Ways to Improve Arsenal's Lack of Overseas Fans

Wangsing Yu [1, †], Siyuan Zhang [2, *, †]

[1] Shanghai High School International division, Shanghai, 200000, China

[2] Hefei no.1 middle school, Hefei, Anhui, 230000, China

* Corresponding author. Email: 100336@yzpc.edu.cn

[†]These authors contributed equally

Abstract. The investigation of this article was based on Building on the context of the global COVID-19 (Corona Virus Disease 2019) pandemic all over the world. Nowadays, there are not many passages on how to increase the number of fans overseas. Hence, this was a gap in this field and this passage applies Arsenal as an example to analyze this problem. This research applied the case analysis suggestion to analyze this problem. After the investigation, the passage said that Arsenal makes a huge financial loss because of COVID-19. Thus, they need to perform something that will make a positive difference, improve Arsenal's performance and the number of titles, and manage what their players say on social media. These three suggestions were since the Internet is very developed in today's era. The Internet can help Information spread quickly. Also, as the Internet gets better and better in the future, it could be a good idea for Arsenal to plug in its financial losses and make more money.

Keywords: Overseas Fans, COVID-19, Big Data, Aresenal.

1. Introduction

1.1. Research Background

Since 2020, the COVID-19 pandemic has had a major influence on the soccer industry. Most soccer clubs make a loss this time. In this situation, most soccer clubs need to turn this tide. Team Arsenal is a good example to show this problem. In the 2019-2020 season and 2020-2021 season, Arsenal made a 156 million pounds loss [1]. The results show that COVID-19 directly made a 35 million pounds loss, including £14m in lost match-day revenue, £34m in broadcast revenue deferred into the current financial year, and £6m worth of other broadcast and commercial losses [1]. This was the data from the 2019-2020 season [1]. In the next season, the losses had even doubled. Arsenal had made a profit for 18 seasons before COVID-19[1]. Then, this paper will show the situation of Arsenal before COVID-19. Because of the 60,000-plus capacity of the Emirates Stadium and its high-ticket prices, Arsenal's match-day revenue of $96 million is second to Manchester United's $111 million in the Premier League and fifth highest in Europe [2]. Arsenal relies heavily on this revenue, with match-day revenues accounting for a staggering 25 percent of total revenues, the highest in the Premier League and the top 20 richest clubs in football, ahead of Real Madrid and Barcelona by 6 percent [2]. Arsenal's stadium shop is also an important source of income, but the club has lost a lot of money as all offline stores have had to close due to COVID-19. Hence, for these two phenomena, it's safe to say Arsenal can make a big profit in its stadium. However, COVID-19 made it all go away, so why did Arsenal lose a lot?

Besides it also makes a lot of losses for other soccer clubs. Deloitte Touché Tohmatsu, one of the world's four largest accounting firms, released the latest list of Deloitte Football Money leagues. The results show that the income of the top 20 European football clubs in the 2019-20 season decreased by 12% percent due to the huge impact of the COVID-19 epidemic on world of football world [3]. Deloitte now forecasts that by the end of this season, the total revenue of the top 20 clubs will drop by at least 2 billion euros [3]. According to Dan Jones, partner of the sports business department of the company, "the financial impact of the COVID-19 epidemic may not be reduced in the next few years. The

continuous uncertainty forces existing and potential event broadcasting and business partners to carefully consider their investment in the sports industry [3].

1.2. Research Gap

There hasn't been a lot of research on how Arsenal clubs can acquire overseas fans Most pundits are more concerned with other clubs and other aspects of Arsenal's development [4, 5]. For example, there have been papers like The Effect of Twitter Activity on Arsenal Indonesia Supporter's Brand Awareness Toward Arsenal Football Club written by Atrocious Risky and Out of Bounds written by Arsenal prepares for a run toward Premier League championship written by Taylor Solano [4, 5]. In the past three years, due to the outbreak of the epidemic, the team's poor results, and the scandal of one of the team's stars, there have been some internal problems in Arsenal, which have led to a sharp decline in the number of their fans.

1.3. Fill The Gap

In the next part of the research, this paper will apply such ways to explain the hypothesis, so the first way is comparing some successful soccer clubs. As people know, Arsenal is not a famous club abroad and there are still some European soccer clubs that have a lot of fans in foreign countries so people can compare them to find the problem of Arsenal. Then, people can find some data on the website of Arsenal and compare it with some famous clubs. Finally, it's easy to find the solution and solve this problem.

