

CHAPTER II

REVIEW OF LITERATURE

'Man is the only animal that can take the advantage of knowledge which has been preserved or accumulated through the centuries or since the origin of man'. Human knowledge has gone through the three phases of preservation, transmission and transference. For any specific research project to occupy a place in the development of a discipline, the researcher must be thoroughly familiar with both previous theory and research. Once a topic has been selected, the investigator will naturally be eager for action. However, in the present chapter, the researcher has reviewed the topic related to the sports clubs and with emphasis on the football and volleyball clubs.

The researcher has reviewed several journals, online journals, magazines, theses and other publications for the previous studies done in the area of sports clubs with special emphasis given to Football and Volleyball clubs. The components were selected and studies based on the components were analyzed and are presented in the coming sections.

2.1 Studies on the sports clubs

The researcher reviewed books, research journals, theses, abstracts, handbooks, encyclopedia and various sites of the internet. An attempt has been made by the investigator by briefly presenting a few of the important researches and studies done on sports clubs and organizations.

Aureille Van Hoyeet al. (2018) conducted a study on the coaches' perception of French sports clubs-Health promotion activities, aims and coach motivation. The aim of

the study was to measure the coaches' perception of health promotion activities of French sports clubs and to compare them to the earliest Finnish results. It measured the coaches' perception of health promotion activities of sports clubs and examines the links between Health Promotion Sports Clubs (HPSC) and coaches' self-determined motivation. The sample consisted of one hundred and twenty five coaches including male and female, irrespective of age groups were selected for the study. The selected clubs were engaged in any of the four predominant sports in France which includes Handball, Football, Volleyball and Basketball. The members ranged from fifty to nine hundred in each club. The tools were a questionnaire named Health Promotion Sports Clubs (HPSC) and a scale to assess motivation to coach. The statistical techniques used were ANOVA, t-tests, mean, standard deviation and multiple regression analysis. Correlations and multiple regression analysis were used to find out the association between French HPSC index and coaches' motivation. The results of the study showed that in France and Finland, the sports clubs scores showed the same pattern. The coaches perceived French and Finnish sports clubs as fairly health promoting and with wide variations between the clubs. The limitations of the study included the self-reported data collection and the overestimation in case of the coaches' perception and health promotion in their clubs as the health promotion activities were socially desirable. The study suggested that the health promotion could be achieved through relating it to the core activities of the clubs, by creating awareness of it among the members and by ensuring the support to coaches from the officials of the sports clubs.

Andre' Wolfgang Buhler (2017) did a study on Professional Football sponsorship in the English premier League and the German Bundesliga. The study aimed at the professional Football sponsorship from three different perspectives which includes that of the clubs, the sponsors and a joint perspective with the football clubs and that of the sponsors. The subject included the English Premier League and the German Bundesliga, with their popularity in commercial aspects in terms of sponsorships. The data collection was primarily through an in depth interview with the representatives of the clubs and with the sponsorship experts as well as with the quantitative survey .It was done on the sports clubs and the four hundred and sixty sponsors. The data analysis was by using parametric and non-parametric tests. The context analyses included analysis of more than five hundred clubs, websites of sponsors, and one hundred and six football games broadcasted on television were done so as to identify the sponsors. The study revealed the new dimensions of relationship quality in the context of professional football sponsorship and is important in terms of both theoretical and practical aspects for professional Football clubs, sponsoring companies and researches in the field of sponsorship. Moreover, it is significant in the fields of football business, sponsorship and relationship marketing.

Casey M.M et al. (2017) conducted a study on the influence of a Healthy Welcoming Environment on participation in club sport by adolescent girls. The study aimed at assessing the influence of a Healthy Welcoming Environment (HWE) on participation in sports clubs among adolescent girls, and how these perceptions changed longitudinally. HWE was defined in terms of a set of health promotion policies advocated by a health promotion foundation as the basis of sport club health promotion practice to

promote structural reform in state sporting organizations and their affiliated associations and clubs. These included sports injury prevention, smoke-free, responsible serving of alcohol, sun protection, healthy eating, welcoming and inclusive environments. The data was collected through three annual surveys. The sample consisted of female students from secondary schools in Australia, out of which 17 are metropolitan and 14 are non-metropolitan. These surveys collected information about current or past membership of a sports club and the influence of HWE on their decision to participate (or not) in a sports club. Year 7 (n = 328; 74.5%) and Year 11 (n = 112; 25.5%) female students completed the survey. It was found that there is a positive influence on their participation in sports clubs, except those relating to alcohol and Sun factors and the welcoming factors had consistent high agreement among respondents. Alcohol and friendliness factors of the club were regarded as being positively influential by higher percentages of non-metropolitan than metropolitan respondents. Welcoming factors were the most positive influences on decisions to participate in sports clubs and in reducing barriers to sport participation. It emphasized on the importance on the strategies supporting the social environment.

