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ORIGINAL ARTICLE

SOCIO- PSYCHOLOGICAL SPORT MARKETING ATTITUDES OF STAKEHOLDERS IN THE ACHIEVEMENT OF DEVELOPMENTAL SPORTS GOALS IN NIGERIA

Abstract

One of the strategy implementations in the achievement of the Nigeria Sport policy development is effective sport marketing (Onifade, 1999). The Nigerian government has been said to be solely responsible for funding and marketing sports hence, achieving the sports developmental goal is at its lowest ebb (Esuku, 2003). This study examined the socio- psychological sports marketing attitudes of the stakeholders in the achievement of sports goal by 2020. It also determined attitudes of stakeholders towards sports marketing. The participants for the study consisted 1,200 Nigerian sampled from twelve States and from the various professions, who are stakeholders to sports marketing (corporate and private organizations, sports Journalists, sports psychologists, sports councils, ministry of sports, coaches, labour unions, University and athletes). They were purposively sampled. The main research tool was the questionnaire that was used to obtain information on the different variables. The descriptive statistics of frequency and percentages were used for the analysis of the demographic information, while inferential statistics of one way analysis of variance (ANOVA) was used to test the hypotheses formulated at 0.05 level of significance. The results confirmed that Nigerian government is solely responsible for marketing sports which ought not to be if effective sports marketing must be realized toward the attainment of the millennium goals. Also revealed are fair positive socio- psychological attitudes of few corporate organizations, and negative socio- psychological attitudes from individuals of most corporate organizations. Suggestions were advanced towards the improvement of achieving the sports developmental goals.

Key Words: Implementation, sports policies, millennium goals

Introduction

Sports have become big business in most countries of the world. Turning sports into big business according to Esuku (2003) demand effective sport marketing. Most underdeveloped and developing countries like Nigeria are yet to be experiencing effective sport marketing.

The need and necessity to develop sports in Nigeria necessitated the 1989 and the proposed 2006 National sports policies. The nature and extent of state control on the sport sector vary from one state to another, from one country to another. These ranges from complete state control as in China and Cuba and through public sector – private sector partnership, as exists in democratic capitalist countries such as Great Britain and United States of America. The concern and the need to desired some studies of what is happening in African countries, in the words of Omoruan (2006), in Nigeria, the tendency is towards the public sector- private sector partnership in running the sports sector, however, that is, still latent may be because, Nigeria is on emerging democracy.

One of the strategy implementations in the achievement of the Nigeria sport policy development is effective sport marketing (Onifade, 1999). Sport marketing is the specific application of theoretical marketing principles and processes to sports products and services; the marketing of non-sports and sports-related products and services through sports associations in sponsorship with markets; and the marketing of sports bodies and codes, their personalities, their events, activities, actions and their strategies and images. In United States of America and other advanced countries of the World, people according to Adelabu (2001), spend their precious hours and hard earned money to market their sports goods, unlike developing countries. He further stated that the obvious reasons are that, the people are aware, have the knowledge and exhibit positive psychological attitude to sports marketing.

People's attitude and their relationship toward sports marketing and the achievement of the developmental sports goal in Nigeria, is a cause for concern. (Adelabu (2001), Esuku (2003), Akarah (2006) and Omuruan (2006) revealed that little or no attention has been directed by sports good manufacturers, corporate organizations; private bodies and individuals, being major propellants for sports marketing rather, it is the government of Nigeria that is the sole provider of the market mix determining the place, promotion and price for sports. Akarah (2006) in support of the above statement opined that achievement of the sports developmental goals in Nigeria can only be attained if positive socio- psychological attitude toward the participation of marketing sports will be a collective one by all stakeholders to sports.

For effective sports marketing Mullin, Hardy and Sutton (2000), identified five major objectives of sports marketing on which sports developmental goal is hinged upon or predicted: to develop infrastructure for sport which includes development of facilities and equipment; to make the sports industry to be self reliant financially and less dependent on subvention from the nation's government; to understand the marketing forces causing the need for enlightened marketing strategies; to identify and understand the obstacles to marketing strategies in the sports industry and to recognize the factors of sports marketing as a unique enterprise. These objectives are pointer to the lofty intensions of sports marketing for the developmental goals of sports. The question that, readily come to these researchers' minds is, what are the socio- psychological sports marketing attitudes of the stakeholders in the achievement of sports goal by 2020?