2. Case Description

The COVID-19 pandemic has had a huge impact on the global economy and generated a great impact on the assets of many team owners. Hence, the team is also affected by things such as the transfer market investment and maintenance of the training base.

Arsenal is a very famous club in England, and it also has a very long history. Arsenal was founded in 1886 by a group of workers from a weapons factory called the Royal Arsenal in Dial Square in the Woolwich area of south-east London and was originally named "Dial Square" after the area. The first game was played on December 11, 1886, with the team trouncing Eastern Wanderers 6-0[7]. That is the beginning of Arsenal. Also, it has a lot of fans locally. Arsenal played seven Premier League games at home this season, with an average attendance of 60,318. In terms of average attendance, Arsenal could finish second in the Premier League this season, behind Manchester United [8]. However, Arsenal does not have a lot of fans abroad. Compared with some famous clubs, Arsenal does not have a big influence abroad. There is a very interesting thing. Many new foreign superstars have a lot of dreams of five major football Leagues. Such as Mapped like Real Madrid in childhood. However, people never heard that some new foreign superstars are fans of Arsenal. Hence, Arsenal gets the most profit from the local market.

Hence after the outbreak of COVID-19, no fans can go to the stadium to watch the match so Arsenal lost a lot and even cut some meritorious employees. For example, Arsenal sacked mascot Jerry Quay after 27 years at the club in a cost-cutting move due to the pandemic. Quay has always been a very popular figure at the Emirates Stadium [9]. He has been a fan of Arsenal since attending his first Arsenal game in 1963 and was also a member of the Arsenal youth Team. The man behind the Gunners' mascot is so committed to the team that he missed his own brother's wedding to attend a home game. Also, Arsenal encouraged soccer players to lower their wages during the COVID-19 period. Arsenal announced in April that their first-team players and coaching staff had taken a voluntary 12.5% pay cut [9]. At the time, Arsenal was the first Premier League team to take a pay cut since the outbreak, and so far, they are the only Premier League team who took this action [9].

3. Analysis of Problems

The pandemic has had a multi-dimensional impact on the economy. First, demand and production have plummeted, investment, consumption, and exports have been significantly impacted, short-term unemployment has risen, and prices have risen [10]. The prevention and control of the epidemic require the avoidance of large-scale population movement and aggregation, and the isolation of prevention and control, which greatly reduces consumer demand. The return of workers to cities and the APEC of factory work were delayed. Enterprises shut down and reduced production. Manufacturing, real estate, and short-term basic stagnation. Once identified by WHO as an epidemic area, the export may be greatly affected [10].

Although there is a lot of investigation on how Arsenal club can acquire overseas fans, in the past three years, due to the outbreak of the epidemic, the team's poor results, and the scandal of one of the team's stars, there have been some internal problems in Arsenal, which have led to a sharp decline in the number of their fans.

3.1. Impact of Pandemic

The pandemic has been a huge blow to all sports teams, as the spread of the disease has led to the suspension of offline games and reduced ticket revenue. In the face of this disaster, Arsenal's online ratings have also fallen, along with sponsorship. On 6 August 2020, Arsenal Football Club made an official announcement that 55 people would be laid off. Arsenal argued that the pandemic affected fans' income, sponsors' investment in hospitality and sponsorship, and television companies' purchasing power over rights. Arsenal lost nearly £160m in 2019-21 and lost a lot of fans due to different reasons [12]. Most countries have taken an open attitude to the pandemic, so the question for Arsenal now is more about how to get back to the pre-pandemic economic situation and get those investors and fans back [12].

3.2. Issues of Poor Results

Another significant reason that makes Arsenal hard to acquire fans is the poor results. Arsenal has not reached the Champions League in six consecutive seasons. Not only will they disappoint their loyal fans with poor results, but Arsenal will also miss out on ticket revenue for their Champions League games. The price of tickets for Champions League games is very high. Overseas fans are more interested in strength and stars. Arsenal, in the absence of both, needs to find other ways to entertain overseas fans.

