



## International Journal of Research Publication and Reviews

Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN 2582-7421

# The Impact of Social Media Marketing on Consumer Engagement with Sports Brands: A Study of Consumers in Greater Noida

*Priya Kumari<sup>1</sup>, Rahul Kumar Pathak<sup>2</sup>, Puja Kumari<sup>3</sup>*

(Students of School of Management), Noida Institute of Engineering & Technology, Greater Noida, India MBA, NIET/AKTU, India

### ABSTRACT

In today's digital world, social media has become a powerful way for sports brands to connect with their fans. This abstract looks at how platforms like Instagram, X (formerly Twitter), Facebook, TikTok, and YouTube help sports brands engage with people in fun, emotional, and interactive ways. Engagement means how much time, interest, and emotion fans invest in a sports brand. In the past, marketing was mostly one-sided—brands talked, and fans listened. Now, social media allows for real conversations. Fans can interact with posts, join live events, take part in polls, see behind-the-scenes content, and even follow their favorite athletes directly. One big benefit of this is brand loyalty. When fans feel noticed and included—whether it's through a reply from a team's account or a shoutout—they are more likely to support that brand for a long time. Social media also helps build online communities, where fans bond with each other over their favorite teams and players, spreading the brand message even further. User-generated content (UGC)—like fans posting photos in team gear or taking part in challenges—makes the brand feel more real and trustworthy. It also appeals to younger fans who value honesty and participation. However, there are also challenges. Too many posts, mixed messages, or poorly handled controversies can damage a brand's image. Sports brands must learn to balance being authentic with being strategic. They also need to adapt their content for different platforms while keeping a consistent voice. Studies show that more social media activity often leads to better results—like more merchandise sales, higher ticket bookings, and stronger brand value. New technologies, like AI, help brands understand what their audience likes, when to post, and how to measure success. In summary, social media has changed how sports brands build relationships with fans. It helps turn regular followers into loyal supporters and brand ambassadors. To stay ahead, brands need to keep trying new things, use the latest tech, and be flexible as fans' preferences change. Future research should look at how social media affects brand value in the long run and how tools like AI and virtual reality can deepen fan engagement.

**KEYWORDS:-** Consumer Engagement, User-Generated Content (UGC), Brand, Sports Branding, Social Media, Technology, Marketing

### INTRODUCTION

The advent of social media has fundamentally transformed how brands communicate with their audiences, particularly in the sports industry. With platforms like Instagram, Twitter, Facebook, and YouTube offering real-time communication and global reach, sports brands have the ability to engage with their fans in ways previously unimaginable. Social media marketing has become a critical tool for sports brands, enabling them to not only promote products and services but also create emotional connections with fans. The shift from traditional marketing methods to interactive and personalized content has revolutionized the consumer experience, making it more dynamic and engaging. In the context of sports, fan engagement is key to building brand loyalty and increasing sales. Social media provides a unique opportunity for sports brands to connect with their audiences on a deeper level, moving beyond simple advertisement to creating a two-way dialogue. Consumers are no longer passive receivers of marketing messages; they actively participate in brand narratives through comments, shares, likes, and fan-generated content. This increased interaction has led to more meaningful relationships between consumers and brands, resulting in greater brand awareness, trust, and long-term loyalty. This research paper aims to examine the impact of social media marketing on consumer engagement with sports brands. Specifically, it seeks to explore how various types of content, such as behind-the-scenes footage, influencer collaborations, and fan-generated posts, influence consumer behavior. Additionally, it investigates the role of different social media platforms in fostering engagement and how these platforms can be leveraged to maximize brand reach and consumer interaction. The insights derived from this study will help sports marketers design more effective strategies to enhance fan engagement and strengthen their presence in the digital marketplace.

### OBJECTIVES OF THE STUDY

- To evaluate the impact of social media marketing strategies on consumer behavior towards sports brands.
- To analyze consumer engagement patterns on social media platforms.
- To assess the effect of social media marketing on brand loyalty and awareness.

