

$$L^{(3)} = -2.873(1) + 3.483(1) + 0.205(1) + 1.146(1) + 1.187(1) + 0.883(1) - 0.190(1) - 0.923(1)$$

$$= 2.918$$

$$P(\text{Serie A}) = \frac{\exp(4.529)}{1 + \exp(4.529) + \exp(2.644) + \exp(2.918)} = 0.43$$

$$P(\text{La-liga}) = \frac{\exp(2.644)}{1 + \exp(4.529) + \exp(2.644) + \exp(2.918)} = 0.11$$

$$P(\text{Bundesliga}) = \frac{\exp(2.918)}{1 + \exp(4.529) + \exp(2.644) + \exp(2.918)} = 0.15$$

Reference category EPL

$$P(\text{EPL}) = \frac{1}{1 + \exp(4.529) + \exp(2.644) + \exp(2.918)} = 0.02$$

Table 1: Table showing the probabilities of supporting the different leagues under a given situation.

EUROPEAN LEAGUES	EPL	SERIE A	LA-LIGA	BUNDESLIGA
PROBABILITY	0.02	0.43	0.11	0.15

As revealed in Table 1, for a student who says yes to all the predictors, the probability of supporting Serie A is 0.43, also the probability of supporting LA LIGA is 0.11, Bundesliga is 0.15 and EPL is 0.02

Table 2: Parameter Estimates

	B	STD ERROR	Wald	Df	Sig	Exp(B)
FAVORITE LEAGUES						
SERIE A Intercept	-2.962	.388	58.398	1	.000	
{ACCESS=1}	3.620	1.249	8.405	1	.004	37.388
{TIME=1}	-.451	.634	.507	1	.476	.637
{JERSEY=1}	1.042	.538	3.758	1	.053	2.835
	1.984	.651	9.276	1	.002	7.273

{WORLDCLASS=1}	.575	.557	1.065	1	.302	1.777
{COACH=1}	-.425	.985	.197	1	.657	.654
{PATTERN=1}						
{AFRICANPLAYER=1}	1.148	.510	5.065	1	.024	3.150
LA-LIGA Intercept	-.927	.178	27.076	1	.000	
{ACCESS=1}	1.060	1.261	.707	1	.401	2.885
{TIME=1}	.396	.407	.946	1	.331	1.486
{JERSEY=1}	-.367	.519	.820	1	.365	.693
{WORLDCLASS=1}	.613	.375	1.393	1	.238	1.845
{COACH=1}	.231	.584	.379	1	.538	1.259
{PATTERN=1}	.613	.336	1.283	1	.257	.617
{AFRICANPLAYER=1}	.260	.336	.599	1	.439	1.298
BUNDESLIGA Intercept	-2.873	.383	56.423	1	.000	
{ACCESS=1}	3.483	1.241	7.871	1	.005	371.032
{TIME=1}	.205	.655	.097	1	.075	4.433
{JERSEY=1}	1.146	.597	3.678	1	.055	10.139
{WORLDCLASS=1}	1.187	.718	2.727	1	.099	13.392
{COACH=1}	.883	.596	2.200	1	.138	7.774
{PATTERN=1}	-.190	.873	.047	1	.828	4.575
{AFRICANPLAYER=1}	-.923	.811	1.297	1	.255	1.946

- a. The reference category is EPL
- b. This parameter is set to zero because it is redundant.

Holding other variables constant, the odds for someone who has an access to viewing Serie A constantly choosing Serie rather than EPL are 37.388 and the odds of someone who loves seeing African players play choosing Serie A rather than EPL are 3.150.

Holding other variables constant, the odds for someone who has an access to viewing Bundesliga constantly supporting a club in Bundesliga are 371.032 while World class players pulled the odds of supporting a club in Bundesliga to 13.392.

SUMMARY

As stated earlier, the data used in this research is a primary data gotten from the undergraduate's student of Ekiti State University, Ado-Ekiti, Nigeria. Multinomial logistic regression was applied on the data and some interesting facts were discovered. European football leagues which involve English Premier League, German Bundesliga, Spanish Primera division (LA-LIGA) and the Italian league (Serie A) were modeled based on seven (7) factors which are; Access to information, time of play, jersey, world class footballer, coach's charisma, pattern of play, and numbers of African player.

