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Chapter One: Introduction

1.1. Background

The scope of research that inspired this dissertation is not certainly one of the easiest to deal with; in fact, the relationship between sport and politics is anything but a field in which one can move easily, especially if you are not clear on what you want to focus your attention to. The world of sports works like a good frame and encloses what interests people and then analyze in-depth methods of politics with brilliance. Specifically, the following work will present issues related to the peculiarities of football in the process of definition of its geopolitical, broadly comparable to that pure sense and even seems to be able to anticipate the latter in the process of defining current international assets. This is because football has always been one of the greatest expressions of the contact between sports, politics and company of reference. Sports can be considered as a reflection of the social and political dynamics of a particular historical context. Speaking of football, the most popular sport inborn in a world is peculiar to England industrial progress of democratization, which reflects its dynamics and salient features (Manzenreiter, 2004).

Starting from its institutionalization with the creation of FIFA, football has organized equipping of own rules off the field, necessary to legitimize itself internationally as a political institution, features of an organizational structure, its own government and its legal system. Therefore, it is that football becomes an effect on policy, with the elements easily found in it, which includes geopolitics: very special organized continental confederations, which have the power of FIFA (Ratten & Tsiotsou, 2010).

Through this dissertation, it will be easy to investigate the new frontiers of the modern game and how the World Cup, studied under the guise of litmus paper, influence and influenced these changes in the past, as we will see in the history of this great sporting event, has taken political, economic and social factors that led it to be one of the highlights, which together with the Olympics, is able to attract the attention of humanity (Rowe & Gilmour, 2010).

1.2.Aim

The aim of this research is to analyse the importance of Asian market of English Premier League (EPL).

1.3.Objectives

The objectives of this paper include:

- To investigate the geo political factors in football world
- To examine the perceived brand equity of professional football clubs on foreign markets
- To analyse the importance of Asian market of English Premier League (EPL)

Chapter Two: Literature Review

2.1. Introduction

Speaking of football and geopolitics is to enter into an intricate system of parallelisms, thanks to the numerous points of contact and common elements between the two universes. As defined in a manner standard by many scholars, political scientists and sociologists, the term geopolitical mainly refers to a discipline that studies the relationship between the physical geography, human and political action in a context that has several elements that regulate balance and specificity (economics, religion, culture, etc). From such a definition we can easily extrapolate all those elements that are also found in the phenomenon of football and then give reason to exist than can be defined with full rights geopolitical football.

2.2. Building global football brand equity: Lessons from the Chinese market

Bodet, G., & Chanavat, N. (2010). Building global football brand equity: Lessons from the Chinese market. Asia Pacific Journal of Marketing and Logistics, 22(1), 55-66.

To understand the importance of Asian market it is effective to perceive the brand equity of professional football clubs on foreign market at these clubs which firmly want to expand and reach a global brand status. Focusing on the Chinese market only, a fact can be highlighted that the strength of professional football brand equity on the Chinese market is strongly indomitable by the rate of brand awareness and perceived quality. With the increased competition in the foreign market, the football clubs are required to clearly define their marketing strategies in order to improve the other two dimensions of brand equity which are the loyalty and image of the brand.

2.3. Foreign players in the English Premier Academy League: ‘Feet-drain’ or ‘feet-exchange’?

Elliott, R., & Weedon, G. (2011). Foreign players in the English Premier Academy

League: ‘Feet-drain’ or ‘feet-exchange’?. International Review for the Sociology of Sport, 46(1), 61-75.

The foreign players are increasingly getting involved in English football’s elite youth academy system. It is argued that with the involvement of foreign player’s results in negatively perceptions where the indigenous players are increasingly forced to the margins of the professional game. Moreover, the recruitment of foreign players also leaves a long term impact on the donor nation as it leaves them with a less skilled person. The involvement of the foreign player’s results in the reflection of feet exchange where the exchange of skills helps the overall standards and performance of all parties involved. Thus, it is argued that recruiting of foreign players to Premier League academies and by incorporating them with indigenous players a potential development culture is enhanced for players.

2.4. Multi-level governance in an international strategic alliance: The plight of the Phoenix and the Asian football market

Dickson, G., Phelps, S., & Waugh, D. (2010). Multi-level governance in an international

strategic alliance: The plight of the Phoenix and the Asian football market. Asia Pacific Journal of Marketing and Logistics, 22(1), 111-124.

