



# Impact Of Social Media as A Tool of Communication Strategy on Promoting Khelo India

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## Abstract

Social media's influence has given rise to a different genre of communication, where conversations are quick and information is easily relayed. Due to its widespread impact, employers are seeking professionals who are well versed in social media platforms to take on important roles within an organization. Social media has also been a major part for the Khelo India scheme. It is been used widely to communicate with the target audience and communicate the information. Thus it is of interest to see the impact of social media communication as a communication tools in the promotion of Khelo India scheme. Official social media pages of Khelo India ie Facebook, Twitter, Instagram and Youtube were studied. Also official social media pages of Sports Authority of India and Ministry of Youth Affairs was studied in detail. Content and data analysis has been done for all the official pages along with Findings revealed that there is a significant impact of social media communication strategies on promoting Khelo India.

**Keywords:** Khelo India, Sports, social media, communication strategies

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## 1. Introduction

Social media is a powerful communications medium, with widespread influence over cities as well as remote areas. However, it is only part of the digital revolution that we are witnessing. Digital transformation has not only influenced businesses and made the world more accessible, but it has also changed the way we communicate. According to Oberlo, as of 2019, there are 3.2 billion social media users all around the world, which is about 42% of the Earth's population. In addition, there are roughly 4.5 billion internet uses across the world today. These statistics are proof of the growing dominance of digital media in our daily lives. In the past decade, social media has been an interesting Internet phenomenon. Social Media has increased the ability for Internet users to communicate and interact with one another, allowing them to overcome

boundaries that once made communication difficult and slow. It has become a big part of everyday life and has fundamentally changed the way we send and receive information. This transformation has led to businesses acknowledging the need for a change in the way they communicate with their customers.

Social Media is part of a growing and changing environment that is affected by new technologies and trends. Social Media platforms as tools for communication between organizations and consumers are becoming extremely important nowadays. Hanna et al (2011) mention that Social Media platforms have transformed the internet from a platform for information into a platform of influence, so it is necessary for the companies to present on different Social Media platforms in order to interact and track the communication trends.

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Berende et al. (2011) have found that success in social media does not happen overnight and it does not happen by accident, it is engineered. The reality is that social media is not an add-on, but instead an integrated piece within the overall business strategy (Blanchard, 2011). A comprehensive approach is therefore needed in order to ensure a consistent customer experience, reliable content creation, appropriate data governance and sufficient regulatory compliance (Wollan et al, 2011).

Owyang & Lovett (2010) state that company must develop a comprehensive strategy in order to avoid stumbling and at worst being completely consumed by social media. A step-by-step defined Social Media strategy that is integrated across the whole company can provide organizations with detailed, instant feedback from consumers and valuable market knowledge (Berende et al., 2011).

Blanchard (2011) defines a fully deployed Social Media strategy as a completely integrated communication mechanism that reinforces the impact of every function within the organization by leveraging the power of human networks via social networking platforms. Berende et al. (2011) state that creating Social Media strategy should start with defining the “organization’s overall business strategy, tactics, goals and targets” (p.67). Li & Bernoff (2011) point on importance of constructing Social Media strategy specifically for every single case instead of using general ready-made models. They provide a clear guide for creating the Social Media strategy based on four targets: people, objectives, strategy and technology (POST).

Sports teams have no option but to adapt to this change and provide the fans with what they are looking for. Sports teams have actively started using different social media platforms to interact with their fans and provide the fans with personalized content, news, and updates regarding their favorite team. Social media also affected how marketing in the sports industry worked and sports teams also had to adjust their marketing strategies according to social media platforms so that they can reach out to their fans.

In today’s global society, marketing intelligence

and planning is competing for attention because of the increased complex myriad messages being communicated. Consumers whether they are individuals, organizations or government bodies are processing more sport marketing messages about products, services and technologies. The task of sports marketers is to focus on the best ways to find out the appropriate strategies based on planning decisions. Sports marketing practice can be enhanced by further research into the best ways to disseminate sports related information. This can be done by cognitively targeting marketing messages to be processed more through an evaluative approach than dramatic ones due to their subjective orientation.

Sports market segmentation has increased in popularity as a strategy for organizations to target appropriate consumers. Sport can represent more to marketers than a game because of its linkage to history and heritage of a region. The challenge to sports marketers is to dynamically engage with audiences using innovative strategies. Understanding dynamic sports marketing is significant to marketing practitioners and researchers affected by changing global contexts. The appeal of sports marketing can be enhanced by implementing intelligent planning activities that increase social interaction and identification. As India is slowly emerging as a sporting power, initiatives like “Khelo India School Games” are necessary for the development of sporting infrastructure in India and in nurturing young, talented and elite sportsperson in different sporting disciplines. By marketing it in different platforms and through celebrity endorsement, it has created its image to a mega sporting event just like Commonwealth and Asian Games. The initiative itself has brought together people of all ages to indulge in sports as a part of mental, physical and emotional development of human body. Therefore, it can be concluded that marketing activities in sports are able to build a favourable image in the minds of the consumers and also by helping the athletes, coaches and organizers to create a brand image for themselves.

