

**MARKETING MIX, MEDIA AND ECONO-GOVERNMENTAL INDICES AS  
PREDICTORS OF THE NIGERIA SPORTS BRAND**

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**A Thesis in the Department of Human Kinetics  
Submitted to the Faculty of Education  
in partial fulfilment of the requirements for the Award of Degree of**

**DOCTOR OF PHILOSOPHY**

**of the**

**UNIVERSITY OF IBADAN**

**August, 2023**

## **CERTIFICATION**

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## **DEDICATION**

This thesis is dedicated to the all mighty God, the Alpha and Omega, who has taken control of my affairs and made it possible for me to see this work to its conclusion. It is also dedicated to my loving and supportive family, my mother Prof (Mrs.) C.F. Ifeta and my siblings, Adekunle Ifeta, Adeyemi Ifeta, Oluwadamilola Ifeta, Dr. Oluwabukola Ochei. Also, to my uncles, aunts, cousins, brothers and sisters in-law and friends.

## ACKNOWLEDGEMENTS

My foremost appreciation belongs God Almighty for his love and care throughout this academic journey. The everlasting king of glory, I am eternally grateful for the strength, provision, endurance and grace you have given me to conclude this programme for I can do all things through Christ who strengthens me.

My profound gratitude goes to my wonderful supervisor Prof E.O. Morakinyo who has been a wonderful role model, father mentor and friend and for his assistance and concerted efforts in making this study a success. I know God in his infinite mercy will reward you abundantly. I also profoundly appreciate my equally wonderful co-supervisor, Prof. A. O. Folawewo who has provided immense support and contributions in this study. I am proud to be your supervisee.

My special thanks goes to my parents, Mr. Emmanuel Ifeta and Prof (Mrs.) C.F. Ifeta especially my mother for her selfless contribution to my education and upbringing no matter the cost, your God given personality has tremendously helped me become the man I am today, I am a product of your love and care. May the good lord continue to guide and protect you for you are a shining light to everyone you meet.

I also specially thank my siblings; Adekunle Ifeta, Adeyemi Ifeta, Oluwadamilola Ifeta, Dr. Oluwabukola Ochei for their support and concern towards my health and progress. I am eternally grateful for your advice, support and encouragement. You have contributed immensely to who I am today. Also, to my brother in law Mr Nnamdi Ochei, you are appreciated.

My unblemished thanks goes to my lecturers in the Department of Human Kinetics; Prof. A.O. Fadoju, Prof. J.F. Babalola, Prof. M.A. Ajayi, Prof. O.A. Adegbesan, Prof. I.A. Oladipo, Dr. Oluwatoyin M. Jaiyeoba, Dr. O. Adisa, Dr. K. Benson, Mr. F. Olatomirin, Retired Prof. B.O. Asagba, Late Prof. A.O. Abass, Late Prof. K.O. Omalawon, and Lecturers in our sister Department of Health Education in persons of Prof. B.O. Ogundele, Prof. O.A. Moronkola, Prof. Francisca.C. Anyanwu, Dr. Adetoun T. Akinwusi, Dr S.A. Famuyiwa, Dr. J.O. Odelola, Dr B. Iyanda, Dr. Olaitan who in one way or the other propelled me towards my success in the University with special thanks to, Prof. K.O. Kester, Dr. F. Atare, Dr. N. Omilani, Dr. Folashade Airebamen, and my colleagues in the department for their immense contributions in the completion of this study.

I want to specially appreciate Prof. O.A. Adegbesan for his guidance in carrying out this research and Prof. A.O. Fadoju who as Head of Department ensured the acceleration of my study.

I am especially grateful to the all-powerful God for the gift of a senior colleague, brother, and friend in person of Dr O. Adisa who was relentless in ensuring that this study reached its desired conclusion. I cannot also forget the immense contribution of Dr. Taiwo of the Department of Counselling and Human Development Studies who at any given opportunity stood his ground in defending the quality of this research.

I also thank all the Zonal sports coordinators, State directors of sports and staff of the University of Ibadan Sports Council for their part Played in the success of this work, you are highly appreciated.

To the administrative staff of Human Kinetics Department in persons of Mr. O. Odubiyi, Mrs Idowu R. Talabi, Mrs Temitayo Adeleke and Mr. T. Ayobami, I say a resounding thank you for your support and encouragement. May God reward and elevate you to higher grounds. In addition, I equally appreciate the administrative staff of our sister department Health Education in persons of Mrs Ayobami Ola and Late Mr. O. Olawale for their support.

Finally, I want to express deep gratitude to my counterparts in sports, my friends, and well-wishers for your support and prayers. Certainly, every individual I have come across has played a part in my life and may God bless you all and grant you your hearts desires according to his riches in glory.

## ABSTRACT

The Nigeria Sports Brand (NSB) is a construct that expresses Nigeria's ultimate intentions towards sports development, as reflected in the National Sports Policy (2009) and the Sports Industry Policy (2020). However, the NSB still performs far below expectations in relation to sports branding predictive indices (Marketing Mix Indices – MMI, Media Indices – MI, Economic Indices – EI and Governmental Indices – GI). Previous studies focused largely on sports development in Nigeria, with little consideration for these predictive indices. This study, therefore, was designed to investigate MMI (production, price, promotion and place of sports), MI (sports new media, sports print, sports radio and sports television), EI (Sports Gross Domestic Product [SGDP], Sports Production and Consumption [SPC], Sports Manufacturing and Trade [SMT] and real income) and GI (government proprietorship, government policy, government issues and public-private partnership) as predictors of the NSB.

The study was anchored to the Ripple Effect and Maslow's Human Motivation theories, while the mixed methods design (QUAN+qual) was adopted. Four accessible geopolitical zones were purposively selected, and four states were randomly selected in each zone. One hundred and ninety-six sports policy makers and officials, 48 sports federation officers across the zones were selected using stratified random sampling technique, while 528 athletes, 240 sports enthusiasts and 48 sports media personnel were selected through convenience sampling. The purposive sampling technique was adopted for the selection of 240 coaches. Key informant interviews were conducted with zonal sports coordinators. The instruments used were Production of Sports ( $r=0.71$ ), Place of sports ( $r=0.71$ ), Promotion of sports ( $r=0.72$ ), Real income ( $r=0.72$ ), SPC ( $r=0.72$ ), Price of sports ( $r=0.73$ ), SGDP ( $r=0.73$ ), Sports print ( $r=0.74$ ), SMT ( $r=0.74$ ), Sports radio ( $r=0.75$ ), Sports new media ( $r=0.76$ ), Sports television ( $r=0.77$ ), Nigeria Sports Brand ( $r=0.77$ ), Government policy ( $r=0.79$ ), Government issues ( $r=0.80$ ), Government proprietorship ( $r=0.81$ ) and Public-private partnership ( $r=0.81$ ). The quantitative data were analysed using Pearson product moment correlation and multiple regression at 0.05 level of significance, while the qualitative data were thematically analysed.

Participants were mostly male (64.4%), aged  $28.65 \pm 5.39$  years. Sports television ( $r=0.05$ ), SPC ( $r=0.05$ ), government proprietorship ( $r=0.06$ ), sports radio ( $r=0.08$ ), sports new media ( $r=0.09$ ), sports print ( $r=0.13$ ), Place of sports ( $r=0.15$ ), government policy ( $r=0.26$ ), SMT ( $r=0.30$ ) and public-private partnership ( $r=0.60$ ) positively correlated with NSB. There was a significant joint contribution of the predictors on NSB ( $F_{(4;1291)}=57.27$ ; Adj.  $R^2=0.15$ ), accounting for 15.0% of its variance. Sports new media ( $\beta=0.15$ ), government issues ( $\beta=-0.15$ ), sports print ( $\beta=0.16$ ), government policy ( $\beta=-0.16$ ), place of sports ( $\beta=0.18$ ), production and consumption ( $\beta=-0.22$ ), sports television ( $\beta=-0.25$ ), manufacturing and trade ( $\beta=0.45$ ) and public-private partnership ( $\beta=-0.60$ ) contributed significantly to NSB. Sports coordinators indicated that, whereas policy content was consistent, NSB was mainly impeded by poor implementation, insufficient funding, domineering role of government, poor sports pricing, poor media, ineffective marketing, and insufficient and substandard sports production.

