

SPORT MARKETING INDICES AS CORRELATES OF BASKETBALL DEVELOPMENT IN NIGERIA

AINA, Michael Gbemisola

86/010633

PROF. O. O. OBIYEMI

SUPERVISOR

2018

SPORT MARKETING INDICES AS CORRELATES OF BASKETBALL DEVELOPMENT IN NIGERIA

AINA, Michael Gbemisola

NCE. B.Ed., M.Ed. (Unilorin)

86/010633

**A THESIS SUBMITTED TO THE DEPARTMENT OF HUMAN KINETICS EDUCATION,
FACULTY OF EDUCATION, UNIVERSITY OF ILORIN, ILORIN, NIGERIA IN PARTIAL
FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF DOCTOR OF
PHILOSOPHY (Ph.D.) DEGREE IN HUMAN KINETICS.(SPORTS ADMINISTRATION)**

2018

DECLARATION

I declare that this Research Project titled “Sport marketing indices as correlates of basketball development in Nigeria” has been written by me. The information derived from the literature has been fully acknowledged in the text and list of references provided. No part of this research was previously presented for another degree of any university.

Name: Aina, Michael Gbemisola

.....
Signature/Date:

CERTIFICATION

This is to certify that this thesis has been read and approved as meeting the requirement of the Department of Human Kinetics Education, Faculty of Education, University of Ilorin, for the award of Doctor of Philosophy (Ph.D.) degree in Human Kinetics.

Name	Signature	Date
Prof. O. O. Obiyemi Supervisor		
Dr. T. O. Ibraheem Departmental Postgraduate coordinator		
Dr. M. A. Aremu Internal Examiner Department of Marketing		
Prof. A. A. Adesoye Head of Department		
Prof. M. G. Yakasai External Examiner		

DEDICATION

This work is dedicated to “The Divine family”

ACKNOWLEDGEMENTS

To God in whom everything is possible, the immortal, the invisible, Jehovah all in all who gave me the grace to accomplish this task, without whom nothing could have been achieved, I give all praises, honour and adoration.

I appreciate the immense contributions of my supervisor, Professor O. O. Obiyemi, who despite “the ranging tempest, while the billows tossed high and the sky shadowed with darkness” he still gave “HIS ALL” to the successful and timely completion of this work. I pray that “the winds and the waves shall sweetly obey the Master’s will in your life. Peace, peace, be still”.

My appreciation goes to the Internal External Examiner, Dr. M. A. Aremu who gave me all the required time even when on a sick bed. I thank my senior colleagues in the Department of Human Kinetics Education whose cooperation and contributions were immeasurable. I thank my former Ag. Head of Department, Dr. T. O. Ibraheem, who gave me an unofficial deadline to complete this work or I “incur his wrath”. The warning was a tonic, and highly appreciated. Prof. A. A. Adesoye and Prof. A. E. Talabi are great mentors and strong pillars that could be leaned on. They were inspirational to my success. Dr. Olufunmilola L. Dominic’s counsels kept me always on my toes, even while on Sabbatical Leave. Dr. S. T. Bakinde, Dr. M. T. Ajadi, Dr. B. S. Adebayo, Mr. Y. O. Abdulraheem, Mr. M. O. Ibraheem, Mr. S. A. Adeoye and Mr. K. L. Joel all contributed their quota at different stages of the programme.

I extend my heartfelt thanks to the team of Mr. Mujeeb Alabidun, Mr. Ayobami Olaoye and Mr. Adewale Adeoye who sat at conferences with me from time to time to debate and define the contents of the project work. My genuine pleasure is also extended to Mr. Iliasu Seidina and all my colleagues in the Post-Graduate programme for your contributions.

Mr. Bola Olori and Mr. Rasheed Bello indirectly opened my consciousness to the problems of Nigeria basketball. Dr. Ajibua, Michael established a very strong foundation in sports marketing by supplying textbooks and journals both in hard and soft copies for this work. The stakeholders in the Nigeria basketball Federation cooperated fully with me in providing sincere and adequate information during the collection of data for this work. Coach Steve Onisola, Sharon Ogharanduku, Jubril Onumoh and Mr. Abdulazeez Bello were my very experienced and committed Research Assistants. I am eternally grateful to you all.

My special gratitude goes to my dear wife, Comfort Oluwafunmilayo (A jewel of inestimable value), for her untiring support towards the entire academic programme. I am indebted to our dear children, Divine-Favour, Divine-Grace and Ruth for sacrificing their comfort to support this laudable project.

Now, my peril is that names may have been overlooked, if so, please accept my apology and forgive my memory shortfall.

Table of Contents

Title Page.....	ii
List of Tables	iii
List of Figures	
Abstact.....	xi

CHAPTER ONE

INTRODUCTION

Background to the Study	1
Statement of the Problem	Error! Bookmark not defined.
Research Questions	8
Research Hypotheses	8
Objectives of the Study	9
Delimitation of the study	9
Significance of the study	Error! Bookmark not defined.
Definition of Terms.....	11

CHAPTER TWO

REVIEW OF RELATED LITERATURE

Conceptual Framework	13
Concept of Sports.....	14
The Game of Basketball	17
Basketball Game in Nigeria.....	17
Concepts of Marketing	19
Concept of Sport Marketing	Error! Bookmark not defined.
Sports product	22

Sports Price and pricing	23
Sport place	Error! Bookmark not defined.
Sports Promotion	27
Advertising	28
Media and Sports	29
Sponsorship concept.....	35
Challenges of Sport Marketing	44
Sports marketing in Nigeria.....	48
Basketball Sponsorship in Nigeria.....	50
Sports Development	52
Awareness as Elements of Sports Development.....	53
Nigeria Sports Policy	59

CHAPTER THREE

METHODOLOGY

Research Design.....	68
Population.....	68
Sample and Sampling Techniques	68
Research Instrument.....	69
Validity of Instrument	70
Reliability of the Instrument	Error! Bookmark not defined.
Procedure for Data Collection	70
Procedure for Data Analysis	71

CHAPTER FOUR

RESULT AND DISCUSSION OF FINDINGS	74
---	----

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

Summary.....	93
Conclusions	94
Recommendation	95
References	99
Appendix I..... Questionnaire for Technical Officials, Coaches, and Players	113
Appendix II.....Inferential Statistics.....	116
Appendix III.....Reliability Statistics	122

List of Figures

Fig. 1: Conceptual Framework	14
Fig. 2: Some of the NBA sponsors	Error! Bookmark not defined.
Fig. 3: NBA Team's sponsorship spending.....	Error! Bookmark not defined.

List of Tables

Table 1: Summary of Sports Sponsorship in Africa	40
Table 2: Sponsorship of National Basketball Association (NBA) Teams.	41
Table 3: The 2018 Top 10 Most Valuable NBA Teams.....	41
Table 4: (Sampling Schedule)	69
Table 5: Relationship Matrix of Objectives, Hypotheses and Analytical Procedures	71
Table 6: Demographic Data of Respondents	74
Table 7: Means and Ranks of Sports Marketing Indices and Basketball Development.	75
Table 8: Result of multiple regression analysis of sport marketing and basketball development.	79
Table 9: Regression Analysis of sport marketing and basketball development in Nigeria.....	80
Table 10: Result of contribution of sport marketing indices and basketball development in Nigeria.	81
Table 11: Correlation Analysis between sport product and basketball development.	82
Table 12: Correlation Analysis between sport price and basketball development.	82
Table 13: Correlation Analysis between sport place and basketball development.....	83
Table 14: Correlation Analysis between sport advertisement and basketball development.	84
Table 15: Correlation Analysis between sport media and basketball development.	84
Table 16: Correlation Analysis between sport sponsorship and basketball development.	85

LIST OF APPENDIX

Appendix I: Questionnaire	112
Appendix II: Inferential Statistics	115
Appendix III: Reliability Statistics	122

ABSTRACT

Government's financial support for sport Federations in Nigeria steadily declines, even when sport all over the world is becoming more capital-intensive. In order to achieve economic sufficiency for long-term development of sport programmes in Nigeria, alternative sources of funding becomes imperative. Considering increased public and private sector participation in sports funding therefore becomes a necessity. The role of sport marketing (SM) in generating the required funds for sport programmes in the country cannot be over emphasised. This study therefore investigates SM indices as correlates of basketball game development in Nigeria. The objectives of the study were to: (i) investigate the relationship between sports products and basketball development; (ii) determine the relationship between sports price and basketball development; (iii) examine the relationship between "place" and basketball development; (iv) identify the relationship between advertisement and development of basketball; and (v) examine the relationship between sponsorship and the development of basketball game in Nigeria.

This study adopted descriptive design of survey type. The population of the study consisted of all the 539 stakeholders in the Nigeria Basketball Premier Leagues from which a sample of 512 was selected. The study employed structured questionnaire. Out of the total 512 copies of the questionnaire distributed, 436 was completed and analyzed. The descriptive statistics was used to analyze the demographic characteristics of the respondents. The main hypothesis was tested using multiple regression analysis while the six operational hypotheses were tested using Pearson Product Moment Correlation at 0.05 level of significance.

The findings of the study were that:

- i. there was a positive significant relationship between sport products and basketball development in Nigeria ($r = 0.995 > 0.088$);
- ii. a positive relationship exist between sport price and basketball development ($0.989 > 0.088$);
- iii. a positive significant relationship exist between " place" and basketball development ($0.991 > 0.088$);
- iv. sport advertisement and basketball development are positively related ($0.989 > 0.088$);
- v. there was a positive significant relationship between sport media and basketball development ($0.989 > 0.088$);
- vi. there was a positive significant relationship between sport sponsorship and basketball development ($0.992 > 0.088$); and
- vii. the changes in sports development was explained by the indices of ($R\text{-square} = .787$; $F = 6.203$; $Se = 9.65942$).

The study concluded that sport marketing indices have immense positive contributions to the development of basketball in Nigeria. The implication is that, the more the public and private sector participation in funding sports and the greater the development of sport marketing, the better will be the development of the game of basketball in Nigeria. The study recommended that the media should be further explored to communicate with target markets, while corporate organizations should be encouraged to further their sports sponsorship in order to promote sports and their product image.

Word count: 449

CHAPTER ONE

INTRODUCTION

Background to the Study

The wind of technological development of the 21st century that is blowing all over the world, which enables the machines to literally take over a larger percentage of man's daily activities, has robbed him of an active lifestyle and brought about a sharp drift into a life of sedentariness. The development of modern information and communication technologies, the invention of different motorized devices such as automobiles, washing machines, farm implements among others, though very beneficial to human economics and social development, still have seriously denied man of the opportunity for physical activity.

Physical activity is any body movement produced by muscles which result in energy expenditure (Stegman, 2012). In the light of this explanation, one can correctly state that physical activity is as old as man. For instance, at conception, the fetal movements in the mother's womb indicate the onset of physical activities in the unborn baby. Also at creation, the major tasks assigned to man in the Garden of Eden were to dress and keep the garden, which was also an indication of movement activities.

Physical activities and exercises during the primitive age were through the means of earning a livelihood or of survival. These were achieved through their search for food or seeking protection from wild animals or aggressive neighbours. Ancient Civilization witnessed a new trend in organized physical activities which required a set of rules and regulations and also competitions which authorities considered as sports. Sport is an organized competitive and skillful physical activity requiring commitment and fair play (Dauda, Dominic, & Adesoye,

2015). The advent of modern Olympic Games sparked off the height of sports development worldwide.

Nigeria's participation in universal games dated back to pre-independence. Formal sports association began in Nigeria at around 1910 with the presentation of Empire Day competition, which were organised among schools. Nigeria's first participation in a worldwide championship was in 1934 at the Empire day competition in London, now Commonwealth Games (Yusuf & Ahmed, 2015). Her first appearance in the cutting edge Olympic Games was in 1952. With the accomplishment of autonomy in 1960, sport came under government coordinate control. The reconciliation value of sports after the Nigeria civil war led to the upgrading of the National Sports Council in the early 1970s to the National Sports Commission with a measure of executive responsibility for sports development. Sports Associations were formed for easy administration (Aibueku, 2011). The game of basketball also enjoyed this providence.

The Nigeria Basketball Association (NBBA) which later progressed toward becoming Nigeria Basketball Federation (NBBF) was formed in 1965. The draft of Nigerian-conceived Hakeem Olajuwon by the National Basketball Association (NBA) into Houston Rockets from the University of Houston in 1984 marked the stature of adolescents' enthusiasm for Basketball in Nigeria. This interest was further encouraged by corporate organizations coming up to sponsor one championship or the other through the year round. Grass root basketball at that time was at its best, where national players were produced locally.

The creation of 12 states in the early 1970s further encouraged the growth of sports in Nigeria. With the recognition of the role of sports in bringing about a national reintegration after the Nigerian civil war, governments at various levels started expending huge sums of funds into

the organization of sporting events as well as building standard sports facilities. These huge investment and effort do not reflect in high-level performance at international engagements. This was because there was a lack of unmistakable sport strategy rule for Nigeria's games. The main games advancement arrangement was created in 1989. It was the main authority response by government to the growing impact and significance which sports picked up over time. The 2009 national sports policy of Nigeria was the country's second reaction to issues in the games sub-sector (Yazid, 2014).

A noteworthy challenge towards the improvement of games in Nigeria was that of funding sports programme which has been left only in the hands of government through subventions (Abubakar, 2015). Due to the prevailing economic recession, the administration is thinking that it is hard to cope with money related requests of different sporting federations; subsequently it depends on financing which can just come through different means (Akarah, 2014). No meaningful sports programme can take place without adequate funding (Nwankwo, 2001), (Awoma, 2013), and (Abubakar, 2015). The continuous decrease in the federal government's annual budgetary allocation to sports development has led to significant decrease in government input in terms of facility development, equipment procurement, capacity building and other necessary considerations required for the effective organization of local and international sports engagements (Venkatsewarlu, 2007). The failure of different Nigerian governments to satisfactorily back sport, prompted marketing associations in adding to the development of sponsorship as sport financing in developed nations don't rest exclusively in the hands of their government (Abubakr, 2015).

Sport marketing has to do with the way of planning, executing and showcasing standards of a sport and sport business to fulfill the wants of customers. The showcasing files of product, place, price and promotion when legitimately consolidated constitute what is named marketing mix. The product is the thing that the sport organization is attempting to offer. Price is the trade estimation of an item. Place is the way toward getting the game item to the consumer, while promotion is components intended to draw in the consumer's attention and consideration.

The corporate world knows that sport have the ability to reach a wide gathering of people, in this manner trusting that any organization or item that subsidiaries with it will get to the core of the general population on account of its ability to create deep feelings, an opportunity which sponsors ordinarily seize to offer their product(s) (Alla & Ajibua, 2014). Leisure facility that host events will attract public attention, and when matched with good media coverage, will help boost company's image and enhance product sales.

In sports marketing, the word promotion covers a scope of associated exercises expected to draw attention and consideration, stimulate the interest and awareness of consumers, and urge them to buy a sport item. Promotion is tied in with teaming up with and illuminating buyers. For instance, the promotion may include educating forthcoming purchasers regarding an item, helping them to remember its advantages or inducing them that it merits attempting. Promotion includes all types of correspondence with consumers (Alexandru, 2013). Promotion is best observed as the way that games advertisers speak with purchasers about an item. The point of the promotion is to urge buyers to build up an ideal conclusion about a sport item which is lined up with a predetermined approach to illuminate, influence and to empower shoppers to attempt the games item. In sports promotion, the mass media improves the perceptions of the readers and viewers in a particular event or accomplishment in the society and adds to a pool of knowledge

of the past and current events. It is for this reason that sports must enjoy a good relationship with the press. The relationship should be effective, continuous, open and personal. Sport communication is the practice by which individuals through a sport try to share images as they make importance through joint effort (Pedersen, 2011). The study directed by Kearney in 2014 demonstrated that the income from the market for a sports action in the United States of America in the year 2014 from tickets, media rights, and sponsorship was valued near \$80 billion with seven percent development yearly. This amount does not include incomes from sporting goods, attire, equipment and health and fitness spending when added together will generate as much as \$700 billion yearly (Kearney, 2014).

In South Africa, income generated from the entire sports spending which includes gate fees, media rights, sports sponsorship, selling, sports betting and others, was estimated at R13.9 billion (\$97 billion) in 2012. The Nigeria sports industry generated only \$433 million in the aforementioned areas in 2012. It is believed that it can rise to as high as \$722 million by 2017 (Kearney, 2014). The entertainment aspect of sports is significant, but the country should as well focus on the business side (PricewaterhouseCoopers, 2015). These financial gains can be invested toward grass root development of sport in the country bringing about a sports revolution. Sport around the world today has evolved from the secular game of entertainment and leisure into a multi-billion dollar business.

The game of basketball in Nigeria also enjoyed some relationships with corporate organizations in the development of the sport. Nestlé Milo Nigeria Plc. The producer of Milo beverage echoed its commitment to grassroots sports development in Nigeria with its funding of the Nestlé Milo Secondary Schools Basketball Championship. The Championship inspires the youth of Nigeria to get into sports and enjoy the positive experiences of physical activity early in

life while inculcating life values of hard work, responsibility, fair play, discipline, doggedness, and teamwork spirit. The four-year contract signed by the NBBF with Multi-choice Nigeria Plc. for the sponsorship of the Men's basketball premier league which was N150 million from 2008 to 2012, was increased upward to N218 million from 2013 till 2017 (Okunla, 2013). The NBBF likewise entered into a three-year deal with Zenith Bank worth N90 million to run the female league from 2014-2016 (Ogunleye, 2014). In the light of this foundation, this study explores the connection between sports marketing indices and the development of basketball in Nigeria.

Statement of the Problem

Nigeria, in previous years, has made reasonable appearances in the sport of basketball all around. Nigeria female basketball team (De-Tigress) won the gold medal at the 2003 All Africa Games held in Abuja, Nigeria. She likewise made her presentation at the 2004 Olympic Games in Athens, Greece. In 2012, Nigeria came to be the first African country basketball team to ever qualify for the Summer Olympics through the FIBA World Olympic Qualifying Tournament (Complete Sports, 2015). Nigeria won the first place for the first time in the 2015 male Afro Basketball Championship which granted her an automatic qualification for the 2016 Rio Olympics (Okeke, 2016). The female basketball team also won the third place in the 2015 African Female Championship and narrowly missed participating in the Rio Olympics (Umar, 2015). Nigeria placed 24th in the year 2015 and 16th in the year 2016 Federation of International Basketball Association (FIBA) ranking. By this, Nigeria became the highest ranked team in African (Okeke, 2016). The Nigeria male and female national teams came 2nd and 1st respectively in the 2017 Afro-basketball championships. Her performance in the 2018 ongoing world cup qualifying stages is second to none.

With that level of international achievement recorded by the country, it is disheartening to note that there was no single FIBA organized championship that has ever been held in Nigeria since independence because the competition of FIBA is played only in FIBA approved venues and technical equipment (flooring, backboard, backboard support, 24-seconds devices, scoreboards, game clocks balls and others) the requirement which the country has consistently failed to meet. The absence of home-based players in these examples of overcoming adversity additionally point to the way that grass root basketball improvement in Nigeria is at its most reduced ebb where American competitors with practically zero clear lineage from Nigeria going to and assuming control over each universal Championship (Akanni, 2014). These developments, subsequently, require an extremely special attention, as it focuses to the way that there is a formative issue related with this game in Nigeria. Some of these problems might not be unconnected with inadequate funding associated with the decline in the national economy as a result of the slide in the revenue from oil as can be observed through many age group basketball competitions in the country which have continued to suffer postponements due to the prohibitive cost of putting in place facilities and other logistics needed for a successful sporting event, hence the need for an alternative source of funding outside government subvention (Abubakar, 2015).

Researchers in developed nations have proved that sports marketing can raise fund for grass root sports development and Nigeria should not be an exception. A possible challenge in adopting this approach is the lack of professionals and specialists in the area of sports marketing management in Nigeria who are knowledgeable in the science and art of attaining sports marketing deals. This can be affirmed by the way that there are constrained studies in the zone of sport promotion, especially when no tertiary institution in Nigeria, especially the Department of Human Kinetics Education and that of the Social Sciences incorporate sport advertising in their

curriculum (Van Heerden, 2003). Hence, the reason for this study is to explore this specific region to convey to center the way toward achieving corporate games advertising bargains for basketball programmes. These will include the provision of essential facilities, capacity building and the execution of local leagues and other activities at the grass root level in Nigeria.

Research Questions

The study provided answers to the following research questions:

- i. Is there any relationship between sports product and basketball development in Nigeria?
- ii. Is there any relationship between sports price/pricing system and basketball development in Nigeria?
- iii. Is there any relationship between sports place and basketball development in Nigeria?
- iv. Is there any relationship between advertisement and basketball development in Nigeria?
- v. Is there any relationship between media and basketball development in Nigeria?
- vi. Is there any relationship between sponsorship and basketball development in Nigeria?

Research Hypotheses

The following hypotheses were tested:

Main Hypothesis

There is no significant relationship between sports marketing indices and basketball development in Nigeria.

Sub Hypotheses

- i. There is no significant relationship between sports products and basketball development in Nigeria.

- ii. There is no significant relationship between sports price/pricing system and basketball development in Nigeria.
- iii. There is no significant relationship between sports place and basketball development in Nigeria.
- iv. There is no significant relationship between advertisement and basketball development in Nigeria
- v. There is no significant relationship between media and Basketball development in Nigeria.
- vi. There is no significant relationship between sponsorship and basketball development in Nigeria.

Objectives of the Study

The main objective of this study was to investigate the relationship between Sports Marketing indices and basketball development in Nigeria. It was specifically to:

- i. investigate the relationship between sports products and basketball development in Nigeria;
- ii. determine the impact of sports price and pricing on basketball development in Nigeria;
- iii. find out the influence of sports place on basketball development in Nigeria;
- iv. identify the place of advertisement in the development of basketball in Nigeria;
- v. ascertain the influence of media on basketball development in Nigeria; and
- vi. identify the importance of sponsorship in the development of basketball game in Nigeria.

Delimitation of the study

The study was delimited to male and female basketball teams in Nigeria premier leagues, the stakeholders in the game of basketball. It was also delimited to the following variables: product (goods and services), price and pricing system, place, and promotion (advertisement, media, branding, customization, sponsorship, endorsement and public relations). It was further

delimited to self- structured questionnaire as an instrument for data collection. Multiple regression and Pearson product moment correlation as the inferential statistics for the appraisal of the hypotheses investigated.

Significance of the study

The researcher examined the connection between the game showcasing records of product, place, price and the improvement of basketball game in Nigeria. Information on the contributions of these variables would lead to better attribute for appropriate pricing policy and decision making as it relates to basketball administration among stakeholders in Nigeria.

The outcome of the study would be of immense benefit to the academic community especially now that sport marketing has not been included in the academic curriculum of undergraduate programmes of tertiary institutions in Nigeria. It will assist future researchers in the area of sports marketing such as it affects basketball development and other related sports in Nigeria. It will also give a clearer direction to a robust academic programme when sport marketing is eventually introduced at the undergraduate level by the Nigeria University Commission.

The result of the study would serve as a blue print for the management of the Nigeria Basketball Federation, State Basketball Federations, and basketball club owners in Nigeria while sourcing for funds when designing and executing their various programmes towards the development of basketball at all levels.

