

## MALAYSIAN ETHNIC GROUPS AND THE CULTURE OF FOOTBALL FANS ATTENDANCE DURING EPL CLUBS FRIENDLY MATCHES IN MALAYSIA

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### ABSTRACT

*The involvement of Malaysian and the football fans in the English Premier League is real. Malaysia Airlines System (MAS) and Air Asia are the pure examples which involving in sponsoring EPL teams such as Manchester United, Liverpool and others. For the session year 2011-2012, they have moved another step further, where Malaysian not only sponsors the EPL team but they are the new owner of Queen Park Ranger and Cardiff City Club. Football is a team sport which is the most played and watched in the world, whether we actively participate as a player or simply attend as a fan or spectator. The popularity of football has increased especially in the 20<sup>th</sup> century. Recently, football is a lucrative industry through the authority of media broadcast income and ticket sales at stadiums. Millions of fans usually go to the football stadium to follow their favourite teams, while billions are watch football game on television. Malaysia's key issue is there are no consistencies in sport fans attendance which conducted in Malaysia. So, are better understandings of the culture of football attendance can increase fans attendance? And are the background of the fans can be part of influencing the attendance of fans to football friendly matches in Malaysia? The purpose of this study is to identify the culture of football fans attendance on English Premier League in Malaysia and to support for using the theory of planned behavior for selection of factors in conducting research regarding why people attend to watch EPL clubs in Malaysia. This study is a descriptive research, and the instrument that has been use is questionnaire which was adapted from Ketra L. Armstrong (2008). The sample size of this study is (n=815), and the participants of this research is from EPL sport fans club in Malaysia. The data was analyzed by using one-way ANOVA, and multiple regressions. Multiple regression shows that event attractiveness factor by getting experience of feeling while attending the match ( $\beta=.259$ ) can increase the attendance of football fans. Simultaneously, event accessibility factor the researcher found that if the match held on appropriate day ( $\beta=.127$ ) has influence to EPL fans attendance, although in this research the result shows that when the time and when the match will be held cannot influence them ( $\beta=.122$ ) ( $\beta=.124$ ). While event culture, when the organizer of the match provide a special giveaways and get the special merchandise from the match ( $\beta=.097$ ) ( $\beta=.090$ ) show significant on the attendance of sport fans. The results have the ability to provide much needed findings for event tournament, sponsors, and event organizer as they continue to develop methods to increase fans attendance.*

**Keywords:** Culture, Ethnic, Sport Attendance, Sport Fans, EPL clubs

### Introduction

The involvement of Malaysian and the football fans in the English Premier League is real. Malaysia Airlines System and Air Asia are the pure examples which involving in sponsoring EPL teams such as Manchester United, Liverpool and others. For the session year 2011-2012, they

have moved another step further, where Malaysian not only sponsors the EPL team but they are the new owner of Queen Park Ranger and Cardiff City Club. When Liverpool, Arsenal and Chelsea decided to have friendly matches with Malaysia National team in Kuala Lumpur, they have delighted their hardcore fans and fans in the region. The English football team influences to Malaysia views on TV were notch where back since the late 1960 and early 1970, where team like Liverpool, Arsenal and Spurs were much influence those time.

Ever since in the new millennium, Manchester United fans in Malaysia always have their happy time when ever their team won the EPL Cup, Europe Cup, League Cup and World Club Champion and many others reward. The influences of EPL clubs in Malaysia are great where the first Malaysia Satellite TV station, ASTRO have the dominance toward TV views in Malaysia especially when their EPL team was playing. English Premier League is the most watch by Malaysia football fans especially involving the giants team in EPL such as Liverpool, Manchester United, Chelsea, and Arsenal. The split-over effect too, which has created business opportunity to Malaysia medium entrepreneur having some share of the economic opportunity.