Place of sports, sports media, sports production and consumption, sports manufacturing and trade, governmental proprietorship, quality government involvement and public-private partnership positively influenced the Nigeria Sports Brand. If these are prioritised in policy implementation, the NSB will compete effectively globally.

**Keywords:** Nigeria Sports Brand, Sports marketing, Sports media, Government policy.

**Word count:** 491

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## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background to the Study

Sports, a dynamic and constantly evolving phenomenon and in recent years has moved from mere organisation and participation to a phenomenon with substantial economic benefits. The strength and impact of sports cut across numerous dimensions of human endeavour with enormous financial benefits. This can be said to have been achieved through the process of branding. Determining the precise inception of the term "brand" is challenging, but the prevailing belief is that it arose from the tradition of searing an owner's name onto livestock. This was buttressed by Hampf and Lindberg-Repo (2011) who emphasised the evolution of branding from its humble beginnings of branding livestock to everything being branded. Consequently, branding revolves around possession and rights to property, not the item being branded. The traits or qualities which spring to imagination whenever a brand is discussed help to define its identity. Therefore, brands assist us in differentiating one product from another.

Sammut-Bonnici (2015) defines a brand as a group of physical and non - physical qualities that are meant to promote identification and consciousness including the growth of a particular item or service's public image among certain people, places, or organisations. Throughout history, brands have consistently exhibited two unchanging characteristics concerning the communication of information to stakeholders: providing details about the quality of the product and indicating the product's origin. (Moore and Reid, 2008). As shown by Rein, Kotler and Shields (2006), a brand is made facts and imagery that together make a sports offering. It is commonly described by watchwords, themes, postures, emblems, features of products and numerous different physical and non - physical traits. There is still a common misconception that a brand is only a logo in the sports world. Whereas the physical manifestations of your business, including the letterhead, logos, and cellphone manners, are significant. A brand is more comprehensively defined as a distinct image and connection established in the minds of subscribers towards an object (product,

good, service) or a subject (individual, institution). Brands may affect the mental processes and conduct habits of their target audience.

When considering sports, this explanation implies that a product or service, for example a particular sport (for example, Volleyball), sports events (for example, world championships), sports personalities (for example, athletes), and sports organisations (for example, clubs, federations), can be regarded as a brand (Pedersen, 2004). In accordance with this perspective, four aspects of brands or the branding process can be recognized: products or services, events, individuals or athletes, and institutions.

The role of the media in developing successful brands cannot be over emphasized. This is supported by Tavakolli, Najafiand and Ramezani (2013) who emphasised that mass media is a crucial medium for sports development, which influences the actualisation of most sport development objectives. The media is the vehicle for successful brands as it conveys information about the state and intentions of the brand. The type of media is also a determinant of the quality of the information conveyed about the brand, the reach of the information and the effectiveness in ensuring that it creates unique pictures and associations strategically placed in the minds of users or subscribers of a commodity (good, service) or a subject (individual, institution). 21<sup>st</sup> century sports enjoyed the influence of old media (Television, Radio and Print) and the past 10 years has seen an explosive rise in the consumption of sports through new media channels (websites, blogs, mobile apps e.t.c.). Advancements in recent media technology is observed to be transforming the way professional sports are produced, delivered and consumed (Dart, 2014). As highlighted by Hutchins and Mikosza (2010), a larger audience can now access a greater volume of sports content through various platforms such as mobile devices, laptops, Tables, digital radio, paid services, and interactive TV.

According to Abdullahi (2013), who defined the abstract connection between media and sports, "the correlation between world culture and the media on one side and media and sports on the other is extremely intriguing as it is complicated." The interconnected relationship between internet media and world traditions forms a cycle where each influences the other. This cycle, driven by mass market dynamics and consumerism, results in the commodification of sports. Sports are then delivered to the market through various channels such as: satellite, television, and internet platforms like Facebook, Twitter, and YouTube (Edim, Odok and Osaji, 2016). The authors suggested implementing intentional



measures to enhance media coverage of sports by promoting the growth of the media sector, attracting additional investors and establishing media entities throughout Nigeria. It is therefore expected that the media will drive the Nigeria Sports Brand to its desired destination. Sadly, in Nigeria, the development of a national sports brand which can compete with global sports brands has not been foremost. The statement of the sports sector as an industry somewhat proves its existence and ultimate profit making ambition.

Even though, the Nigerian sports sector is operating, it is undeniably poorly organized, and the value stream is still incredibly complex despite the rising amount of engagement from all kinds of participants. The persistent dominating roles of government in the industry are likely the major cause of the inefficient sports investments and poor pricing condition. In support of this Akarah (2010a) observed that the government of the country holds complete ownership and financial responsibility for sports, resulting in limited competition in marketing of sports as a product. This becomes particularly evident when analyzing the sports marketing mix, which includes the four Ps of product (goods and services), price (cost), promotion (publicity) and place (Location), as well as the absence of competition that would emerge if other stakeholders participated in financing and coordinating of sports. The marketing mix comprises a combination of marketing strategies that are strategically formulated to shape and influence consumers' decisions regarding the selection and utilization of a product or brand.

It was also previously highlighted by Akarah (2009) that the level of sports consumption, as indicated by the amount of loyal fans and spectators, users of sports products who visit recreational centres and other prominent venues hosting sports events to fulfill their desires and needs, is considerably high. This observation takes into account the significant enthusiasm for sports demonstrated by the overall population of Nigeria, whether it is in the role of observers, participants, or engaging in recreational activities. Furthermore, through additional research, he identified that the government of Nigeria has developed policies with the aim of establishing the sports sector as a contributing force to the country's economic foundation. Nevertheless, the implementation of these strategies, aiming to employ the Public/Private Partnership (PPP) framework within the industry, has faced obstacles during implementation. In Nigeria, sports marketing involves more than just directly advertising sports-related products and services to sports enthusiasts. It also entails promoting consumer goods, industrial products, and services using sporting events

as a platform. To ensure the effectiveness of sports marketing in Nigeria, it is vital for the country's sports sector to devise sports activities that align with the needs and preferences of sports consumers. This alignment facilitates a seamless transaction process within the realm of sports, leading to revenue generation for the development of sports and the overall progress of Nigeria's economy (Akarah, 2014). This can be effectively achieved through the strategic use of the marketing mix which comprises of production, price, promotion, and place of sports.

Among the many factors militating against proper sports development in Nigeria, one stands out which significantly affects the image and influences the decision of local and foreign investors. This factor is the phenomenon of knavery also known as corruption. It has become so commonised that it has become a way of life. Its effects have greatly affected the nation's image worldwide with devastating effects on the sports economy. Dada (2020) suggested that corruption in sport was initially meant to refer to any action that aims at and succeeds in earning money with distorting the outcome of sport contests by means of bribing and throwing a game for money or non-monetary economic compensation. Nowadays, corrupt sport has extended to other unethical behavior such as distorting the allocation of mega-sporting events, biasing some decisions made by sport governing bodies and fixing bet-related matches. Corrupt sport dates back to the earliest centuries when sporting events emerged. It thus appears that corruption can be found in almost any imaginable areas of sports (Dada, 2020). According to Audu,(2009) in Nigeria, there are many instances where excessive responsibility, power and money have been given to individuals, whose main credentials may be their status as former athletes or club leaders who are more interested in their personal gains than development of sports. This trend has not changed over the years till this current time.

