

Scrutinizing fan's intentions to follow Pakistan super league on television with moderating impact of social influence

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Abstract

Scrutinizing the effects of nostalgia, patriotism, entertainment, interest in starplayers of match, excitement & drama on the individual intentions to watch Pakistan Super League (PSL) on television. Moreover, moderating impact of social influence has been scrutinized to better understand the individual motivations. A survey based approached was adopted to conduct the study and data from the different universities students of Sindh Pakistan was collected, after that results were calculated through different testes using SPSS and AMOS software. Patriotism and interest in star players of match is observed to have positive influence on individual's motivations to watch PSL on television. But nostalgia, entertainment, excitement & drama found to have no impact (negative impact) on motivations to watch sports on television. Social influence has been seen to have positive impact on the patriotic emotions, nostalgic association, interest in star players of the match, and on excitement & drama created due to match. This is the first study that scrutinizes the individual's motivations to watch PSL on television also the impact of social influence (moderator) on motivations of individuals of collectivist societies like Pakistan. Moreover, research in the context of Pakistan Super League is also unique.

Keywords: Pakistan super league (PSL), individual motivations, motivational factors, nostalgic association, social influence.

Introduction

Overview & Background:

Cricket is the brand that exists in sports potential followers mind's with its brand identity (Bennett, Choudhury, & Mousley, 2007) people follow or take active part in cricket they form national identities (Wagg, 2005) which is connected with nationalism (Narelle, McGlusky, & Cook, 2005). As sports is the long debated topic (Loy, 1968; Gibson, 1998). Various researches are done in the field of sports that represent the role of cricket for societal and political well-being (Kashif, Fernando, & Wijenayake, 2018). When it is considered more than a sport by nations then it shows their life style (Bairner, 2015). After football cricket is the 2nd most popular sport in south Asian nations specially in Pakistan, India, and Bangladesh, as cricket is believed to be discovered in Dark age after the Roman Empire, regulated by the international cricket council (ICC Established on 15th of June 1909) based on the rules and principles set by the cricketing nations. In 1952 first time in the world cricket's Pakistani team came in ground for their first test match held in Delhi (Showkat, 2012). Scholars are busy in identifying individuals motives behind sports following (cricket in case), as studies shows that SFMS (sports fan motivational scale) with eight fan motives was given by (Wann D. L., 1995). Then 9 more motives including 3 from SFMS were studied by the (Milne & Donald, 1999). Under motivation of consumer support (MSC scale) study goes under two main revisions (Funk D. C., Mahony, Nakazawa, & Hirakawa, 2001) where four additional variables added by each. In sports leagues (PSL in case) usually members of largest leagues make a committee that oversees the league affairs and bring necessary changes in policies on the basis of one third majority approval, and it works for the best interests of its owners (Szymanski, 2003).

All PL are successful as sport but for the Pakistani people PSL is more than sport league (Zaidi, 2019). Sport is considered as the bridge responsible for bringing peace among rivals, e.g. Pakistan & India (Iftikhar, 2017). According to Kashif and his members on the basis of (SIT) People form group identities which is a source of self-esteem and pride e.g. patriotism. Considered as the strong emotion of consumers that motivates them to follow cricket (Kashif *et al*, 2018). That ultimately led to stronger or stable attitude (Druckman, 1994). Patriotism is allocated as the basis for the sports events advertisements (Kim, 2013), considering this we can say patriotism is the important factor that motivates individuals to follow tournaments of international cricket (Kashif *et al*, 2018). Anciently stadiums were visited by the traditional fan's but watching sports on television (medium) was still dominant (Bennet *et al*, 2007). Recent studies shows that primary motive of sports watching on television is entertainment (Chung, 2015), on other side many of researchers agree that viewing sports on television generally motive is same as entertainment (Wenner & Gantz, 1991).

Wann defined entertainment as a stronger consumer motive where consumer wants to achieve it in relation to money paid by them (Wann D. , 1995). According to (Kashif *et al*, 2018) in collectivist societies like Pakistan excitement & drama is due to group appreciation intentions, which motivates them to follow or not follow a particular event. Moreover the outcome of games create uncertainty of drama related to excitement (Funk *et al*, 2001). Higher the excitement of sports' higher is the motivation of fan's to follow it (Funk & James, 2001). Once these fans are together in stadium excitement & drama of that particular sport event tie them in groups (Kashif *et*

