Reimagining Brand Architecture in Indian Football: A Comparative Study of Men's and Women's Leagues for Strategic Equity

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Abstract

The paper investigates brand awareness, brand trust and consistent brand identity perception among fans of the Indian Super League (ISL) and Indian Women League (IWL) in order to determine the elements that influence fan behavior and inter-league following. Quantitative analysis was performed with a sample size of 200 respondents drawn in Delhi NCR based on independent samples t-test, Pearson correlation and linear regression. The results showed that the brand awareness of ISL fans is far ahead of the brand awareness of the IWL fans, and the effect size is large as well. Brand trust had strong positive correlation with fan loyalty showing that trust is a main factor to continue engagement. The regression analysis showed that unified brand identity perception was a significant predictor of willingness to support both the leagues along with over 80 per cent predictive variance. Results prove the necessity of unified branding strategies, equal participation in marketing, and another intrinsic marketing promotion that would enhance the attention of IWL and lead to an agreed approach of fans being engaged in fandom between genders.
Keywords: Brand awareness, brand trust, unified brand identity, fan loyalty, ISL, IWL, Indian football

1. Introduction

Indian football has come out of relative obscurity in the last ten years to be a somewhat professionalized, media friendly sporting landscape especially with the introduction and development of the Indian super league (ISL). However, the improvement of Indian football has not been even: overemphasized attention and investment have been dedicated to the male side, whereas the women edition or, in other words, the Indian Women League (IWL), is underfinanced, underpromoted, and is weakly represented in mainstream stories (Sawant, et al. 2021). This unequilibrium is not only logistical and financial but also structural and branding-wise.

Brand architecture is a very important concept in the literature on sports marketing in areas where it is used to influence consumer perception and loyalty. The brand architecture hierarchical structure and involves a parent brand and sub-brands and defines the relationship among them and distinctiveness as well (Keller, et al. 2006). Within the realm of professional sports there is an application of this idea to leagues and franchises to provide solid branding, cross-league synergy and long-term maintainable involvement. In the case of the Indian football, where a consistent

709

brand architecture that supports both men and women league is currently absent, the threat is the risk of developing an environment that has a dispersed ecology where the fans divided due to lack of brand loyalty, media coverage that endeavors to achieve an unbalanced commercial development (Mishra, et al. 2024).

The Indian Super League (ISL) was initiated in 2014 with a massive corporate sponsorship, celebrity backing, and a lot of broadcasting coverage which immediately took it up to the national map. In comparison, Indian Women League (IWL), introduced two years after in 2016 has even had fewer matches broadcasted, little to no interest in sponsorship, and a lack of any digital presence (Mondal, et al.2023). The gap in the brand presence is observed in various ways, including the design of the logo, the availability of merchandise, marketing voice and tone, the abidance of promotional materials and their quality, and the rate of the latter. This shows that there is need to re-examine the brand architecture of Indian football as a coherent whole capable of providing the same amount of chip of story and brand authenticity to both leagues.

In other parts of the world such as England and United States, integrated brand initiatives have been adopted by establishing umbrella brands that accommodate the men and women in the football departments. An example can be seen in the rebranding strategy of the Football Association as the Premier League and the FA Women Super League (WSL) are also now integrated into the same visual identity framework and cross-promotional initiatives, following which they share sponsorship deals, audience crossovers, and a more economically favourable position in the minds of the audience (Pappalardo et al., 2021). Their cohesion in branding has also been successful in enhancing awareness, trust, and sustainability of the women leagues in sports. India, however, continues to use discontinued brand names of ISL and IWL, thus it is more difficult to create loyalty, extract synergies, or interconnect national football brand.

Besides structural branding, perceived brand equity and trust are the key active forces of fan engagement. Research on branding has revealed that regular and integrative branding is correlated positively to the fan loyalty, particularly to the younger and new audiences who want value and aspiration brands (Kunkel, et al. 2013). Even the naming of a league may serve to reify or refute gender disparity in the view of the general audience in the Indian situation where engagement in sports is over indexed in cultural constructs and gender stereotypes. Branding is thus not merely commercial visibility, but it is about strategic equity, that is, being fair, striking a balance, equal value propositions in gender divided sports properties. (Mishra, et al. 2024) posit that a reputation is a strategic source of brand equity and this especially in sports such as the football game where legacy and emotion play off with consumer behaviour. Unless the IWL is really allowed to come out of its current shadowy existence in relationship to ISL and is rebranded properly, the IWL will become a token move instead of a full sports product. Lack of cohesive storytelling, intra league marketing and brand synergy are issues not only in terms of viewership but also sponsorship inflow, merchandising potential and grass root outreach. This necessitates the need to seek out some new branding structures that are all-inclusive, aspirational, and local (Varea Calero, et al. 2025).

