Study on Effect of Underdog Biography On Fan Following in Context to IPL

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Abstract: **This paper presents a study on effect of underdog biography on fan following in context to IPL.**

Keywords: **Underdog effect.**

1. Introduction

Well, to embark with the meaning of the underdog it is basically a background of a place, person, and company and so on like in the IPL (Indian premier league). As an evidence when a new player enters into the match which doesn't have a previous experience then the audience will show some hopes to the new players as well as some of us over or under estimate the player like Nikhil Naik in Kolkata knight riders, Lalit Yadav with Delhi capitals, Shahhbaz Ahamad in royal challengers Bangalore and so forth.

1. Under dog
2. Top dog

Top dog means the player is having old connection with the game or someone from their family is already in the IPL like as pathan brother Yusuf Pathan and Irfan Pathan, krunal and Hardik pandya, David and Mitchell Hussey, Albie and Morne Morkel and so forth are the brothers in the IPL which are currently playing in the IPL 2020 so fans or the audience already have some emotions and love towards the one player. So they have a pros of having old fan following or emotion of their brother.

The word "underdog effect" denotes a human opinion that in a very supportive way that motivates or creates a hopes in the players that plethora of people are support them or they have some expectations from the players means he will feel supportive in the playground and the players plays with an aim of winning the match it also motivates them.

The underdog effect works to pulling upwards a player from the lower side of career experience in the cricket. Which

become the spirit for the player to be on the fans expectations.

A. 3 live examples of underdog effect in IPL

1. This is the picture during the IPL session 2020 during the match number 32 of the session which is played between the Mumbai Indians and the Kolkata knight riders.

2. This is the 2 years back story when the fans of Mahinder Singh Dhoni painted their own house with yellow colour which means colour of Chennai super kings dress and write "Home of Dhoni fans."

3. This is also a live example of underdog effect or the emotions and love effect of fans with the players, where a picture of Mr. Hardik pandya become viral just because of their watch of dons Rs.1.65 crore which he wears during a photoshoot.

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2. Literature Review

1. According to the Anish Yousaf Naik & Anil Gupta: As per the Indian citizens mostly the brand based value is estimated by the players which are playing in the teams of Indian Premier League. The examination came out with an end that relationship of Indians with a sport is route not quite the same as how Europeans/ Americans partner with a game and it was discovered that the SBBE model utilized for estimating the onlooker based brand value of sports groups and it neglects to catch the entire affiliations to onlooker sports in India. As well as author said that the awareness or loyalty about the players are more in European and American cities than the Indian cities.

2. According to the Samir Nurmohamed: the presentation impacts of underdog effect, characterized as people's way of presenting that others see them to succeed. Incorporating hypothesis and examination on self-upgrade with mental reactance, I anticipate that underdog effect can possibly support execution through the time of playing a game like an old player vs new commerce. Studies 1 and 2 offer help for the positive connection between underdog desires and execution. Study 3 uncovers uphold for the beneficial outcome of underdog desires on execution through the craving to refute others. Study 4 shows that these impacts depends upon the self-watched games or eyewitnesses: when spectators' desires are viewed as more tenable, underdog desires sabotage execution.

3. According to the Aguinis, H., & Bradley, K. J. (2014): This composition gives a more expectation of performing well in the game by the expected player through which desires on people and the potential for these desires to persuade in future. This paper explains examination on expectation of score by the player at the working environment by analyzing how underdog expectations influence execution. By unloading the interceding function of refuting others and moderating part of saw believability, it gives new bits of knowledge with regards to while seeing low expectations from others for progress can lead people to dominate. This article thus advances hypothetical and commonsense experiences on underdog desires and intends to expand the conversation on how low desires spur and effect people and their associations.

4. According to the Amish Patel (2013): "Why Do Consumers Support the Underdog Team In Sports Entertainment?: The result of investigation demonstrates that around 90% of respondents have concerned desire for the people who are less blessed than them and being defensive towards the individuals who being taken advantage of top dog . In help, Stout and Leckenby (1986) found that empathic concern is subcomponent of the multidimensional idea of sympathy, which is logically associated with emotional experience that is known as compassion in like manner phrase. Besides, the examination reveals that 93% of respondents characterize themselves as an extremely considerate individual and contacted by the things seen by them (See Table 7) which shows that individuals with empathic concerns, can experience others' uneasiness or torment, which ought to apply to underdog effect (McGinnis et al., 2013). Besides, the outcome acquired from SEM additionally shows emphatically critical connection between empathic concern and underdog fondness.