- To compare the engagement impact of different social media platforms.
- To examine how emotional appeals and storytelling influence brand connections.

---

## LITERATURE REVIEW

"Fan engagement" usually replaces "consumer engagement" in the context of sports. Three elements make up fan involvement, according to Yoshida et al. (2014): a) prosocial behavior, b) management cooperation, and c) performance tolerance. The "management cooperation" feature is associated with the customer's willingness to participate in service delivery during athletic events by, for example, providing feedback on the event's performance (Auh et al., 2007). Customers' engagement and participation in fan groups, as well as their actions to assist and engage with others, are considered prosocial behavioral factors (Van Doom et al., 2010). Last but not least, performance tolerance is the capacity to engage in team activities even when one is unhappy with the group's.

Among the various facets of non-transactional behaviors are: performance tolerance (De Ruyter & Wetzels, 2000); participation in memorable marketing events (Jowdy & McDonald, 2002); social interaction with friends and peers (Holt, 1995); participation and involvement on fans community-related behavior (Fisher & Wakefield, 1998); positive word of mouth behavior (Swanson et al., 2003); and performance tolerance (Cialdini et al., 1976 cited in Yoshida et al., 2014). While some of the aforementioned activities are team-oriented, others are self-oriented (such as reveling in one's own reflection). The scholarly literature on transactional behaviors has addressed a wide range of topics. Among the conclusions are the correlation between consumer involvement and games played (Funk & James, 2001), the favorable association between purchasing.

Additionally, prior research has employed a variety of cognitive and affective determinants of fan loyalty. In particular, positive affect and team identification have been described as precursors of fan loyalty in sport literature (Trail, Anderson & Fink, 2005). While Mazodier & Merunka (2012) define positive affect as "a pleasant feeling state that reflects emotions such as happiness, joy, and contentment when watching sporting events," Gwinner & Swanson (2003) define team identification as "a consumer's perceived connection to a sport team and the tendency to experience the team's successes and failures as one's own."

### 1.1 Social media, Branding and Relationship Marketing

Since social media's introduction and its capacity to disseminate news and information, the dynamics of sports communication and the interactions between teams and athletes and their fans have evolved (Wysocki, 2012). "Using social media opens up new possibilities to According to Williams and Chinn (2010), "social media use offers new chances to obtain maximum leverage in strengthening and building long-term relationships with followers." Given Gronroos' (2004) three components of the relationship marketing building process—communication, interaction, and value—that enable businesses to create successful, long-lasting relationships with clients, the advantages of using social media to achieve relationship marketing objectives may be pertinent.

Information is shared in a two-way dialogue between organizations and their supporters through communication. According to Hambrick and Kang (2014), interaction enables a deeper exchange in which both parties establish a connection and carry on an ongoing dialogue. The fan can express their needs, wants, and loves and dislikes through this exchange. The group can provide current items or create new ones in response to those individual requests (Hambrick & Kang, 2014). The benefits of communication and interaction where both parties achieve their relationship needs lead to value, the final component of the relationship marketing building process (Hambrick & Kang, 2014).

Given that sports fans are active contributors (Williams & Chinn, 2010) and highly engaged consumers (Shani, 1997), relationship marketing may be more advantageous in the sports industry. Sports organizations should use social media to establish connections with fans as collaborators, middlemen, influencers, and customers (Williams & Chinn, 2010).

---

## RESEARCH METHODOLOGY

Research is a systematic process of inquiry aimed at discovering, interpreting, or revising facts, events, behaviors, or theories. It involves the collection, analysis, and interpretation of data to answer specific questions or solve problems. The goal of research is to generate new knowledge, validate existing knowledge, or develop practical applications through critical thinking and scientific methods.

---

## RESEARCH DESIGN

This study follows a quantitative descriptive research design, aimed at understanding how consumers engage with sports brands through social media marketing. The approach is survey-based, using structured multiple-choice and Likert-scale questions.