One more aspect that can be considered is the aspect of fan perception being driven by digital storytelling and media interaction. Sawant (2021) highlights that in India, the fan engagement is facilitated by the content-driven experiences and includes behind-the-scenes videos, player interviews, club documentaries, and collabs with influencers. ISL clubs have positioned themselves to create emotionally connective brands through such aspects. Nevertheless, the same is true in IWL where efforts are virtually nonexistent. That is a gap that is a generational opportunity: a strategic rebranding that brings not only the men and women in the leagues together on common media platforms and messaging templates can provide the brand coherence and fan trust increased forms necessary to long-term growth.

And lastly, it is necessary to talk about the larger cultural implication of inclusive branding. Football in India can make a country wide and aspiring sport, but only when the sport presents the multi-demographic and gender layering of the country. As it is stressed by Kunkel et al. (2013), branding of sports that has commercial appeal but does not consider questions of representational justice cannot lead to comprehensive success. The industry of Indian football has a chance to be a pioneer not only in market expansion but also in becoming an example of gender-equitable sport development, which should begin with the company brand architecture.

The aim of this paper is to critically analyze the present brand architecture of Indian football using the men league (ISL) and women league (IWL). It draws out major differences in branding models, stakeholder target as well as fan perception to present a new, integrated brand model that can drive their respective brands to better levels of visibility, confidence and strategic equity.

2. Review of Literature

Doyle, et al. (2025) analyzed brand architecture to investigate the preferences, perceptions, and attitudinal loyalty of persons who endorse men's and women's professional sports. The study investigated the extent to which consumer-based brand association impressions differ between men's and women's teams within the same club. Data were gathered via an online poll from Australian consumers who reported following men's and women's leagues. Nearly fifty percent supported the same team in both men's and women's sports, and in all instances, the brands associated with these teams were identical. The findings build upon previous stud by concurrently analysing consumption trends in men's and women's sports and investigating gender inequalities among respondents. These findings have ramifications for sports companies seeking brand extensions in a progressively entrepreneurial and global marketplace, as well as for practitioners overseeing multi-brand portfolios.

Castillo Apraiz, et al. (2025) examined the correlation between the emotional value of football clubs, as represented by fan tokens, and their economic value, as shown by shares. The study examined the correlation between fan tokens and stock values in European football clubs, seeking to understand the influence of fan interaction on financial market dynamics. study asserted that the values of fan tokens are substantially correlated with the valuations of club stocks. A panel data analysis utilising econometric models is performed on six important football clubs that consistently

711

engage in European competitions. The results indicate a favourable and statistically significant relationship between fan token development and stock price fluctuations. Individual ordinary least squares (OLS) regressions further substantiate this pattern. Furthermore, a backtest of the long/short strategy highlights the significant correlation between the evolution of fan tokens and stock performance. The study elucidated the possible impact of fan participation on the financial market position of football teams, providing essential information for stakeholders at the nexus of sports and finance.

Clarke, et al. (2024) compared and contrast the team loyalty, goals, and behaviours of male and female sports fans in order to identify any differences. The Fan Behaviour Scale, the Motivation Scale for Sports Consumption (MSSC), and the Sport Spectator Identification Scale - Revised (SSIS-R) were three of the validated instruments used in an online survey. The survey was administered to 515 individuals, and their answers were analysed according to their team loyalty and degree of identification. It turned out that the two teams' fan bases were more similar than different. The most dedicated fans of each squad listed physical prowess and a desire for greatness as their driving forces. Out of the eight motivations examined, family showed the weakest association with team identification and was the least motivating factor for women's team fans. Among fans of both clubs, there was a favourable association between identification and increasing consumption patterns.