Eva-Carin et al. (2017) conducted a study on explaining how sport clubs retain young adults. The purpose of this study was to construct a grounded theory (GT) explaining how sport clubs can retain their young adults. The study used an intersectional approach. In line with constructivist GT methodology, data from 14 focus-group interviews (27 coaches and 28 young adults) were collected and analyzed using a constant comparative method. The core category, 'The individual at the center of a

community’, summarizes a process, whereby the generated GT contains three main categories, namely ‘Participation and influence’, (2) ‘Social connectedness’ and (3) ‘Good conditions’. The coaches put the individual at the center of a community and pay attention to the needs and interests of all the young adults, regardless of their background, ambitions and skills. However, while the idea of a moral imperative to provide for diversity was not directly absent in the discussions with both the coaches and young adults, most of the diversity approaches seemed to be based on ambition and skills, gender, age and sexuality.

Rossing NN et al. (2018) conducted a study on the Influence of population size, density, and proximity to talent clubs on the likelihood of becoming elite youth athlete. The study aimed to assess the place of early development effect and the effect of proximity to talent clubs. The sample included elite youth league athletes (579 football and 311 handball) and national youth athletes (85 football and 80 handball) and a comparison group of 147 221 football and 26 290 handball youth athletes. Odds ratios showed variations in the optimal community size and density across sports. Geospatial analyses of proximity to talent clubs highlighted a trend indicating that most national and elite youth league athletes in both sports had their place of early development in their sport near a talent club. It was found that proximity is an important predictor in the development of expertise across sports. It suggested on the future studies to be done in other countries and sports.

Kurt C Mayer et al. (2017) conducted a study on the constraining factors affecting non-attendance in collegiate Volleyball. The aim of the study was to analyze the constraint factors affecting the non-attendance in sports through a survey. It studied the impact of the twelve constraint factors affecting the attendance at women's college Volleyball. The study was done on collegiate women. The study revealed that the reason for non-attendance of those who have never attended a match was the problems of financial cost, lack of knowledge and the lack of interest of others. But in case of those who had previously attended were because of other sports entertainment and the lack of success. The researcher suggested that the study would be useful to the marketers of low attended sports to realize and to develop new strategies to promote attendance.

Tameka mc Faden et al.(2017) did a cross sectional study on the feasibility and acceptability of a web based alcohol management intervention in community sports clubs. The aim of the study was to identify the current access to and use of the web and electronic devices by sports clubs and to assess the perceived usefulness, ease of use and intention to use a web based program to support implementation of alcohol management policies in sports clubs. Moreover, it was aimed at finding out the factors associated with the intention to use web based program and the features of such a program that sports club would find useful. The method adopted for the study was a cross sectional survey. The study was done on a group of forty six club administrators of community football clubs in the state of New South Wales, Australia. The Technology Acceptance Model (TAM) was used as the instrument to assess the perceived usefulness, ease of use and intention to use a hypothetical web based alcohol management support program. The

associations between intention to use a web based program and club characteristics as well as perceived ease of use and usefulness was tested using Fischer's exact test .The result conveyed that all the participants were reported to have the accessibility to the web and almost ninety eight percentage reported of the current use of electronic devices. The study remarked that a web based alcohol management approach to support the sports clubs in the implementation of recommended alcohol management policies appears both feasible and acceptable.

Thingnam Nandalal Singh et al (2017) did a research on a study of anthropometric variables among state level male volleyball players. The aim of the study was to compare the anthropometric variables (arm length, calf circumference, shoulder girth, upper arm girth, waist circumference, thigh circumference and chest circumference) among the State level male Volleyball players of Chandigarh. The sample constituted sixty state level male Volleyball players from Chandigarh state level volleyball league 2016. The age groups were of ages ranging from twelve to nineteen years and of three levels- under 14, under 17 and under 19. The above mentioned anthropometric variables were measured. The ANOVA was used to find out the significant difference and the level of significance was 0.05. In addition to these, F test and the Scheffe's Post -Hoc test was used. The study showed that there was significant difference found on arm length and upper arm girth among different age groups of state level male Volleyball players. Moreover, there were no significant differences found on the variables of calf circumference, shoulder girth, waist circumference, thigh circumference and chest circumference.

