

A REVIEW STUDY ON FOOTBALL FANS IN INDIA AND THROUGHOUT THE WORLD

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Abstract

One of the most watched sports in the whole globe is football. Since football's historical origin, it has been seen that the sport is becoming more and more popular in practically every region of the globe. A significant portion of fans were affected by the FIFA football world cup and other football leagues in Europe and South America. The administration and promotion of athletic events are handled by Federations, Leagues, and Associations. One aspect of human nature that appeals to the more primal side of humanity is sports. Sports generally help us improve our talents in a variety of areas and foster collaboration among the participants. This review-based essay aims to highlight how popular football is in India and around the world, as well as how much people like watching it.

Keywords: Football, spectators, fans

Introduction

Football is a sport that, given that it is played by more than 250 million people in more than 200 countries, has a large global impact (which is more than number of countries registered in United Nations). Football is a popular hobby, which would be an understatement. The administration and promotion of athletic events are handled by Federations, Leagues, and Associations. Sports in general are an essential component of humankind and appeal to our primitive side. They help us develop our talents in a variety of areas and encourage teamwork among the participants. These effects are often contagious and spread through friends, family, and countries. It has a significant impact on locals and often defines the internal dynamics of the population there. It fosters teamwork among colleagues and is thus accountable for team bonds and the social environment that fosters them. Therefore, with an estimated 3.5 million fans, football is undoubtedly the most watched sport on earth.

Football is immensely popular in Latin America, especially in countries like Brazil, Argentina, and Uruguay. It was brought to these nations by European immigrants in the 1800s. They included immigrants from the United Kingdom, who also found football. These immigrant groups began setting up their own football teams and informal league competitions as they expanded and dispersed over the area. They subsequently outperformed European nations in World Cups. We can verify that Argentina and Brazil have won the World Cup more often than England, which has only ever won once. Although, because to their significant participation in club football, European Football is the most well-liked. Due to their well-organized presence in nooks and corners of the globe, Manchester United FC, Barcelona FC, Real Madrid FC, etc., have the largest product sales. All of these players, from Lionel Messi to Neymar Junior, are from Latin America, but they have all chosen to represent European football clubs due to the popularity of club football in Europe (which was fueled by their excellent performance, enormous earnings, well-organized platforms, etc.). Football is now becoming more popular worldwide. The Super Bowl has garnered considerable support for the USA even in North America. That has, in a sense, gained popularity. Football's

financial appeal has encouraged Gulf nations to participate. As a consequence, Qatar is prepared to host the 2022 FIFA World Cup. The USA, Mexico, and Canada are all scheduled to host in 2026. Football is becoming more and more popular in underdeveloped countries in Africa and Asia since it doesn't cost much to build stadiums and upgrade infrastructure.

The second-largest country in terms of population, India, is being closely watched by FIFA (International Federation of Association Football), the sport's regulatory body, since it will soon become a significant market. With the launch of the Indian Super League (ISL) in 2013, football is becoming more well-known in India. Its graph has continued to rise ever since. With that increasing in popularity, India was also able to host the U-17 FIFA World Cup, their first international football competition, successfully in 2017.

Literature Review

Robertson and Giuliano (2004) Football in particular makes sport one of the most distinctive, sociologically vibrant aspects of globalization. This essay examines the internationalization of football with a focus on Robertson's theories on global practices. Through the concept of "globalization," which includes the integration of local and global practices into the personalities and institutions of the pastime, we examine the social globalization of football. In order to address financial globalization in football, we consider all professional sports teams to be "global" transnational corporations. We examine the political globalization of football in light of the potential development of popular governance within the overall management of the game. We conclude by demonstrating the value of games in advancing our conceptual and experimental understanding of how globalization takes place.

Mukherjee et al. (2010) Sports retail is a small but rapidly expanding segment of India's retail market today. Recently, the country has hosted several international competitions, which has boosted this market. Sports retail is now dominated by overseas and domestic corporate shops. The Foreign Trade Policy (2009-2014) prioritizes the manufacturing of sports goods, and the legislature is looking into the present distant direct venture structure in retail. This article provides a diagram of the retail gaming sector in India within the aforementioned context. It demonstrates the unique retail organizations, buyer profile, retail production network, and sourcing in particular. Additionally, it examines the retail and sports methods and their recommendation for this retail sector, investigate the challenges faced by this segment, and suggest policy adjustments.

The analysis concluded that this sector has not benefited from the agreement allowing 51 percent FDI in the single-mark organize. The FDI ban on multi-mark retail is not a barrier to entry since distant merchants may establish their caliber in India via several avenues. The analysis concluded that since this is a speciality area of retail, FDI would not have a negative impact on conventional shops. It implies that the government should allow FDI at a rate of 51% in multi-brand sports retail. This will increase sourcing from India, encourage innovation dissemination, brand proliferation, and interest in video game and sports progression, among other things. Mantri (2013) Football is the second most popular sport in India, after cricket, and has a reputation for being one of the most intense sports there. This is due to a variety of factors, including strategic planning, venture, and critical exchange.