Shukla, et al. (2023) looked at new sports leagues and tried to figure out what makes them work. This research looked at professional sports leagues in India and tried to predict how many people would start watching their games. The study looked at the attendance trends of different Indian professional sports leagues and how factors like team quality and result uncertainty influenced them. The study set out to examine the audience size of four different professional leagues: the Pro Kabaddi League, the Indian Super League, the Pro Wrestling League, and the Indian Premier League. To measure the success of these leagues, we gathered secondary data from several sources, including league websites, newspaper stories, Duff and Phelps reports, team sports personalities, and BRAC reports, covering the first five years of viewing. Data on the leagues' viewership came from a sample of millions of people. Also looked at how professional league sports are viewed by the general public and how economic and social factors effect this. Considering the raw data structure of the independent and dependent variables, the study utilised the Tobit model.

Leslie-Walker, et al. (2022) observed that there has been a growth in both fandom and spectatorship for women's football as a result of the league's recent push towards further professionalisation. Despite women's football's formerly taboo status, the support of key stakeholders has raised the sport's profile and enhanced its potential for commercialisation. The Women's Super League was founded in 2010 by the Football Association in England. In 2011, eight clubs participated in the first season, which began. Twelve women's professional teams competed in 2021's top league, with eleven more making it to the championship. In this qualitative case study, we use semi-structured interviews to learn more about the demographics, interests, and goals of female football fans at the highest level. At its conclusion, the study shed light on the

712

shopping habits of WSL female football fans, highlighted the importance of fan socialisation and the connection between fan clubs and supporters.

Sawant, et al. (2021, April) investigated a 162-person survey, the responders were Indian football aficionados. Many respondents do not watch local football leagues as closely as others. Main goal of survey was to get Improved grasp of fans' mindsets, current schemes, and the situation of football in India. Additionally, the survey analysed fan expectations, identifying key areas for improvement to enhance satisfaction. Significant attention was given to fan behaviour and factors influencing supporters' tastes and preferences. I discovered remarkable concepts and theories that enhanced the process. Study examined the influence of partnerships on financial conditions, coaching, gameplay, infrastructure, grassroots, and fan support across all clubs. Further recommendations were made based on the research findings. Individual owners and partner clubs invest heavily in the development of their club and for the quality of Indian football. However, stakeholders may lack transparency and impede fan involvement with the Indian public. The findings section would examine the impact of these relationships on the sport in India in all aspects. Study approach explained all factors and links ingredients to conclusions. At the end of the study, Study would discussed how foreign partnerships have benefited Indian football, ISL, and fan relations. The methodology would streamline the process and aid ISL clubs in implementing effective fan interaction campaigns.

Pan, et al. (2021) explored the domain of sports sponsorship and the connection between sports fanaticism and brand perceptions. How sports fans use self-improvement strategies: The phenomena of BIRGing and CORFing were studied in connection to the ways in which sports fans associate a sponsor brand with positive emotions and the extent to which they trust and are loyal to that brand. "The first research found that the degree to which sports fans identified with the sponsor brand was significantly affected by factors such as team performance and sports enthusiasm. It was found that sports fans whose fandom was high showed the strongest association with the sponsor brand after their favourite team won, while those whose fandom was low showed the weakest attachment after their favourite team lost. According to the second study, there were primary and interactive impacts of team performance and game site on sponsor brand trust and loyalty. Sponsor brand trust and loyalty were also influenced by team performance and game venue, but fan identification mitigated these effects".

Anagnostou, et al. (2021) set out to develop a method for measuring the influence of football leagues' relationships to their brands, such as the "UEFA Champions League," on fan devotion to such brands. The Greek sports fans who attended the games were the subjects of a questionnaire that had been pilot tested and refined. We used regression analysis to see how well the league brand association dimensions predicted fans' brand loyalty, and exploratory factor analysis to look into the structure of the factors. "Elite management, entertainment, participation in elite sportsmanship, retreat, elite refereeing, and corporate identity were the six elements revealed through exploratory factor analysis that are associated with the brand. On top of that, new connections between the logo and the brand were found: elite officiating, which is marked by fast

713

football, and the league hymn were both present". The aspects that were found to influence the features of brand loyalty include elite management, entertainment, escapism, and corporate identity.

