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Impact of Indian Premier League on Test Cricket in India

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Abstract

Background: Over the years Cricket has evolved as the most popular sport in India. The inception of T20 Cricket has dramatically increased the number of spectators in the game. Therewithal Indian Premier League (IPL) has become the most popular and richest cricket league in the world with brand value at \$6.7 billion in 2019. The total viewership of IPL has reached to 462 million in the 2019 season. To investigate the impact of Indian Premier League (IPL) on Test Cricket in India.

Methods: This article is an attempt to find out any influence of IPL on Test cricket, popularity, and the importance of both the formats of the game using a questionnaire for the collection of data.

Conclusion: The results indicated that the high induction of money and involvement of glamour in IPL has adversely affected the popularity of Test cricket and skills execution in the game. Also, there is a need to form adequate policies for the sustainable development of Test cricket and its declining popularity.

Keywords: IPL, Policies, T20 cricket, Test cricket

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1. Introduction:

1.1. Background

Cricket is one of the most followed sports in India. It was originated in England and recognized globally in the 19th and 20th centuries. Earlier there was only one format of the game played all over the world i.e. Test cricket. Later on, ODI format was introduced in the year 1971 and gain popularity with the introduction of the first-ever ODI World Cup in the year 1975. With the triumph of India in the 1983 World Cup, the game started gaining popularity in the country and became the most popular sport in the nation. Over the years the sport saw its transition and emerged with its shortest format T20.

The first official T-20 matches were played between the England County teams on 13 June 2003. It was named the Twenty 20 Cup⁽¹⁾. The format first recognized on the international platform in the year 2005 when Australia took on New Zealand and defeated them. This was the first Men's International Twenty20 match, played on 17th February 2005. This format gained popularity with the introduction of 2007 ICC World Cricket Twenty20. It was the first official T-20 Cricket World Cup inaugurated by International Cricket Council (ICC), played in South Africa. The tournament became so successful over the years that the fifth season of the tournament held in 2014 expanded to the participation of 16 teams with 3 teams making debuts in the tournament. India's unimaginable victory in the 2007 T-20 World Cup developed BCCI's interest in this outlay of the game which consequently led to the idea of Indian Premier League (IPL)⁽²⁾. Initially, IPL was a pure marketing technique used by BCCI to cash in on a successful win of the Indian cricket team in the 1st ever Twenty20 World Cup held in September 2007. But it made its place in the hearts of Indians in a very short span⁽³⁾. The business model of IPL constituted the number of complicated processes like hard-hitting cricket, marketing, pricing, glamour, and above all entertainment and for this, it is appreciated by all⁽⁴⁾. But right from the beginning of IPL, a huge number of people have condemned it for the head of the future of Test cricket. Many people feel that the new format

has resulted in making the batsman impatient and affected their defensive technique adversely⁽⁵⁾. Also, for the failure of team India in the 2009 and 2010 Twenty-20 World Cups, IPL was held responsible by many fans, veteran cricketers, and critics⁽⁶⁾.

There have been several types of researches conducted in the past on cricket and Indian Premier League. IPL not only helped in increasing India's power over world cricket but also how it can help in the ascent of new twenty-first-century India. Also how it can help in moving away from a restrictive request economy to a free market economy with all the escort dangers of speedy accomplishment, high rewards, and creating a potential for contamination⁽⁷⁾. IPL has also been compared with the cell phone boom in the telephone industry and the changes that it brought in the cricket world. The monopoly of cricket boards is decreasing and how it is going to affect Test cricket⁽⁸⁾. IPL is not also untouched by corruption. Its 2013 season witnessed the Spot Fixing scandal. It created an outcry in the country as many renowned cricketers were found guilty and arrested by the Delhi Police. In the interrogation, they claimed to have revealed some famous names from the Mumbai film industry, Franchise owners, and finally its underworld link too⁽⁹⁾. Although there may be many controversies associated with IPL, it has also been successful in producing many finest cricketers who are doing exceptionally well on the international stage. Although the Indian Premier League (IPL) is a source of entertainment, it also serves as a portal for talent scouting for the Indian National Cricket team. Yusuf Pathan, Ravindra Jadeja, Ajinkya Rahane, Yuzvendra Chahal, Hardik Pandya are some of the names who got recognized from IPL and played for the National Cricket team⁽¹⁰⁾.

