

# Role Of Social Media For The Promotion Of Sports In Bahawalpur Pakistan

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## Abstract

This research aimed, to that social media is impacting sports in Pakistan. Either social media has a role for promote sports. Pakistan was very famous in a few games and was the winner of the world title, which is why these famous games are less popular know the facts through social media role for the promotion of sports in Pakistan. The statement contains 10 statements about the social media role and was distributed to participants to know the impacts of s. media. In this study, the age mean deviation was 21.74 and the standard deviation was 1.92. There the mean deviation for the promotion of sports was 3.24 and the standard deviation was 1.92. The results show that the maximum participant agreed with the statements that social media significantly impacted the promotion of sports in Pakistan.

**Keywords:** Social media, impact, promotion and sports.

## Introduction

This research describes the impact of social media on the promotion of sports in Pakistan. The sports promotion works suggest that users of sports have unique associations with their favourite teams (Abosag, Roper, & Hind, 2012). The researcher prepared a questionnaire about social media. In these statements, the researcher inquired about social media's impact on sports help for the player's trainers and coaches. This questionnaire contains five options, agreed, strongly agreed, disagreed, strongly disagreed and undecided. The questionnaire was delivered to different students including males and females of different institutions including public and private universities in Punjab Pakistan. The

viewers were free to express their opinion. There were 10 questions about social media.

## Back Ground of study

It has been claimed that social media and sports are interrelated and cannot exist without each other. In this context, the claim of Filo et. al (2015) is apt that reflects an idea that at present most of the literature is related to the sports and media in the world and they present a view that both are interrelated to one another. Moreover, there are some claims like that of Meng (2015) who assert that professional athletes have an affinity with their fans due to the role of media. They further assert that social media has been playing the role of catalyst for the promotion of sports (Stokowski, 2017). In this regard, it is a matter of concern to analyze whether there is any

role of media in the promotion of sports or not that is why the research is being conducted with special reference to Bahawalpur.

### **Statement of Problem**

Social media is a gateway for anything to become popular in society. There anything becomes hotcakes when it is promoted on social media. Similarly, social media and sports have their affinity which is claimed mostly. The present research aims to analyze the role of social media and to see whether it has an impact on the popularity of sports and if it does have an impact what is the nature of that impact. In other words, the media's role in sports' popularity is directly or inversely proportional. So, the present research is being conducted from the perspective of the popularity of sports in relation to the role of social media in the Bahawalpur region.

### **Research gap and Rationale of the study**

A great deal of research has been conducted on different types of media as well as sports and their benefits. But, there is little research work on the relation of social media individually and its affinity with sports popularity. Even the researches which have been conducted are insufficient to present the true picture and relation of sports with media. In this scenario, it is thought to be a gap that aims to be fulfilled. Moreover, there is little research on the role of social media and sports popularity with special reference to Bahawalpur which makes this research more significant as well. This research is aimed to fulfil and make it a part of the existing body of literature.

### **Objectives of the study**

The study aims to achieve the following research objectives

Table no 1 Gender-wise analysis

### **Gender**

To examine the impacts of social media on the promotion of sports.

To assess the role of social media on sports in Bahawalpur Pakistan.

### **Research Questions**

The study revolves around the following research questions

Is social media impacting sports in Pakistan?

Does social media play a role in sports promotion in Pakistan generally and in Bahawalpur?

### **Methodology**

**The following methodology has been adopted in the present research**

#### **Population and Sample**

The population of the study was Bahawalpur City in the province of Punjab. The sample of the study was 80 students including males and females from different institutions in Bahawalpur.

#### **Data Statistical Analysis**

Statistical Package for the Social Sciences SPSS software was adopted for the data analysis.

#### **Method of data collection**

The data was collected with the help of a questionnaire that was 10 questions. There were five options in the questionnaire. Data was collected from the Bahawalpur at public and private Colleges and universities including male and female students.

