

# **A COMPARATIVE STUDY**

## **Attraction of Spectators between African and Non-African Team Matches during FIFA World Cup 2010**

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### **ABSTRACT**

*No other sporting event captures the world's imagination like FIFA World Cup. Ever since the first tentative competition in Uruguay in 1930, FIFA's flagship has constantly grown in popularity and prestige. The final match of first edition of FIFA World Cup was witnessed by a strong crowd of 93,000 people. The contemporary history of the world's most favourite game spans more than 100 years. The 2010 edition of FIFA World Cup was played in South Africa from 11<sup>th</sup> June to 11<sup>th</sup> July 2010, where 32 teams from different parts of the world participated; including six from the African continent. This study was taken up to know about the popularity of Football in African continent and data revealed that six countries from African continent which participated in 2010 FIFA World Cup were Ghana, South Africa, Nigeria, Cameroon, Cote, D'Ivory and Algeria. These six teams played 20 matches and could attract 10, 19,546 spectators and six teams chosen randomly from non African countries could attract 8,18,419 spectators in equal number of matches. The author was fascinated while going through the findings that the people from African continent supported the teams from their region, which could be seen as their passion towards the game and their love towards their continent. The result of the study confirmed the hypothesis.*

### **INTRODUCTION**

For the people of African countries in general and for the people of South Africa in particular, this was the first ever chance to witness the mega event 2010 FIFA World Cup, in their own continent. The entire African continent was really indebted to see the incredible nation South Africa host such a mega event in a short span of time. There was a craze all-around the African continent. Although, Africa has 11 official languages but, during the 2010 FIFA

World Cup, a 12<sup>th</sup> language was born i.e Vuvuzela. The use of vuvuzela touched the magic figure of 2 millions during the one month long tournament. The objective of the study was to find out whether the teams from African countries attracted higher number of spectators than the non African countries during FIFA World Cup 2010, held in South Africa.

The popularity of the beautiful game speaks in itself as a strong crowd of 93,000 people witnessed the final

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match of first FIFA World Cup, held in Uruguay, in 1930. The popularity of this game has increased a many fold in this modern era of science and technology in spite of world-wide direct telecast, of the matches, on television. The inaugural and final match of 2010 FIFA World Cup was witnessed by a spirited crowd of 94,000 and 84,490, respectively.

The purpose of the study was to find out the popularity of the game of Football in the African continent and the spirit of support of the spectators, in the favour of teams from the African continent. The paper is important for those involved in the game of Football, as to how the people of one continent, which got the first ever chance to organise a mega event, supported their teams.

### **METHODOLOGY**

To find out if the teams from African countries attracted more number of spectators than the teams from non African countries, the technical reports of the different matches of the 2010 FIFA World Cup, held in South Africa, from 11<sup>th</sup> June to 11<sup>th</sup> July, were analyzed.

To analyze the attraction of spectators by African and Non-African team's matches, during 2010 FIFA World Cup held in South Africa, total matches played by African countries and six randomly chosen non African countries which played equal number of matches during 2010 FIFA World Cup were compared. Table 1 was prepared to record the match wise number of spectators attracted by African countries and Table 2 was prepared to record the

match-wise spectators non-attracted by the teams of African countries.

### **RESULTS & DISCUSSION**

From the African countries, only Ghana could reach up to quarter final stage and played five matches in 2010 FIFA World Cup. Rest of the teams i.e South Africa, Nigeria, Cameroon, Cote, D Ivoir and Algeria could not qualify from the group stage and all these five teams played three matches each.

The non African countries, which were randomly chosen for the study, played equal number of matches, as compared to the African countries. Paraguay reached upto the quarter final stage and played five matches. Other five teams, i.e. Chile, Slovenia, France, Honduras and Switzerland, could not qualify from the group stage and played three matches each, during 2010 FIFA World Cup, held in South Africa.

From Table 1, it can be observed that African countries could attract 10,19,546 spectators in 20 matches, which is 55.47 % of 18,37,965. the total number of spectators From Table 2 it can be observed that the Non African Countries could attract 8,18,419 spectators in their 20 matches which is 44.53 % of 18,37,965, the total number of spectators.