1.2. Gap

Despite the number of researches that have been conducted in the past and have different opinions of people about IPL, whether positive or negative, I feel that there is still a gap to find out the impact of IPL on Indian cricket precisely. There is no such research available related to this topic. In this Research paper, I have tried to find out what changes IPL has brought in Indian cricket, specifically in Test cricket.

1.3. Significance

This research paper would not only help in assessing the current scenario of the popularity of Test cricket in India but also help in understanding which format of the game is popular among youth in the country. It will also help in understanding how do people perceive cricket in the nation. The study will also help in examining whether fundamental cricket in India is influenced by IPL in terms of Techniques and Skills learning. IPL generates huge revenue for the Indian Cricket Board which ultimately contributes to the Nation's economy. So it is important to understand the choices of people, what do they want to watch, which is their favorite format of the game. Therefore, the study will help in analyzing the current trend among people and take necessary steps according to that. The study will also help the coaches in understanding the requirements of the game and developing measures and training plans accordingly. Cricket is the most followed sport in India and IPL is the world's biggest cricket league. IPL generates employment for a huge number of people in the nation. So, it is important to understand what makes it different from other leagues. This paper would not only help in understanding the uniqueness of the game but will also provide information about the interest of youth cricketers. The uniqueness of this paper lies in the fact that this would be the first paper on this particular topic. There is no such research conducted in the past about this topic. The objective of this research is to find out how and what changes IPL has brought in Test cricket in the country (if any), how do people perceive cricket in the country, to assess the popularity of both Test cricket and IPL.

2. Material & methods:

2.1 Selection of the Subjects

The researcher selected males as the subjects for the study. The researcher divided the age of the participants into four categories (in years) – a) 12-16, b) 16-25, c) 25-35, d) 35 and above. The researcher selected the participants who have represented at any of the mentioned levels in cricket

– Club, District, State, National. Convenience purposive sampling was used for the selection of the subjects. The total number of samples selected for the study was 96.

2.2 Selection of the Variables

The researcher has developed a self-made questionnaire with the help of experts in the field. The questions were developed in such a way that they can be used for measuring the impact of IPL on Test cricket.

2.3 Data collection procedure

For the collection of the data, a self-structured questionnaire was developed with the help of experts in the field. It consisted of 7 basic questions about IPL, T20 cricket, and Test cricket. The questionnaire was circulated among the subjects via Google Form. Based on their responses and comparing them with the previous studies, the conclusion has been made. The collected data was qualitative data or non-parametric data. The collected data was measured on a nominal scale.

2.4 Statistical procedure

The researcher has used the Chi-square Goodness of fit test for analysing the differences in perception about different formats of Cricket. SPSS version 24 was used for performing the statistical test, with the level of significance fixed at 0.05.

3. Results and Discussion:

Table 1: Responses on perception about cricket format

Q.No	Questions	T20 (%)	ODI (%)	Test (%)	Sig.
1.	Your preferred format for watching cricket	40	31	29	.417
2.	Which format of the game affects your skills for learning the most?	25	12	63	.000
Q.No	Questions	Yes (%)	No (%)	May be (%)	Sig.
3.	Does the large-media coverage affect your perception of cricket?	43	44	13	.000
4.	Do you think the T20 format of cricket has changed the execution of cricketing skills?	83	7	10	.000
5.	Do you think professional players now give more preference to IPL over domestic cricket (Ranji Trophy)?	68	9	23	.000
6.	Do you think IPL is now considered as a basis for the selection of the national cricket team?	62	15	23	.000
7.	Dou you think IPL has resulted in the declining popularity of Test cricket in India?	52	23	25	.000

The above table represents the responses of the samples on various questions related to cricket. As we can see from question number 1 represents the responses of the samples on the format of cricket which affects their skills learning the most. Results clearly show that Test cricket is the most favourite format of the people when it comes to skills learning. 63% of the people agreed to the fact that they prefer Test cricket over other formats for learning the skills of the game. With 25%, T20 cricket is their second choice. Last but not the least, 12% of the people like to learn the

skills from ODI. Thus, it can be concluded that it is Test cricket which dominates the skills learning of the people about the game.