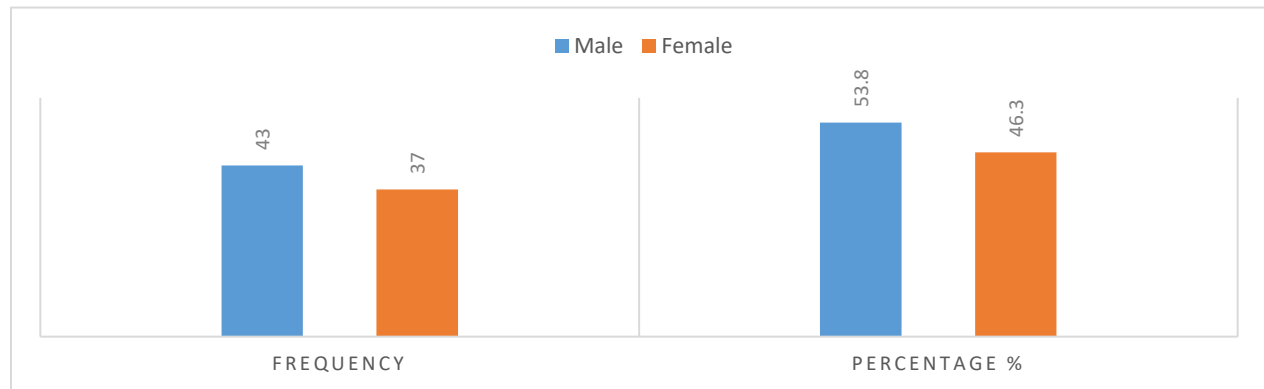
### **Results:**

#### **Descriptive Statistics**

	Frequency	Percentage %	Valid %	Cumulative%
Male	43	53.8	53.8	53.8
Female	37	46.3	46.3	100.0
Total	80	100	100	

Table no 1 shows the gender-wise analysis their male total was 43 and their percentage was 53.5% of the total sample. There the females were 37 in number and they were 46.3%. Of the sample.

Fig. no.1



### Mean and the standard deviation of the age

Table no. 2

	N	Mean age	Std. Deviation
Age	80	21.74	1.921

Table no. 3

Is social media promoting sports?

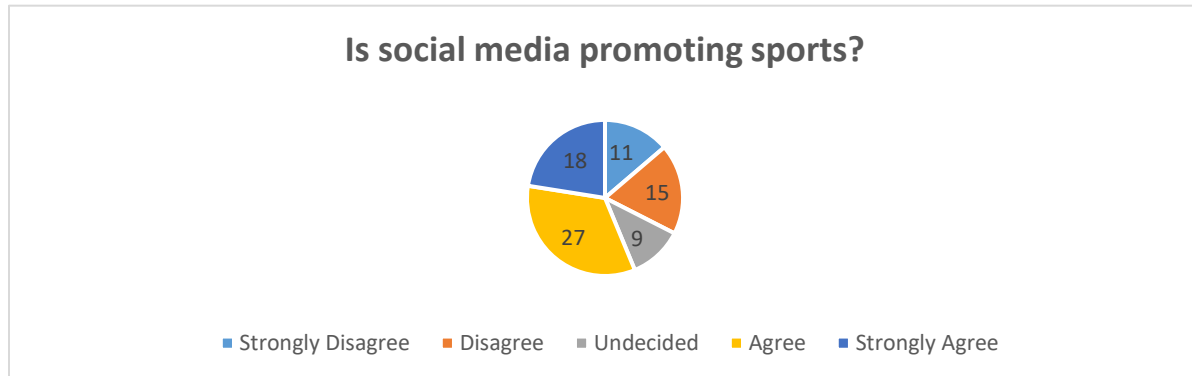
	Frequency	Per %	Valid Per %	Cumulative %
Strongly Disagree	12	15.0	15.0	15.0
Disagree	9	11.3	11.3	26.3
Undecided	20	25.0	25.0	51.3
Agree	26	32.5	32.5	83.8
Strongly Agree	13	16.3	16.3	100.0
Total	80	100.	100.	

Table no 3 shows the agreed viewer maximum percentage was 32.5%. There were 16.3% strongly agreed with the statements. There 25% were undecided and strongly disagreed with 15%.

In this table, 11.3% disagreed so the table result shows the maximum number of participants in view that social media is impacting sports promotion in Pakistan.

Fig. no.2

Table no 4



#### Do social media have negative impacts on sports?

	Frequency	Per %	Valid Per %	Cumulative %
Strongly Disagree	6	7.5	7.5	7.5
Disagree	12	15.0	15.0	22.5
Undecided	12	15.0	15.0	37.5
Agree	29	36.3	36.3	73.8
Strongly Agree	21	26.3	26.3	100.0
Total	80	100 %	100 %	

Table no 4 shows that 7.5% disagreed 15% were undecided, 15% there, and 26.3% of the participant's maximum percentage agreed with the statements that social media also has some negative impacts on sports.