al, 2018) and they form identities (Kim, 2013). Another factor that motivates individuals to watch sports on television is nostalgic association since three decades ago as an idea it has become the problem of interest among academic individuals, as people share good memories in their social gatherings and form identities, under SIT nostalgic of consumers is linked with their purchasing choice where efforts are being done to associate nostalgia with sports events marketing' which left positive effects on advertisements (Kashif *et al*, 2018). By wearing shirts containing number and name at back fans used to admire their favorite star player by attending events (Correia & Esteves, 2007). Most of the communities consider star player of the game (PSL in case) as a brand, if one of their community member start following the star player than other also starts to follow, and their loyalty with their favorite players enhances with time which ultimately enhances their involvement in sports, where they experience high attachment with the game, and in groups they transfer their thoughts together and form identities (Kashif *et al*, 2018) so we can say interest in star players is another motivation of individuals to follow sport on television, social influence another viewers motivating factor placed as the moderator which impacts individuals motivations to watch cricket, according to scholars those who are motivated with social influence are more likely to follow it intensively and it has been "defined as the pressure exerted on an individual from its community members to purchase a particular product or service", which is also a source of information. Due to increase in importance of the sport many cities are hosting the events which enhance the business competition and generate economic benefits (Stone MHM & Petrick PhD). We acknowledge many of the researches in the field of sports are published and this is also an effort to contribute in the field of sports, as we can say this is the first research on PSL (Pakistan) that scrutinize the motivations of individuals to watch PSL on television with moderating impact of social influence.

Problem statement:

When a large body of alike people (with similar culture, language or inhabiting in particular country or territory) either follow or play cricket they form group identities (Wage, 2005). And causes nostalgic associations to become source of their identity formation (Lyer & jetten, 2011). In collectivist cultures like Pakistan people get together in groups and watch sports tournaments for the sake of love of their country e.g. patriotism, and in these gatherings they exchange good memories (Kashif *et al*, 2018). As study on excitement & drama, nostalgic association, patriotism, and interest in stars players with moderating impact of the social influence on one day cricket has been studied earlier but still not on PSL (Pakistan super league) so we can surely say this is first research on PSL (Pakistan super league) that will scrutinize all these above variable and their effects on the individual's motivations to watch PSL on television also the entertainment as a motive behind following the PSL on television will be discussed in this study. Under the social identity theory (SIT) which is considered as deep and complicated compared to the identity theory of paradigm (Hogg, Terry, & White, 1995). Study in the context of PSL will be a better contribution in the field of sports specially the entertainment motive to watch PSL on television (Chung, 2015) and impacts of social influence on individuals intentions to watch Pakistan super league on television.

Objectives of the study:

- Scrutinizing the factors that motivates the individuals to watch sports on television.

- Application of motivational factors like patriotism, nostalgic association, and interest in star players, entertainment, excitement & drama as well as the impact of social influence on the motivations and attitudes of the fan's in the context of PSL (Pakistan super league).

Scope of the research:

Sport (cricket in case) is the brand with its image in fan's minds (Rehnuma, Mousley, & Choudhury, 2007). Associated with the identity formation (Bennet *et al*, 2007). From grassroots level to Olympic Games every sporting event is full of emotional reaction where television channels enhance these emotions among its viewers (Yunjae & Klm, 2013). As these channels grow and survive on sponsorship that various brands offer on the basis of number of viewership, but this viewership is declining day by day due to corruption and stars involvement in malpractices which causes serious impacts on not following cricket (Kashif *et al*, 2018) authors also added cricket is playing vital role in globalization of Asian markets, so marketers are taking interested in understanding the motives behind the individuals sports events following. This study will be beneficial for marketers engaged in identifying the motives behind individual interests in sports events. Sports (Cricket in case) provide its participants opportunity to maintain physical and mental health, it protects them from number of diseases like cardio vascular, diabetes, mellitus cancer and obesity, moreover sport (cricket in case) enhances citizenship behavior, develop leadership skills and fulfills psychological needs of its non-participants (Donkers, 2015).

As various frameworks are given related to sports participant's motives including (Maslow, 1954) need hierarchy, escape-seeking model (Iso-Ahola's 1982), as well as push pull factor (Crompton 1979), where research focuses on the connection of individuals with the events rather than a specific activity (Funk, Filo, & Brien, 2008). According to scholars these sport events left positive impacts on cities (small or large) attract visitors, and provide economic benefits to the country as whole (Stone MHM & Petrick PhD). On the basis of this we can safely say this is first study that explores the participants/ non-participants, cities, community's benefits related to sports /events in developing countries like Pakistan in case. As consumer motivations are studied by various scholars where "Motivation represents an activated internal state that arouses, directs, and leads to behavior" (Funk D. C., Filo, Beaton, & Pitchard, 2009, p. 127). Another author stated that "the core of motivation might be called passion, connected with intrinsic goals and desires of the individuals" (Oroujlou & Vahedi, 2011, p. 995). Excitements & drama in relation with fan's loyalty is scrutinized by (Neale & Funk, 2006). According to the Thibiti introducing fan's motivations in sports industry helps practitioners to understand the driving factors for attending the sports events (Thibiti, 2004). Furthermore researches are suggested by the scholars to identify the psychological variables having impacts on formation of identity, on the basis this we can say this is a good contribution in the field of sport that identifies and studied the factors which has greatest influence on the individuals decisions to follow cricket (Pakistan super league in a case) on television. Patriotism is an emotional state studied by various scholars but its comprehensive framework is not given (Kashif *et al*, 2018). Understanding patriotic emotion of individuals of particular region can greatly contribute in understanding the life developments of a nation (Tal & Staub, 2013).

