

# Navigating Choices: A Study on Consumer Perception on Brands and their Marketing During Indian Premier League (IPL)

OPEN ACCESS

Volume: 11

Special Issue: 1

Month: March

Year: 2024

E-ISSN: 2581-9402

Received: 19.02.2024

Accepted: 11.03.2024

Published: 22.03.2024

Citation:  
Anaikomagan,  
Kethampatti Kesavan.  
“Navigating Choices:  
A Study On Consumer  
Perception On Brands  
And Their Marketing  
During Indian Premier  
League (IPL).” *Shanlax  
International Journal of  
Management*, vol. 11,  
no. S1, 2024, pp. 185–93.

DOI:  
[https://doi.org/10.34293/  
management.v11iS1-  
Mar.8041](https://doi.org/10.34293/management.v11iS1-Mar.8041)

**Kethampatti Kesavan Anaikomagan**

*I MBA, School of Management*

*Dwaraka Doss Govardhan Doss Vaishnav College, Chennai, Tamil Nadu*

## Abstract

*This particular research deeps dive into understanding of how brands and their marketing make a huge impact in particular in such a way that improves their brand value when it comes to sponsorship and other advertising placements during the Indian Premier League (BCCI's flagship cricket mega event) This study further tries to understand the relationship between the product placements of brands that have been associated with either IPL teams (Or) have been official partners for the mega event. Enhancing the amount of sale projections and ROI related to the brands will also be equally discussed as it is of the most important parameter to be understood. IPL happens once in every year which is during the March-May window of ICC's FTP (Future Tour Programme) and it is during this time there is peak rush for tickets at various stadiums and restaurants with huge screening facilities, the brands get associated there too. Some of the brands have been having long term association and some have just made inroads that is well thought of understanding the market dynamics.*

**Keywords:** Brand Legacy, Sponsorship, Broadcast Rights, Cricket , Strategic Time-out, Product Placements, Key Partners, T20 Cricket, Cash-Rich League, Sales Projection, ROI (Return on Investment), Jersey Sponsor and Team Branding.

## Introduction

For the last 16 years, brands have become part and parcel of our life in more ways than we would have thought. Brands used to get the necessary impressions and reach only after considerably spending a huge amount as part of traditional marketing and advertising campaigns which are still in use but is just part of the system. When it comes to cricket, it went over many chances with the most exciting part being the T20 format which saves lot of time as it is considered as the commercially most viable attracting more footfalls and increasing the popularity of the sport worldwide. T20 cricket and in particular Indian Premier League (IPL) have been to the flag-bearers of taking the sport to the next level which is often considered to the league formats and culture of football.

IPL is an ideal opportunity for brands to capture the audience's pulse by creating content that resonates with their emotions. For instance, brands can create ads that show the excitement and thrill of watching IPL with friends and family. The ads can showcase how IPL brings people together and invoke a sense of brotherhood. Brands can also go one step further and leverage the tournament's

popularity by creating humorous memes, impactful social media posts, and entertaining reels that resonate with viewers on a deeper level. The possibilities for brands to make a splash with moment marketing are endless.

This research further enables the fact that brands gain traction and get impactful during the IPL period more than anything else. We also look forward to learn that brands during the ads also get limelight that pays off the hefty amounts of money that help them to gain their potential consumers.

## **Review of Literature**

### **Mapping Sponsorship-Linked Marketing in Indian Premier League**

(Anil Gupta, Anish Yousaf Naik and Neelika Arora (2013)) - The article delves into IPL sponsorship in India, an area lacking extensive research. It maps out IPL sponsorships, categorizes sponsors, and discusses their impact on marketing. With 119 sponsors identified, the study advises brand managers to consider prominence, relatedness, and target audience when making sponsorship decisions. This provides valuable insights for academics for future research and offers practical strategies for marketing executives and sport managers to navigate the competitive media landscape effectively.

### **Analytical Study of Consumer Perception Towards Brand: A Case of Sports Marketing**

(Namita Kapoor's (2017)) - The study investigates the effectiveness of sports marketing in promoting brands and influencing consumer purchasing decisions. It highlights the significant role of sporting events and sports celebrities in brand promotion. Through primary data collection and hypothesis testing, the study confirms that sports marketing is a powerful tool for building brand image and driving consumer purchasing behaviour. Sports celebrities, in particular, have a notable influence on their fans, who often view them as role models. The findings suggest that marketers can leverage sports marketing strategies to unlock new avenues for brand promotion.