The arrival of Liverpool, Chelsea, and Arsenal on July 2011 had *rock* their fans in Malaysia and the region. EPL tsunami had flooded all Malaysia media and these teams were given special privilege when they were in Malaysia. On the other hand Malaysia football state teams and clubs were not being given such privilege by the Malaysia public and media. Even though, in the year 2010 and 2011, the national team won the gold medal in SEA Games and AFF Cup, the fever will fade in month time.

Why people attend or attach in football matches and the factors which influence their behaviours have always been a crucial matter in Malaysia. Individuals attend football matches for a myriad of reasons. One group of factors posited to influence consumers' decisions to attend football matches pertains to the event's attractiveness. For example, factors such as the quality of the teams competing, the importance of the game/event, general affinity for the home team, consumers desire to see the opposing team, the pace of the game, style of play, and players skill are among the game attractiveness variables that have influenced sport attendance (Ferreira & Armstrong, 2004; Zhang et al., 1995).

Since sport business has developed, fans have had a major impact on the decision-making processes of sport governing bodies. Without a doubt, fans are the best resource to nourish the sport industry (Han, 2009). Sport-related organizations constantly seek more spectators because consumption by spectators increase profits (Trail & James, 2001). To achieve competitiveness, companies today strive to understand customer needs, and strive to provide services in an effective and efficient manner that satisfies these needs (Harris & Harrington, 2000).

Attracting people to sporting events is a major avenue for many sports teams to increase revenue and distinguish themselves from other teams (Aminuddin Yusof et al., 2008). There have been various studies that have examined spectators' decisions to attend sporting events such as fan motivation factors, game attractiveness, competitive factors, demographic factors, stadium factors, value of sport to the community, sport involvement, and fan identification (Shank, 2005).

### **Factors Influencing Sport Attendance**

There are various factors influencing spectators to attend EPL matches. Research demonstrates that attendance is significantly predicted by fan motivation (Kim & Chalip, 2004), but Zhang et al. (2001) argued that motivation alone is an insufficient basis for understanding attendance at sport events and found that demographic characteristics such as age, gender, and education furthered the prediction of attendance frequency. Ferreira and Armstrong (2004) have identified

four groups of attributes that influence decisions to attend men's sports: (a) economic variables, (b) demographic variables, (c) game attractiveness variables, and (d) residual variables. Economic variables include factors such as ticket price (Carmichael, Millington, & Simmons, 1999) and income (Zhang et al., 1996). Demographic variables include factors such as gender (Zhang et al., 2001) and ethnicity (Hansen & Gauthier, 1989; Zhang et al., 1995). Game/team attractiveness variables include factors such as team records (Baade & Tiehen, 1990; Hansen & Gauthier), promotions (Hansen & Gauthier), and closeness of competition (Baade & Tiehen; Hansen & Gauthier). Residual variables includes other factors not already accounted for, such as weather (Carmichael et al., 1999), stadium quality (Hansen & Gauthier), the number of years a team has been in a city (Carmichael et al.), and travel distance for spectators (Carmichael et al., 1999). Other factors thought to affect attendance include brand equity, market demand, service quality, and attitude (Netemeyer et al., 2004 & Zhang et al., 1995).

Previous researchers have not only investigated factors, but developed scales, and created models for professional team sport attendance. The important factors influencing attendance at professional sport events have been the acquiring topic of doctoral dissertations. Green (1995) has reviewed and examined (a) economic factors (e.g., price of a ticket, price of concessions, and other sport events available); (b) entertainment factors (e.g., games with rival teams, star players on home team, and team's won-loss record); and (c) environmental factors (e.g., weekend day games, weather condition, and new stadium) influencing attendance at professional sport events. In addition, Bae (2004) examined the selected 33 items under seven categories that impacted NHL game attendance. These seven categories are (a) overall performance (e.g., the home team's superstars, record breaking performance of the home team, and closeness of competition); (b) uniqueness of hockey (e.g., offensive output of home games, defensive output of home team, and frequent fights and penalties); (c) facility convenience (e.g., comfortable seat, availability of parking, and clearness of facility); (d) game schedule (e.g., game time and game day); (e) game promotion (e.g., price of season ticket, ticket discount, and giveaway/prize); (f) advertising (e.g., advertising through television, advertising through internet, and direct mail); and (g) sense of community (e.g., behavior of fan during games, accompanied by friends, and excitement). Moreover, many instruments and models related to sport attendance have been tested and confirmed. For instance, the Sport Fan Motivation Scale (SFMS) was designed to examine eight motivational factors (escape, economic, eustress, aesthetic, self-esteem, group affiliation, entertainment, and family) influencing sport attendance (Wann, Schrader, & Wilson, 1999).

