

In The Spotlight: Unmasking The Effects Of Social Media Engagement On Badminton Excellence

Muhammad Farhan Tabassum¹, Tayyaba Ayub², Tazeen Zafar², Nayab Asif², Hira Chishti², Rabia Raouf²

¹Department of Sports Sciences & Physical Education, Faculty of Allied Sciences, University of Lahore, Lahore, 54000, Pakistan.

²Department of Allied Health Sciences, Superior University, Lahore, 54000, Pakistan.

*Corresponding Author: Muhammad Farhan Tabassum, farhan.tabassum@sps.uol.edu.pk

Abstract:

As a matter of fact, the role and impact of social media presently regarded as the Web-Based Social Media (WBSM) has occupied dominating position in all walks of life. Social media has direct implication in attracting attention of the masses at large scale. It has direct approach all sections and segments of the community and it has the potential to attract people from all age groups. Main objectives put forth for this study include 1) To evaluate the relationship between use of social media usage and Badminton players sports performance. 2) To determine the impact of social media usage on sports performance of Badminton players. Survey design of research was applied in this research study. Data were collected from Badminton players of different university of Lahore city, Pakistan. Responses of the respondents were collected through structured questionnaires. Cronbach's Alpha reliability test statistics was used for data consistency. To find the relationship and impact between the variable Regression analysis has been used and exploring different aspects of social media One Way ANOVA was used with significance level set at 0.05. The overall reliability of both the scales is 0.954 which is in excellent range. Significant value of social media engagement scale is 0.072 and sports participation scales value is 0.112 which is greater than 0.05

which shows that the data is normally distributed. The relationship between mean value of social networking usage questionnaire and sports performance questionnaire, both the variables are low positive correlation with the value ($r=0.360$) and significant p-value ($p<001$). Effect of social networking usage on sports performance is 13%. There is low positive correlation between social networking usage and sports performance with significant p-value. social networking usage has positive effect on sports performance.

Keywords: Social Media, Sports Performance, Impact, Badminton Players,

INTRODUCTION

The current situation recognizes the widespread recognition and impact of social media across various domains such as social, political, and professional fields including medicine, engineering, trade, sports, global politics, economics, international affairs, and other aspects of daily life. In today's era, social media stands as a very influential and efficient platform for worldwide exposure and communication. It offers a wide range of opportunities for promoting the targeted activity. The transmission of information or news to the entire globe is virtually instantaneous. Its efficacy has been globally acknowledged, establishing it as one of the most valuable and pragmatic sources of information.

Examining the range of social media, it is evident that it has eliminated the constraints of location by connecting people worldwide, to the extent that distance is no longer significant and the globe is now considered a global village. The advent of media has eradicated the significance of geographical distance, since events occurring in one part of the world may now be observed by audiences in far corners of the globe. The development of social media is alone responsible for this significant transformation. Social media has shown to be more influential and widespread than traditional media, since it has successfully appealed to individuals of all ages and genders. Significantly, social media specifically targets the young people of both genders, who represent over fifty percent of the global population and are crucial as the future leaders of the nation. The utilization of social media platforms such as YouTube, Facebook, Instagram, WhatsApp, Twitter, etc. is a prevalent

aspect of the daily routines of today's young. Instead of engaging in sports, our young now allocate their time to utilizing various social media platforms.

In the realm of sports, there are noticeable ramifications of social media on professional athletes, which many up-and-coming players utilize to exert influence on social media platforms, adopt a favorable mentality, and get an additional pre-game advantage that is crucial for achieving success. By showcasing the highlight video clips before the games and sharing the top plays after the competition, participants of all skill levels are equipped with the essential performance they need to excel. Social media not only facilitates easier communication between sportsmen and their followers, admirers, and heroes, but also fosters a sense of connection between them and their audience. Viewing athletes' photographs and favorable evaluations on social media platforms has the potential to enhance athletes' excitement and interest, so providing them with a sense of recognition. Utilizing social media platforms for team marketing and brand awareness ensures that players are aware that the outcomes of their games will be disseminated through social media, reaching a broader audience. This knowledge serves as an additional motivation for athletes to strive for optimal performance. Furthermore, utilizing social media only as a tool to enhance one's fame and establish oneself as a prominent character in the sports industry can serve as a compelling incentive to foster a favorable mental attitude during training sessions and competitive sports events.

