

Understanding the Impact of Digital Marketing and Social Media on the Consumer Behaviour in the Sports Industry

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Abstract

Sports have had an enthralling impact on players and fans for centuries, and this is even more true in today's digital age. The primary goal of the research study is to comprehend the sports consumption behaviour of the target population, i.e., the sport consumer. According to the paper by Abosag et al. (2012), every sports fan develops unique bonds with their favourite sports team over time. As a result, the goal of this study is to see if digital marketing and social media have an impact on how sports consumers are motivated to exhibit three dimensions of engagement behaviours. The User Gratification theory has been used to explain motivations such as information, personal identity, social community interaction, personal engagement, and purchasing attributes. In addition, the customer engagement behaviour framework is referred to in order to comprehend content consumption, personal contribution to the content, and proactiveness demonstrated in content creation. For this study, 105 survey responses were examined and the analysis shows that the need for Information was the primary driver of Contribution, while the need for Purchased Behaviour was the primary driver of Consumption. The study also paves the way for a better understanding of the potential opportunities to critically examine consumer behaviour in order to design future marketing activities and promotions.

Keywords: Digital Marketing, Social Media, Consumer Behaviour, Sports, Online Community Engagement

Introduction

Time after time, humankind has always been looking for new improvements. Since the industrial revolution of the 18th century to the Industrial Revolution 4.0 in this fast paced 21st century, humanity has surpassed its limits in innovation and technology. The practical applications of these new technological advances have brought enormous benefits to the various industries. There is no question that technology has transformed and will continue to do so to the businesses across all industries, radically altering both the customer experience and the internal workings of organisations.

One such technological advancement has been the Internet, and with affordable mobile phones and cheaper internet penetration over the last decade or so, internet has become a very important tool used in marketing. Digital marketing and social media marketing have been adopted by different industries. Social media has boomed and with many developments and creative ideas, this has become one of the fastest online tools used in digital marketing and continues to be an interesting field drawing interest from many industries and from small to big players belonging to respective industries. The sports industry is one such industry.

Social media has now become an integral part of everybody's life. The habit of consumers to spend time on different social media platforms, which has provided them the opportunity to connect with friends, people

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following same interest, and that too from all around the globe. Facebook, Twitter, Instagram, Pinterest, etc are few of the notable social media platforms. Social media is all about making it easier for people to express and share ideas, thoughts, and opinions with others, helping people and consumers to connect with each other. India with 313.6 million audience users is the largest market for Facebook (Statista, 2019), Twitter has a user base of 34.4 million users in India (Statista, 2019) and other platforms also are drawing more user with time. When compared to traditional communication methods, social media has made multiple forms of communication so simple that the space and time required for communication appear to be a distant memory. Social media has simplified the sharing of media content on the internet, and simple interfaces allow anyone to connect and share content with one another.

The social media is now used to collect both formal and informal consumer feedback (Gu & Ye, 2014). It should also be noted that, with the advent of social media, consumers are now responding publicly to the various core products of various brands and businesses. With social media now a regular part of every potential consumer, the different brands can catch on the opportunity to understand the behaviour of every consumer depending upon the type of social media contents these prospects follow on social media platforms. This can allow brands to bring some sort of personalization as well as new buying opportunities for all the consumers who tend to use the social media platforms. This has resulted in social media becoming an effective marketing tool for various organisations to use as an important part of their marketing strategies.

Social media has provided multiple communication platforms to all the available potential consumers where in consumers have a great source of information available in front of them and can explore to understand offerings regarding products and services offered to them by different brands. The brands can use this opportunity to develop a relationship with all the potential consumers. For any brand to be successful, developing relationship is very important, and this social media provides every business this opportunity to create engaging content and thereby pursuing all the prospective consumers to interact with them to develop relationship with the customers. The customer engagement activities can actually go beyond company customer interactions where the customers can also enjoy the experience in terms of services and products offered.

In this fast and competitive world, the online advent advertising has seen a great amount of development and advertising not only limited to only social media platforms but also using emails and other forms of medium. The ever increasing and dynamic behaviour of consumers while using multiple forms in digital marketing has asked the marketing teams of leading brands to stay updated with the changing and adaptive online ecosystem as well as be very agile and active in terms of gaining insights about the customer behaviour and the knowledge and skills the customer has been gaining through different means of online communications. The marketing teams of the different brands have produced continuously engaging contents in the fast-changing online networking world which helps them to be in constant touch with their prospective customers and also be competitive against their respective competitors.