Bjerre e et al. (2016) did a study on the effectiveness of community based Football compared to usual care in men with prostate cancer: protocol for a randomized,controlled, parallel group, multi-center superiority trial(the FC Prostate Community Trial).The aim was to assess the effectiveness of community based Football for men who were diagnosed with prostate cancer. The study was an experimental study with an experimental group and a Randomized controlled group. The sample group consisted of two hundred prostate cancer patients. The tool used was a cancer therapy prostate questionnaire. The intervention period was of six months. The quality of life was assessed after twelve weeks based on the change from baseline in the functional assessment of cancer therapy prostate questionnaire. The secondary outcomes were change from baseline to six months based on the quality of life, lean body mass, whole body and regional bone markers, fat mass ,physical activity and functional capacity at twelve weeks and six months. The results showed that football is a community based supervised, non- professional sport which aids in promoting long term physical activities in men diagnosed with prostate cancer. The study suggested that the randomized trial would provide data on effectiveness and safety for men with prostate cancer when football training was delivered in local football clubs.

Fortington L V et al. (2016)did a study on shorter time to injury in first year professional football players: a cross club comparison in the Australian Football league. The study was aimed at comparing the injury risk and playing experience of emerging players and established players in the Australian Football league clubs. The hypothesis was that emerging players have higher risk in injury as compared to the established

players. The study was done in eight Australian Football league clubs with sixty one emerging and sixty four established players. The emerging players taken for the study were the players with less than one year experience and of the established players are of above three years of experience. The study followed a prospective and cohort design. The data was collected in the form of the details of injuries, game participation and training participation which was collected weekly by the clubs from the two groups of players. The injury incidence rates (IIR) and cox proportional hazard models for time to first injury were computed separately for games and training. The results showed that the game injury incidence rates (IIR) and training injury incidence rates (IIR) were higher in the case of emerging players as compared to the established players. Moreover the emerging players were less likely to remain injury free in games when compared to the established players. The study revealed that the emerging players are at higher risk of injury in games and training sessions as compared to the established players and hence continuous efforts should be made to find out the reasons behind the injury and thereby preventing the injury at the early years of professional football career.

Rossing N et al. (2016) did a study on the role of community in the development of elite handball and Football players in Denmark. The study was aimed at finding out the effect of the place of early development in a sample of male elite and youth handball and football players of Denmark. The sample constituted three hundred sixty six handball and football players from the elite league in the 2011-2012 season and was compared to a sample group of players under the age of twelve from 2003. Odd ratio analysis was done and the result showed that both population size and density significantly affected the

proportional number of youth players per community and the odds of athletes reaching an elite level in Football and handball. Moreover, the player registrations were high in rural areas than of urban areas. It showed that the elite football players come from communities of high density and of handball players from less densely populated communities. In addition to these, the study showed that the reason for scarcity of players from the rural areas is the lack of national talent development strategies that do not incorporate development support for clubs in rural areas. It suggested of the need for advanced research by including the youth player population to study the effect of the birthplace of them.

Babette M Pluim et al. (2014) conducted a study on the development of healthy tennis clubs in the Netherlands. The purpose of the study was to explore the factors that facilitate or hinder the development of healthy tennis clubs in the Netherlands and to identify suitable interventions that would help clubs to reach 'healthy club' status. The sampling technique used was purposive sampling, in which it was used to identify and recruit board members (n=16) from 10 Dutch tennis clubs. Data collection techniques were mainly in-depth interviews based on an interview guide. The interviews explored on the steps taken to create a healthy tennis club, and on the barriers to reach a healthy club status. The data were analyzed using thematic content analysis. An ecological model was used to frame the interpretation of the themes and guide the development of the interventions. Four emerging themes were identified namely; provision of healthy foods, injury prevention and health services, social health and safety around the club. The main facilitators were found to be support from club management, having appropriate policies

in place and having appointed officers. The main barriers were identified as a lack of policy templates, inadequate knowledge of coaches on injury prevention and injury management and fragmented access to relevant information. The study identified on the factors that influence tennis clubs and the individual members of a healthy tennis club. Using the model, a multilevel intervention framework has been created that could be of use by the Royal Netherlands Lawn Tennis Association to increase the number of healthy tennis clubs in the Netherlands.

