

**EXAMINING THE INFLUENCE OF FOOTBALL TEAM FAN-SHIP ON  
PSYCHOLOGICAL WELL-BEING AMONG UNDERGRADUTES OF  
FEDERAL UNIVERSITY OYE EKITI.**

**BY**

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**A PROJECT SUBMITTED TO THE DEPARTMENT OF PSYCHOLOGY,  
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**CERTIFICATION**

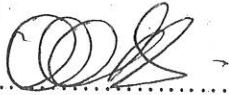
This is to certify that OWOLABI-AKINLOYE ROTIMI MICHEAL (PSY13\1281) of the Department of Psychology, Faculty of Social Sciences, Federal University, Oye-Ekiti Carried out this project under my supervision.



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H O D

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**EXTERNAL EXAMINER**

## **DEDICATION**

This project work is dedicated to Almighty GOD, the Beneficent and Merciful for guiding me to the right path. Glory is to him.

## ACKNOWLEDGEMENTS

My profound gratitude goes to Almighty GOD, for giving me the Ability and assistance to do this project. I want to also appreciate my parent DR Felix Owolabi-Akinloye and Mrs Bukola Owolabi-Akinloye, for their unconditional love and support for the success of this work and other success in my life since birth, it has been them all the way. I love you .I also appreciate the support of my siblings Segun, Tunde, Bukky and Tope I LOVE YOU ALL. To my supervisor, DR BABATOLA D. OLAWA, I want to say a big thank to you for your fatherly tutor, Advice, discipline and success of this project work, may the lord God continue to increase you in wealth, health and knowledge. I also appreciate all my lecturers. I LOVE YOU ALL. To my wonderful friends. Olubode adola, doadu ofunami, oyewole olusoji, babatunde timilehin, osunpidan ayomide, tunde, abimbola, temi, fenwa, Edwin, busayo, Godspower, olaoluwa. My Guardian Bishop Felix Ajakaye, who has being wonderful to me, Mr tunde, Mr Deji Akinloye, Mr niyi Obayan and Mrs funsho oloyidi who were also helpful to me during the course of these research financially, may god continue to bless and lift you up. My course mates and finally my Grand Ma's. May God be with you all, I LOVE YOU ALL.

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support of them to win a trophy or come out tops. These groups of individuals are called fans. They are frequently seen in the stadium, courts, etc., roaring and chanting the names of their supported athletes or teams to victory. Some go as far as even booing the opposing athlete or team to demoralize them during the heated competition. Their support and their chants go a long way in spurring the team to victory. The ability to understand what drives sports consumer is a pertinent requirement for sport managers (Brooks 1994). Comprehending different spectator motivations can be of significant advantage to the sport marketer looking to boost team revenues and gate receipts. Of particular interest are both the marketing manager understanding the unique motivations that drives a spectator or fan to consume sport (Bernthal & Graham 2003). More cogent to this study is the football sport called soccer in most part of the world. Football is a general term used in the United States of America to describe sports played strictly with the foot such as American football which has similar game style as rugby as well as soccer. Most people around the world are actually not interested in understanding the difference and so soccer is football and football is soccer. The governing body of this famous sports even made differences unclear by naming itself the Federation international de Football Associations (FIFA). The game of football is therefore so popular around the world that it has gained millions of passionate fans around the world who support a team based on their country affiliation Nigerian would likely support the Nigerian National Football team or a team abroad whose players are loved around the world. Supporting a football national team or popular club side is however associated with. Football fans spend their time and money both at communities nearest to their favourite teams and away to an opposition stadium. In the process of awarding players, there are also provisions for awarding fans of the year who are known to be non-violent supporters of a sport team. A true football fan is described not only when his or her team is winning but also when the team is losing, meaning there



these research would benefit schools, in such a way that it would make the institutions realise that they could make their community a bit more entertaining for their students by making available centres for watching football matches during their free periods. It could also be used to help the mental health institutions, in cases where by the psychological well-being of the patient is low. It could help lift the psychological well-being of the patient. To the scientific world at large these study provides a frame work to the comprehension of the pattern of human behaviour that can be involved in team commitment as well as the levels of team commitment among human.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Theoretical framework

##### 2.1.1 Theories of Psychological Well-being

##### 2.1.1.2 Eudaimonic Model of Psychological Well-Being

Ryff (1989) established a model of psychological (eudaimonic) well-being that includes six similar yet unique components. This model of eudaimonic well-being rests on the assumption that individuals strive to function fully and realize their unique talents. The six dimensions of eudaimonic well-being encompass a breadth of well-being that includes positive evaluation of oneself and one's past (self-acceptance), a sense of continued growth and development as a person (environmental mastery), the belief that one's life is purposeful and meaningful (purpose in life), quality relations with others (positive relations with others), the capacity to manage one's life and surrounding world effectively (personal growth), and a sense of self-determination (autonomy). The combination of these multiple frameworks of positive functioning served as the theoretical foundation to generate a multidimensional model of well-being (Ryff, 1989b, 1995). (Ryff and Keyes 1995; Ryff and Singer 2008). Ryff & Singer (1998, 2000) explored the question of well-being in the context of developing a developmental theory of human flourishing. Also drawing from Aristotle, they describe well-being not simply as the attaining of pleasure, but as "the striving for perfection that represents the realization of one's true potential" (Ryff 1995). Ryff & Keyes (1995) thus spoke of psychological well-being as distinct from subjective wellbeing and presented a multidimensional approach to the measurement of psychological well-being that taps six distinct aspects of human actualization: autonomy, personal growth, self-acceptance, life purpose, mastery,

