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# **A STUDY ON MARKETING STRATEGIES OF FIFA GAMES BY EA SPORTS**

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## **ABSTRACT :**

In the ever-evolving landscape of gaming, few franchises have achieved the global prominence and longevity of the FIFA series by EA Sports. Year after year, millions of gamers worldwide Eagerly anticipate the latest instalment, showcasing EA Sports' unparalleled mastery in merging sports simulation with cutting-edge technology. Behind the success of FIFA games lies a multifaceted marketing strategy meticulously crafted to engage audiences, capitalize on trends, and maintain brand dominance in the competitive gaming industry.

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## **INTRODUCTION:**

The marketing strategies employed by EA Sports for FIFA games encompass a spectrum of innovative techniques tailored to resonate with diverse demographics, from casual players to hardcore enthusiasts. Leveraging the widespread popularity of football (soccer), EA Sports capitalizes on the sport's universal appeal, transcending geographical boundaries and cultural differences. Through strategic partnerships with renowned football clubs, leagues, and players, FIFA games immerse players in an authentic, immersive experience that mirrors the excitement of real-world football.

One of the cornerstone elements of EA Sports' marketing strategy for FIFA games is its emphasis on realism and authenticity. By integrating cutting-edge graphics, realistic player movements, and accurate stadium recreations, EA Sports continuously raises the bar for sports simulation gaming. This commitment to authenticity not only enhances the gaming experience but also serves as a powerful marketing tool, attracting both seasoned football aficionados and newcomers alike.

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## **STATEMENT OF PROBLEM :**

Despite the widespread popularity and commercial success of FIFA games by EA Sports, there is a need to critically examine the effectiveness and impact of the marketing strategies employed by the company. This study aims to identify key challenges, opportunities, and areas for improvement in EA Sports' marketing approach for FIFA games, considering factors such as audience engagement, brand positioning, competitive landscape, and emerging trends in the gaming industry.

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## **OBJECTIVES:**

- To Know the awareness of FIFA games among the individual
- To Understand the preferences of gamers who are playing FIFA games
- To Assess the factors contributing to their strong market presence
- To Know the satisfaction level on playing FIFA games

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## **SCOPE**

The Scope of Study includes Evaluation of the integration of esports initiatives into EA Sports' marketing strategy, with esports organizations. Analysis of consumer attitudes and preferences towards FIFA games, and how they impact the success of EA Sports' marketing efforts. Identification of emerging trends and innovations in the gaming industry, and their implications for EA Sports' marketing strategies for FIFA games.

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## **REVIEW OF LITERATURE**

A review of literature, often referred to simply as a literature review, is a critical and systematic examination of existing scholarly works, publications, and research studies relevant to a particular topic or research question. It involves identifying, analysing, synthesizing, and evaluating a body of literature to gain a comprehensive understanding of the current state of knowledge, key concepts, theoretical frameworks, methodologies, and findings related to the topic of interest

- **Michael Standby, Magnus K. Szarkowski, Jonas Petersen, Asger Storebjerg, Christian Dindler, Timothy P. Ryan (October 2016)** the study introduces Urban FIFA, exploring the integration of FIFA video game elements into a physical environment to enhance the game experience. It translates three core FIFA15™ elements - game setup, scoreboard, and soundscape into a physical indoor football arena. Evaluation emphasizes alterations in structural, social, and performative aspects of the experience, indicating that incorporating basic digital elements can notably transform social sports experiences. The research identifies potential future design opportunities and advocates for further investigation into the impact of integrating video game content and techniques into social sports.
- **Juho Hamari, Max Sjöblom (April 2017)** this paper investigates why individuals spectate eSports online, focusing on motivations for engaging in competitive video gaming broadcasts. Using a widely employed sports consumption motivation scale, 888 respondents participated in a study assessing factors influencing eSports spectating frequency. Findings reveal that escapism, game knowledge acquisition, novelty, and the aggressive nature of eSports athletes positively predict the frequency of eSports spectating. This research offers insights into the rapid growth of eSports as a form of new media, attracting millions of online spectators, and defines eSports while exploring its parallels with traditional sports.
- **Pedro Leão Heckmann, Liana Gross Furini (May 2018)** this work investigates the introduction of women's teams in FIFA 16 by analysing the history of the FIFA franchise and its updates. It contextualizes the internet's role in user participation and content sharing. Market analysis highlights women's significant presence and influence in the digital gaming market, particularly in Brazil. Insights from a FIFA producer at EA Sports and discussions with Brazilian women's soccer team athletes and female FIFA gamers. shape the research. EA Sports holds an optimistic view, but many women view this update as just the beginning of a broader change, hoping it sparks discussions on gender equality in both soccer and the gaming industry.
- **Sam Saury, John Cheney-Lippold (June 2019)** this study explores platformed racism in EA Sports' FIFA series, specifically examining how the pursuit of realism within the game inadvertently facilitated racist behaviours. Analysing a six-year census of player cards, it revealed that the game's emphasis on realism encouraged racist tendencies among players attempting to maintain authenticity in player representation. The study highlights how the pursuit of realism in FIFA served as a catalyst for the emergence of racism within the gaming community.