Nostalgic association another motivational factor (Bennet *et al*, 2007) has been studied in relation with sports tourism (Gibson, 1998). As (Muehling & Pascal, 2012) studied nostalgia in

relation with advertisements, according to these authors nostalgic association in advertisements positively enhances individual's connections with brands. Basically nostalgia through positive image of near past has generated network of connections and retrieved individual's interests in cricket (Bennet *et al*, 2007). According to authors from consumption perspective sport is spontaneous in nature where its outcome is uncontrollable and unpredictable (Stevens & Rosenberger, 2012). According to (Kashif *et al*, 2018) interest in stars players is also an individual motivational factor and a source of identity formation that is studied in various previous researches but psychological combination of this variable is again missed. Entertainment another motivational factor (Chung, 2015), will be scrutinized in this research. As mostly individuals enjoy televised sports more than the entertaining programs (Gantz & Wenner, 1991). Furthermore, social influence (placed as moderator in order to understand its impacts on individual's decisions) will be scrutinized in this study. There is a growing need of understanding social influences as because individual's decisions are influenced by media, word of mouth, friends and family (Gensler, 2017). On the best knowledge of authors this is one of the few attempts in sports that represent the psychological framework of fan's motives to watch Pakistan super league (PSL) on television.

Literature Review

Patriotism and cricket following intentions to watch PSL on television:

Patriotism a motivational factor defined as "Attachment by the group members to their groups and to the land in which it resides" (Tal & Staub, 2013, p. 2). Another author stated patriotism concerns "an affective attachment towards the in-group implying feelings of belongingness, responsibility and pride" (Bravo, Won, & Lee, 2013, p. 175). Patriotism provides basis of creating solidarity, cohesiveness, unity and mobilization among the groups (Tal, 1997). It's considered as stronger emotion connecting individuals in groups where they form identity (Kashif *et al*, 2018). According to (Soofi, 2019) patriotism is always a popular choice of Pakistani people. Moreover patriotism is taken as a vital factor in intentions also a source of the pride among individuals to watch international sporting events, as it positively enhances the television rating (Bravo *et al*, 2013). According to Bennet and his members patriotic individuals support their team and show the deep affection towards the country's tradition and history, and these individuals associate themselves with the winning national team, and might disassociate when it fails, he also added Kahle *et al*. (1996) found some individuals persistently support their national team no matter it won or lost because it represent their geographical region (Bennet *et al*, 2007). According to Daniel & Ervin 'George borrow said "next to the God love, patriotism (love for country) is best prevention against crimes" (Tal & Staub, 2013, p. 13) they also added patriotism is important at present time for the existence of the country, because it's not only an emotion but set of beliefs that is connected with commitment, loyalty, love care, devotion, identification and sacrifice. Patriotism's significance has increased with passage of time as brands are evaluated by the consumers on its patriotic value and it has the clear importance for the marketers, not only in consumer related but in sports it is believed that patriotic emotion usually boosts team performance (Kashif *et al*, 2018).

From a time marketers and advertisers are using patriotic advertisement to enhance the patriotism sentiment in international events (Kitae & Jae Ko, 2013) and buying international products compared to domestic products is "unpatriotic" for the patriotic individuals because they

believe that domestic economy can be harmed by their behavior. According to (Kashif *et al*, 2018) patriotism is placed as the separate variable in sports literature to identify the relation of intentions with purchasing behavior, as individuals with high patriotic emotions believe that their team is performing well and they show the responsibilities of fulfilling national duties, they also added country wise implication of sports events must be scrutinized separately because every nations possess different nature, likewise the matches of ashes between England and Australia is traditional but once its compared with south Asian region (Pakistan & India) it has different implication because of conflicts between two regions, so they believe that in countries like Pakistan group thinking is considered important and the patriotic emotions connect and motivate individuals to follow sports on television. Therefore we hypothesize that

HI. The patriotic feeling of television viewers of cricket (PSL) has positive impact on their intentions to follow Pakistan super league on television.