Jadhav, et al. (2021) stated that sports have become as a significant medium for entertainment and cultural exchange. It has attained a level sufficient for monetisation. The Indian Super League was inaugurated in 2013, akin to the globally renowned Indian Premier League in cricket. The ISL comprises 11 teams representing various cities and states in India. The ISL was established to cultivate indigenous talent and transform Indian football. The study seeks to evaluated the efficacy of promos and advertisements for ISL in generating awareness, influencing customer behaviour, and driving purchases among viewers. A total of 166 participants were chosen utilised a convenience sample method. A questionnaire comprising enquiries related to the six steps of the response hierarchy model was employed for data collection. Factors affecting consumer purchasing decisions, including celebrity endorsement, home team affiliation, and social media use, were discovered and assessed. The findings revealed that awareness, attitude, and behaviour about ISL were most pronounced in the 23-28 age demographic.

Maderer, et al. (2016) investigated the impact of brand associations on the devotion of professional football team fans in both established and developing football markets. This research delves into the importance of several brand connection factors for football fans in both established and developing areas. The impact of brand associations on brand loyalty is investigated with the help of 3,587 fans, 2,032 of whom come from DFM in the US, UK, DE, and FR; 1,555 from EFM in the US, BR, IN, and CN, as per the customer-based brand equity model. According to structural equation modelling, consumers' attitudes about a brand are impacted by its attributes in a negative way, and their satisfaction with that brand is impacted by its advantages. Fans in developed countries and those in developing nations clearly have very different tastes. This has important consequences for the field of brand management studies and for football team administration.

3. Objective

1. To compare the brand awareness levels among fans for ISL (Men's) and IWL (Women's) football leagues.
2. To analyze the relationship between brand trust and fan loyalty across both leagues.
3. To assess whether fans' perception of a unified brand identity affects their willingness to support both men's and women's leagues.

4. Hypothesis

"**H01:** There is no significant difference in brand awareness between ISL and IWL among fans.

H1: There is a significant difference in brand awareness between ISL and IWL among fans.

H02: There is no significant correlation between brand trust and fan loyalty.

H2: There is a significant positive correlation between brand trust and fan loyalty.

H0: Unified branding perception does not significantly affect willingness to support both leagues.

H3: Unified branding perception significantly affects willingness to support both leagues".

5. Methodology

The research study was both quantitative, and qualitative research type that was used to discuss the brand perceptions of people who are the fans of the football in the region of Delhi NCR in respect to the attitudes toward the Indian Super League (ISL) compared to the Indian Women League (IWL). The study is a descriptive research study but also a comparative research study, which focuses on the establishment and identification of the differences and interrelationships in the key brand variables, that is, brand awareness, brand trust, and the intentions of the fans to support these two professional football leagues. The intended audience will be the 18-40 years old male and female fans who have interacted with the ISL or IWL in the last two years.

In order to be relevant and have contextual accuracy purposive sampling approach has been used and only the respondents with active participation in football culture have been picked. This consists of fans who observe the games in the stadiums or even through TV or online streaming and social facilities. The process involved data collection through structured questionnaire, which included statements measured on a 5-point Likert scale containing a range of strongly disagree to strongly agree.

"The main feature was that 200 valid responses were received in total and then coded by Microsoft Excel. The processing of this data was carried out with the help of the SPSS package (version 26) of statistical tools analysis. It is hoped that the findings of the study will be able to offer data-led suggestions that can help in the improvement of the brand strategies, resulting in more fan involvement in the Indian leagues of both men and women in professional football in India".

6. Result and Interpretation

"**Table 1: Demographic Profile of the Respondent**

S. No	Characteristics	Demographic Profile	Frequency	Percentage
1	Gender	Female	60	30
		Male	140	70
2	Age Group	18–22	74	37
		23–27	76	38
		28–32	45	22.5
		33–40	5	2.5
3	Education	10+2	31	15.5
		Diploma	13	6.5
		Graduate	102	51
		Postgraduate	54	27"
4	Occupation	Homemaker	8	4

		Self-Employed	20	10
		Student	96	48
		Working Professional	76	38
5	Follow Method	In-Stadium Attendance	7	3.5
		Live TV Broadcasts	57	28.5
		News Articles	44	22
		OTT Platforms	44	22
		Social Media	48	24
6	League Followed	Indian Super League	120	60
		Indian Women's League	80	40