## **FIFA**

FIFA, the international governing body for football (soccer), is not just a global authority on the sport; it's also a ubiquitous brand in the world of video gaming. The FIFA video game series, developed and published by Electronic Arts (EA) Sports, has become a cultural phenomenon since its inception in 1993. With annual releases capturing the hearts of millions of gamers worldwide, FIFA has transcended its status as a mere video game to become a cornerstone of popular culture, blending the worlds of sports and gaming in a seamless and immersive experience.

The FIFA video game series owes its origins to the vision of Electronic Arts (EA) founder Trip Hawkins and his team of developers in the Early 1990s. Seeking to capitalize on the popularity of football (soccer), particularly in Europe and South America, EA Sports set out to create a game that would capture the excitement and intensity of the world's most popular sport. The result was "FIFA International Soccer," released in December 1993 for various gaming platforms, including the Sega Mega Drive/Genesis and Super Nintendo Entertainment System (SNES).

From its humble beginnings, "FIFA International Soccer" laid the foundation for what would become one of the most successful video game franchises of all time. With its ground-breaking graphics, fluid gameplay, and comprehensive licensing agreements with major football leagues and teams, FIFA quickly established itself as the premier football simulation game on the market. Players were drawn to its realism, attention to detail, and intuitive controls, which faithfully recreated the ebb and flow of a real football match.

## **EA SPORTS**

Electronic Arts Sports, commonly known as EA Sports, stands as a titan in the world of video game development and publishing, particularly within the realm of sports simulation. Established in 1991 as a division of Electronic Arts (EA), the company has consistently delivered ground-breaking titles across a wide array of sports, captivating audiences with their realism, innovation, and attention to detail. Over the past three decades, EA Sports has evolved from humble beginnings into a global powerhouse, shaping not only the gaming industry but also the way we perceive and engage with sports entertainment.

The foundation of EA Sports was laid with the release of "John Madden Football" in 1988, developed by Trip Hawkins and his team at EA. This game, featuring the endorsement of legendary NFL coach and commentator John Madden, laid the groundwork for what would become one of the most

successful video game franchises in history. Its success paved the way for the establishment of EA Sports as a distinct division within Electronic Arts, solely dedicated to developing sports-themed video games.

In the Early 1990s, EA Sports expanded its portfolio beyond American football with titles like "FIFA International Soccer" and "NHL Hockey," marking the beginning of its journey towards becoming a multifaceted sports gaming brand. These games showcased the company's commitment to authenticity, featuring realistic gameplay mechanics, official team and player licenses, and cutting-edge graphics for their time. The reception from gamers and critics alike was overwhelmingly positive, solidifying EA Sports' reputation as a pioneer in sports simulation.

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## MARKETING STRATEGIES

Marketing strategies for FIFA games have evolved over the years, adapting to changes in technology, consumer behaviour, and the gaming industry as a whole. Here are some key marketing strategies that FIFA games have employed:

### 1. Annual Release Cycle:

FIFA games follow an annual release cycle, typically launching a new edition every year. This creates anticipation and excitement among fans who eagerly await the latest updates, improvements, and new features.

### 2. Licensing:

FIFA games have secured licenses from various football leagues, teams, and players around the world. This allows them to feature authentic teams, kits, stadiums, and player likenesses, enhancing the realism and appeal of the game.

### 3. Promotional Partnerships:

EA Sports, the developer of FIFA games, often forms promotional partnerships with football organizations, clubs, and players. These partnerships include exclusive content, early access, and promotional events, helping to generate buzz and attract players.

### 4. Demo Versions:

Before the official release, FIFA games often offer demo versions that allow players to experience a limited version of the game. This serves as a teaser to generate interest and build anticipation for the full release.

### 5. Trailers and Gameplay Videos:

EA Sports releases trailers and gameplay videos showcasing new features, gameplay improvements, and graphics enhancements. These videos are shared on social media platforms, gaming websites, and YouTube, reaching millions of potential players worldwide.

