"A study on awareness of European football clubs in India with reference to Kolkata, Mumbai, Pune, and Bangalore"

A Research Project Report Submitted to

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ON SUCCESSFUL COMPLETION OF THE

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In The Subject Of

"Research Paper Writing"

Submitted By

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Under The Guidance Of

Dr. Sanjit Kumar Dash

DATE

27 August 2020

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DECLARATION BY THE CANDIDATE

I declare that the Research Paper Report entitled "**A study on awareness of European football clubs in India with reference to Kolkata, Mumbai, Pune, and Bangalore**" is submitted by me is based on original research conducted by me during the period from 1st April 2020 to 31st August 2020 under the guidance of Dr. Sanjit Kumar Dash and I further declare that there is no falsification of data/ material to the best of my knowledge.

I further declare that the material obtained from other sources has been duly acknowledged in the Report.

Date: 27 August 2020

Place: Pune   (**Signature of the candidate**)

CERTIFICATE OF THE GUIDE

I certify that the work incorporated in the Research Report titled**, "A study on awareness of European football clubs in India with reference to Kolkata, Mumbai, Pune, and Bangalore"** submitted by **Raj Verma** is his original work which was carried out by the candidate under my supervision and guidance. I further certify that the above work was duly approved by me and this work is the result of the candidate's independent study and effort. Such material has been obtained from other sources has been duly acknowledged in the thesis.

Date: 27 August 2020   **(Signature of faculty mentor)**

Place: Pune, Maharashtra   **(Signature of research guide)**

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ACKNOWLEDGEMENT

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My sincere thanks to them for their unconditional, proactive support, and timely permissions for research work. Finally, I thank God for making this journey an enriching experience for me.

Date:

Place: Pune   **(Signature of candidate)**

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Abstract:

- **Purpose:**

  The purpose of this paper is to know which age group has the most awareness about European football clubs in India and to identify whether F.C. Barcelona is the most preferred club in India compared to other football clubs or not.

- **Previous work:**

  The previous work in this aspect focuses on the loyalty of football fans, brand management in the case of football clubs.

- **Design/Methodology/Approach:**

  Considering the topic questionnaire was designed to analyze the awareness and preference of European football clubs among Indians.

- **Findings:**

  Young people are more interested in football, and F.C. Barcelona is one of the most famous clubs in India.

- **Originality/Value:**

  This research provides insights related to awareness and preferences regarding European football clubs in India.

Introduction:

Each and every organization is busy increasing its customer base nowadays, the same applies to football clubs, football clubs are trying hard to increase their viewership and fan base, they are focusing on all the modes available for marketing such as ad campaigns, digital marketing, audience engagement programs, etc. to maximize their profit

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and the reason why this research focuses on India is that Market research firm GFK's recent study "La Liga in China, India, and Indonesia" shows that, In these three countries, all the internet users' interest in football rose up by seven percentage points during the year of study, reaching 52%. Furthermore, after interviewing sports fans, it was found that football remained the favorite sport in Indonesia and China, and the second favorite sport in India. Therefore, this paper will be focusing on awareness of European football clubs in India and the things which the clubs can do to increase their awareness.

Research Problem:

- To know about the awareness of European football clubs in India.
- To know whether or not FC Barcelona is the most preferred club in India.
- To know the factors affecting the awareness level of football clubs.

Objectives:

- To study the awareness level of European football clubs in India.
- To know which is the most followed European club in India.
- To study the Factors affecting the awareness level of football clubs.

Hypothesis

Null Hypothesis: There is no significant awareness of European football clubs in India.

Alternate Hypothesis: There is significant awareness of European football clubs in India.

Null Hypothesis: FC Barcelona is not the most preferred club in India.

Alternate Hypothesis: FC Barcelona is the most preferred club in India.

Null Hypothesis: The winning ratio of the club has no significant impact on its awareness.

Alternate Hypothesis: The winning ratio of the club has a significant impact on its awareness.

Null Hypothesis: Ad campaigns of the club has no significant impact on its awareness.

Alternate Hypothesis: Ad campaigns of the club has a significant impact on its awareness.

Null Hypothesis: The popularity of the players in the club has no significant impact on its awareness.

Alternate Hypothesis: The popularity of the players in the club has a significant impact on its awareness.

Literature Review:

"The loyalty of football fans —We'll support you evermore?" by Alan Tapp

This paper states that every supporter is loyal to his/her favorite clubs and that does not change easily and this paper also states that the supporters have a variety of loyalty behaviors and attitudes such as self-image, community belonging, and backing the underdog, etc.

"Building global football brand equity Lessons from the Chinese market" by Guillaume Bodet (2009):

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The main focus of this research was on customer-based brand equity (CBBE) which divides the findings of the research in four parts:

1. Perceived quality

    A club's perceived quality is recognized by the club's achievements, the members of the club, performance in the game, team's kit, history and traditions, and marketing programs that are done by the club.