and positive relatedness. These six constructs define psychological well-being both theoretically and operationally and they specify what promotes emotional and physical health (Ryff & Singer 1998). They have presented factual evidence, for example, that eudaimonic living, as represented by psychological well-being, can influence specific physiological systems relating to immunological functioning and health promotion. In an engaging and instructive debate, Ryff & Singer (1998) challenged subjective well-being models of well-being as being of limited scope where positive functioning is concerned, and specifically that subjective well-being is often a fallible indicator of healthy living. In turn, Diener (1998) retorted that Ryff & Singer's eudaimonic criteria let professionals to define well-being, whereas subjective well-being research allows people to tell researchers what makes their life good. What is most clear from this clash of paradigms is that these differing definitions of wellness have led to quite different types of inquiry concerning the causes, consequences, and dynamics of well-being. Self-determination theory (Ryan & Deci 2000) is another perspective that has both embraced the concept of eudaimonia, or self-realization, as a central definitional aspect of well-being and attempted to specify both what it means to actualize these and how that can be accomplished. Specifically, self-determination theory posits three basic psychological needs which includes autonomy, competence, and relatedness. This postulation theorizes that fulfilment of these needs is essential for psychological growth (e.g. intrinsic motivation), integrity (e.g. internalization and assimilation of cultural practices), and well-being (e.g. life satisfaction and psychological health), as well as the experiences of vitality (Ryan & Frederick 1997) and self-congruence (Sheldon & Elliot 1999). Need fulfilment is thus viewed as a natural aim of human life that delineates many of the meanings and purposes underlying human actions (Deci & Ryan 2000). Specification of basic needs defines not only the minimum requirements of psychological health but also delineates prescriptively the

nutriments that the social environment must supply for people to thrive and grow psychologically. Thus, self-determination theory describes the conditions that facilitate versus undermine well-being within varied developmental periods and specific social contexts such as schools, workplaces, and friendships. Self-determination theory does not, however, suggest that the basic needs are equally valued in all families, social groups, or cultures, but it does maintain that thwarting of these needs will result in negative psychological consequences in all social or cultural contexts. As such, contextual and cultural, as well as developmental, factors continually influence the modes of expression, the means of satisfaction, and the ambient supports for these needs, and it is because of their effects on need satisfaction that they, in turn, influence growth, integrity, and well-being at both between-person and within-person levels of analysis. Self-determination theory has both important similarities and differences with Ryff&Singer's (1998) eudaimonic approach. We wholly concur that well-being consists in what Rogers (1963) referred to as being fully functioning, rather than simply attaining desires. We also are largely in agreement concerning the content of being eudaimonic e.g. being autonomous, competent, and related. However, our approach theorizes that these contents are the principal factors that foster well-being, whereas Ryff and Singer's approach uses them to define well-being. Self-determination theory posits that satisfaction of the basic psychological needs typically fosters subjective well-being as well as eudaimonic well-being. This results from our belief that being satisfied with one's life and feeling both relatively more positive affect and less negative affect (the typical measures of subjective well-being) do frequently point to psychological wellness, for, as Rogers (1963) suggested, emotional states are indicative of organismic valuation processes. That is, the assessment of positive and negative affect is useful insofar as emotions are, in part, appraisals of the relevance and valence of events and conditions of life with respect to the self. Thus, in self-determination

theory research, we have typically used subjective well-being as one of several indicators of well-being. However, we have at the same time maintained that there are different types of positive experience and that some conditions that foster subjective well-being do not promote eudaimonic well-being. For example, research by Nix et al (1999) showed that succeeding at an activity while feeling pressured to do so resulted in happiness (a positive affect closely linked to subjective well-being), but it did not result in vitality (a positive affect more closely aligned with eudaimonic well-being). On the other hand, as predicted by self-determination theory, succeeding at an activity while feeling autonomous resulted in both happiness and vitality. Thus, because conditions that promote subjective well-being may not necessarily yield eudaimonic well-being, self-determination theory research has typically supplemented subjective well-being measures with assessments of self-actualization, vitality, and mental health in an effort to assess well-being conceived of as healthy, congruent, and vital functioning.

## **2.1.2 Theories of Football Team Fan-ship**

### **2.1.2.1 Understanding the Etiology, Motives, and Implications of Fan-ship**

Reysen and Branscombe (2010) describe two constructs underlying an investment in a favourite team or club: fan-ship and fandom. Fan-ship is defined as having a connection to a sport team whereas fandom involves a connection to other fans of a particular sport team. Fandom is similar to social identity where a portion of one's self-concept may be derived from being a member of a social group. Such membership offers emotional support and interpersonal connectedness (Reysen & Branscombe, 2010). The term 'fan' has been used in various disciplines from psychology to sociology and across various disciplines. It is an abbreviation from fanatic. Fanatic derives from the Latin "fanaticus" which literally means "a temple servant, a devotee". It is often used to refer to people "inspired by orgiastic rites and enthusiastic frenzy" (Jenkins 1992). Being a fan has also

been described as sacred or beneficial (Rudin 1969). Over the years across various human endeavours, the word has been used in a reference to any extreme enthusiasm which is considered with religious zealotry, delusion, and orgiastic excess.

Highlighting the feature of football fans as direct consumers of sports includes

*a. Fans possess a vivid and intense emotional affiliation with the consumption objects.*

Sports consumers form psychological connections to specific teams that are persistent and resistant to change (Kolbe and James 2000; Trail and James 2001). Kolbe and James found consumers themselves as part of the team, demonstrating a strong psychological commitment.

