

# THESIS DEFENSE

**A Market Analysis to Assess the Potential for Baseball in  
India**

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# INTRODUCTION

- **Research Rationale:** Introduction to the exploration of baseball's potential in India, a market largely untapped by the global sport.
- **Indian Sports Landscape:** Insight into India's current sports ecosystem, dominated by cricket, with emerging interest in diverse sports.
- **Research Significance:** Exploring the viability of baseball in India not only broadens the sports portfolio but also provides a framework for introducing other non-mainstream sports effectively within diverse markets.

# OBJECTIVES AND HYPOTHESIS



## OBJECTIVES

- To identify the primary drivers for baseball's potential growth in India.
- To apply business analytics methods to assess market potential and strategize baseball's expansion in India.
- To understand consumer behaviour in relation to baseball in the Indian market.
- To analyze the impact of cultural and social factors on the acceptance of baseball in India.



## HYPOTHESIS

### Hypothesis for Primary Data:

- H1: There is a positive perception of baseball among young adults (aged 18-35) in India.
- H2: Awareness of international sports correlates with openness to baseball in India.

### Hypotheses for Secondary Data:

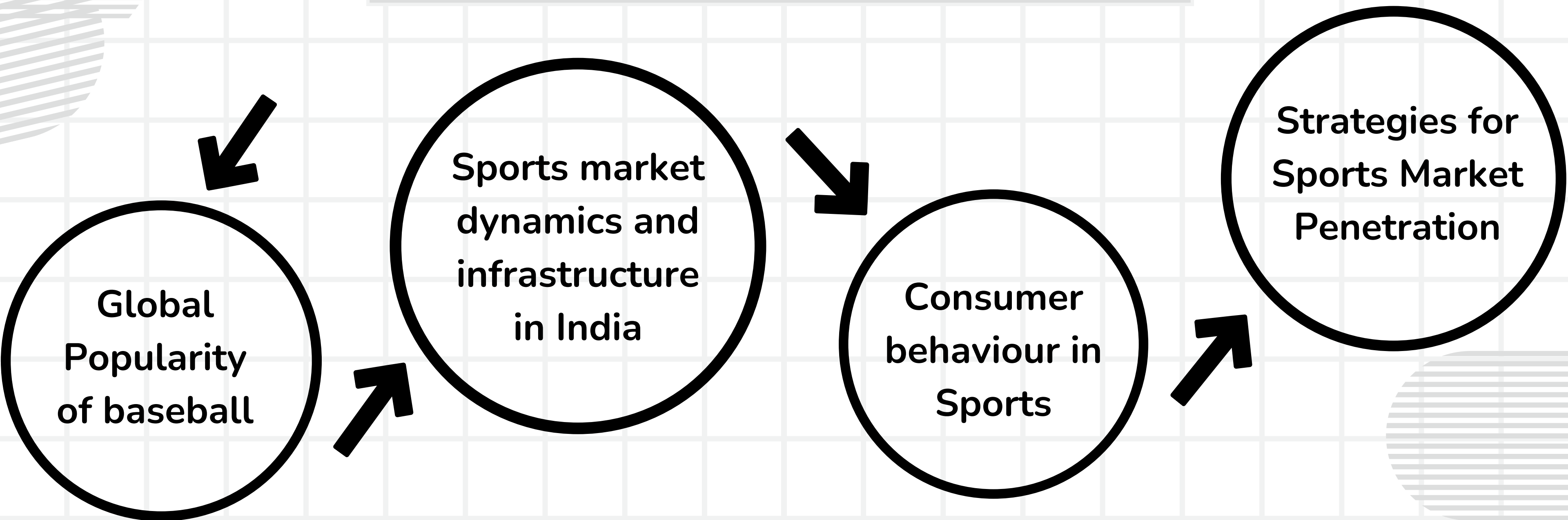
- H1: The lack of infrastructure is a major barrier to the growth of baseball in India.



# BACKGROUND

Amidst India's rich tapestry of sports, baseball stands as an untapped potential. This study delves into the intriguing prospect of nurturing a baseball culture within India's diverse and cricket-dominated sports landscape, proposing a pioneering exploration into uncharted territory.

# LITERATURE REVIEW



# PROBLEM STATEMENT



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graph TD; A[PROBLEM STATEMENT] --- B[LIMITED AWARENESS]; A --- C[INADEQUATE INFRASTRUCTURE]; A --- D[CULTURAL AND SOCIAL ADAPTABILITY]
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**LIMITED  
AWARENESS**

**INADEQUATE  
INFRASTRUCTURE**

**CULTURAL AND  
SOCIAL  
ADAPTABILITY**

# METHODOLOGY

## QUANTITATIVE METHOD

Analyzes survey data to quantify baseball's potential audience in India.

