the number of factors involved. Five components had eigenvalues greater than 1.

The rotation method used in the study was Varimax/Orthogonal rotation with Kaiser normalization.

TABLE 2. Total variance explained

| Total Variance Explained | | | | | | |
|---------------------------------|-------|---------------------|--------------|-------------------------------------|---------------|--------------|
| Component | Total | Initial Eigenvalues | | Extraction Sums of Squared Loadings | | |
| | | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 7.120 | 33.903 | 33.903 | 7.120 | 33.903 | 33.903 |
| 2 | 2.532 | 12.059 | 45.963 | 2.532 | 12.059 | 45.963 |
| 3 | 1.386 | 6.600 | 52.562 | 1.386 | 6.600 | 52.562 |
| 4 | 1.225 | 5.834 | 58.396 | 1.225 | 5.834 | 58.396 |
| 5 | 1.145 | 5.452 | 63.848 | 1.145 | 5.452 | 63.848 |
| 6 | .991 | 4.718 | 68.566 | | | |
| 7 | .906 | 4.315 | 72.881 | | | |
| 8 | .793 | 3.776 | 76.656 | | | |
| 9 | .740 | 3.522 | 80.178 | | | |
| 10 | .657 | 3.127 | 83.305 | | | |
| 11 | .492 | 2.345 | 85.650 | | | |
| 12 | .456 | 2.172 | 87.822 | | | |
| 13 | .401 | 1.908 | 89.731 | | | |
| 14 | .387 | 1.841 | 91.571 | | | |
| 15 | .355 | 1.689 | 93.260 | | | |
| 16 | .307 | 1.461 | 94.721 | | | |
| 17 | .291 | 1.386 | 96.107 | | | |
| 18 | .274 | 1.303 | 97.410 | | | |
| 19 | .209 | .993 | 98.403 | | | |
| 20 | .186 | .884 | 99.287 | | | |
| 21 | .150 | .713 | 100.000 | | | |

Extraction Method: Principal Component Analysis.

To assess the consistency of the questionnaire Cronbach alpha measure was employed. The measure was also used to study the reliability of the questionnaire (Table 2).

TABLE 2.1.Rotated component matrix

Rotated Component Matrix^a

| | Component | | | | |
|-----|-----------|------|------|------|------|
| | 1 | 2 | 3 | 4 | 5 |
| q14 | .787 | | | | |
| q16 | .724 | | | | .407 |
| q15 | .723 | | | | |
| q18 | .600 | | | | |
| q17 | .444 | | | .405 | |
| q2 | | .754 | | | |
| q1 | | .702 | | | |
| q5 | | .688 | | | |
| q3 | | .684 | | | |
| q4 | | .647 | | | |
| q10 | | | .870 | | |
| q11 | | | .752 | | |
| q13 | | | .706 | | |
| q12 | .433 | | .545 | | |
| q7 | | | | .695 | .424 |
| q9 | | | | .650 | |
| q8 | | | | .647 | |
| q6 | | | | .608 | |
| q21 | | | | | .718 |
| q20 | | | | | .692 |
| q19 | | | | | .510 |

Factors with a relationship coefficient value more excellent than 0.3 were termed significant for the study (Table 2.1)

TABLE 2.2.Reliability statistics factor 4 Availability of Information

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .816 | 5 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| q14 | 15.2762 | 9.933 | .739 | .743 |
| q15 | 15.0857 | 10.271 | .601 | .782 |
| q16 | 15.1714 | 10.086 | .715 | .750 |
| q17 | 15.7619 | 10.549 | .449 | .834 |
| q18 | 15.2762 | 10.490 | .576 | .789 |

Double-click to activate

Factor 4 Availability of Information - Cronbach Alpha = .816 (In Table 2.2)

TABLE 2.3.Reliability statistics of Factor 3 Social Interaction

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .807 | 4 |

| Item-Total Statistics | | | | |
|-----------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| q10 | 10.4857 | 8.618 | .669 | .734 |
| q11 | 9.9238 | 9.225 | .585 | .734 |
| q13 | 10.2381 | 8.722 | .701 | .734 |
| q12 | 9.8381 | 10.195 | .541 | .794 |

Factor 3 Social Interaction - Cronbach Alpha = .807 (In Table 2.3)

TABLE 2.4.Item total statistics of Factor 1 Convenience

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .780 | 5 |

| Item-Total Statistics | | | | |
|-----------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| q2 | 17.0857 | 7.195 | .629 | .716 |
| q1 | 16.9905 | 7.721 | .531 | .747 |
| q5 | 16.8952 | 7.499 | .604 | .726 |
| q3 | 17.4571 | 6.674 | .486 | .777 |
| q4 | 16.9810 | 7.269 | .575 | .732 |