Nostalgia and cricket following intentions to watch PSL on television:

Nostalgia concept is not new but due to its diverse emotional perspective and complex nature it is difficult to measure, originally the term nostalgia was used for homesickness diseases in the medical field but with span of time in 20th century it was extended to longing of past memories (Cho, Ramshaw, & Norman, 2015; Wilson, 2004). Various authors explained nostalgia where Stern explained nostalgia as “an emotional state in which an individual yearns for an idealized or sanitized version of an earlier time period” (Stern, 2013, p. 11) he also added historically nostalgia express “the desire to retreat from contemporary life by returning to a time in the distant past viewed as superior to the present” (p.13). Another author(s) (Iyer & Jetten, 2011) defined nostalgia from Oxford dictionary of English as “seminal longing or wistful affection for a period in the past” (p.42). According to (Muehling & Spratt, 2004) currently nostalgia has been used in various research context including brand loyalty, self-concept, the human sense, brand meaning, collective memory, consumption preference, and emotions, they also added that nostalgic advertisements enhance the personal connections, production and effects on the formation and retrieval of attitude of individuals. Individuals mostly prefer those places, things or people that were famous, widely circulated or fashionable at time when they were young or the time of their childhood (Bennet *et al*, 2007) they also added due to nostalgia individuals were motivated to follow the Ashes series on television. As it results in personal and group identity formation where group identity is defined as “degree of identification with group” (Cho, Joo, & Chi, 2019, p. 98) moreover they added nostalgia is not impacted by the age because it is aligned with past experience.

In the psychological literature recent studies suggested that nostalgia enhances, fostering social connectedness, self-esteem, and alleviate threats existence (Muehling & Pascal, 2012). Nostalgia is a key motive for attending regular season games (cricket in case) of their teams (Kulczycki & Hyatt, 2005). Usually cricket is followed and watched in groups comprises of family members or friends forming nostalgic associations by idealizing the distance past childhood or street cricket playing (Kuenzel & Yassim, 2007) , furthermore they added that there would be positive connection of joy with satisfaction of cricket and this joyful experience can help managers or marketers to attract the audience. In collectivist societies like Pakistan families get to gather and discuss the 1992 world championship victory that influences (directly or indirectly) on

the minds of youngsters, as in these regions of the world e.g. Pakistan cricket (PSL in case) is connected with family experience (Kashif *et al.*, 2018), authors also added that memory of childhood playing with friends in streets is unforgettable later.

H2. Nostalgia among television viewers of cricket (PSL in case) has positive impact on their intentions to watch Pakistan super league on television.

Excitement & drama and cricket following intentions to watch PSL on television:

Excitement an important motivational factor of individuals at the time of purchasing (Gensler, 2017). According to (Zhang & Byon, 2017) individuals get highly involved in the sports events due to excitement and drama, they also added electronic scoreboards effects the consumers interests in sports by extending its core product by adding excitement drama of players, teams, slow motions, replays and league information's. In collectivist societies like Pakistan watching television in group form is common, where game spirit and social gathering enhances the excitement of the particular event that positively enhances the individual interest in game, and it has the power of attracting huge number of fans for sports following (Kashif *et al.*, 2018), authors also added due to arrival of cricket trend like "20 over's cricket" is having negative impacting on the interest of individuals to follow the traditional cricket, explaining further Kashif and its members stated that in collectivist societies drama is not only about the game but family gatherings where cricket loyalty is connected with the observed excitement & drama. Therefore, we hypothesize that

H3. The excitement & drama among cricket viewers of television (PSL in case) has positive association with individual's intentions to watch Pakistan super league on television.

Entertainment and cricket following intentions to watch PSL on television:

Entertainment is a social motive that motivates individuals /fans to follow sports on television, furthermore it also provides sports amusement that their supporting team will get victory hopefully (Wiid & Cant, 2015). Sports fans enjoy sport like entertaining theatre which gives them joy and experience of completing the family needs same like going to vacations (Isoviita, 2015). Entertainment packages like cheer leaders, dance, brand performances, artistic shows, lucky-draws interactive, and giveaways that can be attractive to the consumers of sport (Zhang & Byon, 2017), they also added due to sports operational activities excitement & drama is not represented in matches and mostly television broadcasting's audio-visual affects the entertainment value of consumers. So marketers needs to ensure that individuals are satisfied with experience of game (Kuenzel & Yassim, 2007). According to (Chung, 2015) the general reason of watching sports on television is entertainment which includes "thrilling, entertaining, fun, exciting, and joy". Therefore, we hypothesize that

H4. Entertainment among cricket (PSL) viewers of television has positive association to their intentions to watch Pakistan super league on television.