This research discusses the circumstances preventing the Wellington Phoenix the only professional team of New Zealand to enter the Asian Champion’s League. The researchers took a case study approach and concluded that the reason why Phoenix were attracted towards the

market of Asian football were the financial rewards however they were prevented from being a part of this market due to the policies formulated by Federation Internationale de Football Association's confederation structures. The paper highlights that attraction that teams feel towards the Asian football market and want to be a part of it. The Asian sporting organizations are effectively using phenomenon's to present the football world with sparkling opportunities and increase the interest from non-Asian organizations to access their marketplace.

2.5. Sport, Media, and Consumption in Asia: A Merchandised Milieu

Rowe, D., & Gilmour, C. (2010). Sport, Media, and Consumption in Asia: A Merchandised Milieu. American Behavioral Scientist, 53(10), 1530-1548.

The diffusion of Western media sport markets has encouraged a turn to the primarily youthful, progressively more developed cultural environment linked with forms of "aspirational" middle-class expenditure of globalized Western sport. Asia has become a leading target for the extension strategies of some of the world's most powerful expert sports leagues, teams, and media corporations. Film and television drama other media and cultural industry sectors enjoy increasing content localization and intraregional exchange, media sport remains decidedly Western dominated. The control of worldwide broadcasters in Asia and the rigorous marketing efforts of Western sports interests are combining to benefit European- and American-based sports leagues, such as the English Premier League and the National Basketball Association, which lean to "crowd out" home Asian professional sport. Sport fan rendezvous within the "media sports cultural complex" in Asia is likely to produce a form of expenditure inclined to benefit internationally marketed Western sports antagonism and their celebrities.

2.6. The 39th game: fan responses to the Premier League's proposal to globalize the English game

Rookwood, J., & Chan, N. (2011). The 39th game: fan responses to the Premier League's proposal to globalize the English game. Soccer & Society, 12(6), 897-913.

The English Premier League since its inception in 1992 has made the elite football clubs to experience a considerable expansion of finance. Through the broadcasting of contracts and global markets the local markets and products have lost their reliance. Several clubs have adopted the staging of international pre-season tours for brand promotion. The clubs of EPL in 2008 February initiated the '39th Game' proposal which required the clubs to play an extra round of matches in international cities. The government and football clubs have largely responded to this proposition however, football fans remain highly unrepresented. The extent to which the international fans are involved in football might threaten the shape and identity of EPL.

2.7. Sport and the Transnationalizing Media Corporation

Andrews, D. L. (2003). Sport and the transnationalizing media corporation. The Journal of Media Economics, 16(4), 235-251.

Media has effectively and efficiently been used as a source of globalization and integrating the aspects of one society to another. Transnational media has successfully integrated the national television from United States and United Kingdom into Asian countries. The love for football in Asian countries, primarily EPL, has primarily been due to transnationalizing of media of football leagues and clubs in these countries.

2.8. Sport in Society: Cultures, Commerce, Media, Politics

Solberg, H. A., & Turner, P. (2010). Exporting sports rights to overseas markets: the case of European football. Sport in society, 13(2), 354-366.

The need to become wider and globalised was felt by every industry in the world. The same was the case with European football clubs in recent years as they were fully aware of the need to develop a wider and global approach to their existence in order to increase the revenues. As a result of this wider development, the strong relationship has been built by forging relationships with major Asian markets. One of the primary reasons behind this easy expansion of EPL in Asian market is due to the TV programmes covering both the supply and demand channels of the industry.

2.9. Asian sport and globalization

Hong, F. (2002). EPILOGUE-into the future: Asian sport and globalization. The International Journal of the History of Sport, 19(2-3), 401-407.

Stock Options City cradle of the Industrial Revolution, the United Kingdom dares to turn financial economics from the '90s, even devote $\frac{3}{4}$ of its GDP on tertiary sector, especially in banking and insurance. It is therefore not surprising that this sector has the greatest weight in the elite English football: 14 of the 44 clubs in the top two divisions belong to a group or investment banking. Football following economic developments longer confined to the power of local employers, whether in the direction of a large industrial group or a successful entrepreneur in his business, England is a prime example of this gradual transition facing the economy of football,

torn between his economic legacy local, its "sensationalism" that leads to powerful holdings specialize in sports entertainment, oil and gas producers and the financial and banking group.

