



MEDIATION STRATEGIES FOR HEALTH COMMUNICATION: PROMOTING SPORTS TECHNOLOGY ADOPTION THROUGH EFFECTIVE MEDIA MANAGEMENT

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Abstract

The consolidation of technology within the dominion of sports has given rise to Sportech (Sports Technology/Sports Textile), a domain poised to elevate the overall sporting experience for both players and enthusiasts alike. Despite its potential benefits, the widespread recognition of Sportech advantages including health benefits and sporting accomplishment remains deficient among sports enthusiasts and the general public. This research paper is aimed to study the efficacy of media management in driving Sportech awareness and adoption, particularly within the professional and nonprofessional cycling community of the National Capital Region (NCR) of Delhi. The paper employed a mixed-method approach encompassing both qualitative and quantitative methodologies, the study constructs its theoretical framework through an extensive review of relevant literature from area of health communication, media management and sports technology adoption. A survey is conducted to systematically gather data from participants, explaining their awareness and interest towards Sportech. This investigation aims to elucidate the pivotal factors influencing Sportech adoption among the sports enthusiasts and the general public, outline existing barriers to adoption, and illustrate upon strategic media management approaches that may facilitate the promotion of Sportech. The prime objective of this research is to augment awareness and interest in Sportech technology among cyclists, fostering a culture of adoption through an effective media management strategy. Through a comprehensive analysis, the study seeks to explore nuanced understandings into the intricate relationship between media management or mediation strategies and the promotion of Sportech and health communication among both professional and nonprofessional cyclists. Consequently, the findings of this research aspire to make a substantive contribution to the expanding body of knowledge pertaining to the adoption of technology within the sports domain through mediation for better health communication.

Keywords: Sportech, media management, promotion and adoption, health communication, mediation, sports experience.

Introduction

The role of mass media in reporting and promoting events is crucial in shaping public opinion, disseminating information, and influencing societal perceptions. There are events which are known to public only because of their media coverage (Anwar et al., 2020). Media events can range from breaking news, political developments, cultural happenings, to entertainment events and sporting events. The media plays a vital role in reporting and promoting sports events through various channels. The key aspects include live coverage, highlight shows, and replays, creating hype and anticipation, analysis and commentary by experts, profiling athletes, and telling compelling stories. Media also fosters fan

engagement through social platforms, contributes to commercial aspects with merchandising and sponsorship, and facilitates global reach.

The relationship between sport and the media has been extensively explored, emphasizing the intricate nexus between the two. There are many studies that show the relevance of media and media management for promoting sports and sports culture (Nicholson, Kerr, & Sherwood, 2015; Filo, Lock, & Karg, 2015; Boyle, 2009). However, the role of an effective media management in promoting Sportech and sports textile are not deeply studied or explored with due academic importance. Apart from providing the sports experience such

technologies and products are having great health and fitness benefits which can be communicated with due importance of health communication lenses (Qin et. al, 2023). Such benefits can be utilized by not only sports personalities but also general public who is concerned about their health and fitness.

The term Sportech itself raises concerns in this multidisciplinary underrating. As defined by Indian Technical Textile Association, Sportech, also known as sports technical textile, refers to the integration of technology into sports textile, equipment, and wearables to enhance the sports experience for players and enthusiasts. In context of current research, the concept of 'textile' has much wider understanding than a mere clothing. Sportech can be understood as a segment of technical textile which is "used in every sphere of life, whether it is in the medical field, in common household applications or in transportation sectors" (Shishoo, 2005). Such technology in sports are used for enhancing sports experience and providing better health and fitness.

The technology can be used for medical health monitoring and understanding of sports technology can be related to Sportech which precisely, can be called as "intelligent garment" (Qin et. al, 2023). The use of various digital tools and equipment, such as wearables, sensors, and data analytics, to monitor athletes' performance and enhance their training regimes has become increasingly prevalent in sports (Cardinale & Varley, 2017). With the rapid advancements in technology, Sportech has become a vital aspect of modern sports, revolutionizing the way athletes train, compete, and interact with their fans.