Several research examining religious factors have verified the presence of various religious barriers that hinder female involvement in sports (Mirsafian et al., 2014). The practice of promoting female involvement in sports and leisure activities in Pakistan has been complemented by the implementation of the same method and the provision of sports facilities in educational institutions (Fazal et al., 2019). Comprehending the diverse emergencies that arise in your educational work involves recognizing the dynamic nature of their occurrence. By effectively addressing these situations, individuals may enhance their sense of importance and well-being. Non-resuscitation refers to the process of not reviving or restoring someone's physical, sexual, social, ethnic, political, or racial identity. It involves a tight and profound sense of self-awareness. The

general condition in Pakistan supports female participation in sports and other recreational activities (Khan et al., 2012). However, the research conducted by Laar et al. (2019) reveals that various factors such as social, economic, and religious aspects hinder the involvement of women in sports. Regarding the issue of social standards and Islamic values, it has traditionally been examined via a religious lens (Ashraf, 2019). A research study done by Mahan (2018) focused on analyzing the impact of social media material on the interaction between fans and participants on Liverpool's social platforms. In a separate study, Johns (2015) aimed to determine the potential correlation between Twitter usage and the quantity of item purchases, as well as attendance rates during tournaments. This framework is prone to encountering challenges and modifications during the student's academic journey and beyond.

In 2010, Wann demonstrated a notable decrease in the significance of uneasiness resulting from prolonged screen viewing, as a result of certain regulations. Furthermore, the sensations pertain to the contemplation and concerns of one's own potential declarations and actions, including personal matters and limited preparatory efforts in the presence of a less significant level of individual challenges and activities. In essence, competitors have been compelled to adopt alternative media platforms and adopt disciplined eating habits to maintain their intellectual prowess and physical fitness, due to the need of self-management (Kaplan, 2010). The comparison was carried out by analyzing their Twitter activity and identifying the similarities and differences in the strategies employed by clubs and supporters in order to enhance and promote the clubs (Wakefield, 2015).

Confidence, as described by Meng, Stavros, and Westberg (2015), is a crucial aspect of football as it contains joy, stress, and courage. It enables players to perform actions and systems within restricted time circumstances without fear of their opponents. Young competitors in the healthcare industry are influenced by the understanding, emotions, and behaviors of their competitors. These competitors possess a strong sense of awareness and hypothetical values (Haygood, 2016).

Facebook, established in 2004 (Baldus Voorhees, & Calantone, 2015), was a significant milestone. The common issue that unifies the world and yields the bulk of resources is inherent in

all social measurements. Facebook offers a remarkable degree of convenience for stunt duplicates to connect with one another, yet establishing gradual closeness might provide challenges for certain individuals. Fortunately, as a result of this, alternative forms of informal long-distance communication have been developed. Platforms such as LinkedIn facilitate the organization of events by research and other specialists or partnerships, which contribute to the enhancement of expert systems and intelligence (Statista, 2016). Millennials, who choose to engage in social media, have been raised in a technology-driven environment and therefore need to be educated about the appropriate moments to disconnect in order to establish boundaries between their virtual and real lives.

Utilizing platforms such as YouTube, Twitter, and Facebook to get videos that can augment an individual's proficiency in a Leeds game has the potential to elevate their level of play. Furthermore, gamers and athletes are enhancing their physical condition by consuming educational DVDs pertaining to diet and exercise specific to their respective sports. The continued influence of WBSN is still evident (Gensler, 2012). A growing number of individuals are using the latest advancements in technology to maintain connectivity with their preferred gaming groups. Consequently, sports organizations reach out to fans in order to share relevant information and enhance the marketing of their products. Over the past several years, numerous organizations have transitioned to the internet platform in order to expand their networks (Pickett, Jones, & Dorsch, 2012).