- **Nature of study:** The research study is descriptive cum analytical in nature
- **Nature of data:** The research utilizes a combination of both firsthand and pre-existing data sources. Firsthand, or primary data, encompasses information obtained directly by the researcher through methods such as interviews, field surveys, and experimental procedures. These data are specifically gathered for the purpose of the present investigation and reflect the original observations of the researcher.

Conversely, secondary data consists of previously recorded information that was originally compiled by other individuals or institutions. Such data may originate from government publications, organizational archives, historical records, or studies carried out for unrelated research aims. While secondary data serve as valuable references, primary data offer a direct connection between the researcher and the phenomena under study.

- **Sources of data**

The primary data for this research was collected through structured questionnaires. Secondary data was obtained from various sources, including articles, peer-reviewed journals, online publications, research papers, and academic books.

- **Sample design**

**Nature of population**

The target population of this research are graduates and post-graduate students of NIET College, ITS Engineering College, GL Bajaj college and Galgotias University.

**Sample unit**

The study sample comprised male and female respondents drawn from multiple higher education institutions in Greater Noida.

**Method of sampling**

The method of sampling used is non-random sampling.

**Size of samples**

The sample size is limited to 101 respondents.

**Tools Used**

- **Data Visualization:** Graphs and count plots
- **Spreadsheet Software:** Microsoft Excel/Google Sheets for validation

---

## DATA ANALYSIS

The main tools used for the analysis are percentage.