5. According to the Jimmy A. Frazier and Eldon E. Snyder Bowling Green State University: we accept nostalgic connections to candidates may keep numerous observers from thinking about the functional advantages of pulling for an underdog. Yet, it isn't clear how such suppositions are shaped. The impact of topography, social definition, family, and different factors on such connections should subsequently be consider or aim. In like way, the precise nature of review an occasion may adjust the underdog effect, and this reality ought to be considered in future examination. It might be that observers' preference are influenced by paying confirmation or by joining a horde of hardliners. On the other hand, the experience of watching the game on TV or tuning in to it on the radio might be influenced by the inclinations and loyalties of host.

6. According to the Caillois, R. (1961). Man, play and games: play is "an event of unmixed or pure waste: exercise in energy, resourcefulness, expertise, and regularly of cash." regardless of this - or as a result of it - play comprises a basic component of human social and otherworldly development. In this exemplary examination, Caillois characterizes play as a free and willful action that happens in an unmixed or different from daily life activity, segregated and shielded from the remainder of life. Play is uncertain, since the result may not be predicted, and it is represented by decides that give a level battleground to all members. In its most fundamental structure, play comprises of finding a reaction to the adversary's activity - or to the play circumstance - that is free inside the cutoff points set by the rules. Caillois qualifies kinds of games - as per whether rivalry, possibility, recreation, or predominant - and methods of playing, going from the unlimited spontaneous creation normal for kids' play to the trained quest for answers for troublesome riddles. Caillois likewise analyzes the methods by which games become part of day by day life and eventually add to different societies their most trademark customs and organizations.

7. According to the Elias and Dunning: Different respondents talked about pulling for the underdog as far as the value contention. Many viewers would be happier with the underdog's players since it would reestablish value. One expressed, "By Team B winning, they will get underdog effect after that they getting excessively selfishness or ego while lifting the trophy and pride of another gathering. It will keep the two groups more like a fair compromise." The same respondent disclosed changing devotion to Team an after Team B took the initial three games by saying, "It would be excessively humiliating for the two groups if Group B dominated in straight

matches.

8. According to the Blascovich, Mendes, Tomaka, Salomon, & Seery: Different respondents talked about pulling for the underdog as far as the value contention. Many inferred they would be happier with the underdog's triumph since it would reestablish value. One expressed, "By Team B winning, it will shield one gathering from getting excessively egotistical while lifting the certainty and pride of another gathering. It will keep the two groups more like a fair compromise." The same respondent disclosed changing devotion to Team an after Team B took the initial three games by saying, "It would be excessively humiliating for the two groups if Group B dominated in straight matches

9. According to the Price Waterhouse Cooper (2011): The Asia Pacific locale is the third biggest games market with US $22.7 billion, with a development rate of 3.9% every year. Game in the Pacific locale incorporates various sports of interrelated activities, ranging from those composed at the network level to those including first class sportspeople at 4national and worldwide levels. Likewise, shows that the Asia Pacific locale is a huge market for football, rugby, Formula 1, baseball, tennis and golf. As indicated by Australian Bureau of Statistics (2012), over 65% of Australians matured more than 15 years partake in sport and entertainment exercises.

10. According to the suggestion of McGinnis and Gentry (2009): It is recommended to have a positive and inspiring basis, to connect buyers with the "disadvantaged", and to help them get a cup of the from a management perspective. To help the above point of view, Pahari et al. (2011), suggest that many consumers associate disadvantaged brands with their lives. Many organizations are promoting projects related to well-known underdog roles that have made considerable progress in the market, such as "The Lord of the Rings", "David and Goliath" and "Rocky" (Pahari et al., 2011).