The result will help sports marketers understand the skills required to facilitate effective collaboration between sports organizers and corporate organizations in providing adequate funding for sporting events in Nigeria. It will also assist would-be sports marketers towards the

right world ethical best practices since this field is not yet an academic discipline in the country and not many can, therefore, claim to be a professional or specialist in the area of sport marketing in Nigeria.

The study will likewise be useful to corporate business associations wishing to see their items and administrations achieve the objectives towards consumers while teaming up with the Nigeria Basketball Federation and its member bodies. At the point when clubs have more cash through sponsorship drive, media rights and other advertising systems, more sporting equipment will be procured.

The result of the study will direct sport managers, chairmen, specialists and coordinators towards suitable valuing, particularly for gate taking, exchanging of competitors and other stocks. In the event that an item is valued higher or lower than its apparent esteem price, at that point the deal will not accomplish the desired result. The outcome of the study would also be useful to other sports federations in the country who could be seeking means of generating funds for their programmes.

Definition of Terms

Some of the terminologies from the study were defined as follows:

Branding: Creating a unique name and image for a product in the consumers' mind.

Conference: The two classified basketball zones in Nigeria (Atlantic and Savanna Zones). The Atlantic conference is made up of teams from the South West, South-East and the South-South geopolitical zones, while the Savanna conference is made up of basketball teams from the North West, North Central and the North East geopolitical zones of Nigeria.

Customization: Altering the form of a thing in order to make it fit a particular specification or requirement.

Endorsement: Publicly adopting, approving or supporting the use of a product or service inexchange for money.

Marketing: A means of communication between a company and the consumer audience.

Sponsee: Athletes, events and sports federations or organizations that benefit from corporate sponsorship.

Sponsor: Corporate organizations that invest in sports sponsorships.

Sponsorship: Sponsorship is a charge paid to an ownership as a bye product of access to the utilizable business potential related with that having a place or the movement.

Sport: Competitive exercises which include a level of physical effort and abilities guided by a set of tenets and controls by a blend of natural variables.

Sport Development: Promotion of sporting activities for mass participation and high-level performance.

Sport Marketing: A subdivision of showcasing which centers around the advancement of games occasions and the group and in addition the advancement of different items and administrations through the brandishing occasion and games groups

Sport Marketing Indices: Variables of sport marketing usually referred to as marketing mix.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This chapter contains the Conceptual Framework and the Theoretical Framework as well as the review of literature relevant to the study based on the outline below:

1. Concept of sports
2. The game of basketball
3. Concept of marketing
4. Concept of sport marketing
5. Empirical Framework
6. Research Gaps in Literature Reviewed
7. Appraisal of the Reviewed Related Literature.

Conceptual Framework

The pictorial expression of an idea that can help identify the main factors or variables in a study and the assumptions made about their relationship can be considered as a framework (Henderson, 2004). The conceptual framework for this study depicts that adequate funds raised through sport marketing strategies will enhance the provision of qualified personnel, standard equipment, high-level players performance, improved local leagues, and international competitions which are the sport development variables. The interrelatedness (mix) of the marketing variables of product, price, place, and promotion will provide a bright future for basketball game's development.

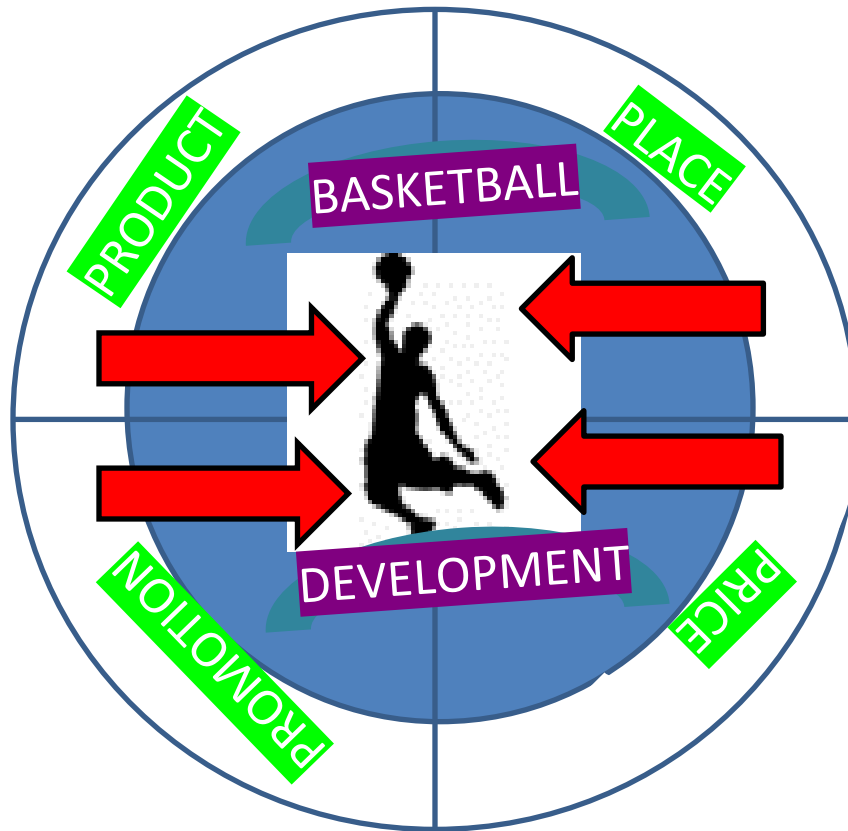


Fig.1: Conceptual Framework for Sports Marketing indices as Correlates of Basketball Development.

Source: Researcher's design, (2017)

Concept of Sports

The scope and definition of sport are influenced by different contexts as well as individual disposition. Any definition of sport will be questionable since there are descriptors of the sport that could be considered special within a definition, and many of which could be construed in different ways. What we recognize as a sport in one instance may not be in another. Sport takes on many forms and is constantly changing based on societal standards, leanings, and new directions. There are a number of factors influencing individual's preparedness to engage in sport, these factors also shape that individual's perception of what is, or what is not a sport. Sport is not just a demonstration of physical ability but also an avenue for social interaction,

employment, personal enjoyment or improving one's health and fitness. Sport can be undertaken within the formal arrangements of sporting organizations and competitions or as an informal social or recreational activity where rules are less important and, outcomes may vary (Irwin, Sutton & McCarthy, 2005).

The degree of organizational structure that surrounds and influences an activity usually helps to distinguish whether an activity is classified as a sport or active recreation or physical activity or exercise or any other terms. Sport is comprehended to mean all types of physical movement that add to physical wellness, mental prosperity, and social connection while a Game is a physical or mental action whose exclusive design is the delight acquired from rehearsing it (Bouverat, 2005). Sport includes guidelines or traditions and once in a while rivalry. "Play" is another term that is firmly identified with brandish, particularly among kids. It is any physical movement that is fun and participatory, frequently unstructured and free from grown-up course. Diversion as another term is more sorted out than play and for the most part, involves physically dynamic relaxation exercises. Play, diversion, and sport are on the whole uninhibitedly picked exercises attempted for joy (UNICEF, 2014).

Sport means all types of physical movement which, through easy going or composed cooperation, go for communicating or enhancing physical wellness and mental prosperity, shaping social connections or brings about rivalry at all levels (Union, 2001). Sport can be described as every organized physical activity which involves the demonstration of skills and strategies and the display of physical power which is engaged in a form of enjoyment, satisfaction and personal gains of the participants with rules and regulations (Salami, 2006). Sport is an institutionalized competitive activity that involve incredible physical exert or the

utilization of moderately complex physical abilities by an individual whose cooperation is inspired by a mix of inherent fulfillment related with the action itself and outside reward earned through interest (Akindutire, 2005). Sport is a dynamic social force, an institutionalized physical activity usually requiring the demonstration of physical prowess and involving competition between individuals or groups, who play to win under certain predetermined rules with specialized facilities and equipment with definite boundaries (Moffitt, 2010). An activity that is done for pleasure and requires special effort or skill which is usually done in special areas according to fixed rules can also be seen as a sport (Hornby, 2005).

An action including physical effort, expertise, and deftness as the essential focal point of the action, with components of rivalry where standards and examples of conduct administering the movement exist formally through associations, may likewise be considered as a sport. Numerous sports are played for happiness and recreation. However, some sports may have much less of a recreational element, such as professional and organized sports which may be considered as work. In summary, Sport activities are usually structured so that one or more of these conditions are satisfied:

- (1) All sport has a physical element. The display of physical power and skill is an important component in sport.
- (2) Sport has an inherent competitive nature, even when played socially.
- (3) Rewards associated with winning. These rewards can be satisfactions associated with exhibiting skills and winning a championship.
- (4) All sports are governed by rules that define how the activity may be played.

Sports, therefore, may include ball games such as soccer, handball, volleyball, and basketball; stick games such as hockey, golf, baseball, cricket, and softball; aquatic sports such as swimming, diving, and so many others.

The Game of Basketball

Basketball as a ball game was invented in 1891 by Dr. James Naismith, a Canadian physical education instructor in the Young Men Christian Association (YMCA) Training school, Springfield, Massachusetts, United States of America (USA). Naismith chose two wooden peach baskets and nailed them to the side of the balcony in the hall which was ten feet tall. This height has not been changed till date (Wolff, 1991).

In the early years of the game, basketball was played with a football. A Janitor sat on ladders at both ends of the court to retrieve the ball when a basket was successfully made because the peach baskets were sealed underneath. The game resumed with a jump ball at the center of the court each time a basket was made. The rules were amended from time to time as the need arose (Association, 2016). The students that graduated from YMCA training school helped the spread of the game across the USA and even the world through Christian Missions, Schools, and Military institutions. Basketball was played as an exhibition sport in the 1924 Olympic Games in Paris, France. The International Olympic Committee (I.O.C.) approved the game for the 1936 Berlin Olympic Games in Germany (IOC., 2016). Since then the game has become part of major organized competitions around the world.

Basketball Game in Nigeria

Basketball Game is part of the most played and watched sports in Nigeria. It is the second most popular sport after football (Ahmedu, 1992). It is widely played from the grass-root to the professional level. Basketball game was introduced by American Missionaries, Voluntary

Agencies and Military Establishments of the Royal West African Frontier Force. At the early stage, basketball was seen as a recreational sport. From this status, the game moved into an amateur state in the early 70s with the sponsorship of tournaments at both intermediate and senior levels.

The Nigerian national senior men's basketball team, D'tiger has participated in the FIBA Africa Championship games 15 times, earning one gold, three silver and three bronze medals, and participated twice in the FIBA World Cup, in 1998 and 2006, where they placed 13th and 14th respectively (Umar, 2016). Recently, the team has enjoyed success, due to a coordinated recruitment of American college and professional players of Nigerian descent. A team dominated by Nigerian-Americans qualified for the 2006 FIBA World Championship, marking only the second time in the country's history that they qualified for the FIBA World Cup. Eight players on the team that represented Nigeria at the 2009 FIBA Afro-Basket tournament were born in the United States. Nigeria also qualified for the 2012 Summer Olympics, where the team consisted of 10 Nigerian-Americans, who were born in the United States (Umar, 2016).

The Nigerian Premier Basketball League which is usually written as NPL, is the renowned men's professional basketball league in Nigeria. The league has sixteen teams which are grouped into two conferences according to their geographical location. These conferences are Savannah in northern and the Atlantic in the southern regions. The league was sponsored by the DSTV, an international media outfit who has both title and TV rights which ends in 2016 session, and currently by Kwese Africa. The league was called DSTV Premier Basketball League and presently Kwese Premier Basketball League. Zenith Bank PLC is the female basketball league sponsored in Nigeria. It was played from March to November in three phases

and in three different regions of the country till the end of the 2016 session. The league period has been extended to five phases beginning from the 2017 session. Each phase ran for 10 days, with intervals between each phase. The League is often referred to as the Zenith League.

At the age categories, Nestle Nigeria Plc. commenced the sponsorship of an annual Nestle-Milo Secondary Schools Basketball Championship in 1999 in collaboration with the Nigeria Schools Sports Federation (NSSF) which ensures the participation of schools and students. The other essential accomplice is the National Collegiate Sports Foundation (NCSF) which is the body in charge of the Championship proper. They draw and enforce the rules and regulations and appoint Referees among other responsibilities, with the primary goal of providing a veritable avenue for youths to develop body and mind, also to encourage healthy competition as a means of furthering peaceful co-existence, tolerance, and understanding among youths at the national level. It was also to integrate secondary schools in Nigeria into the mainstream of basketball game in the country (Ekeruche, 2013).

Concepts of Marketing

The term marketing does not have a clear, concise definition that finds worldwide acceptance. It is the relationship between people and products, customers and corporate organizations. Marketing is a process of planning and effecting activities that are prepared to meet up with the needs or desires of customers. Marketing is characterized as a social and basic leadership process by which people and gatherings acquire what they need and want through making and trading items and incentive with others (David and Hans, 2009). The motivation behind all business is to find and keep customers. The just way to achieve these objectives is to create a competitive advantage. That is, the buyers must be convinced that what you have to offer them can meet their particular need or want at that point in time and believe that this

advantage will be sustained so that the customer will no longer consider other substitutes and will purchase the product out of habit. The specific role of marketing is to provide assistance in identifying, satisfying and retaining customers.

Marketing pays attention to the development of a product, its pricing, distribution, and promotion (Meera, 2012). It aims to create an exchange, where the customer gives up something for a product or service that is of equal or greater value. Marketing can be defined in a simpler way as selling goods that don't come back to people who do (Smith & Taylor, 2004). This definition appears to center around selling part of marketing but on the other hand, if items don't return, it implies that clients' needs have been met and they would prefer not to return what they acquired keeping in mind the end goal to secure a discount. This definition infers that marketing prompts fulfilled clients who will keep on using a similar item later on. Marketing plans to allure individuals to attempt items or services and after that keep them as long-term clients.

Concept of Sport Marketing

The term sport marketing was first utilized in the United States by the Advertising Age in 1978. From that point forward it has been utilized to portray an assortment of exercises that need to do with sports advancement. Two unmistakable ideas exist inside the sweeping assortment of games showcasing, that is, advertising of the game and promoting through game (David & Hans, 2009). Sport Marketing is a unit of marketing which focuses both on the advancement of games occasions and teams and also the advancement of different items and services through sporting events and teams. Sport marketing is the use of promoting principles to sports products. It is the engine that drives the matter of sport. Sport marketing is a subdivision of showcasing which centers around the advancement of sport events and groups and in addition, the advancement of different items and services through sporting occasions and sport teams. The objective is to

furnish the customer with techniques to elevate the sport or to advance an option that is other than through sport. Sport marketing is likewise intended to address the issues and needs of the customer

Sport marketing tries to satisfy the necessities and needs of spectators. It accomplishes this by giving sport services and sport related items to sport-fans. This was the reason Bernard, Stephen, and Sutton, (2007) portrayed sport marketing as comprising of all exercises intended to address the issues and needs of sport purchasers through the trade procedure. The advance incorporates the promotion of sport products and services straight to purchasers of sport, and the advertising of other products and mechanical item or services using sports advancement. Marketing process includes a three stage process to be specific, assessing market openings, picking market target and boundless showcasing administration methodology (Thwaites, 2005). The marketing mix factors of products, price, place (distribution), and promotion as indicated by Thwaites and Chadwick (2005), are the four major features that decide the achievement of a product in the commercial center.

Sport marketing is the act of arranging and executing the hypothesis of valuing, advancement, and circulation of thoughts, products, and services on sports to make an exchange that satisfies individual and association targets (Fasan, 2004). It is a service in which the element promoted can be a physical product or brand name. The goal is to provide one of the features that make sports marketing unique through diversity of sports consumers' needs. Not only can sports products be offered in the form of goods and services, but the sport itself can be both the target of marketing and a vehicle for marketing. Sports consumers may be involved personally in the delivery of sports products, such as with sporting competitions, or may be passive recipients of an experience, such as spectators at a sporting contest. All aspects of the marketing

communications and essentially the marketing mix play an integral part when the consumers are making their choices (Arnott, 2011). Aggressive sport marketing stimulates corporate groups, organizations, and individuals to mobilize financial and material resources in form of sponsorship for the growth of sports. There is nothing delightful about success in business. All it requires is hard work and having the right mix of various stakeholders (Awoma & Boye, 2013).

Sports Product

The word product is used in sports marketing in several ways including goods (physical item), services, persons, ideas or a blend of these services with tangible and intangible attributes. In sport, most services are not tangible; they are realistic in wellness and recreation opportunities, stimulation through live or broadcast matches, physiotherapy or coaching. These services are not physical objects that can be purchased and removed. A professional sport event, such as basketball game is an example of the intangible product. It can only be watched for entertainment, socializing, fun and a number of other personal satisfactions. A sport product is usually conceived as a tangible good when that item can be held and touched, like a sporting shoe, racket, balls, jersey and other physical accessories.

Sports product might include the athletes, the coaches, and even the sports events. Products Sold by Sports Marketers include Spectator Sports Products, such as the game or event, tickets for attendance, viewing and listening on electronic media; Participation Sports Products, such as organized participation (leagues & tournaments), access to public and private athletic facilities and sporting Goods. Others include Non-sports Products, such as goods and services not directly related to a sport (Sam and Russell , 2008). Non-sport products and services can be marketed through the use of sport. Marketing through sport happens when a non-sport product is marketed through an association with sport (Irwin, 2005).

The marketing mix of sport products can be seen in the light of “participation product” such as participation in recreational activities. Sports can be offered as a “spectatorial product” (entertainment) such as watching a soccer match. Equipment and apparel (goods) are sport products needed to participate in sports and fitness activities such as shoes, balls, and others. Promotional merchandise is a sport product used to promote a sport business, a sports league, a sports event, or fitness activity. Sports facilities can also be classified as sport products such as the construction of a new sport stadium complex or the renovation of existing ones. Service businesses such as sport marketing research, tennis racket stringing or grass-field care are also sport products. Complete management and marketing professional services are sport products offered for a variety of markets such as the management of a large marathon, the promotion, and management of a sports tourism package, or the management and marketing for an athlete; and Sport media businesses offer such products as sport magazines about specific games. Sports television companies, sports radio shows, and Internet sports companies are other sports products (Brenda & David, 2002).

Sports Price and Pricing

The price of an item speaks to what a purchaser surrenders in return for a sporting good or service. The cost of an item is the measure of money a customer must surrender in return for a good or service. Price likewise speaks to the estimation of an item. Price refers to the amount you charge for your item or service. In spite of the fact that price is usually seen as a measure of cash, it might likewise incorporate other shopper forfeits so as to gain a sport. Normally, price is thought of in monetary terms however may incorporate different things that a client needs to surrender keeping in mind the end goal to acquire the item, for example, time, as in standing on

line to buy an event ticket or to get to the facility or social costs, for example, being in a vigorous exercise class with others rather than a one-on-one guideline or watching a match alongside others with various social background, among others (Alexandu, 2013).

A useful way to think about pricing decisions is to consider them in terms of value. In sports marketing, the value of an item is dependent on how its price relates to the benefits that consumers believe they will receive in exchange. The advantage of an item is what it offers the consumers. Consumers will feel that a product is of good value if the benefits received from it are equal or greater than the price paid (Sawhney, 2001). The price of an item reflects the buyers' desire to obtain or retain a product. This desire depends on how much the product's particulars and performance agree with the price of the individual system. To an individual, the estimation of an item incorporates cost and a subjective part connected with cost. The estimation of an item can be communicated in units of money if its subjective piece is surveyed in units of cash (Halil, 2006). If an item is evaluated higher or lower than its apparent esteem, at that point it won't offer. On the off chance that there is positive client esteem, at that point an item might be effectively estimated higher than its genuine money related esteem. Then again, if an item has little value in the impression of the consumer, at that point it might be devalued (Sugiharto, 2014). Other words that can be used in place of price in the sport industry include licensing fee, ticket charge, membership fee, admission fee, rental fee, league fee, sponsorship fee and a host of others.

Ticket pricing for professional sporting events may be dictated by different strategic, financial, and business objectives. Some of the pricing strategies may include revenue objectives (maximize or increase revenues), attendance objectives (maximize attendance or meet minimum attendance levels in order to meet media requirement over a season, or for certain games, or to

sell out a stadium or arena, improve the quality of ticket services for fans and a host of other objectives.

Extreme-priced products can influence the maximum amount consumers are willing to pay for a product. An extremely high priced item in marketing settings influences the magnitude as well as the direction of a consumer's reservation price or the maximum price the consumer is willing to pay for a product and such a product will be priced out of the market. (Krishna, Wagner, Yoon and Adava, 2006). Also, an underpriced item may as well influence the consumer's disposition to such product. Pricing too low will make it impossible for a business to grow. This might be a sign of low quality and not some portion of the picture expected to be depicted. Evaluating methodology ought to mirror the suitable situating of an item in the market and result in a value that takes care of the expense per item and incorporates a profit margin.

Sport Place

Place refers to the point of offer, provider, or supplier where the item is gotten. This is the way toward getting the item to the purchaser. Place is additionally called distribution. Place can likewise refer to where the conduct is polished (Ken, 2003). The right item at the correct cost accessible in the perfect place will effortlessly be patronised by clients.

The sport marketer will investigate the sorts of distribution strategies accessible and select those that will convey the item to the perfect place. Place alludes to the area of the game item (stadium, field), the purpose of starting point for conveying the item (ticket deals at the stadium, or web), the geographic area of the objective markets and different channels that are imperative to consider with respect to whether target groups of onlookers may get to the item, (for example, time, day, season, or month in which an item is offered, and in addition the media circulation outlets buyers may use to get the product experience). Elements identified with the

physical area of the sport can have a positive or negative impact on the showcasing plan. To guarantee a good impact, the sport facilities must be accessible, have an appealing physical appearance (all around kept up and painted); have a lovely, helpful, and functional environmental (fast and simple access to clean bathrooms, smoke free and scent free condition) and have sheltered and wonderful environment (public wellbeing and security work force). Other things to consider that might have an important influence on how sport fans identify the quality of the stadium are a good layout, facility aesthetics, seating comfort, electronic equipment and displays. It is expected that the higher this perceived quality of the sports venue, the higher the sport fan's satisfaction will be. In the event that sport fans are more fulfilled, they are probably going to remain in the stadium for a more drawn out period (and spend more cash), additionally, they are probably going to return all the more regularly (Alexandru, 2013).

To improve the achievement of multi-sport facilities a portion of the accompanying components ought to be considered: A well-planned, safe facility for participants and spectators with convenient access throughout the facility, accessibility to and from the facility, ability to efficiently host diverse events, modern technology such as Wi-Fi access, proximity to supporting amenities such as accommodations, restaurants, retail and entertainment, consistent lighting, convenient on-site parking and appropriate parking management to accommodate heavy tournament traffic flow, locker rooms for teams and officials, on-site storage space for the facility and equipment, and administrative space for facility management, space that can be used for meeting, hospitality areas, media room, and banquet space. Open space used for team gathering areas and warm –ups, scoreboards with timing systems on each court. Backboards, net systems, and support equipment for major event use including Public Address system and a host of other factors (Cross Road Consulting Service, 2015).

