PERCEIVED INFLUENCE OF SPORTS MARKETING ON SPORTS DEVELOPMENT IN KANO STATE, NIGERIA

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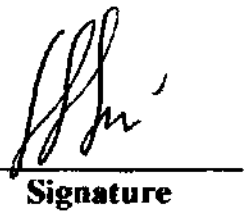
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DECLARATION

I declare that the work in the thesis entitled "Perceived Influence of Sport Marketing on Sports Development in Kano State, Nigeria" has been performed by me in the Department of Physical and Health Education under the supervision of Prof A.I. Kabido and Prof. B.A. Ladani.

The information derived from the literature has been duly acknowledged in the text and a list of references provided. No part of this thesis was previously presented for another degree or diploma at any university.

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CERTIFICATION

This thesis entitled "Perceived Influence of Sports Marketing on Sports Development in Kano State, Nigeria" by NAMADI, Sani meets the regulations governing the award of the Degree of Master of Science in Sport Management of Ahmadu Bello University, and is approved for its contribution to knowledge and literary presentation.

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DEDICATION

This thesis is dedicated to the researcher's parents, wives and children for their sacrifice and endurance during his period of study.

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This research work cannot be completed without acknowledging the significant contributions made towards its successful completion by lecturers, colleagues and friends of the researcher.

Most specifically, the researcher acknowledges the stimulating and detailed suggestion given by his major supervisor Prof. A.I. Kabido, at various stages of this work. He took time to go through the work, thoroughly and insisted on standard at all times. The researcher also acknowledges Prof B.A. Ladani who is the second supervisor for this research work. His advice and encouragement were of great significance to the success of this work. He is also appreciative of Professor K. Venkateswarlu for the pieces of advice he offered during the course of this study.

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ABSTRACT

The purpose of this study was to examine the Perceived Influence of Sports Marketing on Sports Development in Kano State, Nigeria. The subjects used in the conduct of this study were four hundred and twenty. They consisted of the Director, Deputy Director, Assistance Director, Coaches, Club Proprietors/Owners, Sport Associations/Fans, Local Government Sports Coordinators, Corporate Body Employees, Games Masters/Sports Coordinators of secondary schools and higher institutions of learning and Athletes. Purposive sampling technique was used to select the subjects from the total population of the study. Questionnaire was used as an instrument for data collection, t-test was used for all the hypotheses. The findings of this research includes: Marketing products influence sports facilities development in Kano state with t (418) = 1.96p < 0.05; Marketing products influence the development as public awareness of sports with t (418) = 1.96 < 0.05; marketing products influence the development of competition programmes with t (418) = 1.96p < 0 05, marketing products influence the development of training programme with t (418) - 1.96p < 0.05; while marketing products do not influence personnel development with t (418) = 1 96p > 0.05; and seminars, workshop and conferences with t (418) = 1.96 > 0.05. As marketing product significantly influence the development of sport in Kano state, it is therefore recommended that concerted effort should be made to sustain such practices.

OPERATIONAL DEFINITION OF TERMS

The technical terms used in this study have been operationally defined as follows:

1) **Branded Product:** Items that caries only the logo and marks of the manufacturer
2) **Corporate Bodies:** They are various companies and organizations
3) **Determinant of Sports Development:** This means the indices of sports development
4) **Funding of Sports:** Financial spending to sports entity.
5) **Licensed Product:** Is a contractual agreement of transferring right of use to third parties without transfer of ownership.
6) **Market:** Place in our society where goods and services are sold.
7) **Marketing:** This is the exchange of something of value with another.
8) **Sport Marketing:** Sports sponsorship or marketing product.
9) **Merchandize:** It is a practice in which brand or image from one product is use to sell another.
10) **Personnel:** Qualified technical staff and other professionally related disciplines.
11) **Public Awareness:** Means of disseminating information to general public.
12) **Sport Development:** Continuous improvement of the sport structure, institution and programme.
13) **Sport Facilities:** Sports arena with required materials and equipments.
14) **Seminars/Workshops and Conferences:** It is a medium of enlightenment, education and exchange of quality ideas.
15) **Training Plan:** A well-organize plan to acquire basic skills to achieve the required outcome.

CHAPTER ONE: INTRODUCTION

1.1 Introduction

Today, sport has not only become an aspect of entertainment, occupation and lifestyle, but solid business as well. In the world of sports, marketing, promotion and advertisement are fundamental tools for generating great profit (Lee, 2006). Each year, entrepreneurs and executives involved in the sport industry face serious issues, whether ones of defining ways to persuade advertisers to buy commercial time during the sport event or alluring customers to purchase some particular agreement for sports. Huge profits are associated with marketing of sports. A good example is the marketing and advertisement of Olympic Games. Nowadays, Olympic Games have become one of the most large scale celebrated and profitable global media events in the world. Starting as ancient Greek religious festival, where athletes competed in honor of Zeus and later revived in late nineteenth century as completely athletic games (Mullin et al, 2000; Lee, 2006).

Sport activity has traditionally received considerable marketing attention through financial support and sponsorship. This sponsorship has existed in one form or another since the day of ancient Rome when in 65 BC Caesar sponsored gladiatorial festivals to win favour of the government of the day. Sports Marketing as we know it today, however, were initiated in the 19th century. One of the first modern examples of commercial sponsorship took place in 1816 when Australian firm Spies and Pond agreed to sponsor the first English Cricket tour of Australia.

This Tour was reported to have generated a profit of £11,000 (Eleven Thousand Pounds) for its sponsors. Since then, corporations and individuals alike have appreciated the potentials of sponsorship to achieve many corporate objectives, consequent upon which sporting and business communities have become united (Mc Carville and Copeland, 1994; Tanglang, 2003).

Marketing in sports might have started during the industrial revolution of 1750. The most significant forces to transform sports from the occasional village festivals to the highly organized sports of today was the technological/industrial revolution. In the early decade of nineteenth century, technological advances made possible the largest scale – manufacturing characteristics of industrialization. With this background information, it is a clear indication that industrial sports marketing started with sports revolution. People gave this new development different names such as sport sponsorship while in the United States it is called "Sport Marketing" (Ladani, 2008).

Marketing is often referred to as the essential component of identifying the need of others and then meeting those needs. Marketing encompasses all the efforts used in moving goods and services from the manager (producer to the general public (consumer) and can involve the act of selling, advertising, packaging and so on. Sports marketing therefore can be seen as the effort of corporate bodies to produce, promote, plan and price goods (products) through sport or sponsoring sporting activities (Adiat, 1998). Marketing (though a new innovation in sport management in Nigeria), is a shift from product – oriented to a

consumer – oriented economy. Consumer oriented sports implies that sport practitioner have to work harder to satisfy the need of the consumer of sports who are the spectators, sport lovers, philanthropists, sports sponsors and the like. Sports marketing nowadays, therefore involves identifying the activities, interest, opinions, needs and expectations of the consumers so that an attempt should be made to reach such consumers and determine what they like to hear about, read, watch and attend (Adiat, 1988, 1999).

Sports development on the other hand refers to the process of continuous improvement of the sports structure, institutions and programmes in order to create societal conditions conducive to physical fitness for all and the effective functioning and self-actualization ensured (Sports Development Policy of Nigeria, 1989). It is a process of establishment of pyramidal sports development programmes, employment and training of enthusiastic coaches, provision of functional facilities, promotion of public awareness through well-organized seminars, conferences and workshops, as well as training and re-orientation of sports managers who are knowledgeable, experienced and competent (Kabido:1993, 1996, Kabido et al., 2002). This study therefore wants to investigate the sports marketing programmes of different corporate bodies. Business parastatals influence the development of adequate sport facilities, manpower development, training programmes, seminars and workshops, competitions programmes, as well as general public awareness of sports in Kano State.

1.2 Statement of the Problem

Sports is fast gaining acceptance in Nigeria as means of entertainment and relaxation by the general public. Yet it is becoming increasingly difficult for organizers of sporting activities to obtain the needed financial resources (funds) to facilitate its promotion. The organization of sporting events is generally viewed as a public service function and it has hitherto been the sole responsibility of the government (Federal or State) to provide the much needed funds. However, the slide in the fortune of the national economy, and the ever increasing responsibility of the government to provide infrastructural facilities for the general public is making government subsidy for the promotion of sport and sporting events increasingly unrealistic, hence the urgent need for alternative ways of funding sporting activities which is becoming not only obvious but pressing (Adepoju: 1994, Mshelia: 1999). This however provides room for various efforts by different firms and corporate bodies in terms of using sports to uplift their products through marketing activities. By so doing benefits from the publicity of its product yields profits (Adepoju, 1994).

No doubt, corporate bodies such as Nestle Milo Plc, Nigeria National Petroleum Corporation (NNPC), Mobil Plc, Shell Plc, 7up Bottling, Coca – Cola, Union Bank, First Bank, Central Bank of Nigeria, Microfone Telecommunication of Nigeria (MTN), Global Communication (Globacom), Orange Drugs, Bashir Paki, Tofa Paper Mill, Koguna Insurance Plc and other philanthropists engage in different marketing activities through sponsoring sporting events like organizing

competitions, seminars/workshops and conferences, tours and public enlightenment within Kano State. This study therefore examined the influence of such sports marketing activities on the development of sports in the state.

1.3 Purpose of the Study

The purpose of the study is to examine the perceived influence of sport marketing on sports development in Kano state, Nigeria. It seeks to find out how adequate and frequent the corporate organizations contribute towards funding sporting activities in the state. How often do these corporate bodies give financial support for organizing sports competitions, seminars, workshops and conferences, for the personnel and athletes of sports organization and clubs. Do the skills, experience and knowledge acquired serve as vehicle for sports development? How dare are the two dominant – thrusts: corporate and sports organizations, benefit from each other through sponsored events in terms of publicity and advertisement? What areas do corporate bodies emphasize in provision, rehabilitation and maintenance of sports facilities, equipment and training materials? Do the various aspects of training plans of sports receives sufficient and potential corporate attention in boosting athlete's skills acquired and achieved perfection in all sports event? Do the number of sponsors in the state increased, decreased or remain as usual?

1.4 Research Questions

1. What is the influence of marketing products on the development of sport facilities in Kano State?

2. Do the marketing products have influence on the development of public awareness about sports in Kano State?
3. Does the marketing products have influence on the development of sports personnel in Kano State?
4. What is the influence of marketing products on the development of competition programmes in Kano State?
5. How do the marketing products affect the development of seminars/workshop and conference in Kano State?
6. What is the influence of marketing products on the training programmes for sports in Kano State?

1.5 Basic Assumptions

For the purpose of the study, the researcher assumed that.

1. The demographic characteristics of respondents have similar opinions that marketing product influence sports development in Kano state.
2. Sports marketing/sponsorship influence the development of sports facilities, organizing competitions, personnel development, seminars and workshops, training programmes and public awareness of sports events.

1.6 Hypothesis

Major Hypothesis: There is no significant influence of marketing of products on sports development in Kano State.

Sub – Hypotheses:

1. There is no significant influence of marketing of products on the development of sport facilities in Kano State.
2. There is no significant influence of marketing products on the development of public awareness of sports in Kano State
3. There is no significant influence of marketing products on the development of sports personnel in Kano State.
4. There is no significant influence of marketing products on the development of sports competition programmes in Kano State
5. There is no significant influence of marketing products on the development of seminars/workshops and conferences in Kano State.
6. There is no significant influence of marketing products on the training programmes for sport in Kano State.

1.7 Significance of the Study

Historically marketing played a significant role on the development and promotion of sport worldwide. This is so with the vast marketing rights, deals and opportunities given by corporate bodies currently in progress from the beginning of time via all forms of media and sponsorship programmes. This enable athletes, clubs as well as the corporate bodies to benefit from each other in terms of financial gains (like sponsoring athletes or clubs) as well as publicity (for the products of the corporate bodies).