Interest in star players and cricket following intentions to watch PSL on television:

Consumers are generally attracted towards objects or celebrities whom they associate with and it's positively connected with self-brand connection which motivates them and fulfills their psychological needs (Dwivedi, Johnson, & McDonald, 2016). Bennet and his members on the basis of their best knowledge believe that individuals get interested in sports due to star players and these individuals are more likely to develop the intentions of following the Ashes series continuously and intensively in future (Bennet *et al*, 2007), they also added star players could be utilized for the promotion of cricket as a brand. As because celebrities endorsement effects individuals attitude and intentions (Choi & Rifon, 2012). According to (Cho, Ramshaw, & Norman, 2015) every individual who joins sport wants him/her to be known as fan of his/her favorite team or favorite player and these fans comes to support their team to win, and once they are together they form identities. In today's complex environment celebrities are being used as a tool of marketing by the marketers for increasing image of the brand as well as equity of the brand (Choi & Rifon, 2012). Sports following rate is directly attached with fans identification and fans loyalty where "fans loyalty is defined as a deeply held commitment to re-buy or re-patronize a preferred product /service consistently in the future, thereby causing repetitive same brand set purchasing, despite situational influences and marketing efforts having potential to switching behavior" (Oliver, 1999, p. 34).

According to (Cho *et al*, 2019) spectator's involvement of events shows the strong commitment of fans toward their teams and players. As celebrities are common in every social class where fans follow their hair styles and make tattoos on their body to show their love and affection with favorite celebrities, specially in the collectivist societies like Pakistan cricket is highly debated in every day matters even on social media, and most of the fans follow cricket matches on television just to watch their favorite players presenting national team and these star players are the source of self-image enhancement (Kashif *et al*, 2018) furthermore Kashif and its members on the basis of their best knowledge added that in Pakistan people sometimes used to follow sports (cricket. PSL incase) due to single cricket star player only who becomes their motivation and continuously attracts their presence even at the time of losing match which enhances the sponsorship opportunities. Therefore, we hypothesize that

H5. Star players interest among cricket (PSL) viewers of television has positive association to their intentions to follow Pakistan super league on television.

Social influence and cricket following intentions to watch PSL on television:

Individual's decisions are not isolated but affected through social influence (Gounaris & Stathakopoulos, 2004). Which is high in the collectivist cultures (Pakistan in case) then the individual cultures (Kongsompong, Green, & Patterson, 2009). An author in his best knowledge has considered social facilitation as a social influence (King) which was defined by Kuenzel & Yassim in their study as "The interaction of spectators with other spectators including their friends, family as well as people they have just met during a particular game, and sharing the experience of the game with others is referred to as social facilitation" (Kuenzel & Yassim, 2007). Social influence is largely debated topic (Kashif *et al*, 2018), studied by Bennet in context of sports events marketing (Bennet *et al*, 2007), and in comparison with purchase of services and products by (Burnkrant & Cousineau, 1975). But in this study social influence has been placed as the moderator with its moderating influence on nostalgia previously studied by (Kashif *et al*, 2018; Youn & Jin, 2017) star

players, patriotism, excitement and drama previously studied by (Kashif *et al*, 2018) in the context of one day cricket. According to authors individuals are influenced by social groups and peers recommendations (Gounaris & Stathakopoulos, 2004) or through media (Gensler, 2017; Bennet *et al*, 2007) and these influences left great impact on individuals loyalty (Gounaris & stathakopoulos, 2004).

According to Kashif and his members Pakistan is a dominantly collectivist country where childish friends, members of family, relatives, actors/ actresses influence individual decisions and these individuals learn emotional value from family members, childish friends, relatives and these values result in patriotism, they also added in collectivist cultures (Pakistan in case) children learn social norms and past memories from the interaction of their family members in jointed family so there is a good chance of family values of nostalgia, patriotism, excitement & drama of cricket watching (PSL in case) would be moderated by the social influence (Kashif *et al*, 2018). Normally individuals learn about celebrities in their social discussions and gathering and they form behavior whether to follow star players or not (Marshall, 2010). On the basis of this (Kashif *et al*, 2018) believes that social emotion of nostalgia, patriotism, interest in star players, excitement and drama are shaped by overall pressure of family, friends or relatives. Therefore we hypothesize that