There were several methods of disinterested self-presentation for arrangement. Bowden (2016) presented several self-presentation techniques commonly used in everyday life, such as self-descriptions, attitude expressions, nonverbal behaviors, social connections, conformity and compliance, hostility, and risk-taking. These tactics were employed to effectively and efficiently portray oneself, with the intention of creating specific impressions on others. In addition to the study conducted by Donna et al. in 2016, Carlson & Donovan (2016) identified five methodologies, namely ingratiation, capability (self-progression), threatening, supplication, and encapsulating, for face-to-face cooperation in early assessment. In addition to a highly coordinated effort, it was observed that the PC's

intervention in self-presentation was also evident online. Nevertheless, the situation regarding the participation of Muslim women in sports and recreational activities varies across different Muslim countries and other nations. In many countries, Muslim women are permitted to engage in such activities, as long as they adhere to the Islamic dress code and principles (Mirsafian et al., 2014).

The extent and magnitude of female involvement in sports have always been influenced by several elements such as religion, social structure, personal inclination, societal approval, cultural customs, and socioeconomic standing. Several research have indicated that those who perceive themselves as vulnerable and exhibit a reliance on others are more likely to seek assistance from them (Smith, Fischer & Yongjian, 2012). By highlighting vulnerabilities and interdependence, individuals might get insight, assurance, assistance, and patronage from others. Similarly, the act of supplicating oneself can be employed to evade responsibilities and justify unfavorable behavior. A study conducted by Ozguven and Mucan (2013) suggested that individuals exhibited signs of frustration and despondency when they needed assistance from others or when they want to avoid certain types of requests. Through the use of Facebook, individuals have the chance to curate and share their preferred content with others. For instance, individuals have the ability to create articles highlighting specific aspects of their personalities or share photographs that convey the most favorable images of themselves, in order to maintain a positive impression among others. Peluchette & Karl (2010) endorsed the notion that individuals consider their online presence to create a positive impact. Furthermore, Merunka & Valette-Florence (2019) advised users to be conscious of the types of impressions they create on Facebook in order to adjust their self-presentation accordingly. The aforementioned revelations indicated that individuals would be inclined to engage in various forms of self-presentation that assist them in maintaining a favorable image on WBSN (Laar et al. 2019).

The extent and magnitude of female involvement in sports have always been influenced by several elements such as religion, social structure, personal interest, societal acceptability, cultural traditions, and socioeconomic standing. Several research have indicated that those who perceive themselves as

vulnerable and exhibit a tendency to rely on others are more likely to seek assistance from others (Smith, Fischer & Yongjian, 2012). By highlighting vulnerabilities and interdependence, individuals might get insight, assurance, assistance, and patronage from others. Similarly, the act of supplicating oneself can be employed to evade responsibilities and justify unfavorable behavior. A study conducted by Ozguven and Mucan (2013) suggested that individuals exhibited signs of frustration and despondency when they needed assistance from others or when they wanted to avoid certain types of requests.

Social media platforms operate globally and have specifically captivated the younger generation. Both males and females have a similar inclination towards utilizing different social media platforms. This research study was conducted with a sample of university Badminton players. Extensive research has been conducted to examine the impact of various social media platforms on the athletic performance of top athletes and other high-level players. Nevertheless, there has been no research conducted specifically on the demographic of Badminton players at the University level. Some latest studies in the field of physical educations have been reported in (Bibi, Tabassum, & Mahmood-ul-Hassan, 2020); (Ahmed et al., 2021); (Ahmed, Sadeea, & ul Hassan, 2020); (Babar, Tabassum, Sattar, Hassan, & Karim, 2021); (Tahir et al., 2021); (Iqbal, Aslam, & Ashfaq, 2019); (Asghar et al., 2021); (Hassan, Ahmad, & Tabassum, 2021); (Mazhar et al., 2021); (Fatima, Tabassum, Khan, Mahmood-ul-Hassan, & Karim, 2020).

Study Objectives: The purpose of this research project is to achieve the following objectives: 1) To assess the correlation between social media consumption and the athletic performance of Badminton players. 2) To assess the influence of social media usage on the athletic performance of Badminton players.

Study Hypotheses: There exists a favorable correlation between the utilization of social media and the athletic performance of Badminton players. The utilization of social media has had a notable impact on the athletic performance of Badminton players.