### 6. Community Engagement:

FIFA games engage with their community through social media channels, forums, and online communities. They actively interact with fans, address feedback, and provide updates on development, fostering a sense of community and loyalty among players.

### 7. In-Game Events and Challenges:

FIFA games host in-game events, challenges, and tournaments that coincide with real-world football events such as the FIFA World Cup, UEFA Champions League, and domestic leagues. These events encourage player participation and retention by offering rewards and exclusive content.

### 8. Ultimate Team Mode:

FIFA's Ultimate Team mode, where players can build their dream team by collecting player cards, has become a cornerstone of the franchise. EA Sports promotes Ultimate Team through in-game rewards, special packs, and limited-time events, driving engagement and revenue through microtransactions.

### 9. Cross-Platform Availability:

FIFA games are available on multiple platforms, including consoles, PC, and mobile devices. This broadens the game's accessibility and reach, allowing players to enjoy FIFA wherever they are.

### 10. Localized Marketing:

FIFA games employ localized marketing strategies to cater to regional preferences and cultures. This includes localized cover athletes, language options, and marketing campaigns tailored to specific regions or countries.

By leveraging these strategies, FIFA games have become one of the best-selling and most popular sports video game franchises globally.

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## ANALYSIS AND INTERPRETATION

Analysis and interpretation of data are two key components in the process of understanding information gathered through research or observation.

## SIMPLE PERCENTAGE ANALYSIS

Simple Percentage method refers to the specific kind which is used in making comparison between two or more series of data collected. Percentages are based on descriptive relationship. It compares the relative items. Through the use of percentage, the data are reduced in the form with base equal to 100%, which facilitate relative comparison.

### FORMULA:

$$\text{PERCENTAGE} = \frac{\text{NO.OF.RESPONDENTS}}{\text{TOTAL NO.OF.RESPONDENTS}} \times 100$$

**TABLE SHOWING AGE OF THE RESPONDENTS**

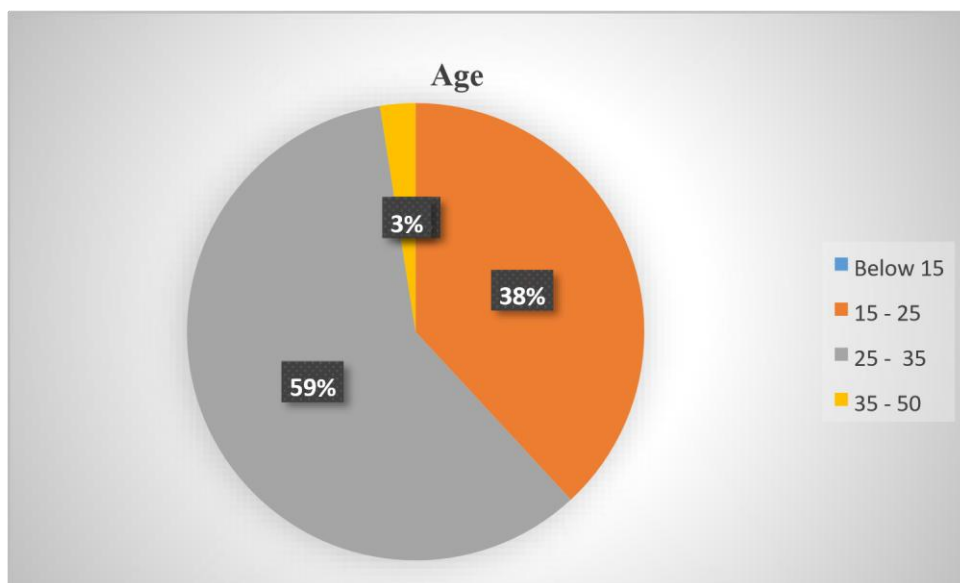
Age	No Of Responses	Percentage
Below 15	0	0
15 - 25	61	38
25 - 35	95	59
35 - 50	4	3
TOTAL	160	100

SOURCE: PRIMARY DATA

### INTERPRETATION

The above table shows that 59% of the respondents are in the age of 25 – 35, 38% of the respondents are in the age of 15 – 25, 3% of the respondents are in the age of 35 – 50 and there are no respondents who are in the age of below 15. Hence the majority of the respondents are in the age of 25 - 35.