Kano State is an avenue where marketing programmes are undertaken in Nigeria. This is evident with the various sport marketing activities being conducted in the state all year round. Corporate bodies within the state do sponsor sports competitions for clubs and schools for example, Nestle Milo Basketball competition for secondary schools, sports seminars, workshops, clinics as well as other sponsorship deals (such as sponsoring athletes travels or studies). This study therefore is significant due to the fact that the results of this study would enhance the understanding of initiatives of sports marketing programmes being carried out by different corporate bodies within the state and to guard against practices that would make them withdraw their support from such programmes they sponsor.

The results of this investigation would contribute to the body of knowledge and add more information to the literature on influence of marketing and sponsorship of sports generally and in Kano State specifically.

1.8 Delimitation of the Study

This study is delimited to:

a. The determinants of sports development such as provision of sports facilities, public awareness, personnel development, competition programme, seminars/workshops/conferences and training programme.

b. The corporate bodies situated within Kano state, such as Coca Cola, 7up Bottling Company, Netle Milo Plc, MTN, Globacom, Nigeria National Petroleum Corporation (NNPC), Shell Plc, Mobil Plc, Central Bank of

Nigeria (CBN), First Bank, Union Bank, Tofa Paper Mill, Orange Drugs, Bashir Paki and Koguna Insurance Plc.

c. Civil Servants of Kano State Sports Council, Employees of Corporate Bodies, Games Masters/Sports Coordinators of Secondary Schools and Higher Institutions of Learning, Sports Associations/Fans, Club Owners/Proprietors, Local Government Sports Coordinators and Athletes within Kano State.

1.9 Limitation

1. This study was limited in the fact that it was conducted in one state.
2. Though the questionnaire used for this study was constructed in simple language and the respondents were assured of confidentiality of their response, it was difficult for the researcher to ascertain whether the respondents expressed their true feelings while filling the questionnaire.
3. The researcher faced serious obstacles in terms of getting assess to key officers of the corporate organization studied.

CHAPTER TWO: REVIEW OF RELATED LITERATURE

2.0 Introduction

The purpose of this study was to investigate the "Perceived Influence of Sports Marketing on Sports Development in Kano State, Nigeria". In order to carry out the research, an attempt was made to review related literature on the concept of marketing product and sports development, under the following sub-headings:

1. Concept of marketing
2. Marketing products and sports development
3. Constraints of marketing products
4. Related research works on marketing product and sport development.
5. Summary

2.1 Concept of Marketing

According to Kotler (1969) marketing is the task of finding and stimulating buyers for the firm's output or product or service. It involves product development, pricing distribution and communication and in the progressive firm, continuous attention to the changing needs of customers and the developments, with production modification and services to meet those needs.

Cheng and Stotler (1999) in their study on, "Successful Sponsorship: A Marriage Between Sport and Corporation for the Next Millennium", reported that with global society approaching the 21st century, today's focused issues and conflicts will become the axis of the development of tomorrow's world.

Sponsorship has been one of the fastest growing marketing forms over the fast ten years with 15% growth projected by the Chicago-based International Events Group (IEG). 67% of the corporation spending on sponsorship ($17.35 billion USD) still goes to sport in 1998. However, the increase in sport sponsorship has not only brought significant benefits to sport and corporations for future development but potential problems in over-commercialization, ambush marketing and endorsement scandals. These issues may negatively impact relationships in the industry and reduce growth rates. Perhaps it is time to reconsider sport sponsorship as a durable partnership. The International Olympic Committee has recently changed the title of their worldwide sponsorship programme from 'The Olympic Programme' to 'The Olympic Partners'. The terms 'partners' is reminiscent of the relationship found in marriage. Therefore, the purpose of this work is to demonstrate that the alliance between sport and corporations known as sponsorship equates to marriage. If corporations are only attracted to sport's potential commercial value and have no commitment to managing their future relationship, sport faces the danger of over-commercialized activities that pollute the essence of sport. Likewise, the corporation also needs to seek a good 'partner' or face the disappointment of poor performance, quality in terms of commercial values, well organized events and management of the corporation's reputation.

Sports play one of the most significant roles in everyday life of people around the world, whether those who actively participate in it or just spectators and supporters. Globally, this part of social life is widely reported and reflected

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through different aspects of mass media. Sports marketing reflects the specific application of the theoretical marketing principles and processes to sports products. The marketing aspect consists of all activities designed to meet the needs and wants of sports consumers through exchange processes. It has two major thrusts: the 'Marketing of Sports products and services directly to consumers of sports, and marketing of other consumer and industrial products or services through the use of sport promotion. Such sports promotional activities however, include advertisement, sponsorships, public relation, personal selling service strategies, pricing decisions and distribution issues (Mullin et al, 2000: Heerden, 2003; Lee 2006).

Interestingly, the two identified dominant portions (thrust) of marketing which are marketing of sports (products) and marketing through sports are very important aspects through which both parties (sports and marketing) benefit from each other tremendously. The marketing of sports products and services includes marketing of products such as equipment and facilities, which are used and consumed by professional as well as amateur athletes. Up-to-date and standard equipment and facilities like stadium, athlete wears, and training materials and so on are globally used in both local and international sports engagements by those who play, officiate, watch, listen, read and or report such events. These opportunities are made to facilitate movement and improvement of performance, which beautify the game and brings out the best potentials of athletes through sports covering and the marketing of other (non - sports related) products through

sports. This reflects the marketing of company's image through its association with sport events, teams or individuals through (for instance) sponsorship. Sporting events like competitions are organized by sport organization and sponsored by companies to boost their image, products and services. Teams, individuals or associations are sponsored for recognition and status through supplying of training facilities kits and wears by companies all over the world. With this, athletes do have various kinds of deals (like being paid for appearance in a definite outfit) while the company advertise their products to millions of user and viewers (Mshelia, 1999; Mullin et al, 2000; Van Heerden, 2003;Adiat, 2005).

Adiat (1999) describe "market" as a place in our contemporary society where goods and services are sold, like Sabon Gari market in Kano. Most often we usually hear people asking question, such as "how is the market?" which means, hope there are sales from the people selling in the market. These usual greetings imply that marketing does not necessarily mean a place where goods and service are displayed or sold, but the demand for the goods and services by consumers. Broadly speaking , when ever you try to persuade somebody to do something, you are performing a marketing when you solicit for fund or sponsorship for a sport event or programme and when you request for one to vote for your candidate or spend money for the purchase of ticket for sport events. The unique aspect of marketing, generally, is the exchange of something of value with another. For an exchange to take place at least, two parties must be voluntarily involved. Each of the party must have something of value to contribute in the exchange. Marketing

therefore means creating demand for service or product. Marketing is a modern concept in sport business. The concept emphasizes customer-orientation and organization performance objectives. This means that all market plan and operation should be consumer oriented. The organization would be focused on determining and satisfying consumer's need and wants. Unfortunately, sport practitioners are more of producer oriented than consumer-oriented. Some pay attention more on what they would benefit from sport programmes or events to the detriment of the sponsor and government. Some pay little attention to the improvement of the core product (Athletes' performance), to satisfy the consumer. Marketing can be defined as the performance of activities that direct the flow of goods and service from producer to users to satisfy the customers and meet the organizations objectives'. Based on the foregoing, Stotlar (1993) defined sport marketing as the process of designing and implementing activities for the production, pricing, promotion, placing, and distribution of sport programme for the consumer's to achieve. Interestingly, there are two identified dominant portions of sport marketing, which are marketing of sport (Mulin, et al., 2000). As an illustration, professional soccer club or sport association is engaged in the marketing of sport, while corporate bodies that are involved in sponsorship of sport make their product through sport. Both portions are important. Sport marketing is complex because; sport has certain characteristics that make it unique. A brief examination of some unique qualities pinpointed by Adiat (2006)

will show how sport as a product differs from other goods and services and must therefore be marketed uniquely.

Sport is intangible and subjective because its product, (performance) cannot be tested, felt or smelled before they are bought. The impressions about a sporting event vary from person to person. If two individuals attend a soccer match, one person may appreciate the strategy involved in the game and consider it interesting. It is difficult for marketer to predict what impressions; experiences and interpretations consumers will have about a sporting event. Achievement in sport is sometimes inconsistent and unpredictable because of injuries to player's emotional state of a player, and weather conditions. These contribute to the uncertain outcome of sport. Sport service is heterogeneous, because performance today could be different from that of tomorrow depending on other variables. Sport is perishable because sport product cannot be stored. For example, the ticket to soccer match not sold cannot be reclaimed. Ticket for soccer match could be pre sold before the match. There is no consumer market for yesterday soccer or boxing match. Sport involves emotions. Some spectators become emotionally attached to their sport or team and are referred to as fanatics or fans. Some of them purchase team logo, stickers, and uniform to identify with their clubs. The last characteristic is simultaneous production and consumption of sport product. The consumer of sport products must be present when the action is being performed and consumed. Given these unique characteristics, the sport producer/sport director/manager should be concerned with the strategy plans on how to take decisions about

organization is selling the core products to primary and secondary consumers (Adiat, 2006).

Sport promotion involves activities beside the main game itself that could equally attract fans and spectators. Good innovative promotional techniques improve attendance at any sports competition and create public awareness. Innovative promotional activities could be cultural displays during half time, post game concerts, and the like. Through sports marketing programmes this development may be improved most because the firm normally provides funds for such promotional activities (Adiat, 1998). According to Adepoju (1994) a sponsor will normally be willing to take step to improve publicity for the sponsored event and this automatically widens the market for the sport as well as for the product of the sponsoring company. Thus income, publicity and promotion for the sport are the main benefits to the sponsored sport. It is inevitable also that a sport's governing body, or even an individual sports club, must raise its income from all possible sources whether government subsidy, sponsorship, membership fee or ultimately selling its product (that is, sales of admission tickets to sporting events). Through marketing programme, if sponsorship is increased, then sport can become cheaper to the participants (who may now pay lower membership fees) or the spectator (who now bears lower admission charges) (Adepoju, 1994; Adiat, 1998, 2002).

Item that carries only the Logo and Marks of the manufacturer are referred to as branded products. The popularity of branded products has grown

substantially in recent years, and this has cut into the demand for licensed products. In marketing one of the definitions of merchandising is the practice in which brand or image from one product or service is used to sell another. Trademarked brand names, logos or character- images are licensed to manufacturers of products such as toys or clothing, which then makes items in or emblazoned with the image of the license, hoping they will sell better than the same item with no such image. Licensing is a contractual method of developing and exploiting intellectual property by transferring rights of use to third parties without the transfer of ownership. "The third parties" in this instance are the licensees, the companies that manufactured these products. Licenses/franchise include a wide variety of sport product companies, some are well known firms such as Adidas, Nike, Converse, Reebok and Champion licensed - product manufacturers also include electronics and video game manufacturers such as electronic Arts, Nitendo, Soga and Sony, intellectual property here refers to the names and logos of sport organization to be claimed as property, these names and logos must be registered with the U.S. patent and trademark office in Aiington, Virginia. Once this process is completed the names and logos become trademarks of organization (Mullin et al., 2000; Kunz, 2005)

Marketing is a new innovation in sport management in Nigeria occasioned by the economic reality of our time. The allocation to sport is not enough to meet the ever skyrocketing cost of managing sport. One of the major tasks facing the modern sport practitioners is how to remain up to date to the changes and

innovations occurring at all levels of sport to be able to learn and be able to adapt the knowledge. This 21st century is to be left literally, out in the cold of the profession, and out of the job. Marketing is one of the most complex and important functions of sport organizations. Through marketing, sport industries and organization must improve in the quality of their product, promote and sell their products to prosper. Thorough understanding of marketing and its application is a requirement for success in the sport industry. Whether one is in upper-level management or low entry-level position, every member in any sport organization must realize that marketing is integral to successful operation of sport organization. (Adiat, 2007).