### **CONCLUSION**

It may be concluded from the present study that for the people of African countries this was the first ever chance to host and witness the mega event, the 2010 FIFA World Cup, in their own continent. There was craze all over the African countries, for the memorable FIFA World Cup. The teams



**Table-1: Showing the presence of spectators during the match of African countries**

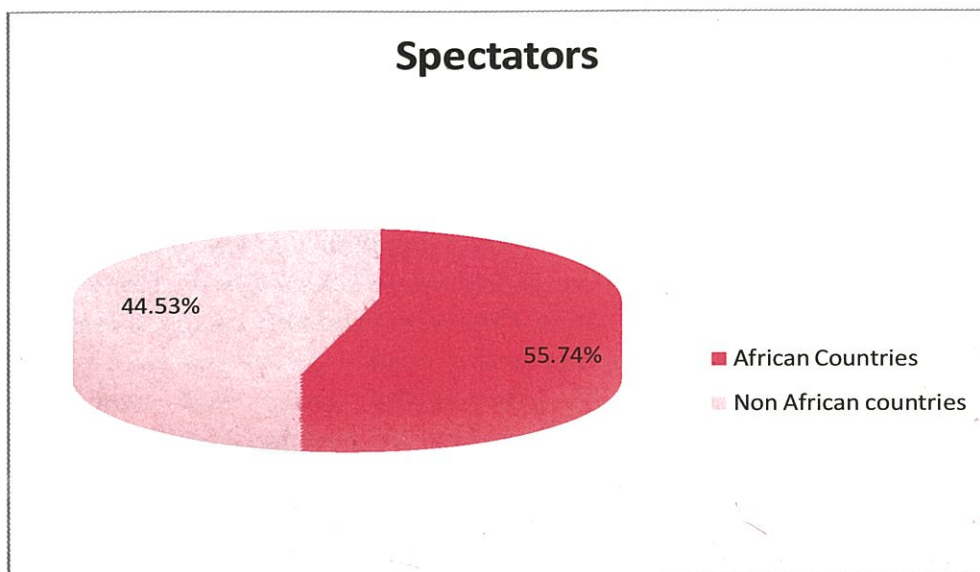
Match No	Team	Team	Score	Spectators present
1.	South Africa	Mexico	1-1	94,000
17	South Africa	Uruguay	0-3	42,658
34	South Africa	France	2-1	39,415
3	Nigeria	Argentina	0-1	55,686
19	Nigeria	Greece	1-2	31,593
35	Nigeria	Korea Republic	2-2	61,874
6	Algeria	Slovenia	1-0	30,325
23	Algeria	England	0-0	64,100
38	Algeria	U.S.A	0-1	35,827
8	Ghana	Serbia	1-0	38,833
24	Ghana	Australia	1-1	34,812
39	Ghana	Germany	1-0	83,391
50	Ghana	U.S.A	2-1	34,976
58	Ghana	Uruguay	2-4	84,017
10	Cameroon	Japan	0-1	30,620
26	Cameroon	Denmark	1-2	38,074
44	Cameroon	Netherlands	1-2	63,093
13	Cote D'Ivoire	Portugal	0-0	37,034
29	Cote D'Ivoire	Brazil	1-3	84,455
46	Cote D'Ivoire	Korea DPR	0-3	34,763

Total = 10,19,546

**Table-2 : Showing the presence of spectators during the matches of Non African countries**

Match No	Team	Team	Score	Spectators Present
11.	Paraguay	Italy	1-1	62,869
27	Paraguay	Slovakia	2-0	26,646
42	Paraguay	New-Zealand	0-0	34,850
55	Paraguay	Japan	5-3	36,742
60	Paraguay	Spain	0-1	55,686
15	Chile	Honduras	1-0	32,664
31	Chile	Switzerland	1-0	34,872
47	Chile	Spain	1-2	41,958
6	Slovenia	Algeria	0-1	30,325
22	Slovenia	U.S.A	2-2	45,573
37	Slovenia	England	0-1	36,893
2	France	Uruguay	0-0	64,100
18	France	Mexico	0-2	35,370
34	France	South Africa	1-2	39,415
15	Honduras	Chile	0-1	32,664
32	Honduras	Spain	0-2	54,386
48	Honduras	Switzerland	0-0	28,042
16	Switzerland	Spain	0-1	62,453
31	Switzerland	Chile	0-1	34,872
48	Switzerland	Honduras	0-0	28042

**Total = 8,18,471**



**Fig-1: Comparison of the spectators present to witness the matches of African and non African countries.**

from African countries could attract 10,19,546 spectators in their 20 matches which comes 55.47 % of the total attendance of 40 matches; whereas teams from Non-African countries could attract 8,18,419 spectators in their 20 matches, which comes to 44.53% of 40 matches.

The 2010 FIFA World Cup was a visual and audio extravanza of passionate crowds in fantastic new stadiums, in wonderful settings. That was the backdrop for the marvellous

month that provided many surprising results, as major nations found that they did not match the big game standard, in South Africa.

South Africa truly demonstrated the continent's love of the beautiful game and gave the World Cup a unique atmosphere that Football will treasure forever. The people of African nations who came out in big numbers wanted to see their teams exhibit the skilful game and win the World Cup.

## REFERENCES

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