2.10. Heads above water': Business strategies for a new football economy

Pierpoint, B. (2000). 'Heads above water': Business strategies for a new football economy. Soccer and Society, 1(1), 29-38

While the Premier benefits for years of television rights and marketing of its products in Asia, their counterparts competing European to enter the lucrative Asian market. Like any multinational company, the clubs in the Premier is attentive to economic growth in Asia, with the increase in the income of the middle class, spending on leisure and sport shooting. English championship was the first foreign competition to reach Asia and has a more favourable schedule of matches to the Asian than other European leagues. The Premier matches the schedule of some games for prime time of Asian broadcasters, joined in 2011 over 1,000 million pounds (1,150 million Euros) for the transfer of broadcast encounters operators of Asia.

2.11. Extraordinary Ability and the English Premier League

McCormick, Kevin K (2005), Extraordinary Ability and the English Premier League: The Immigration, Adjudication, and Place of Alien Athletes in American and English Society, HeinOnline, Vol.39 (541), 541-555

A phenomenon that is peculiar to radiation in the Premier League is the purchase of clubs by wealthy Asian manufacturers. Two Indians first, limited Venky's, Blackburn pharmaceutical group owner and Lakshmi Mittalmagnate Metallurgy and Tony Fernandes , owner of Air Asia to Queens Park Rangers. We finally found Carson Yeung, Birmingham Hong Kong, Malay Vincent

Tan in Cardiff and the founder of the duty-free shop Thai King Power which has captured Leicester City. A trend which reflects the intention of the English league clearing the Asian market, huge potential for economic development. In Thailand, for example, Chelsea, Liverpool and Manchester United monopolize the advertising space devoted to football, far ahead of the local clubs. Few people know that Arsenal certainly did not invest in the Kingdom of Siam. In duty-free shops, merchandising like the "Foxes" Leicester City enthroned alongside perfumes and duty-free Belgian chocolates. Impossible for the rich local industrialists to locate in the Big Five, investment image is thus achieved in the clubs second zone of the Crown.

Chapter Three: Methodology

3.1. Introduction

This part of the research includes an examination of the theoretical framework of the research and the appropriateness for addressing the point of this study. It also includes information regarding research design; qualitative tradition used; the role of the researcher; questions and sub-questions; the context for the study; ethical issues; the justification of the data collected; how and when the will be analyzed; and changes that were made from a prior exploratory study to enhance this research study (Sounders, Lewis and Thornhill, 2007).

3.2. Research Methodology

A systematic review is a type of study that aims to compile all the research on a particular topic critically evaluate and obtain conclusions that summarize the effect of a health intervention. Not all the reviews are systematic. Methods for reviewing the scientific literature range from formal synthesis and quantitative data to subjective observational summaries. Systematic review is an exhaustive exercise search, evaluation and synthesis of information.

3.3. Data Collection Sources

There are two types of sources: Secondary sources and sources primary. Secondary sources are the basic sources. They are divided into two types or classes: internal and external. Internal secondary sources are available in the organization for which the research is conducted, and an example of these are the data accounting, activity logs, history, etc. Secondary sources are external usually found in libraries and example are books, magazines, newspapers, documentaries, government publications, newsletters, websites Web and electronic publications,

etc. (Kirsch and Sullivan, 1992). The key words used for the searching of articles for the study include: Asian market, EPL, geopolitics in football, Asia and football, Asian football fans

3.3.1. Secondary sources used in research

- Internal sources. - Information was collected manuals, handbooks forms, operational data, databases, etc
- External sources. - The turn to information in different books authors, information on websites of associations dedicated specialized departments in business, Web pages containing information about departments, journals, etc

3.4. Analysis of Data

The data will be analysed on the basis of the research questions and the aim of the study. For secondary research, important points, findings, results and conclusions of the studies and researches reviewed was analysed by the researcher in order to develop a deep understanding of the topic. The correlation methodology will be used to analyse the findings of the literature. The main reason for this is that the nature of the research is predominantly exploratory in nature, and it is generally accepted that, for inductive and exploratory research, qualitative methods are most suitable, as they can lead us to hypothesis building and explanations (Kumar, 2005).

3.5. Reliability and Validity

To ensure reliability, I will ensure that the data is collected from quality sources and that all data and conclusions will be reported accurately and with integrity to the meaning acquired from the individuals to the best of my ability. Validity will be established by using collection methods that are appropriate for this study to ensure that the data sources and collection methods answer the main questions being asked by this research study.

3.6. Ethical Issues

The discoveries that have been made, mainly in the twentieth century, expanding scientific opportunities and technology to unimaginable frontiers, giving rise to a variety of alternatives for the solution of problems of all kinds, from those related to business issues of economic, social, etc. However, conducting a secondary research has its own ethics. It will be important to ensure that the data is gathered from reliable and valid sources (Yin, 2009).

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