According to the questionnaire distributed, out of 300 students, 171 students support EPL, 84 students support LA LIGA, 25 students goes for SERIE A, while 9 students support Bundesliga. This shows that EPL is the most supported league among the undergraduates. The likelihood ratio test was to test the hypothesis that a subset of some explanatory variables can be dropped that is, the associated regression coefficient is equal zero or not. From the analysis, it was observed that factors like Viewing Access, Jersey, world class footballer, all have positive coefficients. This indicates that they all tend to favour the higher ranked categories which is EPL followed by LA LIGA.

According to the parameter estimates, based on the *p*-value the predictors variable that is significant in choosing SERIE A in relative to ENGLISH PREMIER LEAGUE are access, world class footballer and African players. Students see almost all the factors in La-Liga as well in EPL. While in Bundesliga in relative to EPL, access is significant. The odd ratio indicates that "a unit" increase in access, jersey, world class footballer, coach charisma, African footballer will increase the odd of supporting SERIE A rather than EPL. The odd ratio also indicates that "a unit" increase in time will increase the odds of supporting EPL rather than SERIE A.

The odd ratio indicates that a unit increase in access, time, world class footballer, coach charisma, Pattern, African footballer will increase the odd of supporting La-Liga rather than EPL. The odd ratio also indicates that a unit increase in Jersey will increase the odds of supporting EPL rather than La-liga. The odd ratio indicates that a unit increase in access, time, jersey, world class footballer, coach charisma, will increase the odd of supporting Bundesliga rather than EPL. The odd ratio also indicates that a unit increase in pattern, African player will increase the odds of supporting Bundesliga rather than EPL.

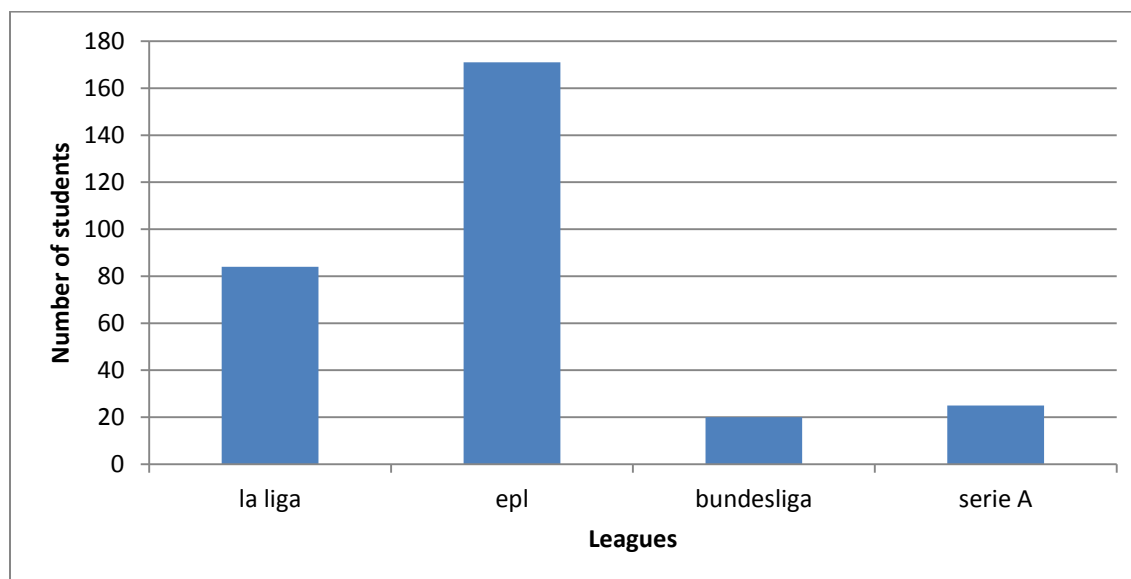


Fig 1.0: A bar chart of leagues supported by students of some European leagues.

This represents the bar chart of students supporting their favorite leagues. It shows that EPL is the most supported league, followed by La-Liga, Serie A and Bundesliga.

CONCLUSION

The fitted model above can be used to predict the different probabilities of supporting European Leagues Clubs to a certain degree given the conditions of the students involved. As discovered during the course of this study, some of the explanatory variables actually affect the support of a European Football league.

RECOMMENDATIONS

We recommend that Nigerian Government and Nigerian Professional Football League officials should look into these factors and try to improve all the factors especially access to viewing Nigerian Professional Football League, improve the stadia, and invite more elite coaches into the

leagues. This will make Nigerian students support Nigerian Professional Football League and this will consequently have a positive impact on the economy of the Country.

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