2. Brand awareness

    It means awareness about the brand like the color of their kit, logo, etc. And it was more about the "big four's" of EPL English premier league namely Manchester United, Chelsea F.C., Arsenal F.C., and Liverpool F.C. which was due to their achievements and signings because of which they were on televisions and internet.

3. Brand associations

    It can be classified into three parts

    - Attributes: Performance, achievements, style of play, etc. comes under attributes of the club.
    - Benefits: Feeling of association with the club in their winnings, losses, achievements, sharing a common topic to discuss with friends, etc.
    - Attitude: It can be defined in the style of play, If it is aggressive then aggressive people will prefer the club, and if it is defensive than that type of person will prefer the club.

4. Brand loyalty

    This depends on many factors such as the first awareness about any club may lead a person to become a fan, the influence of friends can make a person become loyal to a club, a particular footballer can make a person loyal to a club, etc.

"Managing brand presence through social media: the case of UK football clubs." By McCarthy Jeff, Rowley Jennifer, Jane Ashworth Catherine, and Pioch Elke (2014):

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The findings of this research state that the Development of social media strategies can deliver more engagement, Interactions, awareness, belonging, more traffic flow to the original website and gain. The main focus of the research was on two key factors. The first aspect was control of the brand presence in social media, and to respond to the opportunities that social media provides to the fans to impact on the brand and The second was to strike balance between strategies that deliver short-term gains, and those that build brand loyalty.

"Internet marketing and football clubs: investigating the progress of the greek football clubs' websites" by Christos Terzoudis and Athanasios Kriemadis (2010):

The findings of this research paper tell us the scope of internet marketing for football clubs and it can be categorized as:

1. Informational Features
   Websites provide information about the clubs' history, achievements, statistics, information about the club, academies present in other cities, transfer news, fixtures, etc.
2. Selling features
   Previously online selling of tickets and merchandise was undeveloped, this research has shown progress in this area which means some of the clubs have started selling merchandise and tickets online.

3. Promotional features
   Progress was shown in the website's promotional features, all websites promoted the sponsors of the team and their products.
4. Communicational features
   Some of the greek club's websites fail to utilize the full potential of the internet, and email services as well, like online video

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broadcasting of matches and email promotional communication features.

5. Data collection features
   Greek clubs failed to utilize this feature of the internet which can be used directly to collect data from supporters to customize their products for them, however, they took data from customers sometimes for this purpose.

The previous researches were focused on brand awareness and how the internet can be used to create brand equity, this paper will be more focused on brand awareness of football clubs in India and which is the most preferred football club in India.

Research Methodology:

Research Type:

The type of research is a mix of Conclusive, and Exploratory Research.

Method of data collection:

Questionnaire

Software used:

SPSS and Microsoft Excel

Tools/techniques used:

Chi-Square Test, Cross-Tabulation, Friedman Test, Cronbach Alpha Reliability Test, and Graphs

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Data Analysis:

1. Reliability Analysis:

Table 1

Case Processing Summary

		N	%
Cases	Valid	172	48.6
	Excluded[a]	182	51.4
	Total	354	100.0

a. Listwise deletion based on all variables in the procedure.

Table 2

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.603	.556	20

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Table 3

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	.563	.006	1.035	1.029	178.000	.073	20
Item Variances	.308	.006	.977	.971	167.971	.068	20
Inter-Item Covariances	.022	-.137	.666	.804	-4.852	.007	20
Inter-Item Correlations	.059	-.546	.736	1.283	-1.348	.065	20

- Cronbach Alpha is more than .6, it means data is reliable

2. Crosstabs:

Table 4

Gender * Interest Crosstabulation

Count

		Interest		
		Yes	No	Total
Gender	Male	139	8	147
	Female	42	15	57
Total		181	23	204

- This shows the number of Males and Females interested in football

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- We can clearly see the ratio of males interested in football is much higher

Table 5

Age * Interest Crosstabulation

Count

		Interest		
		Yes	No	Total
Age	14 - 18	49	0	49
	18 - 24	94	18	112
	24 - 30	32	5	37
	30 - Above	6	0	6
Total		181	23	204

- This shows the age group Which is most interested in Football
- 18 – 24 age group is the age group with the most number of people interested in football

Table 6

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Gender*$Involvement Crosstabulation

			Involvement[a]			
			Playing	Watching	Games	Total
Gender	Male	Count	23	30	84	93
	Female	Count	26	11	27	34
Total		Count	49	41	111	127

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

- This table shows the interest of people in Playing, Watching, and Playing Video Games related to football, gender-wise