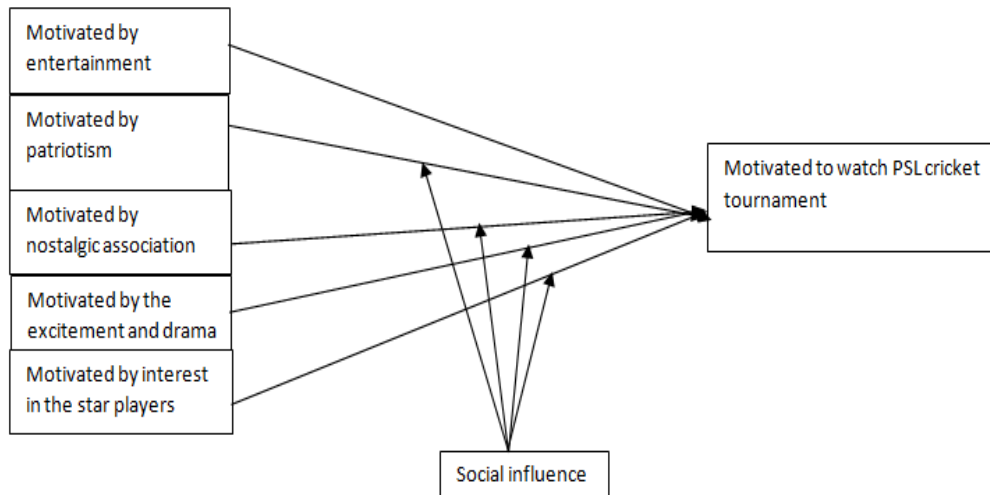
H6. The relation between patriotism among cricket (PSL) viewers of television is positively moderated through social influence on their intentions to watch Pakistan super league on television.

H7. The relationship between nostalgia among cricket (PSL) viewers of television is positively moderated through social influence on their intentions to watch Pakistan super league on television.

H8. The relationship between drama and excitement among cricket (PSL) viewers of television is positively moderated through social influence on their intentions to watch Pakistan super league on television.

H9. The relationship between interest in star players among cricket (PSL) viewers of television is positively moderated through social influence on their intentions to watch Pakistan super league on television.

Research model:



Methodology

Method of the data collection:

Survey based approach was adopted to conduct the study. Primarily data was collected through questionnaire survey (hard copy) among the university students for purpose of collecting information about their motivations to follow PSL on television. According to(Zaidi, 2019) Pakistani’s consider PSL more than a cricket so it was important to identify their motives behind watching PSL on television. For this purpose, a detailed questionnaire was distributed among respondents that was based on two portions. Initial one contain demographic information (gender, age) of respondents, and later one contain 24 items to measure six constructs.

Sampling technique:

Sampling technique was convenience sampling our targeted respondents were 240 and 300 questionnaires were distributed among different universities students of Sindh Pakistan in hardcopy. And the main reason behind selecting university students is because of huge number of people below the age 35 (Kashif *et al*, 2018). All the questions were made in simple language and same technique like previous studies was adopted where special team was hired and trained by the author to collect the data from potential students. Sample size was calculated through the formula of (main variable questions*10) standardized by (Cohen, 1992; Hair, Black, Babin, Anderson & Tatham, 2017). Among 300 questionnaires 255 were returned and later 16 were rejected by the author due to wrong response of the respondent. Initially we calculated the results and than we checked the moderation effect of the social influence on patriotism, nostalgic association, excitement&drama, intrest in star players through two day unstandardized variable method.

Result and analysis

Demographic statistics:

Demography	Frequency	%age.	Total
Gender	50	20.7	239
	189	78.4	
Age	215	89.2	239
	24	10.0	

Table 1

All the material is adopted from the previous studies of (Kashif *et al*, 2018;Rubin, 1981).239 student’s responses were collected among which 50 (20.7%) were male and remaining 189 (78.4%) of respondents were females. This frequency table is opposite to that of kashif *et al* (2018) which has higher male respondents compare to female respondents (in the context of one-day cricket). This huge difference of male and female respondents is may be due to our reach to female students was high compared male students. In the age category 215 young individuals with age of 21-30 years old responded this research and remaining 24 respondents’ lies in age category of 31-40 years old out of 239 respondents.