India just moved up 24 ranks, from 167 to 143 overall, which is commendable in and of itself, but there is still a long way to go before India can compete in the FIFA World Cup. The top global organization, FIFA, has shown a clear interest in advancing Indian Football to

the most extreme levels of the game. Government agencies, the national games organization, and business have worked together to promote the top entertainment, and sincere efforts are being made from every angle to make football-related activities sustainable and profitable in the long run.

In order to take advantage of this opportunity, the fundamental governing body of Indian football, the All India Football Federation, has changed its appearance. Numerous international clubs and business organizations have also shown a clear interest in following the growth of Indian football, and more are on the way. FIFA is currently developing a concentrated technique for Indian football. Under the direction of the AFC and FIFA, AIFF carries out deliberate game enhancement activities.

Krabbenbos (2014) In the 1980s, the football industry saw enormous financial expansion. Because of this, most professional football clubs are organized as organizations.

A small percentage of clubs, meanwhile, are structured as participation clubs. In this assignment, the differences in the business system between participation clubs and non-enrolment clubs were analyzed. The degrees of fan satisfaction among these different types of teams were also compared. Modern football teams must be commercialized if they are to stay financially viable, yet football supporters are often dissatisfied with how their clubs' cultures are changing as a result of this development. Contextual investigations were carried out with three Football clubs as part of the research process: a membership club, a non-membership club, and a blended club. An internal club investigation for each club and a cross-case investigation wrapped up the review of the information findings.

Following the breakdown of the data, two unique commercialization strategies were identified: one focuses on corporate business and is accessible at the non-participation club, while the other emphasizes developing a traditional football character. The mixed club gave a demonstration of a middle ground approach. Additionally, it was observed that the enrollment club's fan base had a greater fulfillment rate than the non-participation club's. The combined team's fan satisfaction score was average. In conclusion, it was determined that the participation club was more adept at handling the conflict between marketing and fan support. Ramakrishna (2015) During the British rule, football became popular in India. In the 1950s and 1960s, India was a footballing superpower in Asia. Neville D'Souza became the first Asian and Indian to score a cap trap (record still undefeated) in an Olympic game, and India achieved history as the first Asian team to go to the semi-finals of an Olympic Football tournament in the 1956 Summer Olympics in Melbourne. All things considered, football is widely popular throughout the country as a spectator sport as well as a team sport in a few regions, including Kerala, West Bengal, Goa, and the Northeast.

The All India Football Federation (AIFF) was established in June 1937 at the Army Headquarters in Shimla at a meeting of the representatives of six regions where football was then immensely popular. It is the authority in charge of regulating football in India. The Federation Cup (India), the Indian Super Cup, the I-League and the I-League second Division in the Indian League System are among the local rivals for men's football. For women's football, the India Ladies' Football championship serves as a local rivalry.

Andrews (2015) There are several football clubs in Europe. Every city, regardless of size, has a single professional football team. However, there aren't many well-known football teams in Europe in metropolitan areas. The most well-known professional football teams outperform

other professional teams in terms of wins, attendance, and revenue. It tells more of a financial narrative than a fashion one, giving a case that might help with the growth of successful MNCs.

According to the study, professional football teams grow while supplying ever-larger, more complex goods in light of expanding earning capacity, providing growing opportunities for financial overflows simultaneously. Insights from Nielsen (2018) The popularity of football is increasing worldwide. Football, or whatever you choose to call it, is a sport that has enormous global appeal and fan curiosity. In actuality, more than 40% of people aged 16 or older who are part of a sizable population wholly or partially around the world see themselves as captivated or very eager on watching Football, more so than any other game. Football (football) excitement is lower in the United States than in most other countries, yet it still stands at 32%, up from 28% four years ago. The "football flood" that has recently swept the United States has been fueled by youth collaboration, an increase in the Hispanic population, the growth of Major League Football, and the popularity of the FIFA video game Daily Hunt (2018).

Conclusions

The creation of new sports leagues gave all of the country's athletes a stable source of income while also assisting in the identification of fresh potential. The majority of respondents were very grateful for India's recent run of victories in international competition and said they will support the Indian team in their forthcoming matches. Sunil Chhetri, the Indian captain, was chosen as the nation's favorite player by 84% of those surveyed. Brazil, Argentina, and Russia emerged as the top 3 favorite teams at the FIFA World Cup 2018, and they also happen to be the countries that are home to the top 10 most valuable football players in the world. Four Brazilian players made up the World Dream XI squad of the typical Indian fan, who played in the positions of goalkeeper, defender, midfielder, and striker. The front-runners for the World Dream XI captaincy were Neymar, Lionel Messi, and Cristiano Ronaldo of Portugal (Brazil). One sport that has not only made an effect on fans and brought about a lot of milestones year after year is football. Thus, sports are an important aspect of human nature that appeals to mankind's more primal side. They essentially assist us improve our talents in a variety of areas and foster teamwork among the participants. As a consequence, it serves as a message that disseminates among friends, family, and countries all over the globe.

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