### **The Indian Premier League : The Creation and Management of a Global Sports Branding Phenomenon**

(Jay I Sinha, Ravindra Chitturi and Sunil H Contractor (2022)) - This case study examines the factors behind the Indian Premier League's (IPL) rise to become the leading T20 cricket league globally since its inception in 2008. Despite entering the scene later than other T20 competitions, the IPL has achieved immense popularity and profitability, rivaling established sports leagues like the NFL, MLB, and English Premier League. Through innovative branding tactics, such as attracting international cricketers, incorporating Bollywood glamour, and partnering with major Indian businesses, the IPL has expanded cricket's reach beyond traditional markets. Its unconventional approach, including extravagant spectacles and entertainment elements, has transformed the perception of cricket as a conservative sport. IPL's success has made it a lucrative asset for the Board of Control for Cricket in India (BCCI), elevating it to the wealthiest cricket board globally. Despite criticism, the IPL remains a benchmark for other cricket boards, offering managerial insights applicable across various industries.

### **The Role of AI in Decision Making – Marketing Strategies and How Brands use IPL as a Marketing Platform**

(S.Veena Reddy, Sudhakar Reddy Nalamalapu, R.Ramakrishna Reddy and K.V.Rajesh Kumar (2023)) - The Indian Premier League (IPL) is a globally recognized cricket event managed on a large scale with numerous investors and partners across India. Supported by the Board of Control for Cricket in India (BCCI), IPL has seen several successful seasons and is regarded as the premier

digital marketing platform. Through strategies like newsletters, email campaigns, e-commerce partnerships, and merchandise sales, IPL provides a significant boost to brand visibility and product sales for advertisers. The author explores how international marketing concepts can be applied to promote sporting events, emphasizing the potential of linking local sports with corporate social responsibility, tourism, and entrepreneurship. This area warrants further research to replicate IPL's success across other sports.

### **Effect of Sports Sponsorship on Purchase Intention of Spectators – A Study of IPL Season 5**

(Gurpartap Singh and Ambika Bhatia (2013)) - This study examines the impact of sports sponsorship on consumer purchase intentions, focusing on the Indian Premier League (IPL) cricket tournament held in April-May 2012. While sports sponsorship has been widely used for marketing purposes in India, research on its effects on consumer behaviour is limited. The study aims to fill this gap by investigating whether consumers develop purchase intentions towards products and services offered by IPL sponsors. Utilizing a post-event survey conducted at PCA Cricket Stadium, Mohali, the study assesses the influence of sports sponsorship on consumer purchase intentions.

### **Attachment Points, Team Identification and Sponsorship Outcomes: Evidence From the Indian Premier League**

(Giridhar B.Kamath, Shirshendu Ganguli and Simon George (2020)) – This paper examines the relationship between attachment points, team identification, attitude towards team sponsors, and behavioural intentions in the context of the Indian Premier League (IPL), while considering the moderating effects of age and gender. Data from 1,053 participants were analysed using exploratory factor analysis and structural equation modelling. The findings reveal that attachment points influence team identification, which, in turn, affects attitude towards team sponsors and behavioural intentions. Player attachment has the strongest influence on team identification. Age and gender moderate these constructs, with females showing stronger team identification due to sports attachment, while males exhibit stronger identification based on player attachment. Younger respondents express greater intention to spread positive word of mouth about sponsor products. The study offers insights for sports sponsorship research and marketers in IPL to strategically promote their brands. This is the first study to investigate attachment points' impact on sponsorship outcomes in IPL and explore purchase intentions and word-of-mouth for team sponsors.

### **Customer Co-Creation Through Social Media: The Case of 'Crash The Pepsi IPL 2015'**

Mayank Yadav, Shampy Kambhoj and Zillur Rahman (2016) – This article explores the significance of customer co-creation in product/service development, emphasizing communication between companies and customers. It highlights the role of social media platforms in facilitating user-generated content and presents a case study of PepsiCo's 'Crash the Pepsi IPL' campaign in India as an example of customer co-creation in advertising. The campaign signifies a shift in power from companies to consumers and showcases the impact of digital marketing and social media on front-end innovation. This is the first article to examine customer co-creation in advertising through social media in India.