Factor 1 Convenience- Cronbach Alpha = .780 (In Table 2.4)

TABLE 2.5.Reliability statistics of Factor 2 Entertainment

| Reliability Statistics | |
|-------------------------------|------------|
| Cronbach's Alpha | N of Items |
| .742 | 4 |

| Item-Total Statistics | | | | |
|------------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| q6 | 11.7048 | 6.114 | .397 | .758 |
| q7 | 11.5905 | 5.167 | .627 | .628 |
| q8 | 11.3429 | 5.670 | .582 | .660 |
| q9 | 11.7619 | 5.279 | .549 | .675 |

Factor 2 Entertainment – Cronbach Alpha = .742 (In Table 2.5)

TABLE 2.6.Item total statistics of Factor 5 customization

| Item-Total Statistics | | | | |
|------------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| q19 | 8.0667 | 2.217 | .523 | .642 |
| q20 | 7.8571 | 2.431 | .613 | .529 |
| q21 | 7.7905 | 2.667 | .471 | .692 |

Factor 5 customisation – Cronbach Alpha = .712 (In Table 2.6)

TABLE 2.7. Factors with alpha ≥ 0.7 are reliable, and questions on the factors are consistent with each other.

| Descriptive Statistics | | | | | | | |
|-------------------------------|-----|-------|---------|---------|--------|--------|----------------|
| | N | Range | Minimum | Maximum | Sum | Mean | Std. Deviation |
| Covenience | 105 | 3.50 | 1.50 | 5.00 | 439.50 | 4.1857 | .62631 |
| Entertainment | 105 | 3.67 | 1.33 | 5.00 | 409.67 | 3.9016 | .82421 |
| Social | 105 | 4.00 | 1.00 | 5.00 | 354.25 | 3.3738 | .97943 |
| Information | 105 | 4.00 | 1.00 | 5.00 | 401.00 | 3.8190 | .80972 |
| customisation | 105 | 3.75 | 1.25 | 5.00 | 412.75 | 3.9310 | .71513 |
| Valid N (listwise) | 105 | | | | | | |

The mean of the different motivational factors was calculated and compared in Table 2.7. As we can see from the table, convenience (M= 4.18) is the primary motivational factor driving online sports content

consumption. Hence, we reject our null hypothesis that convenience is not the primary motivational factor that causes online consumption of sports behavior.

To study the difference in motivational factors concerning different demographic characteristics, t-test and ANOVA tests were conducted.

TABLE3.An independent t-test was conducted to study the difference in motivational factors between gender.

| | | F | Sig. |
|---------------|-----------------------------|-------|------|
| Covenience | Equal variances assumed | 2.302 | .132 |
| | Equal variances not assumed | | |
| Entertainment | Equal variances assumed | .239 | .626 |
| | Equal variances not assumed | | |
| Social | Equal variances assumed | .100 | .752 |
| | Equal variances not assumed | | |
| Information | Equal variances assumed | 4.015 | .048 |
| | Equal variances not assumed | | |
| customisation | Equal variances assumed | .039 | .844 |
| | Equal variances not assumed | | |

Availability of Information: According to the table, there is a significant difference between the mean availability of information because the significance values are less than 0.05. The male gender is significantly more motivated by the availability of information than the female. (M = 3.97 & M= 3.48) in Table 3.

TABLE3.1.An independent t-test was also used to study the difference in motivation factors among the different age groups.

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | |
|---------------|-----------------------------|-----------------------------------------|------|------------------------------|--------|
| | | F | Sig. | t | df |
| Covenience | Equal variances assumed | 2.328 | .131 | -.224 | 88 |
| | Equal variances not assumed | | | -.305 | 31.012 |
| Entertainment | Equal variances assumed | 11.167 | .001 | -.304 | 88 |
| | Equal variances not assumed | | | -.485 | 45.089 |
| Social | Equal variances assumed | .545 | .463 | -1.048 | 88 |
| | Equal variances not assumed | | | -1.100 | 21.003 |
| Information | Equal variances assumed | 1.388 | .242 | -.189 | 88 |
| | Equal variances not assumed | | | -.242 | 27.489 |
| customisation | Equal variances assumed | .026 | .871 | .924 | 88 |
| | Equal variances not assumed | | | .917 | 19.865 |

Entertainment

According to the table, there is a significant difference between the entertainment mean because the significance value is less than 0.05. (In Table 3.1)

Participants aged 21-26 were significantly more motivated by the entertainment factor than the participants from the age group 27-33. (M = 3.97 & M = 3.92).

Objective 3: Correlating motivational factors with mediums used to consume sports content.