The next response of the samples is about their preferred format of cricket to watch the game. It can be seen from the results that the maximum number of people (40% of the samples) like to watch the shortest format of the game i.e. T20 cricket. With 31%, ODI cricket is their second choice to witness the game. At last, 29% of the people can spare their time to watch the oldest format of the game - Test cricket. It can also be interpreted that because of lack of availability of time, people prefer to watch T20 cricket over Test cricket as it only takes 3 hours to get the result of a match, whereas you have to wait for 5 days for a Test match to get over.

Question number 3 consists of the responses of the samples on the effect of large-media coverage of cricket on their perception about the game. The results clearly show that there is no significant conclusion can be drawn from the responses as 43% of the people accept that large-media coverage affects their perception about the game whereas 44% of the people do not agree with the fact. 13% of people do not have any clue.

Forth question represents the responses of the samples about whether T20 cricket has changed the execution of the cricketing skills or not. It can be seen from the table that more than 4/5th (83%) of the population believe that T20 cricket has brought a change in the execution of skills in the game. Only 7% of the people disagree with the fact, whereas 10% do not have any clue about that. Therefore, it can be concluded that the inception of T20 cricket has changed the execution of the skills in the game.

The next question is all about whether professional players now give more importance to IPL over domestic cricket i.e. Ranji Trophy. Results of the study explicitly prove that majority of the people (68% of the sample size) believe that professional players now give more importance to IPL over domestic cricket. 9% of people denied the fact and 23% of the population is ambiguous about the topic. It can be concluded from the results that professional players now prefer to play IPL over domestic cricket. This is also true because players now get a huge amount of money to play 14-15 matches of IPL in comparison to the long domestic season of 3-4 months.

Next question focused on whether IPL is now considered as a basis for the selection of the National Cricket Team. It can be visible from the outcomes that 62% of the population believe that IPL is now considered as a platform to make into the National Cricket Team. 15% of the people do not believe so and 23% of the public do not have any idea regarding that. So, it can be concluded from the results that IPL is now believed to be a basis for the selection of the National Cricket Team. It is also true because, since its inception, IPL has produced many talented cricketers for the country who have been successful at the international level also.

The last question consists of the response of samples on whether IPL has resulted in the declining popularity of Test cricket in India. It can be seen from the results that more than half of the population (52% of the sample size) agreed to the fact that IPL has contributed to the fading of the popularity of Test cricket in the country. 23% of the people do not believe that IPL is the reason for the diminishing popularity of Test cricket, whereas 25% of people do not have any clue. Thus, it can be concluded that IPL is accountable for the decreasing popularity of Test cricket in India. It can also be supported by the results of Question 2. Presented above which shows that number of people who want to watch T20 cricket is 40% which is greater than the number of people who prefer to watch Test cricket which is 29%.

Table 1 represents the significance value for each question by using the Chi-square test. It shows whether there is a difference in the preference of responses or not. If the Significance value is less than 0.05, it means there is a difference in the preference of responses, and if it is more than 0.05, it means there is no such difference exists. It can be seen from the results that except for question number 2, there is a significant difference in the preference of responses for each question.

The results of the study demonstrate that IPL has had a significant impact on Test cricket. The collected data based on various parameters clearly shows that IPL has brought many changes in the perceivedness of cricket which ultimately harmed the popularity of Test cricket in India. The findings of the above table support the previous study wherein it was concluded that the introduction of IPL could result in the casualty of Test cricket⁽⁸⁾.