## QUALITATIVE METHOD

Explores perceptions of baseball through interviews, thematic analysis and focusing on cultural receptivity.



# **SAMPLING AND TOOLS USED**

## **SAMPLING METHOD**

Stratified random and convenience sampling was chosen to ensure diverse demographic representation, enhancing the reliability of the survey results across India's varied population.

## **TOOLS USED**

Python was used for robust statistical analysis and data visualization, ensuring precise, efficient handling of survey data sets.

# ANALYSIS



```
graph TD; A[ANALYSIS] --- B[DATA ANALYSIS PROCESS]; A --- C[DATA ANALYSIS RESULTS];
```

## DATA ANALYSIS PROCESS

- Utilized Python for data manipulation and analysis.
- Performed descriptive statistics and regression to understand basic patterns.
- Conducted thematic analysis for research interview responses.

## DATA ANALYSIS RESULTS

- Urban youth showed significant interest in baseball.
- Major barriers identified were lack of infrastructure and awareness.
- Interest in baseball correlated positively with exposure to international sports media.



# SWOT ANALYSIS

## Strengths:

- Emerging interest among urban youth and cultural openness.
- Growing digital media presence facilitating global sports exposure.

## Weaknesses:

- Lack of infrastructure.
- Limited awareness outside urban areas.

## Opportunities:

- Increasing international influence
- Potential for partnerships with schools and sports organizations, and untapped rural markets.

## Threats:

- Dominance of cricket and other established sports,
- Challenges in securing funding for infrastructure development.

# RESULTS



**Emerging  
Interest  
among young  
adults(18-35)**

**Infrastructure  
Deficit**

**Cultural  
Openness**

**Influence of  
International  
Exposure**



# DISCUSSIONS



- ➔ **Infrastructure as a Catalyst:** The critical role of accessible baseball facilities highlights infrastructure investment as essential for nurturing the sport's growth in India.
- ➔ **Cultural Adaptability:** The openness of Indian youth to baseball suggests potential for cultural integration, yet underscores the necessity of localized marketing and education efforts.
- ➔ **Demographic Targeting:** The heightened interest among young adults positions them as the primary demographic for initial baseball promotion and engagement activities.




# CONCLUSIONS

➔ **Proven Potential:** Evidence supports baseball's market viability in India, particularly among urban youth, underscoring an untapped opportunity for sports diversification.

➔ **Strategic Recommendations:** Emphasising infrastructure development, awareness campaigns, and stakeholder partnerships as key drivers for baseball's introduction and adoption in India.

➔ **Critical Barriers:** Identified challenges, such as infrastructure deficits, limited rural engagement and necessitate strategic interventions for sustainable growth.





# **LIMITATIONS & FUTURE WORKS**

## **○ LIMITATIONS**

Focused primarily on urban demographics, limited rural participant data, reliance on self-reported interest levels, and potential biases in online survey distribution.

## **○ FUTURE WORKS**

Future work should focus on rural studies tracking baseball's growth in India, explore strategic partnerships with international leagues, and assess the impact of grassroots programs on youth engagement.




# TOP RECOMMENDATIONS

## ⚙️ GOVERNMENT AND PRIVATE SECTOR INVESTMENT

Encourage investment in baseball infrastructure and training programs to build a robust ecosystem from the grassroots level.

## ⚙️ COMMUNITY ENGAGEMENT INITIATIVES


Develop community-based programs and leagues to cultivate interest and participation in baseball among India's youth, fostering a sustainable fan base.

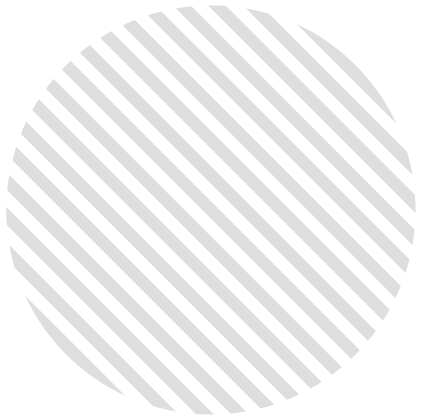






# RESEARCH REFLECTIONS

- ➔ Reflecting on this research journey, the process underscored the complex interplay between cultural acceptance and sports adoption.
  - ➔ Challenges in data collection and analysis illuminated the critical need for a tailored approach in introducing global sports to India, paving the way for future explorations into untapped sports markets.
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# REFERENCES



**THESIS REFERENCES**



**VIDEO PRESENTATION**



**RESEARCH PROPOSAL**



**ETHICS FORM**



# THANK YOU

Presentation by Tejas S R