3.3. Issues of Negative Behavior of a Alayer

In addition to the above two reasons, Arsenal lost a lot of fans abroad to one player. Mesut Ozil (born October 15, 1988, in Gelsenkirchen, Germany) is a German soccer player and former manager who plays for Fenerbahce in the Turkish Premier League [13]. He applied to play for Arsenal, during which time he made several irresponsible statements. They included a joke about the German national team, a comment on the Arsenal team, and a post in support of independence for China's Xinjiang province. Although Ozil left Arsenal in 2021, his selfishness and stupidity cost the club a large international following. In both China and Germany, Arsenal's fan base is very small, and the reason for this exodus is because of political rhetoric, which makes it difficult for normal marketing methods to be effective in these places. But the two countries have close to 1.6 billion people. Therefore, finding a suitable and effective method is the most important part at present. In this respect, Arsenal can refer to the publicity made by Nike, Adidas, and other sports brands after the cotton incident in Xinjiang, China. Although the company is still controversial in society, the online and offline sales of Nike and Adidas brands are still not greatly affected. Arsenal can execute the same with the advantage of being a team. Over time it will make up for Ozil's negative effect.

4. Suggestions

4.1. Suggestion 1

According to the analysis, COVID-19 has a big bad influence on Arsenal. Arsenal needs some strategies to solve this difficult problem. Hence, they need to solve some abroad fans to get more money. There are some successful examples.

First, during COVID-19, the Internet is a good way to get more visibility. Barcelona is a very good example of this way. Barcelona's match against Getafe in the 24th round of La Liga WILL take place at Camp NOU on Saturday at 11 pm Beijing time [14]. Before the kick-off of the game, FC Barcelona decided to hold a solidarity ceremony to express support and encouragement to the Chinese people affected by COVID-19. The initiative has also been endorsed by the visiting team Getafe [14]. The starting players of the two teams will walk onto the pitch Together with Chinese children from Barcelona's official fans' association [14]. The ball boys will wear T-shirts with the words' Go China 'in Chinese and' Stronger, together 'in English [14]. At the center of the stadium, a banner reading "Stronger, together" and "Fight the pandemic Together, share the destiny" will be displayed. Barca will provide full coverage of the event through its media channels (Barca website /APP/ global and Chinese social media platforms) [14]. After that, Barcelona attracted many Chinese fans. The loyalty of the original fans has also been enhanced. Hence, Arsenal can also perform this thing to attract more foreign fans and improve their loyalty.

4.2. Suggestion 2

According to the analysis of the problem, Arsenal has a big problem with team performance. Compared with some famous clubs such as Manchester United and Liverpool. These clubs have very important champions--the champion of the UEFA Champions League. This is the most important champion on the soccer field. However, Arsenal does not have this champion in history and even nowadays, it cannot join the UEFA Champions League. Hence, they cannot attract spectators to watch their match. Arsenal needs to solve this problem. Luckily, there is a very good example of living in London-- Chelsea.

Before 2003, Chelsea was not a very successful soccer club. Before the 21st century, the main honors of Chelsea were one League A (top level) Championship (54 / 55 season) and two League B (second level) Championships (83 / 84 season and 88 / 89 season) [15].

In 2003, Abramovich bought the team from Ken Bates (the owner of Chelsea from 1982 to 2003) at a low price of £ 60 million [13]. After taking over, Abramovich paid off Chelsea's debts of tens of millions of pounds at that time [15]. In 2004, Abramovich Ranieri hired the Portuguese Mourinho who had just led Porto to win the Champions League as the head coach and recruited their chief executive Kenyon from Manchester United [15]. The team's heavy import action began to continue. The next year, it won the Premier League Championship, and the blue army has risen rapidly since then.

In the 18 years since Abramovich took charge of Chelsea in 2003, the Blues have won five Premiership titles and two European Championships. It can be said that since the year when Roberto Di Mateo, who took office in the middle of the season, won the Champions League on November / 12, the blue team Chelsea has truly become one of the European giants [15]. This is the process by that Chelsea grows up and becomes a famous club in the world. Hence, Arsenal should invest more money to buy some valuable soccer players. Also, it is needed to invest money in many seasons. Chelsea invests ten years and finally won the European Championships. Also, Arsenal needs to discover local youth players. Chelsea has a lot of good local soccer players so they can spend money on transfer fees for some superstars. After a few years, If Arsenal imitates Chelsea, it will be possible to get the European Championships.