Lee (2002) stated that food service; car park and stadium facilities influence spectators' intention of reviewing game at the stadium among baseball league spectators. The result from Correia and Exteves (2007) stated that spectators will be satisfied and happy when there are stadium's facilities, car parks, stadium's safety and ticket counter space. Yang, Kwon and Yang (2008) found that there is a correlation between commitment and the intention of using the facilities of fitness and health centres. They also found that there is a positive relationship between commitment and satisfaction among club members towards their intention of using the facilities of fitness and health centres. The physical factors such as stadium facilities, fitness and health centre influence the spectators or club members' interest. Ferreira and Bravo (2007) however, found that the most dominant factor that influences football spectators of Chilean National Soccer to watch games at the stadium is the team's success, population size of the match and stadium's size. Meanwhile, Neale and Funk (2005) studied towards 651 Australian Football League fans and discovered that interest towards team gets the highest score (min = 6.3) in determining the frequency of watching football game at the stadium. However, Dale and Wiele (2005) found that the teams' quality, teams' win-lose record and players' profile is the reasons the rugby league club members do not renew their tickets for the seasonal rugby league. Dale et al.

reported that the teams' quality is the main factor to determine participation of rugby league spectators.

Beccarini, Ferrand and Servizi (2006) found that football club reputation and host's team are the major factors that influence the satisfaction among seasonal football spectators. Kim, Yoo and Pederson (2007) have determined 19 items that motivate participation of K-League spectators (South Korea). Kim found four clustered reasons that influence spectators' participation which are; game venue, product, price and promotion. In addition, Won and Kitamura (2006) conclude that team's success influences spectators' enjoyment. Teams' identification is also the main determiner for frequency participation and intention of game re-view among Korea's professional football league's and Japan's football league spectators. Robinson and Trail (2005) specified that spectators' participation is influenced by the loyalty towards players, team, coach or the sports itself. Williamson (2000) and Staples (2001) stated that loyalty is the main factor to have intention of game re-view. Thus, there are various factors that could determine spectators' satisfaction and to build their intention to come back to the stadium for more games.

Mumford, Kane and Maina (2004) recommended six strategies to increase sporting event attendance: increase the value of the event, increase student involvement with the sports program, increase the event publicity and exposure through media strategies, broaden the target market to include the community (not just those within the school, increase the "fun" factor of the event by including things such as a team mascot, cheering and dance squads, bands and crowd participation games, and increase promotional activities to including contests, prizes, and giveaways. Many other marketers have suggested that adding value to the sporting event is a good way to increase event attendance. There are several ways to emphasize the perceived value of a sporting event, including lowering the admission price or food price. As pointed out by Gladden and Funk (2001), while winning may not be a significant predictor of sport event attendance among highly committed fans, the ability of a team to entertain is critical.

### **Culture in Sport Attendance**

Cultural identity is always a significant factor influencing consumer behaviors (Kacen & Lee, 2002). From the business perspective, athletes are presented as a form of product in the sport industry. Previous researchers confirmed that cultural/racial factor can significantly influence sport attendance (Armstrong, 2002a). Paid admission is considered sport consumption. Researchers have reported that cultural affiliation was an important factor for ethnic groups related to sport consumption (Armstrong & Peretto-Stratta, 2004; Armstrong, 2002b). Cultural association with sport fans has also been identified as an important factor influencing the popularity of athletes (Ludlow, 2007). Furthermore, cultural identity with athletes has incredible power to attract international sport fans' game attendance. For instance, Collins (2007) reported that numerous Japanese fans were willing to pay \$1,000 for a trip to support "Ichiro" who is a Japanese player in Major League Baseball. Therefore, cultural identity with athletes should be included as an important factor influencing a specific minority population to attend professional team sport events.