*b. Fans exhibit themselves as loyal consumers who perform several loyalty behaviours, such as repeating their purchase or patronage, or insisting on staying in the relationship between brands or products.*

Regular and repeated consumption is the clearest indicator of a particular emotional investment of the fan in the literature. Brooker and Jermyn (2002) and Harrington and Bielby (1995) identified the correlates between repeated consumption and the emotional commitment of these fans. Sandvoss (2005) discovered that most of those who labelled themselves as fans, pointed to their repeated consumption patterns. For example sport fans are seen patronizing the merchandize of their favourite sport clubs such as jerseys and even affiliate boot wear from a distinct producer. He defines fandom on the basis of repeated consumption and emotional bond with the fanatic objects and his description of the fan equates with consumer loyalty behaviour. Such loyal behaviour is a composite blend of brand, an attitude and behaviour with indexes that measure the degree to which the consumer favours and purchases a brand repeatedly (Day 1969, Pritchard and Howard 1997).

c. *Fans present informal membership behaviours, such as co-production and investment.*

The relationship between fans and the object tends to always be active and proactive. Active participation on production processes distinct fans from general consumers. Among television fans, (Jenkins 1992) found some media fans as consumers who also produced, such as readers who also wrote, and spectators who also participated, a reason one can see sport fans arguing about the status of their club as the best in the world. In a similar vein, Grossberg (1995) addresses that being a fan creates something more than consumption of cultural objects and actively produces views on the objects. Cavicchi (1998) notes, that fans are specialist consumers, in one sense, they are consumers whose consumption habits are highly predictable and are likely to remain stable.

Sport fans are typically thought to hold a stronger affective commitment and response than non-fans when viewing sport (Gantz and Wenner 1995). Hunt, Bristol and Bashaw (1999) distinctively describes a sport fan as 'an enthusiastic devotee of some particular sports consumptive object' the notion of being a fan in popular culture has in some cases been seen as a negative (Jenkins 1992; Jenson 1992), but therapeutic act (Fisk 1992; Wenner 1990) suggests that casual sport spectators are basic observers and soon forget about a sporting event at its conclusion, whilst more committed fan is said to "continue his interest until the intensity of feeling toward the team becomes so great that parts of every day are devoted to either his team or in some instances, to be broad realm of sports in general". The distinction is best made by Guttman (1986) where the term fan refers to the emotionally committed consumer of sports events. The terms overlap but are obviously not identical. In practice most fans are spectators and most spectators are fans, but it is logically possible to be one and not the other. Spectators are a key constituent of a sport organisation's success greater fan numbers attract sponsors. A

form of double jeopardy exists sports that attract small crowds are unlikely to attract large sponsorship deals or negotiate lucrative television rights, further reinforcing the sport's low profile and its unattractiveness for sponsors. Fans are the demand nodes; differences in demand according to spectator characteristics are recognised. A number of sport fan studies, reviewed by Quick (2000), have suggested that not all fans are motivated by the same factors. Various typologies of fan attendance abound in the sport fan academic literature with many relying on product usage rates (levels of spectatorship) for their classifications. The terms "theatre-goers", "fair-weather fans" and "hard-core fans" connote attendance status as well as commitment to the sport/team. Typically, "theatre-goers" and "fair-weather fans" display temporal and situational involvement with their team/sport whereas "hard-core fans" display enduring involvement (Madrigal 1995). Implicit in most sport marketing activity is the desire to move spectators up the attendance/participation escalator (akin to Christopher, Payne and Ballantyne's 1991 "ladder of loyalty") thereby turning light users ("theatre-goers" and "fair-weather fans") into heavier users. Quick (2000) summarises the diversities of sport fan spectatorship. "The tribal, hard-core fan is but a minor figure in the professional "sportscape". In recent decades a number of other fan segments have been identified, each having a different expectation of the sport experience. Moreover, each group, whether consuming the sport product at the event, on the street, or over the Internet, has unique value to the sport organisation; because of this, if possible, the needs and experiences of each group must be accommodated" (Quick 2000).



## Types of fans

De Gruyter (2014) highlighted and gave a more comprehensive analysis to the typology of sports fan-ship based on their loyalty to sports brands and product. The types of fans includes:

*Temporary Fan:* The more an individual associates himself or herself as a “fan” the more the individual uses this specific identification with regard to external others and internally, to discern himself or herself. However, being a fan is not used by the temporary fan for self-identification (i.e. being a fan is not central to the temporary fan’s self-concept). The temporary fan’s interest in the phenomenon is time constrained. After the phenomenon of interest is over, the fan is no longer motivated to exhibit behaviour related to the sports object, but rather return to normal behaviour. This time boundary is the primary factor that differentiates the temporary fan from other sports fans. What might explain a temporary fan’s motives and behaviour? Cialdini et al (1976) suggested basking in reflected glory theory (BIRG) as a way to understand fans. It involves the tendency for an individual to attempt to internalize the success of others.

*Devoted fan:* The devoted fan tend to remain loyal to their team or player even if either the specific, short term event that captivated their temporary attention has ended or if they are removed from the context of the original geographical location. According to Ball and Tasaki (1992), a person is attached to a particular object to the degree that the object is used to maintain his or herself concept. The more an object constitutes part of a consumer identity, the more the consumer exhibits protective behaviour toward the object, the greater the effort the consumer spends on maintaining the object, the greater the consumer’s emotional difficulty in accepting deterioration or loss of the object. Thus, neither BIRG nor cuttings of reflected failure (CORFing) explain the motives and behaviours of devoted fan. The devoted fan possesses an attitude of my “team right or wrong”.

The devoted fan uses being a fan as an important part of self-identification, yet not the most critical or central self-definition in one's life.

**Fanatical Fan:** Early explorations of social psychology theories currently adopted in sport sociology research of fan loyalty provide preliminary insights that help develop our understanding of the development of fanaticism and this unique form of intense loyalty. For example, the concept of socialisation provided explanations that can explain the process by which individuals are introduced to the brand that later becomes the object of fanaticism, e.g. socialising agents such as family, peers, school and community attract or draw individuals to learn to accept the values, goals, General sport consumer motivations.