Sports generally do not physically distribute their product. Most sport products are produced, delivered and consumed simultaneously at the one location. The exceptions are sporting goods and retail and broadcast sport. The actual facility becomes an integrated constituent of the advertising function, as the sport product is produced, consumed and delivered at the same instance at the same venue. This is a factor which makes “place” a unique concept when it gets to the spectator and participatory sport (David, Hans, Shayne & Daniel, 2009). Accessibility, parking, facility design, and layout are some of the factors which affect the perceptions of "place" when it comes to stadiums and arena. Proximity to sports facilities is another important environmental resource that may predict participation in physical activity (Russel & Smith, 2015).

Sports Promotion

Promotion can be depicted as the way that sport advertisers talk with purchasers to enlighten, impact and remind them about the features and favorable circumstances portrayed by a sport product's arrangement. Promotion is best seen as the way that games marketer talk with clients to instruct, impact and remind them about a product. The headway covers an extent of interrelated activities expected to attract thought, engage the premium and awareness of customers, and urge them to purchase a sport product (Alexandru, 2013).

The purpose of sport promotion is to enable buyers to build up a positive notion about an amusements thing which is changed in accordance with a foreordained situating system and thereafter to enliven customers to endeavor the games thing. Promotion centers on offering the items. A unique framework is a sport plan that uses the principle components of the promotion mix for the best results. The promotion mix elements incorporate publicizing, individual offering, media, sponsorship, deals advancements and open relations (Murphy, 2007).

Advertising

Advertising can be clarified as any paid sort of non-individual correspondence around an affiliation, items, organization, or idea by a perceived sponsor. The paid part of this definition reflects the way that the space or time for a publicizing message generally ought to be bought. Advertising is a sort of one-way correspondence where a sponsor pays someone else to have their thing, picture or affiliation recognized. Fundamental cases include TV advertisements, magazine and day by day paper advancements, radio, blurbs, sheets, Internet pop-ups and commercial on open transport (Aaron, 2008). In sports media and the media generally, there is a distinction between advertising and publicity. In general, advertising is media coverage that an organization pays for, either in cash or kind. Advertising is necessarily defined by the commercial correlation among the media outlet and the organization or individual purchasing space (in the case of print media and the Internet) or time (in the case of broadcast media). By contrast, publicity is free. In essence, publicity is the coverage that media outlets devote to an organization or individual in the form of news, whether positive or negative. The distinction between advertising and news-based publicity often appears superficially simple, but can be far more complex. In a newspaper or television broadcast, advertisements are generally clearly defined from the news. On television, advertisements are generally grouped together or occur in single units during breaks in a sports broadcast, while in a newspaper the distinction between advertisement and news type is usually obvious. (Matthew, 2007)

Sport advertising is the public notice about a particular sports event. It is a “paid for” communication. It is utilized to create states of mind, make mindfulness and transmit sports data so as to pick up a reaction from the objective market. It is a way by which sports plan, program, activities, and services are transferred to the public for better understanding and support from the public. Sports advertisement is the actual activity that takes place during the marketing process.

The purpose of every sports advertisement is to influence the thinking of the sports consumer to act in a favorable way to the sports adviser. Advertisement plays a significant role in persuading customers, who cannot tell the difference between brands (Lopez-Gonzalez, Estévez & Griffiths, 2018). The basic task of sports advertisement is to reach a target audience, be it members of the general public, trade buyers, sports purchasing officers or other special groups of people with sports message of one sort or another aimed in the first instance at changing or reinforcing the sports consumers attitude on mind and second at influencing the sports consumer behaviour (David, 2014). A periodic exemption to this is general society benefit declaration, whose promoting space or time is given by the media.

Publicizing messages in sports fields are very unique; nonetheless, they show up in a candidly charged condition. One of the bases for setting advert in sport fields is that publicists trust that a portion of the energy and alliance that fans connect with the home group will exchange to the products or association (Turley, and Shannon, 2000). Competitors give a few vital advantages to publicizing, for example, expanding item name acknowledgment, making constructive relationship by exchanging diverse characteristics to the item like physical interest or affability, and supporting in the advancement of unmistakable brand identities. While competitors can stand out enough to be noticed, to manage that consideration they should ceaselessly prevail in their individual game (McCormick, 2013).

Media and Sports

The media has a great role to play in the pursuit for sports growth in Nigeria. 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 (Awoma & Boye, 2013).

The mutual relationship that exists among the media and sports organizations is that of the business to business relationship. The various media organizations struggle for contents for their audience while sports organizations need to publicize its activities to be able to develop their products for their customers to know them and patronize them better. There is a need for a long lasting relationship for the mutual benefits of the two bodies.

Media and sport are closely associated with two different institutions of the society. Sport is the field of live action and entertainment while media is the medium that gives a path to that real to life to reach to the majority of the close and remote areas (Mohibullah, Hazratullah, and Asif, 2014). The term media refers to correspondence with the overall population by associations, for example, telecasters, print newspapers, magazines, radio stations and some other gathering intrigued by disseminating information. These associations are planned particularly for the purpose of speaking with the overall population. The essential capacity of most media is to give data or excitement to their endorsers, watchers, or readers. The broad communications is viewed as the means of correspondence through which countless could be reached. These include newspapers, TV, radio, films, handbills, posters, computer and the internet (Hornby 2005).

The most imperative change that has taken place in the sport business is the huge part the media is playing in the improvement of sport everywhere throughout the world. Aside from the way that the media has expanded sport mindfulness and spectatorship among people groups of the world, it has likewise expanded income age which has advanced the different sports partners. The media has been assuming a considerable part for the recognizable proof and the advancement of learning, data and comprehension in a country (Alimi, 2003). The mass media refines and re-arranges the impression of the readers and watchers in a specific event or

happenings in the general public and adds to a pool of information of the past and current occasions. Competitive sport would just survive and advance with the participation of the media. It is for this purpose that sport must appreciate a good association with the press. The relationship ought to be powerful, ceaseless, open and individual (Acosta, 2002). The reason for media is to give a domain to the firm's marketing interchanges message.

Promoting interchanges are the methods by which firms endeavor to advice, convince, and remind consumers frankly or indirectly about the items and brands that they offer (Kotler, 2009). Nowadays people are exposed to information and advertisements through various communication channels. These communication channels have to be appropriate and have an image fit between the channel, product, the environment or context that it is transferred in (Kotler & Keller, 2012). Sports events are gaining popularity and the sports event business is growing every day, therefore, sport marketing has been developed. The sports business is worth billions of dollars and thus marketers have realized that sport marketing is a vital part of the economy and offers a ripe opportunity for consumer marketers (Hutchins, 2015). People tend to rely on word of mouth which can influence a consumer's purchase behaviour, thus, sport-oriented companies are recognizing that creating an "excitement", whether it is through peers, key internet gateways, market experts, or celebrity endorsements, is an integral part of their marketing communication strategies (Harmon, 2014).

In order to reach customer's attention, it is important to develop marketing communications that inform, influence, and remind customers about the brands that are represented. Such communication may also be provided directly or indirectly to build relationships with customers and to develop brand awareness (Kotler & Keller, 2012). These marketing communication options can be mixed and combined according to the necessity and

relevance. It is possible that customers find the marketing channel inappropriate for the product, thus it creates negative association towards it. For example, life insurance advertisement in aircraft can develop negative feelings for passengers that are afraid to fly (Keller, 2008). According to Keller, there are different suggested marketing communication channels which include, Media advertising (television, radio, newspaper); Direct response advertising (Mail, telephone, broadcast media, print media); Marketing (Web sites, interactive advertisements and emails); Place Advertising (Billboards and posters, movies, airlines, product placement); Point-of-purchase advertising (Shelf talkers, passageway markers, shopping cart advertisements, in-store radio and television); Trade promotions (Cooperative advertising, trade deals and buying allowances, contests); Consumer promotions (Samples, coupons, premiums, bonus packs, price-offs); Event marketing & sponsorship (Sports, arts, entertainment, festivals).

New media is often described as electronic or digital media and is usually associated with the Internet, computers, and forms of mobile communications. New media sports marketing is customized communication with targeted sports consumers that is generated by electronic means or through technologically sophisticated platforms that facilitate the transmission of information (Krazit, 2007).

There are six key elements of new media sports marketing that can be employed by sports marketers to engage better with consumers. These are: customization, modularity, sticky branding, networked communication, inclusive and permission (Koprowski, 2006). It is important to note from this definition that says, not all forms of new technology are new media only those technologies which are capable of transmitting information to the general public (or a targeted consumer segment) are considered new media. New media refers to communications that are generated by electronic means, or through recent technological platforms (Manovich,

2002). Fresh media can be seen as the latest technological trend, which has serious implications for sports marketing. New media is more than technology; it refers to a different approach of advertising where sports advertisers can communicate in innovative ways with sports consumers. New media is also important because it creates additional opportunities in sport, such as new assets like the website and mobile digital rights, and new possibilities in licensing and merchandising such as computer games. Sports marketers can use advanced technology to converse with their clients and sell to them extra products and services that are linked with the sport. The popularity and prevalence of new media technology mean that it provides sports marketers with advanced ways of communicating with consumers. Many of these new media communication approaches are far more rapid, responsive and collaborating than other marketing strategies. New media platforms are fast and direct, they are also inexpensive compared with traditional techniques of sports marketing. It also enables sports organizations to develop messages that are personalized to key target audiences (Associated Press, 2006).

Social Media

Social media is the information shared, experiences, and perspectives through community-oriented websites (Weinberg, 2009). The social media growth of over the last decade is a reflection of the advanced technology which is characterized by online, limited, one-way communication, such as a person building a website, providing content, and having people visit it ((Pegoraro & Marion, 2014). Web users were only able to communicate through e-mail, message boards, or forums. Only a few people had their own space for their content (Weinberg, 2009). These applications can be accessed via personal computer, phone, and game consoles.

The top five social networking websites for 2010 were Facebook, YouTube, Twitter, MySpace, and LinkedIn. Twitter is part of the top growing applications in the new media age, which companies often use for marketing or branding purposes (Clavio & Kian, 2010). The

sports industry is an area participating in this growing phenomenon. Twitter and the Sports industry professional and collegiate sports organizations often utilize Twitter in a variety of ways. From a sports information standpoint, the sports organizations are able to post scores, live statistics, and links to news articles, press releases, and other team related information. From the marketing perspective, Twitter can be used to enhance branding, advertising, and awareness of promotions.

Twitter is a type of blog for recruits to get the most information about the institution. The National Collegiate Athletics Association (NCAA) has allowed Twitter usage by coaches for recruiting. Coaches can Tweet about their team's practice and games, but they are not allowed to tweet about specific recruits or recruiting trips (Davidson, 2009). Sports teams and leagues are using Twitter to communicate with fans, and they have realized the potential benefit of an athlete's use of Twitter in affecting their brand (Pegoraro, 2010). Collegiate athletic departments have used Twitter in a few ways that are unique to college athletics. Twitter has become a major recruiting tool for college athletic events. (Kassing, 2010).

Professional leagues face the unique issues of players being employees of the league and managing the players' Twitter activity that interferes with their professional obligations, such as interviews and the games themselves. Professional leagues have set limitations as to when athletes are allowed to Tweet. The NBA has restricted players from Tweeting from 45 minutes ahead of a game until the game is completed. However, the players can Tweet during the media time, which is 90 minutes preceding the start of the game (Jennifer, 2010). The National Football League (NFL) has a similar policy for their athletes, limiting Tweets to 90 minutes before and after the game when the traditional media has an opportunity to complete their interviews (Waters, Sullivan, & Nelson, 2009). Owners and staff members have

been fined for the content of their Tweets. The NFL has been proactive and reactive in regards to the changing environment of social media platforms. One challenge for the NFL is the use of social media by its fans. Specifically, fans posting videos of game footage using their phones and posting it to either Facebook or Twitter is a problem. The NFL owns the exclusive rights to all of these games. Under the new rules and guidelines, fans are encouraged to post messages about their team but are prohibited to post play-by-play accounts on Twitter (Hessel, 2009). While it is evident that there are many uses for Twitter in sport, it is obvious that professional sports organizations are building their social media presence through Facebook and Twitter. Twitter is often used as a tool for leagues and sports organizations because of the ability to send out a quick message to the consumer. Organizations are able to market their league through Twitter to keep up with their consumers (Clavio & Kian, 2010). Tweets were categorized by whether it was a direct message or are a tweet, and whether it contained a link or photo (Pegoraro, 2010). Athletes do not realize the power of this marketing tool for themselves. Most athletes are not tweeting about their products, website, or referencing their brand. Tweets were put into the accompanying six classes: intelligence, preoccupation, substance, fan-ship, limited time and data sharing (Hambrick, 2011).

Branding

A brand in sports is characterized as a name, plan, image, or any blend that a sport association uses to help separate its item from the opposition (Bastos, 2012). Today, proficient sports are profoundly popularized and included corporate backers, media, and onlookers. The market is extending all inclusive to frame an unpredictable business structure. In this much marketed sports industry, the idea of big names in sport has risen. Sports celebrities are expected to draw in media premium and patrons' money related speculations to the sport industry

(L'Etang, 2006). They are important players in the sport business for interfacing with different enterprises. In light of the advanced media culture, famous sports men and women have turned out to be something other than a games figure. They can be thought to be a social sign, conveying social implications and ideological values, which express the affections of individual identity, welcoming want and identification; a seal of a national celebrity, established on the body, design, and individual style" (Akiko & Ayong, 2014).

Sponsorship concept

Sponsorship is trade as well as out kind charge paid to an ownership as a byproduct of access to the utilizable business potential related with that having a place or the action. Sponsorships should profit both the sponsor and the sponsee. The sponsee gets money, merchandise, services or guidance, and the sponsor gets advantages, like, promotional rights and the marketing points of interest of being related with a specific sport property. Sponsors believe that by putting resources into a sport property, they will expand customers' attention to their image, and thus, promote their image value. The sponsors and the sponsee will have diverse targets they need to accomplish because of a fruitful sponsorship. The two most basic targets for sponsors are upgrading brand picture and expanding brand awareness. For the sponsee, the most common objective is to attract financial support, which in turn helps to meet other administrative and developmental goals. While these may be the most common, the objectives of sponsorship can vary greatly, depending on the size of the partners, the nature of the sponsorship relationship, and the type of sports property being supported. For this reason, it is essential that both the owner of the sports property and the sponsor have a good consideration of the objectives of a sponsorship agreement. In area of sponsorship, evidences abound that perceived quality and brand engagement influence brand loyalty and purchase behaviour of fans toward the sponsor's

product. Apparent fit between sponsor and sponsee and team credentials can also influence meaningfully sponsor's brand equity constructs (Tsordia, Papadimitriou & Parganas, 2018). By understanding the benefits a sponsor seeks, the sports property is in a better position to sell the idea of the sponsorship, and to ensure that they can provide what the sponsor needs. What was regarded as patronage by sponsors in the past has now become a commercial venture, with companies realizing the potential powers of sponsorship as a veritable communication tool hence as part of the marketing mix. On the other hand, professional sports will not survive without revenues generated through sponsorships. With the increase in sponsorship fees and a number of sponsors, sports organizations are now dealing with different and various relationships. The basic relationship existing between the two is that of business to business nature because both of them are enterprises. They all need each other and, therefore, need to establish a long lasting relationship (Tanglang, 2004).

Sports sponsorship is an investment in brand image, as a means of managing corporate status and relationships with stakeholders, and as a component of social action. (Urdangarin, 2007) Sport sponsorship is one of the courses by which occasion's supervisors raise significant income for sports improvement (Gratton, 2000). Sports sponsorship occurs when a sporting organization, club, league, venue, cause or athlete is supported by a separate company (or person). It is more common for the person or team requiring sponsorship to be the one that introduces the idea of sponsorship to a sponsor rather than the reverse. This is partly because the benefits for the sponsee are easier to measure (such as the amount of cash received) compared with those for the sponsor. It is difficult for a sponsor to know how much its sales have increased as an outcome of sponsorship compared with how much they have increased because of other promotions and marketing. Therefore, when a sports property approaches a potential sponsor, it

is important that they have a clear idea of what they have to offer or sell. Usually, the sports property would approach a sponsor with a written sponsorship proposal designed to highlight the potential benefits of the relationship. There are two central elements to this process: the first is choosing the right potential sponsor, and the second is writing an appropriate proposal. Department of Health and Children (2010) used seven keys as guidelines to ensure effective sponsorship agreement. These include identifying clear communications objective for the brand, need for the company to be proactive, identifying the sports entity that is exceptionally fit, owning sponsorship, identifying publicity opportunities, considering multiple sponsorship payoffs and managing the sponsorship active.

Sports sponsorship could come from either individuals or organization. It is an aid or assistance given to a particular sport or game so as to attain an objective or goal whereas at the same time projecting or promoting the events of the aided sport or sports. Sports sponsorship serves purposes other than the set activities to be actualized. Sports sponsorship entails the exhibition of the worth of the events of the sport or sports or the quality of the events of the sports. In sports sponsorship, it is expected that both the sponsor and the sports sponsored would benefit from set ventures as this is needed for continuity in partnership.

Sport is a unique and effective marketing platform for sponsors to productively position their products and services to create expected impressions and memories. The high costs associated with funding sports programmes such as camping, training, and competitions, continue to hinder its growth and this can be augmented by seeking corporate sponsorship (National Sports Policy, 2009).

Sponsorships are the livelihood of sports. In this day and age, there exists a joint relationship between sports and its sponsors. It is a correlation that plays to the relative strengths

of the two parties and provides each with a handsome reward. All over the world sports thrive on sponsorship from corporate organizations and wealthy individuals. The global sports sponsorship market was estimated to have reached \$43 billion by the end of 2011. Europe contributed the largest share of spending at \$13.5bn, closely followed by North America at \$12.4bn and Asia Pacific at \$11.2bn. One of the faster-growing regions is Central and South America, which contributed \$3.6bn by the end of 2011. The remaining 4.6%, or \$2bn, is allocated to other continents, including Africa (Report, 2012). The following are the Annual sports sponsorship expenditure for the top 16 African markets, based on analysis of Sports Business Deals Database. September 2015.

Table 1: Summary of Sports Sponsorship in Africa 2015

S/N	COUNTRY	SPONSORSHIP DEAL (US. \$)	NAIRA VALUE @ #200.00/US. \$	PERCENTAGE (%)
s1	South Africa	137,646,873	27,529,374,600	64.67
2	Egypt	23,304,166	4,660,833,200	10.95
3	Ghana	17,068,334	3,413,668,800	8.02
4	Nigeria	13,417,500	2,683,500,000	6.30
5	Kenya	5,551,831	1,110,366,200	2.61
6	Algeria	4,955,000	991,000,000	2.33
7	Uganda	2,035,100	407,020,000	0.96
8	Swaziland	1,586,333	317,266,600	0.75
9	Namibia	1,443,149	288,629,800	0.68
10	Zimbabwe	1,375,250	275,050,000	0.65
11	Tunisia	1,217,500	243,500,000	0.57
12	Botswana	1,092,034	218,406,800	0.51
13	Cameroon	833,333	166,666,600	0.39
14	Tanzania	640,000	128,000,000	0.30
15	Guinea	400,000	80,000,000	0.19
16	Zambia	275,667	55,133,400	0.13
	Total	212,842,070	42,568,414,000	100.00

Source: Africaninvestor (2015)

Table 2: Sponsorship of National Basketball Association (NBA) Teams.

2015 Top 10 most valuable teams in the NBA franchise valuations; Lakers (at \$2.6 billion) top the list of 30 teams in NBA.

Rank	Team	Value (\$ million)
1	Los Angeles Lakers	2,600
2	New York Knicks	2,500
3	Chicago Bulls	2,000
4	Boston Celtics	1,700
5	Los Angeles Clippers	1,600
6	Brooklyn Nets	1,500
7	Golden State Warriors	1,300
8	Houston Rockets	1,250
9	Miami Heat	1,175
10	Dallas Mavericks	1,150

Source: Brett (2015)

Table 3: The 2018 Top 10 most valuable teams in the NBA

S/N	Team	Value (\$ million)
1	New York Knicks	3.600
2	Los Angeles Lakers	3.300
3	Golden State Warriors	3.100
4	Chicago Bulls	2.600
5	Boston Celtics	2.500
6	Brooklyn Nets	2.300
7	Houston Rockets	2.200
8.	Los Angeles Clippers	2.150
9	Dallas Mavericks	1.900
10	Miami Heats	1.700

Source: Forbes (2018)

NBA Sponsorship Spending (League and Teams)

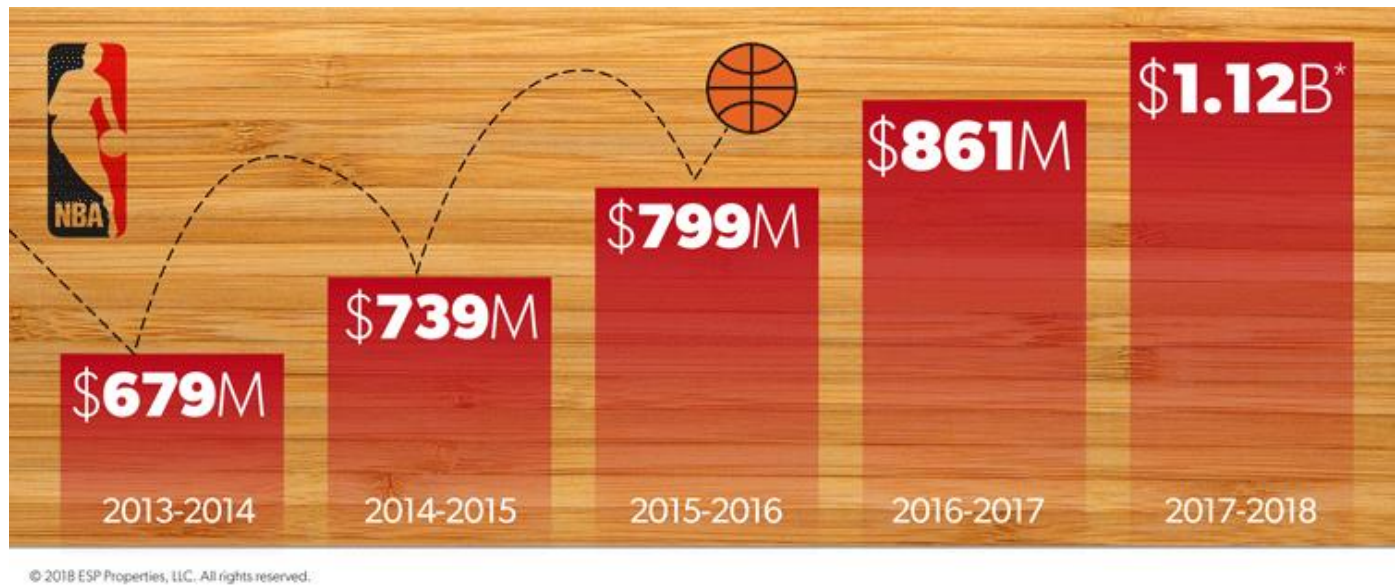


Fig. 3: Team's Sponsorship (2013-2018)

Source: Pro Sports (2018)

Effective sponsorship connections require critical speculation and responsibility from the two parties. The sponsor is required to contribute fiscal assets, administration time, and bolster use action. The sport association, thus, is required to give the services, structures, and frameworks to guarantee that the sponsor gets great reward (David, 2002). A decent sponsor can include extensive incentive by turning into the game's essential publicist and making extraordinary brand presentation. In the more extended term, this advantage might be more of an incentive than the immediate sponsorship pay at first.