There are several studies which have been conducted in the past, also supports our argument very well. The most seasoned and the longest arrangement of the game, i.e., Test cricket, which has been performed from 1877. On the contrary, Twenty-twenty International (T20I), the littlest and most youthful organization, began distinctly in 2005. The mass acknowledgement of the most limited adaptation of cricket was encapsulated by the accomplishment of the establishment rooted Indian Premier League (IPL), which began in 2008. Floated by the accomplishment of IPL, numerous different nations went with the same pattern. Indeed, a 10-over outlay (T10 League) got ICC's endorsement in 2018. The smaller the game, the lower is the time responsibility of onlookers and significantly larger is the opposition. This promotes infiltrate new nations and, guarantee extra rush. This resulted in larger viewership as far as TV, ground and, computerized media onlookers, which guarantee extra cash being flowed in. The draw of huge cash allured cricketers, inclusive of maturing ones, grasp T-20 position. Indeed, settled players are resigning from Test cricket to extend their T-20 vocation⁽¹¹⁾. This also ties well with our results shown in table 1, where it was concluded that professional players now prefer to play IPL over domestic cricket. Also, this supports our findings presented in table 1 in the sense that the majority of people now prefer to watch T20 cricket over Test cricket. Cash will lead to the player's conduct and decisions⁽⁸⁾. This also has ultimately resulted in the execution of the changing skills of the game. Our findings have clearly shown that IPL is despoiling the beauty of Test cricket and Young players have lost the interest and zeal to play the game. This is because they are getting allured by the huge money that IPL offers⁽¹²⁾. And as a result, now, the selection of a player in the national cricket team is not purely based on his performance in the domestic season, IPL has changed the system⁽¹³⁾. This supports our findings that IPL is now considered as a basis for the selection of the national cricket team.

Cricket is gigantically well known in India to the degree that different games frequently get just passing notice in the nation. In a long time after its initiation, IPL has gotten one of the world games' chief competencies. Starting in 2010, IPL had a total value of \$4.13 billion and was the 2nd most lucrative group on the planet. While the IPL, in its short life expectancy, indicated enormous development, the notoriety of cricket alone couldn't have resulted in the success of IPL⁽¹⁴⁾. Nevertheless, the administration problems and the concerning scandals in IPL uncover various alarming ends and the requirement for genuine changes⁽¹⁵⁾.

However, IPL has some positive effects also, it fits into the ascent of an advanced twenty-first-century India. The achievement of the Indian Premier League isn't just about the control of India on global cricket, this is likewise about the ascent of India. It is about the move away from a prohibitive order economy to a free market economy with all the escort risks of snappy accomplishment, high rewards and, developing potential for debasement⁽⁷⁾. It has also influenced

Test cricket positively as Test matches are having more conclusive results, also the run-rate in the Test matches have increased post the inception of IPL⁽¹¹⁾. But this also has a contrary impact on the longest format of the game as numerous Test matches are getting over excessively early and therefore, the format is becoming more predictable⁽¹⁶⁾.

To sum up, we can say that our findings are very well supported by previous studies related to our topic. Hence, we can conclude that the Indian Premier League has adversely affected Test cricket in the country.

However, the data collected for the study is based on a small sample of players not playing at the international or IPL level. A major source of limitation of this paper is due to the unapproachability of BCCI and professional players playing in IPL. To obtain more precise conclusions, it is suggested that such future research studies may be undertaken on larger and more relevant samples.

4. Conclusion:

The objective of the study was to find the impact of IPL on test cricket in India. The study clearly shows that IPL has negatively impacted Test cricket in India. IPL has now also become a basis for selection of the National Cricket Team, because of which players now want to play IPL over domestic cricket. As a result, skills execution of the game is changing constantly which has ultimately resulted in the declining popularity of Test cricket in the country. The outcome of the study will help in developing measures to mitigate the declining popularity of Test cricket and make the longest format of the game more interesting. The game is becoming more dynamic and fast with the infusion of huge money and glamour, hence, it becomes important to preserve the heritage and glorious history of Test cricket. The proposed research on the topic would be the first attempt of its kind and it would also help cricket coaches and trainers to design interesting and enjoyable training programs for players considering the importance of Test cricket. It would also help cricket associations and administrative boards to develop future policies for cricket and maintaining the growth of the game in the country.

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