The economic transformation plan known as the Nigeria Vision 20:2020, outlined by the Federal Republic of Nigeria (2009) in its administrative synopsis noted that:

The Vision recognizes the abundant human and natural resources within the country, this plan showcases Nigeria's dedication to improving the well-being of its people and positioning itself within the top leading economies. The objectives include reaching a base GDP of nine hundred billion dollars and securing an annual per capita income of at least four thousand dollars.

This mission statement served as an inspiration for rebranding the country's image. The 2020 version of the policy on sports was subsequently disclosed, and its objective is:

Highlighting sports as an industry and thereby establishing the required effectiveness and favourable conditions for private sector involvement and collaboration with the government and its various sectors, such as finance, education, health and human capital development. This approach aims to ensure the systematic and harmonious organisation and advancement of sports at all levels, from grassroots to elite levels, to support Nigeria's consistent achievement of success in major local and international sporting events and assist in the growth of the economy of the country.

and the Vision of the 2020 draft policy is as follows:

To underscore sports and strengthen its position as a means of fostering national unity and togetherness. In the medium term, the aim is to achieve sustainable and remarkable world-class achievements by both amateur and professional Nigerian athletes. Additionally, there is a focus on developing and expanding sports into a significant industrial sector that contributes to the country's GDP. This will project Nigeria's influence and reputation globally through sporting distinction, driven by a strong and thriving sports industry. (Draft National Sports Policy, 2020).

These statements are in furtherance of the ambition of the preceding 2009 sports policy and it is only hoped that the new policy will result in massive development gains for Nigeria's sports sector.

It is usually difficult to conceive nations as brands. Many find it difficult to understand the concept of national sports brands as most times the individual components such as product brands (Nike, Adidas, Puma etc.), people brands (Christiano Ronaldo of football, Novak Djokovic of Tennis etc.), institutional brands (Nigeria Football Federation, Manchester United etc.) and event brands (Nigeria Professional football League-NPFL, Summer and Winter Olympics, Football/soccer World Cup etc.) are all individuals can envision but not as complex brands capable of promoting a country. What is common is the national origins of global brands in sports. Nation branding in the view of Szondi (2008), happens when a government or private enterprise employs its influence to convince those capable of

influencing a nation's image. Nation branding utilizes branding techniques to positively modify or transform a nation's behaviour, attitudes, identity or image. (Gudjonsson, 2005). He also challenged the widespread belief that nation branding includes explicitly branding a country, asserting that it is impossible to brand states or their leadership as independent institutions on their own. Authorities as well as other public entities can, however, use branding strategies to their benefit. O'Shaughnessy and O'Shaughnessy (2000) reported that some widely embrace the concept of the nation being regarded as a brand, while some others express doubts regarding the suitability of applying branding principles to nations. Dinnie (2008) offered a more specific perspective on the notion of a "nation-brand," defining it as the distinctive and multifaceted combination of elements that grants a country differentiation in culture and significance for all intended audiences. This definition recognizes the influence of a nation's culture and underscores the strategic positioning of nation brands within the perceptions of their intended audiences.

However Nation Branding (NB), according to Szondi (2008) can be thought of as a distinct concept separate from branding. It entails the deliberate portrayal of a nation to build its reputation and promote her economic, political and social interests to gain reputational capital both domestically and internationally. Anholt (2003) proposed that NB is successful when people embody the brand and serve as both the conveyors and recipients of the message. As mentioned within the sports policy of Nigeria, one of the National Sports Commission's objectives was 'To leverage the nation's accomplishments in sports to enhance its standing among other countries'. Image being an integral part of the brand concept shows the intentions of the country in the direction of using sports as a tool in branding the nation. A significant beneficiary of a strong national sports brand is the country's economy; its Gross Domestic Product (GDP), production and consumption of sports goods and services, manufacturing and trade and most significantly the wages and income of people in the country. While there may be a variety of perspectives regarding particular studies on economic influence involving specific accounting approaches and trustworthiness, there is a general consensus that sports and their related infrastructure significantly contribute to stimulating the economies of numerous countries.

The European Commission published a study in 1999 that examined the economic impact of sports, exposing that economy and sports have various links between them. It first noted that sports exerts a significant impact on the Gross National Product (GNP) and

employment, with the commercialization of sports playing a role in fostering this growth. For example, in Germany, sports accounted for approximately 1.4 percent of the GNP, whereas in the UK (United Kingdom), it represented 1.6 percent of GDP in 1995 plus 1.8 percent of GDP in year 2000. Within the European Union, sports clothing and equipment industry accounted for 60,000 jobs in 1994. Additionally, in 1995, the sports sector employed approximately 450,000 individuals in the United Kingdom, representing 1.61% of the total workforce. Secondly, the sports industry influences the economy through diverse avenues, such as the sale of sports-related products, organisation of sporting events, advertising, sponsorship and sports television broadcasting. The entire sports industry made a 3% contribution to global commerce, with Europe representing 36% of this activity and the United States accounting for 42%. (Europe Commission paper, 1999). According to data obtained from the Australian Bureau of Statistics, it was found that out of the 10,500,000 people engaged in sports and physical recreation activities in 2008, more than 80% were involved in unstructured sports activities, while slightly over 40% were involved in organised sports activities.

Furthermore, based on a research conducted by Medibank Private, which investigated the effects of being sedentary on different diseases, it was determined that an increase in physical activity participation could lead to substantial annual savings of approximately \$1.49 billion. This is in contrast to the \$834.1 million spent on healthcare costs associated with sports injuries. By extrapolating from the physical inactivity rates data presented in the Medibank research, which reported a sedentary rate of 0.54, it can be projected that there could be a modest increase of just over 2% in average productivity. This increase would correspond to a 1% growth in GDP per year, amounting to roughly \$12 billion during the 2008-09 period. Australian Unity regularly computes a well-being index using a range of factors, and it is worth mentioning that there exists a significant correlation between the fluctuations within the indicator and professional sports people' performances. For example, during the period of year 2001 - 2008, the indicator achieved its peak right after the Athens Olympics in 2004.

Accomplishments of athletes from Australia appear to have had a positive impact on the aspects of the well-being index associated with living standards and social connections. While the index typically shows stability, sporting achievements stand out as one of the few factors that result in significant shifts in survey outcomes. Currently, the yearly elite

sports investment is approximately \$167 million, which amounts to approximately \$20 per household per year. Based on these findings, this amount falls within the spectrum of what the typical Australian household would be prepared to contribute on an annual basis to back the achievements of Australian athletes. (Longer Frontier Economics report, 2010).

According to Usman (2020), the Statistician-general of the federation, National Bureau of Statistics, Yemi Kale, rated the Sports global value at a whopping five hundred billion dollars. Conversely, the sport industry in the country accounts for only a meagre .005 percent of the country's annual GDP. Little data was available before this as economic data on the sports industry was non-conclusive.

The sports economy in its entirety is not identified as a distinct sector in statistical measurements, but it encompasses other industries and economic sectors. As Jewell (2006) stated, It is the responsibility of economists in sports to clarify reasons studies of theirs may be applied outside the sphere of sports, an area in which they have become more skilled. From an economic standpoint, sports is an endeavour that exerts extensive impacts on diverse segments of the economy.

