**Study of American viewers watching European football**

Shuai Shi and Mhatre, Mandar Dilip

School of Public Health, Indiana University

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Dr. Juha Yoon

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**Introduction**

With the development of globalization and the advancement of media technology, European football's influence is expanding globally, especially in the US market, which has gradually occupied an important position. This trend has sparked research interest in the popularity of European soccer in the United States and the factors that influence it. In the spring of 2018, researchers conducted a questionnaire survey among 600 football fans in the United States to understand the extent of European football promotion in the United States. Finally, 567 people completed the questionnaire. In addition to demographic information of participants, the questionnaire focused more on the recognition of logos of European football league clubs and their sponsors. The survey aimed to understand the extent of promotion of European football in the United States by asking respondents about the frequency of watching European football leagues, and whether they play FIFA games. Through a detailed analysis of different variables, this study provides specific recommendations on how to promote European football more effectively and how to attract and retain different audience groups through customized marketing strategies.

**Analysis**

The primary purpose of this project is to explore the extent to which U.S. audiences follow various European football leagues and how this relates to their recognition of club and sponsor logos. Specifically, this project aims to explore the following research questions:

1. What percentage of users who correctly recognized the club logo recognized the club sponsors logo.

For research question 1, the data from columns 17 to 52 will be used, the aggregate function will be used to describe the percentage of users who could successfully identify both the club logo and the sponsor logos.

The results showed a notable range in sponsor logo recognition across different clubs. For instance, Manchester City demonstrated the highest level of recognition at 106.9%, contrasting sharply with Ajax, which had the lowest recognition rate at 26.5% (Table 1). This disparity in sponsor logo recognition rates is significant as it reflects the varying effectiveness of the clubs' marketing and sponsorship strategies. A high recognition rate indicates a successful integration of the sponsor’s brand with the club’s identity, while a lower rate suggests areas for improvement in sponsorship visibility or branding efforts. These insights are vital for clubs and sponsors in assessing and refining their strategies to maximize brand visibility and impact.

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| **Table 1 Recognition Rates of European Football Club Logos and Their Sponsors** | | | |
| **Club Name** | **Club Logo** | **Sponsor Logo** | **Recognition** |
| Manchester City | 218 | 233 | 106.9 |
| Leicester City | 252 | 188 | 74.6 |
| Manchester United | 359 | 267 | 74.4 |
| Juventus | 296 | 207 | 69.9 |
| Inter Milan | 233 | 162 | 69.5 |
| Wolfsburg | 260 | 180 | 69.2 |
| Bayern Munich | 282 | 169 | 59.9 |
| Tottenham | 301 | 176 | 58.5 |
| Liverpool | 298 | 172 | 57.7 |
| Monaco | 157 | 88 | 56.1 |
| Real Madrid | 332 | 171 | 51.5 |
| Chelsea | 358 | 184 | 51.4 |
| Napoli | 231 | 107 | 46.3 |
| Schalke | 240 | 109 | 45.4 |
| Dortmund | 285 | 124 | 43.5 |
| Atletico Madrid | 246 | 74 | 30.1 |
| Barcelona | 425 | 123 | 28.9 |
| Ajax | 238 | 63 | 26.5 |

1. Is the successful identification of club logos and sponsor logos tied to age, gender?

For research question 2, we analyze the data using two different demographic variables: gender and age. We employ the t-test to examine the mean number of European football club logos recognized by gender, using data filtered for male and female respondents. For the age-based analysis, we use ANOVA to evaluate the mean percentages of sponsor logos recognized across different age groups.

In the study examining the relationship between demographic factors and the recognition of club and sponsor logos, significant differences were found based on gender and age. A t-test showed a notable gender difference in club logo recognition, with males (*M* = 19.41, *SD* = 13.2) identifying more logos than females (*M* = 6.61, *SD* = 9.6), *t* (274.42) = -11.56, *p* < .001. This suggests a potential for targeted marketing strategies more appealing to male audiences (Table 2). Additionally, an ANOVA revealed age as a significant factor in sponsor logo recognition (*F* (4, 498) = 5.07, *p* = 0.00052), with younger age groups, particularly 18-21 years (*M* = 6.28, *SE* = 0.53) and 22-25 years (*M* = 6.25, *SE* = 0.53), recognizing more sponsor logos than older groups. These findings highlight the importance of age-specific marketing approaches, especially for younger demographics, to enhance brand awareness and engagement (Table 3).A graph showing the average number of club logos

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A graph of a number of blue and purple squares

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1. How does the measure of effective marketing translate to club logo recognition?

For research question 3, variables to be used are the factor variable marketing and the numerical variable of club logo recognized. The method of analysis is an ANOVA test as a numeric variable and factor variables with more than two levels are tested.