2.2 Marketing Products and Sports Development

Sport in all its aspects is an integral part of the education process of youth, organizations, schools and other institutions of learning for fostering the spirit of unity in our country. Sport can be defined as any organized physical activity bind by rules and regulations and aim to achieve defined potential objectives (Ladani, 2008).

Sport is a global arena for-the best athletes in the world and a venue for unity and cooperation of people around the globe. Together with that, since the beginning of the last century, sports have a powerful marketing function. In the previous centuries, this function was primarily political and aimed at ideological propaganda of certain regime, most often dictatorship, like communism or Nazism. By late 20th century, it acquired purely economic dimension becoming

one of the most suitable places for marketing and generating considerable sums of money (Lee, 2006). Marketing in sports significantly differs from one event to another and from one country to another. Most companies especially in Nigeria are not wondering on how to spend more money, but how to avoid waste with emphasis on cost benefit analysis (Adiat 2006).

Sports development is the process of continuous improvement of the sports structure, institutions and programme in order to create a societal condition conducive to physical fitness for all and the effective functioning and self - actualization ensued. It could also mean the establishment of pyramidal sports programme, employment and training of enthusiastic coaches, provision of functional facilities and promotion of public awareness through well organized seminars, conferences and workshops, training and re-orientation of sports managers who are knowledgeable, experienced and competent. (Sports Development Policy for Nigeria, 1989). With this in mind, the researcher wants to investigate into marketing and development of sports. To what extent do marketing programmes/activities affects the development and intellectual empowerment through trainings, workshops and seminars, competitions' as well as public participation and awareness in sports in Kano state.

The desire for sports development is based on the human aspirations embodied in Nigerian cultural heritage by their norms and traditions as a people, by their political commitment to the observance, protection and advancement of the democratic rights of all citizens, and by the provisions of their constitutions as

related to sport objectives and fundamental human rights. Sport development is the process of continuous improvement of sports structure institutions and programmed in order to create a societal conducive to physical fitness for all, and the effective functioning and self-actualization ensured (sports development policy for Nigeria, 1989). Sport development is the relative popularity of sports and spread of facilities and equipment, development of coaches, training of organizers and administrators, dissemination of information through seminars, conferences, and workshops, dissemination of information through news letters and bulletins (Tangland, 2003). Sports development could also mean the establishment of pyramidal sports programmed, employment and training of enthusiastic coaches, provision of functional facilities, promotion of public awareness through well organized seminars, conferences and workshops, training and re-orientation of sports managers who are knowledgeable experience and competent (Kabido 1993).

However, sports development does not only mean organizing or attending competitions and wining all the time, but involves provision of functional sports facilities, organizing competition, personnel development, public awareness, seminars and workshops, and training programme or plans. However, it may involve fighting against ill-prepared and ill-equipped athletes who may have to cheat by providing false information about their ages and to win medals.

2.3 Marketing Products and Provision of Sport Facilities

The provision of sports facilities constitute one of the essential determinants of sports development that should be given top priority for a nation to excel and make an impressive impact in the community of nations (Kabido, 1996). Athletes nowadays want modern scientifically equipped training centers and kits to meet their training and competition needs in all sports and to meet the challenges of such sports worldwide. However, with the present involvement of some companies/financial institutions in sports (through sponsorship) facilities were up-dated in some stadiums or competition venue in order to attract athletes, fans as well as association into the game. According to Dr Jacques Rogge, the President of International Olympic Committee (I.O.C) who stated that "Without the support of the Business communities, without their technological expertise, people, services, products, telecommunications and financing, the Olympic games could not and cannot happen. Without this support, the athletes cannot compete and achieve their very best in the world's best sporting event" (I.O.C. special Bulletin, 2003).

Westerbreak et al. (2008) reported that the composition of revenue to finance the design and construction of facilities has far reaching implications for the financial feasibility of the project and its scope. The importance of where the money comes from is often underestimated in feasibility studies. Typically, all that is relevant is whether the money is going to be available at all in reality, however, the ramifications of the choice of funding arrangements are substantial, and will

affect the financial feasibility of the facility or event for the rest of its operational life. The most common funding approaches are:

a. Private funding: few facilities or event have the luxury of exclusive private funding, where an individual, group, company, or consortium (group of companies) provides the full financial resources for their design and construction or operations.
b. Government funding: traditionally, government provides facilities and other infrastructures for the general community, income returns or operational profits and significant economic stimulus.
c. Corporate funding: private organizations may be enticed to provide a share of the funding necessary to design and construct a sport facility or support the planning and operational phase of an event until the first revenues arrive. Companies may become involved in financing for three chief reasons, to deliver its own products or services or its own major event, investment opportunity, and to raise money by selling portions or shares of the facility to the general public.
d. Public funding: it is important to consider the implications of raising money through selling shares to the public. The great advantage is that the revenue need not be repaid, and may be invested in the repayments. However public share holders are demanding, and will expect prompt payment of dividends and an increase in the value of their holding. In addition, public companies

are subject to weighty regulations governing accountability and policy making.

However, the total revenue earned is the foundation of any budget. Common revenue sources for sporting facilities and events include gate receipts, venue hire charges, broadcasting rights, sponsorships, signage and endorsement, membership, catering services, equipment hire, food and beverage sales, merchandize, game machines, government grants and subsides, parking fees, vending machines, publications, bar trading, social functions, rent on leased promise, investments and assets sales. Projections for each of these items need to be made over at least a five years period. For example a city undertaking a feasibility study to underpin a potential bid to host the Olympic Games would need to estimate the revenues it could expect from a number of key sources (Westerbeek, et al, 2008). As a result of the reluctance of sport fans and local community to fund developments with tax dollars (as opposed to the previous generation of stadia developed two or three decades ago, where funding often consisted of near hundred percent tax money), facility and event organizations have turned their attention to identifying alternative funding strategies. Not only are sport and entertainment venues more likely to be privately funding and owned, but this situation has resulted in the 'unbundling' of commercial activities (concession, pouring rights, merchandizing rights, media rights) that can operate through the facility. Corporations are prepared to pay top money for luxury boxes and club seating. The valve of stadium naming rights has risen dramatically and

stadium precincts are increasing by becoming the beating heart of a total entertainment destination which means in-stadium rights has been extended by the development of the surrounding zones with cinemas other sport facilities, and restaurants. The common denominator is that each is forward contracted to deliver revenue at set times (Westerbeek et al, 2008).

Such facilities should be well situated, properly maintained and up-to-date so that they conform to the rules of international federations for each sport. They should be properly maintained and reserved for the training of top athletes for national, continental and international competitions (Kabido 1996). According to Ikhioya (1999) availability of standard facilities for a particular sport at strategic locations, conditions of such facilities, maintenance of facility, repairs of medical facilities and availability of standard sports arena for competitions in multiple sports is paramount towards promotion and development of sports. Emiola (1999) maintained that training and competing with modern and standard facilities and equipment are parts of intrinsic incentives to athletes. Athletes should be exposed to standard facilities and appropriate training and competition kits if they are to produce their best. Standard sports complex for example, can encourage athletes to train day and night, and under the guidance of a knowledgeable coach (guidance), perfection is achieved. However, the facilities established must be adequately equipped in order to be effective for the programme they are meant to serve. In addition, the facilities should be easily accessible to would be users, so that they can go in and practice on their own (Morakinyo, 1999).

The renovation and provision of facilities by Nestle Milo Plc during the 2005 Nestle Milo Basketball Secondary School Championship at Kano indoor sports Hall is a good example of positive impact of sports marketing on the promotion and development of sports in Kano state. The student athletes were also offered training kits and jerseys for the event.

2.4 Marketing Products and Competition Programmes

Another important determinant of promotion and development of sports are competitions organized yearly, both at the local, state and national levels by the various sports associations and that there is no doubt, competitions are one of the means through which sports can be developed and promoted. They normally serve as an avenue for discovering talents from the younger generation of athletes who could be used for highly organized competitions at all levels (Kabido, 1996). More opportunities should be given to our athletes (from the grassroots through developmental stages) to compete in more standard competitions outside their local base. However, the competitions they take part in must be graduated towards the many competitions of the year, and should compete within their age groups and their level of readiness. The number, frequency, standard and intensity of the competitions should reflect a well development plan so that it keep their enthusiasm while at the same time they enjoy some wins and losses at the appropriate times of their competitive life (Ikhioya 1999; Emiola 1999). According to Ikulayo (1999) sports competition is an integral part of sports development, and a great deal is achieved through competition. Through

interaction, integration and mobility in sports competition, experiences are gained that prepare youths for life expectancies. Participation in sports competition instills discipline, since it embodies rules and regulation, spirit of teamwork, indirect training regiment, and repeated practice of difficult skills, fair play, and acceptance of defeat. These qualities of sports are to incarnate the most desirable human qualities, which are reflections of a disciplined nation (Awosika, 2000).

Sports marketing programme provides a room for organizing as many competitions at various levels through sponsorship of competitions. As stated earlier, various firms and corporate bodies provide funds to sport associations that help in organizing competitions for both male and female Secondary School athletes each year in Kano state. The financial support helps in generating capital that allows increased prize purses, thereby encouraging the athletes to participate and drawing more top players, who in turn draw additional gate and television (coverage) receipts. Sponsorship money can make events a success (Adepoju, 1994; Adiat, 1998; 2005).

There is no doubt that competitions are one of the means through which sports can be developed and promoted. They normally serve as an avenue for discovering new talents from the younger generation of athletes who could be used for highly organized competitions at all levels. A number of competitions are organized yearly, both at the local state and national levels by the various sports associations (Kabido, 1996, Kabido et al., 2002). Venkateswarlu (1984) reported that the frequency and intensity of competitions organized in the country seen to

be neither challenging nor motivating and that on the basis of this, a programme of internal and international competitions should be organized, another problem associated with competitions is that they are given undue importance in the annual programme of activities by the state and national sports associations at the expense of other areas of sports development. This pre-occupation has virtually reduced the organizing bodies for sports into mere organizations for processing documents for national and international competitions. Because of the emphasis on wining in competitions, ill-prepared and ill-equipped competitors have to cheat by using egogenic drugs and by reducing their ages to win medals. This in effect denies the honest, dedicated and disciplined athletes the chance, of competing in their through discipline, commitment to hardworking which are enviable qualities that could be earned through sports. As a result an erroneous impression is created that sports are being "developed" through regular competitions (Kabido, 1993). A well organized competition is a great treasure to all sports enthusiasts in particular and sport practitioners in general. Kano state is a place where sports programmes are undertaken in Nigeria, this is evident with the various sports marketing activities being conducted in the state year round. Corporate bodies within the state do sponsor sports competitions for clubs and schools, example Nestle Milo Plc sponsoring Basketball Competition for male and female secondary school students, Shell Plc sponsoring football competition for secondary schools and colleges and many other sponsors.

However, it is not possible for the government alone to finance a highly magnitude competitions. Therefore, the organizers should look for financial support so as to meet the challenges and demands of the present time. Ladani, (2008) reported that, at (NICEGA) Nigeria College of Education Games at the Federal College of Education Kano, the Coca Cola took over the games through its sponsorship and made very fantastic sales because all other drinks were pushed behind. Many corporations and companies in Nigeria today have also associated with sports and have greatly helped in revolutionizing sport in the country.