The sports economy of successful national sports brands has been significantly aided by the private sector participation. Going further, sports in developed countries is capital intensive but this financial burden has been majorly shouldered by the private sector. On the flip side, historical evidence demonstrates that the government of Nigeria has predominantly taken on the responsibility for sports development in the country, particularly in terms of offering sporting infrastructure, activities, staff, and involvement in regional and international events. There is little involvement from the corporate industry in this area. As a result, the government is obliged to allocate a portion of its scarce resources towards the progress of sports. (Yazid, 2015).

For Nigeria to step into a new dawn of achieving her destination sports brand, it is crucial to take a multifaceted approach in solving the nation's multidimensional sporting challenge. This study examines the marketing mix, media and econo-governmental indices as predictors of the Nigeria sports brand and aims at suggesting multifaceted solutions to the nations' sporting problems.

## **1.2 Statement of the Problem**

Sports development in Nigeria holds substantial importance in the country's broader ambitions in the sporting realm and has undergone significant variations from the imperial period before liberation to the period after gaining independence. However, sports management has been handled by non-professionals or mismanaged, leading to adverse effects on the progress of sports advancement within the nation, particularly of late.

The case of sports in Nigeria and its relationship with government, media, marketing mix and the economy cannot be said to be a relationship of relative interdependence being that sports contributes very little to the Nigerian economy and its growth, rather, it is a case of almost total dependence of sports on the government and the state of the economy which is primarily determined by the government. Despite the efforts of the government in promoting the Nigeria sports brand, the ultimate performance and development of sports still falls below expectations in terms of sports people, events, institutions and products.

Nigeria's performance in regional, continental and global sports events in the last two decades have been a severe deviation from the country's vision as Nigeria cannot boast of meeting with its objectives. The nation's economic state and growth with its GDP, production and consumption, manufacturing and trade and wages as economic parameters with appropriate government roles are meant to steer Nigeria's sports brand development while the marketing mix and various media are supposed to be the tools and mechanisms in the hands of sports leaders towards achieving the desired national destination sports brand. The individual influence and synchronization of all four elements (marketing mix, media, economic strength and appropriate government roles) are pivotal in the actualization of a strong national sports brand. The problem therefore is that though the objective of sports branding is geared towards sports development, Nigeria has not been able to excel consistently in any of the four areas that constitute the core of the Nigeria sports brand; People, Events, Institutions and Products.

Also, previous studies in Nigeria related to sports branding focus on marketing and have tried conceptualizing various factors that influence sports development and individual aspects of sports brands and branding but little research attention has been directed towards the selected variables and their influence on the holistic national sports brand with the four elements that constitute its core; people, events, institutions and products. Notably this study packages sports development as a National product or brand. In Nigeria's bid to

dominate sports in Africa and a strong force in the sports world, its brand which is a focal selling point embodying four different parts (people, events, institutions, and products) is subject to the influence of the various sub-variables of marketing mix, media, economic and governmental indices. Therefore, this research is directed towards probing the marketing mix, media and econo-governmental indices as predictors of the Nigeria sports brand so as to come out with possible methods of reinventing Nigeria's sports in the global marketplace.

### **1.3 Objectives of the Study**

The study's main objective was to examine the marketing mix, media and econo-governmental indices as predictors the Nigeria Sports Brand.

### **1.4 Specific Objectives**

The study was set to achieve the following specific objectives;

1. Determine the relative prediction of marketing mix indices to the Nigeria Sports Brand.
2. Establish the joint prediction of marketing mix indices to the Nigeria Sports Brand.
3. Investigate the relative prediction of media indices to the Nigeria Sports Brand.
4. Find out the joint prediction of media indices to the Nigeria Sports Brand.
5. Investigate the relative prediction of economic indices to the Nigeria Sports Brand.
6. Examine the joint prediction of economic indices to the Nigeria Sports Brand.
7. Investigate the relative prediction of governmental indices to the Nigeria Sports Brand.
8. Investigate the joint prediction of governmental indices to the Nigeria Sports Brand.
9. Investigate the joint level of prediction of the independent variables on the Nigeria sports Brand.

### **1.5 Research Questions**

This study provided answers to subsequent research questions

1. What is the relationship between the independent variables (Marketing mix, Media, Economic and Governmental Indices) and the dependent variable (Nigeria Sports Brand).
2. Is Nigeria's sports sector conceived as a brand by the Respondents?



## **1.6 Hypotheses**

The following hypotheses were tested in the course of this study:

1. Marketing mix indices (Production of sports, price of sports, promotion of sports, and place of sports) will not significantly relatively predict the Nigeria sports brand.
2. Marketing mix indices (Production of sports, price of sports, promotion of sports, and place of sports) will not significantly jointly predict the Nigeria sports brand.
3. Media indices (Sports new media, sports print, sports radio and sports television) will not significantly relatively predict the Nigeria sports brand.
4. Media indices (Sports new media, sports print, sports radio and sports television) will not significantly jointly predict the Nigeria sports brand.
5. Economic indices (Gross domestic product, Sports production and consumption, Sports Manufacturing and trade and Real Income) will not significantly relatively predict the Nigeria sports brand.
6. Economic indices (Gross domestic product, Sports production and consumption, Sports Manufacturing and trade and Real Income) will not significantly jointly predict the Nigeria sports brand.
7. Governmental indices (Government proprietorship, government policy, Government issues and public/private partnership) will not significantly relatively predict the Nigeria sports brand.
8. Governmental indices (Government proprietorship, government policy, Government issues and public/private partnership) will not significantly jointly predict the Nigeria sports brand.
9. Marketing mix, media, economic and governmental indices will not jointly predict the Nigeria sports brand.

## **1.7 Delimitations of the Study**

This study was delimited to the following:

1. Mixed method of complimentary type involving descriptive design of correlational type and qualitative approach.
2. All sports policy makers, implementers and beneficiaries as population for the study.
3. One thousand, three hundred respondents as sample for the study.
4. Multistage sampling procedure.

5. Self-developed questionnaires as instrument for data collection to be administered using mixed method of administration (Physical and online administration).
6. Independent variables of marketing mix, media, economic and governmental indices.
7. Dependent variable of the Nigeria sports brand.
8. Descriptive statistics of frequency count, percentages and bar graph for demographic data and inferential statistics of Pearson product moment correlation (PPMC) and multiple regression to answer research questions and test the hypotheses at 0.05 Alpha level.
9. Verbatim transcription and thematic analysis were used to extract qualitative data for the study to compliment the quantitative data.
10. Eight (8) research assistants.

### **1.8 Limitations of the Study**

From all indications, a lot of work has been done in the area of branding but not much research have been in the area of a holistic Nigerian sports brand and its constituent parts as utilised by this study, thereby limiting the availability of local resource materials in this study. However, efforts were made to relate the existing literature in the area to this study.

The Corona Virus (Covid-19) pandemic and the state of insecurity in Nigeria, specifically in the North-east and South-east regions also posed a challenge especially in relation to movement and safety. The researcher made efforts to utilize competitions and internet means of retrieving data. Also, efforts were made to educate the samples before they were urged to fill the questionnaire. The questions were closed ended in nature and assurances were provided on the confidentiality of any information provided by them during the research.

### **1.9 Significance of the Study**

Through structured tournaments and activities, sports and leisure provide opportunity for individuals to participate in physical pursuits for enjoyment and wellness. They also assist in addressing and resolving societal issues by fostering meaningful involvement. Sports, leisure, and amusement activities can serve to cultivate acceptance and social inclusion while easing stress when they are used successfully. Primarily, if effectively utilized, they possess the capability to generate business prospects and jobs, consequently improving

earnings and lessening poverty, bolstering the economy and ultimately contributing to the development of Nigerian.