11. According to Abrevaya, J: The relationship with buyers who support the "weak" may be stronger. Despite the economic and hypothetical effects, there is little experimental evidence to study the motivational basis associated with the use of disadvantaged people in the sports industry. Therefore, the research problem of this study is to expand and reproduce the emotional basis of shoppers towards the weak in sports. According to the McGinnis et al (2013): research demonstrates that customer with lower levels of realism and the higher levels of big showoff direction give more help to the underdog in sport and in business. Furthermore, past investigations recommended that these builds can be effectively recognized with underdog fondness. Or we can say that in games like WWE players with huge body structure can easily get the underdog effect.

12. According to the F. Davis: People want to keep up balance in the public eye and subsequently they uphold the underdog players or we can say that the new commerce in the game. Same as, Sympathy acts as the inclination which partners or individuals with underdog to keep up 70 the equalization in the public eye. For instance, In Olympic game, members from helpless or undeveloped countries get empathic uphold from individuals or we can say that they can easily become the underdog players due to their background of the nation.

13. According to the McGinnis and Gentry: distinguish the presence of an underdog picture in sports, governmental issues and in organizations, while Paharia etal. (2011) study centers fundamentally around business marking through underdog picture. Furthermore, McGinnis et al. (2013) study centers around persuasive bases related with the underdog in commerce. These are the various studies of McGinnis which shows that underdog effect is un predictable and uncertain which we depends on the first game or the first appearance of the player whether it is in cricket or any other game.

14. According to M. B. Holbrook: The trade enthusiasm of the inferior is moderate, indicating that a normal shopper may have friendship with the inferior. In addition, due to excessive control over top brands, individuals have greater protection for brands, which are weak and competitors. Based on these results, independent companies should rely on their enthusiasm to support attention to shoppers and convert their advertising potential during transaction execution.

15. According to Amish Kumar Patel (Amish Kumar Patel): The exploration discovery also suggests that hatred of the boss may arouse the love of the weak. In spite of the fact that individuals like to buy goods or administrative management from large public chains, if large public chains uproot it, they will provide help for neighbourhood businesses. Based on this enthusiastic connection, community organizations should show pictures of their disadvantages with major hijab brands.

16. According to Paharia et al., 2011: In addition, nearby organizations should consider the history of losers as the factor that best promotes their business development. As mentioned earlier, community organizations should turn the image of the inferior into an advantage through objective and enthusiastic actions. Community organizations or game organizations should take this as a goal to gain sympathy from buyers or fans. Again, the organization and brand should be kept in moderation and separated from the "huge organization".

17. According to Alwen, D. F: Future exploration can examine the results of the wearer's love more extensively, especially the limiting conditions that affect the quality of the relationship between the weaker's love and different results, including support for private venture capital elements. The key discovery of the great change of help clarified by the enthusiasm of business losers for mother shops and popular shops highlights the value of emphasizing the love of losers in the practice of helping small shop customers and is of great significance.

18. According to Hendrickso: In American culture, no matter what, the first use of the term "loser" by observers and fans tends to woo the loser. However, game sociologists did not challenge this hypothesis and did not test it. There is no effort to integrate this inference into the overall assumptions of the audience or inspiration. We have resolved some of our concerns in an exploratory way. In this article, we first put forward a macro view point. Secondly, we provide some relevant information (but exploratory) provided by university undergraduates; thirdly, we propose a microscopic view of inspiration. Finally, some closed thoughts on the miracle of losers are introduced.

19. According to Hooper, Coughlan and Mullen: The difference in legality is a sign that the measure has nothing to do with other buildings. In addition, it can also help you to implement another operation that theoretically should have nothing to do with it. For example, in order to demonstrate the legitimacy of the old-fashioned moving program, scientists can collect proof that the program and take care of those moving projects that have not become traditional moving projects?

20. According to Guttmann (Guttmann, 1986; Smith, 1990): We recommend supporting the weak, similar to sports betting, and giving a kind of "activity" (in-game game) to achieve a passionate journey to the game. The result of the challenge. In fact, this comparability between betting and the miracle of losers deserves further study, and noticed that "some people cannot appreciate the game if they don't bet on the result" and believe that one of the charms of sports betting lies in its "The ability to relieve fatigue and generate energy.