Table 7

Age*$Involvement Crosstabulation

|			Involvement[a]			
			Playing	Watching	Games	Total
Age	14 - 18	Count	8	13	45	46
	18 - 24	Count	33	17	46	55
	24 - 30	Count	7	8	14	20
	30 - Above	Count	1	3	6	6
Total		Count	49	41	111	127

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

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- This table shows the interest of people in Playing, Watching, and Playing Video Games related to football, age-wise.
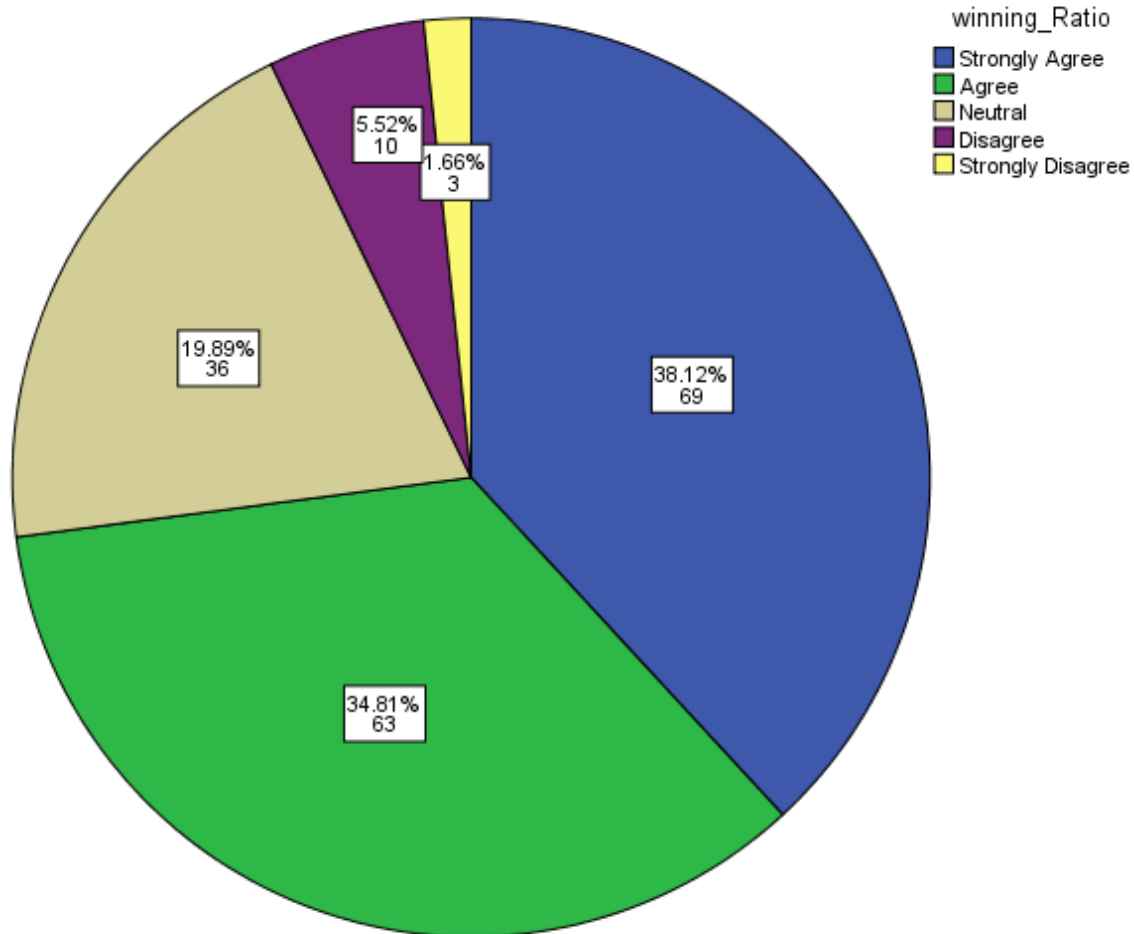
3. Graphs:

Figure 1

1st Awareness Level Graph
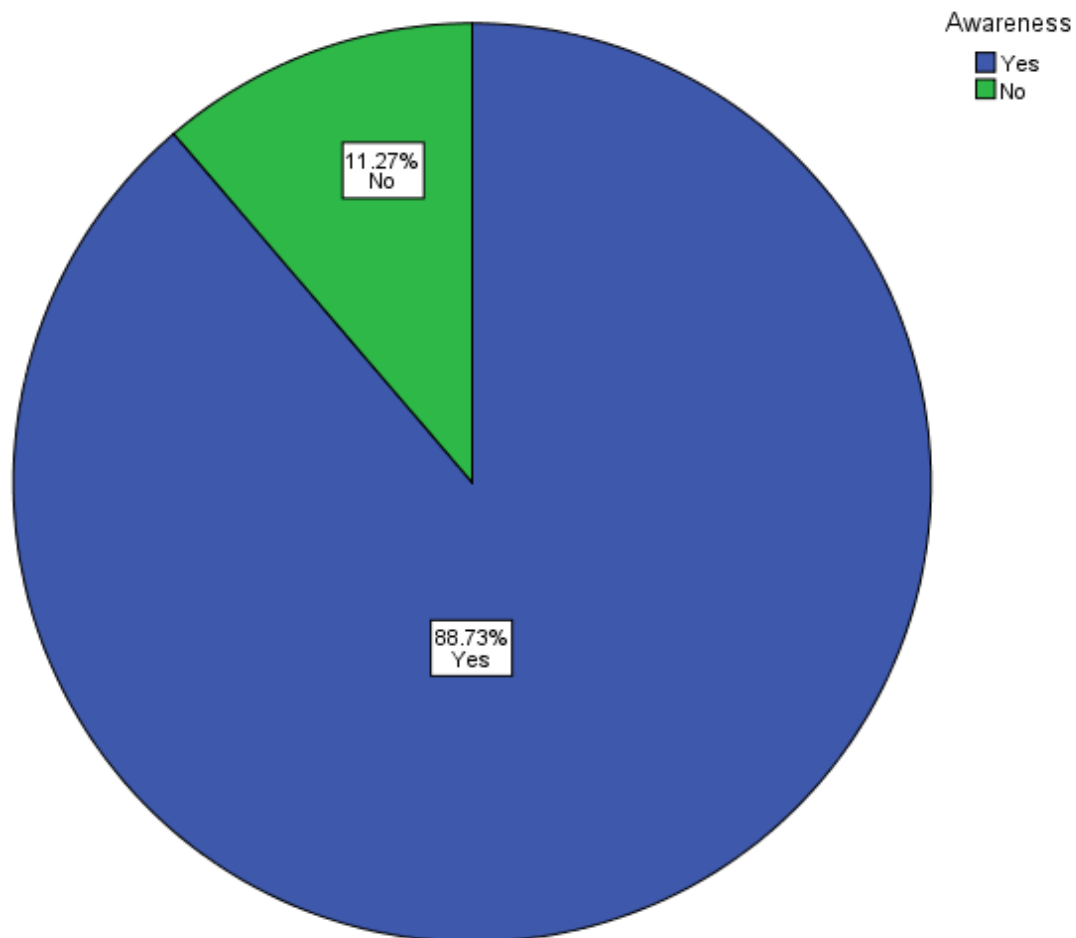
- This graph shows the awareness level amongst the respondents.

Figure 2

2nd Winning Ratio's Effectiveness on clubs awareness graph

- This Graph shows the impacts of ad campaigns on the Awareness Levels of the club.
- 72.91% agree that winning ratio affects the awareness level of the club.

Figure 3

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3rd Ad Campaign's effectiveness on the awareness of the club graph