**CHART SHOWING AGE OF THE RESPONDENTS**



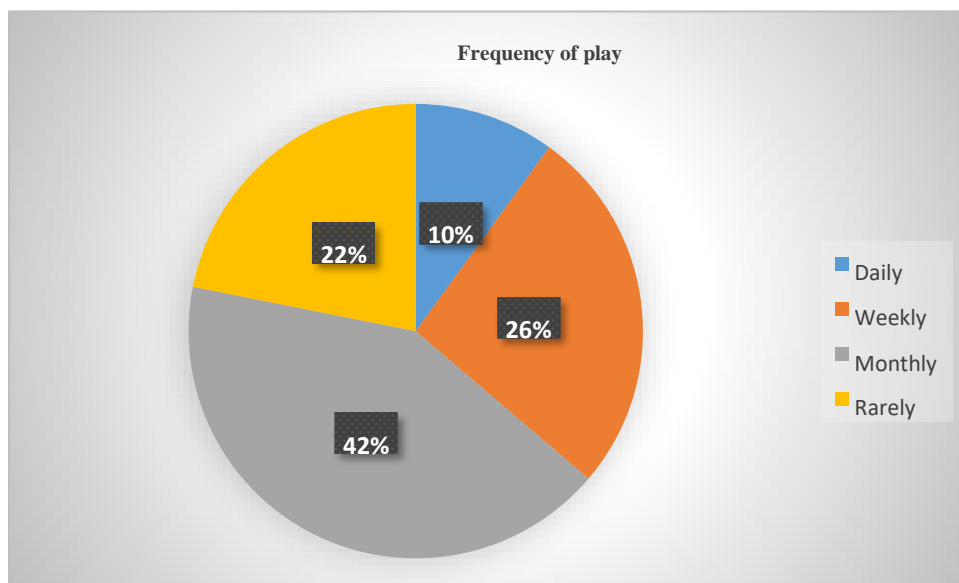
**TABLE SHOWING FREQUENCY OF PLAY**

Frequency of play	No of responses	Total
Daily	16	10
Weekly	42	26
Monthly	67	42
Rarely	35	22
<b>TOTAL</b>	<b>160</b>	<b>100</b>

**SOURCE: PRIMARY DATA**

#### INTERPRETATION

The above table shows that 42% of the respondents play monthly, 26% of the respondents play weekly, 22% of the respondents play rarely, 10% of the respondents plays daily. Hence the majority of the respondents play monthly.

**CHART SHOWING FREQUENCY OF PLAY**

#### CHISQUARE ANALYSIS

Chi-square analysis is a statistical method commonly used to determine if there is a significant association between two categorical variables. By comparing observed frequencies to expected frequencies, the chi-square test assesses whether there is a significant relationship between these variables. It is particularly useful when dealing with data that doesn't follow the assumptions of parametric tests, such as a normal distribution.

The chi-square test is applied for personal factors over the other factors. All tests are carried out at a 5% level of significance, and the results are reported in the tables that follow, along with the appropriate hypothesis and interpretation.

#### FORMULA:

$$\text{CHI - SQUARE VALUE } (\Sigma) = (\text{OBSERVED VALUE} - \text{EXPECTED})$$

VALUE)<sup>2</sup>

EXPECTED VALUE

EXPECTED VALUE = ROW TOTAL\* COLUMN TOTAL  
GRAND TOTAL

DEGREE OF FREEDOM = (ROW – 1) \* (COLUMN – 1)

### ASSOCIATION BETWEEN GENDER AND ATTRACTION TO FIFA GAMES

**Null Hypothesis: HO**

There is no association between gender and attraction to FIFA games

**Alternate Hypothesis: HI**

There is an association between gender and attraction to FIFA games

**TABLE SHOWS**  
**Gender and Attraction to FIFA Games**

Gender	Attraction to FIFA Games				
	Realistic graphics	Gameplay mechanics	Licensing of teams and players	Online multiplayer features	Total
MALE	24	38	41	21	124
FEMALE	9	10	13	4	36
TOTAL	33	48	54	25	160

### INTERPRETATION

The above table shows that 54% of respondents are attracted to Licensing of teams and players, 48% of respondents are attracted to gameplay mechanics, 33% of the respondents are attracted to realistic graphics and 25% of the respondents are attracted to online multiplayer features.

**THE CHI-SQUARE TEST TABLE**

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2sided)
<b>Pearson Chi-Square</b>	1.840 <sup>a</sup>	3	.606
<b>Likelihood Ratio</b>	1.846	3	.605
<b>N of Valid Cases</b>	160		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.78.