The demographic of the respondents indicates the heterogeneous representation in terms of gender, age, educational level, occupation, the method of following football and the league. Of the total 200 interviews, 70 percent were male and 30 percent women, meaning that there was a male domination in the survey. Most of the participants fell into the youthful age group; 38 percent fell between age 23 27 years and 37 percent between 18 and 22 years; this implies that football does extremely well among youths. In terms of education, more than a half of the respondents (51%) were graduates, whereas 27 percent were postgraduates indicating that the sample was fairly well-educated. Occupation wise, the highest percentage was students (48%), followed by working professionals (38%) and it would suggest a mixture of progressive learners and individuals working in the sample. Speaking of the form of following football, live TV broadcasts (28.5%) were the most popular mode; the role of social media (24%) and OTT platforms (22%) were also critical due to the increasing influence of online platforms on sporting content consumption. There was a marginal live attendance with only 3.5 percent of people going to watch matches at stadiums. As far as preference in leagues was concerned, 60 percent of the population followed Indian Super league, 40 percent followed the Indian Women league, hence the predominance of the men football league, but also a significant female football league following. This profile would give good information on the audience of the study.

On the basis of objective and Hypothesis
"**Objective 1: To compare the brand awareness levels among fans for ISL (Men's) and IWL (Women's) football leagues.**
H01: There is no significant difference in brand awareness between ISL and IWL among fans.
H1: There is a significant difference in brand awareness between ISL and IWL among fans.

Table 2: Group Statistics					
	League	N	Mean	Std. Deviation	Std. Error Mean
Brand_Awareness_Score	1.00	120	17.9917	3.94606	.36022
	2.00	80	15.2375	3.58705	.40104

The brand awareness group statistics of the fan base of the Indian Super League (ISL) and Indian Women League (IWL) can clearly show that there is a significant difference in mean scores between the two group. The mean brand awareness score was higher in the ISL (N = 120), 17.99 (SD = 3.95) and lower among the fans of IWL (N = 80), 15.24 (SD = 3.59)". The range of both groups is a moderate one, indicating that the distribution of scores around the mean is quite moderate, although ISL fans are somewhat more dispersed. The standard error of the mean was 0.36 in ISL and 0.40 in IWL meaning that there was a fair amount of accuracy of the sample mean. On the whole, the descriptive statistics indicate that the brand awareness of ISL fans would be higher than IWL fans. As emphasized in the following inferential testing, this difference will define whether it will be statistically significant, or it might have occurred because of the sampling variation. Such preliminary findings indicate that there might be a difference in the level of visibility and involvement of the men and women leagues and this could be as a result of differences in the exposure given by the media, marketing techniques used and the popularity of the two leagues which is an occurrence in the past.

"Table 3: Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
									Lower	Upper
Brand_Awareness_Score	Equal variances assumed	.498	.481	5.012	198	.000	2.75417	.54948	1.67059	3.83774

Equal variances not assumed			5.109	180.079	.000	2.75417	.53907	1.69046	3.81788

"The results of independent samples t-test indicate that Levene test of equality of variances was insignificant (F = 0.498, p = 0.481) which states that the assumption of equal variances holds". In accordance with this, the interpretation of the t-test when the assumption of the equal variances holds takes place. The t-ratio is 5.012 with degrees of freedom of 198 and therefore the p-value that corresponds to it is 0.000 < 0.05, significance level. This establishes that there is statistically significant difference in the scores of the brand awareness among ISL and IWL fans. The average difference of 2.75 points (ISL mean = 17.99, IWL mean = 15.24) implies that the brand awareness of ISL fans is significantly higher. The difference confidence limit with 95 percent will be between 1.67 and 3.84 and does not fall at zero which makes the result significant". The results suggest that brand awareness amongst the followers of the ISL is far better than among followers of the IWL and this could probably be influenced by exposure on the media, investment in marketing and the overall popularity of the male league as compared to the female league. This is a statistically significant difference in the gaps that shows that there is need to have some strategic activities that can help in boosting the visibility and recognition of the IWL brand among its target market.