Because of the numerous opportunities presented by rapid advancements in the digital world, the sports sector has also tasted the fruits of these technologies. Social media platforms today have aided sports marketing for various sports and sports organisations. The analytical tools provided by social media platforms such as Facebook, Twitter, and Instagram enable various brands to gain insights about their customers who use these platforms. The marketing approach today via social media platforms has changed, where customers or prospective customers have the right to go and comment on various types of product services, as well as express their opinions about the brand as a whole. Customers can also leave comments and share their thoughts on the various sports they watch. This interaction by the customer aids organisations in understanding the needs and demands of their customers. The insights gained from these interactions actually assist the organisation in determining whether the current product or service meets the needs and demands of the market, and if not, what can be improved. The next product they launch into the market will be laden with the capabilities to meet the unmet needs of the customer and open up the possibility of converting a customer into a loyal fan for their organisation or the brand they are endorsing. Hallowell discussed the relationships between customer satisfaction, customer loyalty, and profitability in 1996. In this paper, he stated that increasing customer satisfaction increases the likelihood of profitability. The prospect customer will become a loyal fan in the sports world, if his or her wants and needs are fulfilled ultimately

turning into a devoted spectator of a particular sport, sport brand, or sport team. Athletes in the sports industry are followed by many fans; fans have an emotional connection with these athletes and the sports they enjoy; athletes are endorsed by many brands; and as a result, various sports gain high visibility and interest from many stakeholders. This visibility has also enabled the sports industry as a whole to venture into new and developing markets all over the world, allowing the industry to grow on a global scale. This has also increased sports viewership and thereby the overall health of the industry. Sports fans form one-of-a-kind bonds with the team they favour the most as mentioned by Abosag, Roper and Hind in 2012. The term “engage” has frequently been associated with such high levels of fandom, team identification, and emotional attachment to sports clubs (Yoshida, Gordon, Nakazawa & Biscay, 2014). Non-transactional behaviours such as positive word-of-mouth, consumer-to-consumer interactions in fan communities, sport-focused displays, and team reading are more likely among highly engaged and passionate fans (Ahearne, Bhattacharya & Gruen, 2005; de Ruyter & Wetzels, 2000).

Sports fan have stuck with their favourite teams in happy and dire times thus demonstrating their loyalty and continue to maintain their fandom association with their teams. Sports consumers also follow their favourite team players on different social media platforms; they also travel to different destinations, come out in big numbers, interact immensely on social media platforms to support their teams. Such fan behaviours can be cited as important characteristics of customer engagement behaviours (CEB). CEB can be defined as the result of any sports consumer's motivational drivers towards a favourite brand or firm that goes above and beyond the normal levels of a normal fan (vanDoorn et al., 2010, p. 254).

Exploring creative communication strategies in this competitive environment to maintain the interest of the loyal fans and to add new fans to their base becomes imperative for any sports team and social media platforms have served as a great marketing and communication tool for these teams. In the digital age of today, according to (Corthouts et al., 2019), marketers in the sports industry have identified social media channels as a great medium for increasing the popularity of their tournaments. According to (Ioakimidis, 2010), there has been a significant shift in how sports consumers and supporters interact with sports teams, and social media has played a significant role in

this. Due to the loyal fan nature of a sport consumer, the massive surge in social media platforms has led different sports and sport teams to capitalise on this opportunity where to bring more interactions and online engagement, the sports team likes to spend their time and resources (Filo, Lock & Karg, 2015).

Initially, conversion rates or references were used as key success indicators; however, various brands have shifted their focus away from understanding these parameters and toward gaining a better understanding of consumer behaviour on various social media channels. Apart from influencing customers' online shopping behaviour, social media can also influence a large portion of public opinion by constantly engaging prospective consumers on their respective platforms (Gu & Ye, 2014). Filo and his co-authors were able to demonstrate the value of social media in the sports industry from a branding perspective in 2015. Due to the high competition in the online market and the ongoing consumer demand for higher quality entertainment content, sports organisations are under enormous pressure to focus on developing a consumer-centered strategy while also providing world-class events to their fans. Understanding how superstardom has influenced numerous business opportunities for any brand is critical, as is identifying how talent and success are related to one another. One of the most powerful motivators for any sports fan is celebrity or fan following. Sporting events attended in person by sports fans result in increased revenue generation for any sport organisation or sport brand via ticket purchase (Chmait et al., 2020). Similarly, fans buying different merchandises of their sports brands or engaging through media platforms also According to observations, there is an increase in sales of goods and sports accessories as a result of leading athletes (who are endorsed by various brands) promoting such products in respective marketing campaigns, mentioned in the work done by Williams in 2018. Athletes also earn more money from endorsements than they do from prize money (Badenhausen, 2018). As a result, identifying emerging players in social media could be a commercial opportunity. As a result, a better understanding of what its consumers require, as well as a solid understanding of what factors are responsible for motivation and behaviour, will assist every sports team in curating consumer-centric messages by gaining key insights from the consumer's social media consumption.