Coughlan, et al. (2014) did a study on a national survey of clubs with medical, personnel, facilities and protocols in Irish rugby Union. The aim of the study was to evaluate the current status of medical personnel, facilities and equipment in rugby union clubs in Ireland. The method used was a cross sectional survey. The study was done in the affiliated clubs in Ireland in the year 2011-2012 .The variables taken for the survey were medical, personnel, facilities, equipment, policies and concussion. The survey showed that the majority of the clubs had adequate medical facilities including medically qualified person, a medical room or area, a First aid kit and a demand for first aid courses. Moreover, the survey was a leading point to the prevailing medical conditions of the sports clubs in Ireland in which, there is inadequacy of medical personals in clubs. The study had led to the development and implementation of a rugby specific injury prevention and management program for medical and non- medical personnel at all levels of the game in Ireland.

Dubuy V et al. (2014) did a study on evaluation of a real world intervention using professional Football players to promote a healthy diet and physical activities in children and adolescents from a lower socio-economic background. The study was aimed at examining the effectiveness of the 'health scores' program, that combined professional Football player role models with a school based program to promote a healthy diet and physical activity to socially vulnerable children and adolescents. The research design used was a controlled pretest-posttest design. Socially vulnerable children and adolescents of 165 in number constituted the intervention group. The control group was with 440 children, aged between ten to fourteen years. The study was done in the settings of a professional Football clubs and schools. The data was collected from the groups on dietary habits and physical activity before and after the four month intervention. The process of evaluation and repeated measures analysis of variance were used to evaluate the intervention effects. The results showed that there was a positive intervention effect in self-efficacy for having a daily breakfast. It showed a positive attitude towards vegetables consumption and lower soft drink consumption. Moreover, no intervention effects were found for several dietary behaviors, including consumption of breakfast, fruit, soft drinks or sweet and savory snacks. It showed that the Health Scores intervention was successful in increasing psychological correlates of a healthy diet and physical activities. Moreover, the football players were a credible source of health promotion and were found to be effective to socially vulnerable children and adolescents.

Golle K et al. (2014) did a study on effect of living area and sports club participation on physical fitness in children: a four year longitudinal study. The study was

aimed at finding out the effects of living area and sports club participation on physical fitness development in primary school children from the students of classes from three to six. The sample of the study was a group of one hundred and seventy two children of age group nine to twelve years with sixty nine girls and one hundred and three boys. The sample was selected randomly from twenty four schools of public primary schools of rural and urban areas of the federal state Brandenburg in Germany. The living area and sports club participation were assessed using questionnaire which was filled by the parents of the selected students. The anthropometric variables were assessed with measuring body mass and height and thereby finding out body mass index (BMI). The physical fitness was tested for the group with reference to the speed, endurance, lower and upper extremity muscle strength, flexibility and coordination by using six different tests from motor fitness test batteries of Bos and Stark in the children starting in class three and repeated in classes four, five and six. The study was a longitudinal study with a four year study period and the time frame was selected for the purpose because the involved sports clubs searched for physically talented children. The ANOVA and descriptive statistics were used for the study. The results of the study showed that children participating in sports clubs showed better physical fitness development than their non-participating peers, irrespective of living area. Moreover, it revealed that children living in urban areas and those participating in sports clubs were much fitter and the fitness level progressed faster than the others in terms of endurance, upper and lower extremity muscle strength. The urban students showed significantly better performance development for upper and lower extremity strength in comparing the students who were continuously participating in sports clubs to the non- participating students, better

performance development were found for lower extremity strength and endurance in case of the children continuously participating in sports clubs. The study suggested that the sports clubs programs with appealing arrangements appear to represent a good means to promote physical fitness in children in rural areas.

Vann Jones S et al. (2014) did a research on heading in Football, long term cognitive decline and dementia: evidence from screening retired professional Footballers. The study was aimed at finding out the effects of heading in Football that leads to long term consequences among the professional football players. The hypothesis was stated that chronic low level head trauma is associated with persistent cognitive decline. The sample consisted of all the members of Former player associations (FPA) from four professional Football clubs in the UK. The tools used were a self-assessed test of cognition and the Test your Memory Questionnaire. The study showed that there was no association between low risk and high risk playing positions or the length of playing career. It showed that heading may not be as harmful as commonly thought in case of professional Football players and suggested the need for a longitudinal study to support the findings of the study.