### **Indian Premier League and Team Brand Building: Validating the Spectator-based Brand Equity Model in Context of Television Viewers**

(Anish Yousaf Naik and Anil Gupta (2012)) - This paper addresses the gap in research on brand equity in team sports in India, emphasizing the need for models tailored to the socio-cultural context. It aims to validate the Spectator-based brand equity (SBBE) model in the context of Indian

Premier League (IPL) television viewers. Structural equation modeling was employed, revealing that a modified SBBE model is applicable to television viewers. The study suggests that factors such as team performance, unity, coordination, determination, and passion of players influence brand equity for television viewers. These findings offer insights for sport managers to strategically build and manage sport teams as strong brands, enhancing brand equity in the long term.

### **The Influence of Event-Related Factors on Sport Fans' Purchase Intention: A Study of Sponsored Products During Televised Sporting Events**

(Jaskirat Singh Rai, Heetae Cho, Anish Yousaf and Maher N.Itani (2023)) This study explores the impact of fans' involvement in televised sporting events, such as the Indian Premier League (IPL), on event reputation, event commercialization, corporate brand credibility, brand image, and purchase intentions of the corporate sponsor brand. Data from 646 IPL fans were analysed using confirmatory factor analysis and structural equation modelling. Results indicate that fans' involvement positively influences event reputation, which subsequently affects corporate brand credibility and image, leading to increased purchase intentions. This research offers valuable insights for marketing managers to understand the impact of event sponsorship on corporate brands and suggests maintaining brand credibility and image to maximize sponsorship outcomes.

### **Concurrent Sponsorship : Implications for Sponsoring Brands and Sponsored Property**

(Anish Yousaf, Anil Gupta and Abhishek Mishra (2020)) - This paper explores the dynamics of image transfer in concurrent sponsorship, where multiple brands sponsor a property, focusing on the Indian Premier League (IPL) of cricket. Through pre-tests and a main experiment with 500 respondents, it finds that brands with high Consumer-Based Brand Equity (CBBE) benefit more from concurrent sponsorship, particularly if they share similar associations with the sponsored property. The study highlights the importance of combined CBBE of sponsors on the image of the sponsored property and suggests that high-CBBE brands gain more from concurrent sponsorship, while low-CBBE brands benefit more from solo sponsorship. This research provides original insights into the impact of concurrent sponsorship on brand equity in the context of IPL.

### **The Impact of Team Association on Attendees' Product Knowledge and Purchase Intentions: A Case of Indian Premier League**

(Jaskirat Singh Rai and Apar Singh (2019)) - This study investigates the relationship between sports sponsorship success and consumer affiliation with the sport or team. By examining team-sponsor congruence, team identification, and team involvement, the study measures attendees' association with the team and its impact on their knowledge of the sponsor brand, sponsor image, and purchase intentions. Using structural equation modelling, the study reveals that attendees' team association positively influences their knowledge of the sponsor brand, which subsequently affects sponsor image and purchase intentions. The study highlights the importance of sponsor brand knowledge on sponsor image and purchase intentions, with a weak direct association between product knowledge and purchase intentions. Notably, the study benefits from a sample of respondents highly interested in cricket and the specific team (KXIP) studied, providing valuable insights for organizations sponsoring professional sports teams, particularly in the context of the Indian Premier League (IPL).

### **Research Objectives**

#### **Primary Objectives**

- To detect, study and understand the consumer perception towards brands that have presence during Indian Premier League (IPL)

- To investigate and value those the key metrics and key data that influences consumer preferences in buying a product from a brand which was marketed during IPL matches, aiming to provide the impact these brands gain with comprehensive steady of details that doubles their Return on Investment of the marketing spend
- To be able to tell how the brands which had repeated ads and on jerseys of teams in IPL has more traction than the ones who were not.

### Secondary Objectives

- To explore the number of brands that a team associates with and also identifying the primary factors that significantly influences teams to have a long standing association with a brand that creates opportunity to reach its target consumers.
- To culminate values that determine how a particular brand chooses to market their product either by placing in jerseys, helmets or placing in ads during normal overs time and during strategic time-out and how it impacts consumer perception.
- To be able to revise the ideology that goes behind in understanding consumer behaviour when an IPL match is going on.

### Theoretical Framework

Theoretical framework encompasses the importance of study of consumer perception in selecting specific brands and their various products which gain momentum, reach and impressions during the Indian Premier League window every year. This is said to be the primary reason for brands to gain consumers and eventually move into profit zone.

This framework tries to integrate elements from behavioural economics, marketing spend theory, brand study, and consumer psychology to form a proper planned structure for investigating the aspects that deal with consumers to perceive, understand and eventually buy a particular brand.