Like, share, and comment are the most common functionality options seen on social media content these days. These three components will be measured in our study to assess customer engagement behaviours (CEB), which will provide more insight into the behavioural nature of consumers on social media posts. The Uses and Gratifications (U&G) approach helps to understand why people end up using a specific set of media to satisfy their needs, and thus this approach shall be used to understand the motivation of the sports consumer (Filo et al., 2015).

COBRA (consumers' online brand related activities), is a theoretical framework concept based on Shao's (2009) work that is used to understand consumers' behavioural engagement with various brands on social networking platforms. It is suggested here that consumers interact with media by consuming, contributing, and creating brand-related media, (adopted from the work of Schivinski, Christodoulides & Dabrowski in 2016) and these three behavioural factors have been considered here in the study.

The following is the research structure. Following a brief summary about what is sports marketing, a detailed review of the literature on understanding the various engagement behaviours and their drivers, the findings and analysis from a survey of sports consumers (n=105) will be presented. Finally, the paper would be concluded by presenting the paper's key insights, conclusions, and additional recommendations for future work.

Literature Review

Philip Kotler conceptualised beautifully that marketing is nothing but the science and art of exploring, creating, and delivering value to a target market for a profit. Unmet needs and desires are identified through marketing. Today's marketing environment is extremely challenging, and it has changed dramatically as a result of Web 2.0. Mr. Hennig-Thurau and his colleagues explained Web 2.0 in 2013. Web 2.0 incorporates user generated content, which involves a greater amount of interaction between Internet and web users. The internet has become an important tool in the last two decades, allowing people to communicate with anybody in the world, which is far superior to the telephones of yesteryear. In 2007, Boone and Kurtz explain the concept of Integrated Marketing Communications, abbreviated as IMC. IMC is defined as the guiding principle that any organisation can use to communicate with any prospective customers in the

market they are targeting. IMC serves as a medium to provide a framework and aids in the coordination and control of the various elements of the promotional mix. This will assist brands in developing a customer-focused message and achieving the organization's goal.

Integrated Marketing Communications can also assist you in developing effective targeted campaigns. Businesses use targeted campaigns to reach out to their target audience and engage them with the right message. In 2013, Hennig-Thurau and his co-authors discussed how social media is an important tool for increasing brand engagement and, as a result, contributing to the organization's online reputation. The surge seen on social media platform usage by prospective customers provides businesses or brands with a great opportunity to increase sales as well as spectatorship. Malthouse and his co-authors emphasised in 2013 that it is not only the presence of social media that is important, but also the need to develop the process that will eventually lead to creating engaging content and reducing effective consumer engagement. They also emphasised how different social media blogs and communications through different online communities can help them garner different insights and viewpoints about their brand and also have the business keep themselves at the forefront of consumers' minds and driving engagement online as well as offline and ultimately retaining customers.

Taking a cue from this, sport marketing focuses on how effectively the needs of a sports consumer can be met. This includes people who participate in sports or enjoy listening to or watching sports news and programmers, collecting memorabilia, purchasing merchandise or team-based apparels, shoes, or simply wanting to learn more about their team and different players. Sports consumers are people who generally use sports products or services or rather prefer to repeat pay for those product/s or service/s. It is acceptable to use the terms interchangeably to refer to those people who use and pay for sports goods and services.

A number of authors have defined sport marketing over the years. It has been defined as a continuous process involving different sporting events and competitions, new opportunities for achieving indirect and direct objectives between sports customers and organizations and other stakeholders. As far as these authors are concerned, sports marketing is everywhere around us such as watching TV

programmes, reading newspapers, advertising, billboards, etc. One such marketing strategy which has gained traction in the last decade is use of digital marketing and social media.