4.3. Suggestion 3

Nike's case could serve as an example for all sports-related companies on how to mitigate the problem of political speech in their ranks. Two years ago, China's Xinjiang province was exposed by

international media for forced labor. Nike stated without definitive evidence. In the statement, the Nike brand made it clear that it does not apply Xinjiang cotton and asked its suppliers to self-test that they do not apply Xinjiang cotton, The statement yielded outrage among Chinese people, with celebrities such as Tan Songyun and Wang Yibo canceling their cooperation with Nike, and some e-commerce platforms have now removed all Nike brand products. Nike boycotts have also been heard on the Internet. But today, Nike's revenue in China remains stable and it is signing a lot of new athletes. There is no doubt that Nike's public relations and marketing are quite successful.

As a sports practitioner, Ozil's words have far less impact on Arsenal than Nike's words, so if arsenal can properly borrow Nike's methods, they can easily win back Arsenal's overseas fans.

First, just like Nike signing spokespeople, Arsenal can find their famous fans and cooperate with them, through social media to tell everyone that these social celebrities are Arsenal fans, and to tell those Arsenal fans that they have the same social identity. Famous Arsenal fans include Queen Elizabeth II, pool player O 'Sullivan, American rapper Jay-Z, Hollywood actor Matt Damon and Osama bin Laden. These stars have an international fan base, and cooperation with them can effectively increase the awareness of Arsenal. The two parties can co-produce some peripheral products such as theme songs, clothing, billiard clubs, and so on. Let every country in the world see the Arsenal logo in their lives. Arsenal can gain more attention and fans, and those stars can also enter the football field through this cooperation. It is win-win cooperation.

Beyond that, like Golden State's unity or Barcelona's passing game, Arsenal needs to have a unique brand, not necessarily a positive one, but a memorable one. Some of the most successful teams in the world today have a superstar or excellent teams. Arsenal in the case of both at present and can be utilized in a like today's web celebrity red is to change the team's red strategy positioning, with no grades, poor, and so on the label to represent the team, this can not only increase the team's attention and fans but more can also be gained when the team succeeds in the future higher recognition and praise. People will remember the current predicament and the hard work, follow the team through the laws and become loyal fans and then explode when the team accomplishes success.

So much for the suggestion of reversing an inappropriate remark, but all that is needed is enough time. Even if a brand as good as Nike has taken nearly two years to recover, Arsenal needs to be more patient, with endorsements and a brand-new image to make people forget about an inappropriate remark

5. Conclusion

This research analyzed how the team Arsenal can increase the number and loyalty of its abroad fans and the issue comes as the pandemic has made offline viewing impossible After that, this paper exploits the case analysis suggestion way to analyze this problem. Finally, the passage puts forward several suggestions to solve this problem.

Because of COVID-19, all the audience cannot go to the stadium to watch the match, which means the team Arsenal cannot get profit from the ticket sales and some other activities so the team Arsenal made its first financial loss in 18 years in 2020-21. After that, they need to find other ways to make a profit to plug in the fiscal deficit. Hence, this paper suggests they apply some online ways to increase their visibility and make a profit. This business model has great room for development in the future. In nowadays society, The Internet is becoming a very important part of people's daily life and the Internet can spread information very quickly. Hence, on the Internet Arsenal could easily increase their visibility. Hence, if they execute some good things, everyone anywhere can know this thing. Hence, according to this paper’s suggestions, if they complete something that can help the Anti-epidemic undertakings in other regions, people who live all over the world will know about Arsenal's good deeds through the Internet. They would clarify that the team Arsenal is a good soccer club and want to watch this team match. After that, television broadcasters will give Arsenal more lucrative deals so that Arsenal can plug in the fiscal deficit.

Secondly, Arsenal's history honors and recent performances have been poor. Arsenal has no Champions League winners in the team's history, which means they are not the traditional giants of football. Hence, this makes their international influence on football impossible to match that of clubs that have won the Champions League. So, they can't get very high sponsorship fees and tournament prize money. The passage suggests that Arsenal needs to invest more in the transfer market and youth development to improve results.

Finally, Arsenal needs to be careful about the way their players behave. Mesut Ozil is a very typical example. His comments about his native Germany and China have damaged Arsenal's international reputation. Hence, Arsenal should take care of these things.

However, these suggestions still have some problems. First, this approach does not guarantee that the influence will be positive. People need a professional team to help them evaluate whether what people are executing is having a positive impact. This needs to be further studied by other researchers. Secondly, the improvement of performance requires investment, so the comparison between investment and profit needs to be further studied. Finally, players have their privacy, so teams can't directly take over players' social media, so that's also a difficult factor to control. Further investigation is needed to develop better management methods

In the future, the Internet has a very promising future so this kind of online advertising to increase visibility is a very promising way to make money.

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