In a 2010 research Akarah noted that the government of Nigeria holds exclusive ownership and financial responsibility for sports, giving them complete market control. The economy and promotion hold vital roles in any economic system or process, and hence the four P's of Marketing become relevant – particularly in the context of the sports industry. Marketing sports as a commodity, involves the four Ps production of sports, price of sports, promotion of sports and place of sports), including the resulting competitiveness which would emerge if holders of stake were actively enmeshed in financing and management of sports in its entirety. (Akarah, 2010)

The interplay between the government, involving regulations and responsibilities, registration methods, tax rates imposed on sports promoters, and other relevant guidelines governing the organization and behaviour of the product, with the marketers of sports and its consumers, and the resulting feedback, all contribute to shaping processes in the sports market. The industry's recognition of the sector's possibilities constitutes a positive step. It is projected that the outcome of the research will assist administrators of sports realise the value of sports branding in creating a more dynamic sporting sector, and that this will lead to higher ideals that are beneficial to everyone who stands to gain out of the enhancement of the sports sector as a whole. It is anticipated that the sports sector will experience rapid growth when the government assumes its appropriate role.

### **1.10 Operational Definition of Terms**

**Nigeria Sports Brand:-** A collection of anticipations, reminiscences and plans of Nigeria with regards to sports development consisting of four crucial elements; people, events , institutions and products.

**Economic Indices:** Selected aspects of the economy (Sports Gross Domestic Product, Sports Production and Consumption, Sports Manufacturing and Trade and Real Income) that directly impact the Nigeria Sports Brand

**Government Issues:** Characteristics of government Nigeria with corruption as a major point of reference that is capable of denting Nigeria's image.

**Marketing Mix:** The market propellants using the four P's of the marketing mix which include Product, Price, Promotion and Place.

**Product:** This consists of a type of sport whether indoor or outdoor sports (e.g. basketball), an event (National sports festival), a person (athlete, coach), an institution (club, federation)

**Price:** This refers to the price of sports as determined by the organizing bodies is the cost of consumption.

**Promotion:** An integral part of advertisement involving various methods of acquiring customer or in some cases fan interest.

**Place:-** These are the various stadia, facilities or recreational centres (market).

**Media:** Platforms for the dissemination of information or data.

**Old Media:** Traditional media forms that include television, radio and print.

**New Media:** Recent forms of media or means of mass communication which utilizes digital technology such as the internet through various platforms.

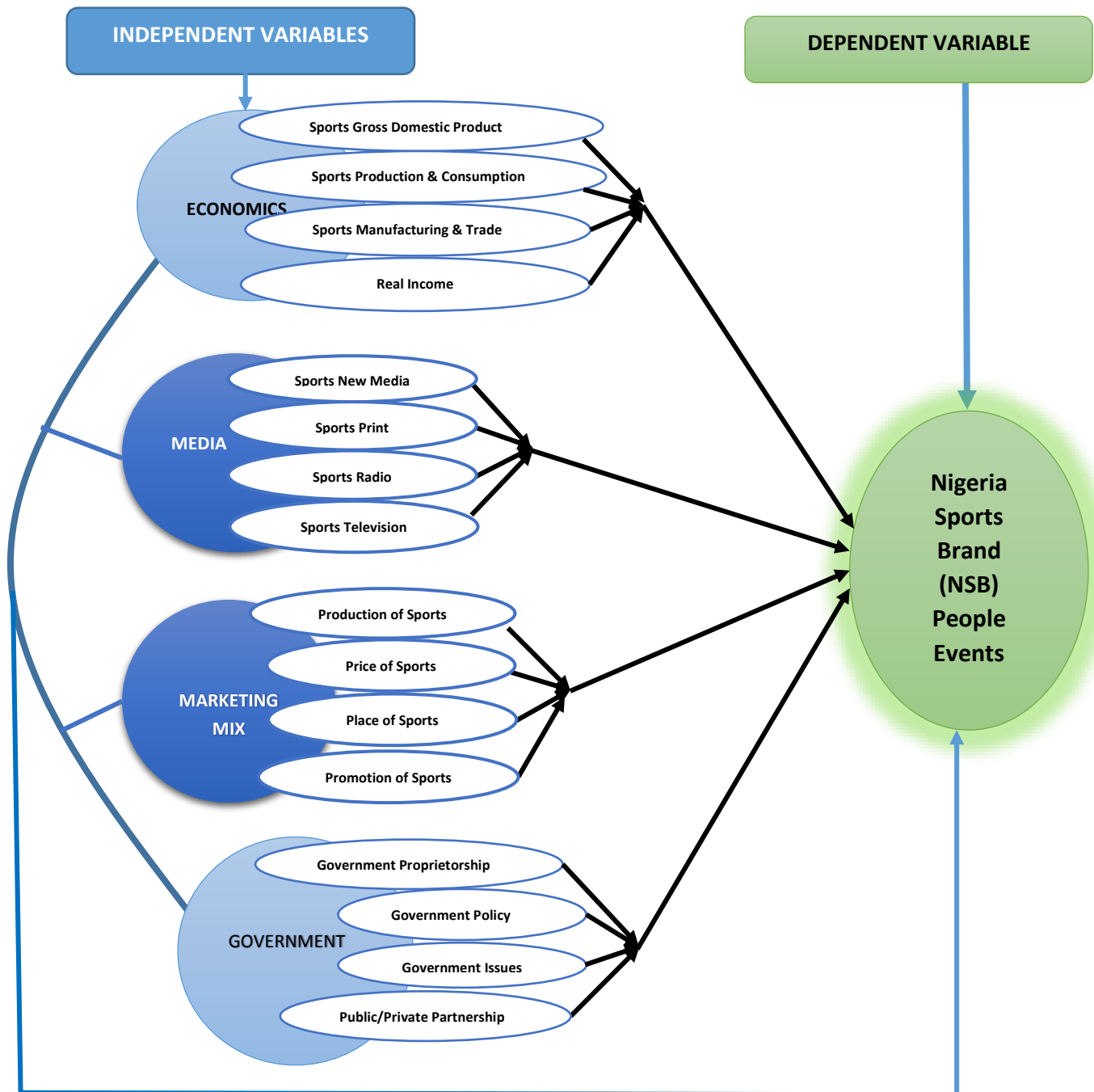
**Econo-Governmental:** A construct that connotes the economic and governmental indices.

**Real Income:** Refers to the amount of money earned by individuals which significantly affect their purchasing power.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURE**

This chapter looked critically into relevant related literature to this research. It looked at the conceptual framework and many relevant and necessary concepts on sports marketing, media, economic and governmental indices as predictors of the Nigeria sports brand. This chapter also and strategically looked into some previous related empirical findings on this research and the appraisal of literature.



**Fig 2.1: CONCEPTUAL FRAMEWORK FOR THE STUDY**

Framework displaying the interaction of the Marketing Mix, Media, Economics and Government and their influences on the Nigeria sports brand.

