


Chapter 9


Unveiling the Power Play: Harnessing Branding Opportunities for Globalizing Sport Events – Insights From India's Sporting Landscape

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ABSTRACT

This study explores branding opportunities in globalizing sports events, with a focus on India's sporting landscape, particularly the Indian Premier League (IPL). Employing a mixed-method approach, the research integrates quantitative data from a survey of 335 respondents with qualitative insights from interviews and focus groups. The

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study investigates key constructs of brand awareness, brand associations, perceived quality, and brand loyalty to understand how sports brands can leverage these elements to achieve global recognition and engagement. The findings reveal that the IPL has achieved high brand awareness, with strong recall and recognition of its teams, logos, and major sponsors. Positive brand associations, such as excitement, entertainment, and quality, significantly contribute to their strong brand image. High satisfaction with the overall quality of IPL matches, event organization, and player performance enhances brand loyalty, which is further driven by emotional engagement, community building, and innovation.

INTRODUCTION

Sport, in its myriad forms, has evolved from a regional pastime to a global phenomenon. The transformation of sporting events into powerful cultural and economic entities is an astounding narrative of globalization, driven by technological advances, media proliferation, and the rise of international competition (Behnoosh et al., 2017; Singh et al., 2023; Y. Zhang et al., 2021). This chapter delves into the intricate dynamics of branding opportunities within the globalization of sports, with a keen focus on the burgeoning sports landscape in India.

The Globalization of Sport

The globalization of sport is a multifaceted process, characterized by the widespread dissemination of sports across borders, the commercialization of sporting events, and the universal appeal of sports as a cultural and social activity. Historically, sports were primarily regional, deeply rooted in local customs and traditions (Rai et al., 2024). However, the late 20th and early 21st centuries witnessed a seismic shift, propelled by globalization's sweeping tide. Satellite television, the internet, and social media have democratized access to sports, enabling fans from diverse corners of the globe to engage with events in real-time (Rai et al., 2023). This era marked the advent of mega sporting events such as the Olympic Games, FIFA World Cup, and the Indian Premier League (IPL), which have become spectacles of global significance.

The economic implications of this transformation are profound. The sports industry, encompassing event management, merchandising, broadcasting, and sponsorship, has burgeoned into a multi-billion-dollar sector. Countries and cities vie to host international events, recognizing their potential to boost tourism, enhance infrastructure, and elevate their global standing. Within this context, branding emerges as a

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