Table 4: Independent Samples Effect Sizes				95% Confidence Interval	
		Standardizer[a]	Point Estimate	Lower	Upper
Brand_Awareness_Score	Cohen's d	3.80688	.723	.431	1.014
	Hedges' correction	3.82137	.721	.429	1.010
	Glass's delta	3.58705	.768	.459	1.073
a. The denominator used in estimating the effect sizes. Cohen's d uses the pooled standard deviation. Hedges' correction uses the pooled standard deviation, plus a correction factor. Glass's delta uses the sample standard deviation of the control group.					

Based on the analysis of the effect size, it is clear that the difference between brand awareness based on ISL and IWL fans is not only remarkable in statistical sense, but it is also significant practically. The value of Cohen d is 0.723 which is within the scale of large difference showing a strong difference in the average brand awareness scores between the two groups of participants. The almost the same g observed by Hedges (0.721) which corrects the bias due to sample size,

718

identifies the effect as being robust. The delta of Glass that employs the standard deviation of control group (IWL) to compute the delta is a little bigger at 0.768, which indicates large effect once more. All three estimates such as Cohen, Hedges, and Glass 95 % confidence intervals all were far above zero (Cohen d= 0.431 to 1.014, Hedges g = 0.429 to 1.010, and Glass delta = 0.459 to 1.073), which supports the soundness of these measures. These results would suggest that the brand awareness difference between the fans of ISL and the fans of the women league is not only a statistical coincidence but also of significant real-life importance, as more exposure and media coverage on the men league, additional historical existence of the men league versus the women league is reasonable assumption.

Objective 2: To analyze the relationship between brand trust and fan loyalty across both leagues
"H02: There is no significant correlation between brand trust and fan loyalty.
H_12 There is a significant positive correlation between brand trust and fan loyalty".

Table 5: Descriptive Statistics

	Mean	Std. Deviation	N
Brand_Trust_Score	16.3850	3.63495	200
Fan_Loyalty_Score	16.4350	2.99510	200

The descriptive statistics reveals that the average of Brand Trust Score among respondents is 16.39 with an SD of 3.63 based on a sample size of 200 whereas the Fan Loyalty Score is at an average of 16.44 with an SD of 2.99 based on a sample size of 200. The smallness of the distance between the means is a possible indication that there could be a positive relationship between brand trust and fan loyalty. The standard deviations also show that the responses are rather middle-level variable, but the degree of dispersion is a bit higher in brand trust than in fan loyalty. These initial statistics provide the ground on which correlation analysis would be done to establish statistically significant relationship between the two variables among fans of ISL and IW.

Table 6: Correlations

		Brand_Trust_Score	Fan_Loyalty_Score
Brand_Trust_Score	Pearson Correlation	1	.845[**]
	Sig. (2-tailed)		.000
	N	200	200
Fan_Loyalty_Score	Pearson Correlation	.845[**]	1
	Sig. (2-tailed)	.000	
	N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).			

The correlation analysis proves the level of relationship that existed between brand trust and fan loyalty is positive and significant among both the ISL and IWL fans. There are zero values on the y=0 whereas, the Pearson correlation coefficient is 0.845, which has a very high degree of association between the two variables. This implies that increased levels of brand trust amongst fans occur in direct association with increased levels of recognition towards their respective leagues. The level of significance (p = 0.000) is significantly lower than the threshold of 0.01 which disapproves the idea of the relation being the result of chance factors and is considered reliable. This significant correlation underlines the significance of building the brand trust as one of the most potent drivers of prolonged fan engagement. Practically, improving trust by setting consistent quality, communication openness and good brand values will greatly help in improving fan loyalty. With such a high effect size indicated by the correlation value, the relation of brand trust proves to be a key strategic element of both the Indian Super League and the Indian Women Women Casual Games League in terms of the creation of long term, dedicated fanatiq interest

Objective 3: To assess whether fans' perception of a unified brand identity affects their willingness to support both men's and women's leagues.
H03: Unified branding perception does not significantly affect willingness to support both leagues.
H3: Unified branding perception significantly affects willingness to support both leagues.

Table 7: Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.896ᵃ	.802	.801	1.31782
a. Predictors: (Constant), Unified_Brand_Identity_Score				

According to the model summary, the correlation between the perception of fans of a coherent brand identity and their readiness to follow both men and women leagues is rather strong. The correlation coefficient (R) indicates the high positive correlation between the two variables and is 0.896. The value of R Square of 0.802 indicates that nearly 80.2 percent of the diversity in willingness to support can be clarified by unified brand identity perception, which is great. The adjusted R Square (0.801) testifies to the robust of the model and indicates very little loss of the explanatory power. The standard error of the estimate (1.31782) shows that the poor prediction error is relatively low reaffirming the robustness and reliability of the model.