Construct/Indicators	Standardized Factor Loading (CFA- AMOS)	Construct reliability		Construct validity		
		Cronbach’s Alpha	Composite Reliability (CR)	Convergent validity Average Variance Extracted (AVE)	Discriminant validity maximum Shared Variance (MSV)	Average Shared Variance (ASV)
Patriotism (Kashif <i>et al</i>, 2018; Bennett <i>et al</i> ,2007)		0.990	0.990	0.961	0.0289	0.0145
I was motivated to watch PSL 2019 on TV because supporting the Pakistani cricket team made me feel proud to be a Pakistani	0.99					
I was motivated to watch PSL 2019 on TV because I believe I had a patriotic duty to support the Pakistani team	0.99					
Patriotism was one of the major reason I supported teams in in PSL 2019	0.99					
someone ever teased the Pakistani Cricket team, I would regard it an insult to my country	0.95					
Nostalgia (Kashif <i>et al</i>, 2018; Bennett <i>et al</i> ,2007)		0.947	0.946	0.814	0.0081	0.00197
I was motivated to watch PSL 2019 on TV because watching cricket reminds me of when Pakistan was green and pleasant land	0.80					
A major reason I watched PSL 2019 on TV was the watching cricket reminds me of Pakistan’s ideal past	0.91					

I enjoy watching PSL on TV because it evokes found memories of past cricket	0.96					
atching PSL on TV reminds makes me feel nostalgic for good old days	0.93					
Excitement and drama (Kashif et al, 2018; Bennett et al ,2007)		0.956	0.956	0.843	0.0121	0.00617
was motivated to watch PSL 2019 on TV by the dramatic turns of events that occur during the matches	0.87					
I watched PSL on TV was the sheer excitement of seeing teams battling till the end	0.96					
suspense I experienced as the lead changed back and forth during matches was major motivation for me to watch PSL 2019 on TV	0.89					
The enjoyment I experienced when the outcome to matches was not decided until the very end was a major motivation for me to watch PSL 2019 on TV	0.95					
Interest in star players(Kashif et al, 2018; Bennett et al ,2007)		0.966	0.965	0.903	0.0225	0.0132
was motivated to follow PSL because of the presence of my favorite player(s) in the team	0.94					
If my favorite player left the PSL team it would have a major impact on my motivation to follow the team	0.93					
Having a favorite player was more important motivation to me to follow PSL on TV	0.98					
Social influence(Kashif et al, 2018; Bennett et al ,2007)						
as motivated to watch PSL 2019 because my family and friends were following	0.94	0.975	0.975	0.928	0.0196	0.0162
as more likely to watch PSL 2019 on TV when I came to know that my family and friends would be watching	0.97					
A major reason I watched PSL 2019 was that it made me feel good to know that my family and friends were also following the game	0.98					
Intentions (Kashif et al, 2018; Bennett et al ,2007)		0.845	0.845	0.646	0.0289	0.0131
continued to follow cricket tournaments on TV after PSL ended	0.88					
It's my firm intention to continue watching PSL tournaments in general on TV whenever I will get a chance to do so	0.69					
I will continue to follow PSL on TV to follow Pakistani teams even if they start losing most of their matches	0.83					
Entertainment(Rubin, 1981)		0.940	0.948	0.859	0.0121	0.00745
watch PSL on TV because it entertains me	0.98					
I watch PSL on TV because it's enjoyable	0.98					
I watch PSL on TV because it amuses me	0.81					
		$\alpha > 0.70$ (Nunnally,1967)	CR > 0.70	AVE > 0.50 i) CR > AVE	MSV < AVE	ASV < AVE

Table 2

Validity and reliability assessments of the scale were performed on 239 college students chosen randomly from different universities of the Sindh Pakistan. Confirmatory factor analysis (CFA) was carried out to examine the factor structure. Above Table 2 shows the clear evidence of relation of measuring instruments with variables also acceptance of questions having all the values above 0.6 which is the minimum threshold to meet. Second phase shows the construct reliability

of the data on the basis of measurements through composite reliability and Cronbach's alpha that needs to have values greater than threshold 0.70 given by Nuannaly (1976). Cronbach's alpha was calculated through SPSS and CR through CFA applied using AMOS. According to (Khan & Hameed, 2017) Cronbach's alpha needs to be more than 0.70 limit given by (Hinkin, 1995). And above results conform the Cronbach's alphas value greater than 0.70, so on the basis of above results we can say this data is internally consistent and good to proceed. Furthermore, construct validity measured through the discriminant validity and convergent validity where convergent validity that is AVE which needs to be higher than 0.5 value standardized by Fornell and Larcker (1981) and values of discriminant validity needs to be less than values of AVE and above table 2 shows all the AVE values are higher than 0.5 and all the discriminant validity values are less than AVE which means researcher has fulfilled the criteria of the validity and reliability.