2.5 Marketing Products and Personnel Development

According to Kabido (1996) in any formal organization, the provision of human resource is paramount to its success. In this regard, the government's role in the provision of human resource refers to the entire personnel function of advertisement, Interview, selection and assignment, training and providing and maintaining favorable working conditions for the employees of the sports ministry/council. The personnel include coaches, organizing secretaries, coordinating staff, medical staff, technical staff and other professionally related disciplines. The condition of service of the staff such as method of recruitment, placement, and regularity of in-service training, remuneration package, promotion and other welfare benefits should be up-to-date and appropriate. Also other essentials like transport; medical facility for staff usage should be catered for (Ikhioya, 1999).

In any formal organization, manpower (personnel) development is paramount to its success. Sports marketing provide a room for personnel development through sponsorship of sports administrators or athletes (Via Scholarship) to attend various courses in sports skills or administration which would in turn mould them to become -professionals or champion athletes (Adepoju 1994). Annual conferences, seminars and workshop are held at least once a year where papers are presented. Such activities serve as a forum where experts in sports, Physical Education and Recreation meet to exchange ideas of either their empirical research findings or high quality review papers on the theoretical aspect of Sports, Physical Education and Recreation. That is, they aim at the dissemination of high standard and quality research reports to the learned audience in the area of Sports, Physical Education and Recreation. This in essence provides an avenue to generate new ideas and to substantiate theories, application and development of new techniques in Sports, Physical Education and Recreation (Kabido, 1993, 1996, Kabido et al., 2002). Through sport marketing, sports seminars, workshops and conferences were sponsored by some financial firms. For example, sponsoring NUGA seminar by African International Bank at the 2001 NUGA held at Ahmadu Bello University, Zaria. This provided the basis where such education gatherings are organized with ease and the deliberations made (communiqué) may be utilized this was made possible due to the financial backing of the sponsoring firm.

Human resources management is a practice or an activity which involves the gamut of activities carried on personnel from recruitment to termination or retirement to shape workers to be fit for the work and at the end meet their own needs and career plans. At this juncture, there is the need to look at the operations of the private sector in order to answer the questions of what human resources will do to sports organization. We are aware there are two types of sports organizations; public and private. Sports is now a business venture, which is running into billions of naira or dollars. This huge investment cannot go down the drain if human resources are developed to match. A result oriented sports organization always talks of value for money and competitive edge.

Clients pay for services rendered, for example, membership of a private sport club, recreation centre or fitness club will expect some value in form of satisfaction for the membership fees and other money paid. They must have gained or benefited from their investment. Before this can happen, they need a seasoned manager, adequate programme, modern equipment and facilities. These three things are important but the employment of an individual with the charisma, marketing skill, good human relation, good programming acumen; result focused will give the sports organization a competitive edge. Look at the various soccer clubs, why are they looking for star players with big names, good goal scoring ability. It is to keep their teams in good standing and be at competitive advantage. Fans and spectators want to watch good matches. Competitive edge is gaining an

advantage over others to bring the sport organization in a top form and win more customers for them (Fasan, 2004).

2.6 Marketing Product and Public Awareness

Historically, radio was the second media or one supplement to television in exposure of all aspect of sports. Recent developments in the availability of mobile connection and satellite communication channels have afforded radio networks with relevant infrastructure to provide improved live coverage of sports. Methods of signal transmission of radio, television or internet, have greatly developed by the advancement in transmission technologies, including satellites, microwaves or fiber optic technology. Therefore, it should be noticed that development in communication technologies, both complementary and peripheral to the internet advancements, reorients the mode of informing the audience of the Olympic Games and exposing the main events. This is mainly based on only on huge increase in the number of media tools and facilities, but the capability and quality of new technologies (Lee, 2006).

The electronic media play a vital role in disseminating information of sports as stated by Mullin et al., (2000). Television, despite networks' troubles remains the dominant medium, in terms of both market penetration and audience impact. Radio, often overlooked, can reach the local and regional sports audience efficiently. The internet, the worldwide computer communications network first established as a tool for researchers, offers immediate, international reach; but despite the proliferation of computers, the medium has yet approach either

television or radio in terms of audience numbers or spouse. Television and radio broadcasters across the United States of America pay nearly billion of dollars a year for right to deliver games to loyal audiences of sport fans. In addition, the electronic media help motivate millions of customers' decisions to purchase some items as tickets, team merchandize and memorabilia worth billions of dollars. Sport, in turn, makes billions for broadcasters in advertising revenue and subscription fees while allowing broadcasters to gain identity with customers and by furnishing their image.

Public awareness is an entity that supplies information to general pubic. Marketing products provides an excellent vehicle through which the sport organization can create an unpaid method of advertising/awareness. Despite radio and television, other means of awareness play a vital role especially to local areas. Newsletters and handbills are one of the means of informing the less privileges about sports event. Corporate organizations do encourage the use of advertising agents such as billboards and banners in channeling sport awareness in our society. Newspaper and magazines (print media) usually create publicity to specific defined group of public/spectators (Adiat, 1988).

Public relations are the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organization with the public interest and executes a program of action to earn public understanding and acceptance. It is the profitable integration of an organization's new and continuing relationship with stakeholders including customers by

managing all communications contacts with the organizations that create and protect the reputation of the organization. In sport, public relations are often perceived to be synonymous with publicity or media relations. Many people have developed this perception because public relations directors (especially those functioning as sport information directors) often deal largely with development statistics and providing information to the media in order to gain increased media exposure for the sport organization. For the purposes of sport marketing, we will define public relations as an interactive marketing communications strategy that seek to create a variety of mediums designed to convey the organization philosophies, goals, and objectives to an identified group of publics for the purpose of establishing a relationship built upon comprehension, interest and support. This communication strategy, which may take the form of activities as well as formal communication, may also involve players, media personnel, staff, mascots and other products extensions, sponsors, and other key components of the organization. (Mullin et al, 2000).

Think of a pen, notebook, clock, pennant that bears the name and logos of your school, or of another popular collegiate sport team, or of your favourite professional sport team. Or think of jersey emblazoned with the name and number of your favourite player, or the jersey just like the one worn by your favourite team. These are all licensed products-not manufactured by leagues or schools, but rather by independent companies under an agreement with sport entity (Mullin et al, 2000).

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2.7 Marketing Products and Seminars/Workshops and Conferences

Annual sports conferences, seminars and workshops organized yearly or quarterly serves as information dissemination medium, and a form of education. They are used to improve quality of sports development programme. They serve as a forum where experts in Sports,. Physical Education and Recreation meet to exchange ideas of either their empirical research findings, or high quality review papers on the theoretical aspects of Sports. Physical Education and Recreation that is they aim at the disseminating of high and quality research reports to the learned audience in the areas of Sports, Physical Education and Recreation. This in essence provides an avenue to generate new ideas and to substantiate or contradicts previous research, findings, theories, applications and development of new techniques in Sports, Physical Education and Research (Kabido 1993, 1996, and Kabido et al., 2002). According to Onifade (2000) an additional role in promoting and development of Sports in Nigeria is the provision of relevant training (for example clinics) for athletes, coaches, sports administrator sports psychologist, sports scientist and medicine. This encourages research into all matters relating to sports and a field to enlighten such personnel an current developments with regards to sports sue!; as or modified rules, technical expertise, new devices, kits and tools and the like.

2.8 Marketing Products and Training Programme

Training programme is one of the determinants of sport development is a well-organized training programme or plan for sports. This is the most essential

pre - requisite for successful participation in regional, national and international competitions. A well developed training programme would enable the growing number of athletic talents from the grassroots to achieve and acquire perfection (from amateurs to professionals). For example, as this nation is blessed with talents a realistic and consistent plan can enhance greater development of performance standards. To ensure large pool of competitive athletes for our future national and international engagements, efforts must be made to develop a strategic training plan that must be used through schools and youth clubs to expose more of our youths to the learning of the basic skills of various sports. It is from a large collection of skilled and talented athletes who progress from the youth stages, that a sizeable number of competitive athletes will emerge (Kabido, 1996, 2000; Emiola, 1999).

2.9 Constrains of Marketing Product

One of the constraints associated with sports marketing are also attributed to information overload. Over the last few decades, many global companies have made huge investments targeted on associating their brands with sporting events, most especially the Olympics. For example Coca-Cola, McDonald's, Kodak, Samsung, Panasonic, Adidas, Visa and many more spent huge sums of money in sponsorship deals with the Olympic Games, Though the games enjoy such popularity with big corporations, these corporations encounter growing difficulties in introducing themselves to the mass audience and get feedback on their advertisements. Thus, it becomes evident that not each sponsor is successful in

benefiting from its Olympic - related promotion (Lee, 2006). This information overload also makes top competitors often being subjected to a too crowded schedule in order to satisfy the demands of the sponsor. This gives room to distress, burn - outs and other physiological disorders on the part of the athletes through injuries or other, unfortunate conditions of ending their careers early (Adepoju 1994).

Another constraint of sport marketing is the withdrawal of sponsorship due to loss in investments. Marketing programmes are essentially a commercial activity and the sponsor expects a commercial activity and the sponsor expects a commercial rate of returns on his investment. According to Lee (2006), a growing number of big companies which traditionally spent substantial amount to associate their brands with the image and idea of Olympic Games ask the question if the Games are worth it. The most recent example is provided by Xerox Company which decided to cease its 40 - year Olympic games sponsoring history. Instead, the company plans to direct its resources into other initiatives aimed at drawing customer's attention and loyalty to withdraw. In Kano state, this was evident with the withdrawal of Companies and firms in financing sports. Withdrawal of Raccah Consults, Kayan Wasa Sport Supplies, Matasa Travels to Mention but a few is a good example of a big blow to promotion and development of sports in the state. This is in line with Adepoju (1994) who maintained that problem associated with sports marketing in Nigeria was lack of the continuity that characterizes much

often withdrawal of sponsorship from a sports competition with a very short notice.

Sports is fast gaining acceptance in the world as a means of entertainment, relaxation and business as well. Yet it is becoming, increasingly difficult for organizers of sporting activities to obtain the needed financial resources to facilitate its promotion (Adepoju, 1994).Marketing programme and activities formed the only way such funds can be realized through sponsorship and other financially associated deals. The sponsorship of sports provides private marketing subsidization to sports and recreation and in many ways this sponsorship is a very close substitute for government subsidies. However, sport marketing (or sponsorship) is not without its associated constraints and one of the major constrains of marketing is Ambush marketing. Ambush marketing is a company's unauthorized association with an event, team or organization (Stotlar, 1993). As sports marketing (through sponsorship or otherwise) becomes increasingly lucrative, increasing number of companies create association with their company's product and the sponsored event. The term Ambush marketing is used in marketing industry to denote the strategy of a company, which is not an official sponsor of the event, but because of the fact that its promotional company is focused on any event creates an illusion of being one of the official sponsors. For instance, in 1996 Olympics in Atlanta, Nike Company located its slogans outside but very close to sporting arenas of the Games, which hampered the efficiency of Adidas an official sponsor's promotional campaign (Stotlar, 1993; Lee 2006). This

parasite marketing is very evident in Nigeria, and in many cases, cannot be controlled efficiently. Banners, drinks, and other petty trades were virtually evident in many sporting events unofficially at the detriment of the main sponsors (Adepoju, 1994).

2.10 Empirical Studies/Review

This heading may serve as an area of some empirical studies and review of related research works on marketing products and sports development.