Social media platforms serve as networking sites giving the people a chance to connect with their families, friends, professionals and develop peer-to-peer connection (Barnes et al., 2012). The rise in social media usage has given marketing a new twist. Thanks to social media platforms, customers now have an engaging way to interact with various brands (Hollebeek & Brodie, 2014). The engagement demonstrated by various social media consumers on respective networking sites such as Facebook and Instagram have enabled various brands to become more creative and timelier when it comes to delivering content and posts. This has resulted in the establishment of successful online communities for various brands, with numerous consumer-to-consumer interactions. Social media advertising provides brands with an excellent platform for disseminating brand-related information that consumers can easily consume, and it is quickly becoming a popular marketing practise (Chu & Kamal, 2011).

Every sport has its own loyal following, where there is a shared interest among consumers, which has resulted in the formation of numerous online and offline communities (Williams & Chinn, 2010). The fans or consumers of any sport or a sports brand serve as a large fan base in sports marketing. These fans come from various social strata, economic classes, and educational levels, and each has their own set of interpersonal characteristics. Hunt, Bristol and Bashaw (1999) stated that fans consume sports as if they were their own, displaying a wide range of fandom levels and varying degrees of passion and emotions throughout the game and beyond. With the advent of social media, these emotions and fan followings have been elevated to a whole new level, allowing consumers to interact with their favourite sports teams and learn more about their favourite players, while also allowing sports brands to nurture their bonds with their fans, as stated by McCarthy and his co-authors in 2014; and Stavros and his co-authors in 2014. The social media platforms allow all types of fans to express their views and opinions, which may harm the brand's image, but sports managers should keep an eye on such activities to keep an eye on increasing the opportunity to strengthen the relationship with the consumer.

vanDoorn and his co-authors in 2010 defined CEB as “customers behavioural manifestations toward a brand or firm, beyond purchase, resulting from motivational drivers” (Page 254). Understanding consumer engagement behaviour (CEB) is becoming increasingly important as consumers not only read and comment on any social media content/s generated during brand-related activities, but also share and post the messages (Tsai & Men, 2017) may imply multi-levels of engagement (Schivinski et al., 2016). These activities have been defined as COBRA (‘Consumers’ Online Brand-Related Activities) by Muntinga and his co-authors in 2011. This is a behavioural construct that provides an integrating framework for consumer activity on social media platforms related to brand-related content’ (p. 14). In one of the articles by Bowden in 2009, it can be understood that CEB can be classified into two types: individual and context-specific, and further categorisation of COBRA was done into three hierarchical dimensions. These were “consumption, contribution, and creation”. Dolan and his co-authors in 2016 stated that consumption entails activities such as viewing creative posts created by the brand, clicking on content, or reading posts related to it with little to no participation. Contribution refers to the activity of converting consumers into brand endorsers through interactions such as pressing the like button, sharing, and commenting on posts as mentioned by Dolan and his co-authors in 2016. Creation is the highest level of engagement in which the consumer produces and develops brand-related content and shares it with other members of the community.

As a result, the COBRA framework encompasses a range of social media engagement behaviours, from reading tweets to leaving a review on the content (Gensler et al., 2013). Schivinski and his co-authors in 2016 validated this using qualitative and quantitative methods, creating the “Consumer Engagement with Brand-Related Social Media Content” scale. Furthermore, their findings revealed an ordered relationship between the three dimensions of brand-related activities. (Schivinski & Dabrowski, 2016) mention that, consumers involve themselves in creating new content as they intend to influence their peers’ perceptions and simultaneously fulfill their desire of self-promotion and enjoyment. Karakaya and Barnes in 2010, found that trust of consumers in social media platforms is higher compared to conventional communication platforms.

Nisar and co-authors in 2018, mentioned that social media can be used as a major marketing method for managing customer relationships that can be achieved by engaging the customers and this proposition can increase the spectatorship also. According to the findings of one of the papers, while sponsor image can be an effective medium for sports involvement and purchase intent, sponsor awareness can act as a suppressor (Bachleda, Fakhar & Elouazzani, 2016). The Pro Kabaddi League's fan base grew in 2016, and KPMG reported that, in addition to TVCs, social media communications played an important role in enhancing the brand presence of Pro Kabaddi League. The marketers working for the league have been able to leverage the influence of social media through various online practises such as live streaming and providing score updates on social media, as well as information about player endorsements on various social media platforms and communities formed on various social media platforms. Different sports leagues, such as the NBA, used communications through social media to increase attendance and loyal fans turn up for them in developed markets. According to KPMG, marketers invest heavily in social media communications because it allows different sports brands to increase their involvement and online engagement. Insights gained from this metrics help in understanding consumer behaviour and devising strategies and campaigns that would actually lead to an increase in game attendance and revenue. Different markets can incorporate activities such as live tweeting, live streaming, and the use of Augmented reality and chatbots to influence and improve prospective customers' and fans' experiences. They could also go about increasing the presence of athletes in social media campaigns, which would result in more visibility for the specific brand on social media.