### Creating a Theoretical Framework, Drawing upon these Relevant Theories in Consumer Behaviour, Branding, and Marketing is Important. For Example

1. Consumer Behaviour Theories: Consider theories such as the Theory of Reasoned Action (TRA) or the Theory of Planned Behaviour (TPB) to understand how consumers form attitudes and intentions towards brands during the Indian Premier League (IPL).
2. Brand Equity and Perception : Utilize Keller's Brand Equity Model or Aaker's Brand Personality Framework to assess how IPL-related marketing activities influence consumers' perceptions of brands.
3. Social Identity Theory: Explore how consumers' identification with IPL teams or players affects their brand preferences and perceptions.
4. Cognitive Dissonance Theory : Investigate how discrepancies between consumers' expectations and experiences during IPL marketing campaigns impact their brand perceptions.
5. Cultural Influence : Consider Hofstede's Cultural Dimensions Theory to examine how cultural factors unique to India and the IPL context influence consumer perceptions of brands.
6. Consumer Decision-Making Process: Analyse the stages of the consumer decision-making process (e.g., awareness, consideration, purchase, post-purchase evaluation) in the context of IPL-related brand marketing.
7. Market Spending (Budget Allocation): Try to know the marketing spend of each brand associated in IPL to know how they want to capitalise the market in order to gain higher Return on Investment and more sales.

8. Quirky Ads Integration: Thinking , making and executing marketing campaigns in form of Ads that has a quirkiness that resonates with all kinds of consumers. Sometimes this arises in consumers mind and they explore that brand.
9. Brand Visibility Orientation: Where the Brand logo or product symbol is placed so that consumers have a look on it. Be it hoardings, Ads, Big Screens in stadiums and on jerseys & helmets of players.
10. Key Partner Associations Study: Some of the brands are Official Partners for the event itself be it the Orange Cap, Purple Cap, Fair play and etc. How these brands make up for the huge sum they pay in terms of sponsorship.

**Factors in Understanding the Consumer Perception Towards Brand and How it Makes that Particular Brand to Gain its Desired Output**

1. Brand Image and Reputation: How consumers perceive a particular brand's image and reputation significantly affects their attitudes towards it. Positive associations like quality, reliability, and trustworthiness enhance consumer perception.
2. Marketing Communication: Messages conveyed through advertising, social media, and sponsorships impact the decision making of consumer and their overall perception. Effective communication aligning with consumers' values, needs, and aspirations positively influences brand perception that needs to be noted.
3. Brand Consistency: Maintaining consistent branding across various touch points, including packaging, advertising, and customer service, reinforces a positive brand image. Inconsistencies can confuse consumers and weaken their perception of the brand that leads shift to another similar brand.
4. Brand Associations: Consumers link brands with specific attributes, values, and personalities formed through advertising, product experiences, endorsements, and cultural symbolism. Understanding these associations is critical for shaping consumer perception.
5. Consumer Experience: Direct interactions with a brand, such as significant product performance and customer service, significantly shape consumer perception. Positive experiences foster brand loyalty, while negative ones harm brand reputation.
6. Social Influence: Word-of-mouth, peer recommendations, and social media interactions influence consumer perception. Consumers often rely on others' opinions and experiences when forming perceptions about brands. Also affiliate marketing by friends circle could be included.
7. Cultural and Societal Context: Cultural norms, values, and trends influence consumer perceptions of brands and their marketing efforts. Brands must understand the cultural context to engage effectively with consumers.
8. Brand Authenticity and Transparency: Consumers value authenticity and transparency in brand communications and actions. Brands demonstrating sincerity, honesty, and integrity in their marketing efforts are viewed more positively by consumers.
9. Emotional Appeal: Emotional connections formed through marketing campaigns strongly impact consumer perception. Brands evoking positive emotions like joy, nostalgia, or empathy are more likely to resonate with consumers.
10. Competitive Landscape: Consumer perception is influenced by how a brand compares to competitors. Understanding this relative perception provides insights for brand improvement or differentiation strategies.