Shelton (1991) in his study "sponsorship and transaction in sports" reported that sport groups and agencies offer a wide variety of programmes and services, and for many sport groups, financial sport is gathered through fund raising efforts, fees or charges, tax support or all three. He discovered that fund-raising efforts are sometimes inadequate because of their labor-intensive nature, while fees and charges are often inappropriate because they limit participation. Further, tax support may become uncertain as some government agencies reevaluate current allocation properties. Therefore, other means of financing sports programme are now being considered. He concluded that sports marketing programmes (through sponsorship) represents one promising source of funding. It involves the provision of supports in return for specified rights or privileges. It offers considerable revenue generating for those involved in the provision of sporting activities. It has been estimated for example, that corporations devote $3.3 Billion (U.S. Dollars) to sports sponsorship in North America.

Funding of sports service is an essential factor in the promotion and development of sports in every nation. If sports programmes are to be organized consistently and continuously, it should ensure that there is adequate and continued generation of funds for sports through proper budgeting (Kabido 1996, 2000). Ikulayo (1999) maintained that adequate funding of sports services provides the basis for development and maintaining of sporting infrastructure, establishment of sports association and clubs, organization of courses, competitions and tournaments in our states and Local Government levels, which encourages mass participation in recreational, amateur and professional sports. The only alternative to keeping current in the field of sports management is to remain literary out in the cold, out of the profession, and out of the job. One aspect of sports where one must constantly seek to remain current is in the fiscal area; in managing both finances as well as gathering of such needed resources within and external environment. Since resources are frequently, becoming more difficult to obtain through the traditional ways that is government allocation and sponsorship due to economic sourness of our time, for the modern professional sports practitioners whether on corporate organizations or individual philanthropists.

Modern sport managers need to be highly resourceful in all types of fund raising. They are giants in sports entrepreneurship to be relied upon since they have been schooled in all activities be it marketing and sponsorship. The managers just have to move with time and repackage their products to make them more attractive to the numerous customers. This can only be done by the use of

marketing principles. Gone are the days when sports organization s relied on government's budgetary allocation before they could produce quality entertainment to their teaming consumers and to achieve up to date sport facilities for sports development (Adiat, 1998).

Therefore, marketing is the act of buying and selling. For marketing to take place there should be consumer and commodities or goods to sell. Sport performance is the goods or products while audience (fans, community and authority) are the consumers. Therefore, marketing product is the art and science of selling of all human physical and non physical activities to the audience and sports fans.

Adiat (1998) observed that sport groups gather financial support through fund raising efforts, fees or charges revenue allocation or all the three. Unfortunately, it has been observed that each of these avenues can be limited in its potentialities in generating funds. Fund raising is often in appropriate because of limited participation. Tax support or government allocation may become uncertain as some government agencies re-evaluate current allocation priorities. Consequently, means of financing sport programme have to be considered. Sports sponsorship represent one promising means of funding sports (Sulton, 1991). Sponsorship involves provision of financial support in turn for specified right of privileges (Adiat, 1999). Sponsorship activities offer considerable revenue generating potential for those involved in the provision of sporting activities,

millions of naira is being spent on sport sponsorship by coca-cola, MTN, Globacom Network, Nestle Milo etc in Kano state.

There seems to be no proper financial husbandry in the effort to develop sports in this country. For example the revenue realized from matches cannot be adequately determined in a year and these appear to be the normal feature of our gate-takings over the years. In addition the government is always in the practice of making financial donations and pledges for which provisions were not made in the budget (Kabido, 1992, 1993). It therefore necessary for the government to decide the place it would like to give for sports in national planning. This would make it easy for one to understand the percent of national income that the organization of sports would get. In return this would help in making realistic festinates that should be generated from non-government sources and also in creating a kind of endowment or stabilization funds so that sports would not suffer, especially in current years (Venkatswarlu, 1985).

Mullin (1985) in his study "characteristics of sports marketing" in United States of America reported that sports marketing were characterized by high level of involvement, and such involvement created increased interest in commercial awareness, advertisements and business opportunities. So, as each sport possess distinct characteristics, some activities may rely on individual skills while others rely on group efforts. As a result, alliance with selected sports may assist commercial enterprises and corporations in differentiating themselves and their products from the competitors. Dunn (1992) also reported that through marketing

efforts, (example sponsorship of sporting event), corporate bodies express interest in local activities. In this way, they can influence-the quality of life for their own workforce while enhancing opportunities with the community.

Turco (1994) maintained that corporation can enhance consumers' image of corporate products as a result of sponsoring special events/festivals. Generally, he concluded that sports sponsorship is primarily used by corporations to change, enhance or develop the image of a product or service. According to Stotlar (1993) the relationship between a sports organization and event owners involved with marketing deals must include advantage to both parties. A well developed sports marketing deal can provide market value and increased profits for corporations, scarce operating revenue, for sport organization and events and a full spectrum of sports event for participants and spectators. Therefore, through a properly structured sport marketing deals, one can ensure both benefits for the sports organization and the sponsor are achieved.

2.11 Summary

Kotler (1969) defined marketing as the task of finding and stimulating buyers for the firms output or product or service, it involves product development, pricing, distribution and communication and in the progressive firm. Marketing is the act of buying and selling. For marketing to take place there should be customer and commodities or goods to sell. Sports performance is the goods or products while audience (fans, community and authority) are the consumers. Therefore, marketing product or sport marketing is the art and science of selling of all human

physical and non physical activities to audience and sports fans. Sport marketing can be seen as the effort of cooperate bodies to produce, promote, plan and price goods (products) through sport or sponsoring sporting activities (Adiat, 1998). In the other hand sport development refers to the process of continuous improvement of sports structure, institutions and programmes in order to create societal conditions conducive to physical fitness for all and the effective functioning and self-actualization ensured (sports development policy of Nigeria).

However, marketing and sports development does not mean organizing or attending competitions and winning all the time, but involves provision of sports facilities, organizing competitions, personnel development, public awareness, conferences, seminars and workshop, training programmes or plans, fighting against ill-prepared and ill-equipped athletes who may have to cheat by providing false information about their ages or using egogenic drugs to win medal but also application of marketing principles to sports entity.

Constrains are associated with all aspect of life and sport marketing is not in exception. There are some constrains attributed to this area such as information overload in relation to many global companies that made huge investments targeted on associating their brands with sporting events most especially the Olympic. Also top competitors often being subjected to a too crowded schedule in order to satisfy the demands of the sponsor. Other constrains may consist of sudden withdrawal of sponsorship due to loss in investment and ambush

marketing by unauthorized association with an event, team organization (Adepoju, 1994, Adiat, 1998).

Experts are to be contacted and researches are to be sponsored and carried out in order to investigate and verify existing data associated with marketing and sports development, so that present ways or techniques would be up-dated from traditional pattern or strategies of sponsorship. Such strategies are those that would take into considerations through the geographical differences, difference in interest of various consumer groups, as well as the need of sponsored event (Adiat, 1998).

Finally, according to Lee (2006) the myth of high effectiveness of sports marketing, most especially the Olympic Games does not correspond today's realities. To benefit from Olympic advertisement, development of more sophisticated strategies is necessary. Mere placement of advertisement on billboards and transmitting commercials with Olympic symbols is not longer enough. There is a need to fill the gap in theoretical studies on the issue of sports promotion strategy with the finding of a new promotion, advertising and sponsorship methods and approaches, taking into account urgent need for a brand - new vision of marketing, due to advancement of new technologies and complications of marketing instruments. Computers (on-line services), other global communication links like mobile phones, wall street journals, currency indexes, and the like are areas that need to be incorporated into sports marketing activities nowadays following mass patronage by a reasonable segment of the world's population.

CHAPTER THREE: METHODOLOGY

3.0 Introduction

The purpose of this study was to investigate the Perceived Influence of Sport Marketing on Sport Development in Kano State, Nigeria. In order to carry out the research, the method that was used included Research Design, Population, Sample and Sampling Technique, Instrumentation, Validation of the Instrument, Administration of the Instrument and Statistical Technique, which would be described in this chapter.

3.1 Research Design

As the information required for the purpose of this study is already available, the researcher thus adopted the ex-post facto research design. According to Asika (2001) this is a design where an existing case or situation is investigated in order to study or evaluate it.

3.2 Population

The population for this study was 942 and comprised of the Civil Servants of the State Sports Council, Corporate Bodies Employees, Games Masters/Sport Coordinators of Schools and Institution of learning, Local Government sport coordinators, Athletes, Fans/Sport Associations and Club Owners/Proprietors within Kano State.

3.3 Sample and Sampling Technique

A simple random sampling technique of Hat and Drawn Method was used to select the schools and institutions of which games masters and/or sport

coordinators that participated in this study from the list of secondary schools and tertiary institutions situated in Kano State. Employees of the State Sport Council and Corporate Body Employees were selected according to their status (that is, senior, intermediate and junior staff). Purposive sampling technique was used to select the Club owners/proprietors and the corporate bodies of which their employees were the respondents as to the best knowledge of the researcher, not all such individuals and organizations do engage in sports marketing activities in Kano State. Athletes were selected according to their respective events of interest. In all (471) subjects 50% of the total population was selected as sample for this study. The distribution of the sample for the study is presented in the table below:

Table I: Sample of the Respondents

S/N	Respondents	Population	Number Sampled
1	Director, Deputy Directors and Assist. Directors.	6	3
2	Organizing secretaries	14	7
3	Sport coaches	14	7
4	Club owners/ proprietors	20	10
5	Sport association/ fans	84	42
6	Sport council employees	80	40
7	Corporate body employees	180	90
8	Game masters – Coordinators of School and Higher Institutions of learning	200	100
9	Local Govt. Sport Coordinators	44	22
10	Athletes	300	150
	Total	942	471

Source: Kano State Sports Council Record. 2008
Kano Educational Resources Department 2008

3.4 Instrumentation

According to Asika (2001) a questionnaire is a reliable instrument for collecting/gathering data beyond the easy physical reach of a researcher. In line with this, a self developed questionnaire of 38 items divided into seven sections (A – F) was used for this study. Section 'A' contained four statements on demographic characteristic of respondents or personal information about age, sex, status, working experience educational qualification. Section 'B' contained nine questions or statement on marketing product and provision of sport facilities. Section 'C' contained seven statements on marketing products and sports public awareness. Section 'D' contained four statements on marketing products and personnel development. Section 'E' contained four statements on marketing products and competition programmes. Section 'F' contained four statements on marketing products and development of seminars/workshops/conferences. Section 'G' contained five statements on marketing products and training programmes for sports. Finally, this questionnaire was developed based on supervisors' guidance, advice and constructive criticisms. The questionnaire was designed following the Likert type scale of SA, A, U, D, SD, and were assigned weights/ values of 5, 4, 3, 2, 1 respectively. Subjects were required to indicate the level of agreement or disagreement with the statement provided by ticking (√) in the column against each statement that best describes their opinions.

3.5 Validation of Instrument

In order to establish its face and content validity, five (5) copies of the questionnaire were submitted for vetting by experts in the field of Sport Management and Business Education. After their suggestions and corrections have been incorporated, a final draft copy of the questionnaire was produced and later administered on the respondents for this study.

3.6 Administration of the Questionnaire

A total of 471 copies of questionnaire were distributed and administered on respondents with the help of research assistance. This research assistance were given orientation on how to distribute the questionnaires as well as administering procedures. The entire questionnaire was taken to various research assistance by the researcher and 420 copies were completed and returned which is equivalent to 91.11%. To successfully administer the questionnaire the researcher obtained an introductory letter from the Department of Physical and Health Education, Ahmadu Bello University, Zaria to the various organizations/respondents soliciting for their cooperation in the successful conduct of the research by providing the information required.

3.7 Data Analysis/Statistical Techniques

Simple descriptive statistic consisting of frequencies and percentage were used for the analysis of the demographic variables. Mean and standard deviations were used for the analysis of the study's research questions and hypotheses. The one sample t-test was used for the all hypotheses of the study because of the need

to compare the observed mean score of the respective variable with a fixed mean. All the hypotheses were tested at the 0.05 level of significance.