Ad_Effect
- ■ Strongly Agree
- ■ Agree
- ■ Neutral
- ■ Disagree
- □ Strongly Disagree
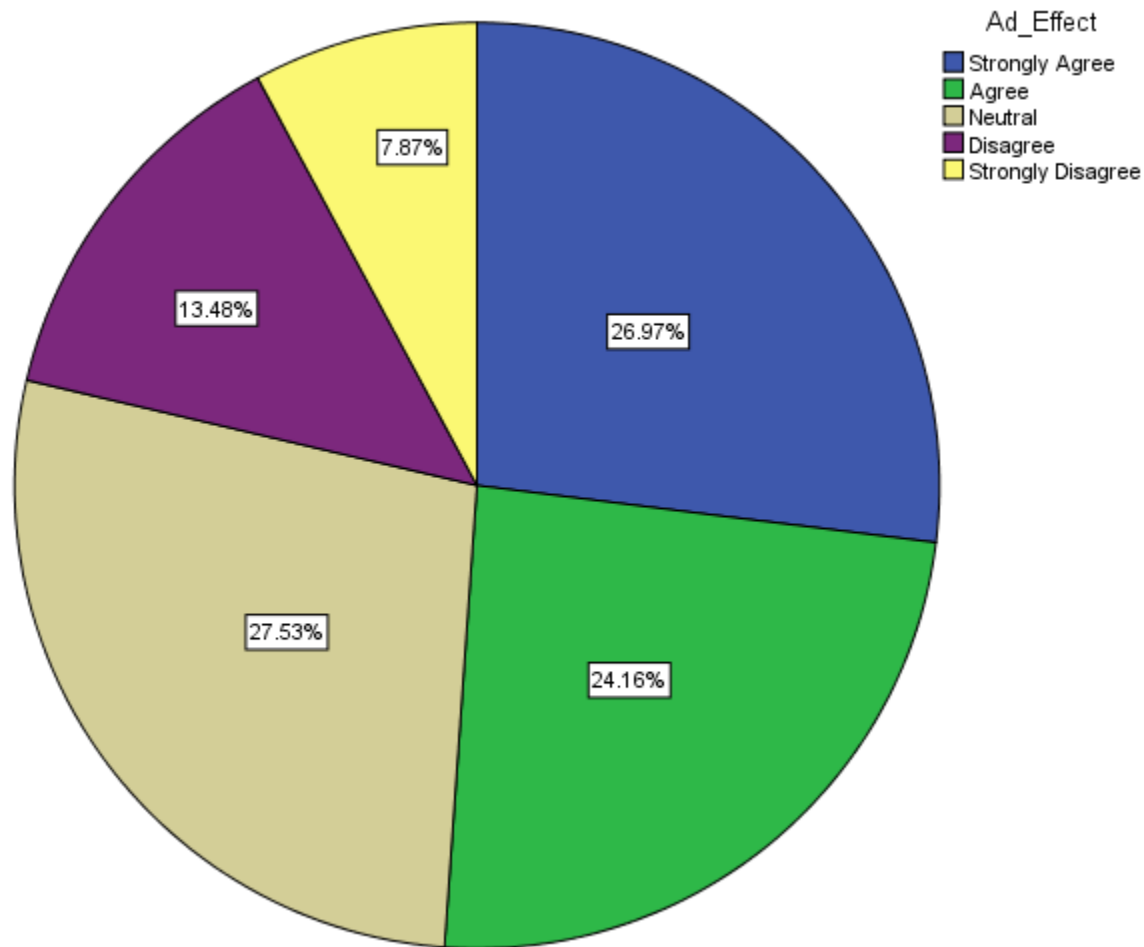
- This Graph shows the impacts of ad campaigns on the Awareness Levels of the club
- It can be concluded that ads campaigns have a slight impact on the awareness of the clubs

Figure 4

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4th popularity of a players' effectiveness on the awareness of the club graph
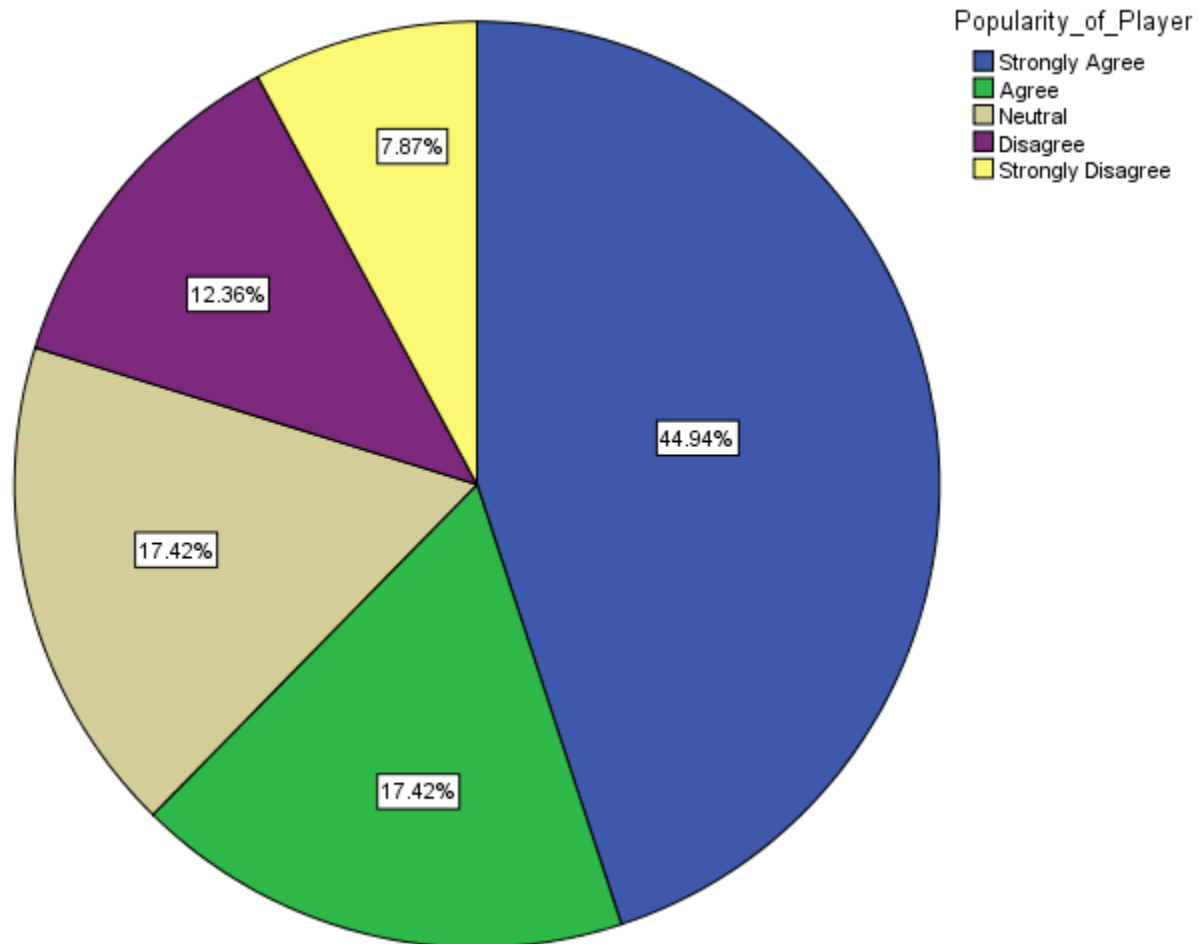
- This graph shows the impact of the popularity of players on clubs Awareness
- It can be concluded that the popularity of players have a vital role in the awareness of the club

