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Dynamism of Sports Marketing on Organization of Professional Football clubs in Kwara State Nigeria

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ABSTRACT

This study investigated the dynamism of Sports Marketing in the organization of professional football clubs in Kwara State, Nigeria. The objectives of this study were to assess the relationship between advertisement, a brand of sports product, and the organization of professional football clubs. A descriptive research design of survey type was used. The population for the study comprises sports administrators in the sports council and management of Kwara United and Abubakar Bukola Saraki Football club. A multistage sampling procedure was used to select 120 respondents. The researchers-structured questionnaire was used for the study. The instrument was validated by experts in the Department of Human Kinetics Education and Marketing Department, University of Ilorin. The reliability level of the Instrument was established through the test re-test method using Pearson Product Moment Correlation (PPMC). A correlation co-efficiency of 0.87r was obtained. The administration of the instrument was done by researchers. The data collected were analyzed using Inferential Statistics of Pearson Product Moment Correlation (PPMC) at a 0.05 alpha level. The result revealed that there was a significant relationship between advertisement, branding of sports products, and organization of professional football clubs. The study recommends that there is a need for clubs management and other stakeholders at various clubs to encourage the private sector to partner with them in the area of market strategies by placing their advertisement on the club jersey.

Keywords: *Dynamism; Sports Marketing; Professional Football Club; Organization.*

INTRODUCTION

The need for sports marketing and sponsorship for the development of sports cannot be overemphasized because it enhances aggressive sports marketing which could stimulate corporate groups, organizations, and individuals to mobilize financial and material resources in form of sports business with the mass media acting as catalyst (Babalola 2011).

Sports marketing consists of all activities designed to meet the needs of sports consumers through exchange processes. Sports marketing has developed two major thrusts: the marketing of sports products and services directly to consumers of sports, and the marketing of other consumer and industrial products or services using partnerships and promotions with sports properties. It begins and ends with consumers, participants, and the user. It relates to the various service produced and activities, programs and events implemented and how well these services meet the needs of the consumer or user group.

Fasan (2015) espouses that the development of sports in Nigeria can only be attained when a strong financial base exists to execute programmes, develop athletes and build facilities. He thus concluded that the greatest financier of sports in Africa is the government. Bouzou,(2012) opined that due to the prevailing economic recession, the government which is the primary source of funding sports is finding it difficult to cope with the fiscal demands of various sporting associations. Thus, it relies on external support which often comes in through sports marketing. Fasan (2013) equally agree that due to the inability of various governments to adequately finance sports. Sports marketing organizations have been helping in contributing to the growth of sponsorship.

The genesis of Sports Marketing in Nigeria can be traced to the sponsorship of Professional Football League in Nigeria when Cadbury, makers of Bournvita sponsored the league between 1990 and 1995. (Belch & Belch 2007)

I feel quite positive about the future of commercial sponsorship of sport in Nigeria. I see the evidence of maturity and recognition that sponsorship is not just about handing over the cash. Just in the past few weeks, some “big names” here lent their support to sports: Guilder – the all Nigerian Tennis open, Satzenbrau – the Ikeja Golf Tournament, Bournvita – the open Table Tennis Champion, Unipetrol – Lagos State Secondary School Tennis, Moukafoam – Teakwondo championship

So even in these very challenging economic times, there is evidence of growth in sports sponsorship. I still contend that the future growth of sports sponsorhip rests heavily on the individual sport and representatives. National marketing manager, seven up bottling co. plc. Corroborating this view. IOC (2011) noted that sports marketing in Nigeria depict on the one hand, the marketing of sports products and services directly to the consumers of sports by sports goods manufacturers such as Nike, Adidas, Reebok, Puma and so on while on the other hand, it could be the marketing of other

consumer and industrial products or services through the use of sports promotions as is the case of when Pepsi-cola, cola-cola, Cadbury, MTN, GLOBACOM and so on sponsor sports programs thus advertising their firms or names and further states that sports marketing would be effective in Nigeria if sports activities are designed by the Nigeria Sports sector to meet the sports need and wants of sports consumer through exchange process that are aimed at developing sports and generating revenue that will boost the Nigeria economy.

The researcher also observed that recently, GOTV sponsors boxing, multi-choice (SuperSport) enjoys broadcast rights with Nigeria Professional football league while indigenous kit manufacturer Owu has produced jerseys for some professional football league clubs in Nigeria. Sports Marketing is a sub-division of marketing that focuses both on the promotion of sports events and teams as well as the promotion of other products and services through sporting events and sports teams. It is a service in which the element promoted can be a physical product or a brand name. The goal is to provide the client with strategies to promote the sport and to promote something other than sport through sports. Sports Marketing is also designed to meet the needs and wants of the sports consumer through exchange processes. These strategies follow the traditional four 'Ps' of general marketing product, price, promotion, and place. Another four 'Ps' are added to Sports Marketing relating to the fact. Sports are considered to be a service. The additional 4P's are planning, packaging, positioning, and perception; the addition of the four extra elements is called the Sports Marketing mix. Sports Marketing is divided into three sectors, the first is the advertising of sports and sports associations such as the Olympics, Spanish Football League, Nigeria Premier League, etc. The second concerns the use of Sporting events, sporting teams, and individual athletes to promote various products. The third is the promotion of Sport to the public to increase participation. (Mullin, Bernard Stephen & William 2007)