Akbar Ali Olad et al. (2013) conducted a case study on sport as a factor for development of rural areas (case study: Badreh , Darrah Shahr). The study aimed at assessing the proper distribution of sport facilities in rural and urban areas of the region. It aimed to promote rural talents in various championships and public sports. Moreover, it had the aim to demonstrate the effectiveness of sports in the society. The method adopted

was case study method in Badreh in Illam province. The area was peculiar, as it consisted of twelve independent sports councils and with leading medalists in various competitions. The data was collected through references from various written and illustrated information, observations and through field study with oral questions. The study revealed that the residents of Illam were engaged in sports and local games in special occasions like festivals, beginnings of year, marriages and harvesting seasons. It was clear from the study that local games were rarely seen among the people. Moreover, the awareness levels among the Illam residents about local sports and games were high and use of these were more into higher educated people. In addition to these, the sports and games constituted a large part of the culture of people of the area and had a prominent relationship with the customs of the region. Due to the lack of sports facilities in rural areas, there were several issues raised. It consisted of the loss of natural talent of rural youth, lack of motivation among youth interested in sports and drug disposition, migration of rural youth to achieve sport aims, emptying rural areas of active population and injecting depression due to lack of fun facilities, the loss of population structure in rural areas and overshadowing national sports due to loss of a significant percentage of young population living in rural areas. However, the study suggested that the sport authorities should take necessary steps to promote the games by investing in local sports and games.

A P Benkwitz (2013) did a study on clashing sub cultures: the rivalry between the fans of Aston villa and Birmingham city Football clubs. The study aimed at finding out the Football fan rivalry between the fans of Aston Villa and Birmingham city. The study

was done on a group of people who had experienced the rivalry-the fans. The methods used for the study was participant observation and semi-structured interviews. The participant observation was done at matches involving the two clubs and the interviews were done with the fans of the two clubs. The result conveyed that fans placed great value on being perceived to control certain areas in order to gain power and become the dominant identity. In addition to that, it was found that the rivalries arose because of the historical footballing success of the Aston Villa on Birmingham city where it lacks. Moreover, the socioeconomic status of each fan group also influenced the contestation over power, in which the Aston Villa fans were more of middleclass and the Birmingham city fans were more of working class. The study gave a clear methodological and theoretical framework for future research in the area of rivalries of the clubs.

Cucui Gheorghe Gabriel (2013) did a research on present and future management Football clubs at children and youth. The study was aimed at finding out management system, identifying the internal and the external environment of the sports organizations to maximize the performance by conceptualizing developing and implementing a strategy for organizational development. The sample consisted of two hundred twenty three subjects comprising of one hundred and eighty three coaches and forty three people with managerial responsibilities. The study was done on the Football clubs in south –Muntenia region. The researcher used several methods in the study including survey, observation, experimental method, SWOT Analysis and statistical, mathematical and graphical methods. The tools used were a set of two questionnaires. The group who possessed the managerial responsibilities was given the two questionnaires and the coaches were given

the second questionnaire only. The descriptive statistical analysis and t ratio was used in the study.

Geidne S et al. (2013) did a study on youth sports club as a health-promoting setting. The aims of the study was to compile and identify key issues in international research about youth sports clubs as health-promoting settings, and then to discuss the results of the review in terms of a framework for the youth sports club as a health-promoting setting. The framework guiding this review of research is the health-promoting settings approach introduced by the World Health Organization (WHO). The method used is the integrated review. Inclusion criteria were, first, that the studies concerned sports clubs for young people, not professional clubs; second, that it be a question of voluntary participation in some sort of ongoing organized athletics outside of the regular school curricula; third, that the studies consider issues about youth sports clubs in terms of health-promoting settings as described by WHO. The final sample for the review consisted of 44 publications. The review showed that youth sports clubs have plentiful opportunities to be or become health-promoting settings; however this is not something that happens automatically. To do so, the club needs to include an emphasis on certain important elements in its strategies and daily practices. The youth sports club needs to be a supportive and healthy environment with activities designed for and adapted to the specific age-group or stage of development of the youth. To become a health-promoting setting, a youth sports club needs to take a comprehensive approach to its activities, aims, and purposes.

Gísladóttir T.L et al. (2013) conducted a study on the effect of adolescents' sports clubs participation and self-reported mental and physical conditions and future expectations. Sports clubs create conditions for people of all ages to pursue a healthy lifestyle through exercise in sports and attend to constructive pedagogical work which creates much value for society. This study investigated the relationship between adolescents' sports clubs participation and self-reported mental and physical conditions and future expectations. The participants were 10,987 pupils in the final three years of their compulsory education in Iceland (aged 14-16 years). The participants completed questionnaires administered to students in the classroom relating to health and behavior. The results indicated that participation in sports clubs influences adolescents positively; adolescents who work hard at sport not only believe they are in better mental and physical condition, they also believe they can succeed in other areas such as their studies. Sports clubs promote positive influence on adolescents' mental and physical conditions and their future expectations toward work and happiness. It could be concluded that participation in organized sports clubs affects the participants in a positive way.

