

## **Psychosocial Factors as Predictors of Effective Sports Marketing in Nigeria**

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**Abstract:** *Effective sports marketing in Nigeria depict incorporating individuals, private and corporate organizations into the sports industry and applying the sports market mix with a view to generating revenue that would boost the Nigeria economy. The study identified professionalism in sports, viewing population, available sports facilities and sports development to be some of the psychosocial factors that would predict effective sports marketing in Nigeria. The descriptive survey research design was adopted for the study and was carried out in the Federal Capital Territory (FCT) and six states selected from the six geo-political zones in Nigeria. A sample size of 674 obtained through purposive and the simple random sampling method of balloting from an estimated population of 3,372 persons was used. A self structured 47-item questionnaire rated on a 4 point Likert type scale extracted using the factor analysis to establish the construct validity whose reliability was established at 0.87 using the Cronbach Coefficient Alpha on a pre-tested sample of 30 sports stakeholders in Edo State was also used. The correlation matrix, mean and standard deviation as well as the multiple regression analysis of the data generated revealed that professionalism in sports and viewing population would predict effective sports marketing in Nigeria.*

**Keywords:** *Economy, Professionalism in sports, Viewing population, Sports Market Mix, Sports consumers, Public Private Partnership (PPP).*

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### **1. INTRODUCTION**

Sports marketing in Nigeria consist on the one hand, the marketing of sports products and services directly to the consumers of sports by sports goods manufacturers such as Nike, Adidas, Reebok, Puma and so on while on the other hand, it could be the marketing of other consumer and industrial products or services through the use of sports promotions as is the case when Pepsi-Cola, Coca-Cola, Cadbury, MTN, GLOBACOM and so on sponsor sports programmes thus advertising their firms or wares (Akarah, 2007). He further stated that effective sports marketing in Nigeria depict incorporating individuals, private and corporate organizations into the sports industry and applying the sports market mix with a view to generating revenue that would boost the Nigeria economy. Akarah (2007) identified professionalism in sports, viewing population, available sports facilities as well as sports development as some of the psychosocial factors that would predict effective sports marketing in Nigeria and noted that in the sports market mix, the impact of sports facilities cannot be under estimated as, the number and nature of sports facilities are the place (market) where the product (sports) are showcased if the product (sports) are to be appreciated and patronized by the consumers. Parks and Quarterman (2003) espoused that sports permeate society and influence institutions and individuals in a multiplicity of ways so much that, in order to understand the complex dynamics of how and why people participate in sports and physical activity, there is the need to have knowledge about not only individual psychological behaviour such as motivation, but also the social context in which the behaviour occurs especially against the backdrop of the role of sports as unifier of people through social interaction processes.

### **2. STATEMENT OF PROBLEM**

Literature (Amuchie, 2003; Akarah, 2009; Federal Republic of Nigeria Sports Development Policy, 2009) as well as various Federal Republic of Nigeria reports (Vision 2010, Vision 20:2020) have acknowledged that the possibilities abound for sports to be used as business and a

major source of generating revenue to boost the economy of Nigeria. President Goodluck Jonathan (2012) ascribed the dwindling fortunes of sports in Nigeria amongst other factors to poor sports development, poor and inadequate facilities and infrastructure, poor funding as well as poor sports administration. That the Nigeria governments (federal and states) own the existing stadia and, are in charge of funding and administering them is a fact (Akara, 2010). This is further buttressed by the Vanguard Newspaper reports (2013) that the Federal Government formally handed back the management of the Nnamdi Azikiwe Stadium to the Enugu State Government on Tuesday November 5<sup>th</sup>, 2013. In a bid to create and enhance effective sports marketing in Nigeria, Akara (2009, 2010) espoused that governments should completely hands off the funding of sports and create an enabling environment by establishing and implementing policies which will govern the organization of sports as a private sector thereby ensuring adequate competition in the sports sector by stimulating professionalism in sports, increasing the viewing (audience) population of sports as well as increasing organized competitions so as to stimulate the Nigeria economic environment. It is in this regard that the study sought to ascertain if psychosocial factors would be predictors of effective sports marketing in Nigeria.

### 3. METHOD

The descriptive survey research design was adopted for this study and was carried out in the Federal Capital Territory (FCT) and six states selected from the six geo-political zones namely; Delta, Lagos, Enugu, Kaduna, Borno, Niger. A target population of 3,372 persons comprising of respondents from corporate and private organizations workers, sports journalists, sports psychologists, coaches and athletes, sports directors, coaches and athletes in universities (sourced from the Ministry of Sports in the study areas in 2007) from which a sample size of 674 made up of 44 coaches, 295 athletes, 11 sports psychologists, 44 sports journalists, 84 corporate organization workers, 84 private organization workers and 112 respondents from educational institutions was used for the study. The respondents in corporate and private organizations (General Manager, Assistant General Manager, Marketing/Business Manager and Head of Operations) as well as the Director of sports in the educational institutions were purposively sampled while coaches, athletes, sports psychologists, sports journalists and the other respondents in educational institutions were selected using the simple random sampling method of balloting. The study employed a self structured 47-item questionnaire rated on a 4 point Likert type scale and extracted using the factor analysis to establish the construct validity whose reliability was established at 0.87 using the Cronbach Coefficient Alpha on a pre-tested sample of 30 sports stakeholders in Edo State. The face and content validity of the instrument were ascertained by experts in educational research and statistics, and other experts in physical education.