Sport sponsorship rights

The rights that are given through sponsorship are sometimes called entitlements or sponsorship assets. There are different rights that can be delivered through a sponsorship, one of

such is Naming rights to an event, competition or club, On-site signage rights, On-site sales rights, On-site product sampling/trials, corporate entertainment and hospitality, VIP tickets, merchandising and promotional give away, use of venue for sponsor functions, athlete/celebrity appearances for sponsor, right of first refusal to new sponsorship opportunities, use of event volunteers, additional advertising opportunities, product placement—use of sponsor branded equipment/product at event, trademark/logo display on equipment, clothing, media promotions and many others.

The Benefits of Sports Marketing

The sport industry is the market in which the business and products obtainable to its buyers are sport associated and may be goods, services, people, places, or ideas. These include sports tourism, sports apparel, amateur participant sports, professional sports, recreation, outdoor sports, sport marketing firms, sports-governing bodies among others (Brenda & David, 2002). Marketing plays an important part in the sporting organisation's overall planning efforts. The professionalisation of sport has raised the height of significance of the marketing function. Sports had to find ways to generate revenue to sustain the growing costs of professional competitions. The modern sport marketer is charged with the responsibility of increasing the sources of revenue for the sport. Marketing is a sporting organisation's principal ground for recognizing and making a focused advantage (David, Hans, Shayne and Daniel, 2009). Almost each component of marketing requires essentially unique methodologies when the item being promoted is brandish. The basic contrasts lie in the extraordinary parts of the sport products, and the irregular economic situations confronting sport advertisers. Peculiar characteristics of sport marketing according to Mullin (2007) include consumer involvement, unpredictability, sponsorship, publicity, distribution, Competition and cooperation.

Challenges of Sport Marketing

The challenges facing sport marketing today can be examined through the political, economic, social, legal, legislative, technological and cultural environments. It will be specifically examined through the perspective of experts from sport, government and business field.

1. Legal Challenge

Ambush Marketing is a marketing technique in which advertisers work to connect their product with a particular event in the minds of potential customers, without having to pay sponsorship expenses for the event. An example of ambush marketing might involve selling music merchandise just outside the grounds of a concert without the consent or awareness of the concert promoters, relying on association with the concert to drive sales (Leo, 2016).

Ambush marketing is a legal related challenge for the sponsor, in that funds or services are invested in an association with a sporting organization of which non-investing organizations reap the benefits. Ambush marketing is a problem for the event organizer in that the effectiveness of the sponsorship will diminish and a prolonged business relationship with the sponsor will be put in jeopardy. More and more, sponsors are demanding that event organizers take precautions to prevent ambush marketing in areas like imitating, aerial publicity, promotional handbill distribution within the vicinity of sports venues, advertising on boats or the illegal use of event logos (Malleeson, 2006). In servicing the sponsor, event organizers should, therefore, take a pre-emptive stance in preparing for possible ambushers (David, Hans, & Shayne, 2009).

2. Social Challenge

In sports, bad publicity can ruin careers and severely damage organizations. In a world saturated by media, bad publicity is likely to be the only publicity that some people

receive. Professional sports organizations and their employees are subjected to intense media and public interest, which means that the likelihood of receiving bad publicity is great. Bad publicity, which results from crises and scandals at one end of the spectrum to mishaps and minor misbehaviors at the other, is to be avoided because of its potential negative impact (Matthew, 2007).

3. Corruption in Sport Industry

Sponsorship activities are from day to day being opened to the threat of corruption in Sport. Several recent serious cases of corruption have made sponsors and their investments prone to major apparent pressures including negative consumer relationships with athletes, teams and officials that have been found wanting for engaging in corrupt activity (Samantha, Simon & Christos, 2018).

Potential sponsors of sports have a lack of trust for most of the current administrators because in many cases, the sponsorship money is mismanaged and the real value is not achieved for the brand or the game (Chitunda, 2015). For instance, in the year 2015, Visa, one of the major sponsors of FIFA organized World Cup Championship threatened to withdraw its sponsorship of the World Cup if the organizer did not take quick and immediate steps to address the issues of corruption within its organization. Also, Coca-Cola, another major sponsor expressed its concerns about the serious allegations of corruption and expects FIFA to address the problem as it has blemished the mission and epitomes of the FIFA World Cup.(Gregory, 2015). The two brands, together with other sponsors, McDonald's and Budweiser, took additional steps when they called for FIFA President Sepp Blatter to quit. This mediation was trailed by the capture of 14 FIFA officials by Swiss experts on debasement accusations and

opened criminal procedures into the awarding of the 2018 and 2022 World Cups to host countries Russia and Qatar (Jonathan, 2016). Cases of fundamental bad behaviour at FIFA have thundered on for a considerable length of time, yet the size of current assertions and captures provoked the sponsors to require an update of the association.

At times the problem might be with an endorsed athlete. Endorsement marketing has been used internationally to generate consumer attention, curiosity, and consumption behaviours among a well-defined set of consumers. Athletes in some cases engage in large scale scandals which can negatively affect the brand they represent (Dae, Joon & Sylvia, 2018).

4. Economic Challenge

Many sports and entertainment venues are suffering from declines in attendance due to the growing number of choices and the increase in prices. When there is strong competition, coupled with higher prices, it is logical that there will be lower attendance. In cases of sports, a higher percent of audience prefer viewing sporting events from their own homes and appreciate the capacity to watch various sports events concurrently. As sports ticket prices continue to escalate, in-home viewing options provided by televisions, computers, tablets and mobile devices will become even more attractive to sports fans. The current state of the economy worldwide makes it hard to lower prices, and as a result, club owners are searching for ways to add value to their venues and events in a cost efficient, yet effective manner. Stadium renovations and new venue construction have created short-term value, but the sports industry is seeking additional solutions in order to build this value justifiable (Mintel, 2011).

5. Political Challenge

Sponsorships play a significant role in the sports and entertainment industry business. According to Mintel (A Global Provider of Market Research), the U.S sports sponsorships

increased in 2010 by 3.4% reaching \$11.7 billion. Although the demand for sponsorships is evident, partnering with the right sponsors can be thought-provoking. To create value through partnerships, owners must build a relationship with reputable sponsors with a positive brand image and willingness to make a long-standing investment. Once a partner is identified, assessing the value presents an additional encounter as the benefits are often difficult to quantify. Achieving a balance with trademark advertising also plays a vital role. Overexposure through excessive advertising can distract the audience and underexposure may leave partners displeased (Panasonic, 2011).

6. Cultural Challenge

Nigeria can be divided into two distinct regions (north, and south). While the northern part of the country is more traditional with very strict customs, the south is more liberal and holds less traditional values. As a result, advertisers have seen a better return on their investment when advertising in the south. Advertisers have stated how they could not run the same advertisement in the north. Creating a separate advertisement for the north and the south can make for a more costly investment for advertisers. Sponsors making an en-route into Nigeria need to be aware of the divide and realize that such adverts should either be localized to the south or tailored depending on the region. (SESponsorship, 2016).

7. Administrative Challenge

There are no experts in the field of sport marketing in Nigeria. The fact that no university in Nigeria offers an undergraduate course in sports marketing attests to this statement. Greater percentages of people that presently practice Sport Marketing in Nigeria are journalists who most of the time might be biased in covering sporting events (Ajibua M. A., 2010). In that case, the best international practices could not be expected from them.

8. Inconsistency in Sponsorship Deals

One of the troubles in sports marketing is the fact that sponsorship deals tend to be short-lived. Some corporate companies often think they don't need to advertise because there is a big demand for their goods. Unfortunately, this lack of consistency in sponsorships is still a challenge to the game of basketball.

Sports Marketing in Nigeria

Sport marketing as a field of scientific study is at the infant stage in Nigeria. It has been observed that there is no Physical Education department that offers sports marketing at the undergraduate level in Nigeria at the moment (Van Heerden, 2003) A review of the current marketing and sports journals also indicate that academics in Nigeria are not devoting sufficient attention to sports marketing in the overall marketing strategy. This shows that sport marketing has not yet been accepted as an important and relevant ingredient for sports development. Sports marketing would be effective in Nigeria if sports activities are designed by the Nigeria sports sector to meet the sports needs and want of sports consumers through exchange processes that are aimed at developing sports and generating revenue that will boost the Nigeria economy. (Ogedengbe, 2016).

Until very recently, Nigeria has experienced a rising economy in the past 15 years, providing a new opportunity for marketers to meet consumers demand. The country is experiencing an economic resurgence and provides a new opportunity for sponsorship marketers. In 2014, Nigeria surpassed South Africa as the largest economy in Africa. Since 1999, Nigeria has witnessed strong economic growth with the World Bank classifying the country as an “emerging market” (Ogedengbe, 2016). Ogedengbe observed that the country is also heavily populated with over 180 million citizens and her largest city Lagos, is one of the fastest growing

cities in the world, growing at an annual rate of 4.14% (SESponsorship, 2016). This large population and economic fortune provide sponsorship marketers with a new market to speak to. As the citizens have more income, the brand of a product plays a larger role in their purchase decisions and sponsorship can be an effective tool to help drive brand value. The increased marketing in Nigeria is evident by the total expenditure of advertisers in the country. The increase in advertising spending has correlated with the strengthening economy. Advertisers understand that a society with greater disposable income will be more open to marketing enterprises. This was the case until the nation got plunged into economic recession in the later part of year 2016.

Globacom, the largest telecom company in Nigeria, is very active in sports, supporting a number of properties including the national soccer team, but do not have an athlete as an endorser. Instead, their endorsement roster is made up of multiple Nollywood actors. About half of their endorsers are actors and the rest are musicians (SESponsorship, 2016). Modern marketing has generated great interest both in theory and practice especially in the area of relationship marketing as it affects the partnership that exists between sports entities and corporate sponsors. Sports organizations have been challenged by this new marketing strategy which has caused them shift from the traditional transactional marketing which is narrow and of short duration relationship to a long-term relationship with a broad range of stakeholders with sponsors being of central interest.

Sports sponsorship is now an important source of income to professional sports organizations as well as an effective marketing tool to sponsors. The success of any sponsorship is based on the good relationship between the sponsor and the sponsee. There must, therefore, be a conscious effort by the sponsorship partners to commit themselves to a long-term relationship

by emotionally attaching themselves in the relationship, with mutual understanding, long-term perspective, effective communication, cooperation, and trust, which are effective elements in a marriage so as to make their connection a win-win relationship (Tanglang, 2003).

Basketball Sponsorship in Nigeria

The policy of the government which has placed emphasis on the privatization of public corporations, parastatals, and removal of all government subventions which has affected fund allocation to sport has led to scarcity of fund. All these have placed more pressure on sports stakeholders in order to continue to perform. So the urgent need to look for alternative ways of funding sport is very obvious and imperative. The National Sports Policy (2009) particularly recognizes the need for Public-Private Partnership (PPP) as a way of further ensuring sports development especially against the backdrop that government alone cannot continue to fund sports and the need for the private sector to assist in developing sports through sports marketing strategies (Aibueku, 2011).

Basketball sponsorship in Nigeria is only visible at the national level. The Federation has enjoyed some bits of support within the last decade from corporate organizations. Multi-choice Nigeria, the sponsors of DSTV National Men's Basketball League, is a multinational media communication outfit pledged to continue the sponsorship of the league. The former four-year contract, which originally was N150 million from 2008 to 2012, was reviewed upward to N218 million from 2013 till 2017. The 16 clubs in the league would share 40 percent of the new contract sum while the remaining 60 percent would be for the running of the league (Times Magazine, 2016). The investigation is on whether there is a connection between the first-ever sponsorship of Nigeria's men basketball league and the qualification of the team to the London 2012 and 2016 Olympics. Prior to the sponsorship of the league by Multi-Choice

Nigeria which commenced in 2008/2009 season, the Nigeria Basketball team, D' Tigers had striven unsuccessfully to qualify for the grand stage of basketball competition at the Olympics (Ojo, 2013).

Zenith Bank Nigeria PLC declares continuous commitment to Women's Basketball League in Nigeria. Her over 12 years' (2004-2016) unbroken sponsorship of the women basketball league has witnessed an unprecedented level of growth, raising numerous stars, most of who are playing in different leagues across Europe, Asia, and America (Ajom, 2016). The NBBF signed a renewed three-year partnership deal with Zenith worth N90 million. There has been 35 per cent increase in the sponsorship deal compared with the previous one (Ogunleye, 2014). Zenith Bank's sponsorship of the female basketball league has assisted in developing the sport. Through the sponsorship deal some of Nigeria female basketball players have been exposed to better playing conditions and now, families allow their girls to get involved in the sport because of the glamor that has been brought to the game (Monye, 2015).

The Nestlé Milo Secondary Schools Basketball Championship was sponsored by Nestle Milo Nigeria Plc. In line with its commitments to promote an active lifestyle, Nestlé Milo also launched the Milo Champ Train for mothers and child. This provides an opportunity for mothers to tie with their kids whilst participating in basketball within the neighborhood. In this programme, a medical section is provided to give mothers the opportunity to receive basic health checks such as Body Mass Index (BMI) and blood pressure. Nutritionists are also available to offer relevant nutrition advice such as guidance on healthy meals for the family (Milo, 2016).

China's sportswear and sports equipment manufacturer (PEAK Sport) has agreed to partner with the Nigeria Basketball Federation. The agreement will see PEAK Sport become an

official sponsor and equipment supplier of Nigerian basketball's governing body (NBBF). PEAK Sport is a Fujian-based sportswear and sports equipment provider which specializes in basketball. The brand has been an official partner of the FIBA Stanković Continental Champions' Cup since 2005 (Yang, 2016).

NBA and Kwese Sports owner, Econet Media, established a partnership deal in which Econet becomes the official broadcaster of the NBA in Sub-Saharan Africa starting with the 2016–17 season. Econet Media will broadcast NBA programmes in English, French and Portuguese across Sub-Saharan Africa on its internet- mobile- and satellite-based platforms as well as Television platforms and free to air coverage (Nelson, 2016). Kwese entered into a sponsorship deal with the Nigeria Basketball Federation (NBBF) for the Men's Premier basketball League which was known as DStv Premier Basketball League until the end of the 2016 season. It will now be call and known as Kwese Premier Basketball. The sponsorship deal is worth \$12 million for five years (2017-2021) at a license fee of \$2.2 million per season for all NBBF events including the Men's Premier Basketball League and to improve the women league. This include an exclusive broadcasting right of the League (Odeyemi, 2017).

Sports Development

Development is a state of coming into being and growing into maturity. Sports development can be regarded as a process of continuous upgrading of sports structures, performances, and programmes in order to create a condition which is conducive to physical fitness of all and the effective workings for self-actualization (The Federal Republic of Nigeria, 1989). Sports development refers to the gradual increase, attainment and advancement of sport from a low level to a higher level or strata with due perception and consideration of the indices

that advance the realization and actualization of sports development (Lawal, 2014). These indices include sports policy, sports personnel, sports programme (training and competition), funding, facilities, and sponsorship.

Sports in all over the world have become increasingly capital intensive; yet the Nigeria government has almost single-handedly shouldered the responsibility for sports development in the country, especially when it comes to the provision of sports facilities, programme, personnel and participation in continental and global competitions. There is minimal private Sector participation. Therefore, Government is forced to invest part of its scarce resources on sports development. Sports administrators believe that what seems to be a solution to the problem of sports development in Nigeria now is marketing of sports if all its components are adequately or maximally explored (Adeyemo, 2014). Corporate sports sponsorship is the major source of funds for sports development in developed countries of the world which needs to be pursued vigorously in Nigeria to replace or complement public spending on sports development (Tanglang, 2003).

Sports development programme including the marketing of star athletes must be packaged and sold to corporate organizations that see it as a good marketing opportunity for their products too. In this way, marketing becomes a two-way productive venture. Sports marketing has stimulated and facilitated the consumption of sports goods and services, causing money to be released for further investment; this directly influences economic growth and an eventual development of sports.

Awareness as Elements of Sports Development

Information on the plans and programmes for sports should be well distributed and the media, in turn, must fully understand what the programme is all about in sports in order to create awareness among the readers and electronic audience (Mariadass, 2005). Sports

journalists can effectively influence the conduct and administration of sports in Nigeria and that the information given to readers on recent developments at the local and international levels would create the required awareness in the efforts towards the development of sports in the country. It is for the development of the sport that, for instance, the United Nations encouraged the cooperation between UNICEF and FIFA in promoting the “say YES for children” campaign (Nations, 2003).

Institutional Sport Development

It is common knowledge that the elementary or primary school is the foundation of formal teaching and learning of any skill or knowledge necessary for the maximum development of the child. This level of education should provide a fertile ground for a diversified and development of the beneficiaries. As far as sports development is concerned, the primary school should be the ideal ground for its take-off, through a sound programme of elementary physical education. A good physical education programme makes use of the natural activity drive of children, who even the timidest, enjoy movement. It is very rare to find any country of the world where sports develop in isolation of physical education which starts in the school through a formally graded instruction under experts trained for this purpose. In Nigeria, the current status of primary physical education levels has much to be desired. Most of the schools in urban cities do not have enough space for play and sporting activities. This is in contrary to the practice in primary schools in Nigeria during the colonial days of Physical Training (PT) and Physical Education (PE). That time, every primary school provided for daily physical activities which were quite rigid and militaristic on the school timetable. It was compulsory for every class teacher to take his or her class out for thirty minutes’ vigorous regimented physical activities each day. In addition to this, there was a break period daily when organized games and sports

took place during this period. In this way, every pupil was conscious of physical activities and sports. By the time a child completed primary school education, it was possible to identify children talented in sports skills.

The status of physical education and sports in secondary schools in Nigeria is not different from what is been experienced in primary schools. The interest of most school authorities in sports is not encouraging. This is evident in the fact that many secondary schools have no provision for sports in their school programme, except what is known as the annual inter-house sports competition which a few interested schools organize once every year. In a situation like this, one wonders how the students are expected to compete in sports in which they do not have any meaningful training or practice. With regard to sports equipment, many secondary schools are not doing better than some primary schools in the sense that they cannot afford balls for the students even when sports levies were charged.

Universities in most nations of the world regard and include sports as components of the educational programme provided for their students. Nigerian University games Association competition (NUGA) affirmed that all over the world, universities have been the backbone of sporting aspirations and achievements of the communities which they serve. The National Basketball Association (NBA) teams in the United States of America pick most of their players from American Colleges. Nigeria premier league players are mostly from tertiary institutions in the country. Universities are vital not only to the development of sports in Nigeria but as a vehicle for molding the character and the knowledge of the youths who, through these institutions, are preparing themselves to be future leaders of the nation.

Sports Personnel

Sports personnel include coaches, sports managers, stadium managers and organizing secretaries. These are some of the personnel required for the management of sports development programmes. Coaches are responsible for the improvement of the level of skills of the athletes. There is no way the quality of participation of any nation in competitive sports can improve without having well trained and experienced coaches in various sports. In this modern civilized world, the success and failure of any sports team are often attributed to the philosophy, policy statement, competencies and inadequacies of the coaches (Townend, 2007). This is because coaches and sports managers are responsible for designing quality programs for the players/athletes, assessing and understanding strategies for training, camping and selection of athletes for major national and international friendlies and competitions. With standard facilities players/athletes could improve upon their standard of play and coaches could design a better training program (The Edo State of Nigeria, 2009). For instance, the foreign coach hired to take the Nigerian Olympic male team to Rio 2016 never played college or professional basketball. The possibility of Nigeria winning a medal in Rio de Janeiro Olympic Games in basketball was already predetermined.

Management of Sports

There were big and unhealthy disconnects between the management, the teams, athletes and Nigeria sports Federation officials which account for the failure of the country's sports sector to grow at a rapid rate. The lack of professionals, to drive development in the sector is evident as a large number of the sports administrators lack the training to move sports forward (Daily Trust, 2012). Basketball in Uganda, for instance, has picked up due to the Federation being well organized and structured. This has attracted sponsors and furthermore

has improved the level of competition for the game (Chitunda, 2015). The story cannot be said to be the same in Nigeria. For instance, the Nigeria's men's basketball team left for the 2016 Olympic Games scrambling after financial and player issues. Players nursing several injuries, and on top of that, the 17 Nigerian men's basketball players based abroad were asked to purchase their own plane tickets to Rio to be reimbursed later. The request sparked off an uproar before the decision was reversed (Wolff, 2016). The 2016 Olympic men's soccer coach Samson Siasia took his players to train in the United States of America, relying on the Nigerians living abroad to feed and house them. The recently conducted national federations' election also attested to Federal Government interference with the management of sports in Nigeria. Most of the federations had an inconclusive election while some ended up producing factional leadership. The NBBF was not an exception.

Facilities

Standard training facilities, as well as frequent competitions, are those major factors which place the United State Based athletes on advantage over the home based. Easy access to the use of facilities and equipment determine the standard and the success of a sports programme. Nigeria lacks facilities and equipment and this account for one of the main reasons why Nigerians migrate to overseas. A question was asked at the NBBF stakeholder's forum in the year 2016 why the basketball match organized between Africa and the USA could not be played in Nigeria but in South Africa despite the fact that Nigeria had more players on the team than all other African nations? The response from the NBBF president was that there was no basketball facility in Nigeria that met the FIBBA requirement and moreover the Nigeria players were all foreign based. If facilities could be developed with all necessary opportunities, Nigerian athletes will cease to drift overseas (Omo-Osagie, 1987). Facilities and equipment occupy such a

unique place in all the ramifications of sports administration. Numerous research works on facilities, equipment, work force and upkeep demonstrate that the territories are lacking and that sport administration in the state and the nation can't work efficiently (Awoma and Okakah, 2015).

While developed nations are putting such a great amount into giving excellent facilities, equipment, and more favorable condition for competitors, most developing nations wish to get to that level of improvement overnight. Developing nations fall behind in the arrangement of these civilities and expect their players or competitors to exceed expectations in the international championships (Talabi, 1998). The availability of adequate facilities and equipment play an important function in sports development anywhere in the world. Good sports programmes can function at full effectiveness only when they are supported with effective equipment in good conditions (Tamunobelem, 2012). Possessing the adequate quality and quantity of sports facilities and equipment is integral parts of sports development. This is something that has the effect between the sport culture of developed and developing countries. In the advanced world, sports facilities and equipment of the fitting standard are accessible to advance the competitors execution (Ojeme, 2000). Facilities and sufficient arrangement of equipment have been recognized as the significant issues confronting the Nigeria competitors since they performed preferred with facilities abroad over those at home (Adamu, 2002). The arrangement of sufficient facilities and gear is as essential as giving satisfactory motivator to the competitors. (Awoma, 2005).