Milkas Bassa Mukulo (2013) did a study on coaching leadership styles and players satisfaction among Football premier league club players in Ethiopia. The aim was to find out the differences among the offensive, defensive and the midfield players of Football premier league club players in Ethiopia with reference to the perceived leadership, preferred leadership and satisfaction with the leadership. The study was done on a sample

of one hundred and eighty two male Football premier league club players in Ethiopia among which fifty two were offensive players, sixty five as defensive and sixty five as mid field players. The tool used was Likert type questionnaire .The components in the study which was measured were training and instruction, democratic behavior, autocratic behavior, social support and positive feedback. In addition to these, the individual performance satisfaction, team performance satisfaction, training and instruction satisfaction and personal treatment satisfaction were the major components of leadership satisfaction which was measured. The descriptive statistics and non-parametric statistics were used in the study. The players showed significant difference across different age groups of players for perceived training and instruction. Moreover, the players did not show a difference in their leadership perception based on their playing experience in clubs as well as on the playing positions.

Sebastian Koot et al. (2013) conducted a case study on the effectiveness of the sports sponsorship in case of the Polish Volleyball. It aimed at diagnosing and evaluating the relevant factors for sponsorship by the sponsorship companies with the results. The sample was studied from twenty Volleyball clubs in competition in Plus Lega and Plus Lega Koblet in the season 2011-2012 through a survey. It revealed that obtained media value, image of sponsored club, sports results, Television transmission of matches, professional service in implementation of sponsorship agreement, number of fans in sports facilities , number of fans in front of television, advertisements on printing material and internet, financial transparency of the clubs, return on investment, amount of information about the club in the local media, increased interest in the services and

products of the sponsors, possibility of participation and promotion of the brand during match were the chief factors for the sponsorship for the Polish volleyball clubs. It pointed to the fact that more than sixty percentages of the funds were contributed by the sponsors in Volleyball clubs. Moreover, it suggested that the value equality could be used in research on sports sponsorship effectiveness. In addition to that, sponsor's evaluation of engagement in sports sponsorship should not be based on it.

Schlesinger Torsten et al. (2013) conducted a study on the individual and structural factors of volunteering in Swiss sports clubs. The study analysed the conditions influencing volunteering in sports clubs. It focused not only on individual characteristics of volunteers, but also on the corresponding structural conditions of sports clubs. It proposed a model of voluntary work in sports clubs based on economic behavior theory. The influences of both the individual and context levels on the decision to engage in voluntary work were estimated in different multilevel models. The results of these multilevel analyses indicated that volunteering is not just an outcome of individual characteristics such as lower workloads, higher income, children belonging to the sports club, longer club memberships, or a strong commitment to the club. It was also influenced by club-specific structural conditions. Moreover, volunteering was more probable in rural sports clubs whereas growth-oriented goals in clubs have a destabilizing effect.

Waiden M et al. (2013) did a study on time trends and circumstances surrounding ankle injuries in men's professional Football: an eleven year follow up of the UEFA

Championships league injury study. It was aimed at investigating the rates and the circumstances of ankle injuries in male professional Football. The sample constituted of twenty seven European clubs with one thousand seven hundred forty three players .The group was studied between the 2001-2002 and 2011-2012 period. The data was collected by recording time loss injuries and individual-player exposure during training sessions and matches. Moreover, injury rate was defined as the number of injuries per thousand hours. The study showed that the lateral ligament ankle sprain was the major ankle injury in male professional Football. Moreover, syndesmotic sprains and ankle impingement syndromes were not common among the players. It was evident from the study that the ankle sprain rate decreased slightly over time and many ankle sprains were associated with foul play. In addition to that, it provided the football policy makers with a foundation to review existing rules and their enforcement.

Dahlstrom O et al. (2012) did a cross sectional study on ‘Is football for all, safe for all?’ It was a cross sectional study of disparities as determinants of one year injury prevalence in youth Football programs. The study was aimed at finding out whether the educational level of parents, body mass index of the players (BMI) and self-reported health were the determinants of the football injury in community based Football programs separately or in interaction with the age or gender. The method adopted was a cross sectional survey in 2006.The tool used was a questionnaire with parent’s educational level, player BMI and self-reported health as the components and was collected mainly through a postal survey. The responses were taken from eight hundred twenty seven players of four community clubs of Football. It was analyzed using a series

of hierarchical statistical computations investigating associations with the primary outcome measure and interactions between the study variables. The study showed that boys were more prone to injuries than girls, in the case of the players whose parents were of higher formal education. The BMI of the players were higher in the case of the youth who had reported of injuries when compared to that of the players without injuries. The study had certain limitations as overrepresentation occurred in the case of the students reporting full health among those reporting injuries and underrepresentation for those without injuries. The study suggested to introduce community based youth programs in the football associations to accommodate children with increased pre-participation injury risk.

