

SPORT MARKETING AS PREDICTOR OF SPORTS DEVELOPMENT IN EDO STATE, NIGERIA, WEST AFRICA

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ABSTRACT

The study examined if marketing of sports is a predictor of sports development in Edo State, Nigeria. The ex-post facto design was adopted for the study, and the main research instrument used was a modified closed ended Likert type of questionnaire which was validated. The reliability of the instrument was employed using Crombach Alpha to determine the internal consistency of the questionnaire and 0.84 was obtained. The data was analyzed using regression statistical analysis set at 0.05 alpha levels. The finding was that, sports marketing did not significantly predict sports development in Edo State, Nigeria ($B=-.042$, $t = - 336$, $sign. T = .690$, $P<0.05$). The null hypothesis is therefore accepted based on the finding; it was recommended that, utilization of marketing strategies and ability to encourage private individual or entrepreneur to develop interest in sports. Equally, sports sponsorship should be the motivational factor by the government.

Keywords: Sport marketing, predictor, sports development

INTRODUCTION

A definition of Sports marketing must be preceded by a definition and examination of Marketing. According to Bucher and Krotee (2002) who defined marketing as a process guided by principles and guideline that facilitates the development of a marketing strategy or plan that enables the organization to accomplish its objectives as efficiently and effectively as possible.

McCarthy as cited by Park House (1996) defines marketing as the performance of activities that direct the flow of goods and services from producer to the consumer for accomplishment of organizational objectives. Kotler as cited in Park House (1996) defines marketing as the human activity directed at satisfying needs and wants through exchange processes. These activities or reprocesses require a communication network established on the basis of inquiry, needs and fulfillment of needs through product development, delivery and exchange.

Yionnakis as cited Akinremi (1997) opines that marketing as the process of matching product/service features objectives with the needs and desires of the motivated segments, which can pay for such products and services.

Sport Marketing consists of all activities designed to meet the needs of sports consumer through exchange processes. Sport Marketing has developed two major thrusts; the marketing of sports products and services directly to consumers of sports, marketing of others and consumer and industrial products or services through the use of sports promotions (Mullin, Hardy, and Sutton, 1993). Sport marketing is the anticipation, management and satisfaction of the consumers wants and needs through the applications of marketing principles, process and practice.

It begins and ends with consumers, participant, and the user. It relates to the various services provided and activities, programmes and events implemented and how well these services

meet the needs of the consumer or user group. Marketing is a continuous process by which the objectives of the sports organization or its programmes can be achieved. Pitt and Stotler (1996) as quoted by Bucher and Krotos (2002). Sports marketing is fast moving from earlier practice of asking or begging for money and products for sports programmes. That was a 'Charity Model' but not a 'Business Mode' since we provided very little in return. Today, sports marketing is a big business particularly in more technologically developed countries since it works in both directions, form a partnership where sports organization and sponsors meet each other's needs. (Nwankwo, 2001)

The need for sports marketing and sponsorship to the development of sports cannot be over emphasized because this is the condition that endangered the need for aggressive sports marketing which could stimulate corporate groups, organization, and individuals to mobilize financial and material resources in form of sponsorship for the development of sports with the mass media acting as catalyst. Sponsor commits financial and sometimes material resources towards the development of sport for the convert of overt intention of enhancing their public good will or cooperate image through mass media exposure usually accorded sport related events and personalities. Mass media like Newspapers, Magazines, radio and television, therefore, act as catalyst for sport and sponsorship to attain their mutual objectives (Olorunlogbon, 1997).

Sports and money to advertise championships, purchase/maintain facilities and equipment, ensure awards/incentives to athletes. Marketing programmes helps to create awareness and increase participation at championships. Obi (2000) opines that marketing of sports is the backbone of the commercialization initiative particularly now and in the future. Therefore, the main purpose of this research is to investigate if sports marketing would predict sports development in Edo State, Nigeria.

RESEARCH QUESTION

The research question generated to guide the study is 'would sport marketing be a predictor of sports development in Edo State, Nigeria?'