METHODOLOGY

This study employed a survey approach to investigate Badminton players from several universities in Lahore city as the participants. The sample size was calculated using the Yamane method, which is $n = \frac{N}{1 + Ne^2}$. In this calculation, N represents the entire population, which was 150, and e represents the sampling error, which was 0.05. Therefore, the resulting sample size was 100. The sample for this research study was selected using the Purposive Sampling Technique. The study exclusively included Badminton players from Lahore city who were between the ages of 18 and 22, and who had given their assent. The research adhered to the guidelines and regulations established by the ethical council of the University of Lahore, ensuring that the rights of the research participants were duly protected.

Gathering data is a fundamental stage in the process of doing research. In order to assess the extent to which Badminton players utilize various social media platforms, the researcher utilized the "Social Media Engagement Scale (SMES)" and the "Sports Participation Scale (SPS)". Upon obtaining approval from the department heads, the researcher established a timetable in collaboration with the Physical Education Teachers of the corresponding departments. Based on the authorized timetable, the researcher visited the relevant departments. Initially, the participants' agreement was sought, followed by the collection of demographic and other relevant information facilitated by the Physical Education Teacher of each department. The pertinent data were gathered and documented properly.

The use of various social media platforms such as Facebook, WhatsApp, Messenger, Instagram, Twitter, etc. is regarded as an independent variable. The sports performance of the Badminton players is regarded as the dependent variable. The data analysis was conducted using quantitative methods due to the use of only close-ended questions. The data obtained from the questionnaire was analyzed using the Statistical Package for the Social Sciences (SPSS; version 23.0). The collected data was presented as a frequency distribution, together with the mean value and its corresponding standard deviation. To determine the correlation between variables using the Pearson Correlation

Test. To assess the influence of variables using Regression analysis. The chosen significance level was 0.05.

DATA ANALYSIS AND RESULTS

The study goals have been used to define the data analysis and interpretation of outcomes. This article has two scales: the social media engagement scale and the sports participation scale. The participants of the Badminton event provided their names and ages, which were acquired from the Badminton players. The primary objective of the study was to ascertain the correlation and influence of social media usage on the athletic performance of Badminton players.

Table 1 *Reliability and Normality of the Social Media Engagement Scale and Sports Participation Scale (n=100)*

Scale	No. of Items	Cronbach's Alpha	Shapiro-Wilk		
			Statistic	df	Sig.
Social Media Engagement Scale	25	0.953	.977	100	.072
Sports Participation Scale	11	0.960	.955	100	.112
Over all	36	0.954			

Table 1 indicates that the social media engagement scale has a Cronbach's alpha value of 0.955, while the sports participation scale has a Cronbach's alpha value of 0.962, demonstrating their respective reliabilities. This table also indicates that the overall dependability of both scales is 0.956, which falls within the good range. The Social Media Engagement Scale has a value of 0.154, while the Sports Participation scale has a value of 0.202. Both values are more than 0.05, indicating that the data is within the usual range.

Table 2 *Demographic Characteristics for the study (n=100)*

Variables	f(%)	M±SD
Age		20.57(2.43)
Do you use social networking sites?		
Yes	74	
No	26	
Which social networking sites do you use?		
Facebook	7	
Twitter	18	

LinkedIn	28
Instagram	37
YouTube	10
For how long you are using social networking sites?	
One hour	15
Two hours	14
Three hours	35
More than three hours	36
Do you use social networking sites daily?	
Yes	62
No	38
Time do you spend on social networking sites per day?	
One hour	24
Two hours	22
Three hours	27
More than three hours	27
Do you know what cyberbullying is?	
Yes	54
No	46
Do you think cyberbullying hurts?	
Yes	45
No	55
Do you know where to report cyberbullying?	
Yes	44
No	56

F=Frequency, %= Percentage, M=Mean, SD= Standard Deviation

The table 2 presents essential findings derived from a survey done on a certain demographic cohort. The mean age of the participants is around 20.57 years, with a standard deviation of 2.43. 74% of the respondents reported use social networking sites, making it the most common choice. Instagram was the most popular platform of the options provided, with a usage rate of 37%. LinkedIn followed with 28%, Twitter with 18%, Facebook with 7%, and YouTube with 10%.