21. According to Edington: In addition, helping the disadvantaged seems to have the legitimacy of Western estimates of value. Therefore, the landmark of "sports legend" is often accepted by those who defeat the chance to achieve their goals. In any case, we do not know whether this tendency is obvious in the wider society. Perhaps the help for the losers is the impression of elitist philosophy, that as long as they put in enough effort, anyone can push it to the top. Along these lines of thinking, the ideas of the weak may change with the social structure of the public. At the micro level, being weak may increase the level of excitement and stress, and use this to inspire the overall inspiration to conquer an obviously unparalleled competitor. Maybe this will detract from the inspiration of better teams or players.

22. According to Frazier and Snyder: In view of the universality of the influence of inferior elements, further inspection may reveal the social characteristics that influence observers to choose inferior competitors or disadvantaged groups. Are there social classes, sub-cultural or cross-cultural contrasts, and onlookers' choices regarding which weak people should usually be helped? Our exploratory information shows that the work of losers is obvious in the minds of observers who are not focused on any candidate.

23. According to Bowling Green State University (Bowling Green State University): The advantage of being weak is that the top picks may be exaggerated and they will be conquered. When they show this chance, ready to go, this may inspire the loser to work harder. The advantage of the weak is that the title adds momentum to victory. The disadvantaged can win by making full use of this psychological and enthusiastic preferred position to defeat the general athletic ability.

24. According to Chen & Klimoski, 2003; Kierein & Gold, 2000; McNatt, 2000: Although the ideas of the weak and the leaders are clearly included in areas such as sports and legislative issues, what will happen to workers who accept that they are not expected to succeed, Academic understanding is limited. Most existing hypotheses and tests assume that when workers encounter low demands from others, their performance will continue.

25. According to D.E. Martin and Austin (2010): Merger legality refers to the degree to which operability is combined with another operability that is comparable to speculation. For example, in order to demonstrate the legitimacy of a traditional mobile program, experts can collect evidence proving that the program is identified with other mobile programs. Or, in order to describe the combined legitimacy of the math aptitude test, the analyst can correlate the scores in his survey with the scores in another survey to determine the hip joint bounce movement ability, in this case, high correlation It will become a burden to combine legitimacy.

26. According to the research of Fowler (2009) : there are three main research methods: estimating political conclusions and observations that help ethnic political figures, estimating the distinguishability of personal magazines and paper articles, and completing statistical surveys to understand customers Interests and hobbies. Overview Research techniques can accomplish a lot of work on a small civilian instance, which illustrates general behavior and personal circumstances.

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27. According to the M. B. Holbrook and Schindler (2003): that numerous brands have capacity to effect on purchasers' decision by comparing their products or some time they show some emotional adds and guide them to live currently great life by getting the underdog effect on their brand. In some cases, consumers keep away from to purchasing numerous brands because of increment coerciveness in their items they are becoming stick to a single brand they are trying to become loyal to single brand.

3. Research Methodology

The research methodology I used in this research paper is descriptive in nature which mainly focuses on the situation or we can say that the public opinion as an example, when we ask someone who is your favorite player in the Indian cricket team then he/she responds that Mahinder Singh Dhoni is my favorite cricketer in the Indian cricket team. Means that is kind of simple or most frequently used of research methodology it mainly involves the questions like what, how, where, when, from when and so forth it also assists in describing someone personal opinion and the characteristic of the individual

Types of descriptive research
- Case studies
- Natural observation
- Surveys

In this paper mainly natural observations of the citizens are

considered as well as a small survey is also conducted within my society where I am living I remember a person who tells me a player namely Devdutt Padikkal who is in the royal challengers Bangalore is new player and performed well in the IPL 2020 he played 9 matches and done their 296 runs we can consider that person as a underdog players because lots of cricket fans have attached some emotions with this player because of his performance in last 7 matches. He was born in kerela he was in the team of Bangalore from last 2 years but this year he is playing as a main players and performed more than the expectations of the fans of Bangalore.

Scale (5-point scale, SPSS)

During this research I used 5 point of scale

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly disagree.

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Team of IPL 2020:

List of teams currently playing in the 2020(Indian premier league).

- Chennai super kings
- Royal challengers Bangalore
- Delhi capitals
- Mumbai Indians
- Kolkata Knight Riders
- Rajasthan Royals
- Sunrisers Hyderabad
- Kings XI Punjab
- Rising Pune Supergiants

- Gujrat Lions
- Pune warriors India
- Kochi Tuskers Kerela

These 12 teams are currently playing in the Indian Premier league. These teams includes the underdog as well as topdog players in it.