CHAPTER FOUR: RESULTS AND DISCUSSION

4.0 Introduction

The purpose of this research was to investigate the Perceived Influence of Sport Marketing on Development of Sports in Kano State, Nigeria. The data obtained from the respondents were coded and statistically analyzed. The results of which are presented in this chapter as follows:

4.1 Results

4.1.1 Demographic Characteristics of the Respondents

Four hundred and twenty respondents made of Directors, Deputy Directors, Assistant Directors, Organizing Secretaries, Sports Coaches, Club Owners/ Proprietors, Sports Associations/ Fans, Employees of Sport Councils, Employees of Corporate Bodies, Games Masters/ Sport Coordinators of Schools and Higher Institutions of Learning, Local Government Sports Coordinators and Athlete were involved in the study. Their demographic characteristics selected for the study were age, gender, years of working experience and educational qualification. Four variables are treated together in frequencies and percentages in table 2.

Table 2: Classification of the respondents by demographic characteristics

Variables	Variable options	Frequency	Percentage
Sex	Male	308	73.3
	Female	112	26.7
	Total	**420**	**100.0**
Age	16-20 years	70	16.7
	21-25 years	46	11.0

	26-30 years	69	16.5
	31-35 years	92	22.0
	36 years and above	143	33.9
	Total	**420**	**100.0**
Highest level of Education	SSCE/TCII/GCE O/L	161	38.4
	NCE/DIPLOMA	109	25.8
	B.A/B.Sc/M.Ed/M.Sc(Ed)	106	25.3
	M.A/M.Sc/M.Ed/M.Sc(Ed)	37	8.8
	OTHERS	7	1.7
	Total	**420**	**100.0**
Years of Experience	1-5 years	130	31.0
	6-10 years	81	19.3
	11-15 years	62	14.8
	16-20 years	69	16.5
	21 years and above	78	18.4
	Total	***420***	***100.0***
Status of respodent	Director, Deputy Directors and Assist. Directors.	3	0.7
	Organizing secretaries	5	0.2
	Sport coaches	5	0.2
	Club owners/ proprietors	13	3.1
	Sport association/ fans	28	6.7
	Sport council employees	35	8.3
	Corporate body employees	87	20.7
	Game masters / Sport Coordinators	83	19.8
	Local Govt. Sport Coordinators	22	5.2
	Athletes	139	33.1
	Total	**420**	**100**

Table 2 shows that out of the four hundred and twenty respondents used for the study, three hundred and eight (73.3%) were males and one hundred and twelve (26.7%) were females. Thus, most of the respondents were males. The age distribution range between 36 years and above accounted for 33.9% while the age between 16 – 20 years accounted for 16.7% of the total respondents. Only 11% of the respondents were 21 – 25 years old. The table revealed that 73.3% of the respondents were male, those who were female were only 26.7%. Most of them (33.9%) were at the age of 36 years and above, and possesses educational qualification of first degree and masters. Also, 49.7% of the respondents have years of working experience of eleven and above. The table also revealed that 73.6% of the status of respondents were at the age of 31-35 years and possesses educational qualification of diploma and first degree and have years of working experience of 1-5 years, and 26.4% of the status of respondents were at the age of 36 years and above and most of them possesses educational qualification of masters degree and others with years of working experience of 21 years and above.

4.2 Influence of Marketing Products on Sports Development

The influence of marketing of sports products on the development of sports in Kano state is the major objective of this study. Some of the sports development indices selected for investigation as possible determinant of the influence of marketing product on the development of sports in the state were the provision of sports facilities, public awareness of sports activities, sports personnel development, competition programmes,

seminars/workshop and conference events and training programmes for sports. These variables are analyzed along the research questions of the study respectively. Table 3 shows the mean scores of the subjects on influence of marketing products on the selected indices and the aggregate mean score along with the standard deviations (SD).

Table 3: Mean score of the subject's responses on influence of marketing products on the development of the sports indices.

Sports development indices	Mean	Std. Deviation	Std. Error
Sports Facilities	3.6322	.27847	.09282
Personnel Development	3.3225	.21266	.10633
Competition Programme	3.6700	.15748	.07874
Public Awareness	*3.8971*	*.52236*	*.19743*
Seminars/workshops/conferences	3.6125	.16661	.08330
Training Programme	4.1500	.47096	.21062
Aggregate mean score	3.7315	0.4083	0.0711

The scores in the table revealed that only in the areas of personnel development that the marketing products did not seem to have made much impact as perceived by the respondents. Other variables/indices like facilities, competition programmes, public awareness of sports activities, seminars/workshops/ conference and training programmes for athletes and coaches were perceived to have been influenced by marketing products in the state. The decision was based on the fixed mean of 3.5 as the instrument used for this study adopted the Likert attitudinal 5-point scale. Therefore, since the aggregate means scores of 3.73 is

greater than the fixed means of 3.50, it can be said that marketing products has influence on sport development in Kano State.

4.3 Major Hypothesis

There is no significant influence of marketing product on sports development in Kano State.

This hypothesis was tested with the aggregate mean scores of the six sports development indices discussed in Table 4. The aggregate mean score is compared with a fixed mean of 3.5 which stand for the lowest score for agreement on the five point scale used in the study. The point here is that if the respondents are in agreement that the marketing products have significant influence on the development of sports in the state; their mean score should exceed 3.5. The reverse is expected to be the case where they disagreed with the notion that the marketing products have significant influence on the development of sports in the state. In Table 4, the aggregate mean scores for the six variables was compared with the fixed mean of 3.5 with the one sample *t*-test.

Table 4: One sample t-test on influence of marketing product on the development of sports in Kano state

Variables	Mean	Std. Deviation	Std. Error	t-value	DF	P
Aggregate	3.7315	0.4083	0.0711	3.257	418	0.000
Fixed Mean	3.5000	0.0000	0.000			

t(418) = 1.96 P < 0.05

The result in the table revealed that the marketing products have influence on the development of sports in the state. The observed t-value is 3.257 at 418 degree of freedom (DF) and the probability level of significance observed in the test is 0.000 ($P < 0.05$). The critical value of t at 418 degree of freedom is 1.96. *This means that, the null hypothesis that there is no significant influence of* marketing product on sports development in Kano State is thus rejected. From mean score of 3.7315, that the marketing products have influence on the development of sports in the state.

4.4 Marketing Products and Development of Sports Facilities

Among the major indices of the sports development on which the influence of the marketing product was to be determined is sports facilities in the state. The research question raised to investigate this objective is: What is the influence of marketing products on the development of sport facilities in Kano State?

The mean scores by the subjects on the influence of marketing products on the development of sports facilities in the state are scored in Table 5. In the table, each of the items used in the investigation are scored in mean along the five point interval scale with their corresponding standard deviations.

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Table 5: Mean scores by the subjects on influence of marketing products on the development of sports facilities in the state.

Marketing Products and Provision of sports facilities	Mean	SD
1. Provision of sports facilities by corporate bodies constitute an essential aspect of sport development	3.95	1.315
2. Renovation of facilities and equipment by corporate bodies *enhance sports programmes*	3.96	1.059
3. Corporate bodies enhance parking space around sports ground attracts fans and spectators to attend matches	3.54	1.124
4. Renovation and provision of seats by corporate bodies for spectators promote and entice sport enthusiast	3.51	1.040
5. Renovation and provisions of light within and outside the arena by corporate bodies promote security	3.13	1.229
6. Renovation and provisions of scoring board by corporate bodies provide access to match situation for spectators and fans	3.57	1.112
7. Corporate bodies do spray of insecticide to promote a *healthful living within and outside the arena*	3.86	1.315
8. Corporate bodies contribute to maintenance of sports facilities	3.39	1.059
9. Corporate bodies provide standard medical facilities at sports arena which is paramount to sports development	3.78	1.125
Aggregate Mean score	3.63	1.102

In the table, only two items scored below level of agreement on the positive influence of marketing products on the stated sports facilities. These were items 5 and 8 in the table which shows that marketing products have no influence on the

provision of light within and outside the sports arena and corporate bodies' contribution to the maintenance of sports facilities in the state. The aggregate mean score of 3.63 clearly imply that the marketing products have influence on the development of sporting facilities in the state.

Sub–Hypothesis I: There is no significant influence of marketing products on the development of sport facilities in Kano State.

In this hypothesis, the test is based on the mean scores of the respondents on the development of sports facilities in the state as influenced by the marketing products. This variable was assessed in Table 5. To test the hypothesis, the one sample t-test was used because of the need to test the observed mean score with a fixed constant of 3.5 which stands for the minimum score for agreement on the five point scale used in the test. The result of the one sample t-test is shown in Table 65.

Table 6: One sample t-test on influence of marketing product on the provision of sport facilities in Kano state

Variables	Mean	Std. Deviation	Std. Error	t-value	DF	P
Facilities	3.6322	.27847	.09282	1.424	418	0.017
Fixed Mean	3.5000	0.0000	0.000			

t(418) = 1.96 P < 0.05

The mean score in the test revealed that marketing products have influence on the development of sport facilities in the state. The observed mean score for the factor is higher than the fixed score for agreement in the test. The observed t-value

(1.424) is lower than the critical value of 1.96 and the observed level of significance is 0.017 ($P < 0.05$). This means that the null hypothesis that there is no significant influence of marketing products on the development of sport facilities in Kano State is rejected.

4.5 Marketing Products and Development of Sports Public Awareness

The second index of the sports development on which the influence of the marketing product was to be determined is sports public awareness in the state. The research question raised to investigate this objective is: Does the marketing products have influence on the development of public awareness of sports in Kano State? The mean scores on the influence of marketing products on the development of public awareness of sports activities in the state are scored in Table 7. In the table, each of the items used in the investigation are scored in mean along the five point interval scale with their corresponding standard deviations.

Table 7: Mean scores by the subjects on influence of marketing products on public awareness of sports activities in the state.

Marketing Products and Public Awareness	Mean	SD
1. Marketing provides an excellent vehicle through which the sports entity can create an unpaid method of advertising	4.46	1.224
2. Through marketing electronic media play a vital role in informing the general public about sport activity	4.37	1.003
3. Print media unusually create publicity to specific defined group of public/spectators	4.47	1.149
4. Advertisement contribute immensely in raising awareness	3.51	1.078

about football club		
5. Marketing enhance use of internet also contributes in disseminating information especially to the elite in the society	3.26	1.208
6. *Marketing provides newsletters and handbills as the means* of informing the less privileges about sports events	3.46	1.224
7. Marketing provides an excellent vehicle through which the sports entity can create an unpaid method of awareness.	3.75	1.003
Aggregate Mean score	3.90	1.123

The only disagreement on the influence of marketing products on the development of public awareness in the table is item 5. This low influence could be attributed to the general low level of internet usage in the state. From the aggregate mean score of 3.90, It shows that the marketing products have influence on public awareness of sporting activities in the state.

Sub–Hypothesis II: There is no significant influence of marketing products on the development of public awareness of sports in Kano State

This hypothesis was tested with the scores in Table 7 where the influences of marketing product on the development of public awareness of sports activities were assessed. The one sample t-test was used in the test of the hypothesis as indicated in Table 8.

Table 8: One sample t-test on influence of marketing product on the development of public awareness of sports activities in Kano state

Variables	Mean	Std. Deviation	Std. Error	t-value	DF	P
Public Awareness	3.8971	.52236	.19743	2.012	418	0.019
Fixed Mean	3.5000	0.0000	0.000			

T (418) = 1.96 P < 0.05

The result in the table revealed that marketing products have influence on the development of public awareness of sports activities in the state. The observed t-value (2.012) for the test is higher than the critical value of 1.96 and the observed level of significance is 0.019. This implies that the null hypothesis that there is no significant influence of marketing products on the development of public awareness of sports in Kano State is therefore rejected.

