

Evaluating the promotional strategy of Pro Kabaddi League through Response Hierarchy Model

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Abstract

In this study, we are trying to study the different promotional strategies towards popularizing the tradition Indian game- Kabaddi. Study specially covers how the pro Kabaddi league got the global platform with the support of celebrities, media and other promotional tools. Using response hierarchy model we have tried to analyze the responses of kabaddi viewers in all the three stages i.e. cognitive stage, affective stage and behavior stage and the impact of different promotional strategies during this stage.

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Introduction:

In last few year sports has emerged as an important sector for all economies, having myriad carrier as well as business opportunities. The sport events which include ticket sales, broadcasting, media right, sponsorship, merchandise calculated as approximately INR 5.1 lakhs crore (USD 80 billion) globally in 2014 and it has grown with CAGR of 4.6 per cent to INR 6.1 lakhs crore (USD 90.9 billion) by 2017.(source KPMG.com/in).

Kabaddi is an ancient game played between two teams having seven players each side. All India Kabaddi federation formed in 1950 followed by a new body Amateur Kabaddi Federation of India (AKFI) affiliated to Indian Olympics Association (IOA) formed in year 1972, both are trying to promote the game. Indian Kabaddi team is the most successful team in Kabaddi at world level.

Pro Kabaddi League (PKL) was launched in year 2014, which witnessed participation of eight teams.

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PKL 2014 attracted 435 million viewership in 37 days event just behind IPL, which had 552 million viewers. Mashal Sports Pvt Ltd. and Star India Pvt Ltd. work together to promote the sport of Kabaddi at International level with innovative rules. They bring major metropolitan cities of India where still kabaddi was not popular. Till now successfully 5 seasons of PKL have been played by teams and the 6th season is about to start in the first week of October 2018.

Through Response Hierarchy Model we can know the effectiveness of different promotional strategies and advertisement use to create awareness, liking, preferences and the behavior of different consumers across three stages namely cognitive stage, affective stage and behavior stage. In cognitive stage thinking process started during this stage awareness was created and consumer started getting knowledge about the products and events. In affective stage consumers evaluate the product on the basis of the knowledge and information which they collect from the different sources. Finally in behavior stage which is also

known as conative stage we came to know about the final decision of the consumers regarding purchase of the products. The responses of the

viewer's towards marketing communication efforts by PKL management are reflected in hierarchical order given below:

		Models			
Stages	AIDA Model ^a	Hierarchy-of-Effects Model ^b	Innovation-Adoption Model ^c	Communications Model ^d	
Cognitive Stage	Attention ↓	Awareness ↓ Knowledge	Awareness ↓	Exposure ↓ Reception ↓ Cognitive response	
Affective Stage	Interest ↓ Desire	Liking ↓ Preference ↓ Conviction	Interest ↓ Evaluation	Attitude ↓ Intention	
Behavior Stage	Action	Purchase	Trial ↓ Adoption	Behavior	

(Source: Kotler, et al., 2010)

Response Hierarchy Models

- a. AIDA model was given by Strong (1925)
- b. Hierarchy of effects model was given by Lavidge and Steiner (1961)
- c. Diffusion of Innovations model was given by Rogers (1962)
- d. Communications model has been given by many authors.

The different stages through which customers passes before making any final decisions are:

Awareness- Knowledge-Liking-Preferences-Conviction-Purchase

These six stages are classified into three categories that is Cognitive stage, Affective stage and Behavior stage. The cognitive stage is all about the information processing. Awareness and Knowledge comes under these stage in these companies try to convey their all-important

information and messages to their target audiences. Now the target audiences have full information regarding the companies and their product the next stage is Affective stage where the customers build an attitude (the way customers feel towards the brand). Liking and Preferences comes under these stage during these phase companies try to build a strong brand association so that customer can feel the brand, easily associate with the brand through message whose content will mostly base on emotions, lifestyle, values and other factors which can change and shape the customer's attitude. Behavior stage, which includes Conviction and Purchase it's the final stage where how a customer acts in response to intellect and emotion.

Review of Literature

Advertising Appeals

There are different message strategies a company are using to attract the customers and to influences

their buying behavior (Belch and Belch, 2003). The successes of any advertisement appeal depend upon how the message was communicated and their implementation style that is mode in which message based appeal presented to the audiences

(Laskey, Fox, and Crask, 1995).