With respect to the duration of social media usage, 15% of participants indicated spending one hour, 14% two hours, 35% three hours, and 36% more than three hours on these sites.

Furthermore, a significant 62% affirmed their everyday use of social networking sites.

Regarding cyberbullying awareness, 54% of participants expressed acquaintance with the idea, whilst 46% stated their lack of understanding. Among those who had knowledge of the subject, 45% had the belief that cyberbullying has a detrimental effect. Nevertheless, when asked about reporting procedures, just 44% professed awareness of the appropriate channels to report instances of cyberbullying, so leaving 56% lacking a clear comprehension of the reporting procedure.

Table 3 *Regression Analysis for the study (n=100)*

Variable	B	β	SE
Constant	2.069		.375
Mean SMES	.423	.360	.111
R ²	12.9		

A linear regression analysis was conducted in table 3 to examine the relationship between the dependent variable (Variable B) and the predictor variable (Mean SMES). The model includes a constant term (2.069) and a coefficient for Mean SMES (.423). The standardized coefficient (β) for Mean SMES is .360, indicating that for each one-unit increase in Mean SMES, Variable B is expected to increase by .360 units. The standard error (SE) for Mean SMES is .111, representing the precision of the estimate. The constant term, 2.069, represents the predicted value of Variable B when Mean SMES is zero. The R-squared value for the model is 12.9%, indicating that the model accounts for 12.9% of the variance in Variable B. This suggests that Mean SMES explains a small portion of the variability in Variable B. Table 1 shows the impact of social networking usage on sports performance. The R² value of 12.9 revealed that the predictor variable explained 12.9% variance in the outcome variable with $F(1, 98) = 14.555$, $p < 0.001$. The finding revealed that social networking usage positively predicted sports performance ($\beta = 0.36$, $p < 0.001$).

Table 4 *One Way Analysis of Variance for the study (n=100)*

Variables	Facebook		Twitter		LinkedIn		Instagram		YouTube		F(4,95)	η^2
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
Mean SMES	3.68	.60	3.20	.60	3.39	.86	3.22	.62	3.33	.58	.857	0.034
Mean SPS	4.16	.77	3.44	.69	3.56	.73	3.29	.91	3.40	.72	1.865	0.070

A One-Way ANOVA presented in table 4 which was conducted to examine the impact of social media platforms (Facebook, Twitter, LinkedIn, Instagram, and YouTube) on two variables: Mean SMES and Mean SPS. For Mean SMES, there was a statistically significant difference among the means ($F(4,95) = 0.857$, $p > 0.05$), indicating that at least one social media platform has a different Mean SMES score. However, the effect size ($\eta^2 = 0.034$) is small, suggesting that the practical significance may be limited. Post-hoc tests may be conducted to identify specific platform differences. For Mean SPS, the ANOVA revealed a statistically significant difference among the means ($F(4,95) = 1.865$, $p < 0.05$), suggesting that the Mean SPS scores vary across social media platforms. The effect size ($\eta^2 = 0.070$) is moderate, indicating a somewhat larger practical significance. Post-hoc tests may be conducted to explore specific differences between social media platforms. Overall, the results suggest that there are differences in Mean SMES and Mean SPS scores across social media platforms, but further analysis is needed to determine the specific platforms that contribute to these differences.

CONCLUSION

Web-Based Social Media (WBSM) currently has a prominent position and exerts a substantial impact on several facets of life. Social media exerts a substantial influence on captivating a large audience's attention. It employs a holistic strategy that covers all aspects and sectors of the community, enabling it to attract persons of all age brackets. The main objectives of this study are to evaluate the relationship between the usage of social media and the physical prowess of Badminton players. 2) To evaluate the impact of social media usage on the athletic performance of Badminton players. The research study utilized a survey design to gather data. Information was collected from Badminton players who were selected from several universities in Lahore, Pakistan. Standardized questionnaires were utilized to collect data from the participants. The Cronbach's Alpha reliability test statistic was used to evaluate the data's consistency. In order to ascertain the correlation and impact of the factors The utilization of regression analysis has been applied to examine many aspects of social media. A One-Way ANOVA was performed with a significance level of 0.05. Both measures demonstrate a remarkable level of reliability,

