

A Study on “Promotions And Fanbase of Pro Kabaddi on Social Media”

Asst. Prof. RoshanRaju¹, Ms.YogitaKadam², Ms.RiyaChandnani³, Asst. Prof. Supriya Bhagat⁴
^{1,2,3,4} Sadhu Vaswani Institute of Management Studies (SVIMS) for Girls, Pune.

Abstract- India being a Cricket obsessed country, etch out a niche for any other sport is quite the challenge. Kabaddi commenced from the scratch. Though being de-glamorised and raw as it is, it was able to snip a massive amount attention.

The study strives to comprehend how social media helps in popularizing sports in India. Explicitly, how the game of Kabaddi has got international platform by the contribution of social media in their own way. The research has recognized the significance of sports communication and the role of social media in the game of Kabaddi.

The credit goes to the Pro KabaddiLeague (PKL) for the home grown sports speedy and splendid restoration.

Keywords- Pro Kabaddi, league, social media, promotional activities, India,

I. INTRODUCTION

India is a motherland to divergent residents playing various sports across the nation. Sports like hockey, cricket, tennis, badminton, etc. are played in India. Though cricket is the most favoured game or sport of India, Kabaddi is the native sport of rural region of the country. Moreover other regional games like chess, snooker, gilli-danda, kho-kho, kite flying, etc. have been coined in India.

Kabaddi in India

Kabaddi was originally originated in “Ancient Tamil Territories”, which is currently the Southern state of India. Kabaddi is derived from **Tamil word kai, pidi**, which means to “hold hands”. This game was developed based on **Jallikattu**. There are various names of the game in Tamil origin such as Kabaddi, Sadugudu, palinjadugudu, etc. It is also the national sport of Bangladesh.

Pro Kabaddi League:-

Pro Kabaddi League was commenced in the year 2014 by Mashal Sports and STAR India which has been a pioneering initiative and the only league that lead to

evolvement of franchise-based format in India’s indigenous sport of Kabaddi.

Social media:-

In the present day scenario, social media is at the peak and puffed up. It is the virtual platform of interaction of various forms for the new gen adolescents which has led to its enormous adoption. Social media is a platform of sharing information and connecting people worldwide through networks. It creates online social networks. Some of the most famous social media websites are Facebook, Google+, Instagram, LinkedIn, Pinterest, Snapchat, Tumblr, Twitter, WhatsApp, YouTube, etc. These social media websites have more than 100,000,000 registered users

II. OBJECTIVES OF THE STUDY

1. To study the increase in number of the fanbase of Pro Kabaddi league through social media.
2. To study the impact of promotional activities of Pro Kabaddi League on facebook, twitter and instagram

III. RESEARCH METHODOLOGY

The research methodology that has been used for the research is Qualitative research. Qualitative research is predominantly exploratory research. It is used to gain an understanding of core reasons, views, and impulses. It aids in mounting ideas, concepts and equips with insights for the difficulties, also it is essential in provision of postulates for probable research. The qualitative research is conducted utilizing the secondary data available online.

Indian Sports background

India has held and co-hosted a number of international sporting events, including the 2010 Commonwealth Games, the 1951 and 1982 Asian Games, the 1985, 1995 and 2016 South Asian Games, the 1987, 1996 and 2011 Cricket World Cup, the 2003 Afro-Asian Games, the 1989, 2013 and 2017 Asian Athletics Championships, the 1982 and 2010 Men's Field hockey World Cup, the 1979, 1987, 1991, 2003, 2010, 2013 and 2017 Asian

Wrestling Championships, the 2009 BWF World Championships, the 2004, 2007 and 2016 Kabaddi World Cup (Standard style), the 1980,1992 and 2009 Asian Table Tennis Championships, the 1981 ABC Championship, the 2009 FIBA Asia Championship for Women, the 2005 and 2017 Asian Cycling Championships.

Pro Kabaddi League

The league has remoulded the sport with striking innovation, which has made it into a yearning sport for players and fans alike. They instilled new-fangled life into the sport by bringing it to the major metropolitan cities of India along with the provinces where Kabaddi was yet to gain a foothold. VIVO Pro Kabaddi now has extraordinary participation from innumerable parts of the nation owing to the outreach over the past four seasons and the onset of programmes established by Mashal sports to encourage budding talent from across the country. Kabaddi is now seen as a viable career option by various aspiring players in India and abroad.

IV.FINDINGS

Promotions and fan base of PKL on social media platforms			
	Facebook	Twitter	Instagram
No. of followers	1.4 M	184K	51.2K
No. of Posts/ tweets	500	41.7K	300
No. Likes	1.4 M	573	16.7K

The following table depicts the trend of the fan base of Pro Kabaddi league on various social media platforms i.e. facebook, twitter and instagram and how the league has remoulded the outlook of the youth. Social media has cavorted the prevalent role in diffusing the awareness of the new-fangled life instilled into the sport i.e. Kabaddi.

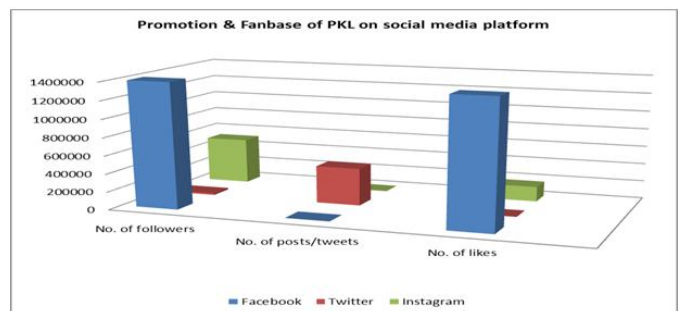
The table also shows that the youth is highly active on Facebook as compared to Instagram and twitter. Therefore it is beneficial to promote through these trending social media sites to attract maximum youth and create interest in their minds for kabaddi. Thus, leading to increased fan following.

Example:-

#KabaddiStaminaChallenge On Facebook

A look at the social media promotions for Pro Kabaddi League, an eight-city league starting from July 26 to promote and popularise Kabaddi.

V.ANALYSIS



VI. CONCLUSION

An Indian game with rising popularity, PKL is now an amazing opportunity for advertisers to connect with the audience on a subtle level. So we tracked the social media campaign connected with Pro Kabaddi League. Through the social media platforms PKL has become a trending sport and has reached global attention. We can see foreign country men participating in this sport.

This year, the PKL also featured Women’s Kabaddi Challenge for the first time. Unexpectedly, with an average 6.7 million impressions (BARC data), this is highest rated women’s game in India till date–2.9 times more than the previous high of 2.9 million impressions recorded for the ICC World T20 2016 second semi-final game between New Zealand and West Indies.

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