Model fitness:

CMIN/DFPGFIAGFITLICFIRMSEA
3.295.000.809.752.926.938.098

Table 2.1

Above table shows the fit indices of the model. According to (Hussainy, Tariq, & Khan, 2017) when fitness is measured through the SEM then a greater model fit is required suggested by the Byrne, 2010. There are various indices through which model fitness can be measured (Khan & Hameed, 2017). But the above table shows the measurements on the basis of seven indices suggested by (Hair, Black, Babin, Anderson, & Tatham, 2006) includes Chi-square/df, P. value, Goodness-of-Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Comparative Fit Index, Tucker-Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA) (Khan & Hameed, 2017). Results shows that P- value, GFI, TLI, CFI values fit the criteria suggested by the scholars but Chi-square/df, AGFI, RMSEA values doesn't meet the criteria.

Modification Indices:

CMIN/DFPGFIAGFITLICFIRMSEA
2.437.000.851.803.953.962.078

Table 2.2

After performing modification indices values have got improved where P-value and TLI matches the criteria suggested by the (Hu & Bentler, 1998, 1999) and CMIN/DF, RMSEA, and AGFI value improved after performing the indices.

Hypothesis testing:

Structural path	Bp-value	Results
Patriotism intentions to follow	.50	0.000 Accepted
Nostalgia intentions to follow		-.01.717 Accepted not
Excitement & drama intentions to follow		.03.466 Accepted not
Interest in players intentions to follow		.490.000 Accepted
Entertainment intentions to follow		.06136 Accepted not

Table 3

Hypothesis estimates table shows that patriotism (H1) and interests in star players (H4) positively impacts the motivation of viewers to watch Pakistan Super League (PSL) on television. So on the basis of results we can safely say that patriotism is a major factor that motivated individuals to follow PSL and it positively enhances television ratings (Bravo *et al*, 2013). Above results also shows that individuals follow PSL because of their favourite players in the team. And the results conform the (Bennet *et al*, 2007; Kashif *et al*, 2018) study that individuals who follow sports due to presence of their favourite player are those who will intentionally follow it in future. Nostalgia (H2), excitement and drama (H3), Entertainment (H5) is not accepted means rejected in this study. This may be due to higher number of female respondents compared to male. Like (Kashif *et al*, 2018) stated that male are more interested in cricket compared to female specially in male dominated countries like Pakistan.

Moderation:

Moderating hypothesis	Effect
H6 Social influence → patriotism	High
H7 Social influence → nostalgia	High
H8 Social influence → excitement & drama	High
H9 Social influence → interest in star players	High

Table 4

Table 4 : shows the moderating effect of social influence on individual motivations (e.g. nostalgia, patriotism, interest in star players, excitement and drama). H6 conforms that social influence has high moderating effect on the patriotism e.g. love for country (Bennet *et al*, 2007). Same like results conform that H7 (nostalgia), H8 (excitement & drama), H9 (individuals in star players) is highly moderated by the social influence.

Conclusion and discussion

Various studies are published where researchers are involved in identifying individual motives toward sports following (e.g. cricket in case) such as patriotism (Bravo *et al*, 2013; Porter, 2014). Nostalgia (Muehling & Pascal, 2012). Excitement and drama (Zhang & Byon, 2017). Interest in star players (Choi *et al*, 2009). Earlier (Bennet *et al*, 2007) studied on motivation of television viewers for ashes test series following. (Kashif *et al*, 2018) studies television viewers' motivations in the context on one day cricket. But this is the first study that scrutinizes the motives of individuals to follow Pakistan Super League (PSL) with moderating effect of social influence. Results proved that love for country is major factor due to which Pakistani's watch PSL also the availability of their favourite players bind them to follow and watch it on television. We say say their loyalty with country and to their favourite players builds their intentions to follow it intensively in future. Entertainment, nostalgia, excitement & drama has seen to be no impact on individuals to follow PSL. This may be due to higher number of female respondents in our study as because according to authors male get more interested in cricket than females and they are more attentive to devote time and efforts in watching televised sports, they enjoy and feel its pain and get excited due to dramatic turns of the game compared to the females (Gantz & Wenner, 1991).

Limitations and Recommendations:

This research could be more deepest but due to shortage of time author was not able to expand it further. Asuniversity students were targed respondents in this study and due to reach of author more than half of the respondents were females and according to (Gantz & Wenner, 1991) Male individuals are more intrested and want more sports coverages. So the future researchers can make further study by targeting higher number of male repondents. According to (Rehnuma *et al*, 2007) cricket (PSL in case) is the brand with its identity in its fan's minds. It also plays its role in globalization of the asian markets (Kashif *et al*, 2018) on the basis of this we can say this research will help marketers to better understand the emotions of pakistani people. Moreover this study is restricted to the university students of the sindh (province of pakistan) but future researchers may expand it to whole pakistan.

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