Lale Orta et al. (2012) did a study on an analysis on the incomes and expenditures of Turkish football federation and the incomes of the four major clubs. The study was aimed at analyzing the financial structure with the income and expenditure of Turkish Football Federation (TFF) and the clubs called four majors in Turkish public. The data was collected from the income and expenditure items of 2008-2009 and 2009-2010 football seasons. The normality test, Wilcoxon test, Kruskal –Wallis test and ‘paired t test’ were used in statistical analysis. The results showed that there was not a meaningful difference between the average incomes of 2008-2009 and 2009-2010 seasons.

Katharine Hoskyn (2011) conducted a study on the major events and their ability to benefit local sports clubs: A case study of the Auckland Professional Tennis tournaments. The study aimed at showing how local sports clubs can benefit a major

sports event for increased participation or membership. The study was a participatory action research. It was done on the basis of the two international tennis tournaments held in the month of January every year in Auckland. The study was adopted in three levels constituting people in national sports organization, two local bodies and sports clubs. The study revealed that there was a lack of profile for Tennis clubs at tournaments. It showed the need to introduce a promotional offer for a free tennis lesson at tennis club for non-club members and to provide information of tournament programs to support the activities of the clubs. Moreover, the sports clubs could benefit from sports events by operating as a coordinated group and develop leveraging plan for a specific event using similar process in the study.

Hoseini Keshtan et al. (2010) conducted a survey study on the relationship between collective efficacy and coaching behaviors in professional volleyball league of Iran clubs. The aim of the study was to examine the relation between collective efficacy and coaching behaviors in professional volleyball league of Iran clubs. A total of one hundred and fifty three male athletes from thirteen volleyball teams in Iran professional league were selected as the sample. The league schedule was divided into three parts at the end of the season in which the first four teams were the successful teams, the next five as less successful and the last four as the unsuccessful teams. The method was mainly survey with demographic questionnaire, Collective Efficacy Questionnaire (CEQ) and the Leadership Scale for Sports (LSS). The scoring for Leadership Scale for Sports was with a five point Likert scale and of the Collective Efficacy Questionnaire was a ten point Likert scale. The Cronbach's Alpha coefficient was used to examine the internal

reliability of Leadership Scale for Sports along with ANOVA and the Turkey post hoc was compared. The result conveyed that the role of coaching behavior and collective efficacy is important in successful team performance. Moreover, it showed that the higher efficacy teams performed significant better than the teams with low level of collective efficacy. In terms of coaching behavior and team performance the coaches of the successful teams exhibited higher training and instruction behavior than less successful and unsuccessful teams. There was a significant relationship between collective efficacy and coaching behavior. The coaches exhibited higher training and instruction and lower democratic behavior in terms of coaching behavior.

Sami Kokko (2010) conducted a research study on the Health Promoting Sports Club-Youth sports clubs' health promotion profiles, guidance and associated coaching practice in Finland. It aimed at creating the frame of reference and in determining the most relevant standards for the Health promoting sports clubs (HPSC) and in reviewing youth sports clubs health promotion profiles and clubs' guidance and coaches' implementation activity in health promotion. A Delphi study was conducted in the first phase with eighty one persons. In the second phase, a survey was conducted with a questionnaire based on sports clubs incorporating one hundred and twenty sports clubs from the four prominent sports of Finland .It included two hundred and seventy three sports club officials, six hundred forty six male athletes and two hundred forty coaches. The study incorporated cross tabulation, Spearman correlation coefficient, Chi-square test, Factor analysis and Logic regression for the statistical analysis of data. The study revealed that as per the HPSC index, the Finnish sports clubs were fairly health

promoting by their orientations. The sports clubs with higher Health promotion were high in guiding coaches and in the case of coaches their health promotion activities were high. Moreover, it suggested that the health promotion orientations and guidance activities were the key elements in improving health promotion activities within youth sports clubs.