### **Classifying Sports Fans**

There are five different types of sports fan exist: temporary, local, devoted, fanatical and dysfunctional (Hunt, Bristol, & Bashaw, 1999). The need exists to identify the different types of

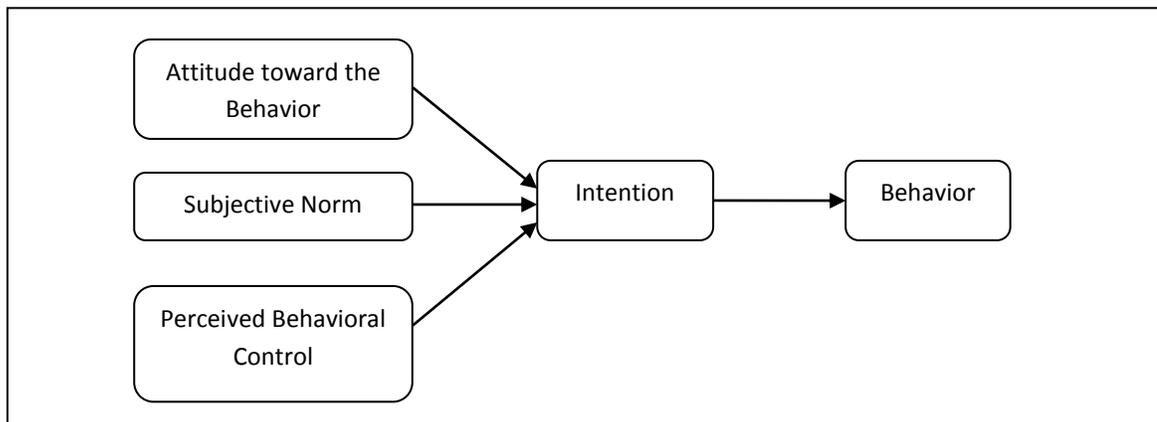
fans due to the inadequacies of past theories to explain the totality of fan behavior (Hunt, Bristol, & Bashaw, 1999). Hunt, Bristol and Bashaw reported that temporary fan was limited in term of time and the local fan is bounded by geographic constraints, while for devoted fan no such limitations exists. The devoted fan remains 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 (Hunt, Bristol, & Bashaw, 1999).

Another category of fan is fanatical fan. The different of fanatical fan and devoted fan is on their degree of fan like behavior (Hunt, Bristol, & Bashaw, 1999). Fanatical fan engages in behavior that is beyond the normal devoted fan, which accepted by significant others (family, friends and other fans). For example, the devoted fan may go to games. The fanatical fan will go to the game and paint their body the colors of the team or go in costume (Hunt, Bristol, & Bashaw, 1999). The last category is the dysfunctional fan. This type of fan uses being a fan as the primary method of self identification (Hunt, Bristol, & Bashaw, 1999). The dysfunctional fan will readily engage in violent or other disruptive behavior under the pretext that this behavior is somewhat justified because of being a fan (Hunt, Bristol, & Bashaw, 1999). Discerning sports fans' motives and predicting their behavior is important to sports marketers (Hunt, Bristol, & Bashaw, 1999). The usefulness of the typology is demonstrated by offering specific segmentation strategies for each classification (Hunt, Bristol, & Bashaw, 1999).