achieving an overall score of 0.954. The social media engagement scale has a coefficient of 0.072, but the sports participation scale has a coefficient of 0.112. Both values above the threshold of 0.05, suggesting that the data adheres to a normal distribution. The social networking usage questionnaire and the sports performance questionnaire exhibit a weak positive correlation, with a correlation coefficient (r) of 0.360 and a statistically significant p -value of less than 0.001. The correlation between social networking usage and sports performance is 13%. A statistically significant p -value indicates the presence of a weak positive correlation between the time spent on social networking and one's achievement in sports. The use of social networking sites positively affects sports performance. This study proposed that university-level athletes might enhance their physical activity by implementing preventive strategies. The study will also provide valuable guidance for students and athletes in implementing preventive measures against covid-19. The research study is an analytical and cross-sectional investigation that examines the responses of university-level players in Lahore city.

REFERENCES

- Ahmed, A. S., Sadeea, H., & ul Hassan, S. M. (2020). The Relationship of Sports and Physical Activity to the Academic Achievement-A Case of Hearing-Impaired Children. *THE SKY-International Journal of Physical Education Sports Sciences*(1), 170-182.
- Ahmed, A. S., Tabassum, M. F., Iqbal, M., Khan, S. U., Karim, R., & Mahmood-ul-Hassan, S. (2021). Determinants of Depression in Epileptic Patients in Pakistan. *Turkish Online Journal of Qualitative Inquiry*, 12(9).
- Asghar, R., Hassan, S., Tabassum, M. F., Tabassum, Y., Karim, R., & Qudus, A. (2021). Impact of passion and emotional reactions to success and failure among athletes. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 18(10), 7-16.
- Ashraf Muhammad Azeem. 2019. Exploring the Potential of Religious Literacy in Pakistani Education. *Religions* 10: 429. [CrossRef]
- Babar, F., Tabassum, M. F., Sattar, S., Hassan, S., & Karim, R. (2021). Analysis of table tennis skills: an assessment of shadow practice in learning forehand and backhand drive. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 18(08), 4488-4502.
- Baldus, B., Voorhees, C., & Calantone, R. (2015). Online brand community engagement: Scale development and validation.

- Journal of Business Research, 68, 978–985.
doi:10.1016/j.jbusres.2014.09.035
- Bibi, A., Tabassum, M. F., & Mahmood-ul-Hassan, S. I. O. (2020). Affect of Sleep Loss and Mood on the Performance of Athletes. *Ilkogretim Online*, 19(3), 3617-3624.
- Bowden, J. (2016). The process of customer engagement: A conceptual framework. *Journal of Marketing Theory and Practice*, 17, 63–74. doi:10.2753/MTP1069-6679170105
- Carlson, B. D. & Donavan, T. D. (2016). Human Brands in Sport: Athlete Brand Personality and Identification. *Journal of Sport Management*, 27, 193-206.
- Donna & Freeman, Jason & Cuttita, Katherine. (2016). Psychological Care of Student-Athletes in a University Environment.
- Fatima, T., Tabassum, M. F., Khan, S. U., Mahmood-ul-Hassan, S., & Karim, R. (2020). Wellness Impact On The Performance Of Young Female Athletes. *Ilkogretim Online*, 19(4), 5462-5470.
- Fazal, Shawana, Sadaf Naz, Muhammad Ilyas Khan, and David Pedder. 2019. Barriers and enablers of women's academic careers in Pakistan. *Asian Journal of Women's Studies* 25: 217–38.
[CrossRef]
- Gensler, S., & LeeFlang, P. (2012). Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. *Journal of Interactive Marketing*, 26, 83–91. doi:10.1016/j.intmar.2012.01.003
- Hassan, S., Ahmad, J., & Tabassum, M. F. (2021). A Critical Discourse Analysis of Editorial Cartoons, in the Context of India-Pakistan Relationship. *Biannual Research Journal Grassroots*, 55(2), 177-197.
- Haygood, D.M., & Krugman, D.M. (2016). Inhaling and accelerating: Tobacco motor sports sponsorship in televised automobile races, 2000-2002. *Sport Marketing Quarterly*, 15, 7-19.
- Iqbal, Y., Aslam, S., & Ashfaq, M. (2019). The Impacts of Co-Curricular Activities on Physical and Mental Health of Secondary School Students In FATA. *THE SKY-International Journal of Physical Education Sports Sciences*, 3(1), 12-27.
- Johns, J. (2015). *Twitter and Fan Identification: Lessons Learned from Athletic Communication s Work*. Clemson.
- Kaplan, A.M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53, 59-68.
- Khan, Mohammad Younis, Asif Jamil, Umar Ali Khan, Uzma Kareem, and Ghazanfar Imran. 2012. Female Students Opinion about Women's Participation in Sports. *International Journal of Academic Research in Business and Social Sciences* 2: 275.
- Laar, Rizwan, Jianhua Zhang, Tianran Yu, Huanhuan Qi, and Muhammad Azeem Ashraf. 2019. Constraints to women's

