

Contribution of Football Club Jerseys towards English Premier League Fans' Loyalty in Nigeria

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Abstract : The globalization of football especially among youth over the decade is uprising. Nigeria youth displaying football jerseys at every opportunity is an acceptance of football globalization. The Love for English Premier League (EPL) football jersey is very strong among Nigeria fans. Football club jerseys of the EPL are a common sports product among fans in Nigeria. This study investigates the contribution of football club jerseys towards EPL fans' loyalty in Nigeria. Descriptive survey research design was used for the study. The population consists of EPL fans in Nigeria. Simple random sampling technique (fish bowl without replacement) was used to select two states from the six geo-political zones. Purposive sampling technique was used to pick eight viewing centres while accidental sampling technique was used to pick five vendor stands from each State. An average of 250 respondents was selected from each state. A total of 3,200 respondents participated in the research. Two research instruments were used. A self-developed structured questionnaire on Football Jersey Scale (FJS): The instrument consists of 10 items. Fans Loyalty Scale (FLS): The instrument was modified from the psychological commitment to team (PCT) scale, and consists of 20 items. The Cronbach's Alpha reliability coefficient of 0.72 and 0.75 was obtained, respectively. The hypothesis was tested at 0.05 significant levels. Data were analysed using frequency, percentages count, pie chart and multiple regressions. The result showed that the b-value of football club jersey is 0.148 also the standard regression coefficient (Beta) is 0.089. The $t = 4.759$ is statistically significant at $p = 0.000$. This signified a relative contribution of football club jersey on EPL fans loyalty in Nigeria. Club jersey, which is the most outstanding identifier of every club, was found to significantly predict loyalty. The jersey on the body of the fan has become the site for a declaration of loyalty which becomes available for social interaction and negotiation. The Nigerian local league clubs in an attempt to keep Nigerian fans loyal must borrow a leaf from their European counterparts.

Keywords : club Jerseys, English Premier League, football fans, Nigeria youth

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