Fig.no.3

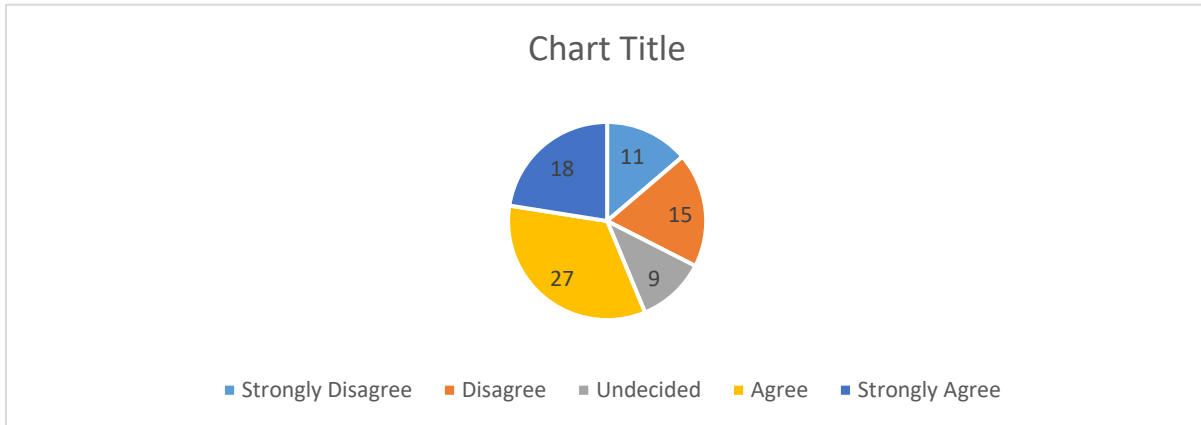


Table no 5

**Sports is dependent on social media?**

	Frequency	Per %	Valid Per %	Cumulative %
Strongly Disagree	9	11.3	11.3	11.3
Disagree	8	10.0	10.0	21.3
Undecided	11	13.8	13.8	35.0
Agree	30	37.5	37.5	72.5
Strongly Agree	22	27.5	27.5	100.0
Total	80	100%	100	

Table no 5 shows that there were 11.3% of those strongly disagreed. There they disagreed 10% and undecided 13.8% there strongly agreed 27.5%

and the participant those were agreed 37.5% agreed with the statement sports are dependent on social media.

Fig.no.4

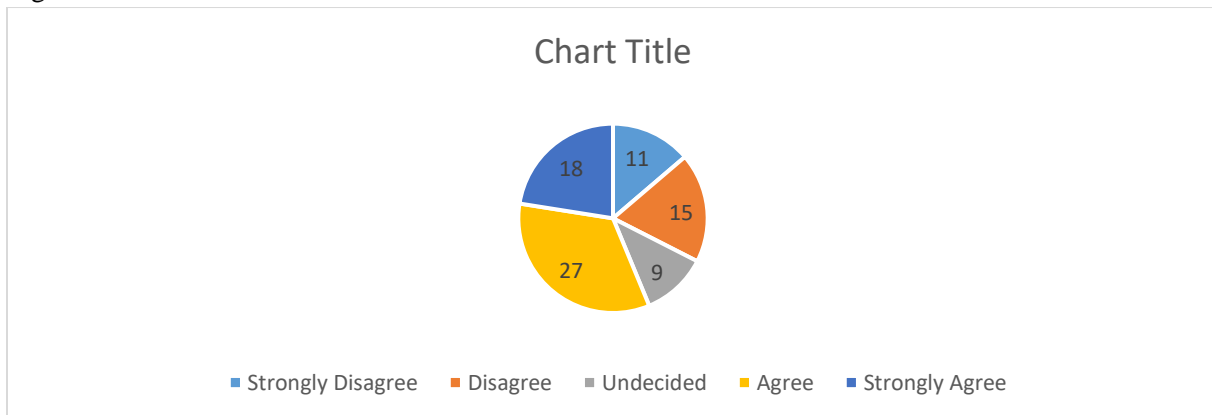


Table no. 6

**WhatsApp is an important source of sports promotions?**

	Frequency	Per %	Valid Per %	Cumulative %
Strongly Disagree	15	18.8	18.8	18.8
Disagree	8	10.0	10.0	28.8
Undecided	7	8.8	8.8	37.5
Agree	32	40.0	40.0	77.5
Strongly Agree	18	22.5	22.5	100.0
Total	80	100.0	100.0	

Table no 6 shows that WhatsApp is important to the source of sports promotion in this table the maximum number of participants agreed their

percentage was 32% of the total sample there are strongly agreed. This table shows that 15% of participants strongly disagreed.