HYPOTHESIS

The hypothesis was formulated and tested for the study: Sports marketing would not significantly predict sports development in Edo State, Nigeria.

METHODOLOGY

Population

The population of this study is eight hundred and ten (810) which comprise two hundred and thirty nine (239) Administrative Cadre, two hundred and twenty (220) coaches, and three hundred and fifty one (351) programmes athletes of Edo State Sport Council (Edo State Sports Council, 2010).

Sample

A sample size of four hundred and five (405) which comprise administrative cadres, of one hundred and twenty (120) coaches, one hundred and ten (110) and programmes athletes, one hundred and seventy five (175) representing 50% of the entire population were used for the study.

Instrument for Data Collection

The instrument for data collection was a self-developed modified Likert type questionnaire names sports marketing as predictor of sports development items (S.M.S.P.I.) which sought

information on predictor of sports development in Edo State, Nigeria. The scoring mode of the questionnaire is a closed ended questionnaire on a four points modified Likert scale type in positive four scores thus: strongly agree 4 points, Agree 3 points, strongly Disagree 2 points and Disagree 1 point and the adopted questionnaire was given to experts in the area of study for content validity. Their comments, criticism, and suggestions are incorporated in the final copy of the questionnaire before administering it to the respondents.

The questionnaire items were drawn from the variables in the research hypothesis. Four hundred and five (405) copies of the questionnaire forms were produced and administered to the participants used for the study, in order to reach the participants; four trained research assistants were deployed to the various associations in the sports council to administer the questionnaire forms by hand. Three hundred and seventy two (372) were retrieved out of which three hundred were duly and properly filled and those returned ones were used for the analysis of the data for the study.

DATA ANALYSIS

The data were analyzed using descriptive statistics of frequency counts and percentage for the research question, while descriptive statistics of analysis of variance (ANOVA) was used to assess if there is significant differences in the Sports Marketing as predictor of sports development in Edo State, Nigeria. 0.05 level of significance was used for the statistical test of the analysis.

RESULTS

The result of the study are presented in tables as indicated below. Would sports marketing be a predictor of sports Development in Edo State, Nigeria?

Table 1. Responses of Sports marketing as predictor of sports development: RESPONSE

<i>Respondents</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Disagree</i>	<i>Strongly Agree</i>	<i>Total</i>
Sport Managers	7 (18.9%)	27 (73.0%)	3 (8.1%)	0 (.0%)	37 (100.0%)
Coaches	61 (60.4%)	37 (36.6%)	3 (3.0%)	0 (.0%)	101 (100.0%)
Athletes	64 (39.5%)	95 (58.6%)	3 (1.9%)	0 (.0%)	162 (100.0%)
Sports Officials	7 (35.0%)	13 (65.0%)	0 (.0%)	0 (.0%)	20 (100.0%)
Others	12 (37.5%)	20 (62.5%)	0 (.0%)	0 (.0%)	32 (100.0%)
Total	151 (42.9%)	192 (54.5%)	9 (2.6%)	.0 (.0%)	352 (100.0%)

The results displayed on table 1 indicate the percentage responses of respondents on research question one. The results revealed that one hundred and fifty one (151) 42.9% of the respondents strongly agrees while one hundred and ninety two (192) 53.5% agree that sports marketing is a predictor of sports development while (9) 2.6% and (0) .0% respectively disagree and strongly disagree that Sports Marketing is not a predictor of Sports Development. Therefore, the result from the study revealed that sports marketing is capable of predicting sports development in Edo State, Nigeria.

HYPOTHESIS: Sports marketing would not significantly predict sports development in Edo State, Nigeria.

Table 2. Regression analysis on sports marketing as predictor of sports development in Edo State, Nigeria. COEFFICIENT

<i>Model</i>	<i>Unstandardized Coefficient</i>		<i>Standardized Coefficient</i>	<i>T</i>	<i>Significant</i>
	<i>B</i>	<i>STD ERROR</i>	<i>BETA</i>		
1. (Constant)	1:300	.181		7.188	.000
Sports Marketing	-.042	.104	-.026	-339	.690

a. Dependent Variable: Sports development (Y) significant predictor = Sport Marketing.