Source: Researcher (2015)

## **2.1 Conceptual Framework**

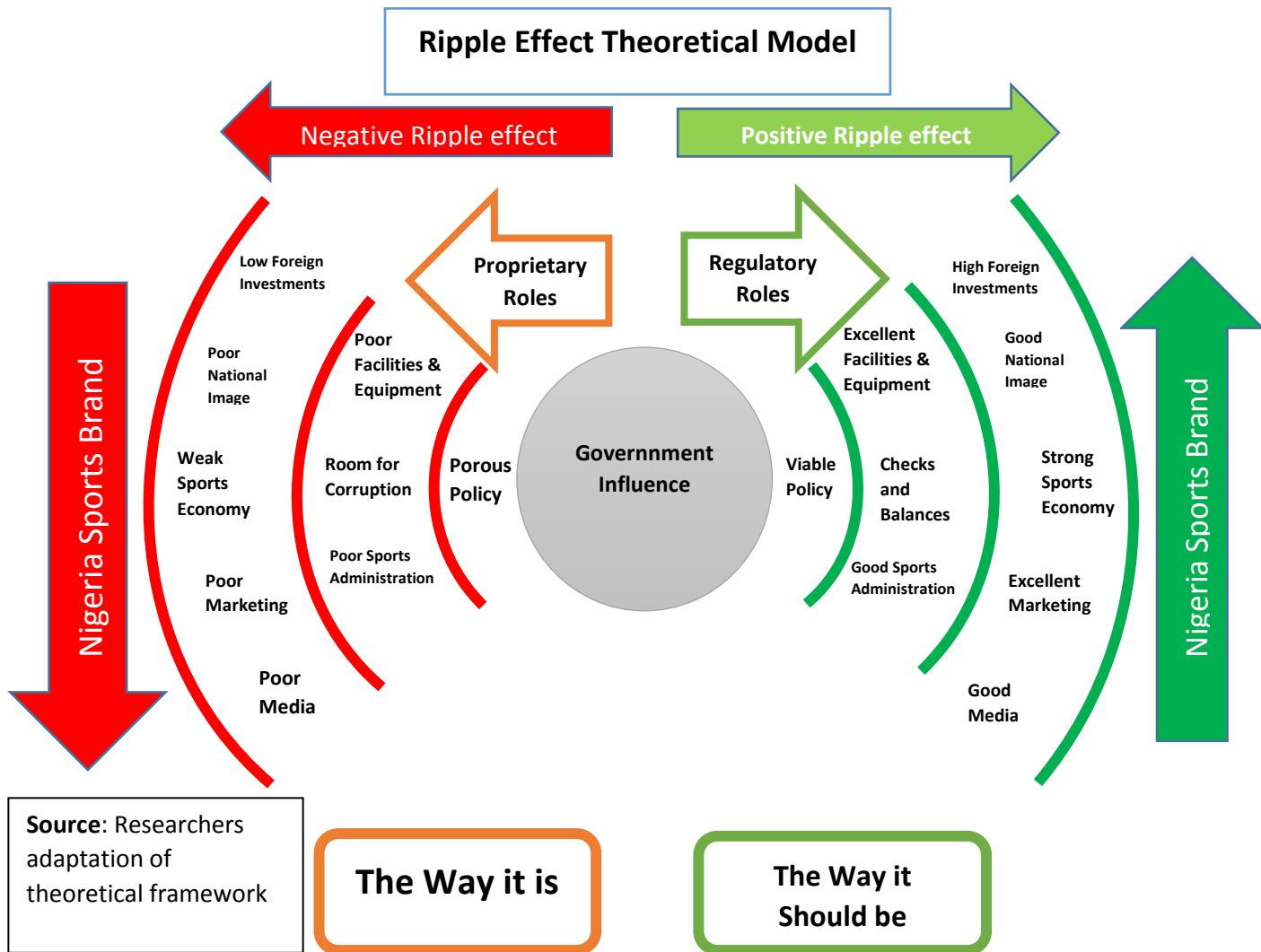
The model is a self-developed framework, designed relative to how Government, Economics, media and the marketing mix influence the Nigeria sports brand (NSB). The framework shows how each independent variable influences the brand. It shows the individual influence of each variable and the composite influence of the IV's on the Nigeria sports brand.

## **2.2 Theoretical Framework**

This study is hinged on two theoretical models that form the platform onto which this research is based.

### **2.2.1 Ripple Effect Theory**

A ripple effect can be explained as a gradually spreading or cascading impact or a sequence of outcomes resulting from a singular action or event. This model is in two dimensions pertaining to the current state of sports in Nigeria inclusive of the destination sports brand: positive and negative. This is depicted in Fig. 2.2.



**Fig. 2.2. Researchers' depiction of the two dimensions of the Ripple Effect theoretical framework on the Nigeria Sports Brand.**



From the negative perspective, this model has been the bane of the current state of the Nigeria sports brand. The government has been the cradle of sports in Nigeria with its proprietary roles. From the model it is therefore expected if government should take regulatory roles the ripple effect will phenomenally yield positive results for the Nigeria sports brand.

### **2.2.2 Maslow's Theory of Human Motivation (Hierarchy of needs)**

Maslow's theory of human motivation forms the foundation of the 2nd theory. Maslow's hierarchy of needs is a psychology idea which clarifies human motivation by showing how various degrees of wants are pursued. This idea holds that people are driven to meet their wants in a sequential manner that commences with the more fundamental requirements before working their way up towards more complex ones.

Akara (2012) devised a framework for successful marketing of sports in the country, he was inspired by one an extract from the Vision 20:2020 blueprint of Nigeria. The model recognizes that sports and recreation offer more than just relaxation; via organized competitions and assemblies, they additionally offer chances for the public to engage in athletic endeavors for enjoyment and wellness advantages. Additionally, sports and recreation are seen as valuable tools for addressing and resolving social issues through positive involvement. According to him, when utilized efficiently, sports, leisure, and entertainment initiatives promote societal unity and foster acceptance, thereby contributing to the alleviation of tension and the facilitation of dialogue. Additionally, such initiatives have the capacity to create jobs and entrepreneurial possibilities raising the financial status and lowering impoverishment if appropriately utilized.

In his model, he identified various stakeholders within the sports market, including sports marketers, consumers (such as athletes, spectators, and fans), each with their distinct consumption patterns. Additionally, he pinpointed the factors that drive the sport market process and proposed an evaluation of its effectiveness, along with highlighting areas for development to improve the efficiency of the "sports market segment" or the NSB. These motivating elements consisted of the sports marketing blend, represented by the Four Ps: the sports product (both indoor and outdoor sports events), price of sports (established by organizers), promotion of sports (publicity or advertising), and place of sports (the different sports facilities which serve as the marketplaces).

The engagement between the authorities via regulations and functions, registration methods, tax percentages applicable to the promoters of sports, and similar regulations which could encompass the management and organization commodities with sports promoters and consumers of sports, along with resulting responses, are factors influencing the processes in the sports marketplace.

The interconnected sports elements and fluctuations are reinforced by Keegan (1999), who explained that the theory assists in comprehending cultural commonalities. As per Maslow's theory, aspirations of people may be classified within a hierarchical arrangement of 5 needs, and as they satisfy each level of these needs, they progress to higher levels. This concept aids in understanding the fundamental essence and mechanisms of sports. As per Maslow's theory, it can be deduced that the creator of the commodity (sports) presents it with the aim of earning income. In response, consumers willingly engage in the transactional process by spending money. In so doing, they obtain the chance to participate in the socialization during sports events and find fulfilment from this process of exchange. As a result, this mechanism contributes to their self-confidence and ultimate self-realization by meeting their immediate desires and requirements. (Bernstein et. al., 1994; Keegan, 1999). Therefore, the human motivation theory by Maslow served as the cornerstone for the conceptual model centred on generating income to boost Nigeria's economy and contribute to achieving Vision 20:2020. Based on the above theoretical platforms that the Marketing mix, Media and Econo-governmental indices as predictors the Nigeria Sports Brand stands.

## **2.3 CONCEPTUAL REVIEW**

### **2.3.1 Concept of Branding (Origins and Definitions)**

The term "brand" is believed to have its roots in the tradition of etching the mark of the possessor onto cattle. Therefore, the concept of a brand originally revolved around rights to property and possession rather than the cattle itself. Over time, the brand developed into an organisational idea which represented a distinct identity and combination of attributes. Rein, Kotler and Shields (2006) asserted that a sports item's information and graphical components come together to establish a brand. Slogans, concepts, positions, emblems, product characteristics, and a variety of additional physical and non - physical characteristics are frequently used to characterize it. The characteristics that are associated

with a brand when it is mentioned establish its identity. Moreover, the brand functions as a means of differentiation between numerous goods.