4. Friedman Test:

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Table 8

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum	Percentiles		
						25th	50th (Median)	75th
F.C.Barcelona	178	1.76	1.217	1	7	1.00	1.00	2.00
Real_Madrid	178	3.01	1.983	1	9	2.00	2.00	3.00
Manchester_United	178	3.30	1.697	1	9	3.00	3.00	3.00
Manchester_City	178	4.17	1.549	1	9	4.00	4.00	5.00
Liverpool_FC	178	5.21	1.452	1	9	5.00	5.00	6.00
Juventus_FC	178	5.89	1.461	1	9	6.00	6.00	6.00
Paris_Saint_Germain	178	6.32	1.958	1	9	6.00	7.00	7.00
FC_Bayern_Munich	178	7.28	1.633	2	9	7.00	8.00	8.00
Borussia_Dortmund	178	8.02	1.919	1	9	8.00	9.00	9.00

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Table 9

Ranks

	Mean Rank
F.C.Barcelona	1.77
Real_Madrid	3.01
Manchester_United	3.31
Manchester_City	4.17
Liverpool_FC	5.21
Juventus_FC	5.89
Paris_Saint_Germain	6.33
FC_Bayern_Munich	7.28
Borussia_Dortmund	8.03

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Table 10

Test Statistics[a]

N			178
Chi-square			828.522
Df			8
Asymp. Sig.			.000
Monte Carlo Sig.	Sig.		.000
	95% Confidence Interval	Lower Bound	.000
		Upper Bound	.015

a. Friedman Test

- This test shows the mean rank of the clubs preferred by respondents
- And we can clearly see that F.C. Barcelona is ranked as the most preferred football club

5. Chi-Square Test

I Hypothesis Testing

1. H0: There is no significant difference between age group and liking of Football.

   H1: There is a significant difference between age group and liking of Football.

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2. Level of Confidence 95% and level of significance 5%, n=204

3. Statistical Test: Chi-Square

4. At df=3 and at LOS 5% Chi-Square Critical Value is 7.82

5. Test

Table 11

Chi-Square Tests

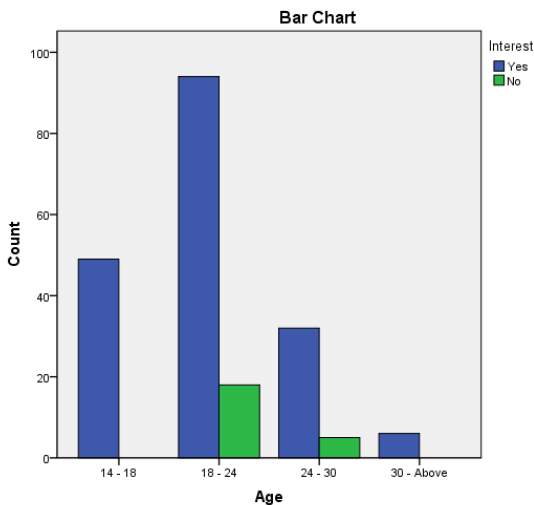|	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.751[a]	3	.021
Likelihood Ratio	15.647	3	.001
Linear-by-Linear Association	2.261	1	.133
N of Valid Cases	204		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is .68.

Table 12

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.219	.021
	Cramer's V	.219	.021
N of Valid Cases		204	

25

Figure 5

6.Conclusion

We reject H0 because 9.751 > 7.82 and the p-value is less than 0.05

Since the calculated value is greater than the critical value.