When the promotion is about sports in general, the use of this kind of strategy is "marketing of Sports". When the promotion is not about Sports but sports events, athletes, teams, or leagues are used to promote different products, the marketing strategy is denominated 'marketing through sports' when the promotion is about increasing participation amongst the public, it is called "grassroots Sports Marketing". To promote the products or services the companies and associations use different channels such as sponsorships of teams or athletes, television or radio advertisements during the different broadcast sports events and celebrations, and/or advertisement on

sporting venues “Street marketing of sport” which considers Sports Marketing through billboards on the streets and also through urban elements (street lighters and sidewalks, etc) to help promote and gain publicity during major worldwide sporting events such as the Football Worldcup, the Olympics Games, the Super Bowl or the Winter Olympic Games. (David, Shayne & Daniel 2009)

Another example of Sports Marketing through sponsorship is the renovation of the contract between Adidas and the Mexican Football Federation (FMF) in August of 2015, the CEO of Adidas Herbert Hainer companion of the president of the FMF, Justino Compean announced the renewal of the contract to permit Adidas to continue producing and designing the uniform of the Mexican teams until 2018. This is an example of Sports Marketing because as it was defined, Sports Marketing is a marketing strategy in which companies related to sports products or services promoted their trademark through design production or other resources.

In this case, Adidas which is completely related to Sports is the company that is using Sports Marketing as a strategy by designing the uniforms of the football teams and as a consequence, its trademark is being promoted every time there is a game. Alexia (2017) affirmed that sports organizations and leagues can greatly benefit the larger society in terms of branding sports products through social media networks which can be incorporated into market plans and this will allow teams to draw more fans and expand their database. However, the organization of sports according to Awoyinfa (2017) stressed that organization can be seen as a skill, a practical, and an instrument needed in driving an organization towards its perceived goals and objectives. Another further stated that sports administration is the process of coordinating human, material financial, and physical resources for the accomplishment of set goals. To this end, the functions of any sports administrator rally around effective and efficient organization and implementation of the formulated policies and operation of the organization.

Okpara (2014) stressed that the issue of sponsorship is critical in the area of club management because not all corporate bodies are involved and the government’s bureaucratic procedures including NFF operational oversight sometimes hinder the funding of football clubs. In a situation where government function is inadequate to finance the football clubs, the clubs face challenges that may downplay their efforts in building formidable teams that would win tournaments provided the private sector is allowed to assist in a sponsorship deal that would save the team from relegation.

Organizing professional football in Nigeria has grown from a humble beginning as an entertainment and recreational purpose to a prominent sports business through marketing that has influenced the lives of many football lovers to invest their money into the management of professional football clubs, especially in the private sectors. Sports marketing on the other hand has not been effectively utilized by the owners of professional football clubs in the study area. This is a result of the fundamental societal beliefs that expending your resources on sports advertisement, especially football will not generate any economic benefits. This necessitates the need why the researcher to deem it fit to investigate the Dynamism of Sports Marketing in organization of professional football clubs in Kwara State Nigeria.

METHOD

A descriptive research design of survey type was employed for this study. It is considered more appropriate events as they appear because it seeks a solution to the question of a given problem by attempting to describe the situations and events as they appear. The population for this study comprises sports administrators in the sports council and management of Kwara united and Abubakar Bukola Saraki Football clubs. A multistage sampling procedure of stratified, purposive, and random sampling techniques was used to select 20 respondents. The respondents were stratified into 3 strata, the club management, coaches, F.A Board members, and staff of the sports council. Purposively all the 16 F.A board members and 38 management of both Kwara United and ABS football clubs were sampled. Also, 66 football coaches and directors of sports in the sports council were sampled. The researcher's structured questionnaire was adopted for this study. The instrument was validated by experts in the Department of Human Kinetics Education and Marketing Department, University of Ilorin. The reliability level of the instrument was established through the test re-test method using Pearson Product Moment Correlation (PPMC). A correlation coefficient of 0.87 was obtained. The administration of the instrument was done by the researchers and 3 trained research assistants. The data collected were analyzed using inferential statistics of Pearson Product Moment Correlation (PPMC) to test the formulated hypotheses set for the study at a 0.05 alpha level.

RESULTS AND DISCUSSION

Results

Hypothesis one: There is no significant relationship between advertisement and organization of professional football clubs in Kwara state.

Table 1

Revealed Pearson analysis on relationship between advertisement and organization of professional football club.