Theoretical background

Socio- psychological attitude in terms of motivation, self esteem, skill competence social interaction and confidence as related to having effective sports marketing as a strategy in the achievement of the developmental sports goal in Nigeria. Hulton (1996) identified with socio- psychological as an antidote of improving concentration and motivation. Murray (2000) also identified motivation, self esteem, competence and socialization as important socio-socio- psychological factors in achieving one's goal. Government and Nigerian must be motivated into the participation of sports marketing. By so doing, the sports developmental goal can be attained.

Much attention has been given to the importance of sports to mankind. Akarah (2006) posited that positive attitude of stakeholders towards sports marketing in a competitive and free societies cannot be underestimated. He further stated that, consumers and producers of sports in most advanced free and competitive societies display healthy competitive sport marketing unlike in developing countries like Nigeria, where government has been the sole marketer of sports

The need for awakening the sports consciousness of our citizenry and their mass participation in sports is the aim of the sport developmental goal in Nigeria. The idea of Nigerian government been solely responsible for funding and marketing of sports, in the words of Esuku (2003), may have been responsible for its lowest ebb of achieving the sports developmental goal in Nigeria.

Abone (2003) is of the view that the Nigerian government has for a long time remained the sole sponsor of competitive sports in Nigeria. Abone further reiterates that it has become extremely difficult for government to provide adequate funds for sports in the face of global economic recession. Over the years the financing of sports in Nigeria has been the responsibility of government. Consequently Government alone cannot single-handedly continue to sponsor sporting programmes in many countries of the world and this situation has created the need for sports marketing (Adelabu, 2001). Fasan (2000) asserted that sponsorship can be classified into direct and indirect sponsorship.

The marketing of sports has been an ever- growing and useful means of securing the needed and necessary materials for sports activities (Abone, 2003). Without reliable sponsorship it will be difficult to provide facilities and infrastructures for sports. Ojeme (2005) attributed the lack of facilities and equipment for sport in Nigeria to ineffective sports marketing. Similarly, Igbanugo (1992), Ekanem (1999), Obi (2000) and Ebewele (2001) states that sports programmes, no matter how laudable they may be on paper need funds to translate them into reality. It was further asserted that studies have shown that lack of needed funds impact negatively on sports development. Hence there is the need for a study of the socio-psychological sports marketing attitude of stakeholders in the achievement of developmental sports goals.

This study was designed to examine the socio- psychological sports marketing attitudes of the stakeholders in the achievement of sports goal by 2020 in Nigeria. Specifically, the study attempted to determine attitude of Nigerian government versus non-governmental bodies towards effective sports marketing. In other words, the attitude dimensions of Nigerians in implementation of effective sports marketing (big business) in achieving of the nation's developmental goal.

Hypotheses:

Ho: Selected socio- psychological attitude of Nigerians (both government and non-government organizations (bodies) will not be a significant determinant of effective sports marketing in the achievement of developmental sports goal in Nigeria.

HO2: There is no significant difference among the stakeholders mean responses on the socio- psychological sport marketing attitude in the achievement of the nation's developmental sports goal.

Methodology***Participants:***

The participants for the study consist of 1,200 Nigerians sampled from twelve states and from the various professions, who were deemed stakeholders to sports marketing (corporate and private organization managers; sports journalist and psychologist and labour leaders on one hand, and on the other hand the government officials from sports councils, state ministry of sports). The participants for this study were stratified and purposively selected. Fifty respondents from government officials and 50 respondents from non-governmental bodies or organization were purposively sample from each state. A total of 1,200 Nigerians from the twelve selected states constituted the sample for the study. The 50 government officials from each state consist of 5 sports council members, 20 Association chairmen, 10 coaches, 10 organizing secretaries and 5 tertiary or university sports personnel's.

Measurement

The measurement for this study was the Socio- psychological Sports Marketing Attitudes Dimension Appraisal Questionnaire by stakeholders (PSMADAQS) designed by the researcher. The reliability for each variable are; Motivation $r = .67$, self esteem $r = .66$, skill/competence $r = .65$ social interaction $r = .67$ confidence $r = .68$. A pool of fifteen items of three sections, constituted the draft measurement. The researchers made use a 4-point Likert Scale ranging from 1= Strongly Disagree, 2= Disagree, 3= Agree, 4= Strongly Agree. Also a 5-point Likert Scale ranging from 1= not Applicable, 2= just Applicable but have not, 3= just Applicable, 4= most Applicable but have not, 5 = Most Applicable, that is, in terms of implementation Attitude of effectiveness of sports marketing. Content and face validity of the instrument were ensured by three jurors, each expert in physical education, marketing and sports. Reliability ($r = .67$) was determined through test-retest method.