A summary of common hierarchy models (Source: Barry and Howard, 1990)

Years	Model	Developer	Comment
1898	AID: Attention, Interest, Desire	E. St Elmo Lewis	Its help salesmen in converting the prospect customers to the final buyers
1990	AIDA: Attention, Interest, Desire, Action	E. St Elmo Lewis	To complete the selling process action stage was added
1910	AICA: Attention, Interest, Conviction	Printers Ink Editorial	
1911	AIDAS: Attention, Interest, Desire, Action, Satisfaction	Arthur F. Sheldon	For long term relationship or for repeat purchase a customer satisfaction is important
1915	AICCA: Attention, Interest, Confidence, Conviction, Action	Samuel R. Hall	Important step in writing the persuasive advertisement
1921	AIDCA: Attention, Interest, Desire, Conviction, Action	Harry D. Kitson	With the help of this model one can easily came to know that how the mind of buyers works.
1956	AIDMA: Attention, Interest, Desire, Memory, Action	Merrill Devoe	Different psychological sequences during advertisement creativity
1961	ACCA: Awareness, Comprehension, Conviction, Action	Russell H. Colley	This model referred the importance of specified advertisement goals and techniques to measure the effectiveness of advertisement.
1962	AAPIS: Awareness, Acceptances, Preferences, Intention, Sales,	Harry D. Wolfe James K. Brown C. Clark Thompson	To develop the various advertisement strategy how the hierarchy model was followed.
1962	AIETA: Awareness, Interest, Evaluation, Trial, Adoption	Everett M. Rogers	For new product adoption process first hierarchy type model was proposed.
1984	Association model	Esther Thorson	Referred more comprehensive hierarchy model

Belch and Belch (2003) writes:

“In addition to redefining the role and nature of their advertising agencies, marketers are changing the way they communicate with consumers. They know they are operating in an environment where advertising messages are everywhere, consumers channel-surf past most commercials, and brands promoted in traditional ways often fail.”

There are number of factors, which are influencing the way marketers connected to the target audiences. Now a day Advertising and promotional

efforts have become more specific according to the target audiences. In present scenario marketers except prompt responses from their different promotional strategies adopted by them in terms of generation of immediate sales. Due to Internet revolution, the online audiences are growing rapidly in all over the world. Many companies are already coordinating with all the communication mix so that they can send the cohesive message to their targeted audiences.

From 1990's onwards there have been a necessity felt by marketers and academician to us various

elements of marketing communications mix in an integrated way to bring more effectiveness. Even advertising agencies who were earlier focusing more on advertising only started realizing the fact that to deliver in the marketplace other elements should also be used in cohesive way alongwith advertising to not only bring more coherence and synergy in the messages generated and communicated to target audience but also to get better return on investments (ROI) from marketing communications. This has led to emergence of the concept of 'Integrated Marketing Communications' (IMC).

IMC includes all the instruments of communication which are important for making effective communication such as direct marketing, sales promotion, advertising, public relation and

the combination of these instrument to ensure prompt, clarity, consistency and maximum impact on the target audiences- (Schultz et al., 1994; Reid, 2003).

Objective of the study:

Through this survey, we tried to find out the awareness level of PKL, the role of different media, celebrities, and promotional strategies in creating the awareness, interests, and preferences towards PKL. We also tried to analyze the watching habits of PKL viewers.

Research Design:

Responses are collected through self-constructed questionnaires from 100 viewers of PKL. The characteristics of sample are given below:

GENDER		AGE		OCCUPATION	
Male	77	15-25	20	Students	44
Female	23	26-35	41	Servicemen	32
		36-50	18	Businessmen	24
		51-65	12		
		Above 65	9		

Results and Discussions:

Mean value for awareness, attitude and behavior towards PKL was found highest in youth compare to other age groups these show that PKL was mostly followed by the youths. Further, the table 1.1 show that mean value for awareness towards

PKL is higher in all age groups.

Although the awareness level is high among all age groups but there is a huge gap between attitude and behavior. The mean score of attitude and behavior is less than 3 in above 50 years age groups.

Table: 1.1 Mean Scores of awareness, attitude & behaviour towards PKL

AGE	15-25	26-35	36-50	51-65	Above 65
Awareness	3.85	3.64	3.51	3.52	3.25
Attitude	3.49	3.26	3.29	2.88	2.26
Behaviour	3.27	3.14	3.09	2.96	2.81

Table: 1.2 Descriptive Statistics for Response Hierarchy Model Statements

	N	Mean
FamiliaritywithPKL	100	3.62
FrequencyofWatching	100	2.64
DiscussPKL	100	2.16
OtherstalkingabtPKL	100	2.51
InclinationtowatchafterAdv	100	3.49
HowwasAdvCampaign	100	3.66
CelebrityAdvsuitability	100	3.83
AdvCampaignvsIPL	100	2.85
Valid N (listwise)	100	

As shown in above table, it was found that mean score for role of celebrities in encouraging PKL is higher than the other factors. It shows that celebrities play major role in promoting the PKL. The mean score of advertisement campaign PKL vs IPL was 2.85 these mean IPL advertisement and

promotional strategies was much stronger than the PKL that the reason IPL attract 1.02 billion viewership where PKL has 313 million in 2017 according to Broadcast Audience Research Council data (BARC).