II Hypothesis Testing

1. H0: FC Barcelona is not the most preferred club in India.

   H1: FC Barcelona is the most preferred club in India.

2. Level of Confidence 95% and level of significance 5%, n=204

3. Statistical Test: Chi-Square

26

4. At df=3 and at LOS 5% Chi-Square Critical Value is 7.82

5. Test

Table 13

Chi-Square Tests

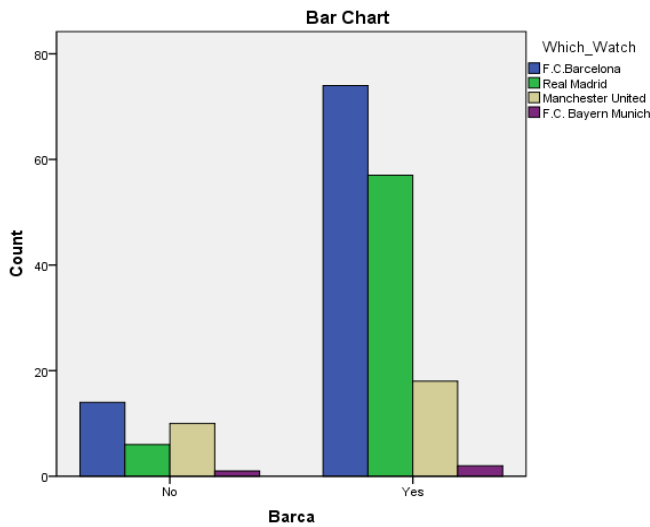|	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.071^a	3	.018
Likelihood Ratio	9.073	3	.028
Linear-by-Linear Association	3.256	1	.071
N of Valid Cases	182		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is .51.

Table 14

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.235	.018
	Cramer's V	.235	.018
N of Valid Cases		182	

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Figure 6

6.Conclusion

We reject H0 because 10.071 > 7.82 and the p-value is less than 0.05

Since the calculated value is greater than the critical value.

III Hypothesis Testing

1. H0: The winning ratio of the club has no significant impact on its awareness.

   H1: The winning ratio of the club has a significant impact on its awareness.

2. Level of Confidence 95% and level of significance 5%, n=183

3. Statistical Test: Chi-Square

28

4. At df=4 and at LOS 5% Chi-Square Critical Value is 9.488

5. Test

Table 15

Crosstab
Interest * Winning Ration_Crosstabulation

Count

		winning_Ratio					Total
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Interest	Yes	69	63	36	10	3	181
	No	0	0	0	0	0	0
Total		70	64	36	10	3	181

Table 16

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.900a	4	.028
Likelihood Ratio	12.862	4	.012
Linear-by-Linear Association	4.649	1	.031
N of Valid Cases	181		

a. 5 cells (50.0%) have expected count less than 5. The minimum

expected count is 4.51.

6.Conclusion

We reject H0 because 10.900 > 9.488 and the p-value is less than 0.05

Since the calculated value is greater than the critical value.

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IV Hypothesis Testing

1. H0: Ad campaigns of the club has no significant impact on its awareness.

   H1: Ad campaigns of the club has a significant impact on its awareness.

2. Level of Confidence 95% and level of significance 5%, n=178

3. Statistical Test: Chi-Square

4. At df=4 and at LOS 5% Chi-Square Critical Value is 9.488

6. Test

Table 17

Interest * Ad_Campaigns Crosstabulation

Count

		Ad_Campaigns					
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Interest	Yes	45	43	52	22	15	177
	No	0	1	0	0	0	1
Total		45	44	52	22	15	178

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Table 18

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.862[a]	4	.018
Likelihood Ratio	9.917	4	.042
Linear-by-Linear Association	2.224	1	.136
N of Valid Cases	178		

a. 2 cells (20.0%) have expected count less than 5. The minimum

expected count is 1.96.

6.Conclusion

We reject H0 because 11.862 > 9.488 and the p-value is less than 0.05

Since the calculated value is greater than the critical value.

V Hypothesis Testing

1. H0: The popularity of the players in the club has no significant impact on its awareness.

   H1: The popularity of the players in the club has a significant impact on its awareness.

3. Level of Confidence 95% and level of significance 5%, n=178

3. Statistical Test: Chi-Square

31

4. At df=4 and at LOS 5% Chi-Square Critical Value is 9.488

5. Test

Table 19

Crosstab
Interest * Popularity_of_Player Cross Tabulation

Count

		Popularity_of_Player					
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Interest	Yes	79	31	31	22	14	177
	No	1	0	0	0	0	1
Total		80	31	31	22	14	178

Table 20

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.741[a]	4	.045
Likelihood Ratio	13.393	4	.010
Linear-by-Linear Association	2.774	1	.096
N of Valid Cases	178		

a. 4 cells (40.0%) have expected count less than 5. The minimum
expected count is 3.61.