Data Analysis:

Data were subjected to statistical analysis. Descriptive statistics of percentage, means and standard deviations, based on responses, were computed. Any response with a criterion mean of 2.5 or above was considered positive, whereas any response with a criterion mean below 2.5 considered negative. Hypothesis formulated for this study was tested with one-way analysis of variance, at 0.05 level of probability.

Results

Table 1. Attitude Dimension of Stakeholders in the implementation of effective sports marketing N1,200

Statement	Most applicable	Most applicable but have not	Just applicable	Just applicable but have not	Not applicable
* Inability of all stakeholders to have positive attitude towards sports marketing, hence the lowest ebb of effective sports marketing in Nigeria.	602 (50.2%)	268 (22.3%)	314 (26.2%)	04 (0.3%)	12 (1.0%)
* Nigeria government has assisted solely in the implementation of effective sports marketing in Nigeria.	217 (18.1%)	817 (68.1%)	107 (8.9%)	29 (2.4%)	30 (2.5%)
* Corporate organizations (coco-coal, shell, mobile, have assisted in the implementation of effective sports marketing.	229 (19.1%)	89 (7.4%)	178 (14.8%)	674 (56.2%)	30 (2.5%)
* Private bodies have assisted in the implementation of effective sports marketing in Nigeria.	222 (18.5%)	94 (7.8%)	181 (15.1%)	682 (56.8%)	21 (1.8%)
* Individuals have assisted in the implementation of effective sports marketing in Nigeria.	289 (24.1%)	98 (8.2%)	191 (15.9%)	581 (48.4%)	41 (3.4%)

Table 1 show that over 50% of the respondents agree that inability of all stakeholders having positive attitude hence the lowest ebb of effective sports marketing in Nigeria. Over 60% of the subjects stated that Nigerian government assist solely in funding sports which is most applicable but have not brought effective sports marketing. Non government bodies implement sports marketing as just applicable but have not brought about effective sports marketing.

Table 2 - Means and standard Deviations of respondents' socio- psychological attitude towards sports marketing in achieving developmental sports goal in Nigeria

S/N	ITEM	X	SD	DECISION
1.	I don't like government solely funding and promoting sports in Nigeria	2.596	0.971	Agree (+ve)
2.	Sport marketing will be effective, if sports is strictly promoted as a business in Nigeria	2.667	1.062	Agree
3.	Government and non-government organizations must participate in sports market if achieving Dev 1.1 sports goal in Nigeria is to be attained.	2.946	0.897	Agree
4.	Effective sports marketing will bring about interest, knowledge and self esteem of the sports producers and consumers, leading to the achievement of the Devt. sports goal in Nigeria in 2010	2.475	1.028	Disagree (- ve)
5.	Government should exercise the regulating role of sports marketing	2.596	0.894	Agree
6.	Encouragement to building stadia by Non-government organization is necessary, if the devt. sports goal must be attained.	2.795	0.889	Agree
7.	Organizing regular sports competition should be for all sundry in Nigeria	2.736	0.997	Agree
8.	Sports professionalism be further encouraged	2.658	1.026	Agree

Table 2 shows that out of the eight items in achieving developmental sports goal in Nigeria by 2010, only one had a mean rating of 2.475, below the criterion mean. Item 1.2.3.5.6.7 and 8 had mean rating all falling above the criterion mean.

Table 3. Hypothesis testing on socio- psychological attitudes of respondent's determinant of sport marketing in the achievement of developmental sports goal in Nigeria

Variable	Government		Non Government		P- Value
	\bar{x}	\pm SD	\bar{x}	\pm SD	
Motivation	3.67	0.75	3.61	0.66	$P < .001$
Self esteem	3.14	0.82	3.29	0.92	$P < .05$
Skill/competence	3.37	0.75	3.33	0.71	$P < .01$
Social interaction	3.29	0.92	3.48	0.73	$P < .05$
Confidence	3.31	0.60	3.16	0.91	$P < .001$

Note:

- $P < 0.001, P < 0.01$ - Highly Significant
 $P < 0.05$ - Significant
 $P > 0.05$ - Not Significant

Table 4. Analyses of Variance of respondents mean responses on the socio- psychological effective sports marketing attitudes in the achievement of the Nation's developmental sports goal.