The introduction of Sportech has opened the scope of textile research (Patnaik, 2019) with focus on health and fitness. Given the potential of Sportech to revolutionize sports (Lanfranchi & Rotondo, 2019), there is a notable gap in awareness among sports enthusiasts and the general public, particularly in regions like India and other South Asian countries where health emergencies are often reported (Acharya et. al, 2018). Recognizing this lack of awareness, it becomes crucial to promote the adoption of Sportech among both professional and nonprofessional athletes as well as general audience considering its health and fitness attributes. To address this gap, the present study aims to investigate the role of mediation

in health communication and scope of media management in promoting Sportech. The sample responders for the current study is specifically focused on professional and nonprofessional cyclists in the National Capital Region (NCR) of Delhi, India. The selection of this sample is strategic, as NCR is a diverse and densely populated region, providing insights that can be indicative of broader patterns in the adoption of Sportech within the larger Indian context.

The application of Sportech is not limited to professional sports. It has significant potential for nonprofessional athletes, including aspiring young sportspersons, to enhance their training, performance, and overall sports experience. Sportech tools, such as wearable devices and advanced monitoring systems, provide real-time insights into cyclists' performance metrics. These may include data on speed, distance, heart rate, cadence, and even biomechanical aspects of their riding technique.

The continuous monitoring facilitated by Sportech enables cyclists and their coaches to track progress over time, identify patterns, and pinpoint specific areas that require attention or improvement (Seymour & Blakey, 2020). Sportech also contributes to the optimization of training regimes by analysing the gathered data, cyclists can tailor their workouts to address specific weaknesses or enhance particular aspects of their performance. For an example, coaches, equipped with comprehensive data, can design more personalized training programs that align with individual athletes' needs, fostering a targeted and efficient approach to skill development and overall fitness. If we look beyond the individual performance, Sportech also enhances the collective experience in competitive cycling. Race organizers and spectators can benefit from real-time tracking systems, enabling them to follow the progress of cyclists during events. De Bock (2023) noted that, such systems not only adds a layer of excitement to the viewing experience but also facilitates strategic decision-making for both cyclists and their teams during races.

Media Management and Sports Technology

There is no doubt on the power of media and mass communications in disseminating any information to the public. This also true with brands and their products also. Media assumes a pivotal role in the establishment and

promotion of a brand. By utilizing diverse channels, including advertising, social media, public relations, and events, organizations can meticulously craft a robust brand identity and effectively convey their message to the intended audience. Media serves as a catalyst in cultivating brand awareness, disseminating information about the brand's products or services, fostering a positive reputation, and nurturing brand loyalty among consumers (Zahoor & Qureshi, 2017). Media also provides opportunities for companies to engage with their customers, receive feedback, and address their concerns. Chen and Wang (2021) studied the impact of media, especially social media in social mobilization when it comes to health communication. Ranschaert et al, (2016) have stressed on the infoveillance nature of mass media in health communication, which explains how public health and public policy is informed to public.

The media's primary role lies in informing its public and audience about the events around and also, often brands uses media channels to reach out to their customers. In context of health communication, the media's role is very vital in terms of both audience gathering information about health-related issues, and also government and other organisation uses media as a tool of mass communication. However, media can be a double-sided sword in terms of health communication as many cases noted during Covid 19 pandemic (Arriaga et.al, 2021; Anwar et al., 2020).

The content production, distribution and consumption in mass media scenario is not often felicitated by a great effort of strategic thinking, which can be understood as media management. The mediation aspect of mass media is often crafted and controlled by media management. Yet, the field of media management is not well studied because the vagueness around the field.

The understanding of media management is different when we think from inside and outside of a media organisation. Within media industry, media management is understood as managing activities within the organisation which includes creative and business whereas for an outsider for examples, for a sports brand or event, media management is more of how media can be managed for the better communication of their brand event. There are many intersections in

understanding media management (Fig 1) when it comes to sports and media.

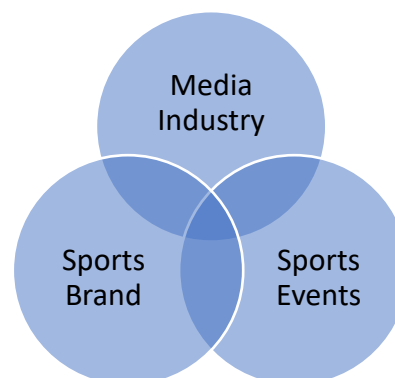


Fig 1: Venn Diagram representing intersections of media and sports.