An individual enjoys social media and considers it as powerful influencer for attitudes and behavioural intentions. The digital social media has clearly led to a positive response for sport organisations for example using Twitter (Mahan, 2011). Another interesting paper's outcomes revealed that the purchase aim of the supporters was significantly influenced by their attitude towards sponsoring companies and their awareness of sponsoring companies (Koronios et al., 2016). Trivedi and his co-authors mentioned in 2019 that social media communications create significant impact on the sports fans, and also their engagement within the online community.

Business organizations and brands have developed their communication methodologies to interact with their consumers through innovative and interactive ideas. That is why social media have been able to occupy a specific position in the field of marketing and promotion, different from the conventional tools available. Social media facilitates the opportunity to become a cost-effective medium. In fact, this can help any organization to create creativity and interactive communication, to use different channels to integrate different communications. Social media also takes advantage of the ability to provide content at the right time as well as the ability to receive consumer feedback.

In 2016, Roberts and his co-author emphasised the importance of understanding how motivated any sport enthusiast is because it helps to understand how to market to this enthusiastic sport enthusiast, which would ultimately lead to an increase in spectatorship to a specific sport. As a result, understanding the motivational characteristics of any sports fan is critical. In 1996, Hoffman and Novak discussed the importance of extrinsic and intrinsic motivation in influencing our attention through participation in any activity. Celsi and Olsen (1998) also attempted to understand intrinsic self-relevance, stating that those who are intrinsically motivated will exhibit more involvement in any activity, which will translate into becoming more focused and showing more engagement. Greenwald and Leavitt (1984) discovered that high involvement situations result in favourable consumer behaviour.

The User and Gratification Approach (U&G Approach)

Various motivations can be identified as the driving force behind how people consume any media (Rubin, 1983). The social media platforms have been widely used by various brands to cater to a wide range of needs displayed by consumers through their engagement on social media. The User and Gratification Theory (U&G theory) is one approach to understanding media usage motivations (Katz, Haas & Gurevitch, 1973). Many researchers have used U&G approach in social media on the premise that people are very active and interact a lot (Ko et al., 2005). As a result, the U&G approach can be used to comprehend CEB within social media, and as (Muntinga et al., 2011, p. 17) stated, it can serve as a "cutting-edge approach" to

understanding consumers' motivations for media use.

McQuail's (1983) classification of U&G motivations is widely accepted. The categories are as follows:

- *Information*: It refers to staying up to date with brand information by highlighting the need to access information. This is adopted from literature work of Gummerus and his co-authors, 2012; Muntinga 2013; Zaglia 2013, and may drive "Consumption and Contribution" have been adopted from Guosong; Park, Kee and Valenzuela 2009.
- *Personal Identity*: It aids in the identification of one's identity by expressing oneself through content produced and shared with one's peer group (Schau & Gilly, 2003). "Contribution and creation" are reflected in this. This is adopted from literature work of Guosong provided in the year 2009; Muntinga's work from 2013; Tsai and Men work from 2017.
- *Social Interaction*: It refers to the idea of people interacting with one another in order to gain a sense of belonging to a community as mentioned by Baldus and his co-authors in 2015. This is a reflection of "consumption, contribution, and creation". This has been adopted from the literature work of Muntinga and his co-authors' work from 2011 and Park and his co-authors work of 2009.
- *Engagement and Empowerment*: It refers to the idea that by sharing content, the individual will be influencing other brand consumers (Muntinga, 2013; Sundar & Limperos, 2013). All the social media platforms, they today serve are an excellent medium for customers to express their feelings about a brand; adopted from the work of McCarthy and his co-author, 2014. This "empowerment" has been identified as a motivator for brand creation on social networking sites (Tsai & Men, 2017).
- *Purchase Behaviour*: It refers to the idea that due to the fan following shown by the consumers they end up buying products or services provided by the brand. This could be also driven by the temptation created by goods and merchandise advertisements on social media posts.