People consume sports for different reasons and various motives affect people's choice to attend a game, buy team merchandise, or watch a game on television. Motivation has been defined as the driving force within individuals that impels them to actions McClelland (1951). An observation which includes a fact that sport fan-ship is driven when there is a strong affective association, characterised by an anticipatory goal reaction and based on consumption of sporting events and activities. This explains fans past association of certain cues with pleasure or pain. Murray (1964) extends the above description stating that, "a motive is an internal factor that arouses, directs, and integrates a person's behaviour...[a motive] is not observed directly but predicted from his behaviour or simply assumed to exist in order to explain his behaviour" (Murray 1964). Hunt et al (1999) classification schema focuses on the source of motivation and on the behaviour exhibited by different types of fans. Similar to the concept of involvement, the linkage between motivation and actual behaviour can be temporary or enduring (Richins and Bloch 1986). For example if social pressures or temporary circumstances are the source of a consumer's motivation to engage in sports related behaviour, then such motivation is termed

situational. Situational motivation is bound by time or space and thus is more temporary in nature. Conversely, if the source motivation is not context bound, then motivation is identified as enduring. Enduring motivation is likely, given that the fan perceives the sports object as important to his or herself-concept. Unlike situational motivation, enduring motivation has no such time or location constraints. The source of temporary and local fans motivation is situational, while the source of motivation for devoted, fanatical, and dysfunctional fans is enduring. For those fans whose motivation with sports is more enduring, differences occur because of their level of attachment to the sports object (i.e. the degree of centrality of sport to self). Ball and Taski (1992) suggest that attachment is conceptually distinct because the object of attachment acquires meanings and significance beyond that of a simple involvement or importance. Fans reveal their level of attachment through their sports related behaviours. Devoted, fanatical fans differ in terms of their attachment to the sports consumptive objective, as exhibited by their behaviour towards that object. One of the motivating factor for being a sport fan includes need for group affiliation. In most instances, sport spectating is a social activity (Danielson 1997). Whether it occurs at home, a restaurant, a bar, or the arena, sport tends to be consumed in a group environment. For some individuals, it is precisely the social nature of sport spectating that attracts them to it. They are motivated by the group affiliation motive, that is, a drive to spend time with others (Gantz and Wenner 1995; Guttman 1986; Melnick 1993; Pan et al 1997; Sloan 1995; Smith et al 1981). Group affiliation is motivated by a desire for positive distinctiveness from other social groups (Madrigal 2002). Sport fandom and sport spectating can help to fulfil the human need for social interaction by providing a sense of belongingness. The fact that most spectators consume sport as a member of a social group suggests that fans do indeed use sport to satisfy social interaction needs (Mann 1969; Aveni 1977). For some fans, the

opportunity to spend some time with friends is a driving motivational force behind their decision to consume sport (Melnick 1993; Pan et al 1997, Melnick and Wann 2011). This motive is particularly common among sports fans that have children and or are married (Wann et al 1998). In affiliation, one important part of the identification process with the group is rituals like collecting, pilgrimages and viewing the club as a part of one's self identity. Consuming some brands becomes part of the integration. Self-identity Social identity theory, rooted in the symbolic interaction tradition, focuses on the connection between self, role and society (Stryker 1980). In this conceptualization, the self is composed of "multiple selves", some which are more important than others. This notion can be traced back to James (1890). This view of the self recognizes the social units that people live in are relatively small network of relationships that impact individuals identities. Kleine et al (1993) find that social identity perspective is useful way to study the many different types of consumption people routinely partake in. The role of identity theory is to understand how and why individuals select certain identity related activities, given all of the possible alternatives (Serp 1987). Shamir (1992) finds identity salience is related to commitment to participation in a leisure activity and to the time invested in the activity. Additional support, in the context of leisure is offered by Laverie (1998) who demonstrates that identity salience is an effective predictor of motivation for participation in a specific leisure activity. Social identity theory is applicable because fan behaviour is socially visible, involves relationships with others, can lead to the formation of a fan role and one can experience satisfaction associated with that role. Therefore, those with high level of identity salience for being a fan of a sporting team will attend more games than those low in identity salience. Another motivating factor for football fan-ship is economic reasons. For some individuals, it is the potential economic gain from sport gambling that attracts them to the role of a fan. These persons

are driven by the economic motive (Chorbajian 1978; Eastman and Land 1997; Frey 1992; Gantz and Wenner 1995; Guttman 1986). Little wonder most football fans are driven to support teams that are identified as top teams so as to gain ground in gambling activities than others. Sport can provide fans with stress and stimulation. Fun and enjoyable stress often referred to as "eustress" is a major motivational factor for fan attraction (Madrigal 1995; Mahony and Moorman 1999). It involves a desire to gain excitement and stimulation through sport (Gantz 1981; Sloan 1986). Fans with high level of eustress (i.e. euphoric stress) motivation become involved with the pastime because they enjoy the excitement and arousal they experience watching sport, whether it's the drama of close game or escape from their everyday routines.

Of interest is the fact that not much attention has been given to how psychological well-being can be increased, let alone maintained following increases. There are several reasons for this including the fact that research reveals that there seems to be a psychological well-being set point for each individual determined by hereditary causes (Lykken & Tellegen 1996). Furthermore, should there be some gains in well-being, these are expected to be momentary as people apparently adapt to change (e.g., the hedonic treadmill; Brickman & Campbell 1971). Although it is undoubtedly true that there is probably a hereditary set point with respect to psychological well-being and that people may habituate to events and circumstances, this does not mean that increases in psychological well-being are not possible or that such increases cannot be sustained over time. Indeed, some authors (e.g., Lyubomirsky et al. 2005; Seligman 2011) have suggested that engaging in certain activities may lead people to experience positive benefits as pertains to their well-being. Lyubomirski et al., in particular, posit that a certain class of activities they label "happiness-relevant activities" may actually lead to sustainable positive gains in well-being. What characterizes these activities is that they are intentional in nature and

are deployed with effort. Examples are activities such as expressing gratitude (Algoe 2008), counting your blessings (Froh et al. 2008), and writing about life goals (King 2001) that have indeed been found to have positive effects on one's well-being. In addition, activities that reflect a person-activity fit, that allow people to reach goal-attainment, and that leave room for variety would appear important (Sheldon 2002).