## **Key Metrics in Understanding Consumer Perception Towards a Brand During Indian Premier League Matches**

1. **Brand Recognition** : Gauge how well the brand is known among IPL viewers before, during, and after matches. This involves surveys to recall the brand with and without prompts, as well as tracking social media mentions related to the brand.
2. **Brand Association** : Assess the connections consumers draw between the brand and the IPL. This includes understanding if consumers perceive the brand as synonymous with cricket's spirit, team allegiance, or other IPL-related themes.
3. **Social Media Interaction** : Monitor social media platforms for brand mentions, shares, likes, and comments during IPL matches. Analyze sentiment to determine whether discussions about the brand are positive, negative, or neutral.
4. **Impact of Sponsorship** : If the brand is an official IPL sponsor or partner, measure metrics like brand visibility during broadcasts, mentions by commentators, and consumer perception of the brand's IPL association.
5. **Advertising Recall and Effectiveness**: Evaluate how well viewers remember and respond to the brand's ads aired during IPL matches. This can be done through surveys or focus groups to understand their impact on awareness, perception, and purchase intent.
6. **Engagement with Fans** : Assess the level of interaction between the brand and IPL fans, including participation in promotions, contests, and giveaways. Monitor user-generated content like videos or memes related to the brand.
7. **Brand Loyalty**: Measure consumer loyalty by tracking repeat purchases, advocacy, and retention rates during the IPL season compared to other periods.
8. **Influence on Purchasing Decisions** : Determine how the brand's presence during IPL matches affects consumers' buying decisions. This could involve surveys or sales data analysis to identify any connection between IPL-related brand exposure and purchasing behavior.
9. **Perceived Value** : Evaluate consumers' perceptions of the brand's value during the IPL season, taking into account factors like pricing, promotions, and product quality relative to competitors.
10. **Post-Match Feedback**: Gather direct feedback from consumers through surveys after matches to understand their perception of the brand's IPL involvement, including any shifts in attitudes due to brand activations during matches.

## **Impact Indian Premier League has on Consumer during its Existing Window – (March to May) The Indian Premier League (IPL) has a Significant Influence on Consumers Across Several Dimensions**

1. **Entertainment Value**: The IPL offers top-tier cricket entertainment, captivating millions of viewers globally. Fans eagerly await matches, sparking excitement and engagement.
2. **Branding Opportunities**: IPL matches provide a platform for brands to connect with consumers through sponsorships, ads, and promotions. Brands associated with the IPL gain visibility and recall among consumers.
3. **Spending Patterns**: The IPL season drives consumer spending on merchandise, tickets, food, electronics, and more. Businesses leverage this surge in consumer activity to boost sales.
4. **Media Consumption**: The IPL drives consumption of various media content, including live broadcasts, highlights, analyses, and social media discussions. Consumers dedicate substantial time to IPL-related content across diverse platforms.
5. **Social Interactions**: The IPL fosters social connections as friends, families, and communities gather to watch matches, analyse performances, and engage in fantasy leagues or prediction contests.
6. **Behavioural Influence**: The IPL influences consumer behaviour, shaping preferences for specific

brands, products, and services advertised during matches. Consumers are inclined towards items endorsed by favourite players or featured in IPL promotions.

7. **Cultural Significance:** The IPL has become deeply entrenched in Indian culture, transcending cricket to become a cultural phenomenon. It influences fashion trends, entertainment choices, and lifestyle preferences, reflecting evolving consumer tastes.
8. **Fan Dedication:** The IPL cultivates strong fan loyalty towards teams and players, driving sales of merchandise, tickets, and engagement on social media platforms. Fans strongly identify with their chosen teams, fostering a sense of community.
9. **Economic Impact:** The IPL generates economic benefits for various stakeholders, including teams, players, broadcasters, advertisers, and host cities. Consumer support and engagement indirectly contribute to the tournament's economic success.
10. **Technological Advancements:** The IPL often drives innovation in broadcasting technology, online streaming platforms, and fan engagement apps, enhancing the overall consumer experience.

In summary, the IPL exerts a multifaceted influence on consumers, shaping their entertainment preferences, brand affiliations, social interactions, and cultural outlook. It has evolved beyond a cricket tournament, leaving a profound impact on consumer behaviour and perceptions.

## **Conclusion**

In the concluding aspect, the study on consumer perceptions of brands and their marketing during the Indian Premier League (IPL) underscores the intricate interplay between sports, marketing, branding, and consumer behaviour. By examining factors like brand awareness, association, social media engagement, and economic impact, it's evident that the IPL serves as the biggest dynamic platform for brands to engage with consumers effectively so that they can gain more profit which they desire.

The IPL not only delivers top-tier cricket entertainment but also offers brands ample opportunities for consumer interaction through sponsorships, ads, and promotions. With consumers eagerly anticipating and watching IPL matches, brands can use this opportunity to leverage this enthusiasm to increase visibility, strengthen their image, and foster consumer engagement which they further they can transact.