6.Conclusion

We reject H0 because 9.741 > 9.488 and the p-value is less than 0.05

Since the calculated value is greater than the critical value.

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Findings:

- 83.73% of the respondents are aware about European football clubs.

- F.C. Barcelona is the most famous club as per the respondents, with Real Madrid and Manchester United tailing it respectively.

- Winning Ratio of the club, ad campaigns run by the club, and the popularity of the players of the club have a significant impact on the awareness level of the club.

- 51.13% of the respondents agree that ad campaigns impact the popularity of the clubs.

- 62.36% of the respondents believe that the popularity of players has a major role to play in the awareness of the club.

- 72.93% of the respondents agree that the winning ratio of the club impacts their awareness levels.

- The interest rate in football of females is low compared to males.

Suggestion:

- Football clubs should work on their audience engagement program a bit more as it will lead to more word of mouth Publicity.

- Football clubs should also exploit other means of marketing as well apart from social media.

Limitations:

- This research takes into consideration only four Indian cities namely Pune, Mumbai, Bangalore, and Kolkata.
- This research only takes into consideration the top five leagues of Europe not all of them.
- This research also only takes into consideration some of the famous clubs not all of them.

Conclusion:

This research deals with the awareness of European football clubs in India and the preference of Indian audience regarding European football clubs, questionnaire were made to find out about the awareness and the preference, The research shows the interest of youth(Age Group 14-24) is more in football, and some of the points show what all measures can be taken to improve the awareness of the club, the research also shows that F.C. Barcelona is the most popular club as per the respondents and finally the research concludes that most of the peoples are only aware of the top or the elite clubs like F.C Barcelona, Real Madrid, and Manchester City. And clubs like Dortmund, Paris Saint Germain, F.C Bayern Munich are not as famous, as per the respondents.

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Further Research Directions:

- Further Research can be done focusing on all the cities in India, and it can also include all the leagues and clubs of Europe.

- This research mainly focuses on the awareness of European football clubs further research can be done focusing deeply on the fan base of each of the individual clubs.

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Alan Tapp, 2004, https://link.springer.com/article/10.1057/palgrave.dbm.3240221

Guillaume Bodet, 2009, https://www.researchgate.net/publication/242020867_Building_global_football_brand_equity_Lessons_from_the_Chinese_market

McCarthy Jeff, Rowley Jennifer, Jane Ashworth Catherine, and Pioch Elke, (2014), https://www.emerald.com/insight/content/doi/10.1108/IntR-08-2012-0154/full/html?fullSc=1&mbSc=1&fullSc=1

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Questionnaire

A study on awareness of European football clubs in India

1. Name *

2. Age *

14 - 18

18 - 24

24 - 30

30 – Above

3. Gender *

Male

Female

Prefer not to say

Other:

4. Which city are you from? *

Pune

Mumbai

37

Kolkata

Bangalore

5. Do you have any interest in football? *

Yes

No

6. How do you keep yourself involved with football?

Playing football

Watching football

Playing video games

7. Which of these leagues have you heard of?

La Liga

Premier League

Serie A

Ligue 1

Bundesliga

8. Source of awareness of the above-mentioned leagues

Social Media

38

News

Friends

Magazines

9. Which of these leagues do you like to watch?

La Liga

Premier League

Serie A

Ligue 1

Bundesliga

10. On which platforms do you watch football?

Social Media

Television

Apps

Websites

11. Which of these clubs are you aware about *

F.C. Barcelona

Real Madrid

39

Atletico Madrid

Manchester United

Manchester City F.C.

Chelsea F.C.

Liverpool F.C.

Juventus F.C.

A.C. Milan

Inter Milan

A.S. Roma

Paris Saint Germain F.C.

F.C. Bayern Munich

Borussia Dortmund

12. Source of awareness of the above-mentioned clubs *

Social Media

News

Friends

Magazines

40

13. Rank these clubs as per your preference *

F.C. Barcelona

Real Madrid

Atletico Madrid

Manchester United

Manchester City F.C.

Chelsea F.C.

Liverpool F.C.

Juventus F.C.

A.C. Milan

Inter Milan

A.S. Roma

Paris Saint Germain F.C.

F.C. Bayern Munich

Borussia Dortmund

14. Does the ad campaigns have any effect on the awareness of the clubs

Strongly Agree

1

2

41

3

4

5

Strongly Disagree

15. Does the popularity of the players have any effect on the awareness of the football clubs? *

Strongly Agree

1

2

3

4

5

Strongly Disagree

16. Does the winning Ratio of the club affect the awareness level of the club?*

Strongly Agree

1

2

3

42

4

5

Strongly Disagree

43