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## Preferences of cricket fans towards different cricket formats

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### Abstract

Life is becoming fast day by day. Same is happening in the cricket format also. T20 cricket format has dragged the attention of cricket fans throughout entire world. T20 cricket will be the most important cricket format in times to come. Keeping in view the presents study was intended to explore the findings of this paper confirmed that comparatively test cricket is boring to tag along as it is spread over five days and one-days could be followed but on weekends, however, T20 cricket matches, which are normally played after working hours and school time in floodlights is more attractive for a larger audience. In addition it was known that the interest of the sponsors is directly proportional to the interest of the masses, which will also bring more shine to the T20 format in times to come.

**Keywords:** cricket fans, T20, ODI, test, cricket format

### Introduction

Cricket has played fundamental role in the entire games. In India it has received the worthless development. Few years, after the introduction of Twenty 20 format of cricket, in 2007, the International Cricket Council (ICC) organized the first Twenty 20 World Cup in South Africa, which was clinched by India. The inaugural Twenty 20 World Cup proved to be an incredible boost to this format of cricket in India (Gupta, 2009). Thereafter, Board of Control for Cricket in India (BCCI) set up a professional league for Twenty 20 cricket called the Indian Premier League (IPL) in April, 2008. IPL attracted the world's top players and showcased the best of India's talent (Saikia and Bhattacharjee, 2011). Since a large number of Indian players participated in IPL, it provided the selectors with options for selecting a balanced national team from a host of players. In the years 2009 and 2010, the Twenty 20 World Cups were held just following the IPL. Thus, the followers of this format of cricket believed that the experience of Indian players in the IPL would help them to perform well in the World Cup matches (Saikia *et al.*, 2012). However, India performed poorly at the said Twenty 20 World Cups.

**Location of the research gap:** large number of the research studies has been conducted in the same domain. However, there seems hardly any research study which has been explored in the relevant filed. Accordingly the investigator considers it pertinent to explore the below mentioned research problem:

**Statement of the problem:** The statement of the research problem is reported as under:

**“Preferences of cricket fans towards different cricket formats”**

**Purpose of the study:** The statement of the research problem is reported as under:  
To explore the preferences of cricket fans towards different cricket format.

**Research question:** The statement of the research question is reported as under:  
Cricket fans hold more favourable attitude toward different as compared to other formats

**Methodology and procedure:** The aim of the study is to forecast the future positions of different formats of the game of cricket i.e. Tests, ODIs and T20s, and which format would take the lead. Cricket fans were the respondents of this study and were asked to complete the

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questionnaire (primary data). The parameters of this study are given as under:

- **Sample:** The total sample for the present study consists of 100 cricket fans which were selected from Anantnag district.
- **Sampling technique:** The required data was selected by using purposive sampling technique.
- **Statistical treatment:** The collected data was put to suitable statistical treatment by using:
  - a) Frequency distribution
  - b) Percentage
  - c) Mean
  - d) Standard deviation

**Analysis and interpretation of the data:** The data has been analysed with the help of descriptive and comparative analysis. The detailed analysis and interpretation is reported as under:

**Table 1:** Showing the Descriptive analysis of the respondents on the basis preferences towards different match formats

	N	Des Minimum	Criptive Stati Maximum	Stics Mean	Std. Deviation	Variance
T20	100	.00	1.00	.9000	.30151	.091
ODI	100	.00	1.00	.0800	.27266	.074
TEST	100	.00	1.00	.0200	.14071	.020
NONE	100	.00	.00	.0000	.00000	.000
Valid N (listwise)	100					

**Table 2:** Showing the frequency distribution of the respondents on the basis preferences towards different match formats

Statistics					
N	Valid	T20 100	ODI 100	Test 100	Non E 100
	Missing	0	0	0	0
Mean		.9000	.0800	.0200	.0000
Median		1.000	0	.0000	.0000
Std. Deviation		.3015	.2726	.1407	.0000
		1	6	1	0
Variance		.091	.074	.020	.000
Range		1.00	1.00	1.00	.00
Maximum		1.00	1.00	1.00	.00
Percent 10		.1000	.0000	.0000	.0000
Iles	20	1.000 0	.0000	.0000	.0000
	30	1.000 0	.0000	.0000	.0000
	40	1.000 0	.0000	.0000	.0000
	50	1.000 0	.0000	.0000	.0000
	60	1.000 0	.0000	.0000	.0000
	70	1.000 0	.0000	.0000	.0000
	80	1.000 0	.0000	.0000	.0000
	90	1.000 0	.0000	.0000	.0000

**Table 3:** Showing the frequency distribution of the respondents on the basis preferences towards T20 match formats

T20					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	10	10.0	10.0	10.0
	1.00	90	90.0	90.0	100.0
	0				
Total		100	100.0	100.0	

**Table 5:** Showing the frequency distribution of the respondents on the basis preferences towards Test match formats

Test					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	98	98.0	98.0	98.0
	1.00	2	2.0	2.0	100.0
	0				
Total		100	100.0	100.0	

**Table 4:** Showing the frequency distribution of the respondents on the basis preferences towards ODI match format

		Frequency	ODI Percent	Valid Percent	Cumulative Percent
Valid	.00	92	92.0	92.0	92.0
	1.00	8	8.0	8.0	100.0
	0				
Total		100	100.0	100.0	

**Discussion**

The results reported in above mentioned table indicate that the maximum preferences of the respondents were towards T20 cricket format. Apart from this it was found that next to T20 the most preferences were reported towards ODIs. Least preferences were reported towards Test match. The research argued that the results may attribute to this fact that T20 match format provides more amusement opportunities as compared to other formats.

**Competing interest**

The research declared that no potential if interest with respect to authorship, research and publication of this article.

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