Mierzejewska (2011) has described the academic field of media management as “underexplored and undertheorized” which makes it difficult to provide a clear definition for media management, the field is far from being clearly defined or cohesive (Küng, 2007; 2016). The works of Mierzejewska and Küng tries to push the boundaries media industry and management theory in an attempt to build a bridge and develop a theoretical understanding. The works of both authors are considered as seminal in the field of media management. Brown (2016) stresses on importance of an independent field of media management research, which needs to be cross-disciplinary practice with social science critical approaches. Lowe (2016) explained the “complexity of media industries” which involves four-part heuristic such as “product, people, environment and process” (Table 1). The products are categorized into public goods, experience goods, and symbolic goods, each with its unique characteristics. The involvement of different stakeholders, including owners and investors, content makers, and regulators, illustrates the diverse array of participants shaping this landscape. environmental factors such as instability, fragmentation, and digitalization are outlined, emphasizing the transformative nature of the industry. The consequences of these interactions are multifaceted, ranging from effects on social cohesion and representation to the dynamics of market and cultural roles. This intricate interplay between products, people, and their environment underscores the complex and interconnected nature of the media industries, thus it becomes more difficult to

come to a point where a concrete definition of media management stands.

| Products | People |
|--------------------------|------------------------------|
| Public Goods | Owners and Investors |
| Experience Goods | Content Makers |
| Talent Goods | Managers |
| Credence Goods | Advertisers |
| Symbolic Goods | Suppliers |
| Dual market Goods | Partners/Alliances |
| Multi-purpose Goods | Competitors |
| Single Production | Regulators |
| Series Production | Foundation |
| Media/Platforms | NGO |
| Genres and Transmedia | Civil Society |
| Environment | Consequences |
| Instability | Social Cohesion |
| Uncertainty and Legacies | Representation and Portrayal |
| Fragmentation | Conditioning |
| Digitalisation | Pluralism |
| Convergence | Democracy |
| Consolidation | Market Dynamics |
| Diverse Context | Polarisation |
| Multisectoral | Cultural Roles |

Table 1: Adapted from Lowe's model of complexities of media industry

Despite the lack in theoretical clarity, the use of media management is applied in every field. The media management is often seen as application of "soft power" and as per Skey (2023), it is true in the field of sports media management. There are enough academic evidences that shows that through an effective media management, companies can increase their brand visibility, differentiate themselves from their competitors, and ultimately drive sales and revenue (Kaurav et. al, 2022).

For the purpose of the current research, the definition of media management can be understood as "the process of planning, executing, and evaluating media activities and campaigns to achieve organizational goals and objectives" (John & Pavlik, 2018). Media management involves managing various forms of media, such as print, broadcast, and digital media, to ensure that they are effectively used to reach and engage target audiences. The goal of media management is to optimize the use of media resources and budget to achieve the desired outcomes, whether it is to increase brand awareness, promote a product, or

communicate a message to stakeholders (Wheeler, 2017).

An effective role of media management is very important for any sporting events. This goes well with the sporting brands and technologies and health communication also. In the dominion of Sportech, the landscape is characterized by fragmented interest groups, each with their unique focus and priorities, resulting in a notable shortage of attention within the media ecosphere. In unambiguous contrast, traditional sporting events, revered sports celebrities, and the associated brands within the sports industry command a significant and enduring presence in the expansive media mix (Sage, 2015).

The divergent trajectories in media attention reflect a distinct disparity, where the appeal of conventional sports and its accompanying entities tends to overshadow the significance of Sportech in lenses of health communication. While sporting events continue to be marquee attractions, and sports celebrities maintain their iconic status, the evolving realm of Sportech, with its innovative technologies and transformative potential, contends for a more prominent place within the broader narrative of media discourse (Allen, 2013). There are few works based to establish relationship between Sportech and health. (Chamorro-Koc et. al, 2021) noted that self-efficiency and trust as important factors in success of Sportech brands which is working in the area of health communication. The paper further establish the key factors in user engagement and user's willingness to use of sports and health technology. They are choice, relatedness, reliability, confidence and trust. These points are highly impacted during the preparation of questions for the survey in current research. The results of research conducted by Malkinson (2016) identifies "sports technology as an enabler of global health". Similarly, as discussed above points, autonomy and relatedness is considered as variables online health information seeking by users (Lee and Lin, 2016). As discussed in above paragraphs, there is very little academic work published in this area connects the dots of current study. The gaps found here are addressed at end of the paper for building further on this area of research.