It is hard to isolate the standard of sport in a specific nation from the standard of facilities accessible for the preparation of competitors. In Nigeria, it is trusted that the level of facilities accessible in the nation can't adapt to the quantity of competitors. It is hence not surprising that

instantly a Nigerian competitor travels to another country his or her execution enhances massively. (Ekpe, 2001)

Nigeria Sports Policy

Sports policy is the guidelines and blueprint or action arranged for the growth and management of sports. The main objectives of sports development policy of any nation include the provision of the opportunity for measuring her might in sports against those of other nations of the world with a view to establishing a respectable position in the sporting community of the world (Canadian Sports Policy, 2012). This was exactly what the National sports development policy of 1989 stood to achieve. The 2009 National Sports Policy of Nigeria aimed at developing the sports sector to a world class level where it would provide continuous improvement of the superiority of life for the entire citizenry to the extent that Nigeria would be recognized as one of the leading sporting nations in the world. The policy seeks among others to: make sports an instrument of national unity; boost the country's image through her achievement in international engagements; develop the sports personnel to be among the best in the world; develop the nation's tourism opportunities and economy at large; provide enabling environment for sports equipment manufacturing companies to thrive; generate employment for youths; give opportunities to the physically challenged to participate in sports; encourage private sector participation ; ensure adequate and proper funding of sports at all levels and a host of others (National Sports Policy, 2009).

Theoretical Framework

Theories are expository apparatuses for comprehension, clarifying and making expectations about a given topic. This study depended on Social Exchange Theory created by

John Thibaut and Harold Kelley, educators of brain research at the University of North Carolina." The Outcome Matrix as a Mirror of Life" analyzed how individuals choose what to do in their connections (John, 1959).

Social exchange theory is a mental and sociological point of view that clarifies social change and steadiness as a procedure of arranged trades between parties. Social exchange theory depends on a focal introduce that the trading of social and material assets is a crucial type of human communication. Social exchange theory predicts that people seeing someone are propelled by the decency of results they are relied upon to bring. The level of results got, in respect to the correlation level, will characterize the accomplices' level of fascination in the relationship. That is, from a social exchange theory point of view, each partner's attraction in the relationship is expected to differ straight forwardly with the apparent prizes of the relationship and contrarily with the apparent costs (Clarke, 2004).

The exchange perspective views employment relationship as consisting of social or economic exchanges (Tanriverdi, 2008). Economic exchange relationships engage the swap of economic importance in exchange for employee's effort and are usually reliant on previous contracts which are legally enforceable. On the other hand, social exchanges are voluntary actions which may be kick start by an organisation's treatment of its employees, with the expectation that the employees will be obligated to reciprocate the good deeds of the organization (Daneshfard and Ekvaniyan, 2012).

All relationships have the give and take sides. Social Exchange theory explains the sentiments of a man about an association with someone else as relying upon view of the harmony between what is put into the relationship and what one gets out of it, the sort of relationship merited and the odds of having a superior association with another person (Kreider, 2005). In

choosing what is reasonable, we build up a correlation level against which we analyze the give and take proportion. This level will shift between connections, with some being additionally giving and others getting more from the relationship. It will likewise change enormously in what is given and got (Rusbult, 1980).

This theory talks about a relationship that is mutual, complimentary, equal and negotiated. People connect for benefit or the desire for it. The fundamental assumptions of the social exchange theory are that individuals who are occupied with association are soundly trying to maximize benefits. This has to do with the standard of reciprocity. The norm of reciprocity means that there is a traditional standard in most cultures that maintain the importance and precision of returning a favour. This implies that people help those who help them. People help others in anticipation of future help. People do not invest in others who cannot return the investment in some way (Adebayo, 1997).

Volunteers are a core component of sports service delivery and an important element of sports event management since they provide sports administrators with the ability to maintain and expand the quality and diversity of a sports entity's services. Successful sport volunteer administration requests sustaining volunteers from year to year (Chrysostomos, 2015). Numerous sports associations would experience issues getting by without the help of volunteers, which stay imperative to the practicality of the general sport system. At the point when a volunteer is roused, three primary territories of the volunteering procedure are influenced: enlistment, fulfillment with volunteer understanding, and expectation to volunteer later on. Both inspiration and fulfillment have been found to influence retention (Wicker, 2013). This simply implies that volunteers are retained for a longer time when they think that the relationship is mutually beneficial.

In the vicinity of sports marketing, especially when it concerns sponsorship, past successes may dictate future sponsorship decisions. Multiple-reward choices may be most flourishing in hopeful successive donations. In the game of basketball sponsorship in Nigeria, Multichoice Nigeria, the patrons of DSTV National Men's Basketball League, proceeds with the sponsorship of the league and furthermore upwardly reviewed the sponsorship package. She signed another four-year sponsorship contract with the Nigeria Basketball Federation, NBBF. The former four-year contract, which initially was N150 million from 2008 to 2012, was reviewed increasing to N218 million from 2013 till 2017 (Okunla, 2016).

Zenith Bank Nigeria plc has been in the relationship of sponsoring the Nigeria Women Basketball Premier League for the last 12 years. The sport has seen a remarkable level of development, raising various basketball stars, most of who are Playing in different leagues around the world(Amangbo, 2016). This is an indication that both the sponsor (Zenith Bank) and the sponsee (NBBF) are enjoying the relationship.

Empirical Framework

Many studies have been approved in the area of sport marketing on how the various variables of product, place, price and promotion impact on sports development. Some of such studies are highlighted as follows:

Young and Joon-Ho (2011), established correlation between Price/ Pricing and sports development in the article titled “Designing ticket value categories for professional sports teams using conjoint analysis”. This study stressed the need for professional teams to have refined methods for developing ticket pricing policies. The study was aimed at supplying team managers with meaningful information from which to fashion out ticket prices that fit the needs of their followers. Three diverse supporter groups were recognized (general grown-ups,

understudies and center and secondary school understudies) and four characteristics at characterizing ticket costs in a given setting were chosen (Player, Coupon, Point and Price). Conjoint analysis technique was utilized to direct the research and analysis discoveries. The general adult fans who decided to purchase tickets for premium seats or regular seats perceived Player to be the most important attribute that influenced their decision. College students who decided to purchase premium seat tickets considered Price and coupon to be more important than other attributes, while Price rather than Player, Coupon or Point was the most important attribute for middle school and high school students. (Young, and Joon- Ho, 2011).

Arnott, (2011) examined the "Compelling Marketing Communication Efforts of Sports Development Initiatives: A Case Study of the Public Sector in the United Kingdom". The researcher saw that there ought to be an expanded concentration in the region of promoting correspondences of sport advancement activities inside the general population division to its purchasers. Drawing after showcasing theory and sport advertising writing, the essential point of the exploration was to research the promoting blend factors and how these affected purchasers' determination of a games improvement activity. Information for this contextual investigation were gathered from an open area sports facility situated in the United Kingdom (UK) concentrating on the sexual orientation and age of the sport improvement shopper and the primary game in which the customer took an interest. An analyst directed survey was done with two hundred buyers who were sports improvement activities members. The discoveries proposed that individuals choosing a sport advancement activity construct their decisions in light of the advertising blend variable of place. Regarding advancement, the discoveries uncovered that verbal interchanges had an impact on sports improvement initiatives (Arnott, 2011).

Dickinger and Bartoletti (2013) examined the importance of social media in its contribution to the marketing of sport events. The paper discussed the importance and the influence of new media, which centers on the effect of social media and the mobile Internet on marketing for sport events. In order to critically assess the matter, the authors analyzed whether the use of new media has a remarkable impact on consumers' preferences and behaviours when it has to do with sport events. To begin with, the obscurity of how new media can be used to interact with an intended market was analyzed. Secondly, the significance of correspondence and its diverse objectives and also its improvement, was peddled. Thirdly, the exploration question of "in what manner can new media be effectively utilized as a showcasing channel for brandish occasions" postured was subsequently replied. A short time later the distinctive subjective examination techniques utilized by the researchers were presented.

Eze, Willy U. (2015) in his paper concentrated on the ramifications of sports and sports showcasing for Entrepreneurship Development in Nigeria. Sports before the 21st century was only used for health development, recreation and physical fitness but today sports have been transformed into political and economic weapons. Nigeria has joined the developed world to run sports as a business and profitable venture. The paper examined the concepts including the schematic representation of the conceptual framework. The paper likewise investigated who are entrepreneur and the connection between sports marketing procedure and enterprise. Endeavour was made to list out some implications of sports marketing for business enterprise advancement in Nigeria (Eze, 2015).

Charalambous, (2013), examined the fundamental systems and process that shape wear sponsorship in Cyprus. An efficient audit of the worldwide sport sponsorship writing (1980-2009) was embraced and utilized as the guide for the subjective observational examination

focusing on football sponsorship movement attempted in Cyprus as a creating sport sponsorship advertise. The systematic review reveals sponsorship management structures, practices, tendencies, and models adopted by a range of national settings, and disclose contrasts that exist in different contexts. The outcome of the systematic review highlighted the management practices employed by sponsors, such as their motives, decision-making practices, activation and leveraging initiatives, objectives, and evaluation processes. As to the observational examination, sponsorship action was seen and deciphered inside the more extensive social setting in which it happens. The discoveries of the examination, which concentrated on the best division of the national professional league, uncovered the presence of a sponsorship continuum including four fundamentally unique sponsorship approaches, extending from simply humanitarian to intensely discerning and business. The investigation additionally uncovered the reliance of worldwide and nearby procedures inside the sponsorship-related works on, proposing that sponsorship courses of action in this particular setting are checked socially by procedures of globalization. The researcher inferred that focused lopsidedness of the national league, the politicization of football, the level of rivalry inside a specific industry, and centrality of specialist and control (both hierarchical and social), are extra factors that seemed to affect sponsorship action in the particular market (Charalambous-Papamiltiades, 2013).

Research Gaps in the Literature Reviewed

When compared to other fields of study like Education, Medicine, Law or even Marketing, Sport marketing is a very new area and so do not yet have a substantial body of knowledge. It is not yet an academic discipline in some countries of the world such as, Ghana, Liberia, and a host of others including Nigeria (Brenda & David, 2002). In spite of its newness, the assortment of Knowledge is consistently developing. Regardless of the solid

acknowledgment that consumer loyalty ought to be seen from a dynamic point of view, little is thought about how the fulfillment judgment creates over time (Christian, Nicole and Wayne, 2006). This is reflected in the advancement of basketball in Nigeria. So much has been written about the sport of basketball in Nigeria, however very little has been done in the zone of the advancement of the amusement by investigating the promoting standards to improve its funding. Out of the 34 teams that constitute the Nigeria male and female premier leagues, less than ten percent of them have private owners which are more of philanthropic relationship than a profit oriented business. Others are owned by various state governments whose subventions to the teams are insufficient, and inconsistent (Okeke, 2016). Nothing has been researched into on why most of the teams are poorly remunerated compared to their contemporaries in developed countries of the world and on how more funds can be generated by clubs in order to achieve financial independence (David, Ray & Brian, 2015).

Appraisal of Review of Related Literature

This study investigated Sports Marketing as Correlates of Sports Development in Nigeria. It has been reviewed in this chapter that Sports marketing is a fresh idea in Nigeria. The review shows that no University in Nigeria offers Sports marketing as component of Physical Education programme for undergraduate students (Van Heerden, 2003). A careful review of some related literature indicated that Sports Marketing can survive as a body of knowledge in Nigeria as it is obtained in developed countries if properly managed. A body of knowledge that relate to Nigeria can be developed by Academician to fast-track sports development. This will help to produce skilled technical and managerial manpower for Sport Marketing development; produce graduates that can be involved in consultancy services in sport development and research; produce graduates who will be able to teach sport marketing and allied courses in

appropriate institutions of higher learning, and to provide opportunities for good oriented research in Sport Marketing (Ajibua, 2006). It was reviewed that this field is an important element of the discipline and profession of Physical Education. It was also reviewed that most of the non-professionals, who venture into sports professions, are the major problems of Sport Marketing in Nigeria. These people are more visible in the marketing sector of Nigeria Sport.

For Sports Marketing to facilitate sports development in Nigeria there must be quality management approach to sports programmes at all level. Sports venue atmosphere must be improved to attract sports consumers. This will enhance ethical practices such as transparency, accountability, and fair-play. The National Sports Policy should be strengthened through proper implementation and appropriate legislation.

CHAPTER THREE

METHODOLOGY

The study examined sports marketing indices as correlates of basketball development in Nigeria. This chapter discusses the technique and method that was used for the study under the following sub-headings: research design, population, sample and sampling technique, research instrument, the strength of the instrument, the consistency of the instrument, the procedure for data collection and the method of data analysis.

Research Design

The descriptive research design of survey type was adopted for this study. Panneerselvam (2011) described the descriptive design as a research method which emphasizes facts finding regarding the current problem which is pertinent in the background of education. It therefore, considered the accumulation of individual and general data for the standard of clarifying the relationship between sports promoting files and basketball growth in Nigeria.

Population

The population for this study was 539 consisting of all the stakeholders in the Nigeria basketball Premier Leagues, which include the players, coaches, technical officials, and the Nigeria Basketball Federations (NBBF) Officials.

Sample and Sampling Techniques

The sample for the study was 512 respondents. All the male and female premier league players were purposively selected, while proportional stratification of 80% was used in the selection of NBBF officials, technical officials, and coaches. Based on the recommendation of The Research Advisors (2006) 217 is a representative sample size for a population of 500 at

0.05 alpha level (95% confidence interval). The sample of 512 respondents was used for this study which was more than the stated recommendation. This decision was taken bearing in mind the unique characteristics of the respondents, especially the players whose level of cooperation is sometimes dictated by the outcome of their matches. (See table 3 for sampling schedule).

Table 4: Sampling Schedule

S/N	STAKEHOLDERS	POPULATION (100%)	SAMPLE	COMPLETED QUESTIONNAIRE
1.	Male players (12 players × 16 teams)	192	192	156
2.	Female players (12 players × 18 teams)	216	216	176
3.	Coaches	32	26	26
4.	Referees	57	46	46
5.	Technical Commissioners	31	24	24
6.	NBBF Executives	11	08	08
	TOTAL	539	512	436

Source: Researcher's Survey, (2017)

Research Instrument

The research tool employed in this study was a self-structured questionnaire developed by the researcher. The questionnaire contained 2 sections. Section A presented the demographic data of the respondents, while section B was made up of four- point Likert scale questions on variables of sports marketing mix as applicable to the research topic. The four-point Likert scales were reflected as follows: Strongly Agree (SA), Agree (A), Disagree (D) and Strongly Disagree (SD). The questionnaire as an instrument of data collection is appropriate in survey research design, especially when dealing with large samples. It also saves time.

Validity of the Instrument

The substance and construct legitimacy of the instrument were ascertained by a Senior Lecturer from the Department of Human Kinetics Education, University of Ilorin, an Associate Professor from the Department of Marketing, University of Ilorin, and a Professor from the Department of Physical and Health Education, University of Ibadan. Remarks and suggestions arising from the mistakes were carefully examined, incorporated and used to enhance the nature of the final instrument.

Reliability of the Instrument

Reliability of an instrument refers to the consistency of the measuring instrument in connection to strength and accuracy over repeated use (Kerlinger and Lee, 2000). To decide the dependability of the instrument, the researcher used the test re-test strategy whereby 20 copies of the questionnaire were administered to a gathering of respondents outside the population of the study twice within an interval of two weeks. This included players and officials that participated in the national Division-One Basketball League that took place in Abuja in December 2016. The outcome obtained was correlated using the Pearson Product Moment Correlation (PPMC) statistical tool. A reliability coefficient of 0.72 was obtained. (See the Reliability statistics table in Appendix iii).

Procedure for Data Collection

The researcher obtained ethical approval from the Ethical Approval Board of the University of Ilorin. A letter of introduction was also obtained from the Head of Department, Human Kinetics Education, Faculty of Education, University of Ilorin to the stakeholders of Nigeria Basketball Federation (NBBF). Research assistants were employed and trained to

facilitate the smooth conduct of the exercise. Copies of the questionnaire were personally administered with the help of the research assistants. 436 completed copies of the questionnaire were retrieved.

Procedure for Data Analysis

The copies of the collected questionnaire were coded and analyzed. Descriptive statistics of frequency and percentage were used to portray the demographic qualities of the respondents. The main hypothesis was tested utilizing the inferential statistics of multiple regression analysis while the six operational hypotheses were tested using Pearson Product Moment Correlation (PPMC) at 0.05 level of significance. The four-point Likert scale was scored in this way: SA= 4 focuses, A= 3 focuses, D= 2 focuses and SD= 1 point and utilized for the analysis. The analysis was carried out as presented in the relationship matrix in Table 4.

Table 5: Relationship Matrix of Objectives, Hypotheses and Analytical Procedures

Objectives of the study	Research Hypotheses	Statistical Tools
Examine the influence of sport marketing indices on basketball development in Nigeria.	There will be no significant relationship between the sport advertising indices and basketball growth in Nigeria	Multiple regression
Investigate the relationship among sports products and basketball development in Nigeria;	There is no significant relationship among sports products and basketball growth in Nigeria.	Correlation Analysis
Determine the relationship of sports price/pricing and basketball growth in Nigeria;	There is no significant relationship among sports value/valuing system (allocation) and basketball growth in Nigeria.	Correlation Analysis
Examine the relationship between sports place and basketball growth in Nigeria	There is no significant relationship among sports place and basketball growth in Nigeria.	Correlation Analysis
Identify the place of advertisement in the growth of basketball in Nigeria;	There is no significant relationship among advertisement and basketball growth in Nigeria	Correlation Analysis
Examine the relationship between media and basketball growth in Nigeria and	. There is no significant relationship among media and Basketball growth in Nigeria.	Correlation Analysis
Evaluate the importance of sponsorship in the growth of basketball game in Nigeria	There is no significant relationship among sponsorship and basketball growth in Nigeria.	Correlation Analysis

Source: Author's Matrix of the relationship between stated objectives and Analytical Procedures (2017).

The following are the independent variables in this study (Sports Marketing indices):

- a. Sports Products
- b. Sports place

- c. Sports Price
- d. Sports Promotion (sponsorship, media, and advertisement).

The following are the dependent variables (Basketball Development in Nigeria) in this study:

- a. National Sports Policy
- b. Sports funding
- c. Facility development
- d. Human capital development (personnel)
- e. Organization of competitions (local and international)
- f. Youth development programmes
- g. Performance (outcome of championship)

The dependent variables were measured against the backdrop of reports from previous researches. Akanni (2014) submitted that no single FIBA organized championship has ever been held in Nigeria since independence because the competitions are played only in FIBA approved venues and technical equipment, the requirement which the country has consistently failed to meet. The absence of home groomed players in the nation's national teams where American athletes with little or no clear ancestry from Nigeria representing the country in every international championships. Also, many age group basketball competitions in the country have continued to suffer postponements due to the prohibitive cost of putting in place facilities and other logistics needed for a successful sporting event (Abubakar, 2015). All these point to the fact that basketball facilities in the country are substandard, and that youth development programmes are at the lowest ebb.

CHAPTER FOUR

RESULT AND DISCUSSION OF FINDINGS

This study investigated Sport Marketing as correlates of basketball development in Nigeria. This chapter focuses on presentation of the results of data and discussion of findings.

SECTION A

Demographic Data of Respondents

Table 6: This presentation is in relation to gender, age, status and the conference of respondents.

Variables	Frequency	Percentage
Gender		
Male	253	58.00
Female	183	42.00
Total	436	100
Age in Years		
Less than 20	69	15.83
20-25	174	39.91
26-30	92	21.10
31-35	56	12.84
36 and above	45	10.32
Total	436	100
Conference		
Atlantic	299	68.40
Savanna	137	31.40
Total	436	100
Status		
Coaches	26	5.96
Players	332	76.15
Technical Officials	78	17.89
Total	436	100

Source: Researcher's Computation, (2017)

Table 6 reveals gender imbalance with the scale significantly tilted to male respondents. 253 (58.0%) of the respondents were male, while 183 (42.0%) were female. This information gives an insight into the level of gender participation in basketball. The respondents' ages that fall below 20 years are 69 (15.83%), between 20 and 25 years are 174 (39.91%). The respondents' ages that fall between 26 and 30 years are 92 (21.10%), between 31 and 35 are 56 (12.84%), while those above 35 years of age are 45 (10.32%). These reflect the dominance of youths in the Nigeria basketball family. There were 299 (68.4%) respondents from the Atlantic Conference while the remaining 137 (31.4%) were from Savanna Conference. This discrepancy reveals the lopsidedness in the development of the game across the regions of the country. The youths from the southern part of the country participate more actively in the game of basketball than their contemporaries from the north. The respondents were made up of 26 coaches, 332 players and 78 administrative and officiating officials, constituting 5.96%, 76.15% and 17.89% respectively. The implications of these facts are that the ratio of players to officials meet internationally acceptable standard. This does not however supply any information about their qualities.

Table 7: Means and Ranks of Sports Marketing Indices and Basketball Development.

	Variables	S/N	Statement of Items	Mean	Rank
A	Product	1	The quality of officiating at Nigeria premier leagues are satisfactory and comply with international standard.	2.456	3rd
		2	The conduct of Nigeria coaches competes favorably with their counterparts worldwide	2.470	1st
		3	The Nigeria Basketball League is the breeding ground representing the country in recent world championships.	2.442	4th
		4	The overall standard of Nigeria leagues compares favorably with world best practices.	2.463	2 nd

B	Price	1	Nigeria Basketball Federation (NBBF) charges gate fees at her league matches	2.428	4 th
		2	The turnout of fans/spectators at match venues is very encouraging because of the moderate gate charges	2.451	2 nd
		3	Basketball leagues in Nigeria enjoy low patronage from spectators and fans because no gate fee is charged.	2.454	1 st
		4	Fans/spectators attitude/behavior at match venues is satisfactory.	2.440	3 rd
	Variables	S/N	Statement of items	Mean	Rank
C	Place	1	Basketball courts used for NBBF Premier League matches are of Federation of International Basketball Association (FIBBA) approved standard.	2.435	1 st
		2	Premier League match venues are easily accessible due to location.	2.428	2 nd
		3	The toilet facilities at the court's arena are adequate and of high health standard. The basketball court arenas are well lightened.	2.424	3 rd
		4	Seats at the gallery of match venues are in good state and meet all safety rules.	2.421	4 th
D	Advertisement	1	Nigeria Basketball Federation's programs are adequately publicized through paid advertisement.	2.415	3 rd
		2	Nigeria leagues matches are adequately publicized through paid advertisement.	2.410	4 th
		3	An effective advertisement is carried out by team owners throughout the league session.	2.426	2 nd
		4	Basketball fans advertise their loved teams in the media.	2.440	1 st
E	Media	1	The media coverage of Nigeria Basketball Premier Leagues is satisfactory	2.474	1 st
		2	The media reports about Nigeria Basketball leagues are satisfactory.	2.474	1 st
		3	The media reports on basketball players are satisfactory.	2.467	3 rd
		4	The media reports on Nigeria basketball teams are satisfactory.	2.433	4 th

		5	Nigeria basketball teams have followers on different social media platforms. (Twitter, Facebook, Instagram, etc.)	2.431	5 th
F	Sponsorship	1	Teams have sponsorship deals with corporate organizations	2.467	2 nd
		2	Players enjoy sports product endorsement deals with corporate organizations.	2.470	1 st
		3	Basketball venues are named after individuals or corporate organizations for financial benefits.	2.456	3 rd
		4	Bills and posters of corporate organizations are allowed to be displayed at the league arena.	2.449	4 th

Source: Researcher's Computation, (2017)

Table 7 described the means and ranks of sports marketing indices and basketball development as indicated in the item by item responses of the respondents.