4.6 Marketing Products and Development of Sports Personnel

In the third objective, the influence of marketing product on development of sports personnel in the state was investigated. The research question used to aid the investigation is: Does the marketing products have influence on the development of sports personnel in Kano State? The items used for the assessment are scored in Table 9 along the five point interval scale with their corresponding standard deviations.

Table 9: Mean scores by the subjects on influence of marketing products on sports personnel development in the state

Marketing Products and Personnel development	Mean	SD
1. The organization of sport should have qualified personnel to man sport programmes effectively through income derive matches	3.54	1.236
2. *The state sport officers should be competent enough and* hardworking for maximum outcome of any sponsored and related events.	3.36	1.008
3. The staff welfare should be appropriate, affordable and reached to all concerned.	3.36	1.124
4. The personnel should be good role model and always able to motivate firms to sponsor sports programme.	3.03	1.155
Aggregate Mean score	3.32	1.213

If there is any area where marketing product has no any influence on sports development indices in Kano State, it is in the area of sports personnel. In the table almost all the items were negatively scored in this order except the first item which agreed that the organization of sports should have qualified personnel to man sport programmes effectively. The aggregate mean score of 3.32 in the table clearly shows that the marketing product have not influence on the development of sports personnel in the state.

Sub–Hypothesis III: There is no significant influence of marketing products on the development of sports personnel in Kano State.

The influence of marketing products on the development of sports personnel in Kano State was measured in Table 9. In the test of this hypothesis, the one sample t-test was used to compare the observed value with the fixed mean which will indicate whether the athletes were of the opinion that influence of marketing products is significant on the development of sports personnel in the State or not. The result of the one sample t-test used in the test is indicated in Table 10.

Table 10: One sample t-test on influence of marketing product on the development of sports personnel in Kano state

Variables	Mean	Std. Deviation	Std. Error	t-value	DF	P
Personnel	3.3225	.21266	.10633	1.669	418	0.094
Fixed Mean	3.5000	0.0000	0.000			

t(418) = 1.96 P > 0.05

From the result in the table shows that the marketing products do not have significant impact on the development of sports personnel in the State. The observed mean is lower than the fixed mean of 3.500 for the test. The observed t-value (1.669) is lower than the critical value of 1.96. The level of significance observed for the test is 0.094 (P > 0.05). This means that the null hypothesis that there is no significant influence of marketing products on the development of sports personnel in Kano State is thus upheld.

4.7 Marketing Products and Sports Competition Programmes

The fourth objective investigated the influence of marketing product on development of sports competition programmes in Kano State. The research question used to guide the investigation is: What is the influence of marketing products on the development of sports competition programmes in Kano State? The items used for assessing the influence of the marketing products on the sports competitions are scored in Table 11 along the five point interval scale with their corresponding standard deviations.

Table 11: Mean scores by the subjects on influence of marketing products on sports competition programmes in the state

Marketing Products and Competition Programmes	**Mean**	**SD**
1. Sponsoring intercollegiate sports competition by corporate bodies provide avenue for discovering new talents in the society.	3.85	1.262
2. corporate sponsorship of sports clubs provide a means of giving free printed items like T-shirt, pen, caps to spectators	3.57	1.049
3. A great deal is achieved through sponsoring age group competitions by both corporate and sports organization.	3.75	1.120
4. Sponsoring sports championship enhances the use of scientifically equipped training centres and kits to meet competition demand.	3.51	1.091
Aggregate Mean score	3.67	1.015

The mean scores in the table shows that marketing products have positive influence on the development of sports competition programmes in the state. This assertion is further confirmed by the aggregate mean score of 3.67.

Sub–Hypothesis IV: There is no significant influence of marketing products on the development of sports competition programmes in Kano State

To test this hypothesis, the mean scores in Table 11 were subjected to a one sample t-test to determine marketing products in the state has significant influence on the development of sports competition programmes. The mean score for the variable was compared with 3.5 which stand for the minimum score for agreement in Table 12.

Table 12: One sample t-test on influence of marketing product on the development of sports competitions in Kano state

Variables	Mean	Std. Deviation	Std. Error	t-value	DF	P
Competition	3.6700	.15748	.07874	2.159	418	0.020
Fixed Mean	3.5000	0.0000	0.000			

$t(418) = 1.96$ $P < 0.05$

In the table, the observed t-value is 2.159 while the critical value of t is 1.96. The observed level of significance for the test is 0.020 ($P < 0.05$). The mean score is 3.6700. Going by the observed t-value and the level of significance in the table, the mean score is significantly higher than the fixed mean of 3.500. Thus indicating that, the marketing products has influence on the development of sports

competition programmes in the State. Therefore the null hypothesis that there is no significant influence of marketing products on the development of sports competition programmes in Kano State is rejected.

4.8 Marketing Product and Development of Seminars, Workshops, etc.

The fifth objective of the study investigated the influence of marketing product on development of workshop/seminars and conference in Kano State The research question used to guide the investigation is: How does, the marketing products affects the development of conferences, seminars and workshops in Kano State? The items used for assessing the influence of the marketing of sports products on the development of seminars/workshops and conferences in the state are scored in Table 13.

Table 13: Mean scores by the subjects on influence of marketing products on the development of seminars/workshops and conferences

Marketing Products and Seminars/workshops/conferences	Mean	SD
1. Corporate bodies organize conferences, quarterly or yearly to serves as information dissemination medium.	3.85	1.241
2. Sponsorship of seminars by corporate organization serves as a forum where experts in sports meet to exchange ideas.	3.57	1.090
3. Corporate bodies do sponsor coaches and athletes to attend workshop.	3.46	1.224
4. Scholarship are given to athletes and coaches by corporate bodies which sponsors them in attending courses at national and international levels.	3.57	1.903
Aggregate Mean score	3.61	1.342

The mean scores in table 13 shows that marketing products have influence on the development of sports seminars/workshops and conference in the state. This is further confirmed by the aggregate mean score of 3.61 in the table.

Sub–Hypothesis V: There is no significant influence of marketing products on the development of sport seminars/workshops and conferences in Kano State.

The influence of marketing products on the development of sport seminars/workshops and conferences in the state was evaluated in Table 14. The one sample t-test was used to test for possible difference between the observed mean and the fixed mean used in the test. The result is indicated in Table 14

Table 14: One sample t-test on influence of marketing product on the development of sport seminars/workshops and conferences in Kano state

Variables	Mean	Std. Deviation	Std. Error	t-value	DF	P
Seminars/workshops/conferences	3.6125	.16661	.08330	1.350	418	0.127
Fixed Mean	3.5000	0.0000	0.000			

t(418) = 1.96 P > 0.05

The observed t-value in the table is 1.350. Though this value is lower than 1.96 which stands for the critical value of t at the same degree of freedom but the observed mean is 3.61 which are higher than the fixed mean of 3.5. The mean score for the test as indicated in the table implied that the marketing products has influence on the development of workshop/seminars and conferences. Therefore, going by the t-value and p-value, it shows that there is no influence of marketing products on the development of sport seminars/workshops and conference in the state. Because the obtained level of significance is higher than 0.05 level of significance. The null hypothesis is therefore upheld.

4.9 Marketing Products and Training Programmes

The last major index of sports development on which the influence of the marketing product was to be determined is training programmes for sports in the state. The research question raised to investigate this objective is: What is the influence of marketing products on the training programmes for sports in Kano

State? The mean scores on the influence of marketing products on the development of sports training programmes in the state are scored in Table 15.

Table 15: Mean scores by the subjects on influence of marketing products on the development of training programmes for sports in the state.

Marketing Products and Training programmes or plans for sports	***Mean***	***SD***
1. Developing a strategic training plan through our schools and youth clubs to learn basic skills of various sports is *essential for good performance*	3.57	1.402
2. A well organized training programme for sports is an essential pre-requisite for successful participation in competitions	3.86	1.145
3. A well developed training programme would enable the growth of a number of athletes' talents from the grassroots to achieve and acquire perfections.	4.80	1.116
4. Realistic and consistent training plan can enhance greater development of performance standards	4.16	1.197
5. Frequent regularity and intensity of training expose athletes to minimize cheating by using egogenic drugs and false age *to win medals*	4.36	1.193
Aggregate Mean score	4.15	1.155

The mean scores in table 15 shows that the marketing products have positive influence on the development of training programmes for sports in the state.

Sub–Hypothesis VI: There is no significant influence of marketing products on the training programmes for sport in Kano State.

This hypothesis is tested based on the scores in Table 15 where the influence of marketing products on the training programmes for sport in the state was evaluated. In testing this hypothesis, the mean scores in the table were subjected to a one sample t-test to determine whether they agreed that the marketing products on the training programmes for sport or not. The result of the test is shown in Table 16.

Table 16: One sample t-test on influence of marketing product on the development of training programmes forsports in Kano state

Variables	Mean	Std. Deviation	Std. Error	t-value	DF	P
Training programme	4.1500	.47096	.21062	3.086	418	0.000
Fixed Mean	3.5000	0.0000	0.000			

$t(418) = 1.96\ P < 0.05$

The result of the test as indicated in the table revealed that the marketing products have influence on the training programmes for sport in the State. The observed mean value (4.1500) for the variable is significantly higher than the fixed value of 3.5. The t-value of 3.086 and the observed level of significance (0.000) are all indicating this opinion. The null hypothesis that there is no significant influence of marketing products on the training programmes for sport in Kano State is therefore rejected.

4.10 Discussion

The purpose of this research was to investigate the Perceived Influence of Marketing Product on Sports Development in Kano State, Nigeria. The results of the study revealed that marketing products significantly influence sports development. This is evident with indices like sport facilities, public awareness, competition programmes, seminars/workshops and training programme. This is in line with Kabido (1993) who reported that sport development could also mean the establishment of pyramidal sport programme, up-to-date sports facilities, public awareness, competition programme, personnel development, seminars/workshop and training programmes.

Marketing in sports programme in Kano state significantly influence the development of sports facilities through provision and renovation of some facilities by firms or corporate bodies. Facilities in Indoor Sports Hall Kofar Mata enjoy renovations and upgrading by companies like Nigerian Bottling Company and Nestle Milo Plc, when such companies were sponsoring sporting events. This is in agreement with Kabido (1996) who reported that provision of sports facilities constitute one of the essential determinant of sports development.

The study also revealed that marketing product influence public awareness of sports in Kano state through merchandizing, licensed products like printing name and logo of company on t-shirt, pens, billboard, banners, exercise books and the likes, therefore, sport awareness is promoted, also fans were encouraged to demonstrate their affiliation with sport entity. This is in line with (Adiat, 1988)

who reported that sport development is the dissemination of information through newsletters, bulletin, pens, notebooks, t-shirts and radio.

The result of this research also revealed that marketing products does not significantly influenced the development of seminars/workshops and conferences of sports programme in Kano state and this does not agreed with (Kabido, 1993; 1996; 2000) who reported that annual conferences, seminars and workshops contribute to sports development as such activities serve as a forum where experts in sports, physical education and recreation meet to exchange ideas of either empirical research findings or high quality review papers on the theoretical aspect of sports.

The study also revealed that marketing product positively influenced training programme in Kano state. This also agreed with (Emiola, 1999, Kabido, 1996, 2000) who reported that, one of the determinants of sport development is a well-organized training programmes or plans for sports.