Research Design and Rationale

To explore the role of mediation and media management in popularising Sportech among

sports enthusiasts and the general public, a mixed-methods research approach is employed. The theoretical framework for the research is developed with the help of literature review, which highlights the possibilities of media management increasing awareness and promotion of a product or text. The research aims to identify and discuss the factors that influence the adoption of Sportech among responders, including their attitudes, beliefs, and perceptions in order to improve their health and fitness. The current study also tries to identify the barriers to Sportech adoption among responders, such as lack of awareness, cost, and complexity. The research aims to develop strategies that can be used to promote Sportech among audiences and increase their awareness and interest in the technology.

The study carried focus on professional and nonprofessional cyclists in National Capital Region (NCR) of Delhi, India, as the application of Sportech in cycling is a relatively new concept in the region. A survey is conducted to collect data from the professional and nonprofessional cyclists' participants who identifies themselves as either as an athlete or cycle enthusiast (n=400) regarding their awareness and adoption of sports technology which helps in health and fitness during sports experience. The responders were from both categories who uses sports technology and health technologies devices during cycling and some where not aware of such technologies or its uses. The survey included questions to understand responders' attitudes towards sports technology, their awareness of the

technology, and their willingness to adopt it. The sample of 400 cyclists were selected from NCR of Delhi by using snowball sampling technique (Fig 2).

The snowball sampling technique was employed to ensure the recruitment of samples are accurate in terms of their participation and commitment in cycling. The major challenge is locating and differentiate professional and non-professional cyclist. The initial professional cyclist, were identified with help of cycling club of Greater Noida and responders providing reference to further responders. The non-professional cyclists were identified at University of Delhi North campus who were participating in a cycle rally for a social cause. The further responders were collected from the reference of the initial group. The survey questions were shares via social media handles and had some unstructured in-depth interviews with selected responders to gain deeper understanding. Snowball recruitment ensured capturing of diverse representation of responders and was able to systematically broaden its reach across different professional and non-professional cyclist groups in the NCR of Delhi.

The research design strategically involves a sample size of n=400, focusing specifically on cyclists to explore the integration of sports technology within their community. The choice of this target audience, a popular and engaged sports group, allows for a direct investigation into their interest in and potential benefits from sports technology in enhancing performance.

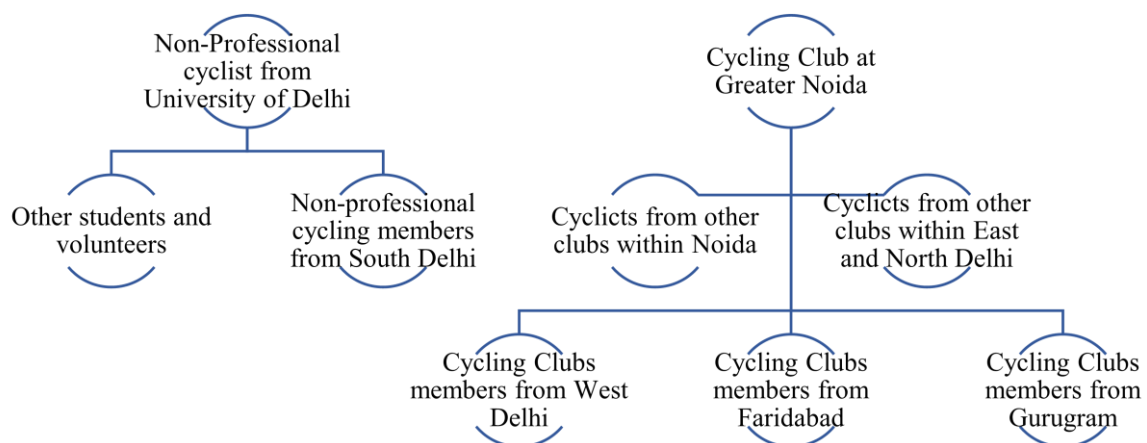


Fig 2: Summary of Snowball recruitment of samples

Cycling, characterized by repetitive and measurable movements, provides an ideal context for the application of Sportech, including wearable devices and performance monitoring tools. The research design leverages the organized structures of cycling events and communities to facilitate efficient data collection and analysis from both professional and nonprofessional cyclists.