Research Question One: is there any relationship between Sport Product and basketball development?

Table 7 (A) revealed that the statement which states that “the conduct of Nigeria Coaches competes favourably with their counterparts worldwide” ranked first with the highest mean score of 2.470. Ranking second is the statement which states that “the overall standard of Nigeria leagues compare favourably with world best practices with a mean score of 2.463, while the lowest ranked statement which states that “the Nigeria basketball league is the breeding ground of players representing the country in recent world championships” with a mean score of 2.442. This implies that what basketball offered to the consumer has an influence on its development in the country.

Research Question Two: Is there any relationship between sports price/pricing system and basketball development in Nigeria?

Table 7 (B) revealed that respondents ranked item one which states that “basketball leagues in Nigeria enjoy low patronage from spectators and fans because no gate fee is charged” first with a mean score of 2.454. This indicates that sports price has a direct bearing on sports development in Nigeria.

Research Question Three: Is there any relationship between sports place and basketball development in Nigeria?

From table 7 (C), it can be observed that the statement which states that “basketball court used for NBBF premier league matches are of Federation of International Basketball Association (FIBBA) approved standard” ranked first with a mean score of 2.435, it therefore revealed that the provision and maintenance of basketball facilities influence the development of basketball game.

Research Question Four: Is there any relationship between advertisement and basketball development in Nigeria?

Table 7 (D): The statement that “basketball fans advertise their loved teams in the media” ranked first with a mean score of 2.440 ahead of the other statement of items on advertisement from the questionnaire. This is an indication that basketball programs in Nigeria were not adequately advertised, therefore having bearing on its low development.

Research Question Five: Is there any relationship between media and basketball development in Nigeria?

Table 7 (E) revealed that the statement which says “the media report about Nigeria basketball leagues are satisfactory” ranked first with a mean score of 2.474. The lowest ranked

statement “Nigeria basketball teams have followers on different social media platforms (Tweeter, Facebook, Instagram, etc.)” has a mean score of 2.431. By implication, it means that information about the game is farther away from the fans, thereby impeding the positive development of the game.

Research Question Six: Is there any relationship between Sponsorship and basketball development?

Table 7 (F): When the statement that says “bills and posters of corporate organizations are allowed to be displayed at league arena” has a mean score of 2.431 and ranked least, how will sponsorship relationship be sustained even when sponsorship deals with corporate organizations which ranked first with a mean score of 2.470 are achieved? It therefore stood to reason that sponsorship has influence on basketball development in Nigeria.

Hypothesis Testing

Main Hypothesis

Ho: There is no significant relationship between sports marketing and basketball development in Nigeria.

Table 8: Result of multiple regression analysis of sport marketing and basketball development.

Model	R	R-Square	Adjusted R-Square	Std. Error of the estimate
	.887	.787	.784	9.65942

Source: Researcher’s Computation, (2017)

The presentation on table 8 shows that the regression coefficient (R-Square) is .887. This indicates that about 88.7% of the variation in basketball development is accounted for by sport marketing. It can therefore, be inferred that sport marketing is an important indicator of basketball development in Nigeria. Thus, it could be concluded the extent to which sport marketing performs in ensuring basketball development in Nigeria.

Table 9: Regression Analysis of sport marketing and basketball development in Nigeria

Model	Sum of square	df.	Mean Square	F	Sig.
Regression	147296.108	6	245209.351		
Residual	39861.972	429		6.203	0.000
Total	187158.680	435	92.918		

Source: Researcher's Computation, (2017)

The regression test result shown in table 9 reveals that sports marketing can significantly influence basketball development in Nigeria. This is because the calculated f-value of 6.203 is greater than the table F-value of 3.006. The null hypothesis was therefore rejected, which shows that there is a significant relationship between sport marketing and basketball development in Nigeria.

Table 10: Result of the contribution of sport marketing indices and basketball development in Nigeria.

Model	(coefficient)	Std. error	T	Sig.
Constant	5.880	1.230	4.782	.000
Sports Product	1.333	2.228	0.598	.550
Sports Price	1.073	1.201	0.893	.372
Sports Place	1.427	1.256	1.137	.256
Sponsorship	2.157	1.903	1.134	.258
Advertisement	2.246	1.852	1.213	.226
Media	0.524	0.470	1.115	.265

Source: Researcher's Computation, (2017)

Table 10 showed that the coefficient of the contribution of Sports Product is 1.333, Sport Price is 1.073, Sport Place is 1.427, Sponsorship is 2.157, and Advertisement is 2.246 while that of Media is 0.524. This result indicates that advertisement contributes more to basketball development than any other sport marketing indices. It also implies that advertisement factor is very important in ensuring basketball development in Nigeria.

Operational Hypotheses

Hoi: There is no significant relationship between sport products and basketball development in Nigeria.

Table 11: Correlation Analysis between sport product and basketball development

Variables	N	$\bar{X}$	SD	df	Cal. r-value	Table Value r-value	Decision
Sport product	436	9.83	4.214	435	0.995	0.088	Ho
							Rejected
Basketball development	436	51.19	21.47				

p<0.05

Source: Researcher's Computation, (2017)

Table 11 showed that the calculated r – value 0.995 is greater than the tabulated r- value 0.088 < + 0.05 level of significance. The null hypothesis was therefore rejected. This is an indication that there is a significance relationship between the sport products and basketball development in Nigeria.

Hoi: There is no significance relationship between Sport Price and basketball development in Nigeria.

Table 12: Correlation Analysis between sport price and basketball development

Variables	N	$\bar{X}$	SD	df	Cal. r-value	Table Value r-value	Decision
Sport Price	436	9.77	4.135	435	0.989	0.088	Ho
Basketball development	436	51.19	21.47				Rejected

p<0.05

Source: Researcher's Computation, (2017)

The calculated r-value as shown on table 12 is greater than the tabulated r-value thereby rejecting the null hypothesis. This shows that there is a significant relationship between the sport price and basketball development in Nigeria.

Ho3: There is no significant relationship between sport place and basketball development in Nigeria.

Table 13: Correlation Analysis between sport place and basketball development

Variables	N	$\bar{X}$	SD	df	Cal r-value	Table Value r-value	Decision
Sport Place	436	9.71	4.000	435	0.991	0.088	Ho
Basketball development	436	51.19	21.47				Rejected

$p < 0.05$

Source: Researcher's Computation, (2017)

Table 13 showed that the calculated r-value of 0.991 is greater than the tabulated r-value of 0.088 at 0.05 alpha level; thus, the null hypothesis was rejected. This indicates that there is a significant relationship between sport place and basketball development in Nigeria.

Ho4: There is no significant relationship between sport advertisement and basketball development in Nigeria.

Table 14: Correlation Analysis between sport advertisement and basketball development

Variables	N	$\bar{X}$	SD	df	Cal. r-value	Table Value r-value	Decision
Sport Advertisement	436	9.68	4.072				
Basketball development				435	0.992	0.088	Ho Rejected
	436	51.19	21.47				

$p < 0.05$

Source: Researcher's Computation, (2017)

The calculated r-value as revealed on table 14 is 0.992 which is greater than the tabulated r-value of 0.088 at 0.05 alpha level. The null hypothesis was rejected which means that there is a significant relationship between sport advertisement and basketball development in Nigeria.

Ho5: There is no significant relationship between sport media and basketball development in Nigeria.

Table 15: Correlation Analysis between sport media and basketball development

Variables	N	$\bar{X}$	SD	df	Cal. r-value	Table Value r-value	Decision
Sport Media	436	12.07	5.135				
Basketball development				435	0.989	0.088	Ho Rejected
	436	51.19	21.47				

$p < 0.05$

Source: Researcher's Computation, (2017)

Table 15 showed that the calculated r-value 0.989 is greater than the tabulated r-value 0.088<+0.05 level of significance. The null hypothesis was rejected. This means that there is a significant relationship between sport media and basketball development in Nigeria.

Ho6: there is no significant relationship between sport sponsorship and basketball development in Nigeria.

Table 16: Correlation Analysis between sport sponsorship and basketball development

Variables	N	$\bar{X}$	SD	df	Cal. r-value	Table Value r-value	Decision
Sport Sponsorship	436	9.84	4.288				Ho
				435	0.992	0.088	Rejected
Basketball development	436	51.19	21.47				

p<0.05

Source: Researcher's Computation, (2017)

Table 16 indicated a calculated r-value of 0.992 and a tabulated value of 0.088 at 0.05 alpha level. Since the calculated value is greater than the table value, the null hypothesis was rejected showing that there is a significant relationship between sport sponsorship and basketball development in Nigeria.

Summary of Findings

This sub-section dealt with a summary of the findings obtained from the study which are listed as thus:

1. Table 4 addressed the distribution of respondents by age, gender, status and conference.
2. That sport products contribute immensely to basketball development in Nigeria.
3. Sport price and pricing have immeasurable contribution to basketball development in Nigeria.
4. Sport place is a significant determinant of basketball development in Nigeria.
5. Sport promotional mix of sponsorship, media and advertisement contribute more to basketball development in Nigeria than any other sport marketing indices.

Discussion of Findings

The success of any sport is dependent on how and where the players are bred, the entrenched system of development, the impact of the local leagues, the part played by administrators, the importance of coaching and availability of facilities for training and competition (Lawal,2014). The purpose of this study is to investigate sport marketing indices as a correlate of basketball development in Nigeria.

Main Hypothesis: There is no significant relationship between sport marketing and basketball development in Nigeria. The result of multiple regression analysis shows that the regression coefficient (R-Square) indicates that about 88.7% of the variation in basketball development is accounted for by sport marketing. It therefore revealed the extent to which sport marketing performs in ensuring basketball development in Nigeria. This is in

accordance with Luiz (2011) who viewed sport marketing as a key factor in ensuring that sports remain financially autonomous of government support or funding. Nwankwo, (2001), Awoma, (2013), and Abubakar(2015) believed that no meaningful sports programme can take place without adequate funding. This funding can only come from other means such as sport marketing. The inability of various Nigerian governments to adequately finance sport led to the involvement of sports marketing organizations in contributing to the growth of sports. Sports funding in developed nations does not rest solely in the hands of the government (Gambari, 2005), (Abubakar, 2015).

The Ho1 result of Pearson Product Moment Coefficient value of sport product and basketball development in Nigeria as shown in Table 9 rejected the null hypothesis. This means that there is a significant relationship between the two variables. This was in line with the submission of Zeynep and Ananth (2010) In their study on the effect of product variety and inventory levels on retail store sales which shows that increases in product variety and inventory levels are both associated with higher sales. Increasing product variety increases the probability that the store will have the products that customers want while increasing inventory levels for a particular item increases service levels for that item (Zeynep, 2010). This is similar to the findings of Yeboah (2016). In the author's study of the impact of product branding on sales revenue of listed companies in Ghana. The results indicated that product branding has long-run positive impact on sales revenue but did not have a significant short-run impact on sales revenue. The author recommended a continuous product branding to ensure sustainable growth in sales volumes and higher profits (Yeboah, 2016). The marketing mix of sport products can be seen in the light of participation product, spectatorial product, equipment and apparel, and sports facilities. All these can be classified as sport products (Brenda and David, 2002). The quality of a

basketball sport hall, which includes good layout, facility aesthetics, seating comfort, safe environment, adequate parking lots, hygienic restrooms, and modern electronic equipment, should meet up with the internationally acceptable standard. Availability of these products in sufficient quantity and quality will enhance performance and the overall development of the game.

The Ho2 as shown in Table 10 indicated that there is a significant relationship between sport price and basketball development in Nigeria. This result confirmed the earlier work of Young and Joon-Ho (2011), on the Boston Bruins' Use of Social Media to Engage Fans in sport Promotions. These results showed that fans became more involved or more engaged when they realized they had a chance to win something for free. This helped increase attendance, as well as help to generate more overall revenue from the additional purchased concessions and merchandise items. This relates to the findings of Browning and DeBolt (2007), which showed that non-price items, such as free tickets, showed a significant increase in attendance when a similar promotion was offered on a game night (Browning, 2007). According to Krishna, Yoon, Wagner and Adava (2006), extreme-priced products can influence the maximum amount consumers are willing to pay for a product. An extremely high priced item in marketing settings influences the magnitude as well as the direction of a consumer's reservation price or the maximum price the consumer is willing to pay for a product and such a product will be priced out of the market. This fact was supported by Sugiharto (2014), who believed that a price set too low may result in a deficiency in revenues and the death of the business. A price set too high may result in poor response from customers and might also result in the failure of the business. The consequences of a poor pricing decision, therefore, can be dire.

Ho3 which is displayed on Table 11 showed that there is a correlation between sport place and sports development. The location or place of distribution and proximity to consumers affect the use of a sport facility (Russell, Aaron, & Smith, 2015). This fact was corroborated by the submission of Ratten, (2015) that there is a positive relationship between facility proximity and physical activity level. People who live closer and have easier access to parks, recreation, fitness and sport sector opportunities use them more frequently. Proximity can also be influenced by the degree of connectivity. Thus, convenient and safe routes to services promote more frequent use of such amenities. This assertion was also in line with findings that assessed factors that might have a significant influence on how sport fans perceive the quality of a stadium which includes good layout, facility aesthetics, seating comfort, electronic equipment and displays. It is expected that the higher this perceived quality of the sports venue, the higher the sport fan's satisfaction will be. If sport fans are more satisfied, they are likely to stay in the stadium for a longer period (and spend more money) they are also likely to return more often (Alexandru, 2013). Environmental factors can also affect sports performance. Heat stress from the environment can be detrimental to sporting performance; challenging the limits of the human cardiovascular system, temperature regulation and altering body fluid balance (Samuel, Robert, Scott and Michael, 2010).

Hypothesis four addressed the relationship between sport advertisement and sport development. The result of the study revealed that there is a very strong positive correlation between the two variables as shown in Table 13. The coefficient of the contribution of advertisement to sports development as revealed in Table 9 is 2.246. This implies that sport advertisement contributes more to basketball development than any other sport marketing indices. It also implies that advertisement is a very important factor in measuring basketball

development in Nigeria. This finding corroborates the result of research findings of Roger (2007), which affirmed that television advertisement has vastly increased the revenues of popular sports in the world. Increased television exposure has spurred growth in live attendance at matches and other sources of revenues. The most important effect of this increase has been in the enhancement of player salaries, with the financial status of teams remaining largely unchanged because the revenues from centralized television rights and international competitions have intensified the relationship between team quality and revenues (Roger, 2007). All these invariably improved the provision of standard facilities, equipment, human capital development, organized local, national and international sports competitions which after all will improve human performance.

Table 14 provided result for hypothesis 5 involving the relationship between sport media and basketball development in Nigeria. The result showed that the media index had a direct correlation with the aggregate score of basketball development. This suggests that there is a statistically significant relationship between sport media and basketball development in Nigeria. Fans are more motivated to interact on social media site if they are able to form a positive relationship with their favourite sports teams (William and Susan, 2010). This study also ties into previous research conducted on the rise of social media and the strong impact it has on professional sports teams. The finding revealed that the teams that are able to connect and identify with their fans on social media are more likely to gain positive feedback and attention for the organization as a whole (Dae, YU and Zimmerman, 2010). It was summarized by Roger (2007), that television rights are the largest component of revenues for major sports in large, rich nations of the world. The use of media, especially the new media (social media and internet) has the ability to communicate with a target market. Fans are more motivated to interact on social

media site (Tweeter, Facebook, Instagram, and others) if they are able to form a positive relationship with their favourite sports teams.

Hypothesis 6, on table 15 stated that there is no significant relationship between sport sponsorship and basketball development. The null hypothesis was rejected, implying that sponsorship is a strong determinant factor for basketball development. This agreed with the submission of Asim and Shahid (2012) that sports sponsorship is an effective tool to associate the brand with sports in creating strong feelings about the brand in the heart of consumers. Sponsorship shows the passion, excitement, spirit, emotions, feelings and excellence when the brand values associated with the values of sport (Asim and Shahid, 2012). The authors' finding revealed that sponsoring a sport leads to a higher level of performance. Companies can, therefore, use sports sponsorship as a tool to promote their image and create awareness among consumers. Companies can capture a large audience by sponsoring a sport event. The National Sports Policy (2009) particularly recognizes the need for Public-Private Partnership (PPP) as a way to further ensure sports development especially against the backdrop that government alone cannot continue to fund sports and the need for the private sector to assist in developing sports through sports marketing strategies (Aibueku, 2011). Sponsorships are supposed to benefit both parties. Corporate interests are strictly promotionally-motivated and this is best achieved through sponsorship (Hoeck, 2000). Sponsorship is not a philanthropic gesture, but a business relationship between corporate bodies and leisure property wherein each agrees to assist one another in satisfying their needs and achieving their objectives by exchanging the sponsor's cash or in-kind investment and the property's exploitable commercial potentials (Cheng, 2009).

In conclusion, the results of this study show the interpersonal relationship among the sport marketing indices of product, price, place and promotion (4Ps) and basketball development in Nigeria which were positively significant.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

Summary

The continuous decrease in the federal government's annual budgetary allocation to sports development has led to significant decrease in government input in terms of facility development, equipment procurement, capacity building and other necessary considerations required for the effective organization of local and international sports engagements in Nigeria (Venkatsewarlu, 2007). The inability of various Nigerian governments to adequately finance sport led to the involvement of sports marketing organizations in contributing to the growth of sponsorship and other marketing strategies as sports funding in developed countries do not rest solely in the hands of the government (Gambari, 2005), (Abubakar, 2015).

Sport marketing has to do with the process of designing and implementing marketing principles of a sport and sport business product to satisfy the desires of consumers. The marketing indices of product, price, place and promotion when properly combined constitute what is termed marketing mix.

The product is what the sport company is trying to sell. In line with this study, the conduct of Nigeria basketball players and coaches, the quality of officiating, and the overall standard of the Nigeria leagues compared to what is obtained internationally still have a long way to go. It therefore reveals that a significant relationship exists between sport products and basketball development in Nigeria.

Price is the exchange value of a product. The Nigeria basketball leagues enjoy very low patronage from spectators and fans due to inappropriate pricing. Sport place is the process of

getting the sport product to the consumer. Place as it relates to basketball includes courts, accessibility to the venue, seats at the spectators gallery, toilet facilities, lighting and the security of lives and property around the facility. The study revealed that there is a significant relationship between place and basketball development. Sport promotions are elements designed to attract the consumer's attention. These include media, advertisement, sponsorship and other related activities. The study showed that advertisement contributes more to basketball development than any other sport promotional indices.

The study investigated sport marketing indices as a correlate of sport development in Nigeria. To achieve this fit, six research questions and six hypotheses were raised and tested. Related literature was reviewed under the conceptual framework, theoretical framework and empirical framework. The research method for the study was a descriptive design of survey type. The population for this study was 539 which was made up of all the stakeholders in the Nigeria basketball Premier Leagues, with a sample size of 431 respondents. The research tool employed in this study was a self-structured questionnaire developed by the researcher. Descriptive statistics of frequency and percentage were used to describe the demographic characteristics of the respondents. The main hypothesis was tested using the inferential statistics of multiple regression analysis while the six operational hypotheses were tested using Pearson Product Moment Correlation (PPMC) at 0.05 level of significance.

Conclusion

Based on the findings of this study, the following conclusion was drawn:

- i. That Sport products contribute immensely to basketball development in Nigeria, which is evident in the quality of players and coaches, the quality of officiating and the overall standard of the nation's league.

- ii. that sport price and pricing have immeasurable contribution to basketball development in Nigeria. This is reflected in the level of turnout of spectators and fans at match venues.
- iii. that Sport place is a significant determinant of basketball development in Nigeria, which can be measured against the quality of the facilities and the provision of adequate security for lives and properties at match venues.
- iv. that Sport advertisement contribute more to basketball development in Nigeria than any other sport marketing indices. Nigeria Leagues matches are adequately publicized through paid advertisement.
- v. that sport sponsorship has strong and positive contribution to basketball development in Nigeria. The basketball federation has consistent sponsorship deals with corporate organizations. Clubs still have a long way to go in attracting and sustaining sponsorship deals.
- vi. that media, especially the social media contribute significantly to basketball development in Nigeria. The media reports about Nigeria Basketball leagues are satisfactory. Nigeria basketball teams have followers on different social media platforms such as Twitter, Facebook, Instagram and others.

Recommendation

Based on the findings of this study, the following recommendations were made: that

- i. the use of media, especially the new media (social media and internet) should be intensified by teams to communicate with a target market. Fans are more motivated to interact on social media site (Tweeter, Facebook, Instagram, and others) if they are able to form a positive relationship with their favourite sports teams. Sports journalists should

be involved to effectively influence the conduct and administration of sports in Nigeria as the information given to readers on recent developments at the local and international levels would create the required awareness in the efforts towards the development of basketball in the country;

- ii. corporate organisations should increase the use sports sponsorship as a tool to promote their product image and create awareness among consumers. Companies can capture a large audience by sponsoring sports events;
- iii. increased exposure of players, teams, events and championships through paid advertisement will spur growth in live attendance at matches and other sources of revenues. The most important effect of this increase will be in the enhancement of player salaries, maintenance of team's facilities and the procurement of team's basic needs;
- iv. sport products can be seen in the light of participation product (Athletes and Coaches), spectatorial product (events/ entertainment), sports facilities construction, equipment and apparel manufacturing. Product branding has long-term positive impact on sales revenue. Basketball teams should recruit players and coaches who are well packaged in terms of high level of skills exhibition and satisfactory attitude for fans' satisfaction and corporate organisation's endorsement for their company brands;
- v. basketball products should be appropriately priced. An extremely high priced item in marketing settings influences the direction of a consumer's willingness to pay for a product and such a product will be priced out of the market. Also, an underpriced item may as well influence the consumer's disposition to such product. This may be a signal of low quality and not part of the image intended to be portrayed; and

- vi. the quality of a basketball sport hall, which include good layout, facility aesthetics, seating comfort, safe environment, adequate parking lots, hygienic restrooms, modern electronic equipment and displays should meet up with the internationally acceptable standard. It is expected that the higher this perceived quality of the sports venue, the higher the sport fan's satisfaction will be. If sport fans are more satisfied, they are likely to stay in the stadium for a longer period, and also likely to return more often.

Contribution to Knowledge

This study has contributed to the body of knowledge in the following ways:

- The study provided information on the contributions of sport marketing indices which will lead to better understanding of appropriate pricing policy and decision making as it relates to basketball administration among stakeholders in Nigeria.
- This study provided information on reasons why teams found it very difficult to establish sponsorship relationship with corporate organisations, talk less of sustaining such relationship when at all established and on how such challenges can be surmounted.
- The study has further reinforced the public/ private partnership initiative of the Federal Government on sports funding.

Suggestions for Further Studies

This study cannot claim to have been exhaustive in the areas of basketball development. Other areas can still be researched into.

1. This study covered only one sport (Basketball) in Nigeria. It is therefore recommended to replicate the study in other sports in the country.
2. The use of other research instrument based on different models or theories will also broaden the knowledge based on the interrelationship between the variables researched in the work.