### 4. RESEARCH QUESTION

Would psychosocial factors be predictors of effective sports marketing in Nigeria?

**Table1.** Correlation matrix, mean and standard deviation of psychosocial factors predicting effective sports marketing

Variable	Professionalism in Sports	Viewing Population of Sports	Available Sports Facilities	Development of Sports	Effective Sports Marketing Factors	Mean	SD
Professionalism in Sports	1.00					1.78	.61
Viewing Population of Sports	-.22**	1.00				3.32	.60
Available Sports Facilities	.28**	-.02	1.00			2.32	.70
Development of Sports	-.14**	.25**	.03	1.00		2.94	.59
Effective Sports Marketing Factors	-.20**	.26**	-.02	.04	1.00	3.50	.55

## Psychosocial Factors as Predictors of Effective Sports Marketing in Nigeria

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

\*Correlation is significant at the 0.05 level (2-tailed)

Table 1 contains the correlation matrixes for the psychosocial variables. It could be seen that the variables studied had the following Pearson's correlation coefficients; professionalism in sports with effective sports marketing = -.20, viewing population of sports with effective sports marketing = .26. These correlation coefficients are significant at .05 level of significance. The correlation coefficients of available sports facilities with effective sports marketing and development of sports with effective sports marketing however had respective values of -.02 and .04 which were found not to be significant at .05 level of significance. Therefore the independent variables; available sports facilities and development of sports were not correlated with effective sports marketing. The remaining independent variables, professionalism in sports and viewing population of sports were significantly correlated with effective sports marketing. It therefore became imperative to do a regression analysis so as to ascertain how predictive the independent variables are of effective sports marketing.

### 5. HYPOTHESIS

Psychosocial factors would not significantly predict effective sports marketing in Nigeria.

**Table2.** Multiple Regression Analysis of Psychosocial Factors predicting Effective Sports Marketing.

Model	r	r <sup>2</sup>	r <sup>2</sup> Adjusted	Std. Error of the Estimate
2	.31	.10	.10	.51906
ANOVA				
	df	ss	ms	F
Regression	1	19.72	9.86	33.30**
Residual	671	180.79	.27	
	Unstandardized Coefficients		Standardized Coefficient	
	B	SEB	B	t
Constant	2.35	.15		15.57**
Psychosocial Factors	.12	.02	.20	5.30**

**Note:** B= Regression Coefficient E= Standard Error of B

Table 2 contains the correlations, regression coefficients and Beta-standardized regression coefficients between the independent variables of psychosocial factors. The results indicated that there was significant association between psychosocial factors and effective sports marketing in Nigeria,  $F(1,671) = 33.30$ ,  $P < .05$ ,  $r = .31$  which accounted for 10% variance in sports marketing. Therefore, the hypothesis was rejected. This finding indicated that psychosocial factors predict effective sports marketing in Nigeria.

### 6. DISCUSSION

From the findings obtained in tables 1 and 2, the study has shown that psychosocial factors (professionalism in sports and viewing population) would predict effective sports marketing in Nigeria. Professionalism depicts a situation where the sportsmen are paid for their performance and is a full-time job. Wayne (2009) noted that professionalism begins and ends with an attitude that anything is possible and a commitment to creating and sustaining an environment where excellence is the minimum standard. This drive is what makes the professional sportsman spend more hours in wanting to perfect the skills he executes on the field for which he is paid through training sessions. Parks and Zanger (1990) noted that the marketing of sports is unique because sports services are unlike other products purchased by consumers because the sports providers' experiences cannot predict the outcome since various events are inconsistent and their results uncertain. Perhaps, this trend is one the reasons why spectators (sports consumers) are attracted to the sports arena (market) to watch the finesse displayed by the sportsmen.

### 7. CONCLUSION AND RECOMMENDATION

The passion that the average Nigerian displays for sports whether as an active participant or a spectator is an indicator that sports marketing would have a boost in Nigeria if the Nigeria Sports

Commission ensures that there is an enabling environment for professionalism and spectatorship to thrive. This no doubt, would entail enforcing the necessary laws that have been established to govern the organization and promotion of sports in Nigeria.

The public private partnership (PPP) agenda of the Nigeria government should be vigorously pursued and implemented in the sports sector. This would help reduce the monopoly and involvements of the Nigeria government (Federal and States) in the funding and administration of sports.

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