Table: 1.3showing ANOVA based on Gender

		Sum of Squares	df	Mean Square	F	Sig.
FamiliaritywithPKL	Between Groups	4.842	1	4.842	4.286	.041
	Within Groups	110.718	98	1.130		
	Total	115.560	99			
FrequencyofWatching	Between Groups	5.335	1	5.335	5.041	.027
	Within Groups	103.705	98	1.058		
	Total	109.040	99			
DiscussPKL	Between Groups	4.254	1	4.254	4.203	.043
	Within Groups	99.186	98	1.012		
	Total	103.440	99			
OtherstalkingabtPKL	Between Groups	3.374	1	3.374	3.072	.083
	Within Groups	107.616	98	1.098		
	Total	110.990	99			
InclinationtowatchafterAdv	Between Groups	.291	1	.291	.392	.533
	Within Groups	72.699	98	.742		
	Total	72.990	99			
HowwasAdvCampaign	Between Groups	1.515	1	1.515	2.360	.128
	Within Groups	62.925	98	.642		
	Total	64.440	99			
CelebrityAdvsuitability	Between Groups	2.838	1	2.838	3.187	.077
	Within Groups	87.272	98	.891		
	Total	90.110	99			
AdvCampaignvsIPL	Between Groups	4.128	1	4.128	3.724	.057
	Within Groups	108.622	98	1.108		
	Total	112.750	99			

Analysis is executed using p-value and F-table value. Firstly, by observing p value 0.041, which is less than 0.05 and F-calculated value 4.286 which is less than F-table value, it can be said that viewer's familiarity with Pro Kabaddi League is significantly different for respondents of different gender.

For frequency of watching, discussing about PKL one-way ANOVA was done to find out the difference between the responses of male and female. significance differences were found because the $p < 0.05$ and also the F-calculated value 5.041 and 4.203 is less than F-table value.

But in case of Inclination to watch PKL after advertisement and impact of celebrities have no significant differences in the responses of male and female ($p > 0.05$).

By observing p value 0.057 which is greater than 0.05 and F-calculated value 3.724 which is more than F-table value, it can be said that for PKL advertisement campaign Vs IPL advertisement campaign there is no significant difference in the responses of male and female.

For others talking about PKL the p value is 0.083 ($p > 0.05$) so there is no significant difference between the responses of male and female.

Table: 1.4 One-Sample Test using Overall mean value of promotion mix

Test Value = 3.083							
	t	Mean Value	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
						Lower	Upper
Discuss PKL	-9.030	2.16	99	.000	-.923	-1.13	-.72
Other stalking about PKL	-5.412	2.51	99	.000	-.573	-.78	-.36
Inclination to watch after Adv	4.740	3.49	99	.000	.407	.24	.58
How was Adv Campaign	7.152	3.66	99	.000	.577	.42	.74
Celebrity Adv suitability	7.830	3.83	99	.000	.747	.56	.94
Adv Campaign vs IPL	-2.183	2.85	99	.031	-.233	-.44	-.02

Overall mean value of promotion mix (average mean of above six statements) is 3.083. This shows that overall promotion of KPL is effective. When we compared individual items with this overall mean value we found the status of each influencing factor. First item 'Respondents discuss about PKL' has mean value of 2.16, which is significantly less

than overall mean value. It is confirmed by p-value of the related factors, which is less than 0.05. In nutshell it can be seen through above table that three factors 'Inclination to watch after Advertisement, Advertisement Campaign effectiveness and Celebrity Advertisement' were found more effective, comparatively, towards

promotion of PKL.

Conclusion:

Therefore, by looking at the above mentioned analysis it can be summarized that PKL has been most successful league in India after IPL. Celebrities have influenced its popularity in positive manner. Advertising campaign in totality has been effective. It was also found that teenagers and youth mostly follow PKL in comparison to other age groups. Further organizers are required to focus on novel promotional tools to increase its viewership.

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