## **2.2 Related Empirical Studies**

### **2.2.1 Association with Sports Team Identification and Social Well-Being**

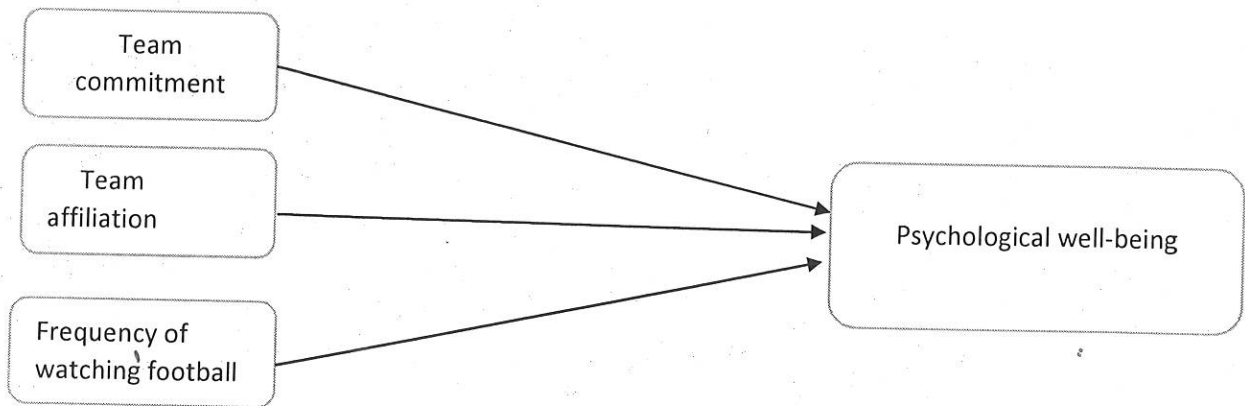
Sport Team Identification. According to Wann and Pierce (2005), sport team Identification refers to "the extent to which a fan feels a psychological connection to a team or player". Sports team identification offers opportunities to connect with others through group memberships or team based communities (Wann & Pierce, 2005). Since team identification has been shown to have positive social benefits, it was used as a control variable for this study. Brian (2013) tried to investigate whether participating in or volunteering for sports related activities may increase overall well-being. Additionally, identifying with, or being a fan of a particular sports team may contribute to positive psychological outcomes. Three hundred and four members of an online sports message board completed self-report surveys examining message board usage, team identification, and positive psychological traits. It was therefore hypothesized that positive relationships would exist between team-based message board usage and the positive psychology variables (belongingness, prosocial behaviour, and satisfaction with social life), message board usage would predict a significant amount of variance in team identification and message board usage would predict a significant amount of variance in our selected positive psychology variables over and above that of team identification. Thus positive association indicates that highly identified

satisfaction. General satisfaction with life cycles, such as overall satisfaction, satisfaction with family life, job satisfaction and such circumstances may lead to the happiness (Heller et al., 2004; Pearson, 2007). Thus, the sense of greater happiness is subjective and a result of more positive emotions and pleasure that are created by more involvement and meanings to life (Seligman et al., 2005). Of an assumption, the sports fans are more involved with their sport team and therefore have more meaningful life. Sport fans are more likely to be emotionally committed and get higher enjoyment from their team, spend considerable amount of money on this interest and devote much energy and time to pursue their interest (Lock, Darcy & Taylor, 2009). Following collection of data, result showed that shows significant difference of happiness between groups of football fans and basketball fans as hypothesized, the greater fan one is to a football or basketball team the more likely he or she will be with higher level of life satisfaction and happiness. These differences were especially significant between Enthusiastic Fans and Light Fans of both football and basketball teams. The study from the results then recommended that the message of football and basketball team can be: "if you want to have better life satisfaction and be happier be a fan of our team". The competition of winning the heart of the public may not be only winning games but also by helping fans to achieve a higher level of life satisfaction and happiness.

### **2.3 Theoretical Conceptualization**

Towards the understanding of the influence between psychological well-being and football fan-ship, this study aims to achieve such conceptualization as there would be a direct influence between psychological well-being and football fan-ship. Moreover a positive influence is proposed here, asserting a fact that an increased affiliation with a football club should lead to an increase in the psychological well-being of that individual. Whatever the forms of connection an individual has

with a club, given it is a positive connection is expected to lead to an increased subjective well-being of the individual. This is illustrated as



## 2.4 HYPOTHESES

1. There will be a significant influence of team commitment on psychological well-being.
2. There will be a significant influence of team affiliation on psychological well-being.
3. Frequency of watching football matches will significantly influence psychological well-being.

## 2.5 OPERATIONAL DEFINITION OF TERMS

**Football Fan-ship:** Football fan-ship is therefore defined as the connection of individuals with a particular football club or football team. This connection is described in terms of how far can an individual go in terms of supporting a football club. These connections can also be seen in identifying with the colour of the football club, identifying with fans of supported club or team as having like minds and like behaviours and identifying with the style of play as most suitable and interesting style of play of the game of football.



**Psychological well-being:** It is referred to as the state of biological, mental and social fitness of an individual towards the performance of daily life task. These description is summed up to vividly provide a bio psychosocial frame work to the explanation of what it means for an individual to have a psychological balance. It was measured using the Scales of Psychological well-being (SPWB) by Carol Ryff. The scale has 6 point likert response format ranging from strongly disagree (1) to strongly agree (5).

**Team Commitment:** It is referred to as the dedication of an individual towards a particular football team of their choice. It was measured using the Psychological Commitment to Team (PCT) Pritchard (1999). The scale has 5 point likert response format ranging from strongly disagree (1) to strongly agree (5).

**Team Affiliation:** It is regarded as a process where by an individual decides to identify his/herself with a particular football team. It is also regarded as supporting a football team. It was measured by asking if participants were football fans and also name the team they supported.

**Frequency of watching football matches:** it is explained as how regularly a football fan watches the matches of the team they support. It was measured by asking “how often do you watch the match played by your team.