Source of variance	Sum of squares	Df	Mean squares	F-ratio	F-table value	P
Between Groups	84.1323	2	42.0661	4.911	2.99	<.05
Within Groups	12338.2362	1198	10.2990			
Total	2422.3642	1200				

Table 4 shows F-ratio of 4.911, while F-table value is 2.99; denoting government and non-governmental (corporate, private and individual) bodies or organization mean responses differed significantly. Therefore, the null hypothesis of no significant difference was rejected.

Discussion

Data revealed that Nigerian government is solely responsible for funding sports; that stakeholders have positive socio- psychological attitude towards sports marketing but have not exhibited it practically. Few had, in past done so. These findings were consistent with report of Adelabu (2001), James (2003) and Omoruan (2006) that very few corporate organizations, private and individuals promote, organize and sponsors sports events in Africa. Sports sponsorship is an element of overall integrative marketing strategy and should not be deemed to be an exclusive domain for Nigeria government but for all stakeholders in sports. Sports sponsorship can be supported by non-government organizations and individuals in Nigeria, through marketing communication elements- advertising sports, sales promotion and publicity.

Some of the principal findings of the study revealed that stakeholders have positive attitude of implementing sports marketing. This is applicable but has not been carried out. Hence their negative attitude outcome, that had led to the lowest effective sports marketing in Nigeria. This findings may be connected to the reasons why Adelabu (2001) calls for effective sports marketing in Nigeria so as to reduce the over reliance on government sole sponsorship of sports.

Similarly the findings revealed that while government in Nigeria had assisted solely in funding of sports, non-governmental bodies have been partially involved in sports marketing which is not significant and recognized. This findings is in agreement with Abone (2003) that government alone cannot sponsor sports in Nigeria hence the need for effective sports marketing which will involve both government and non governmental bodies.

Out of eight identified socio- psychological attitudes towards sports marketing in achieving developmental sport goal in Nigeria only one was considered negative (claiming interested, acknowledged by both sports producers and consumers).

There was no significant difference between government and non government bodies' socio- psychological attitudes (self esteem, competence, social interaction and confidence) except motivation as determinants of effective sports marketing in the achievement of developmental sports goal and fair positive socio- psychological attitudes of few corporate and private organizations exist toward participation of sport marketing in Nigeria.

Results of analysis on the eight identified socio- psychological attitudes of Nigerians toward participation in sports marketing, in the achievement of the developmental sports goal by 2020, only one was considered negative, claiming uninterested and unknowledgeable of the impact effective sports marketing has on sports developmental goal. This finding supports Akarah's (2006) claim that since Nigerian government is solely the provider of funds for sports, non government bodies will depend on government for sports marketing , hence Nigeria government provide no motivation and enabling environment that can encourage private participation in the sport marketing mix. The price for sport participation in Nigeria where many fans have limited funds to pay for transport, food and drink and a ticket must not be left for government alone. Corporate and private organization and individual alike must show interest and assistance. Also place decisions in Nigeria, such as sport infrastructure building (stadia), package tours and media coverage should be attractive to non-government organizations and individuals.

Conclusion and Recommendations

Based on the data analyzed and interpreted, it could be concluded that Nigerian government is solely responsible for funding of sports which should not be encourage. Insignificant numbers of stakeholders fund and market sports as it is in advanced countries of the world. It is also concluded that respondents considered motivation, self esteem, competence, socialization as socio- psychological attitude toward effective sports marketing but regret participation because Nigeria government do not provide enable motivation, environment and conditions in that direction.

It is suggested therefore, that proper development of sports marketing skills and abilities that relate to Nigerian conditions are therefore important to tie up all loose ends.

Stakeholders to sports marketing must be recognized by government and government sports agencies.

Since this area academically is relatively new, a body of knowledge for sports marketing that applies to Nigeria be develop by academicians and sale out same to sports producers and consumers.

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19. inventory, the factors included: Skills collective efficacy (7-items) and Determination Collective Efficacy (3-items) (see Table 2).