The study adopts a pilot focus, concentrating on cycling as an initial exploration, allowing for an in-depth examination of Sportech awareness and adoption within this specific sporting context before potential expansion to other sports. Furthermore, the research aims to contribute insights into broader patterns of Sportech adoption within the Indian sports landscape, with the findings potentially applicable to other regions and sports, thereby laying the foundation for future research endeavours. To broadly explore the awareness and adoption of Sportech in health and fitness within the cycling community, an online survey was meticulously crafted and administered with the collaborative support of cycling clubs and student volunteers. As discussed in previous sections, the primary aim is to understand the experiences, perceptions, and preferences of cyclists, leveraging the expansive reach and engagement offered by these groups to ensure a diverse and representative respondent. The questionnaire, consisting of ten detailed questions, aimed to glean comprehensive insights into various facets of respondents' perceptions. Commencing with a self-assessment of overall awareness levels, participants were prompted to express their understanding of the benefits and applications of Sportech. The survey investigated into the diverse channels through which individuals typically seek information related to sports and technology, uncovering predominant preferences. Respondents shared their motivation levels for integrating Sportech into their cycling routine, and potential barriers hindering adoption were identified. Preferences between textile-related Sportech products and technological wearables were probed, particularly focusing on the reasoning behind these choices. For professional cyclists, the survey explored the influence of sponsorship on their willingness to embrace Sportech. The impact of awareness and experience, future considerations, and the perceived role of media, especially social media, in influencing awareness and interest were also scrutinized.

This survey aimed to gather information on various aspects related to Sportech and its health benefits, focusing on general awareness, depth of knowledge, information sources, motivation to adopt, perceived barriers, preferences, and the influence of media and sponsorship.

The National Capital Region (NCR) of Delhi stands as a well-planned urban expanse, offering an expansive landscape conducive to cycling enthusiasts. The studies indicates that cycling for recreation transportation is employed by different policy makers in New Delhi and NCR overall (Sithanathan and Kumar, 2021; Jain and Jehling, 2020). There are many urban issues such as pollution, population density, space scarcity in this region (Bajaj et.al, 2019) but there is a significant measure taken to promote sports and sporting events in the region. The areas covered in NCT of Delhi are union territory of Delhi and scattered in parts of Indian states of Uttar Pradesh and Haryana. The region is filled with local parks, dedicated cycle tracks, state-of-the-art sports complexes, and well-organized residential societies, provides an ideal environment for cyclists. Within this dynamic setting, a diverse community of cyclists exists, comprising both professionals affiliated with cycling clubs and dedicated enthusiasts who engage in regular practice. The majority of these individuals exhibit a commendable level of awareness regarding wearable technologies such as smartwatches, earbuds, and safety devices, which have become commonplace in their routines.

However, the noteworthy observation is that the adoption of such cutting-edge technology, particularly in the form of sports technology innovations, is yet to gain traction among larger cycling community in the NCR of Delhi.

Survey Questions

The questions used during survey are provided as follows for the better understanding of the research:

General awareness question: On a scale from 1 to 5, with 1 being "Not at all aware" and 5 being "Extremely aware," how aware are you of Sportech? (Objective: Gauge respondents' overall awareness levels.)

Awareness levels question: Are you aware of the health and fitness benefits and applications of Sportech in the context of sports and cycling?

(Objective: Assess the depth of awareness and knowledge within the community.)

Information sources question: Please indicate the channels through which you usually obtain information related to sports and technology. The options are: Social Media, Club Peer Group, Training Programs, Television, Self-Research, Other (please specify) (Objective: Identify the most influential channels within the cycling community.)

Motivation to adopt Sportech question: How motivated are you to adopt Sportech in your cycling routine? The options are: Not motivated at all, Slightly motivated, Moderately motivated, Very motivated, Extremely motivated (Objective: Understand the driving factors behind Sportech adoption).

Perceived barriers question: What factors, if any, hinder your adoption of Sportech? (e.g., cost, ease of use) (Objective: Identify potential barriers and challenges).