Particulars	Graduates	Post Graduates
Male	10	27
Female	22	42
Total	32	69

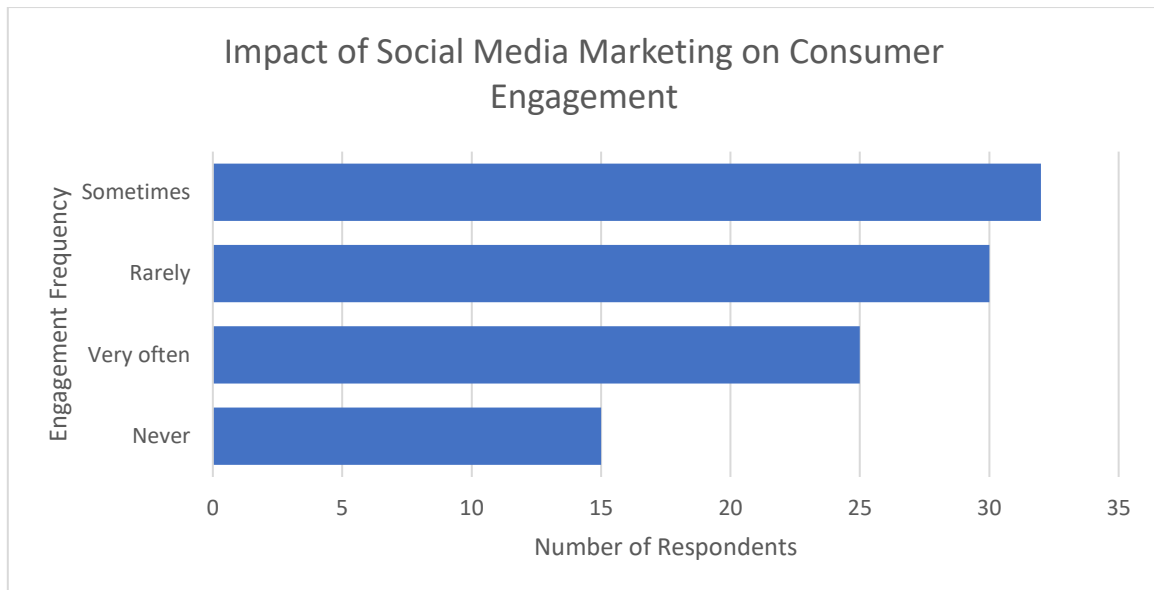
**TOTAL RESPONSE- 101**

NIET-48

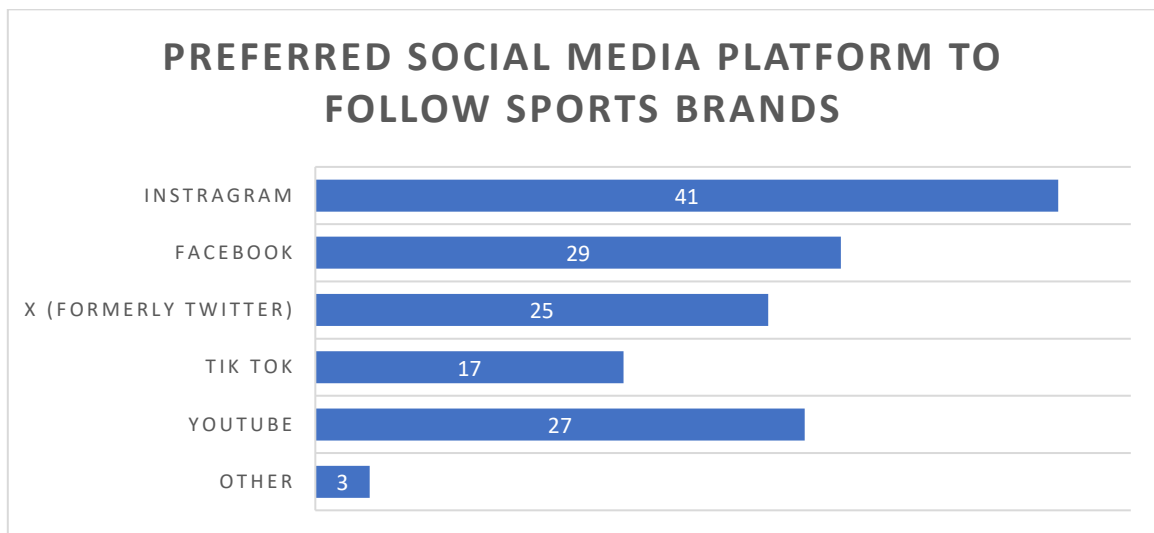
ITS -10

GL BAJAJ-23

GALGOTIAS-20

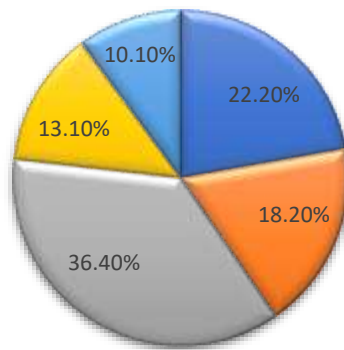


The above graph showing how frequently respondents engage (like, comment, share) with sports brand content on social media. It highlights that a majority of users interact with such content **sometimes** or **often**, indicating strong consumer engagement driven by social media marketing.



The above graph showing which social media platforms respondents mainly use to follow sports brands. Instagram and YouTube lead significantly, emphasizing their dominance in sports brand engagement.

## Types of Engaging Content from Sports Brands



- Promotional offers and discounts
- Behind-the-scenes videos
- Player endorsements and partnerships
- Inspirational/motivational posts
- Contests and giveaways

This insight emphasizes the importance for sports brands to invest in **authentic, value-rich content** that goes beyond traditional advertisements to foster deeper consumer interaction.

## FINDINGS

- Instagram and YouTube are the top platforms

Most people follow sports brands on Instagram and YouTube, making these the best platforms for marketing.

- People engage often with sports brand content

A large number of users like, share, or comment on sports posts, showing strong interest and involvement.

- Behind-the-scenes and athlete-related content works best

Videos of athletes, training, or special events are most engaging and help build a connection with the brand.

- Influencers and testimonials increase trust

When sports brands use influencers or real customer reviews, people are more likely to trust and engage with the brand.

- Social media drives action

Many users said they bought a product or recommended a brand after seeing it on social media, proving its real impact.

## RECOMMENDATIONS

- Post more videos and photos

People like watching behind-the-scenes clips and athlete stories. Sports brands should post more visual content to keep followers interested.