## 2. Literature review

Communication strategies in sports industry should reflect on their first interest in sports while contemplating a career in sports



administration. Maybe it was all the practice and conditioning that went into becoming in shape, or the thrill of competing. Many people enjoy sports because of the opportunities it provides to engage with others while contributing to a group effort. Human beings have a fundamental need to connect with others, and good community formation relies heavily on open communication lines (Anderson 2015).

All sports organisations need to have strong media relations and open lines of communication with fans. Managers in the sports industry need a firm grasp of how ICT is used to control the flow of information and messages. Instagram has the potential to be a very specific and effective visual advertising medium for sports teams. The vast majority of internet users nowadays are also active on social networking sites (Siguencia et al., 2016). According to Huang (2017), sports marketers can use social media for a variety of purposes, including but not limited to: fostering marketing communication campaigns; enhancing the value of sports products and services; establishing two-way communication between sports brands and consumers; bolstering the effectiveness of sports sponsorship programmes; and building communities around specific brands. Sports marketers are encouraged by the available literature to examine their social media sites' traffic and interaction and to do sentiment analysis to learn what their customers think of their brand. Business choices like marketing communication management, customer opinion research, and sales forecasting can all benefit from these insights.

The use of social media has had a significant effect on the sports marketing industry, with its reach expanding to include professional sports leagues, national sports governing bodies, event organisers, sponsors, and even top athletes. In 2016, 15 of Poland's 16 professional football clubs used Instagram to advertise games and other sporting events, up from only 3 in 2014 (Siguencia et al., 2017). Professional athletes aren't the only ones that use social media to communicate with their followers (Korzynski and Paniagua, 2016). Some of the most prominent sportsmen in the world have millions of fans who take an active role in

running their social media accounts. These benefits of social media are not lost on sports groups. SnapChat, Periscope, and Instagram are just some of the social media platforms used to transmit video material created by Wimbledon's event organisers (International Event Group, 2017). Eagleman (2013) discovered that practically all national sports governing organisations develop their own Facebook and Twitter sites to attract sports consumers due to the low cost of doing so.

### 3. Hypothesis Development

Hypothesis is a proposition that is stated in a testable form and predicts a particular relationship between two or more variable. A hypothesis may be defined as a tentative theory or supposition set up and adopted provisionally as a basis of explaining certain acts or relationships and as a guide in the further investigation of other facts or relationships (Crisp and Richard, 1957). A hypothesis is written in such a way that it can be proven or disproven by valid and reliable data in order to obtain these data that we perform our study (Grinnell and Richard, 1988). Hypotheses are generally based upon scientific theory, allowing for both prediction and testability (Goodwin, 2008). Hypothesis testing is an important activity of evidence-based research. A well worked up hypothesis is half the answer to the research question. For this, both knowledge of the subject derived from extensive review of the literature and working knowledge of basic statistical concepts are desirable. For present research following hypothesis have been framed:

**Null Hypothesis:** There is no significant impact of social media as a communication strategy on promoting Khelo India

**Alternative:** There is significant impact of social media as a communication strategy on promoting Khelo India

### 4. Research method

For the given study official social media pages of Khelo India ie Facebook, Twitter, Instagram and Youtube were studied. Also official social media pages of Sports Authority of India and Ministry of Youth Affairs was studied in detail. Content and data analysis has been done for all the official pages. Data analysis was done using socialinsider.io. Also a structured questionnaire



was administered along with the above. Targeted population is people of Delhi NCR. Random sampling technique has been used to collect responses from the respondents. Self-administered / structured questionnaire along with draft requesting a user to participate voluntarily in the survey will be distributed to respondents in person and also through Whatsapp and Email. Moreover, participants will be further asked to forward the link and draft to other contacts to facilitate data collection. 460 respondents were interviewed. The people who take part are referred to as "participants." targeted population is people of Delhi NCR. The target population constituted of 5 categories of stake holders in Delhi NCR. The researcher has collected data from 460 respondents. Due to the incompleteness of the questionnaires, few questionnaires were rejected from the analysis. (Reasons: email, blank detail, respondent did not answer some question). Due to the mentioned reasons, the researcher has taken 5 categories of stake holders- Players, Coaches, Journalists, Parents & Sports Enthusiasts.

## 5. Results and discussion

### Page statistics of official facebook page of Khelo India

It is also very interesting to see the kind of content that has been published on facebook over the years. Numbers of photographs posted has been high always before the last edition of Khelo India youth games ie in the year 2022. 120 Albums were posted in this year which was way higher than the previous years. As shown in the table below number of posts, engagement growth over the years and shares along with the number of fans from 2018 till 2022.