A bivariate Pearson correlation test was conducted to study the correlation between the motivational factors and the medium used. Each medium and factor correlation was then interpreted from weak to strong based on the r values. Those with r values $0.1 < r < 0.299$ were referred to as weak correlation; $0.3 < r < 0.499$ were referred to as moderate correlation and $r > 0.5$ were referred to as strong correlation. (Field, 2013)

TABLE 4. Correlating motivational factors with mediums used to consume sports content

| | | Correlations | | | | | | | |
|---------------|---------------------|---------------------|-----------------|--------|--------|--------|---------|--------|--------|
| | | LiveTVMedium | BroadcastMedium | Stream | YT | fb | twitter | Insta | News |
| Convenience | Pearson Correlation | -.156 | .125 | .191 | .112 | -.010 | .098 | .008 | .126 |
| | Sig. (2-tailed) | .113 | .203 | .051 | .255 | .923 | .320 | .939 | .202 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Entertainment | Pearson Correlation | -.162 | .285** | .246* | .205* | .137 | .120 | .020 | .164 |
| | Sig. (2-tailed) | .100 | .003 | .011 | .036 | .163 | .221 | .838 | .095 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Social | Pearson Correlation | -.065 | .015 | -.010 | .227* | .319** | .293** | .437** | .305** |
| | Sig. (2-tailed) | .509 | .875 | .917 | .020 | .001 | .002 | .000 | .002 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| Information | Pearson Correlation | -.035 | .286** | .074 | .276** | .036 | .073 | .094 | .232* |
| | Sig. (2-tailed) | .719 | .003 | .456 | .004 | .712 | .457 | .340 | .017 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |
| customisation | Pearson Correlation | -.159 | .245* | .110 | .100 | .051 | .129 | -.012 | .133 |
| | Sig. (2-tailed) | .105 | .012 | .264 | .308 | .607 | .190 | .904 | .178 |
| | N | 105 | 105 | 105 | 105 | 105 | 105 | 105 | 105 |

Convenience: There is a weak positive relation with Broadcasting websites/Applications (r=.125), Streaming websites (r=.191), Youtube (r=.112) and News websites (r=.126). (In Table 4)

Entertainment: There is a weak positive relation with Broadcasting websites/Applications (r=.285), Streaming websites (r=.246), Youtube (r=.205), twitter (r=.120) News websites (r=.164) and Facebook (r=.137)

Social Interaction: There is a weak and positive relationship with Youtube (r=.227) and Twitter (r=.2.93)

Moderate positive relationship with Facebook (r=.319) News websites (r=.305) and Instagram (r=.437)

Availability of Information: There is a weak and positive relationship with Broadcasting websites/Applications (r=.286) Youtube (r=.276) and News websites (r=.232)

Customisation: There is a weak positive relation with Broadcasting websites/Applications (r=.245), Streaming websites (r=.110), Youtube (r=.100), twitter (r=.129) and News websites (r=.134) and Facebook (r=.137)

6. DISCUSSION AND CONCLUSION

The main aim of the study was to examine the behavior associated with online consumption of sports content. The study confirms the hypotheses that convenience is the primary motivational factor for sports consumption in online platforms. The study also investigated the implication of demographic characteristics on motivational factors. The study determined that the male gender is significantly more motivated by the availability of information than the female. Furthermore, participants aged 21-26 were extraordinarily more motivated by the entertainment factor than the participants from the age group 27-33. The research also examined the medium preferred by the participants to consume sports content. The results suggested that YouTube was the most popular medium to consume sports content. The participants belonging to age 18-20 were more likely to consume sports content on Streaming websites. The advent of the digital revolution in India has promoted people to destroy sports content online. Since the content available on YouTube is free to consume, the medium increased its popularity.

The online platforms should add innovative strategies to add convenience to the viewing experience of the consumer. When it comes to sports consumption availability of information becomes a vital motivational factor. Online platforms can add extra information to create a buzz around the game to create excitement among the consumers.

There is a shift from traditional tv to online platforms; however, consumers prefer watching live coverage of sports events on television. Service providers should focus on creating a space to imbibe the online platforms with the cable networks to provide a holistic viewing experience to the consumer.

7. LIMITATIONS OF THE STUDY & FUTURE RECOMMENDATIONS

The study's sample size was not representative of the population; however, the sample was sizeable enough to conduct a statistical analysis. Due to geographical limitations, a combination of purposive, self-selected, and snowball sampling methods was employed, due to which there was not a great extent of heterogeneity in the sample. Hence analysis and findings can be slightly different from the actual motivational factors and choice of medium.

The scale of online consumption of sports content is only going to increase in the coming future. OTT service providers would imbibe social interaction tools in their interface to enhance the social viewing aspect of sports consumption. Real-time money games would also be included in the interface to incentivize the consumers. Service providers would experiment with additional options to add custom features for a better viewing experience. (ex: preferred language, preferred video quality, preferred viewing/camera angle to watch the game.)

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