## **CHAPTER THREE**

### **3.1 RESEARCH DESIGN**

This study adopts an expos-facto research design. This implies that the independent variable was not actually manipulated. The independent variable is football team fan-ship. The dependent variable is the psychological well-being among undergraduates.

### **3.2 SETTING**

The setting took place in Federal University Oye Ekiti, on the two campuses (Oye & Ikole). The setting was conducive for the research because it is a student environment.

### **3.3 STUDY SAMPLE AND SAMPLING TECHNIQUE**

The study sample consisted of 300 students (male = 230, female = 70) with a mean age of 20.64 years (SD = 2.63) of Federal University Oye-Ekiti. They were selected using convenience sampling technique. Majority of participants were in the age range of 16-20years (54.3%), followed by those with age range 21-25 years (47%) and 25 years and above (3%). According to team affiliation; Arsenal 40 (13.3%), Barcelona 30 (10%), Chelsea 80 (26.7%), Manchester United 80 (26.7%), Liverpool 15 (5%), Real Madrid 21 (7%), others 34 (11.3%). Religion; Christianity 224 (74.7%), Islam 63 (21%), Traditional 13 (4.3%). Participants watching football matches; Rarely 105 (35%), occasionally 88 (29.3%), frequently 61 (20.3%), very frequently 46 (15.3%).

### **3.4 INSTRUMENT**

The instrument for the study were in three sections; namely section A, section B, section C.

#### **3.4.1 Section A**

Section A consists of items measuring socio-demographic information of the participants, such as gender, age, religion, class, department, fan of any football club, name the football club in which you are a fan, how often do you watch the match played by your team, how often do you play football, what is the position of your team in the league presently, how many times have your club won the UEFA champions league. Gender was reported as (male=1 and female=2); actual Age was given; Religion was reported as Christianity, Islam and Traditional; level was reported as (100, 200, 300, 400, 500); actual department was given, fan of any football club (Yes=1 and No=2), actual name of football club was given, watch matches played by your team was reported as (Rarely, Occasionally, Frequently, Very Frequently); position of your team in the league presently was reported as ( First, second, third, fourth, sixth, others); how many times your club has won the UEFA champions league was reported as ( 0,1,2,3,4,5,more than five times).

#### **3.4.2. Section B; Ryff Psychological well-being**

Psychological well-being was measured using a scale that was developed by Ryff (1995) the psychological well-being scale. The scale has 6 – point likert response format ranging from strongly disagree (1) to strongly agree (6). Questions 1, 4, 5, 8, 15, 16, 17, -18, were reverse- scored so that self-actualizing responses produce higher scores. It summarizes common mental health, clinical and life span developmental theories into six core domains including. 1) Self-acceptance; 2) purpose in life; 3) environmental mastery; 4) personal growth; 5) positive relationship with others; and 6) autonomy. The cronbach's alpha of the sub scales ranges from .86-.93. Some of the questions in the scale include; "In general, I feel I am in charge of the situation in which I live", "I

am quite good at managing the many responsibilities of my daily life”, “In many ways, I feel disappointed about my achievements in life”.

### **3.4.3 Section C: Psychological Commitment to Team (PCT)**

Team Commitment was measured using a scale that was developed by Pritchard (1999). The team commitment scale. . The scale has 5 – point likert response format ranging from strongly disagree (1) to strongly agree (5). The cronbach’s coefficient alpha estimate for the 14-item PCT scale was .88. . Some of the questions in the scale include; “I might rethink my allegiance to my football club if the team consistently performs poorly”, “I could easily be persuaded to change my favourite football club” and “My commitment to my favourite football club would decrease if they were performing poorly and there appeared little chance their performance would change”.

### **3.5 PROCEDURE**

Instruments was used to collect data from participants of the study. The researcher went to the various faculties in federal University Oye Ekiti and administered the instruments to student of these faculties accordingly while presenting student with a biro to complement them for taking their time to partake in the research. A total of 400 questionnaires were distributed as only 300 questionnaires were utilized for the analysis. While about 100 questionnaires were not utilised primarily because some of the questionnaire were inaccurately filled while others did not match the requirements for the research. The instrument items were very direct and easy to understand. The instruments were collected after the participants were done, they were not allowed to take the questionnaires home.

### **3.6 STATISTICAL METHODS**

Data collected were subjected to analysis using Statistical Packaged for the Social Sciences (SPSS). Descriptive variables were analysed using descriptive statistics such as frequency, mean, standard deviation and percentage and frequency distribution table. Hypotheses stated were tested using inferential statistics. Three hypotheses were stated in the study, and were tested using correlation and one way analysis of variance (ANOVA).

## CHAPTER FOUR

### RESULTS

The data collected were scored and analysed. The following are the results:

**Table 1: Distribution of Social-demographics**

N = 300	n	%	N = 300	n	%
<b>Sex</b>			<b>Level</b>		
Male	230	76.7	100	112	37.3
Female	70	23.3	200	87	29
<b>Age</b>			300	54	18
16-20yrs	163	54.3	400	42	14
21-25yrs	128	42.7	500	5	1.7
> 25yrs	9	3	<b>Religion</b>		
35yrs & above	66	16	Christianity	224	74.7
<b>Team Affiliation</b>			Islam	63	21
Arsenal	40	13.3	Traditional	13	4.3
Barcelona	30	10	<b>Frequency of watching matches</b>		
Chelsea	80	26.7	Rarely	105	35
Manchester United	80	26.7	Occasionally	88	29.3
Liverpool	15	5	Frequently	61	20.3
Real Madrid	21	7	Very frequently	46	15.3
Others	34	11.3			

**Table 2: Mean score and standard deviations of study variables**

Variables	M	SD	Range
Age	20.64	2.63	16-34
Team commitment	51.80	9.59	28-70
Psychological well-being	76.47	11.32	33-108
General health	44.60	6.18	24-57
Fear of charm (full scale)	55.20	15.77	15-90