Site	Time period	Khelo India Official Page: Facebook			
		Posts	Engagement	No. of fans	Shares
Facebook	21Jan - 15 Feb 2018	188	8793	94100	8281
	1 Jan - 30 Jan 2019	439	11700	139400	952
	1 Jan - 1 Feb 2020	355	85000		2645
	25 May - 20 June 2022	303	54400	126800	2605

**Table 5.1:** Khelo India Official Page: Facebook

### Page statistics of official Instagram page of Khelo India

The table below show the social media analytics of official Instagram page of Khelo India. Numbers of followers have shown decrease but the engagement rate has shows a constant upward going graph. Also the

numbers of comments are also high. This shows the involvement of the audience and quality of fan followers on the official Khelo India instagram page.

Site	Time period	Khelo India Official Page: Instagram			
		Followers	No. of Posts	Engagement	Comments
Instagram	21Jan - 15 Feb 2018	238577	74	114900	438
	1 Jan - 30 Jan 2019	267162	127	134100	369
	1 Jan - 1 Feb 2020	-	312	602500	1025
	25 May - 20 June 2022	259046	303	744500	2078

**Table 5.2:** Khelo India Official Page: Instagram

### Page statistics of official Youtube page of Khelo India

The table below show the social media analytics of official Youtube page of Khelo India. Numbers of subscribers have shown slow increase but the data limitation was also experienced with respect to videos and comment update.

Site	Time period	Khelo India Official Page: Youtube			
		Subscribers	No. of Videos	Engagement	Comments
Youtube	21Jan - 15 Feb 2018	23100	23	9264	182
	1 Jan - 30 Jan 2019	-	6	5908	152
	1 Jan - 1 Feb 2020	-			
	25 May - 20 June 2022	24600			

**Table 5.3:** Khelo India Official Page: Youtube

### Page statistics of official Instagram page of Sports Authority of India

The content analysis of official social media pages of sports authority of India was done. The researcher was able to accumulate data for official instagram page only. Studying the type of content, behaviour of likes, engagement and followers, the researcher observed increase in all the fields, though the number of followers that have increased over the years in not much. Also it is interesting to see the increasing engagement of the followers on the page and how like facebook page of Khelo India, Carousels have increase manifold on Instagram page of sports authority of India. The table below show the same.

Sports Authority of India Instagram Page	Time Frame	Followers
	21 jan - 15 feb 2018	136996
	25 May-20 June 2022	183058

**Table 5.4:** Page statistics of Instagram page of Sports Authority of India

### Page statistics of official Facebook, Instagram and YouTube page of Ministry of Youth Affairs and Sports

Engagement on the social media pages is a positive sign as it showcases the follower's involvement with the page. The engagement



percentage on the facebook page of ministry of youth and sports increased in last three years especially with Photos. Engagement on photos was just 1204 in 2019 which has increased to 130,954 by 2022 Khelo India youth games. This is a positive sign of impact of communication platform as it is keeping the customer engaged with the campaign. Similar growth in engagement is also seems the other type of content like album and video.

MYAS	Subscribers	2019	2020	2022
Post type ranked by maximum engagement.	Photos	1204	4682	130954
	Albums	197	1263	1615
	Video	55	508	11699

**Table 5.5:** Content post type statistics 2019-2022: MYAS

**Impact of social media as a communication strategy on promoting Khelo India**

In order to check the impact of social media as a communication strategy on promoting Khelo India, Regression is applied.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.652	0.258		2.525	0.013
	Communication strategies	0.834	0.069	0.704	12.066	0.000

From the above table, it is observed that social media communication strategies have a significant and positive impact on promoting Khelo India as p-value is 0.000 which is less than 0.05. Therefore, it is concluded that there is a significant impact of social media communication strategies on promoting Khelo India.

**6. Conclusion**

For hypothesis H1, the findings of the analysis support the proposed hypotheses, such that; there is a significant impact of social media communication strategies on promoting Khelo India as p-value is less than 0.05. Marketing as a form of communication strategies has been an important tool for spreading out the message to the right target population at the right place and time. It is the study and management of exchange relationship. It is one of the premier components of business management. Be it retail, services and even e-commerce, marketing has helped them to get into the lifestyle, habits and most importantly into the minds of the prospective customer. And if we take sports, it has created wonders for everyone, be it the organizer, sponsor, merchandiser, athletes, coaches, etc. It has shaped a way the sports have been viewed by the people. From the earlier times when sports were used as a medium of entertainment for Kings and Queens to marketing and branding of athletes for selling the product or service, it has come a long way shaping the sports by not only viewing it but it has made sports as an experience to be felt in the 21st century.

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