Elissa Jane Burton (2009) did a study on the organizational effectiveness in selected grassroots sports clubs in Western Australia. The study was aimed at determining the criteria of effectiveness for grassroots sports clubs by seeking the views of the club administrators and also to find out whether there exists a link between organizational culture and organizational effectiveness in the grass root sports clubs. It was done on a selected group of sports club administrators in Western Australia. The method used was termed as the Delphi method to gather information from the selected panel of experts of grass root sports club administrators in the first three phases. Delphi was an interactive process that allows a panel of experts the opportunity to state and then to refine their views on an issue, based on group trends around the issue. The data was collected from twenty three grass root sports clubs using this technique. In the next phase, an organizational questionnaire was administered to assess the cultural values of the group. The study used descriptive statistics for quantitative data and qualitative data was included to provide a level of understanding as to how the grass root sports clubs administrators established the criteria. The results pointed to the fact that people of the grass root sports club and their roles are very important in the effectiveness of the club. There is a great impact of the coaches, members, volunteers and officials on the effectiveness of a grass root sports club. Moreover, the administration and governance of

a sports club were important in the effectiveness of a grass root sports clubs. In addition to this, the facilities, competitions and events were also ranked. However, a checklist was developed from these findings, so as to assist grass root sports clubs in identifying the areas of effectiveness or ineffectiveness in their clubs and could be used by sports agencies to promote the grass root sports clubs.

Sami Kokko et al. (2009) conducted a study on the current health promotion orientation of youth sports clubs in Finland in view of the standards created previously for the health promoting sports club (HPSC). The sample constituted 97 youth sports clubs, in which 273 sports club officials and 240 coaches participated. The tool used was a questionnaire. To describe the health promotion orientations, an HPSC index was formulated by factor analysis. The sub-indices taken were policy, ideology, practice and environment. The results indicated that youth sports clubs are fairly health promoting in general. On average, the clubs fulfilled 12 standards for HPSC out of 22. Every fourth club was categorized as higher health promoting and every third as lower health promoting. The sports club officials were twice as likely to evaluate their clubs as higher health promoting than the coaches. The findings indicated that minority of the youth sports clubs had realized health promotion comprehensively as a part of their activities. The study suggested that there was a lot of need for development, especially in the area of health promotion policies and practices.

Peter Berkes et al. (2007) conducted a research on the macro level factors affecting sport sponsorship decision making process at Hungarian soccer clubs and

soccer sponsor companies. The main objective of the study was to evaluate the factors of decision making in the sponsorship of professional soccer in Hungary which includes measuring of the effectiveness of the sponsorships of soccer and its objectives along with developing the strategies for sports sponsorship in Hungary. The sample constituted eighteen Hungarian professional organizations and fifty seven sponsors who were selected based on certain criteria. Purposive judgment sampling was used to identify the sponsors from the official websites of the clubs, as there was no comprehensive list of Hungarian soccer companies available. The research was more of exploratory and method used was the quantitative survey method. The tool used was a questionnaire and the responses were given for a questionnaire using a Likert – type scale of one to five. The statistical analyses was done by using correlation analysis with significant level at 0.05, correlation level at 0.61 and Coefficient alpha test (Cronbach alpha test) between 0.796 and 0.610. The research indicated that the media related objectives is of the highest priority among the sport sponsorship objectives. Media equivalent value was determined by using cost per thousand (CPT), total exposure time and the number of viewers. The study gave an exposure to the terms of sponsorship which was based on partnership in the future and not on a philanthropic donation in Hungary.

2.2 Summary on reviews taken for the study

On analyzing the various studies on the sports clubs, it was found that for the development of various aspects of sports and sports clubs, the researchers like Casey M(2017) suggested on alcohol and friendliness factors, Eva Carin(2013) on a ‘Grounded Theory(GT) with individual at center’, Rossing N(2016) on the proximity to sports clubs,

Babette M Pluim(2014) on the multilevel intervention framework, Coughlan (2014) on game specific injury management programs and Dahlstrom(2012) on community based youth programs.

However, in the area of health promotion through the sports clubs, Sami Kokko (2009) revealed that the realization of the importance of the health promotion as a part of the activities was confined to a minority of the sports clubs. Similarly, Aurielle Van Hoye (2018) mentioned on the health promotion through the support of coaches in the core activities of the clubs, whereas Dubuy V (2014) suggested the importance of the Football players to be used in the orientation to healthy diet and physical activities in children.

Thus from the reviews of literature based on the sports clubs, it was found that majority of the studies were based solely on the areas of sponsorship, health promotion, sports injuries, alcoholism, media, gambling and the effects of specific training methods on coaching and was related to the Football clubs only. However, these studies were done in foreign nations and alien culture. The studies done on sports clubs of India were scarce. Thus it was found that there existed a gap in the research and a felt need to study the sports clubs, the present study on the sports clubs was taken by the researcher.