The relative effect of sports marketing as predictor of sports development in Edo State, Nigeria as shown in table 2 revealed that sports marketing do not predict sports development in Edo State, Nigeria. The table shown that the regression weight (B = -.042, t = - 336, sign. T = 690, P < 0.05). Since the significant T value is greater than the table value, the null hypothesis which states that sport marketing would not significantly predict sports development in Edo State, Nigeria is therefore accepted. It implies that sport marketing is not a significant predictor of sports development in Edo State, Nigeria.

DISCUSSION

Table 1 revealed that sports marketing would predict sports development in Edo State, Nigeria. The findings in table 1 revealed 42.9% and 54.5% strongly agree and agree that sports marketing would predicts sport development in Edo State, Nigeria. However, the finding in table 2 shows that, Sport Marketing does not significantly predict sports development in Edo State, Nigeria. The findings in table 1 from this study are in agreement with those reported by Akinremi (1997) that Marketing is defined as a process of matching product/service features objective with the needs and desires of the motivated segments, which can pay for such products and services. Sport Marketing consists of all activities designed to meet the needs of sports consumers through exchange process. Sports Marketing is the anticipation, management and satisfaction of the consumers wants and needs through the application of marketing principles, processes and practice.

It begins and ends with consumers, participant and the user. It relates to various services provided and activities, programmes and events implemented and how well these services meet the needs of the consumer or user group. The needs for sports marketing and sponsorship to the development of sports cannot be over emphasized because this is the condition that endangered the need for aggressive sports marketing which could stimulate corporate groups, organizations and individuals to mobilize financial and material resources in form of sponsorship for the development of sports with the mass media acting as catalyst. Mass media like; newspapers, magazines, radio and television, therefore act as catalyst for sports and sponsorship to attain their mutual objectives (Olorunlogbon 1997). In like manner, Obi (2000) opined that marketing of sports is the backbone of the commercialization initiative particularly now and in the future. The problem of commercialization of our sports in Edo State and Nigeria in general is that we are yet to appreciate, nurture and plan sports as a product whether bad or good. Our sports development and promotion are still unplanned, and as a sector that provides entertainment it must be packaged and then launched.

In addition, Okeke (2000) stated that there is nothing magical about success in business. All it requires according to him is hardwork and having the right mix of various stakeholders. Finding and development of sports come from government and when government delays or cut subvention programmes are hardly executed. Oloruntoba and Achugbu (1997) supported this view by stating that, the growth of sports rest on financial and materials resources and

government alone cannot provides the fund and infact, it is even to the benefit or some sports to reduce the level of government involvement in their activities.

To reduce the level of government involvement in sports the media has a great role to play in the quest for sports development in Nigeria and Edo State in particular. It is an avenue where people can obtain information or knowledge which may influence their behaviour, this could enable sponsors of sports programmes, corporate donors, organizer, manufacturers, athletes and others connected with sports programmes and programming to make uninformed decisions and make desirable contributions to sports development.

CONCLUSION

The findings of the study confirmed that, Sports marketing is not a predictor of sports development in Edo State, Nigeria, while the study reveals that, the status of sports development in Edo State, is at its lowest ebb due to the inadequate improvement of sports marketing. This has led to the inefficiency in sports management that manifested in the lack of Edo State Government for her inability to encourage private individuals or entrepreneur to develop interest in sports and encourage sports sponsorship.

RECOMMENDATIONS

The following recommendations are made to improve sports development in Edo State, Nigeria.

1. Utilization of marketing strategies and ability to encourage private individual or entrepreneur to develop interest in sports and also to encourage sports sponsorship should be government goals.
2. Encourage the private sector to contribute to development of sports or identify with a specific sport with a view to enhancing development of the sport through private sector funding of specific programmes and activities.

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