Variable	No	Mean	Standard deviation	Df	Cal r Val	Critical P value	Desc
Advertisement	120	23.13	24.12	118	0.324	0.000	Hypothesis rejected
organization of professional football club	120	22.20	2.32				

P<0.05

Table 1 shows the relationship between advertisement and organization of professional football clubs, the result shows the calculated r-value of 0.324 which is a strong positive relationship between advertisement and organization of professional football clubs and it indicates that there is a significant relationship $P = 0.0000 < 0.05$ for a two-tail test. Therefore, the null hypothesis that states that there is no significant relationship between advertisement and organization of professional football clubs in Kwara state was hereby rejected. This implies that there was a significant relationship between advertisement and organization of professional football clubs in Kwara State, Nigeria.

Hypothesis two: there is no significant relationship between branding of sports products and organization of professional football clubs in Kwara state.

Table 2.

Indicates Pearson analysis on relationship between branding of sports products and organization of professional football clubs.

Variable	No	Mean	Standard deviation	Df	Cal r Val	Critical P value	Desc
Branding of sports products	120	23.42	3.71	118	0.421	0.000	Hypothesis rejected
Organization of professional football club	120	33.12	4.14				

P<0.05

Table 2 revealed the relationship between the branding of sports products and the organization of professional football clubs. The results show the calculated r-value of 0.421 that a strong positive relationship between the branding of sports products and the

organization of professional football clubs. The results show the calculated r-value of 0.421 that is a strong positive relationship between the branding of sports products and the organization of professional football clubs, thus, it indicates that there is a significant relationship $p=0.000 > 0.05$ for a two-tailed test, therefore, the null hypothesis that stated that there is no significant relationship between the branding of sports products and organization of professional football clubs was hereby rejected. This means that there was a significant relationship between the branding of sports products and the organization of professional football clubs in Kwara state.

Hypothesis Three: There is no significant relationship between sponsorship deals and organization of professional football clubs in Kwara state, Nigeria.

Table 3.
 Shows Pearson analysis on relationship between sponsorship and organization of professional football clubs.

Variable	No	Mean	Standard deviation	Df	Cal r Val	Critical P value	Desc
Sponsorship	120	21.00	2.02	118	0.254	0.000	Hypothesis rejected
Organization of professional football club	120	15.11	2.14				

$P < 0.05$

Table 3 shows the relationship between sponsorship and the organization of professional football clubs. The result shows the calculated r-value of 0.254 that is a strong positive relationship between sponsors and the organization of professional football clubs, thus, it indicates that there is a significant relationship $p=0.000 > 0.05$ for a two-tailed test, therefore, the null hypothesis that stated that there is no significant relationship between sponsorship and organization of professional football clubs in Kwara state was hereby rejected. This means that there was a significant relationship between sponsorship and organization of professional football clubs in Kwara state Nigeria.

Discussion

The finding tested hypothesis one revealed that there was a significant relationship between advertisement and the organization of professional football clubs. This result supported the finding of Belch & Belch (2007) who stressed that advertisement is one of the indies of sports marketing that is used to promote

organization images whether in sports business or any establishment. It has long been argued that sports venues are the perfect vehicle for promotional advertisement. The array of opportunities for advertisement at sports locations is vast and crucial to the effective management of the football league. Similarly, FIFA (2014) affirmed that in the 2002 Worldcup in Korea and Japan, Rebook decided not to follow the path of Nike in the leveraging World cup to grab a slice of the \$9.2 billion sportswear market. The finding from tested hypothesis two indicated that there was a significant relationship between the branding of sports products and the organization of professional football clubs, this result is in line with the view of the International Olympic Committee (2011) which stated that the branding of sports products is a technique in which sports businesses utilize the images or portraits of well-known sports personalities or sports team as a marketing strategy to enhance the sale of their products or services. He further stressed that branding is an act of giving particular names and images to sports products, events, and services so that people will be attracted to patronize them. Branding includes the use of a wide variety of sports products by companies like Adidas, Puma, Nike, and Reebok which are well-known producers and manufacturers of sports wears, and other products which often enhances the effective organization of professional football club. The finding from tested hypothesis three revealed that there was a significant relationship between sponsorship and the organization of professional football clubs in the study area. This result is tallied with the view of Okpara (2014) who stressed that the issue of sponsorship is critical in the area of club management because not all corporate bodies are involved and the government's bureaucratic procedures including NFF operational oversight sometimes hinder the funding of football club. In a situation where government function is inadequate to finance the football clubs, the clubs face challenges that may downplay their efforts in building formidable teams that would win tournaments provided the private sector is allowed to assist in a sponsorship deal that would save the team from relegation.

CONCLUSIONS AND SUGGESTIONS

Based on the finding of the study, it was concluded that there was a strong relationship between advertisement, branding of sports products, and sponsorship and organization of professional football clubs. This implies that sports marketing components such as advertisement, branding of sports products, and sponsorship are

fundamental to the effective organization of professional football clubs in the Nigerian football league.

Suggestions

The study, therefore, suggested that football club owners should adopt sports marketing strategies in the area of branding of sports products through advertisement and sponsorship deals that would enhance smooth management and effective organization of professional football clubs in the Nigeria league.

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