### **Theory of Planned Behavior**

Theory of planned behavior (TPB) was developed by Ajzen (1991). This theory was designed to predict attitudes, subjective norm, and perceived behavioral control that may influence a person's intention to participate in an activity. Theory of planned behavior has been tested and applied to many disciplines and professions in the world. The researchers have applied theory of planned behavior as a theoretical framework such as adapted physical education (Kudlaek, Valkova, Sherrill, Myers, & French, 2002), leisure participation (Ajzen & Driver, 1991), and motivation (Chatzisarantis, Hagger, Smith, & Sage, 2006). Furthermore, the theory of planned behavior has been used to investigate sport attendance. For example, Cunningham and Kwon (2003) applied the theory of planned behavior to examine intentions to attend a hockey game and it was used in a study of college students' sport attendance (Chen, Yu, Chou, Sheu, & Lin, 2006). In summary, the theory of planned behavior has been used and validated in a variety of professional disciplines. It is a frequently used theory to predict human behaviors. It is also a useful framework to investigate sport fan behavior (Cunningham & Kwon, 2003).

Derived from this theory, behavioural intentions are viewed as antecedents to actual behaviour, in that behaviour is preceded by the intention to engage in that behaviour. Ajzen (2005) defined behavioural intentions as indications of an individual's willingness toward a given task. Intentions are assumed to capture motivational factors influencing behaviour and are indications of how hard a person is willing to try or how much effort they are willing to exert in order to perform certain behaviour (Ajzen, 1991). Appropriate measurement of behavioural intentions has shown to be a highly accurate measure of future behaviour (Ajzen, 1971, 2005; Conner et al., 2000; Sheeran, et al., 1999).



### **Fan Identification Theory**

Laverie and Arnett (2000) pointed out three factors that relate to fan identity salience. These are attachment, situational involvement, and enduring involvement. For instance, when the level of fan identification on a sport increases; the level of participating in sport fan will increase too. Also, fans with high identification are more likely to have a stronger link to the team and to perceive positive feelings from the team's success or by involving in team's activities than fans with low identification. Moreover, an increase in both situational and enduring involvement will increase one's fan identity salience. Thus, it is appropriate to say the distinction among the levels of fan identifications is the degree of psychological link between an individual to a sport or team.

### **Purpose of the Study**

The primary purpose of this research was to examine the salience of football matches attributes (such as event attractiveness, event culture and event accessibility) to ethnic group of EPL sport fans in Malaysia. The secondary purpose of this research was to determine the understanding of the factors that influence ethnic group EPL sport fans to attend football matches. Furthermore next purpose of this research to compare the culture of sport consumption dynamics of sport fans among ethnic group relative to their affinity to sports and this research have been done to compare the salience of football matches attributes between genders in difference ethnic group sport fans. Simultaneously, this research have been done to support for using the theory of planned behavior for selection of factors in conducting research regarding why people attend EPL matches.

### **Methods**

This study used the descriptive research method. The type of descriptive research in this study is survey method and survey technique that was used is questionnaire.

### ***Instrumentation***

Self-administered survey questionnaire was used to get the data. The questionnaire was a closed ended questionnaire and it was adapted from Armstrong (2008) and the questions were divided

into two (2) section. Section A, in the questionnaire consist questions related to the demographic characteristics of the respondents. It includes questions such as gender, ethnicity, marital status, age, and education level.

Meanwhile section B contains the evaluation questions on spectators' attendance to sport event. Under this section, researcher used Likert Scale 5-point ranging from 1 (strongly disagree) to 5 (strongly agree) for each questions to access what factor that can influence sport fans attendance. The questionnaire was pretested for suitability with a sample of 50 sport fans of various age ranged and races and deemed appropriate for distribution. Regarding the validity of the instrument, the content validity of the items was supported by the literature review.

While concerning reliability, the internal consistency of the constructs included in the questionnaire was established by the statistically acceptable Cronbach alphas which for event attractiveness attributes, the reliability was .81. Meanwhile, the reliability of event culture attributes construct was .73, and the reliability for event accessibility attributes construct was .79.