4. Analysis of the Study Between Underdog and Top Dog

A. Analysis Part

After getting the responses I used the spss software to analysis the data which shows the total no of responses are 45 among which 37 members are male and rest of 7 are females which shows a greater percentage of males which is 82.2%.

Table 1
Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
.Valid	Male	37	82.2	82.2	82.2
	Female	7	15.6	15.6	97.8
	3.00	1	2.2	2.2	100.0

Table 2
Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	33	73.3	73.3	73.3
	24-32	8	17.8	17.8	91.1
	32-44	3	6.7	6.7	97.8
	Above than 44	1	2.2	2.2	100.0
	Total	45	100.0	100.0	

While we talk about the descriptive question of age mainly young bloods are more interest in watching IPL. Most of the respondents are from the age of 18-24 which is 73.3% and least active are from the age of more than 44.

When I ask them about the first question which is while you selecting a IPL team you look for the composition of players.

Table 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	1	2.2	2.2	2.2
	neutral	6	13.3	13.3	15.6
	agree	16	35.6	35.6	51.1
	strongly agree	22	48.9	48.9	100.0
	Total	45	100.0	100.0	

Most of the respondent are strongly agree with this point with 48.9 %. Furthermore, 29 respondents are agree with this thing they select the players on the basis of their biography.

Table 4
While selecting a player I look for the players biography

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	5	11.1	11.1	11.1
	Disagree	4	8.9	8.9	20.0
	Neutral	7	15.6	15.6	35.6
	Agree	15	33.3	33.3	68.9
	strongly agree	14	31.1	31.1	100.0
	Total	45	100.0	100.0	

In addition to it, I get more of responses on plethora of questions which are as:

Table 5
While selecting a IPL team I look for the captain of the team

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	2.2	2.2	2.2
	disagree	1	2.2	2.2	4.4
	neutral	6	13.3	13.3	17.8
	agree	15	33.3	33.3	51.1
	strongly agree	22	48.9	48.9	100.0
	Total	45	100.0	100.0	

Table 6
While selecting a player I look for the player which is popular among my peers/friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	3	6.7	6.7	6.7
	disagree	6	13.3	13.3	20.0
	neutral	9	20.0	20.0	40.0
	agree	13	28.9	28.9	68.9
	strongly agree	14	31.1	31.1	100.0
	Total	45	100.0	100.0	

Table 7
While selecting a player I prefer to read the news, controversy and so on

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	5	11.1	11.1	11.1
	disagree	3	6.7	6.7	17.8
	neutral	9	20.0	20.0	37.8
	agree	12	26.7	26.7	64.4
	strongly agree	16	35.6	35.6	100.0
	Total	45	100.0	100.0	

Table 8
while selecting a player I focused on the physical appearance of a particular player such as their hair style

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	8	17.8	17.8	17.8
	disagree	4	8.9	8.9	26.7
	neutral	5	11.1	11.1	37.8
	agree	13	28.9	28.9	66.7
	strongly agree	15	33.3	33.3	100.0
	Total	45	100.0	100.0	

Table 9
While selecting a player I prefer to check their social media profile i.e. Instagram, Facebook and twitter

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	3	6.7	6.7	6.7
	disagree	9	20.0	20.0	26.7
	neutral	6	13.3	13.3	40.0
	agree	8	17.8	17.8	57.8
	strongly agree	19	42.2	42.2	100.0
	Total	45	100.0	100.0	

Table 10
While selecting a player I prefer that player which are having a pace during their bating or bowling

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	2.2	2.2	2.2
	disagree	1	2.2	2.2	4.4
	neutral	6	13.3	13.3	17.8
	agree	14	31.1	31.1	48.9
	strongly agree	23	51.1	51.1	100.0
	Total	45	100.0	100.0	

Table 11
While selecting a IPL player I prefer to search player with whom I feel emotionally connected

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	8	17.8	17.8	17.8
	disagree	3	6.7	6.7	24.4
	neutral	4	8.9	8.9	33.3
	agree	18	40.0	40.0	73.3
	strongly agree	12	26.7	26.7	100.0
	Total	45	100.0	100.0	