Clavio and Walsh (2013) identified information and interaction needs as motivational drivers for Twitter and Facebook usage. Gibbs et al. (2014) discovered the same

motivations driving Canadian Football League Twitter followers.

Research Methodology

The research objective is to understand the drivers behind the motivations and behaviours that influence customer engagement on social media. The social media platforms allow users to 'like,' review, and share media content shared through them (Hollebeek et al., 2014, p. 155). These engagement mediums enable sports teams and related organisations to form strong bonds and increase brand visibility among target consumers (Wallace et al., 2011).

We want to know in what way consumers interact with different sports teams on social media, and our research will be based on the User & Gratification approach and the COBRA (consumers' online brand related activities) framework, both of which are geared toward the sports context. The purpose of this study is to comprehend the engagement behaviours associated with motivations and social media content functionalities (like, comment and share). Our study's sole focus would be understanding the intensity of engagement behaviours, specifically Consumption, Contribution, and Creation activities (Muntinga et al., 2011), where we know that fanbase exhibits a range of fan levels including happiness, celebration, anger, and frustration.

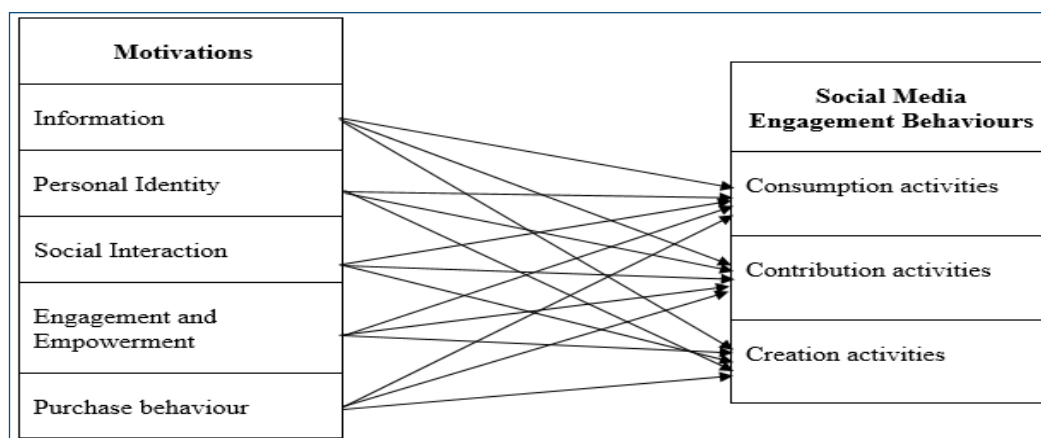
The following are the research hypotheses:

Hypothesis 1 (H1): Consumption activities on the contents of sports teams/brands on social media platforms are influenced by the need for Information, Personal Identity, Social Interaction, Engagement and Purchase behaviour.

Hypothesis 2 (H2): Contribution activities on the contents of sports teams/brands on social media platforms are influenced by the need for Information, Personal Identity, Social Interaction, Engagement and Purchase behaviour.

Hypothesis 3 (H3): Creation activities on the contents of sports teams/brands on social media platforms are influenced by the need for Information, Personal Identity, Social Interaction, Engagement and Purchase behaviour.

The research framework based on the literature review is as follows:



This empirical study used a convenience sample of 105 respondents. The questionnaire included 24 questions covering motivations (15) and (9) questions covering the three behavioural dimensions. Other questions covered detail the respondents' demographic information (given below). The responses collected were analysed based on the responses given by respondents on a Likert scale. The Likert scale ranged from 1 to 5.

Research Findings and Discussions

The survey respondents were 39 % female, 57 % male, and 4 % chose not to reveal their gender. All of the respondents had a bachelor's degree or higher. 50 % of responses came from Tier 1 cities, 29 % from Tier 2, and the remaining 22 % came from Tier 3 and beyond.

The respondents included 63 % of students who were either graduates or pursuing higher education, 23 % of working professionals, and the remainder were either

homemakers, retired, or self-employed. According to 62 % of respondents, Instagram is the most popular social media platform. Facebook is second at 24 %, and then Twitter is third with 12 %.