**Table 3: Correlations among study variables**

Variables	$\alpha$	1	2	3	4
N = 399					
1. Sex	-	-			
2. Age		-.03	-		
3. Team commitment	.81	-.11	.11	-	
4. Psychological well-being	.68	-.05	.01	.39**	-
5. General health	.72	.03	-.07	.27**	.46**

\* $p < 0.05$  (2-tailed) \*\* $p < 0.001$  (2-tailed)

<sup>a</sup>Cronbach alpha

Table 3 showed that sex [ $r(299) = -.05$ ,  $p = .40$ ] and age [ $r(299) = .01$ ,  $p = .82$ ] were not significantly related to psychological well-being. Also, sex [ $r(299) = .03$ ,  $p = .66$ ] and age [ $r(299) = -.07$ ,  $p = .22$ ] were not significantly related to general health. Psychological well-being and general health were significantly and positively correlated [ $r(299) = .49$ ,  $p < .001$ ].

### Hypothesis 1

There will be a significant influence of team commitment on psychological well-being.

**Table 4.1: Mean scores for psychological well-being by team commitment**

Variables	Psychological well-being		
	N	M	SD
<b>Team commitment</b>			
High	79	71.72	12.36
Moderate	108	72.10	10.52
Low	113	80.15	10.00

**Table 4.2: One-way ANOVA-team commitment on psychological well-being**

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3326.59	2	1663.30	14.13	<.001
Within Groups	34954.20	297	117.69		
Total	38280.79	299			

Table 4.2 showed that team commitment significantly influenced psychological well-being [ $F(2, 297) = 14.13, p < .001$ ]. Post hoc comparisons using Fisher's LSD showed that participants with high team commitment ( $M = 71.72, SD = 12.36$ ) had significantly high scores on psychological well-being than those with moderate ( $M = 72.10, SD = 10.52$ ) and low scores ( $M = 80.15, SD = 10.00$ ) on team commitment. Also, participants with moderate team commitment had higher scores on psychological well-being ( $M = 149.18, SD = 15.13$ ) than those with low team commitment. Therefore, hypothesis one is supported.

Therefore, hypothesis one is supported.

### Hypothesis 2

There will be a significant influence of team affiliation on psychological well-being.



**Table 5.1: Mean scores for psychological well-being by team affiliation**

Variables	Psychological well-being		
	N	M	SD
<b>Team affiliation</b>			
Arsenal	40	76.10	11.36
Barcelona	30	78.83	9.34
Chelsea	80	77.36	11.80
Manchester United	80	75.21	11.32

**Table 5.2: One-way ANOVA-team affiliation on psychological well-being**

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	360.12	3	120.04	.95	.42
Within Groups	28691.64	226	126.95		
Total	29051.76	229			

Table 4.2 showed that team affiliation did not significantly influence psychological well-being [ $F(3, 226) = .95, p = .42$ ]. Therefore, hypothesis two is not supported.

### **Hypothesis 3**

Frequency of watching football matches will significantly influence psychological well-being.

**Table 6.1: Mean scores for psychological well-being by frequency of watching football matches**

Variables	Psychological well-being		
	N	M	SD
<b>Team affiliation</b>			
Rarely	105	74.36	12.62
Occasionally	88	78.01	10.13
Frequently	61	77.01	9.23
Very frequently	46	76.47	12.40

**Table 6.2: One-way ANOVA-frequency of watching football matches on psychological well-being**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	755.85	3	251.9	1.99	.12
Within Groups	37524.94	296	126.77		
Total	38280.79	299			

Table 4.2 showed that the frequency of watching football matches did not significantly influence psychological well-being [ $F(3, 296) = 1.99, p = .12$ ]. Therefore, hypothesis three is not supported.

## CHAPTER FIVE

### 5.1 Discussion

The findings of this study reveals that there was a significant difference between individual levels of team commitment on psychological well-being. Specifically this means that psychological well-being of individuals is influenced by team commitment. One major explanation to this finding could be that consistency of football teams to deliver when it mattered the most could result in the creation of happiness in the football fan. Happiness and well-being is a highly valued goal for most individuals (Diener, 2000), that includes individuals who searches for happiness while supporting a football club. Another reason for this research findings is that committing to football teams most times serves as a moderator of stressors in an individuals' life. One argument is that a strong team commitment gives individuals a sense of purpose for their work and acts as a resource that buffers against the harmful effects of stressors (Kobasa, 1982; Lazarus & Folkman, 1984). The opposing perspective is that a strong commitment to football fanship can increase individuals' vulnerability to the negative effects of stressors (Brockner, Tyler, & Cooper-Schneider, 1992; Mathieu & Zajac, 1990) that is, commitment will have an exacerbating effect. Lazarus and Folkman (1984) acknowledged the "double-edged" nature of team commitment, noting that, while a strong commitment to football fan-ship can motivate active coping under some conditions, it can also make a person "particularly vulnerable to psychological stress in the area of team commitment".

However, team affiliation did not significantly influence psychological well-being of individuals. The team affiliation of individuals represent the varied supports of a popular football club sides. Being a good supporter of a football club side does not guarantee psychological well-

being plainly because of the different club sides and their records. Some fans are supporters of club sides that have lost reckoning internationally while some individuals are in support of club sides that are consistent trophy winners. Everyone wants to be a member of a winning team and so differences in the competitive activities of football club sides may not account for differences in the psychological well-being of their respective supporters.

Finally, the study also reveals that there was no significant differences in the frequency of watching football and fans' psychological well-being. This means that the frequency of watching football does not have significant influence on the psychological well-being of football fans. Previous studies have concentrated efforts into the observing the reasons for watching football and the loyalty involved with paying increased attention to a football club. Although, the loyalty factors and behavioural intention are found to have strong relation towards spectators' intention. It can be implied that according to the spectators' perception, loyalty could enhance spectators' frequency to come to the stadium for more matches, this does not imply that spectator's psychological well-being is improved upon form being a football spectator in any form.

