Chapter III

PROCEDURE

In this chapter the procedure followed by research scholar in relation to selection of subjects, selection of variables, construction of questionnaire, administration of questionnaire, collection of data and statistical technique are described.

A preliminary pilot project was conducted prior to deciding details of methodology for this study. The pilot project was conducted hoping in view to find out procedures and administrative feasibility, preparation of questionnaire and administration of questionnaire.

And on the basis of findings of pilot study the details of methodology was finalised as following.

Selection of Subjects

Purpose of this study was to find out media's and sponsor's critical role and contribution in promotion of soccer in India. The basis of investigation was mainly based on opinions of media persons and sponsors.

Hence subjects for the study were selected from the media profession and sponsors.
Details of Selected Subjects

Fifty subjects were selected from media category. This selected subjects of media category were regular columnist in sports section, sports reporter, sports professionals, sports analyst of following newspaper, magazines and channels.

Newspapers –

1. The Times of India
2. The Hindu
3. The Hindustan Times
4. The express
5. Navbharat Times
6. The Tribune
7. Anand Bazar
8. Dainik Bhaskar
9. Dainik Jagaran
10. Nai Duniya
11. Punjabi Tribune
Magazines –

1. World Soccer
2. Sports Star
3. Sports world
4. Khel Halchal

Channels -

1. Star Sports
2. ESPN
3. Doordarshan Sports
4. Doordarshan National
5. Ten Sports
6. Aaj Tak
7. Zee News
8. Sahara News
9. Star News
10. Set Max (Sony)
Other Sources -

1. Internet

2. FIFA News (Journal)

Fifty sponsors were selected from sponsor category. The selected subjects of sponsor category were national and regional level sponsors who are promoting soccer in the country by sponsoring various clubs, teams, players, tournament, academies etc. in the country. They are as followed:

1. Philips India

2. Kingfisher

3. Himani (Emami)

4. Godrej

5. Fenta Sports Accessories

6. Bharat Petroleum

7. Tata Steels

8. Nivea Sports Accessories

9. Mahindra Motors and Finance

10. Sahara Parivar

11. X-Vector
12. Coca Cola

13. Pepsi

14. TVS Motors

15. Hero Honda

**Selected Areas of the Study**

The main purpose of the study was to analyse the role of media and sponsors in the development of soccer and to find out the reasons responsible for poor standard of media coverage and sponsorship in Indian soccer. Following areas were selected for the purpose of the study:

1. Media and Indian soccer

2. Sponsorship in Indian soccer

3. Indian soccer and professionalism

4. Foreign players and coaches

5. Performances of Indian soccer team

6. All India Football Federation and its functioning

7. Individual personality of a soccer player

The above selected areas were investigated by different selected methods. The areas above were not applicable to all the selected groups of
subjects. For each selected group of subjects a selected areas within the above mentioned areas were selected for the purpose of the study.

With the experience of the research scholar, expertise of the advisor and available literature it was decided to limit the area of investigation for each group of subjects, so as to get more authentic and reliable information about media and sponsors in Indian soccer.

**Preparation for Research Interview**

For the interview to be successful the research scholar did the ground work prior to the actual interview with the subjects. Before the actual interview following preparations had been done by the research scholar:

1. Selection and listing of subjects for the interviews.
2. The scholar appraised the media and sponsors about the present study (via a request letter) and asked for their cooperation in the study.

The details of letter are as follows:

(a) Contents of Covering letter

i) Name of the research scholar

ii) Purpose of the study
iii) Request for convenient date(s) and time for interview.

(b) A self-addressed and stamped envelope

3. The area of investigation were demarcated separately for each selected group of subjects.

4. According to the area of investigation selected for each group of subject, the statements and questions were prepared by the research scholar with the help of advisor and experts.

5. The interview response to statements and questions were both structured and unstructured.

6. The research scholar also prepared for the use of tape-recorder for recording interviews, if the subject permits.

7. Practice sessions were conducted by the research scholar in the presence of the advisor to become well-versed with the skills of interview.

Administration of the Interview

Before the actual interview date, the research scholar personally met the subjects and introduced himself (this followed the letter of correspondence) and fixed the date and time.
Before fixing the date and time, the area of investigation was again briefed to the subjects and the total duration of interview period was told to the subjects. Most of the interviews lasted 20 to 35 minutes.

Before the actual beginning of the interview, the research scholar handed over a letter to the subjects signed by the research scholar ascertaining that the responses of the subject will be kept confidential and only be used for research purpose, and no personal comments will be quoted in the study.

After the above briefing and formalities the interview actually began. The interview was conducted as per planned and formulated statements and questions prepared by the research scholar. The responses of the interviews were recorded in the recording sheets prepared by the research scholar and some of the interviews were recorded in the tape recorder.

The interview ended by expression of thanks from the research scholar in recognition of the subject's generosity in sparing time and action.

**Construction of Questionnaire**

Two separate questionnaires were framed and constructed by the research scholar in consultation with the advisor and other experts. Utmost care was taken to prepare the questionnaires ensuring maximum coverage of
the area of investigation so as to get maximum, worthwhile and meaningful
response from the selected subjects.

Attempt was made to make the questions simple clear and relevant,
leaving no room for ambiguity. The responses of 78 questions were made in
two alternative 'Yes' and 'No', 08 questions were made in three alternative
'Always', 'Sometimes' and 'Never', 01 question was made in four alternative
and 04 questions were made in three alternative, which were to be recorded
by ticking the appropriate statements according to their choice in the
columns provided. Questionnaire also included open space to allow the
respondents to give their own experience, knowledge, ideas, observations,
trends, and practice, and suggestions for the improvement of the game in the
country.

Draft questionnaires were devised, observing the principles of
questionnaire preparation. The draft was scrutinised by different experts.
After the scrutiny all meaningful suggestions were incorporated in the final
draft of questionnaires. Two separate questionnaire were prepared for media
persons and sponsors each consist of 43 questions and 48 questions
respectively.
**Administration of the Questionnaire**

The questionnaires were used to elicit data from media persons and sponsors. The final draft of two separate questionnaires were mailed separately to 60 media persons and 60 sponsors (National and Local). Both mailed questionnaires included the following:

1. Contents of covering letter:
   a. Name of the research scholar
   b. Purpose of the study

2. The direction for filling-up the questionnaire.

3. A self-addressed and stamped envelope

4. Instruction for returning the questionnaire was also included in it.

After waiting for 6 weeks, the subjects who did not responded were approached by a follow-up letter with the request to return the questionnaire waiting for a further period of 3 weeks, another attempt was made to collect the questionnaires. Finally the returned questionnaires were taken up for analysis.
Collection of Data

The data pertaining to opinion of media persons and sponsors hence collected through two separate questionnaire were recorded and were categorised under different heads according to the area of investigation and purpose of the study for analysis.

Statistical Technique

The collected data were subjected to mainly percent analysis of every item of questionnaire to find out the role of media and sponsors. The significance of percent analysis was determined by employing chi-square.