### ***Data Analysis***

Descriptive statistics were utilized to portray the ethnics group of sport fans' affinity toward sports and the frequency with which they consumed sport. Multiple Regression analyses were utilized to identify which factors contribute the most significant to the fans attendance from event attractiveness, event culture and event accessibility for each event. While one-way ANOVA analyses was used to analyze 34 sport event attributions scale among the demographic variable which is ethnicity

### **Results**

The results of this study were obtained from a sample of 815 participants. There were 634 (77.8%) Malay, 70 (8.6%) Chinese, 68 (8.3%) Indian, 55 (3.1%) Native and 18 (2.2%) others. The sample reflected a gender balance of respondents primarily in the age range of 18-34 who were educated, single, and without children. Refer to Table 1 for a demographic overview of the individual of ethnic groups of football fans who participated in this study.

#### ***Ethnic Groups of Sport Fans Attitudes toward Sport Event Attributes***

ANOVA revealed there are significant mean differences in enjoy attending the game ( $F=2.662$ ,  $P=.001$ ), enjoy supporting local players ( $F=2.579$ ,  $P=.002$ ), increase local community image ( $F=1.916$ ,  $P=.025$ ), to bond with family ( $F=2.453$ ,  $P=.003$ ), have confident to our national football ( $F=2.193$ ,  $P=.009$ ), enjoy the national team performance ( $F=2.047$ ,  $P=.15$ ) show their support ( $F=2.469$ ,  $P=.03$ ) and **Olympic Games 2012, and 2014** ( $F=2.493$ ,  $P=.002$ ).

#### ***Factors Influencing Game Attendance***

The results of regression analysis showed that Multiple regression shows that event attractiveness factor by getting experience of feeling while attending the match ( $\beta=.259$ ) can increase the attendance of football fans. Simultaneously, event accessibility factor the researcher found that if the match held on appropriate day ( $\beta=.127$ ) has influence to EPL fans attendance, although in this research the result shows that when the time and when the match will be held cannot influence them ( $\beta=.122$ ) ( $\beta=.124$ ). While event culture, when the organizer of the match provide a special

giveaways and get the special merchandise from the match ( $\beta=.097$ ) ( $\beta=.090$ ) show significant on the attendance of sport fans.

**TABLE 1:** Demographic Profile of Ethnic Group of football Fans

	<b>Item</b>	<b>Frequency (N)</b>	<b>Percent (%)</b>	
<b>Gender</b>	Male	624	76.6	
	Female	191	23.4	
<b>Age</b>	18-24 years old	441	54.1	
	25-34 years old	260	31.9	
	35-44 years old	75	9.2	
	45-54 years old	27	3.3	
	55 years old and above	12	1.5	
<b>Marital Status</b>	Single	618	75.8	
	Married	197	24.2	
<b>Child Status</b>	With children	166	20.4	
	No children	649	79.6	
<b>Education</b>	SPM	255	31.3	
	Diploma/STPM	278	34.1	
	Degree	237	29.1	
	Master	33	4.0	
	PhD	12	1.5	
<b>Citizenship</b>	Malaysian	771	94.6	
	Non-Malaysian	44	5.4	
	Malay	634	77.8	
	Chinese	70	8.6	
	Indian	68	8.3	
	Native	25	3.1	
	Singaporean	1	0.1	
	UK	4	0.5	
	Africa	1	0.1	
	Myanmar	3	0.4	
<b>Ethnicity</b>	Uruguay	1	0.1	
	Italian	1	0.1	
	Zimbabwean	1	0.1	
	Sikh	1	0.1	
	Deutsch	1	0.1	
	Indonesian	4	0.5	

	1-4	450	55.2
<b>Often attend the event</b>	5-9	166	20.4
	10-15	7.1	8.7
	15 and above	128	15.7
	Family member	227	27.9
<b>Attend with who</b>	Friend	542	66.5
	Both	46	5.6

**TABLE 2:** ANOVA Results for Sport Fans Attitudes toward Sport Event Attributes

No.	Item	<i>F</i>	<i>Sig.(P)</i>
1.	Enjoy attending the game	2.662	.001
2.	Enjoy supporting local players	2.579	.002
3.	Increase local community image	1.916	.025
4.	To bond with family	2.453	.003
5.	Have confident to our national football	2.193	.009
6.	Enjoy the national team performance	2.047	.015
7.	Show their support	2.469	.003
8.	<b>Olympic games 2012 and 2014</b>	2.493	.002