References

- Aaron, S. (2008). *Introduction to Sport Marketing*. Melbourne: Elsevier Butterworth-Heinemann.
- Abubakar, A. (2015). Sports Manager's views of the Influence of Marketing on Sports funding in North Central Nigeria. *Journal of Research in Health and Sports Sciences*, 14 (1). 23-32
- Adamu, A. (2002, August 31). why athletes take drugs. *Weekend Vanguard*, p. 48.
- Adebayo, D. O. (1997). "Ethical attitudes and prosocial behaviour in the Nigeria police: Moderator effects of perceived organizational support and public recognition", *Policing. Ethical attitudes and prosocial behaviour in the Nigeria police: Moderator effects of perceived organizational International Journal of Police Strategies & Management*, Ethical attitudes and prosocial behaviour in the Nigeria police: Moderator effects of perceived organizational support and public 4(28): 684 - 705.
- Adeyemo, K. A. (2014). Influence of Demographic Variables on Students' Choice of Sports Activities in Lagos State. *IOSR Journal of Research & Method in Education (IOSR-JRME)*, 4,(1), 26-29.
- Africainvestor (2015). *Business of Sport Report*. Retrieved from [www.africainvestor: http://www.africainvestor.com/assets/rescontent-26-9561140-Business_of_sport_Report.pdf](http://www.africainvestor.com/assets/rescontent-26-9561140-Business_of_sport_Report.pdf)
- Aibueku, S. O. (2011). A Comparative Analysis of Nigeria's Development Policies; 1989 and 2009. *Ozean Journal of Applied Sciences*, 4(2), 115-120.
- Ajibua, M. A. (2006). *Hindrances to Sport Marketing in Nigeria (1)*. M2 Weekly Newspaper. Retrieved from [www.m2online.biz: https://www.researchgate.net/publication/290955395_Understanding_the_Concept_and_Uniqueness_of_Sport_Marketing](https://www.researchgate.net/publication/290955395_Understanding_the_Concept_and_Uniqueness_of_Sport_Marketing)
- Ajibua, M. A. (2010). Total Quality Management approach: A requirement for rapid Sports Development in Nigeria. In *optimal Health Performance: Thesis of Human Movement Education in the 21st Century. A Book of reading in Honour of Prof. Veronica C. Ogbanugo*. 417-426.
- Ajom, J. (2016). *Zenith declares continuous commitment to Women's Basketball League*. Retrieved from [www.vanguardngr.com: http://www.vanguardngr.com/2016/02/zenith-declares-continuous-commitment-to-womens-basketball-league/](http://www.vanguardngr.com/2016/02/zenith-declares-continuous-commitment-to-womens-basketball-league/)
- Akanni, B. (2014). *Making a Champion- Common Wealth Games*. Retrieved from [http://www.makingofchamps.com: http://www.makingofchamps.com/2014/07/26/nigerias-american-athletes-are-they-good-enough-to-win-commonwealth-medals-part-i/](http://www.makingofchamps.com/2014/07/26/nigerias-american-athletes-are-they-good-enough-to-win-commonwealth-medals-part-i/)

- Akara, E. O. (2014). Sports Marketing in Nigeria: Governments' Funding and Sports Development Recommendations . *Academic Journal of Interdisciplinary Studies*, 13 (1).
- Akiko, A., & Ayong, J. K. (2014). Branding Athletes: Exploration and Conceptualization of Athlete Brand Image. *Sport anagement Review*, 17, 97-106.
- Akindutire, I. O. (2005). Repositioning physical Education and Sports Programme for the Development of Man. *An Inaugural Lecture Delivered at the University of Ado- Ekiti*, 1.
- Alexandru, L. M. (2013). Sport Marketing Mix Strategies. *SE A - Practical Application of Science*, 1 (1), 298-303.
- Alexandru, L. M. (2013). Sport Promotional Mix. *SE A - Practical Application of Science*, 1 (2), 180-185.
- Alimi, T. (2003). *Reports on Opening Session of Sports Workshop Organized by the Public Affairs Section Lagos: United States Embassy*. New York City: United Nations.
- Alla, & Ajibua, M. A. (2014). Leisure Facility Sponsorship: An Invaluable Source of Funds for Leisure-Time Physical Activity Programme Enhancement in Nigeria. *Journal of Education and Practice*, 5(27),16-20.
- Aluko, E. (1999). Coaching profession as a correlate of sports development in Nigeria. . *Unpublished Master Thesis. Development of Human Kinetics and Health Education. University of Ibadan*.
- Amaeshi, K., Adi, B., & Ogbechie, C. A. (2006). CorporateSocialResponsibility in Nigeria: Western Mimicry or indigenous influences? *Journal of Corporate Citizenship*, 83-99.
- Amangbo, P. (2016). *Zenith declares continuous commitment to Women's Basketball League*. Retrieved from [www.vanguardngr.com: http://www.vanguardngr.com/2016/02/zenith-declares-continuous-commitment-to-womens-basketball-league/2016/02/zenith-declares-continuous-commitment-to-womens-basketball-league/](http://www.vanguardngr.com/2016/02/zenith-declares-continuous-commitment-to-womens-basketball-league/)
- Arnott, I. (2011).Effective Marketing Communication Efforts of Sports Development Initiatives: A Case Study of the Public Sector in the United Kingdom.*International Journal of Business Humanities and Technology*, 1(1); 8-21.
- Asim & Shahid. (2012). The Impact of Sports Sponsorship on Brand Image and purchase intention. *Interdisciplinary Journal of Contemporary Research in Business*, 4(2), 659-667.
- Associated, P. (2006). *Rookies Using Video Ipads to Study Swings, Hitters*. Retrieved from [sports.espn.go.com: http://sports.espn.go.com/mlb/news/story?id_2486924](http://sports.espn.go.com/mlb/news/story?id_2486924)
- Awoma, C. I. (2005). *Unpublished Master Thesis Department of Physical and Health Education University of Benin, Benin City*.

- Awoma, C. I. & Boye, T. E. (2013). Sport Marketing as Predictor of Sports Development in Edo State, Nigeria, West Africa. *Academic Research International*, 4(6); 295-300.
- Awoma, C. I., & Okakah, R. O. (2015). Facilities/Equipment as Predictor of Sport Development in Edo. *European Journal of Research*. 3(3), 61-67.
- Awosika, B. (1997). Management and Marketing of Sports in Educational Institutions. *National Workshop on Effective Management and Marketing of Sports in Nigeria by the Year 2010*.
- Awosika, Y. (1996). Status of facilities and equipment in producing successful Olympic Athletes. *National Institute for Sports Seminar on Managing Olympic success: The Centennial Olympic Experience*, 1, 30-37.
- Bastos, W. A. (2012). A history of the concept of branding: practice and theory. *Journal of Historical Research in Marketing*, 4 (3);347 - 368.
- Bernard, J. M., Stephen, H., & William, A. S. (2007). *sport Marketing*. Champaign, IL.: Human Kinetics Rewards.
- Bouverat, M. A. (2005). Finding the Root of Sport. In R. Richard, *Olympic Museum and Education and Development Foundation, Educational Kit (2005)*. Austria: Clearinghouse for Sports.
- Boye, T. (2011). Socio-Psychological Sports Marketing Attitudes of Stakeholders in the Achievement of Developmental Sports Goals in Nigeria. *Pamukkale Journal of Sport Science.*, 2(2), 1-10.
- Brenda, G. P. & David, K. S. (2002). *Foundamentals of Sports Marketing, 2nd. Edition*. Chelsea, Michigal: Sheridan Books.
- Brett, P. (2015). *Forbes releases 2015 NBA franchise valuations, Lakers at \$2.6 billion top the list*. Retrieved from [www.nba.nbcsports.com: http://nba.nbcsports.com/2015/01/21/forbes-releases-2015-nba-franchise-valuations-lakers-at-2-6-billion-top-the-list/](http://nba.nbcsports.com/2015/01/21/forbes-releases-2015-nba-franchise-valuations-lakers-at-2-6-billion-top-the-list/)
- Browning, R. A. (2007). The effects of promotions on attendance in professional baseball. *The Sports Journal*, 10(3); 1-5.
- Charalambous-Papamiltiades, M. (2013). Sport marketing in Cyprus -the dynamics of the sport sponsorship context:emergence, development and management practices in thefootball industry. *Unpublished Ph.D. Thesis submitted to the Graduate School, of Loughborough University, U.S.A.*
- Cheng, H. (2009).). Public service advertising in China: A semiotic analysis. In H. C. (Eds.), *Advertising and Chinese Society: Impacts and Issues* (pp. 203-221). Copenhagen, Denmark.: Copenhagen Business School Press.

- Christian, H. Nicole, K. & Wayne, K. S. (2006). The Role of Cognition and Affect in the Formation of Customer Satisfaction: A Dynamic Perspective. *Journal of Marketing*, 70(3); 21-31.
- Chrysostomos, G. B. (2015). Increasing response rate with sport volunteer studies: A social exchange Theory Approach. *Global Sport Business Journal*, 2(3), 46-60.
- Clarke, V. A. (2004). For better or worse?' Lesbian and gay marriage. *Feminism & Psychology*, 14, 17-23.
- Clavio, G., & Kian, T. (2010). Uses and gratifications of a retired female athlete's Twitter followers. *International Journal of Sport Communication*, 3, 485-500.
- Complete Sports. (2015). *Nigerian Sports @ 55: The Highs And The Lows*. Retrieved from www.completesportsnigeria.com: <http://www.completesportsnigeria.com/nigerian-sports-55-the-highs-and-the-lows/>
- Corwell, T. B. (1998). " An International Review of Sponsorship Research". *Journal of Advertising*, 27(1), 1-21.
- Cross Road Consulting Service. (2015). *Market and economic analysis for a potential new Indoor Multi-sport facility in Little Rock, Arkansas*. Retrieved from www.littlerock.com: <http://www.littlerock.com/userfiles/editor/docs/2015SportsFeasibilityStudy.pdf>
- Dachor, S. (2003). The Private sector, Wealthy Individuals Urged to promote sports. *New Nigeria Newspaper*, p. 18.,
- Dae, H. K. ; Joon, S. L. & Sylvia, C. O. (2018). Athlete Scandals and Endorsement Marketing: Research Trends and Introduction to Topics. *Journal of Global Sport Management* 3(2); 99-106
- Dae, Y. U. & Zimmerman, M. H. (2010). User-versus message valence, and team identification and sport consumers' response. *International Journal of Sport Communication*, 3(4), 402-422.
- Daneshfard, C. & Ekvaniyan, K. E. (2012). Organisational commitment and job satisfaction in Islamic Azad University. *Interdisciplinary Journal of Contemporary Research in Business*, 3(9); 168-181 in www.ccsenet.org/ibr International Business Research Vol. 6, No.3; 2013, p 226 on 12/01/2014.
- Dauda, O., Dominic, O., & Adesoye, A. (2015). Influence of Sports Facilities on Performance of Track and Field Athletes of Tertiary Institutions in Ilorin Metropolis of Kwara State. *Journal of Research on Health and Sports Science* . Published by The Department of Physical and Health Education, Bayero University, Kano., 22-30.

- David, S.; Hans, W.; Shayne, Q.& Daniel, F. (2009). *Strategic Sport Marketing*. 3rd. Edition. Singapore: CMO Image Printing.
- David, R. (2004). *Sport, Culture and the Media*. Glasgow: Bell & Bain Ltd.
- David, M.; Ray, S.& Brian, M. (2015). An Analysis of the Factors and Marketing Techniques Affecting Attendance at NCAA Division I Women's Basketball Games. *The Journal of SPORT*, 4(2); 42-59.
- David, T. (2012). *Sport Sponsorship: Securing And Retaining Commercial Partners*. Wellington, New Zealand: Sport New Zealand.
- Davidson, E. (2009). Unintended Consequences of Race-Based Segmentation Strategies. *Journal of Consumer Marketing*, 26(3), 141-142.
- Dickinger, A. & Bartoletti, E. (2013). The importance of Social Media in their contribution to the Marketing of Sport Events. 'Unpublished Doctoral Thesis submitted to the Graduate School , Modul University, Vienna.
- Education, D. O. (2010). *Report of the working group on sports Sponsorship by the alcohol Company*. Ireland.
- Ekpe, S. (2001). Problems of sport development in Nigeria. *Report of the National Committee on problems of sports development in Nigeria*, 13, 582-602.
- Emma, J. J. (2001). "Sponsorship and Congruity Theory: a Theoretical Framework For Explaining Consumer Attitude and Recall of Event Sponsorship", *Association for Consumer Research*, , 28(1), 439-445.
- Eze, W. U. (2015). The implications of sports and sports marketing for Entrepreneurship development in Nigeria. *International Journal of Current Research and Academic Review*, 3(6), 201-210.
- Fasan, C. O. (2004). *Introduction to Sports Management*. Lagos: Beulah.
- Forbes (2018) The 2018 Top 10 most valuable teams in the NBA
<https://www.forbes.com/sites/forbespr/2018/02/07/forbes-releases-20th-annual-nba-team-valuations/>
- Gambari, M. B. (2005). Perceived Consequences of Corporatistic Model of Organisation of sport Development in Nigeria. *Ilorin Journal of Health, Physical Education and Recreation(IJOPHER)*, 4 (1).
- Gratton, C. & Taylor, P. (2000). *Economics or Sport and Recreation*. London: Spon Press.
- Gregory, D. (2015). Coke, Visa among sponsors standing by FIFA amid corruption investigation. *Southwest Journalist*, p. 55.

- Gumel, H. (2015). *Nigeria Olympic Committee*. Retrieved from www.olympic.org: <https://www.olympic.org/nigeria>
- Hackler, S. E. (1992). "The Role of Expectancy and Relevancy in Memory Verbal and Visual Information: What is Incongruity? *Journal of Consumer Research*, 18(March), 475-491.
- Halil, S. N. (2006). The Value of a Product: A Definition. *International journal of Value-based Management*, 12(2) 181-191.
- Hambrick, E. M. (2011). 'It's incredible – trust me':exploring the role of celebrity athletes as marketers in online social networks. *International Journal of Sport Management and Marketing*, 10(3/4), 161-179
- Harmon, D. E. (2014). *Dream Jobs in Sports Media*. London: Rosen Classroom.
- Henderson, K. A. (2004). Theory in Recreation and Leisure Research: Reflection from the Editors. *Leisure Science*, 26, 411-425.
- Hoeck, J. H. (2000). The Contribution of Local Heroes' in Athlete Endorsement Mix: A Case Study Approach. *Journal of Marketing*, 4 (2&3).
- Hornby, A. (2005). *Oxford Advanced Learners Dictionary of Current English*. New York: Oxford University Press.
- Hutchins, B. (2015). *Special Issue of Media International Australia: "Media Sport: Practice, Culture and Innovation"*. Retrieved from www.monash.academia.edu: <http://monash.academia.edu/BrettHutchins>. Irwin, R. (2008). *Sport Promotion and Sales Management-2nd Edition*. Champaign, USA.: Human Kinetics Rewards.
- Irwin, R.; Sutton, W.& McCarthy, L. (2005). *Sport Promotion and Sales Management*. Champaign, IL.: Human Kinetics Reward.
- Jennifer, L. D. (2010). The Visible Hand: Race And Online Market Outcomes. *The Economic Journal*, Doi: 10.1111.
- Jim, A. (2015). *Sponsorship Spending On The NBA Totals \$739 Million In 2014-2015 Season*. Retrieved from www.sponsorship.com: [http://www.sponsorship.com/IEGSR/2015/09/28/Sponsorship-Spending-On-The-NBA-Totals-\\$739-Millio.aspx](http://www.sponsorship.com/IEGSR/2015/09/28/Sponsorship-Spending-On-The-NBA-Totals-$739-Millio.aspx)
- Jobber, D. (2004). *Principles and practice of marketing 4th Edition*. London, U.K.: McGraw-Hill, cop.
- John, T. A. (1959). *The Social Psychology of groups*. New York: Jonn Wiley and Sons.
- Jonathan, B. (2016). *Sports sponsorship in an era of scandal – how should brands respond?* Retrieved from www.marketingweek.com:

- <http://www.marketingweek.com/2016/01/14/sports-sponsorship-in-an-era-of-scandal-how-should-brands-respond/>
- Kassing, J. S. (2010). Fan-athlete interaction and Twitter tweeting through the Giro: A case study. *International Journal of Sport Communication*, 3, 113-128.
- Kearney, A. (2014). *Winning in the Business of Sports*. Retrieved from [www.atkearney.com: https://www.atkearney.com/documents/10192/5258876/Winning+in+the+Business+of+Sports.pdf/ed85b644-7633-469d-8f7a-99e4a50aad8](http://www.atkearney.com/documents/10192/5258876/Winning+in+the+Business+of+Sports.pdf/ed85b644-7633-469d-8f7a-99e4a50aad8)
- Keller, K. L. (2008). *Strategic brand management: Building, measuring, and managing brand equity. 3rd. Edition*. Upper Saddle River, NJ:: Prentice Hall.
- Ken, H. (2003). *Agricultural Innovation and Commercialisation Centre*. Retrieved from [www.extension.purdue.edu: http://faculty.msb.edu/homak/homahelpsite/webhelp/Content/04%20Homa%20Note%20-%20Place%20\(Distribution\)%20r0103.pdf](http://www.extension.purdue.edu: http://faculty.msb.edu/homak/homahelpsite/webhelp/Content/04%20Homa%20Note%20-%20Place%20(Distribution)%20r0103.pdf)
- Koprowski, G. (2006). *Athletes, Sports Fans Cultivate Creative Uses of*. Retrieved from [macnewsworld.com: http://www.macnewsworld.com/story/51381.html](http://www.macnewsworld.com: http://www.macnewsworld.com/story/51381.html)
- Kotler, P. A. (2009). *Marketing management. 13th. Edition*. Upper Saddle River, NJ:: Prentice-Hall.
- Kotler, P. A. (2012). *Marketing Management*. Upper Saddle River, New Jersey: Prentice hall.
- Krazit, T. (2007). *Tech Score with Pro Teams*. Retrieved from [cnet.com: www.cnet.com/4520-13388_1-.html](http://www.cnet.com: www.cnet.com/4520-13388_1-.html)
- Kreider, R. M. (2005). *Number, timing, and duration of marriages and divorces: 2001. Current Population Reports, P70-97*. Washington, DC.: U.S. Census Bureau.
- Krishna, A.; Wagner, M.; Yoon, C. & Adaval, R. (2006). Effects of Extreme-Priced Products on Consumer Reservation Prices. *Journal of Consumer Psychology*, 16(2); 176-190.
- L'Etang, J. (2006). "Public relations and Sports Promotional Culture. *Public Relations Review*, Vol.32, 386-394. .
- Lagae, W. (2005). *Sports Sponsorship and Marketing Communication: a European Perspective*. Harlow: FT Prentice Hall cop.
- Lawal, I. Y. (2014). Sports Development; the Nigerian Way: A Review. *International Journal of Physical Education, Sports and Health (IJPESH)*, 1 (4): 20-24.
- Leo, S. (2016). *Ambush Marketing*. Retrieved from [BusinessDictionary.com: http://www.businessdictionary.com/definition/ambush-marketing.html](http://www.businessdictionary.com/definition/ambush-marketing.html)

Lopez-Gonzalez, H. ; Estévez, A.; Jimenez-Murcia, S. & Griffiths, M.D. (2018). Alcohol drinking and low

nutritional value food eating behaviour of sports bettors in gambling adverts.

International Journal of

Mental Health and Addiction, 16, 81-89.

Luiz, M. X. (2011). The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits: Direct and indirect effects. *European Journal of Marketing*, 45(1/2), 191-216.

Lukeman, G. (1991). "Analysis Shows New Way to Think About TV Recall Scores". *Marketing News*, 25(8), 24.

Malleson, S. J. (2006). 'Sponsorship rights and ambush marketing—winning the race for public recognition. Retrieved from www.mallesons.com:

<http://mallesons.com/publications/2006/May/8409080x.htm>,

Manovich, L. (2002). *The Language of New Media*. Boston: MIT Press.

Mariadass, T. (2005). Educational Role of Sport Media. *International Conference on Sport and Education, Celebrating 2005 United Nations International Year of Sport and Physical Education*, pp. 168-177.

Matthew, N. (2007). *Sport and the Media: Managing the Nexus*. Oxford: Linacre House, Jordan Hill

consumption.<https://www.nsga.org/globalassets/management-conference>

[archives/2013/karla-mccormick.pdf](https://www.nsga.org/globalassets/management-conference/archives/2013/karla-mccormick.pdf)

McIntoch, P. C. (1972). *Physical Education in England*. London: G. Bell and Sons Ltd

Meenaghan, T. (1991). "Sponsorship: Legitimising the Medium". *European Journal of Marketing*, 25 (11) 5-10.

.Meenaghan, T. (1998a). Ambush Marketing: Corporate Strategy and Consumer Reaction. *"Journal of Psychology and Marketing"*, 15(4), 305-322.

Meenagan, T. (1998). "Current Development and Future Directions in Sponsorship". *International Journal of Advertising.*, 17 (1), 3-28.