### INTERPRETATION

The calculated XI value is 1.847, p=0.606 . Hence the Null hypothesis is accepted . This tells that there is no association between gender and attraction to FIFA Games .

### ASSOCIATION BETWEEN GENDER AND COMPARISON TO OTHER SPORTS GAMES

**Null Hypothesis: HO**

There is no association between gender and Comparison to FIFA games

**Hypothesis: HI**

There is an association between gender and Comparison to FIFA games

**TABLE SHOWS**

**Gender and comparison to other sports games**

Gender	Comparison to other sports games				
	Leading	competitive	Average	Poor	Total
MALE	34	55	28	6	123
FEMALE	6	20	8	3	37
TOTAL	40	75	36	9	160

**INTERPRETATION**

The above table shows that 75% of the respondents are compared in competitive, 40% of the respondents are compared in leading, 36% of the respondents are compared in average and 9% of the respondents are compared in poor

**THE CHI-SQUARE TEST TABLE**

## Chi-Square Tests

	Value	df	Asymp. Sig. (2sided)
Pearson Chi-Square	2.559 <sup>a</sup>	3	.465
Likelihood Ratio	2.650	3	.449
N of Valid Cases	160		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 2.08.

**INTERPRETATION**

The calculated  $\chi^2$  value is 2.599,  $p=0.465$ . Hence the Alternate Hypothesis is accepted. This tells that there is an association between gender and comparison to other sports games.

**FINDINGS****SIMPLE PERCENTAGE ANALYSIS**

- 59% of the respondents Age is between 15 - 25
- 77% of the respondents are Male
- 74% of the respondents Education level is UG
- 44% of the respondents occupation is Student
- 36% of the respondents annual income is between 100000 – 200000
- 42% of the respondents often plays football in a month
- 34% of the respondents are attracted by licensing of teams and players
- 42% of the respondents do primarily associate with gaming websites and forums in FIFA games marketing
- 59% of the respondents do engage with FIFA gaming community on social media and forums
- 47% of the respondents think when it is compared to other sports games, FIFA is competitive in terms of brand process and positioning
- 45% of the respondents typically learn about updates, news and promotions through gaming news websites and forums
- 69% of the respondents do come across FIFA games promotion through influencers
- 32% of the respondents think exclusive in-game content is the promotional tactics where respondents find most influential in decision making to purchase a FIFA game
- 44% of the respondents think partnerships with football clubs and leagues to create buzz around the release of new FIFA games
- 45% of the respondents think FIFA games need improvement in diversification of promotional tactics
- 39% of the respondents prefer to receive information about FIFA game releases through the social media updates
- 42% of the respondents find exclusive in-game rewards is a factor most likely to convince them to pre order a FIFA Game
- 49% of the respondents rate the overall marketing efforts of FIFA games as Good

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**CHI-SQUARE TEST**

1. The selected factors like gender and attraction to FIFA games have no significant relationship between them.
2. The selected factors like gender and FIFA Games when compared to other sports games have significant relationship between them

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**SUGGESTIONS**

- Investigate how the game incorporates different languages, cultural nuances, and regional preferences to create a truly global gaming experience.
- Evaluate the effectiveness of their campaigns, hashtags, and interactive content in building anticipation and sustaining interest before and after game releases

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**COCLUSIONS**

This Study was taken in Coimbatore city with 160 respondents selected in random. This project helps the researcher to know about the "Marketing strategies of FIFA games by EA sports" majority of the respondents are playing FIFA games and the Electronic Arts (EA) Sports has strategically positioned the FIFA gaming franchise as a dominant force in the global football gaming market through a multifaceted marketing approach. The success of FIFA games can be attributed to the combination of realistic gameplay, cutting-edge graphics, and an extensive licensing agreement with various football leagues and teams worldwide EA Sports has adeptly utilized social media platforms and online communities to engage fans, fostering a sense of community and competition. The continuous release of annual editions, coupled with regular updates, ensures that the FIFA franchise remains relevant and retains its user base. As the gaming industry continues to evolve, EA Sports' ability to adapt and innovate will be crucial in maintaining its stronghold in the competitive landscape of football video games

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**REFERENCE :****AUTHORS**

1. Rolf Kretschmann (January 2009) "One day I will manage FC Bayern Munich!" - How sport management games train prospective sport managers, development of competencies by playing digital sports games
2. Andrei S. Markovits, Adam I. Green (March 2016) article of the FIFA, the video game: a major vehicle for soccer's popularization in the United States

**LINKS**

1. <https://scholar.google.com/>
2. <https://www.researchgate.net/>