It might be contested that brands have existed for millennia (Moore and Reid, 2008). However, the contemporary notion of the brand concept originated around the late 19th century through development of enticing packing and insignia (McCrum, 2000). The explanation of what a brand is given by the American Marketing Association (AMA) in 1960 emphasized the historical origins of branding, focusing on tangible attributes that distinguish brands from one another:

A name, word, emblem, symbol, or combination thereof, aimed at recognizing and distinguishing the products or services offered by a specific seller or group of sellers from those provided by competitors.” (Cited in Wood, 2000 p664).

Basic issue with this first explanation bordered on, though it was rather simple, it did not encompass the inclusion of intangible brand attributes in brand theory. The expansive scope of this definition underscores the increasing variety of viewpoints and definitions associated with the concept of a brand, which Stern (2006, p. 216) recognizes as "semiotic perplexity" and the unpredictable and personalized use of the word "brand." Wood (2000, p. 664) recommends there exist numerous interpretations of brand definitions, while Kapferer (2004, p. 9) asserts that each specialist tends to present their own definition or distinctive viewpoint on the subject. Taking a holistic viewpoint presents an intriguing perspective. For instance, in the view of Batey (2008) a brand may be defined as a group of relationships involving qualities, advantages, and ideals.

De Chernatony and Dall'Olmo Riley (1998) offer an alternative perspective on the definition of a brand, viewing brands as being composed of various components. Nevertheless, this approach also poses the challenge of determining which specific components should be included. In addition to the challenge of determining the appropriate components to include, De Chernatony and Dall'Olmo Riley's approach fails to encompass brand equity as one of its elements. Moreover, as brand theory advances, new potential components are being introduced, such as the recognition of brands as cultural artifacts (Schroeder, 2009). Moreover, the challenge of defining and delineating these components further complicates the matter. The precise interpretation of brand image, for example, remains a topic of discussion. (Stern et al., 2001). Consequently, while defining a brand

based on its constituent parts may seem like a solution, it merely gives rise to a new set of problems.

A brand is not only an emblem or symbol. It includes numerous elements which combine to create the “destination brand concept”. The brand strategy includes their management. Brand equity is an idea that is utilized to explain the brand's value. Brand administration strategies include brand positioning and leveraging. The brand constituents are brand identity, image, personality, essence, character, and culture. ([www.brandxpress.net](http://www.brandxpress.net)).

In Nigeria the concept of Branding especially in sports is relatively new. This study's focus was not solely on the process of branding; rather it is on the process and the product and its existing parts being the people (coaches and athletes), institutions (clubs, federations), events (local or international championships e.t.c.) and products or services (a sport e.g. basketball, a sportswear e.g. a Nike, addidas e.t.c.). The potentials of brands are remarkable; they are capable of image creation and magnification, differentiation, promotion and identification.

Branding has become a crucial component of business strategy, yet it is frequently misunderstood. While some view branding solely as an advertising function, many managers and business writers perceive it as the management of a product's image—a secondary task that can be detached from the primary responsibilities of product management (Holt, 2003). It is highly uncommon for a product or establishment to exist without a brand. This includes various types of brands, such as museum brands (Natural history museum, Metropolitan museum), personal brands (Oprah Winfrey, Cristiano Ronaldo), political brands (Democrats versus Republicans), destination brands (Singapore, New Zealand), sports brands (Real Madrid, Chicago Bulls,), non-profit brands (American Red Cross, Amnesty International), branded associations (NBA, various Associations) as well as the tangible and intangible goods, services, and commercial brands that we are all conversant with. (Landor, 2010).

Brands assist individuals in making choices, whether it be selecting a financial institution, political party, sports club, or other options, and the available choices continue to expand. The objective of branding process is to position your goods or services as the preferred option among important stakeholders, which include customers, staff, potential staff, supporters, sponsors, or voters, both in their perception and decision-making.

### **2.3.2 Components of Branding**

To get a full understanding of the concept of branding, it is essential to possess a comprehensive insight into its constituent elements, which were previously identified as brand identity, image, personality, essence or soul, character, and culture.

#### **Brand Identity**

This refers to preferred perceptions that brand strategists aim to establish involving a unique combination of brand associations which reflect the values and mission of the brand. The brand identity seeks to create a connection between the brand and the consumer by formulating a value proposal that includes functional, emotive, or assertive benefits. As stated by Ghodeswar (2008), Brand identity encompasses distinctive collections of brand affiliates that communicate a commitment to customers. It includes elements that make up both the fundamental and expanded aspects of identity. The core identity represents the unchanging brand essence, even as it expands into new markets and offerings. It primarily focuses on attributes of the product, services, user profiles, store environment, and performance of the product. On the other hand, the extended identity encompasses elements of the brand organized into meaningful and cohesive clusters, adding depth and integrity to the overall brand. It emphasizes brand personality, relationships, and strong symbol associations.

According to Aaker and Joachimsthaler (2000), it is crucial for a brand to be successful by having a brand identity that aligns with customer values, differentiating the brand from rivals, and reflects- the institutions capabilities and long-term plans. Developing a brand identity is a fundamental aspect of developing a resilient brand. Also, it involves comprehending the essence of the brand and effectively communicating that identity.

#### **Brand Image**

This plays a crucial role in establishing a distinct and easily identifiable identity for the brand in trade or a marketplace. Brand image refers to the way consumers think about the brand. It is also a significant factor in building brand equity, and it includes customers' general opinion of and feelings around a brand, consequently influencing their actions. (Zhang, 2015). To succeed, the image of a brand must be carefully strategized, supported, catered for and diligently protected (Knapp, 2000).

According to Lee, James and Kim, (2014), the choice of specific market categories and goods placement are based on image of the brand, which serves as the foundation for educated tactical advertising choices. However, researchers have provided diverse definitions and applications of the term "brand image," It might cause uncertainty in determining brand equity and positioning and gauging brand image. A more concise explanation might be "everything that a consumer can potentially connect with a specific brand" (Korchia, 2001).

### **Brand Personality**

Personality of a Brand refers to assortment of human traits connected with a brand. These characteristics encompass factors like sex, age in years, socio-economic class, as well as personality attributes such as pleasant and nostalgic. The phase of "brand as personality" marks a crucial juncture where not every brand successfully develops into iconic status, especially if brand consumers do not resonate with or have faith in the brand's communications, or if they notice discrepancies in the brand's messaging (Wee and Ming, 2003). The personality of a brand provides a further significant edge over its competitors than any practical element can. (Sherrington, 2003). As opposed to practical qualities of the commodity or solution, personality traits make a brand more distinguishable over time since they are harder for rivals to copy. The capacity to create a specific connection with consumers is another advantage of personality association.