Fig.no.5

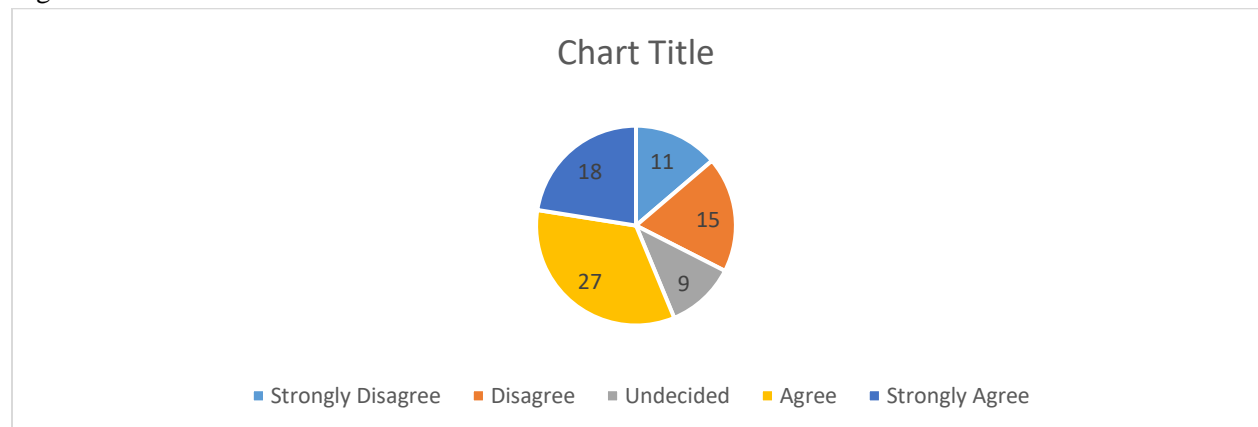


Table no 7

**Has any role of Facebook for the promotion of sports?**

	Frequency	Per %	Valid Per %	Cumulative %
Strongly Disagree	10	12.5	12.5	12.5
Disagree	14	17.5	17.5	30.0
Undecided	8	10.0	10.0	40.0
Agree	22	27.5	27.5	67.5
Strongly Agree	26	32.5	32.5	100.0
Total	80	100.	100.	

Table no 7 show that strongly agreed 12.5% and disagreed viewer 7.5% were undecided. The agreed participants were 27.5% and the

maximum viewer strongly agreed that Facebook promotes sports in Pakistan.

Fig.no.6

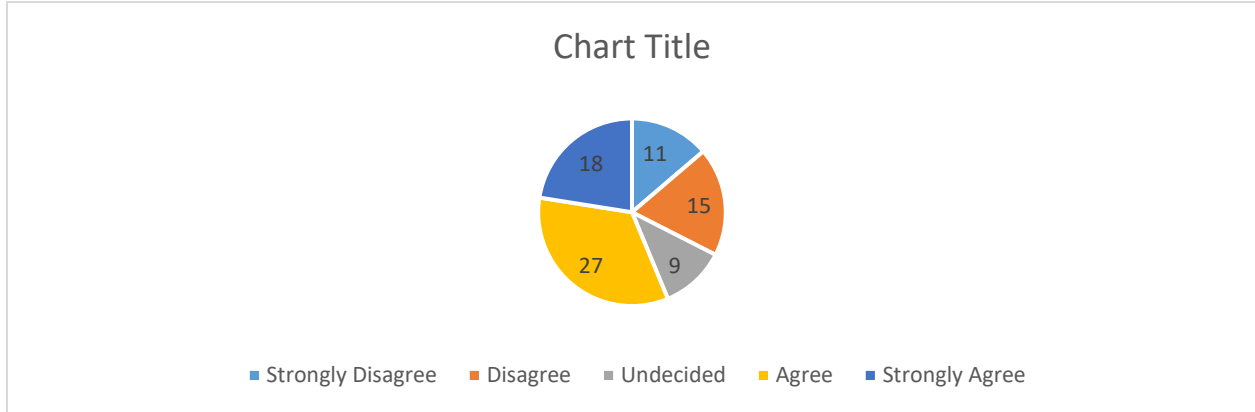


Table no.8:

**Imo is important for sports promotion?**

	Frequency	Per %	Valid Per %	Cumulative %
Strongly Disagree	10	12.5	12.5	12.5
Disagree	12	15.0	15.0	27.5
Undecided	13	16.3	16.3	43.8
Agree	20	25.0	25.0	68.8
Strongly Agree	25	31.3	31.3	100.0
Total	80	100.0	100.0	

Table no 8 shows the strongly agreed were 10 and their percentage was 12.5. Here the disagreed were 12 and their percentage was 15.0, this table shows the Undecided participants were 13 and %

were 16.3., agreed viewers were 20 and their % was 25.0 that the strongly agreed were 25 their percentage was 31.3%

Fig.no.7

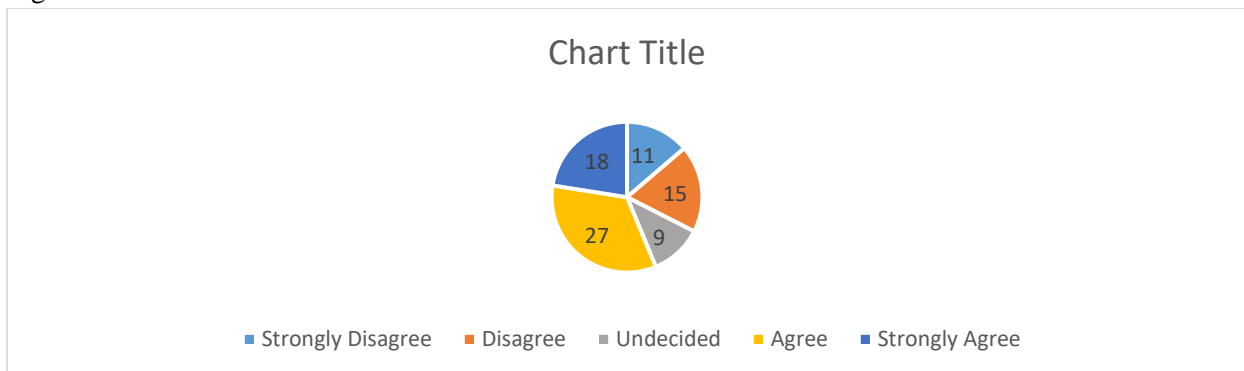


Table no 9

**Social media is source of guidance of coaches and players.**

	Frequency	Per %	Valid Per %	Cumulative %
Strongly Disagree	14	17.5	17.5	17.5
Disagree	10	12.5	12.5	30.0
Undecided	11	13.8	13.8	43.8
Agree	22	27.5	27.5	71.3
Strongly Agree	23	28.8	28.8	100.0
Total	80	100.0	100.0	

Table no 9 shows the strongly agreed were 14 and their percentage was 17.5. Here the disagreed were 10 and their percentage was 12.5, this table shows the Undecided participants were 11 and

the % was 13.8., the agreed viewer was 22 and their % was 27.5 and the strongly agree was 23 their percentage was 28.8.

Fig.no.8:

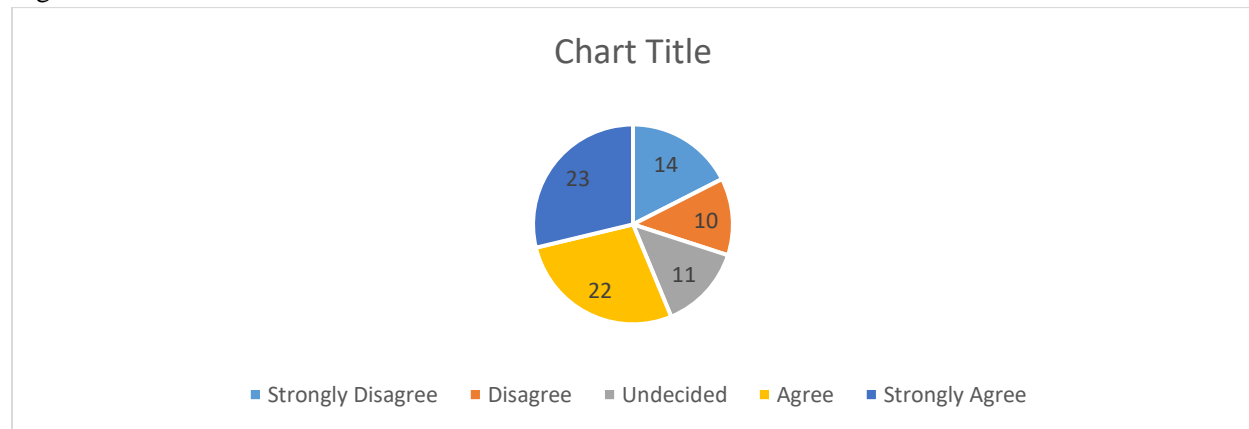


Table no 10

**Can Social media play any role in sports promotion?**

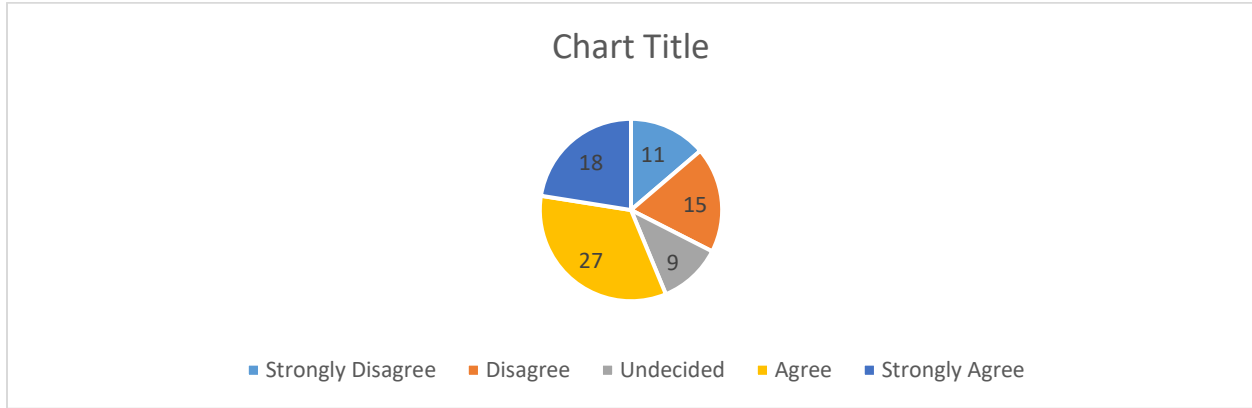
	Frequency	Per %	Valid Per %	Cumulative %
Strongly Disagree	11	13.8	13.8	13.8
Disagree	15	18.8	18.8	32.5
Undecided	9	11.3	11.3	43.8
Agree	27	33.8	33.8	77.5
Strongly Agree	18	22.5	22.5	100.0
Total	80	100.0	100.0	



Table no 10 shows the strongly agreed were 11 and their percentage was 13.8. Here the disagreed were 15 and their percentage was 18.8. this table shows the undecided participants were 9 and the

% was 11.3. the agreed viewer was 27 and their % was 33.8 which is the maximum the strongly agreed were 18 their percentage was 22.5.

Fig.no. 9:



**Discussion**

This study was to illustrate that social media has an impact on sports promotion in Pakistan. This study surveys the impact of social media on sports. Much research had been done on media impacts on sports in the world as well as in Pakistan, but this research focuses on the social media impacts on Bahawalpur. The study got the result through a questionnaire by the participants that social media had a positive impact on sports in Bahawalpur Pakistan. Social media has significant impacts on sports this analysis shows. In this study, the participant showed that they agreed with the statements. The maximum percentage of the participant was in view that social media has significant impacts on sports. Statement no 1 to statement 10 were agreed upon. In this study, the age mean deviation was 21.74 and the standard deviation was 1.92. There the mean deviation for the promotion of sports was 3.68. There the results showed the maximum participant agreed with the statement that social media had a significant impact on the promotion of sports in Pakistan their cumulative percentage was 73.8 of the total sample who agreed with the statement “Role of Social Media for the Promotion of Sports in Bahawalpur Pakistan”.

**Recommendations**

After collecting the result data, the researcher recommends a few recommendations Facebook, YouTube and other social media should highlight game events and about stars of games that will create trends in sports. Social media should show the training course free of cost which will be helpful to give kills to the staff, coach and trainer of sports.

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