The study also revealed that marketing product significantly influenced competition programme in Kano state. This finding support (Kabido, Venkateswarlu and Adeyanju, 2002 and Adiat, 2005) who reported that competitions is one of the means through which sports can be developed and promoted. Through marketing programme, sport can become cheaper for participants and spectators.

The study further revealed that marketing product does not significantly influenced personnel development in Kano state. This is against the basic

assumptions that marketing product have major influence on personnel development in the state. It does not also agree with the work of Adepoju (1994), who reported that "In any formal organization, manpower (personnel) development is paramount to its success. Marketing products provide a room for personnel development through sponsoring sports administrators or athletes to attend courses in sports skills or administration which would in turn mould them to become professional or champion athletes.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

The purpose of this study was to investigate the Perceive Influence of Marketing Product on the Development of Sports in Kano State. From the available related literature to the researcher, it shows that various companies, firms and corporate bodies play significant role on promotion and development of sports in this country, and Kano State is not an exception from such sports marketing activities. Various corporate bodies and philanthropists engage in different marketing activities of sponsoring sporting events like organizing competitions, workshops/seminars, public enlightenment provision of sport facilities, personnel development and training programme within Kano State. This study therefore examined the influence of such and other marketing activities on the development of sports in Kano State.

Though there are many determinants of sports development, this study however, investigated the influence of marketing product on provision of sports facilities, manpower development, training, seminars and workshops, competitions and public awareness as determinants of sports development in the state. The selection of the corporate bodies was delimited to those situated in Kano State only, and the selection of the subjects was delimited to employees of the state sports council, corporate bodies, games masters and sport coordinators of schools and higher institutions of learning, local government sports coordinators, fan/sports associations and Athletes.

An ex-post facto research design was used for the study, and a questionnaire was also used as an instrument of data collection for this study. The data collected were analyzed using the t-test with a Special Package for Social Sciences (SPSS) and a significant alpha value of 0.05 was used for all the scores computed.

5.2 Conclusion

The following conclusions are drawn from the results of the study:

5.2.1 Marketing product has significant influence on the provision of sport facilities in Kano state.

5.2.2 Marketing product significantly influenced the development of public awareness in sports in Kano state.

5.2.3 Marketing products has no significant influence on sports personnel development in Kano state according to this study.

5.2.4 Marketing product has significantly influenced the development of sports competition in Kano State.

5.2.5 Marketing product has no significant influence on the development of sports seminars/workshop/conferences in Kano state.

5.2.6 Marketing product significantly influence the sport training programme in Kano state.

5.3 Recommendations

In the light of the findings of this study, the researcher therefore has made the following recommendations:

5.3.1 As marketing products are found to significantly develop sports in Kano State, the state government, sports stakeholders and individuals should make concerted efforts to encourage corporate bodies to sponsor more sporting events so that through such practices, various benefits can be derived, such as renovations and provision of sports facilities.

5.3.2 Appropriate guidance and proper measures should be taken to guide them against practices that would make them withdraw their support on such programmes they sponsor. This can be achieved through proper information dissemination to the corporate bodies.

5.3.3 The sports development programmes such as sponsoring seminars/workshops and scholarship programmes by companies should be encouraged and utilized by the sport stakeholders as this would provide an opportunity for courses, trainings and studies in sporting Endeavour's.

5.3.4 Measures should be taken to identify failed sponsorship deals and uncompleted sports marketing programmes so that appropriate steps should be taken to remedy such. This is through sport organization effort to find out the causes of such failed or uncompleted sponsorship.

5.3.5 Marketing products are significantly developed through competition programmes, therefore effort/avenues should be made to sustain such.

5.4 Recommendation for Further Studies

The researcher wishes to recommend the following for further studies:

5.4.1 Perceived influence of sport marketing on the promotion and development of sport policy in Nigeria.

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APPENDIX A

QUESTIONNAIRE

DEPARTMENT OF PHYSICAL AND HEALTH EDUCATION
AHMADU BELLO UNIVERSITY, ZARIA

*This questionnaire is meant to collect data on the **Influence of Marketing Product on Sports Development in Kano State, Nigeria.***

The questionnaire is for the purpose of research only. All information given will be treated confidentially. Please tick (√) only one (1) option that best describes your feeling/opinion.

Section A: Demographic characteristics of the Respondent

1. **Age:**

   (a) 16 – 20 years ( )

   (b) 21 – 25 years ( )

   (c) 26 – 30 years ( )

   (d) 31 – 35 years ( )

   (e) 36 years and above ( )

2. **Gender:**

   (a) Male ( )

   (b) Female ( )

3. **Status of the respondents:**

   a) Director, Assistance and deputy director ( )

   b) Sport organizing secretary ( )

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c) Sports coach ( )

d) Club owner/proprietor ( )

e) Sport Association/Fans ( )

f) Sport council employee ( )

g) Corporate Bodies Employee ( )

h) Games master/sport coordinator of secondary Schools and Higher Institutions. ( )

i) Local Government sport coordinator ( )

j) Athlete ( )

4. Years of Experience in the designated status:

(a) 1 – 5 years ( )

(b) 6 – 10 years ( )

(c) 11 – 15 years ( )

(d) 16 – 20 years ( )

(e) 21 years and above ( )

5. Highest Educational Qualification:

(a) SSCE/TC II/GCE O/L ( )

(b) NCE/Diploma ( )

(c) B.A. /B.Sc/B.Ed/B.Sc (Ed) ( )

(d) M.A./M.Sc/M.Ed/M.Sc (Ed) ( )

(e) Others (please specify) ( )

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General Instruction:

Please read each of the following statements carefully, then for each choose only one (1) option/feeling whether you strongly agree (SA), agree (A), Undecided (U), Disagree (D) and Strongly Disagree (SD) respectively.

Section A: Marking Products and Provision of sports facilities

S/N	STATEMENT	SA	A	U	D	SD
6	Provision of sports facilities by corporate bodies *constitute an essential aspect of sport development*					
7	Renovation of facilities and equipment by corporate bodies enhance sports programmes					
8	Corporate bodies enhance parking space around sports ground attracts fans and spectators to attend matches					
9	Renovation and provision of seats by corporate bodies for spectators promote and entice sport enthusiast					
10	Renovation and provisions of light within and outside the arena by corporate bodies promote security					
11	Renovation and provisions of scoring board by corporate bodies provide access to match situation for spectators and fans					
12	Corporate bodies do spray of insecticide to promote a healthful living within and outside the arena					
13	Corporate bodies contribute to maintenance of sports facilities					
14	Corporate bodies provide standard medical facilities at sports arena which is paramount to sports development					

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Section B: Marketing Products and Public Awareness:

S/NO	STATEMENT	SA	A	U	D	SD
15	Marketing provides an excellent vehicle through which the sports entity can create an unpaid method of advertising					
16	Through marketing electronic media play a vital role in informing the general public about sport activity					
17	Print media unusually create publicity to specific defined group of public/spectators					
18	Advertisement contribute immensely in raising awareness about football club					
19	Marketing enhance use of internet also contributes in disseminating information especially to the elite in the society					
20	Marketing provides newsletters and handbills as the means of informing the less privileges about sports events					
21	Marketing provides an excellent vehicle through which the sports entity can create an unpaid method of awareness.					

Section C: Marketing Products and Personnel Development

S/NO	STATEMENT	SA	A	U	D	SD
22	The organization of sport should have qualified personnel to man sport programmes effectively through income derive matches					
23	The state sport officers should be competent enough and hardworking for maximum outcome of any sponsored and related events.					
24	The staff welfare should be appropriate, affordable and reached to all concerned.					
25	The personnel should be good role model and always able to motivate firms to sponsor sports programme.					

Section D: Marketing Products and Competition Programmes

S/NO	STATEMENT	SA	A	U	D	SD
26	Sponsoring intercollegiate sports competition by corporate bodies provide avenue for discovering new talents in the society.					
27	corporate sponsorship of sports clubs provide a means of giving free printed items like T-shirt, pen, caps to spectators					
28	A great deal is achieved through sponsoring age group competitions by both corporate and sports organization.					
29	Sponsoring sports championship enhances the use of scientifically equipped training centres and kits to meet competition demand.					

Section E: Marketing Products and Seminars/Workshops/Conferences

S/NO	STATEMENT	SA	A	U	D	SD
30	Corporate bodies organize conferences, quarterly or yearly to serves as information dissemination medium.					
31	Sponsorship of seminars by corporate organization serves as a forum where experts in sports meet to exchange ideas.					
32	Corporate bodies do sponsor coaches and athletes to attend workshop.					
33	Scholarships are given to athletes and coaches by corporate bodies which sponsors them in attending courses at national and international levels.					

Section F: Marketing Products and Training programmes or plans for sport

S/NO	STATEMENT	SA	A	U	D	SD
34	Developing a strategic training plan through our schools and youth clubs to learn basic skills of various sports is essential for good perfection.					
35	A well organized training programme for sports is an essential pre-requisite for successful participation in competitions.					
36	A well develop training programme would enable the growing number of athletic talents from the grassroots to achieve and acquire perfectives.					
37	Realistic and consistent training plan can enhance greater development of performance standards.					
38	Frequency, regularity and intensity of training expose athletes to minimize cheating by using egogenic drugs and false age to win medals.					

APPENDIX B

DEPARTMENT OF PHYSICAL AND HEALTH EDUCATION

AHMADU BELLO UNIVERSITY ZARIA - NIGERIA

(OFFICE OF THE HEAD OF DEPARTMENT)

Vice Chancellor: Prof. [illegible] DVM (ABU) Ph.D (Mich) FCVSN, FIMC, mni
Head of Department: [illegible] B.Ed., M.Ed., Ph.D. (ABU) AMNIM

Our Ref. No. _____

Your Ref. No. _____ Date: _____

_____

_____

_____

_____

REQUEST TO VET A RESEARCH QUESTIONNAIRE

The investigator is a Post Graduate (M.Sc. Sport Management) student of the above named Department conducting research on "Influence Of Sports Marketing On The Promotion And Development Of Sports In Kano State". In this regard, he has prepared a questionnaire that contain statements on different aspects of sports marketing, promoting and development of sports in Kano State relating to his research.

In view of your wealth of experience, training and background you have been selected as one of the jurors to vet the questionnaire. It will be highly appreciated if you will kindly go through the statements on the questionnaire very critically and make your suggestions that will improve the quality of the questionnaire.

The Hypotheses and questionnaire are herewith attached. Please respond at your earliest possible time.

Thanking you.

Dr. A. I. Kabido
(Major Supervisor)

APPENDIX C

DEPARTMENT OF PHYSICAL AND HEALTH EDUCATION

AHMADU BELLO UNIVERSITY, ZARIA - NIGERIA

(OFFICE OF THE HEAD OF DEPARTMENT)

ce-Chancellor: PROFESSOR ABDULLAHI MUSTAPHA, B.Sc. (Hons) (Lond.), M.Ed., Ph.D. (Calgary), FCIS

ead of Department: PROFESSOR A. T. KABIDO, B.Ed., M.Ed., Ph.D. (Abu), ANIM

Our Ref: _____ Date: 6th August, 2009

Your Ref: _____

_____

_____

_____

PERMISSION TO ADMINISTER QUESTIONNAIRE IN YOUR ORGANISATION

NAMADI, Sani is a Postgraduate (M.Sc) Sports Management candidate for his Masters degree Programme, he is conducting a research on "influence of Marketing Product on Sports development in Kano State, Nigeria".

Your organization has been chosen as one of the organizations which the researcher can collect information by administering a questionnaire on your administrative and technical staff.

Therefore, I request for your permission to allow him administer his questionnaire, as well as extend your fullest possible cooperation which will be highly appreciated.

Thanking you.

Yours faithfully,

Prof. A.T. Kabido
Major Supervisor

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