- participation in sports: A study of participation of Pakistani female students in physical activities. *International Journal of Sport Policy and Politics* 11: 385–97. [CrossRef]
- Mahan, J. (2018). Examining the predictors of consumer response to sport marketing via digital social media. *International Journal of Sport Management and Marketing*, 9, 254–267. doi:10.1504/IJSM.2011.041575
- Mazhar, S., Tabassum, M. F., Khan, S. U., Karim, R., Mahmood-ul-Hassan, S., & Ahmed, A. S. J. T. O. J. o. Q. I. (2021). Impact of Emotional Intelligence and Motivation on Sport Performance of Female Athletes. *Turkish Online Journal of Qualitative Inquiry*, 12(10), 4916-4933.
- Meng, M., Stavros, C., & Westberg, K. (2015). Engaging fans through social media: Implications for team identification. *Sport, Business and Management: An International Journal*, 5, 199–217. doi:10.1108/SBM-06-2013-0013
- Merunka, D., & Valette-Florence, P. (2019). The feeling of love toward a brand: Concept and measurement. *Advances in Consumer Research*, 36, 300–307.
- Mirsafian, Hamidreza, Tamás Dóczy, and Azadeh Mohamadinejad. 2014. Attitude of Iranian female university students to sport and exercise. *Iranian Studies* 47: 951–66.
- Ozguven, N & Mucan, B. (2013). The relationship between personality traits and social media use. *Social Behavior and Personality*, 41, 517-528
- Peluchette, J & Karl, K. (2010). Examining students' intended image on Facebook: "what were they thinking?!" *Journal of Education for Business*, 85, 30-37
- Pickett, G., Jones, S., & Dorsch, M. (2012). Spectator rage as the dark side of engaging sport fans: Implications for services marketers. *Journal of Service Research*, 15, 13–20. doi:10.1177/1094670511428166
- Smith, A., Fischer, E., & Yongjian, C. (2012). How does brand-related user-generated content differ across YouTube, Facebook, and Twitter? *Journal of Interactive Marketing*, 26, 102–113. doi:10.1016/j.intmar.2012.01.002
- Statista, (2016). Number of monthly active Facebook users worldwide as of 3rd quarter 2016 (in millions). Author. Retrieved from <https://www.statista.com/statistics/264810/number-of-monthly-activefacebook-users-worldwide/xxx>
- Tahir, H., Tabassum, M. F., Arshad, S., Farah, H., Zahra, S. M., Nawaz, A., . . . Hassan, S. (2021). Progressive Muscle Relaxation Training Acting as a Mediator between Anxiety and Performance of Taekwondo Athlete. *Linguistica Antverpiensia*, 20(4), 7669-7678.

- Wakefield, K. L. (2015). 'The pervasive effects of social influence on sporting event attendance', *Journal of Sport and Social*, Vol. 19, No. 4, pp. 335–351.
- Wann, D. (2010). An examination of dysfunctional sport fans: Method of classification and relationships with problem behaviors. *Journal of Leisure Research*, 38, 168–186.