To test the measurement model and understand the data reliability, IBM SPSS Statistics Version 26 was used. The constructs demonstrated high internal reliability. Cronbach's alpha ranged from 0.616 to 0.934 for motivational drivers, and 0.748 to 0.902 for motivational behaviours. The Composite Reliability (CR) and Average Variances Extracted (AVE) values also exceeded the accepted minimums of 0.70 and 0.50, respectively. This has been confirmed with the values suggested in the work done by Hair, Black, Babin & Anderson in.

As a result, the internal consistency among the factors has been favourable for both the motivation for consumer engagement behaviour drivers and online behaviour on social media contents (Table 1 and 2 respectively).

Table 1: Measurement of the Reliability of the Variables on Social Media that are Responsible for Consumer Engagement Motivations

Measures	Loadings	α Value	CR	AVE
Information			0.777	0.539
You think that the sport related information shared on different platforms is useful?	0.694	0.913		
You are eager to know how others think about your favourite sports team?	0.713			
Does the information shared on sports apps keep you up to date on the team's or player's performance and allow you to form an opinion?	0.791			
Personal Identity			0.831	0.621
How much do you feel the information you gained shall help you in impress others with the information?	0.799	0.919		
My favourite sports club helps me to find myself being the same as others in the community	0.828			
Do you feel confident after sharing the information?	0.734			

<i>Measures</i>	<i>Loadings</i>	<i>α Value</i>	<i>CR</i>	<i>AVE</i>
Social Interaction			0.774	0.538
How connected do you feel to your favourite sports team as a result of the information you obtained from the apps?	0.811	0.855		
How often do you participate in gamified event/s organised by your favourite sports team/or sport?	0.789			
Rate your level of engagement in the sports community online, in terms of writing reviews, using forum threads to share your opinions?	0.578			
Engagement and Empowerment			0.913	0.778
What is your level of engagement with various contents – sharing pictures, videos, and other media created by your favourite sports team/sport?	0.915	0.616		
What is the level of empowerment when people resonate with your ideas and opinions shared?	0.922			
What is your range in terms of feelings - in any way felt to leave sports community at any point in time?	0.804			
Purchase Behaviour			0.845	0.645
Are you willing to buy the merchandise/products even if they are expensive?	0.853	0.934		
What is your frequency of purchasing (merchandise, etc.) from your favourite sports team or the brands that sponsor your team?	0.717			
You will recommend your family, friends or colleagues to buy your favourite team's products	0.834			

Table 2: Measurement of the Reliability of the Variables on Social Media That are Responsible for Consumer Engagement Behaviours

<i>Measures</i>	<i>Loadings</i>	<i>α Value</i>	<i>CR</i>	<i>AVE</i>
Consumption			0.896	0.741
I am fond of reading social media posts on my favourite sport or sports team	0.856	0.853		
I follow and view pictures or videos posted by my favourite sports team or about my favourite sport on social media	0.885			
I spend my time in reading detailed posts and other fellow followers' comments also on social media posts about the sport/team I follow	0.842			
Contribution			0.858	0.670
I end up pressing the like button on the social media posts on my favourite sport or sports team	0.803	0.902		
I enjoy sharing the pictures or videos posted by my favourite sports team on social media in my community	0.903			
I also comment on the social media posts of my favourite sports or sports team	0.741			
Creation			0.886	0.722
I create engaging posts related to my favourite sport and sports team for social media posting	0.907	0.748		
I like to share the social media posts with my sports community on-line on social media platforms	0.819			
I add many hashtags to increase my posts impressions of social media posts	0.821			

Note: α : Cronbach's alpha, CR: Composite Reliability, AVE: Average Variance Extracted.

Table 3: Correlation Matrix Analysis for Motivation Drivers (Independent Variables)

<i>Correlations Matrix: Motivation Drivers: Independent Variable</i>					
	<i>Information</i>	<i>Personal Identity</i>	<i>Social Interaction</i>	<i>Engagement</i>	<i>Purchase Behaviour</i>
Information	0.734				
Personal Identity	.886**	0.788			
Social Interaction	.827**	.872**	0.733		
Engagement	.576**	.555**	.702**	0.882	
Purchase behaviour	.784**	.805**	.742**	.606**	0.803

** At the 0.01 level (2-tailed), correlation is significant.

The correlation matrix has been found to be showing positive correlation and significant.