This study examines the effectiveness of overseas leagues in promoting European football in the United States and uses one-way ANOVA to evaluate the impact of these perceptions on club logo recognition. The analysis revealed a significant overall effect (*F* (3, 411) = 10.648, *p* < 0.001), indicating differences in club logo recognition based on respondents' agreement with the statement. Participants who strongly agreed with the effectiveness of overseas leagues' promotional efforts recognized more club logos on average (*M* = 25.3, *SE* = 1.500), compared to those who disagreed (*M* = 14.3, *SE* = 1.327) or strongly disagreed (*M* = 15.2, *SE* = 3.086). This finding suggests a correlation between the perceived effectiveness of marketing by overseas leagues and the recognition of European football clubs among American audiences. It highlights the significance of effective marketing strategies in enhancing brand recognition and suggests that those who perceive these promotional efforts positively are more likely to recognize and be aware of different clubs. These insights are crucial for understanding the impact of marketing strategies used by overseas leagues to promote European football in America (Table 4).

A diagram of a club logo

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1. How did the years of watching European football affect the sponsor logo recognition?

For research question 4, Variables to be used are the factor variable years and the numerical variable of sponsor logo recognized. The method of analysis is an ANOVA test as a numeric variable and factor variables with more than two levels are tested.

A one-way ANOVA revealed a significant effect of the number of years spent watching European football on sponsor logo recognition (*F* (4, 410) = 40.581, *p* < 0.001). The analysis showed increasing recognition rates with more years of viewership: viewers with 0 years of watching had the lowest recognition rate (*M* = 1.19, *SE* = 0.512), while those with 5-6 years and 6+ years of viewership had the highest (*M* = 9.22, *SE* = 0.765; *M* = 9.19, *SE* = 0.429, respectively). Post hoc comparisons using Tukey's HSD test indicated significant differences between almost all pairs of year groups, highlighting a positive correlation between years of viewership and sponsor logo recognition. The findings suggest that long-term viewers are more likely to recognize sponsor logos. This has important implications for clubs and sponsors in targeting their marketing efforts (Table 5).

A graph showing different colored squares

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1. Does the number of European leagues watched get affected by the frequency of the FIFA game played?

For research question 5, variables to be used are the factor variable marketing and the numerical variable of number of leagues watched. The method of analysis is an ANOVA test as a numeric variable and factor variables with more than two levels are tested.

This study investigated whether the frequency of playing the FIFA video game affects the number of European football leagues watched by viewers. A one-way ANOVA was conducted to examine this relationship, revealing a significant effect of FIFA game frequency on the number of leagues watched (*F* (2, 501) = 61.936, *p* < 0.001). The analysis showed that viewers who never played FIFA game watched fewer leagues on average (*M* = 1.28, *SE* = 0.125) compared to those who played FIFA game weekly or daily (*M* = 3.60, *SE* = 0.167). Post hoc pairwise comparisons using Tukey's HSD test confirmed significant differences between all groups, indicating a positive correlation between FIFA game frequency and the diversity of league viewership. These findings suggest that engagement with the FIFA game is linked to a broader interest in European football leagues (Table 6).

A screenshot of a graph

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1. Does the number of European leagues watched get affected by Age of users?

For research question 6, variables to be used are the factor variable Age and the numerical variable of number of leagues watched. The method of analysis is an ANOVA test as a numeric variable and factor variable with more than two levels are tested.

The study aimed to determine if the age of viewers affects the number of European football leagues watched. An ANOVA analysis was conducted to explore this relationship. The results indicated that age did not significantly affect the number of leagues watched (*F* (4, 498) = 1.2377, *p* = 0.2939). Estimated marginal means for different age groups ranged from 1.80 to 2.28 leagues watched, with the highest mean in the 22-25 age group (*M* = 2.28, *SE* = 0.178) and the lowest in both the 30-41 and 42+ age groups (*M* = 1.80, *SE* = 0.207 and *SE* = 0.232, respectively). Post-hoc pairwise comparisons using Tukey's method found no significant differences between any of the age groups. The lack of significant differences between age groups implies that age may not be a defining factor in determining the diversity of European football league viewership (Table 7).

A graph showing a number of european league

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1. Does the number of European leagues watched get affected by Gender of users?

For research question 7, variables to be used are the factor variable gender and the numerical variable of number of leagues watched. The method of analysis is a t-test as a numeric variable and factor variable with two levels are tested.