Table 12
While selecting a player I compare some things or habit which are matching to us or our family

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	10	22.2	22.2	22.2
	disagree	4	8.9	8.9	31.1
	neutral	2	4.4	4.4	35.6
	agree	14	31.1	31.1	66.7
	strongly agree	15	33.3	33.3	100.0
	Total	45	100.0	100.0	

In the third part of my questionnaire I provide them biography of two players among one is the top dog and other one is the underdog which are as:

1. Player A (underdog): He is the player who belong to very poor family his father is hair dresser and their family income is less than 1 lac per annum but he have a aim of becoming a cricket player but his father and family neglect their aim because of economic issue because they know if he will not get success than there is no any other thing that he will do to earn for their family but he starts their hard work by playing in government stadium which is around 15 miles from their

residence he daily cover that distance by walk to fulfil their dreams and finally he get success by getting a chance in playing IPL.

2. Player B (top dog): He is the player who is younger brother of the well-known player and due to this reason he gets a chance to play in the IPL and because of him he earns a great fan following because people expect that he will plays seemly as their elder brother.

After reading these biographies there is a great percentage of respondents are supporting the underdog player this graph shows that:

Table 13
After reading the above biography what you think you are a underdog or a top dog

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Underdog	37	82.2	82.2	82.2
	Top dog	8	17.8	17.8	100.0
	Total	45	100.0	100.0	

And in terms of self-identification people identify themselves as underdog in their life.

Table 14
With which of the player you can more self-identify yourself (you are able to connect yourself)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Player A	34	75.6	75.6	75.6
	Player B	11	24.4	24.4	100.0
	Total	45	100.0	100.0	

In addition to it, people shows a great expectancy to underdog player that he will play much better than the top dog player.
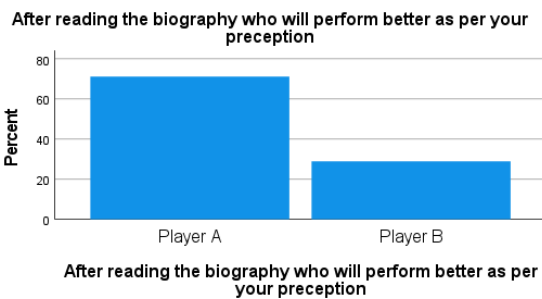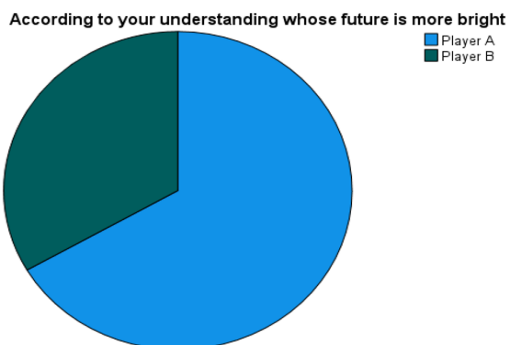

Fig. 1.

Fig. 2.

And the final and the foremost thing is the future expectancy which people expecting is more for the underdog player as compare to the top dog player.

Table 15
According to your understanding whose future is more bright

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Player A	30	66.7	66.7	66.7
	Player B	15	33.3	33.3	100.0
	Total	45	100.0	100.0	

These are the various responses which is collected through conducting a survey on the google form the link for that survey is,

https://docs.google.com/forms/d/e/1FAIpQLSdkWZhBSEv voO-z3dwn3m59yzg677qpkC2MrIkG-3Eon5QJLg/viewform?usp=sf_link

5. Conclusion

To putt all in the nutshell, I am at that conclusion underdog effect is a great effect for the new commerce in the sports industries as well it creates a positive spirit in the players which act as their performance booster like as I gave an example pastly in my research of Mr. Devdutt we can consider him as a underdog player for over research and there are plethora of examples in the sports and the IPL. As per my perception every player is underdog or the top dog is depending upon the situation he played his first game as well as the society and the environment he/she is from. As an evidence, as well all knows very well Apple is a leading brand in their industry but when he starts his infant stage of their life in market they are the underdog and after sometime they become the market leader of their industry and they are now in the top dogs of their industry.

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