Preferences question: Do you prefer textile-related Sportech products or technological wearables? Why? (Objective: Understand preferences and reasoning.)

Professional cyclists' perspective question: If you are a professional cyclist, how does sponsorship influence your willingness to use Sportech products for health and fitness? (Objective: Gain insights into industry dynamics.)

Impact of awareness and experience question: How has your awareness of Sportech changed after participating in this survey or experiencing its benefits? (Objective: Device the impact of awareness and experience.)

Future interest question: Would you consider adopting Sportech in the future? Why or why not? (Objective: Understand future considerations and potential obstacles.)

Media influence question: To what extent do you think media, especially social media is providing awareness and interest in health communication? (Objective: Assess the role of media in shaping perceptions.)

Results and Discussion

The results of the survey conducted on the awareness of Sportech among respondents revealed that a majority of the respondents are either slightly aware or not aware of Sportech (Fig 3). Out of the total 400 respondents, only 12 and 9 respondents were extremely aware and very aware of Sportech, respectively. On the other hand, 89 respondents were moderately aware of Sportech, while a large number of respondents, 179 and 111, were slightly aware and not at all aware of Sportech, respectively. The empirical data underscores a visible gap within the Sportech market, as an overwhelming majority of respondents exhibit a lack of awareness regarding this technological innovation. This gap within the market delineates a positive interval for strategic interventions by media management, thereby necessitating a comprehensive approach to propagate Sportech and instigate heightened cognizance within the identified target demographic. The effective media management strategies are pivotal in navigating the intricacies of modern markets, particularly in instances where there exists a tangible information asymmetry among consumers (De Pelsmacker et.al, 2018). In view of the

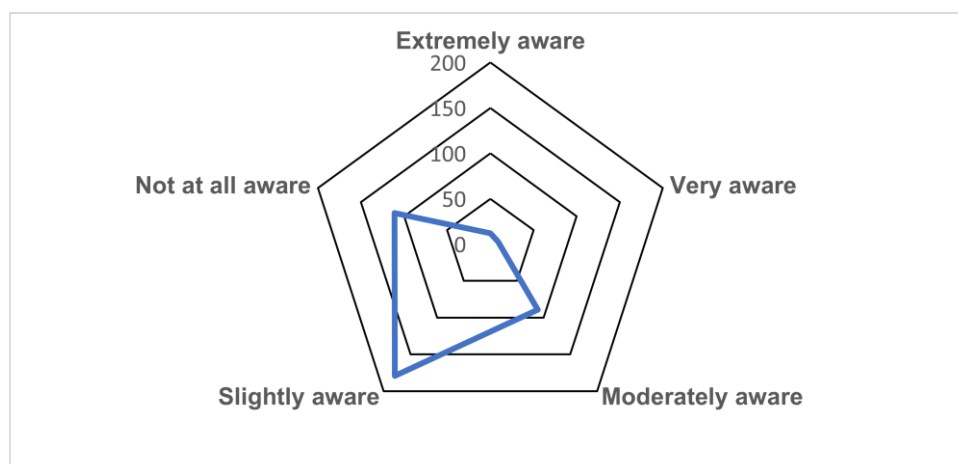


Fig 3: Radar chart of representation of awareness about Sportech among respondents

forementioned market gap, media management is well-poised to employ a diverse array of channels, including but not limited to social media, advertising, and organized events. Scholars argue that the judicious selection and adept utilization of media channels can be instrumental in cultivating brand awareness and knowledge dissemination (Kotler et.al, 2018).

The results of the survey conducted on the channels of information related to sports and technology among 400 responders who are cyclists reveal that social media is the most popular channel for obtaining information (Fig 4), with 215 respondents indicating their preference for this channel. The second most popular channel was the club peer group, with 55 respondents, followed by training programs and television with 58 and 46 respondents, respectively. Self-research and other channels had a relatively low response rate of 12 and 14 respondents, respectively. The data clearly indicates the potential of social media in promoting Sportech among cyclists. As social media is the most preferred channel for obtaining information related to sports and technology, media managers can utilize this channel to create a talk around Sportech and increase awareness about its benefits. Social media platforms such as Instagram, X (formerly Twitter), and Facebook are popular among sports enthusiasts and offer an excellent opportunity for Sportech brands to reach out to their target audience. Media managers can also leverage the popularity of sports celebrities on social media to promote Sportech. Sports celebrities have a huge following on social media and can be used to endorse and promote Sportech products. By involving sports celebrities in their campaigns, Sportech brands can create a sense of credibility and increase the reach of their message (Seymour, & Blakey, 2020).