5-point scale: “1 = Strongly Disagree” to “5 = Strongly Agree”

## Discussion

This study was designs to identify the culture of football fans attendance on EPL in Malaysia. The sport event attributions factors can be seen as the needs of what football fans expect to receive from attending football match. Descriptive statistical revealed that the ethnic background of football fans exhibited in contrast sport profiles. One-way between-groups ANOVA reported as a whole specific item in each factor included. Each of the ethnic background also exhibited different sport consumption patterns, as Malay, they tends on quality of the player rather than Chinese and Indian they enjoyed game which be held at night. While Native and Others who were preferable only on location of the sport events. This study is different with stadium attendance on what spectators looking for when attend rugby game (Paterson & Johnstone, 2009) and it also different with an examination of personal values and ethnic identity of black students' sport consumption. Baba (2003) revealed that the important role played by family, friends and significant others a being the most influential in participants' decision for attending sport events. As well as Hagiwara (2011) found that skill, entertainment and drama was the most important motivators to attend Japanese Basketball League events.

Since sport is such a multiethnic phenomenon, it was surprisingly that the sport fans were more similar than dissimilar regarding their general sport orientation. For this reason, this has been answering the first research question one (RQ 1) for this study on to examine the salience of sport event attributes to ethnic group of sport fans. Generally this study revealed that event accessibility can increase the ethnic groups of sport fans to attend the sport events via regression analysis. For in depth information, multiple regression shows that event attractiveness factor by

getting experience of feeling while attending the match ( $\beta=.259$ ) can increase the attendance of football fans. Simultaneously, event accessibility factor the researcher found that if the match held on appropriate day ( $\beta=.127$ ) has influence to EPL fans attendance, although in this research the result shows that when the time and when the match will be held cannot influence them ( $\beta=.122$ ) ( $\beta=.124$ ). While event culture, when the organizer of the match provide a special giveaways and get the special merchandise from the match ( $\beta=.097$ ) ( $\beta=.090$ ) show significant on the attendance of sport fans. The results have the ability to provide much needed findings for event tournament, sponsors, and event organizer as they continue to develop methods to increase fans attendance.

This can be concluded that to increase sport fans attendance, sport marketer can take a look upon this four items. The latter finding did not support of Armstrong (2008) regarding significance of factor of attendance to Consumers' of Color. By this explanation, research question two (RQ 2) has been answered. It is regarding do event attractiveness, event accessibility and event culture can influence the ethnic groups of sport fans to attend the sport events.

### **Recommendation**

There are several recommendations for future study. First of all, this study only focused on the football fans who attended to English Premier League (Arsenal, Liverpool, and Chelsea in Malaysia). There are other leagues that researcher can focus on such as La Liga or World Cup, therefore other type of football should be conducted for future studies to better understand Malaysian sport marketer segmentation. Secondly, this study was only conducted in Malaysia. Future studies should be conducted in other states in Malaysia to compare the differences culture of places. Finally, this study was focused on the every ethnic background in Malaysia. Future studies can conducted in specific of each ethnic background in Malaysia for further understanding of their attendance attitude, attendance behavior, needs and wants of attendance towards sport events.

### **Conclusion**

The purpose of this study was to identify the culture of football fans attendance on English Premier League Match in Malaysia on selected EPL club (Arsenal, Chelsea, Liverpool). The questionnaires were distributed to the football fans during three selected football match. As a result, there were several interesting findings from this study:

1. The sample of football fans consisted of 21.5% females and 78.52% males.
2. The vast of majority (77.8%) of the respondents were Malay, Others (2.2%), Chinese (8.6%), Indian (8.3%) and Native (3.1%).
3. Football fans ages between 18-24 amounted to 54.1% and ages 25-34 were 31.9%.

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