720

"Table 8: ANOVAᵃ					
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1393.724	1	1393.724	802.539	.000ᵇ
	Residual	343.856	198	1.737		
	Total	1737.580	199			
a. Dependent Variable: Willingness_to_Support_Score						
b. Predictors: (Constant), Unified_Brand_Identity_Score"						

The ANOVA findings justify that the regression analysis that determines the effect of unified brand identity perception on the willingness to support both a men and women league is statistically significant. The regression sum of squares is 1393.724 and the degree of freedom is 1 whereas, the residual sum of squares is 343.856 and the degree of freedom is 198. This generates a F value that is very high (802.539) and value of significance (p = 0.000), which is very low, much lower than 0.05. Such findings point to the fact that the model can explain a significant part of the variance in the dependent variable and that the predictor, unified brand identity perception, is significantly important in predicting willingness to support. That is, when fans feel that a given brand, visible in both leagues, has a clearer and more integrated brand positioning, their likelihood of indicating higher willingness to be fans of the same is far greater. This model strengthened by the statistical significance points at the utmost significance of unified branding in the development of cross-league fan building.

"Table 9: Coefficientsᵃ						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.732	.405		14.161	.000
	Unified_Brand_Identity _Score	.697	.025	.896	28.329	.000
a. Dependent Variable: Willingness_to_Support_Score						

As illustrated in the table in the coefficients, unified brand identity perception places a very strong predictor on willingness to support both the men and women leagues". The constant (intercept) is 5.732 and is the base of the willingness to support score at zero unified brand identity perception. The unstandardized coefficient (B) of the unified brand identity perception is 0.697 that implies that each one-point enhancement in the perception score is related to the amplification of willingness to support in the approximate scope of 0.70 points. The value of 0.896 of the standardized beta coefficients denotes that the effect is highly positive as it is highly standardized. The t-value at 28.329 using p = 0.000 indicates that such relationship is extremely statistically

721

significant. Such findings suggest that the willingness of the fans to support both leagues can be judged significantly by increasing the way fans feel about having a single brand as opposed to a pair of distinct brands. This is significant as a means of underscoring the strategic value of cross-branding initiatives to promote levels of cross-league fan loyalty and engagement.

7. Discussion

The results of this survey clearly indicate that there exists a significant difference in brand familiarity between ISL and IWL where the fans of ISL are much more familiar with the brand. This is also evidenced by large effect sizes, which means that not only the difference was statistically important, but also important in practical terms. Also, the fact that brand trust and fan loyalty are strongly positively correlated indicates that trust is the key to the ongoing fan interest thus adding weight to the aforementioned necessity of consistent quality, open communication, and value-driven brand. The regression values of unified brand identity perception show that the unified brand identity has a strong and significant effect on the willingness to support the two soccer leagues with the model having a R-square of above 80. This is what makes a point of integrated branding as the strategic value of such label to help reduce the gap between men and women football in India. All of these findings indicate that focused efforts towards improving the brand presence of IWL, trust building and brand convergence may serve as the stepping stone to the enhancement of cross-league fan engagement and sustainability.

8. Conclusion

Finally, the paper has revealed that there is indeed a massive disparity in brand awareness amid the Indian Super League (ISL) and the Indian Women League (IWL) where the former is more recognizable than the latter because of increased media coverage, marketing cost, and a longer history. The positive correlation between the two variables, brand trust and fan loyalty is also strong showing that creation of trust is the key to the creation of long-term and committed fan bases in both leagues. Moreover, unified brand identity perception is proved critical in the determination of willingness to support both men and women leagues and explains more than 80 percent of the variance as confirmed by the regressions analysis. Based on these cluees, there is an imminent necessity to coordinate branding efforts, which insinuate ISL and IWL in the same platitude, which should be reinforced through recurrent narrative, cross-promotional engagements, and equivalent demands on marketing efforts. By filling these strategic gaps, Indian football is capable of increasing fan support and raking in broader sponsorship, as well as equalizing gender levels in sport, in a way that will ensure the sustainability of both leagues.

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