Milo, N. (2016). *Nestlé Milo reiterates commitment to grassroots sports development in Nigeria*. Retrieved from www.nestle-cwa.com: <http://www.nestle-cwa.com/en/Nestl-Milo-reiterates-commitment-to-grassroots-sports-development-in-Nigeria>

Mintel Report (2011). *Marketing to Sports Enthusiasts*. Retrieved from www.mintel.com: ftp://ftp.panasonic.com/whitepaper/addressingthechallengesofsports_entertainmentproperties-v2.pdf

- Moffitt, J. (2010). Recreating Retention. *Recreational Sports Journal*, 34(1), 24-33.
- Mohibullah, K. M., Hazratullah, K., & Asif, A. A. (2014). Mass Media and Promotion of Sport (Historical Perspectives). *Asian Journal of Social Sciences & Humanities*. 3(3); 159-163.
- Monye, A. (2015). *Zenith Bank splashes 30 million to sponsor Women Basketball league*. Retrieved from www.guardian.ng: <http://guardian.ng/sport/zenith-bank-splashes-30-million-to-sponsor-women-basketball-league/>
- Murphy, N. A. (2007). Mass sporting and physical activity – are hey “bread and circuses” or public health? *Journal of Physical Activity and Health*, 4(1); 193-202.
- Nations, U. (2003). Sports for Development and Peace towards Achieving Millennium Development Goals. *Report from the United Nations Outer - Agency Task Force on Sport for Development and Peace*. U.S.: United Nations, 17-21.
- Nelson, A. (2016). "NBA announces Econet deal". *SportsPro*. *SportsPro Media*. Retrieved July 11, 2017, from [www.en.wikipedia.org: https://en.wikipedia.org/wiki/Kwes%C3%A9_Sports](https://en.wikipedia.org/wiki/Kwes%C3%A9_Sports)
- Nigeria, E. S. (2009). *Blue Print for Edo State Sports Development Policy*. Benin: Government Press.
- Nwanko, F. I. (2001). The way forward for sports Development in Nigeria. *Reports of the National Committee on problems of sports development*, 3, 142-143.
- Odeyemi, J. (2017). *NBBF unveils Kwese Sports as a new league sponsor*. Retrieved July 11, 2017, from [www.dailytrust.com.ng: https://www.dailytrust.com.ng/news/sports/nbbf-unveils-kwese-sports-as-new-league-sponsor/192781.html](https://www.dailytrust.com.ng/news/sports/nbbf-unveils-kwese-sports-as-new-league-sponsor/192781.html)
- Ogedengbe, P. S. (2016). A Study of the Marketing Strategies of Estate Surveying Firms in Lagos, Nigeria. *Academic Journal of Interdisciplinary Studies*, 5(10), 81.
- Ogilvy, D. (1983). *Ogilvy on Advertising*. New York: Crown Publishers.
- Ogunleye, A. (2014). *Nigeria Basketball Federations signs N90 million women's deal with Zenith Bank*. Retrieved from [www.premiumtimesng.com: http://www.premiumtimesng.com/sports/157237-nigeria-basketball-federations-signs-n90-million-womens-deal-zenith-bank.html](http://www.premiumtimesng.com/sports/157237-nigeria-basketball-federations-signs-n90-million-womens-deal-zenith-bank.html)
- Ojeme, E. (2000). Standard sports facilities, equipment and the new challenges of the 21st. century and Sports Development in Nigeria. *Federal Ministry of Sports and Social Development, Abuja*, 112-122.
- Ojo, A. (2013). *The jury is still out on whether there is a connection between the first-ever sponsorship of Nigeria's men basketball league and the qualification of the team to the London 2012 Olympics*. Retrieved from [www.allafrica.com: http://allafrica.com/stories/201304270106.html](http://allafrica.com/stories/201304270106.html)

- Okeke, P. (2016). *Nigeria Basketball Federation*. Retrieved from www.fiba.com: http://www.fiba.com/pages/eng/fc/FIBA/fibaStru/nfLeag/p/nationalfederationnumber/340/nfProf.html
- Okunla, M. (2013). Retrieved from <http://www.premiumtimesng.com/sports/129994-multichoice-renews-sponsorship-of-nigerian-male-basketball-league.html>
- Okunla, M. (2016). Retrieved January 20, 2017, from <http://www.premiumtimesng.com/sports/129994-multichoice-renews-sponsorship-of-nigerian-male-basketball-league.html>
- Omo-Osagie, A. I. (1987). African Unity through Sports. *Ozean Journal of Applied Sciences*, 4(2), 115-120.
- Panasonic. (2011). *Addressing the Challenges of Sports & Entertainment Properties*. Retrieved from [www.whitehutchinson: http://www.whitehutchinson.com/news/lenews/2011_june/article109.shtml](http://www.whitehutchinson.com/news/lenews/2011_june/article109.shtml)
- Pedersen, P. M. (2011). *Contemporary sport Management*. Champaign, IL. USA: Human Kinetics Rewards.
- Pegoraro, A., & Marion, E. H. (2014). Social Sochi: using social network analysis to investigate electronic word-of-mouth transmitted through social media communities. *Journal of Sport Management and Marketing*, 15(3/4).
- Policy, C. S. (2012.). *Canadian Sport Policy 2012*. Retrieved from www.sirc.ca: https://sirc.ca/sites/default/files/content/docs/pdf/csp2012_en.pdf
- Popoola, T. (2016). *Nigeria Olympic Committee*. Retrieved from www.olympic.org: https://www.olympic.org/nigeria
- PricewaterhouseCoopers. (2015). *Entertainment Media Outlook. 2015-2019*. Retrieved from www.pwc.co.za/outlook: https://www.pwc.co.za/en/assets/pdf/entertainment-and-media-outlook-2015-2019.pdf
- Pro Sports (2018) NBA sponsorship spending (League and Team)
- [http://www.sponsorship.com/Report/2018/05/14/Sponsorship-Spending-On-The-NBA-Totals-\\$1-12-nbsp;.aspx](http://www.sponsorship.com/Report/2018/05/14/Sponsorship-Spending-On-The-NBA-Totals-$1-12-nbsp;.aspx)
- Ratten, V. (2015). Athletes as entrepreneurs: the role of social capital and leadership ability. *International Journal of Entrepreneurship and Small Business.*, 25(4), 442-445.
- Report, A. I. (2012). *The Business of Sport Report (Playing the Field)*. Retrieved from www.africainvestor.com: http://www.africainvestor.com/assets/rescontent-26-9561140-Business_of_sport_Report.pdf

- Roger, G. N. (2007). Broadcasting Team Sports. *Scottish Journal of Political Economy*, 54(3), 400-421.
- Rusbult, C. (1980). Commitment and satisfaction in romantic associations: A test of the investment model. *Journal of Experimental Social Psychology*, 16, 172-186.
- Russell, H., Aaron, C. T., & Smith, M. N. (2015). *Sports Management Principles and Application*, 4th. Edition. New York: Routledge.
- Salami, I. A. (2006). Evaluation of Sports Programme implementation in Ibadan Metropolitan Special Schools. *Journal of International Council of Health, Physical Education Recreation, Sports and Dance.*, 1(1), 30-33.
- Sam, F.&Russell, M. (2008). The Four Domains of Sports Marketing: A Conceptual Framework. *Sport Marketing Quarterly*, West Virginia University, 17, 90-108.
- Samantha R. Simon C. & Christos A. (2018). Sponsorship programmes and corruption in sport: management responses to a growing threat. *Journal of Strategic Marketing* **26(1)**; 19-36
- Samuel, N. C.; Robert, W. K. Scott, J. M. & Michael, N. S. (2010). Mechanisms of aerobic performance impairment with heat stress and dehydration. *Journal of Applied Physiology*, 109(6), 1989-1995.
- Sandler, D. M. (1998). Ambush Marketing' Is confusion to blame for the Flickering Fame. *Psychology and Marketing*, 15 (4).
- Sawhney, M. A. (2001). , "Where value lives in a networked world,". *Harvard Business Rev.*, 79; 79-86.
- Segen, M. D. (2002). *McGraw-Hill Concise Dictionary of Modern Medicine*. Michigan: McGraw-Hill Companies, Inc.
- SE Sponsorship. (2016). *Sponsorship around the World: Nigeria Edition*. Retrieved from [www.sponsorshipgroup.com: http://www.sponsorshipgroup.com/main-news/2016/5/18/sponsorship-around-the-world-nigeria-edition](http://www.sponsorshipgroup.com:news/2016/5/18/sponsorship-around-the-world-nigeria-edition)
- Smith, P. R., & Taylor, J. (2004). *Marketing Communications: An Integrated Approach 4th edition*. Champaign IL.: Kogan Page Business Books .
- Solomon, M. (1996). *Consumer Behaviour*. New Jersey: Prentice Hall, Inc.
- Stangor, C. A. (1992). "memory for Expectancy-Congruent and Expectancy- Incongruency Information: A Review of the social and Social Developmental Literature". *Psychological Bulletin*, 3 (1), 42-61.
- Stegman, J. K. (2012). *The Health Profession and Nursing*. Philadelphia: Wolters Kluwer Health/ Lippincott William and Wilkins.

- Sugiharto, S. M. (2014). *Business Marketing: Understanding the Marketing Mix Concept – 4Ps*. Retrieved from www.cleverism.com: <https://www.cleverism.com/understanding-marketing-mix-concept-4ps/>
- Talabi, A. E. (1998). Poor facilities: A deterrent to skill excellence in sports. *Journal of Nigeria Academy of Sports Administration*, 15(1), 39-96.
- Talabi, A. E. (2000). Dietary "Aids" for Sports Excellence- A Nigeria perspective. *Health and Fitness Journal International (HFJI)*, 1 (1).
- Tamunobelem, T. O. (2012). Management of Physical Education Facilities, Equipment and Supplies in Secondary Schools in Nigeria: Issues and Challenges. *Journal of Education and Practice* , 3(3), 43-47.
- Tanglang, N. A. (2003). Corporate perception of sports sponsorship objectives in Nigeria. *Journal of Health Education and Sports Sciences (JOHESS)*, 4(1), 138-145.
- Tanglang, N. A. (2003). Corporate Perceptions of Sports Sponsorship Selection Criteria in Nigeria. *East African Journal of Physical Education, Sports Science, Leisure and Recreational Management*, 1(2), 125-134.
- Tanglang, N. A. (2004). Relationship Between Corporate Sports Sponsorship Objectives and Discontinuation of Sponsorship in Nigeria. *International Journal of Management Sciences*, 1 (1&2); 10-16.
- Tanriverdi, H. (2008). Worker's job satisfaction and organisational commitment factors. *Journal of American Academy of Business*, 14(1). 152-163
- Taylor, T. (1999). "Audience Information the Key to Sports Marketers". *Marketing News*, 33(1), 10.
- Thwaites, S. C. (2005). Managing Sport Sponsorship Programs: Lessons from a Critical Assessment of English Soccer. *Journal of Advertising Research*, 45 (3) 328-338.
- Times, P. (2013). *Multichoice renews sponsorship of Nigerian Male Basketball League*. Retrieved from www.premiumtimesng.com: <http://www.premiumtimesng.com/sports/129994-multichoice-renews-sponsorship-of-nigerian-male-basketball-league.html>
- Townend, R. (2007). *UK Coaching Framework Consultation*. Leeds: UK Publishers.
- Tsordia, C. Papadimitriou, D & Parganas, P (2018). The influence of sport sponsorship on brand equity and purchase behavior, *Journal of Strategic Marketing*, 26(1); 85-105.
- Turley, L. W.& Shannon, J. R. (2000). The impact and effectiveness of advertisements in a sports arena. *Journal of Services Marketing*, 14(4), 323-336.

- Umar, T. (2015). *Afro Basketball 2015 Squad*. Retrieved from www.fiba.com:340/nfProf.html
- Umar, T. (2016). *Nigeria Basketball Federation*. Retrieved from www.en.wikipedia.org:https://en.wikipedia.org/wiki/Nigeria_Basketball_Federation
- UNICEF, U. N. (2004). *Sports, Recreation and Play*. 2: Clearinghouse.
- Union, E. (2001). Council of Europe Definition of Sport. *Sports and Physical Activity Academic Resources*, 1.
- University, O. C. (2016). *Oklahoma Christian University Logo of "Effective Teachers for all Learners"*. Retrieved from www.oc.edu:https://www.oc.edu/academics/teacher-education/conceptual-framework.html
- Urdangarin, I. (2007). Interview with the correspondence of International Journal of Sports Marketing. *International Journal of Sports Marketing*, 8 (3),209-211.
- Van Heerden, C. H. (2003). *African Journal for Physical, Health Education, Recreation and Dance (AJPHERD)*, 9(2), 250-264.
- Van Heerden, C. H. (2003). Developing A Body of Knowledge for Sport Marketing in Africa. *African Journal for Physical, Health Education, Recreation and Dance (AJPHERD)*, 9(2), 250-264.
- Venkatsewarlu, K. (2007). Re-engineering Nigeria's sport delivery system and institutions to cope effectively with the challenges of the Millennium Development Goals. *36th National Conference of Nigeria Association of Physical, Health Education, Recreation and Dance (NAPHERD)*. Delta State College of Physical Education, Mosogar, Delta State.
- Walker, M., & Lynn, L. A. (1993). "Commentary: Celebrity Endorsers (do you get what you paid for?)". *Journal of Product and Brand Management*, 2(3), 36-43.
- Waters, E., Sullivan, H. W., & Nelson, W. A. (2009). What Is My Cancer Risk? How Internet-Based Cancer Risk Assessment Tools Communicate Individualized Risk Estimates to the Public: Content Analysis. *Journal of Medical Internet Resources* , 11(3), e33.
- Weinberg, T. (2009). *The New Community Rules: Marketing on the Social Web*. Gravenstein Highway: O'Reilly Media Inc.
- Wicker, P. (2013). A multi-level framework for investigating the engagement of sport volunteers. *European Sport Management Quarterly*, 13: 110-139.
- William, J. & Susan, J. M. (2010). Meeting relationship-marketing goals through social media: A conceptual model for sport marketers. *International Journal of Sport communication.*, 3(4), 422-426.

- Wolff, A. (1991). *100 years of Hoops*. Pennsylvania: Oxmoor House.
- Wolff, A. (2016). Retrieved from <http://www.si.com/olympics/2016/08/08/nigeria-mens-basketball-team-will-voigt> (4t Nov. 2016)
- Yang, P. (2016). *PEAK Sport to sponsor Nigeria Basketball Federation*. Retrieved from [www.en.ytsports.: http://en.ytsports.cn/news-2732.html](http://en.ytsports.cn/news-2732.html)
- Yazid, L. I. (2014). Sport Development; The Nigeria way: A Review. *International Journal of Physical Education, Sports and Health*, 1 (4) 20-24.
- Yeboah, M. (2016). The Impact of product branding on sales revenue of listed companies in Ghana. *International Journal of Academic Research in Business and Social Sciences*, 6(9); 112-124.
- Young, H. L. & Joon- Ho, K. (2011). Designing ticket price strategies for professional sports teams using conjoint analysis. *International Journal of Sports Marketing & Sponsorship*, 124- 138.
- Yusuf, F. (2013). *Assessing the performance of Nigerian women in sports*. Retrieved from [/www.vanguardngr.com: http://www.vanguardngr.com/2013/08/assessing-the-performance-of-nigerian-women-in-sports/](http://www.vanguardngr.com/2013/08/assessing-the-performance-of-nigerian-women-in-sports/)
- Yusuf, L. Y. (2015). The Commonwealth Games (Glasgow 2014) has the objectives been met? *International Journal of Physical Education, Sports and Health*, 1(4), 25-28.
- Zeynep, T. A. (2010). The Effect of Product Variety and Inventory Levels on The Effect of Product Variety and Inventory Levels on. *Production and OperationsManagement*, 19(5); 546–560.

Appendix I
UNIVERSITY OF ILORIN
FACULTY OF EDUCATION
DEPARTMENT OF HUMAN KINETICS EDUCATION
QUESTIONNAIRE FOR TECHNICAL OFFICIALS, COACHES, AND PLAYERS ON:
SPORTS MARKETING AS CORRELATE OF BASKETBALL DEVELOPMENT IN
NIGERIA

Dear Respondent,

This questionnaire is designed to obtain information on Sports marketing as Correlate of Basketball development in Nigeria. All the information supplied through this medium will be used for the purpose of this research work and other related publications. They will be treated confidentially.

Thank you.

Yours Sincerely,

AINA Michael Gbemisola

Researcher

SECTION A: DEMOGRAPHIC DATA

Instruction: Please tick (✓) the appropriate response that is applicable to you.

Gender: Male () Female ()

Age (in years): Less than 20 years old (), 20-25 years old (), 26-30 years old ()
31-35 years old (), 36years and above ()

Status: Coach () Player () Technical Official ()

Conference: Atlantic () Savanna ()

SECTION B

INSTRUCTION: Please tick (/) as it is appropriate to you

SA (Strongly Agree), A (Agree) D (Disagree) SD (Strongly Disagree)

S/N	ITEMS	SA	A	D	SD
	Sports Products and basketball development				
1.	The quality of officiating at Nigeria Premier leagues is satisfactory and comply with international standard				
2.	The conduct of Nigeria coaches competes favorably with their counterparts worldwide.				
3.	The Nigeria Basketball League is the breeding ground of players representing the country in recent world championships..				
4.	The overall standard of Nigeria Leagues compares favorably with world best practices.				
	Sports price and basketball development				
5.	Nigeria Basketball Federation (NBBF) charges gate fees at her league matches				
6.	The turnout of fans/spectators at match venues is very encouraging because of the moderate gate charges.				
7.	Basketball leagues in Nigeria enjoy low patronage from spectators and fans because no gate fee is charged.				
8.	Fans/Spectators attitude/behaviour at match venues is satisfactory.				
	Sports Place and Basketball development				
9.	Basketball courts used for NBBF Premier League Matches are of Federation of International Basketball Association (FIBBA) approved standard.				
10.	Premier League Match venues are easily accessible due to location.				
11.	The toilet facilities at the court's arena are adequate and of high health standard. The Basketball courts arena are well lightened				
12.	Seats at the gallery of match venues are in good state and meet all safety rules.				
	Sports Promotion and basketball development				
13.	Advertisement				
	(a) Nigeria Basketball Federation's programmes are adequately publicized through paid advertisement.				
	(b) Nigeria Leagues matches are adequately publicized through paid advertisement.				
	(c) An effective advertisement is carried out by team owners throughout the league session.				
	(d) Basketball fans advertise their loved teams in the media.				

14.	Media	SA	A	D	SD
	(a) The media coverage of Nigeria basketball Premier Leagues is satisfactory.				
	(b) The media reports about Nigeria basketball Leagues are satisfactory.				
	(c) The media reports on basketball players are satisfactory.				
	(d) The media reports on Nigeria basketball teams are satisfactory.				
	(e) Nigeria basketball teams have followers on different social Media platforms. (Tweeter, Facebook, Instagram etc.)				
15.	Sponsorship				
	(a) Teams have sponsorship deals with corporate organizations				
	(b) Players enjoy sports product endorsement deals with corporate organizations.				
	(c) Basketball venues are named after individuals or corporate organizations for financial benefits.				
	(d) Bills and posters of corporate organizations are allowed to be displayed at the league arena.				

APPENDIX II

INFERENCEIAL STATISTICS

Frequencies

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	253	58,0	58,0	58,0
Female	183	42,0	42,0	100,0
Total	436	100,0	100,0	

Age (in years)

	Frequency	Percent	Valid percent	Cumulative Percent
Valid less than 20years	69	15,83	15,83	15,83
20-25years	174	39.91	39.91	55.74
26-30years	92	21.10	21.10	76.84
31-35years	56	12.84	12.84	89.68
36years and above	45	10.32	10.32	100.0
Total	436	100,0	100.0	

Status

	Frequency	Percent	Valid percent	Cumulative Percent
Valid coach	26	5.96	5.96	5.96
Player	332	76.15	76.15	82.11
Technical official	78	17.89	17.89	100,0
Total	436	100,0	100,0	

Conference

	Frequency	Percent	Valid percent	Cumulative Percent
Valid atlantic	299	68,6	68,6	68,8
savanna	137	31,4	31,4	100,0
Total	436	100,0	100,0	

Questionnaire items ranking/variables

Ranking for sport product

Descriptive Statistics

	N	Mean
a10	436	2,4702
a12	436	2,4633
a9	436	2,4564
a11	436	2,4427
Valid N (listwise)	436	

Ranking for sport price

Descriptive Statistics

	N	Mean
a3	436	2,4541
a2	436	2,4518
a4	436	2,4404
a1	436	2,4289
Valid N (listwise)	436	

Ranking for sport place

Descriptive Statistics

	N	Mean
a5	436	2,4358
a6	436	2,4289
a7	436	2,4243
a8	436	2,4243
Valid N (listwise)	436	

Ranking for advertisement

Descriptive Statistics

	N	Mean
a25	436	2,4404
a24	436	2,4266
a22	436	2,4151
a23	436	2,4106
Valid N (listwise)	436	

Ranking for media

Descriptive Statistics

	N	Mean
a18	436	2,4748
a17	436	2,4748
a19	436	2,4679
a20	436	2,4335
a21	436	2,4312
Valid N (listwise)	436	

Ranking for sponsorship

Descriptive Statistics

	N	Mean
a14	436	2,4702
a13	436	2,4679
a15	436	2,4564
a16	436	2,4495
Valid N (listwise)	436	

Regression

Variables Entered/Removed

Model	Variables Entered	Variable Removed	Method
1	Media, Sports Price, Sports Place, Sponsorship, Advertisement, Sports Products ^a		Enter

- All requested variables entered.
- Dependent Variable: Basketball development in Nigeria.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,887 ^a	,787	,784	9,63942

- Predictors: (Constant), Media, Sports price, Sports place, Sponsorship, Advertisement, Sports Products.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	147296,108	6	24549,351	6,203	,000 _a
	Residual	39861,972	429	92,918		
	Total	187158,080	435			

- a. Predictors: (Constant), Media, Sports price, Sports place, Sponsorship, Advertisement, Sports Products.
b. Dependent Variable: Basketball development in Nigeria.

Coefficients_a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,880	1,230		4,782	,000
	Sports products	1,333	2,228	,271	,598	,550
	Sports price	1,073	1,201	,214	,893	,372
	Sports place	1,427	1,256	,275	1,137	,256
	Sponsorship	2,157	1,903	,443	1,134	,258
	Advertisement	2,246	1,852	-,441	-1,213	,226
	Media	,524	,470	,130	1,115	,265

- a. Dependent Variable: Basketball development in Nigeria

Hypothesis 1 PPM Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
Sports products	9,8326	4,21458	436
Basketball development in Nigeria	51,1904	21,47285	436

Correlations

		Sports products	Basketball development in Nigeria
Sports products	Pearson Correlation	1	,995**
	Sig. (2-tailed)		,000
	N	436	436
Basketball development in Nigeria	Pearson Correlation	,995**	1
	Sig. (2-tailed)	,000	
	N	436	436

** Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 2 PPM Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
Sports price	9,7752	4,13562	436
Basketball development in Nigeria	51,1904	21,47285	436

Correlations

		Sports price	Basketball development in Nigeria
Sports price	Pearson Correlation	1	,989**
	Sig. (2-tailed)		,000
	N	436	436
Basketball development in Nigeria	Pearson Correlation	,989**	1
	Sig. (2-tailed)	,000	
	N	436	436

** Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 3 PPM Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
Sports place	9,7133	4,00091	436
Basketball development in Nigeria	51,1904	21,47285	436

Correlations

		Sports place	Basketball development in Nigeria
Sports place	Pearson Correlation	1	,991**

** Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Sports place	Basketball development in Nigeria
Sports place	Sig. (2-tailed) N	436	,000 436
Basketball development in Nigeria	Pearson Correlation Sig. (2-tailed) N	,991** ,000 436	1 436

** Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 4 PPM Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
Advertisement	9,6835	4,07299	436
Basketball development in Nigeria	51,1904	21,47285	436

Correlations

		Advertisement	Basketball development in Nigeria
Advertisement	Pearson Correlation Sig. (2-tailed) N	1 436	,992** ,000 436
Basketball development in Nigeria	Pearson Correlation Sig. (2-tailed) N	,992** ,000 436	1 436

**Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 5 PPM Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
Media	12,0780	5,13526	436
Basketball development in Nigeria	51,1904	21,47285	436

Correlations

		Media	Basketball development in Nigeria
Media	Pearson Correlation	1	,989**
	Sig. (2-tailed)		,000

** Correlation is significant at the 0.01 level (2-tailed)

Correlations

		Media	Basketball development in Nigeria
Media	N	436	436
Basketball development in Nigeria	Pearson Correlation	,989**	1
	Sig. (2-tailed)	,000	
	N	436	436

** Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 6 PPM Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
Sponsorship	9,8440	4,25816	436
Basketball development in Nigeria	51,1904	21,47285	436

Correlations

		Sponsorship	Basketball development in Nigeria
Sponsorship	Pearson Correlation	1	,992**
	Sig. (2-tailed)		,000
	N	436	436
Basketball development in Nigeria	Pearson Correlation	,992**	1
	Sig. (2-tailed)	,000	
	N	436	436

** Correlation is Significant at the 0.01 level (2-tailed).

APPENDIX III

RELIABILITY STATISTICS

Reliability statistics

Cronbach's Alpha	Part 1	Value	.561
N of Items		4 _a	
Part 2	Value		.604
N of Items		4 _b	
Total N of Items		8	
Correlation Between Forms		.567	
Spearman-Brown	Equal Length		.724
Coefficient			
Test Re-test		.724	
Guttman Split-Half		.716	
Coefficient			