## **5.2 Conclusion**

The main aim of this research was to examine the influence of football team fan-ship on psychological well-being. To address this, relevant data were collected and analysed. From the findings of this study, the following major conclusions were arrived at: that team commitment significantly influenced psychological well-being, showed that team affiliation did not significantly influence psychological well-being and showed that the frequency of watching football matches did not significantly influence psychological well-being.

### **5.3 Recommendation of study**

Based on the findings of the present study, the following are recommended,

1. Undergraduates should be encouraged to be football fans and also to get committed to the demands of fan-ship.
2. Therapist should use or introduce football fan-ship as a way of treating some of their Patients who are depressed or not psychological balanced.
3. Institutions should provide viewing centres for students to be able to watch the matches of their football teams during their leisure time.

### **5.4 Limitation of study**

The study employed ex-post factor design that does not give room for manipulation of variables. The researcher was faced with financial difficulties in the course of the research work. The collection of the data in these research was a bit difficult because not everyone was willing to get the questionnaires, and some of the people who collected the questionnaires were not candid enough with their responses. Some of them were a bit too playful when feeling the questionnaire because it had a little to do about football. Another limitation is that not all the questionnaires were retrieved for the analysis, because some of the respondents were not serious enough to fill the questionnaires appropriately.

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**APPENDIX**

**Department of Psychology**

**Faculty of Social Science**

**Federal University Oye-Ekiti Ekiti state**

I am a final year student of Department of Psychology, Federal University Oye Ekiti, conducting a research in the area of “**Psychology and behaviour**”.

Please give immediate impressions about the questions on this survey. There is no right or wrong answers. Your response will be treated with utmost confidentiality.

Owolabi-Akinloye Rotimi

Please express interest to participate by ticking ‘Yes’ or ‘No’ below:

I agree to participate: Yes (  ), No (  ).

**Section A**

**Demographic information**

**Please tick as appropriate.**

**Sex:** Male (  ) Female (  ).

**Age:** ..... (As at last birthday).

**Religious Affiliation:** Christianity (  ), Muslim (  ), Traditional (  ).

**Level:** 100 (  ), 200 (  ), 300 (  ), 400 (  ), 500(  ).

**Department:** .....

**Are you a fan of any football club:** Yes (  ), No (  ).

**Name the football club in which you are a fan:** .....

**How often do you watch the match played by your team?** Rarely (  ), occasionally (  ), frequently (  ), Very frequently (  )

**Do you play football?** Yes (  ), No (  ).

(Please if you are not a football fan, skip **section D** of the survey)

**How often do you play football?** Rarely (  ), occasionally (  ), frequently (  ), Very frequently (  )

**What is the position of your club in the league presently?** First (  ), second (  ), third (  ), fourth (  ), fifth (  ), sixth (  ), others (  ).

**How many times have your club won the UEFA champions league:** 0 (  ), 1 (  ), 2 (  ), 3 (  ), 4 (  ), 5 (  ), more than 5 times (  ).

## Section B

Please tick an option to each item to indicate how much you agree or disagree with that item. Strongly disagree = **SD**, Moderately disagree = **MD**, Slightly disagree = **SLD**, Slightly agree = **SLA**, Moderately agree = **MA**, Strongly agree = **SA**. There is no right or wrong answers. Thank you.

		SD	MD	SLD	SLA	MA	SA
1.	I tend to be influenced by people with strong opinions.						
2.	In general, I feel I am in charge of the situation in which I live.						
3.	I think it is important to have new experiences that challenge how you think about yourself and the world.						
4.	Maintaining close relationships has been difficult and frustrating for me.						
5.	I live life one day at a time and don't really think about the future.						
6.	When I look at the story of my life, I am pleased with how things have turned out.						
7.	I have confidence in my opinions, even if they are contrary to the general consensus.						
8.	The demands of everyday life often get me down.						
9.	For me, life has been a continuous process of learning, changing and growth.						
10.	People would describe me as a giving person, willing to share my time with others.						
11.	Some people wander aimlessly through life, but I am not one of them.						
12.	I like most aspects of my personality.						
13.	I judge myself by what I think is important, not by the values of what others think is important.						
14.	I am quite good at managing the many responsibilities of my daily life.						
15.	I gave up trying to make a big improvements or changes in my life a long time ago.						
16.	I have not experienced many warm and trusting relationships with others.						
17.	I sometimes feel as if I've done all there is to do in life.						
18.	In many ways, I feel disappointed about my achievements in life.						

### Section C

Please read the following statement and for each one tick only the option in front to indicate how you have been feeling health.

	Items	Very frequently	Frequently	Occasionally	Rarely	Never
1.	Able to concentrate?					
2.	Loss of sleep over worry?					
3.	Playing a useful part?					
4.	Capable of making decisions?					
5.	Felt constantly under strain?					
6.	Couldn't overcome difficulties?					
7.	Able to enjoy day to day activities?					
8.	Able to face problems?					
9.	Feeling unhappy and depressed?					
10.	Losing confidence?					
11.	Thinking of self as worthless?					
12.	Feeling reasonably happy?					

### Section D

Please tick an option to each item to indicate how much you agree or disagree with that item. Strongly disagree = SD, Disagree = D, Undecided = U, Agree = A, Strongly Agree = SA. There is no right or wrong answers. Thank you.

	Items	SD	D	UD	A	SA
1.	I might rethink my allegiance to my football club if the team consistently performs poorly.					
2.	I would watch a game featuring my football club regardless of which team they are playing.					
3.	I would rethink my allegiance to my football club if management sells its best players.					
4.	Being a fan of my football club is important to me.					
5.	Nothing could change my allegiance to my football club.					
6.	I am a committed fan of my football team.					
7.	It would not affect my loyalty if my football club management hired a head coach that I disliked very much.					
8.	I could easily be persuaded to change my favourite football club.					
9.	I have been a fan of my football club since I began watching football.					