- Work with athletes and influencers

Fans trust their favorite sports stars. Brands should promote products through them to get more attention.

- Focus on Instagram and YouTube

These are the most-used platforms. Use Instagram for short, fun posts and YouTube for longer videos.

- Let fans join the content

Ask followers to share their own photos or use hashtags. This builds a stronger connection with the brand.

- Track what works best

Check likes, comments and shares to know which posts people love. Use this to improve future content.

## **CONCLUSIONS**

Social media marketing has significantly reshaped how sports brands engage with consumers, offering dynamic and interactive platforms that go beyond traditional marketing. Through channels like Instagram, Twitter, Facebook, and YouTube, sports brands can now communicate directly with their audience, share real-time updates, and create personalized content that resonates with fans. This constant connectivity helps build stronger emotional bonds and a sense of community around the brand. The use of influencer marketing, user-generated content, contests, and live interactions has further enhanced consumer involvement, allowing fans to feel like active participants rather than passive followers. These strategies not only drive engagement but also contribute to greater brand loyalty and advocacy.

Additionally, social media provides valuable analytics that help brands understand consumer behavior, preferences, and sentiment, enabling them to fine-tune their campaigns for maximum impact. In a rapidly changing digital environment, sports brands that embrace innovation and adapt their social media strategies are better positioned to maintain relevance and foster long-term relationships with their audience. Therefore, social media marketing is not just a promotional tool but a vital part of modern brand-building that deeply influences how consumers connect with and perceive sports brands today.

## **REFERENCES**

### ● WEBSITES:

<https://www.thehindubusinessline.com/info-tech> <https://www.indiatvnews.com/technology> <https://openjournals.ljmu.ac.uk/PJMR/article/view/2753>  
<https://scholarworks.sfasu.edu/gsbj/vol5/iss3/1/> <https://www.tandfonline.com/doi/full/10.1080/16184742.2020.1806897>

### ● NEWSPAPERS:

Times of India

Business Standard

Standard Line

The Hindu

The Indian Express

### **Journal**

Yoshida, Masayuki & Gordon, Brian & Nakazawa, Makoto & Biscaia, Rui. (2014). Conceptualization and Measurement of Fan Engagement: Empirical Evidence From a Professional Sport Context. *Journal of Sport Management*. 28. 399-417. 10.1123/jsm.2013-0199.

Auh, Seigyoung & Bell, Simon & Mcleod, Colin & Shih, Eric. (2007). Co-production and customer loyalty in financial services. *Journal of Retailing - J RETAIL*. 83. 359-370. 10.1016/j.jretai.2007.03.001.

van Doorn, Jenny & Lemon, Katherine & Mittal, Vikas & Nass, S. & Pick, Doreén & Pirner, Peter & Verhoef, Peter. (2010). Customer Engagement Behavior: Theoretical Foundations and Research Directions. *Journal of Service Research - J SERV RES*. 13. 253-266. 10.1177/1094670510375599.

de ruyter, ko & Wetzels, Martin. (2000). Customer equity considerations in service recovery: A cross-industry perspective. *International Journal of Service Industry Management - INT J SERVICE IND MANAGEMENT*. 11. 91-108. 10.1108/09564230010310303.

Jowdy, Elizabeth & McDonald, Mark. (2003). Relationship Marketing and Interactive Fan Festivals: The Women's United Soccer Association's 'Soccer Sensation'. *International Journal of Sports Marketing and Sponsorship*. 4. 10-26. 10.1108/IJSMS-04-04-2003-B003.

Holt, Douglas. (1995). How Consumers Consume: A Typology of Consumption Practices. *Journal of Consumer Research*. 22. 1-16. 10.1086/209431.

Fisher, Robert. (1998). Factors leading to group identification: A field study of winners and losers. *Psychology and Marketing*. 15. 23 - 40. 10.1002/(SICI)1520-6793(199801)15:1<23::AID-MAR3>3.0.CO;2-P.