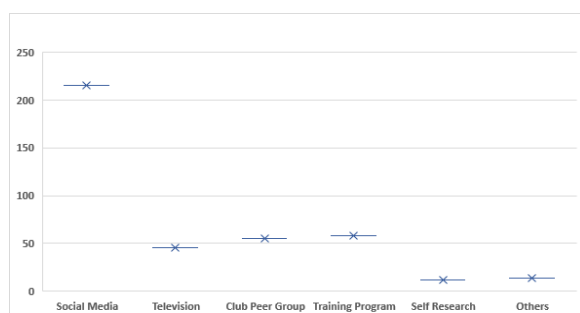


Fig 4: Box and Whisker chart of representation of channel of information

The survey also had few examples and case studies (in form of video demonstration) of different Sportech wearables and devices which are useful during the cycling. The results shows that there is significant difference between the increase in motivation to adopt Sportech after experiences the benefits of Sportech. A high number of 230 responders who were moderately motivated were shifted to extremely motivated to adopt Sportech (Fig 5). The findings derived from respondent feedback also light additional dimensions of consumer sentiment, introducing nuanced considerations that bear critical implications for Sportech market penetration. Among these concerns is about the cost implications associated with Sportech products. This finding aligns with the idea of emphasizing the pivotal role of perceived value and cost-effectiveness in shaping consumer attitudes toward technological adoption (Rogers, 2003). The concerns voiced by respondents extend to the usability of Sportech products, with a notable emphasis on the need for user-friendly interfaces and seamless integration into existing routines.

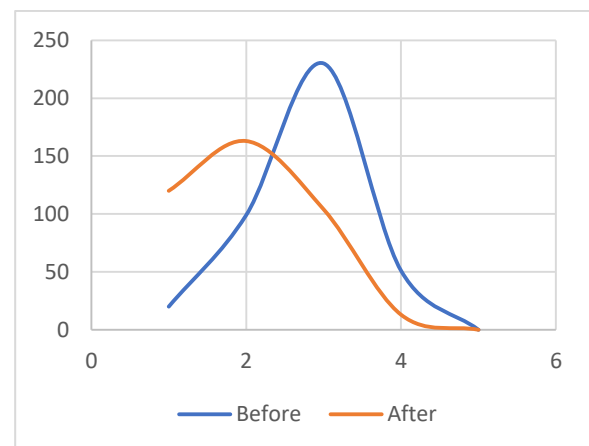


Fig 5: Clutter Chart of representation of Adopting Sportech before and after the awareness

The study also revealed major factors that is hindering the adoption of sports technology (Fig 6). The question on hinderance was open ended and the finding is derived from the keyword analysis. The lack of information was the key factor in not using Sportech among responders which is followed by cost reasons (mostly the users searched different products during the course of research) and usability issues. Here, the role of mediation is clearly missing. The effective use of media management by brands can address the problems of lack of information and usability. The users can relate with a

product and its health benefits once they experience such texts on media. One reason stated by a professional cycling athlete during in-depth interview was that most of such available mediated texts on sports technology are in form of trade and specified manner that non-professional sports persons and normal user may not reach or understand the content. Few of such examples which he shared were from promotional emails which she used to receive in her personal emails from the distributors of the products. The research also tried to understand how responders are interacting with media text on other health communication messages. This question was targeted to understand the role of media in engaging audience in health communication. The results shows that all responders are interacting with media content in terms of health communication which indicated and reassured the infoveillance nature of mass media in health communication as stressed by Ranschaert et, al, (2016).