A screenshot of a graph

Description automatically generatedThe study investigated the influence of gender on the number of European football leagues watched. A t-test was conducted, comparing female and male groups in terms of their league viewership. The results revealed a significant difference between genders (*t* (245.39) = -7.4266, *p* < 0.001). Males reported watching a greater number of leagues on average (*M* = 3.4, *SD* = 1.7) than females (*M* = 2.7, *SD* = 1.7). The findings indicate a notable gender disparity in the diversity of football league viewership. Specifically, the mean number of leagues watched was significantly higher for males than females. This suggests that, on average, males are more likely to follow a wider range of football leagues compared to females (Table 8).

**Discussion**

The results of this study provide valuable business insights into the European football industry, particularly leagues, clubs, and related businesses such as video game companies and sponsors. Stakeholders in these European football leagues can use these insights to improve business performance, identify opportunities, develop new products or services, improve customer satisfaction, and increase profitability.

***Recognition of club sponsor logos***

First, clubs can tailor more specific marketing and sponsorship strategies based on the data. Differences in sponsor logo recognition rates across clubs indicate the need for customized marketing and sponsorship strategies. Clubs with lower recognition can learn from clubs with higher recognition. Clubs with lower recognition should develop more diverse promotional methods and enhance promotional efforts to increase brand recognition and visibility. This can lead to more effective sponsorships and stronger brand associations, thereby increasing the value of the team and sponsor’s brands.

***Gender and Age Differences in Club and Sponsor Logo Recognition***

Second, clubs should develop targeted marketing strategies based on demographic characteristics. Differences in club and sponsor logo recognition based on gender and age emphasize the importance of targeted demographic marketing. For example, we can see from research that gender is a potential factor in football viewing preferences and behavior. So, marketing strategies may need to be tailored differently for male and female audiences. Understanding these gender-based preferences can help create more effective marketing campaigns and ensure content appeals to both men and women. Understanding the differences in characteristics of these demographics can help leagues and clubs develop more effective marketing strategies, potentially increasing merchandise sales, ticket sales and overall fan engagement.

***Impact of Viewing Duration on Sponsor Logo Recognition***

Third, in marketing, more consideration should be given to fans who watch games all year round. The positive correlation between years of viewing and sponsor logo recognition suggests that long-term viewers are a key asset. Clubs strive to ensure fan loyalty among long-term viewers. Clubs and sponsors should develop targeting strategies for these long-term fans to recognize and reward their long-term support. For example, offer unique content, implement a loyalty program that rewards continued support, or understand the specific interests and preferences of long-term fans and develop personalized marketing campaigns. By identifying and focusing on this key audience segment, greater value and revenue potential can be created for clubs and sponsors.

***Influence of FIFA Game Frequency on the Number of European Leagues Watched***

Fourth, make more use of FIFA game influence. Research shows that FIFA players regularly watch a wider range of leagues. This insight can be used to cross-promote leagues within the game, increase the visibility of lesser-known leagues within the game, and promote important upcoming league events through in-game ads, updates, or special events to engage gamers. s concern. This strategy can not only increase the popularity of the league and bring more fans, but also bring more content and interactive content to the FIFA game itself, achieving a win-win effect.

***Age and Viewing Diversity of European Football Leagues***

Fifth, do not target marketing efforts to specific age groups. The data shows that there is no significant difference in the number of leagues watched by different age groups, indicating that European football has broad appeal for fans of different ages. Therefore, marketing efforts should focus on reaching a broad range of people rather than just targeting a specific age group.

***Gender Impact on European Football League Viewership***

Sixth, more attention should be paid to female fans of the league. The gender gap in viewership suggests there is a potential market among female viewers that may be underexploited. Clubs can launch club merchandise designed specifically for women, such as women’s jerseys, accessories, etc., and provide more female-friendly viewing experiences and services. In addition to this, clubs can also organize events specifically targeted at female fans, such as female fan gatherings, to promote social interaction and passion for football among female fans. Developing strategies to attract female fans can open new markets and increase overall viewership and fan base.

Taken together, these insights from the research can inform strategic decisions in marketing, partnership development, audience engagement, and product development. By understanding the factors that influence viewership and brand awareness, the European football industry can enhance its business performance, improve customer satisfaction, and increase profitability through more effective and targeted strategies.

**Conclusion**

This research provides deep business insights into the European football industry, with implications for leagues, clubs, and related businesses such as video game companies and sponsors. The findings highlight the impact of different factors on football viewing habits and brand perceptions, providing guidance for developing more effective marketing strategies and improving business performance. By leveraging the power of FIFA games, customized marketing for different demographics, a focus on the female fan market, and special attention to long-term viewers, European football leagues can increase audience engagement and loyalty, expand market coverage, and enhance Brand influence. Collectively, these insights help the European football industry achieve greater success and profitability potential in a highly competitive sports market.