Moreover, the IPL's been a huge boost for Indian youth to motivate themselves to play and get involved. Its cultural significance and broad appeal position it as a hub for consumer interactions, social gatherings, and media consumption. Brands that align with the IPL's ethos and resonate with consumer values can forge deep connections and cultivate brand loyalty.

However, brands must tread the IPL landscape with care, ensuring that their marketing efforts enhance rather than disrupt and spoil the consumer experience. Understanding consumer perceptions, preferences, and behaviours during the IPL enables brands to craft targeted strategies that resonate with their audience and yield meaningful results.

Ultimately, the study gives an overview of the fact that the IPL's role as a catalyst for brand-consumer interactions, shaping perceptions, driving behaviours, and enriching the overall consumer experience. As the IPL continues to evolve, brands that capitalize on its unique opportunities while remaining attuned to consumer needs are poised for success in this dynamic and competitive arena. IPL will always be a bigger that other brands would want to collaborate. Its reaching heights like never before.



## References

1. [www.iplt20.com](http://www.iplt20.com)
2. <https://www.financialexpress.com/business/brandwagon-ipl-influences-consumer-actions-in-a-big-way-hi-cricket-study-2236905/>
3. <https://www.ijnrd.org/papers/IJNRD2301186.pdf>
4. <https://www.studocu.com/in/document/university-of-lucknow/e-marketing/ipl-case-study-marketing-management/8788351>
5. <https://www.scribd.com/document/327338662/FT174060-CBAssignment2IPL>
6. <https://www.thedrum.com/news/2023/05/16/can-the-indian-premier-league-continue-excite-marketers-and-fans-after-16-years>
7. [https://www.researchgate.net/publication/270671518\\_Mapping\\_Sponsorship-linked\\_Marketing\\_in\\_Indian\\_Premier\\_League](https://www.researchgate.net/publication/270671518_Mapping_Sponsorship-linked_Marketing_in_Indian_Premier_League)
8. <https://www.exchange4media.com/marketing-news/how-this-years-festive-ipl-is-an-opportunity-for-brands-to-occupy-consumer-mind-space-114817.html>
9. <https://www.socialbeat.in/blog/is-ipl-advertising-a-marketing-opportunity/>
10. <https://www.businessinsider.in/advertising/ad-agencies/news/ipl-influences-consumer-actions-in-a-big-way-havas-hi-cricket-survey/articleshow/82161898.cms>
11. Mapping Sponsorship-linked Marketing in Indian Premier League – <https://journals.sagepub.com/doi/abs/10.1177/2277975213496516>
12. Analytical Study of Consumer Perception towards Brand: A Case of Sports Marketing - [https://www.researchgate.net/profile/Namita-Kapoor-2/publication/352817507\\_Analytical\\_Study\\_of\\_Consumer\\_Perception\\_towards\\_Brand\\_A\\_Case\\_of\\_Sports\\_Marketing/links/60db0f00458515d6f9ea/Analytical-Study-of-Consumer-Perception-towards-Brand-A-Case-of-Sports-Marketing.pdf](https://www.researchgate.net/profile/Namita-Kapoor-2/publication/352817507_Analytical_Study_of_Consumer_Perception_towards_Brand_A_Case_of_Sports_Marketing/links/60db0f00458515d6f9ea/Analytical-Study-of-Consumer-Perception-towards-Brand-A-Case-of-Sports-Marketing.pdf)
13. The Indian Premier League: The creation and management of a global sports branding phenomenon - <https://www.ingentaconnect.com/content/hsp/jbs/2022/00000010/00000004/art00005>
14. The Role of AI in Decision Making—Marketing Strategies and How Brands Use IPL as a Marketing Platform - <https://www.taylorfrancis.com/chapters/edit/10.4324/b23404-16/role-ai-decision-making%E2%80%94marketing-strategies-brands-use-ipl-marketing-platform-veena-reddy-sudhakar-reddy-nalamalapu-ramakrishna-reddy-rajesh-kumar>
15. Effect of sports sponsorship on purchase intention of spectators—A study of IPL season 5 - <https://www.indianjournals.com/ijor.aspx?target=ijor:ajrbem&volume=3&issue=4&article=001>
16. [www.espn.cricinfo.com](http://www.espn.cricinfo.com)
17. [www.cricbuzz.com](http://www.cricbuzz.com)