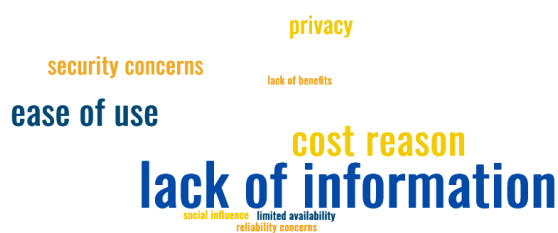


Fig 6: Word Cloud representation of key factors that hinders adoption of Sportech

There are enough supporting studies shows that suggest that user experience is paramount in influencing the adoption trajectory of technological innovations, emphasizing the importance of ergonomic design and intuitive interfaces in mitigating user resistance (Venkatesh et al., 2003; Bensaid, 2023). The study separates a conspicuous preference among respondents for clothing and textile-related Sportech products over conventional technological wearables. This proclivity resonates with consumer behaviour theories that underscore the significance of perceived compatibility and aesthetics in shaping product preferences (Rogers, 2003; Davis, 1989). The inclination towards clothing and textile-related Sportech products suggests that integrating technology seamlessly into familiar and pre-existing aspects of consumers' lives may

enhance acceptance and interest. The attitudinal variance between non-professional respondents and professional cyclists introduces a notable distinction. While the broader respondent pool exhibits a preference for sponsorship-induced adoption, professional cyclists who are aware of the benefits express a willingness to use Sportech products, contingent upon sponsorship support from their respective clubs or teams. This dichotomy underscores the influence of external support structures and institutional backing in shaping the proclivities of highly specialized user segments, aligning with Rogers (2003) understanding on innovation diffusion within niche markets. Such results indicates at the complexities of media industry as noted by Lowe which provides media management practitioners to rethink and remodel the way health communication is being conducted. This also offers future researchers to extend the theoretical boundaries of media management and mediation among targeted audience.

The above results and discussions clearly states the need and importance of planned media management in the niche sector of sports technology for health and fitness. The media can target users as well as audiences since the end benefit is related to health and fitness. Media managers can use various media channels mainly social media create awareness and inspiring about Sportech and its health attributes. They can develop engaging mediated content that highlights the benefits of Sportech and how it can revolutionize sports. The ongoing efforts made in health communication sector can be inspired by the Sportech brand. One such examples, which is also mentioned by few responders during in-depth interview was of Green Tea advertisements and promotions. Such advertisements are in form of a health communication (both in TV and digital) with focusing on health benefits of drinking green tea. Another notable example is of sports shoes which highlights sports safety and fitness of the athlete. In a similar way, brands can team up with media management to highlight the features and benefits of Sportech, to raise awareness about the technology and generate interest among the target audience. Media managers can collaborate with professional athletes who are already using Sportech to promote the technology (Ratten, 2019). Media managers can plan and conduct in-depth interviews, capturing the athletes' perspectives on how Sportech has positively influenced their

performance, recovery, or overall athletic experience. These collaborations facilitate the creation of engaging and informative content that not only showcases the functionalities of Sportech but also resonates with the target audience through relatable and aspirational figures (Shank, 2009). The persuasive impact of celebrity endorsements, particularly within the context of professional athletes, has been well-documented in the area of classic marketing studies (Atkin & Block, 1983).

Conclusion

The findings clearly indicate the lack of information and awareness surrounding Sportech is largely tied to its novelty and limited adoption. This presents a clear call to action for media management to spearhead initiatives that thrust Sportech into the spotlight right from the outset for a better health communication. The technology's untapped potential can be harnessed to elevate the sports experience for both players and enthusiasts alike. The study clearly directs the pivotal role that media management must play in promoting Sportech. The potency of media influence cannot be overstated, emphasizing the imperative for meticulous planning of content aligned with a robust brand strategy. The study proposes a spectrum of actionable strategies to boost awareness and interest in Sportech in health and fitness, including the creation of captivating content, strategic use of social media, event orchestration, and collaboration with influencers and sports organizations. The identified barriers to Sportech adoption, such as lack of awareness, cost concerns, and perceived complexity, becomes paramount in ensuring successful integration into the sporting landscape. These barriers are not insoluble, but demand targeted and comprehensive approaches informed by the study's insights. By defining these strategies and shedding light on the barriers, this study contributes substantively to the evolving discourse on technology adoption within the realm of sports. The implications extend beyond theoretical frameworks, providing tangible guidance for stakeholders within the sporting industry. It is incumbent upon media managers, sports organizations, and influencers to heed these findings and collaboratively pave the way for sports technology and health communication stakeholders to realize its potential.

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