Table 4: Correlation Matrix Analysis for Motivation Behaviours (Dependent Variables)

<i>Correlation Matrix: Motivation Behaviours: Dependent Variable</i>			
	Consumption	Contribution	Creation
Consumption	0.861		
Contribution	.704**	0.818	
Creation	.736**	.785**	0.850

** At the 0.01 level (2-tailed), correlation is significant.

The correlation matrix has been found to be showing positive correlation and significant.

Table 5: Regression Analysis for Testing the Hypothesis

<i>Motivation Drivers of CEB on Social Media</i>	<i>Regression Analysis (β)</i>		
	<i>Consumption</i>	<i>Contribution</i>	<i>Creation</i>
Information	Ns	0.644	ns
Personal Identity	Ns	ns	ns
Social Interaction	Ns	ns	ns
Engagement and Empowerment	Ns	ns	ns
Purchase Behaviour	0.677	ns	ns
Regression analysis (R^2)			
Motivation Drivers of CEB on Social Media	Consumption	Contribution	Creation
Information	0.802	0.442	0.6
Personal Identity	0.802	0.442	0.6
Social Interaction	0.802	0.442	0.6
Engagement and Empowerment	0.802	0.442	0.6
Purchase Behaviour	0.802	0.442	0.6

Note: ns = not significant.

Hypotheses 1, 2, and 3 were tested using Regression analysis to determine the effect of the motivational drivers considered in the hypothesis on Consumption, Contribution, and Creation. Table 5 shows the regression analysis, which includes the Beta (β) value and the R square value.

The analysis basis the regression suggests that in this particular study, Information served as the main

motivational driver for contribution ($\beta = 0.644$). This clearly demonstrates that the information gained by the sports consumers regarding their favourite sports or favourite sports team has been useful for them, which has also helped to form various opinions, and this has led to contribution activities where the consumer shows interactions via functionalities such as liking sharing and commenting on the social media posts, thereby transforming themselves into brand endorsers (Dolan

et al., 2016). Purchase behaviour has come to have a significant influence on consumption. This ideally could be the scenario in which any consumer who has a strong emotional attachment to their favourite sport or team purchases merchandise related to them, and a Beta value of 0.677 suggests that consumption activities that revolve around piquing consumers' interest in creative posts created by the brand or the option of clicking to visit an ecommerce purchase site. Studies done by Cvijikj and Michaelles in 2013; and deVries and his co-authors in 2012 report that information gained from the content leads to little to no levels of engagement and no interactions online are seen from the consumers and this is based on the idea that need to acquire information are satisfied without actual requirement of contributing or creating for it, and this same can be seen in the responses given by our sample population; though the R square shows some percentage of variable variation the regression beta value was not significant.

Conclusion

This paper attempted to comprehend the effects of social media marketing on various aspects of consumer behaviour. Today, many different brands use social media marketing in their marketing and advertising campaigns. These social media campaigns, as well as the creative content posted by various brands, have the potential to influence customer behaviour. Understanding customer behaviour is critical for any brand when developing marketing and promotional strategies.

The study sought to make a contribution to the field of sports management by investigating the motivations and behaviours of sports consumers. The U&G approach was used in this study, where a specific set of defined motivations were used in a model that combined the motivational drivers and the customer engagement behaviours responsible on social media. Furthermore, this research study defined, "online social media CEB as a multi-dimensional construct, with an empirical relationship established to understand how fans engage with various sports-related content on social media".

Previous research has primarily focused on understanding how a sport organisation and athletes are affected, but there has been less research work to understand things from a consumer's perspective, where a brand can take advantage of the opportunity to direct meaningful content based on

consumer motivations and behaviours. According to our findings, the need for Information was the primary driver of Contribution, while the need for Purchased Behaviour was the primary driver of Consumption. This study takes some cues from the study where fan engagement was studied with football clubs on Facebook from the literature work done by Vale and Fernandes in 2018. The study can also be used by different sports teams and brands to better understand the motivations, drivers, and CEB. This can be accomplished through the creation of creative posts, videos, more opportunities and gamified events, as well as one-on-one interaction with the fan base.

There are some limitations to this study. Data collection could be diversified to obtain a more general perspective, and the study could be directed toward understanding similar motivations and behaviours on a different social media platform individually, such as Instagram, which was the most followed one in our case. To demonstrate any effect, the other independent variables may necessitate a broader range of constructs and possibly a larger sample size. Furthermore, qualitative research could aid in gaining key insights into the typical fan's experiences. This could lead to the investigation of previously unknown behavioural traits displayed by sport consumers.

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