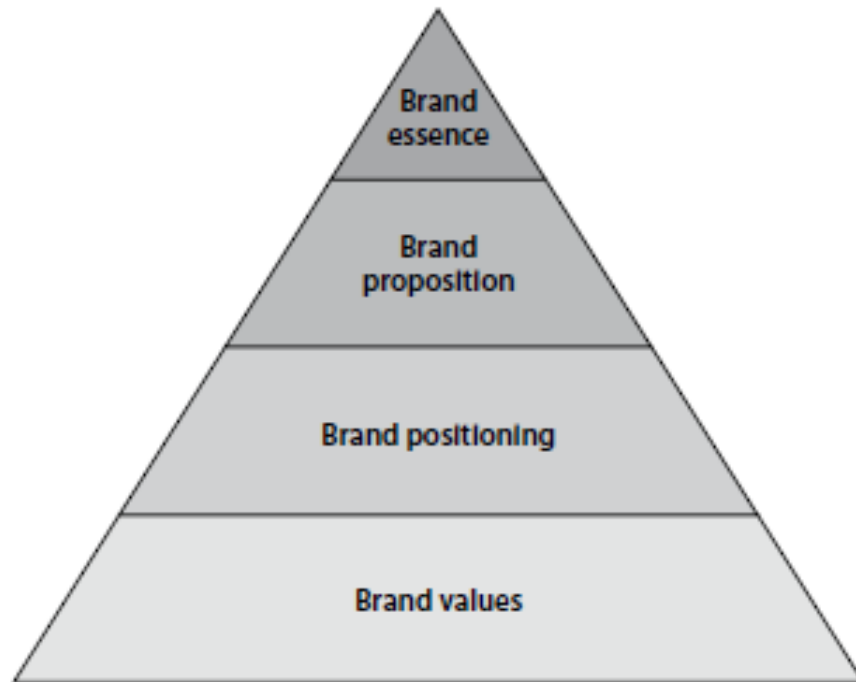
Corporate brand personality, according to Keller and Richey (2006), varies from commodity brand personality because it "may incorporate a greater number of connections." Similar distinctions between the personalities of a brand and a product variety were noted by Govers and Schoormans (2005), who suggested that they represent contrasting views.

### **Brand Essence**

This is a representation of the brand's ideals and emotional components. A long-term placement that does not alter with every message should include essence. The notion of brand essence is perceived as a way to strengthen the brand. The essence of a brand is acknowledged as the unchanging component of the brand. It is seen as a constant amidst the dynamic expressions of a brand. In a brand structural diagram, it usually stands at the brand pyramid pinnacle at the central position of an ordered circle. It is seen in such

configurations as the core component of a brand and the source of all values associated with the brand.

The element of appearing "fixed" brings us to draw the inference that a brand's essence stays the same or is consistent regardless of the environment in which it lives. This perspective makes the implicit premise that a brand's essence is "non-relational," implying it is unaffected by its external environment.



**Fig.2.3: The standard representation of brand essence**

**Source:** Barnham C. (2009.), *Essence; The structure and dynamics of the brand.*



This conventional perspective, which posits that brand essence is planted and can serve as a benchmark, contradicts the beliefs of many creative organizations. Trying to reduce a brand to a collection of terms, according to Stagliano and O'Malley (2002), damage the essence of the brand. They correctly stress how brands remain entirely the reverse of what may be inferred from an overly simplistic view of brand essence. Brands must not be restricted by the sterility of conventional brand models since they are organic, dynamic, and interconnected entities. Paradoxically, attempting to enforce such restrictions negates the core of what brands stand for.

A brand essence rooted in advantages for emotions and self-expression establishes a more profound foundation for associations that are less susceptible to commodity-related fluctuations or adapt well to new circumstances (Aaker and Joachimsthaler, 2000).

### **Brand Character**

Brand character is connected to the internal makeup of a brand, encompassing its perceived integrity, trustworthiness, and honesty. Also, it has ties to the brand's commitment to delivering associated experience promised by its name. A brand character should embody essential elements of the brand, including its visual identity, relationship with the audience, personality, and possibly its historical background.

According to Bashin (2019), brand character is explained as the collection of human attributes and qualities having do with the brand, resulting in a distinct personality and recognition in the market and among consumers. Brand character is significant as it enables consumers to establish an emotional connection with the brand's values, principles, and unique selling points.

### **Brand Culture**

This relates to the collection of values that make up a brand, much like the cultural characteristics of a country or population. Brands, as cultural representations, play a crucial role in addressing identity-related requirements. The cultural significance of brands can be comprehended as perceived consensus on how well the brand embodies the intangible image of a specific cultural group. (Torelli, Keh, and Chiu, 2010).

Markus and Hamedani, 2007; Morling and Lamoreaux, 2008, Suggested, cultural "products" encompass visible and tangible manifestations of shared meanings and ideas within a culture. Similar to other cultural symbols, a brand with cultural significance has

the ability to evoke and tap into the cultural knowledge associated with it. (Torelli & Ahluwalia, 2009; Chiu, Mallorie, Keh, and Law, 2009). Furthermore, this can take place unconsciously or without deliberate consideration of peoples cultural knowledge. (Alter & Kwan, 2009).

Research conducted by Torelli, Keh, and Chiu (2010) as well as Aaker, Benet-Martinez, and Garolera (2001) revealed certain consumer brands may be considered cultural products. Marketers strategically utilize brand logos, spokespersons, and different components found in advertisements, websites, or physical retail establishments to establish specific and desirable brand meanings in consumers' minds. This deliberate selection and reinforcement of distinctive meanings contribute to shaping the perception of the brand among its target audience. (Keller, 2007). Not all efforts to establish intended abstract brand meanings are successful as brand meanings are shaped through social consensus-building processes. (Keller, 2007). Unlike cultural symbols like national flags or commemorative monuments (e.g., the Eiffel Tower), brands are more like business entities operating for commercial purposes originally designed without the intention of carrying cultural significance. Nonetheless, by means of the aforementioned procedure, brands have the potential to gain cultural importance (Aaker et al., 2001) and establish links with intangible qualities which describe a specific society.

### **Brand Equity**

The phrase "brand equity" refers to a brand's worth. The introduction of "brand equity" in marketing works aimed to capture the relationship between customers and brands. Discussions have revolved around the idea of brand equity. in both accounting and marketing fields, emphasizing the significance of maintaining a long-term perspective in brand management (Wood, 2000). The brand equity concept emerged in the early 1990s without a precise definition, but it essentially conveyed the idea that brands possess financial value and should be acknowledged as such by top management and financial markets. Brand equity implicitly incorporates the value given to innovative systems, patents, copyrights, and other intangibles like manufacturing skills in addition to the importance ascribed to the brand as a whole. (Tuominen, 2000).

Brand equity may be explained in various ways and holds worth both for the branding company or institution and the brand's consumers. An essential aspect shared by most

definitions of brand equity is the emphasis on the additional impact the brand has compared to how customers would respond to a generic variation of the same item or solution.

In robust brands, brand equity is not solely tied to concrete factors like product or service quality but also extends to an array of intangible elements. These intangibles encompass "user imagery" (the perception of the person who utilizes the brand), "usage imagery" (the specific instances in which the brand is used), the personality the brand represents (such as genuine, thrilling, competent, rugged), the emotions the brand wants to evoke in customers (such as purpose driven, warm), and the type of relationship it desires to accomplish with its customers (such as committed, casual, seasonal). The most influential brands continue to excel in terms of their products while adapting their intangible aspects to remain relevant in current times. (Keller, 2000).

Even though a variety of positions on brand equity were presented, they all usually concur with the underlying idea that brand equity refers to the "extra value" that prior efforts in brand marketing have given to a good or solution.

### **Brand Positioning**

Positioning involves establishing the customer's perception of a brand and achieving a distinctiveness that sets it apart from competitors' brands or offerings, while simultaneously attending to the demands and anticipations of the customer. An essential component of a brand's identity and value proposition is its stance, which needs be continuously communicated to the targeted consumers. It signifies an edge over rival brands, emphasizing that a well-positioned brand occupies a favorable competitive position fortified by strong associations. For example, it could earn high ratings for desirable attributes like friendly service or convenient home delivery.

In the view of Temporal (2000), the focus ought to be on combining immaterial advantages such emotive connections, ideologies, values, and sentiments that consumers identify with the brand in order to increase the psychological worth of goods, services, and businesses. The business may create a strong brand identity or personality by carefully establishing its place in the consciousness of the intended market. Sherrington (2003) supports this idea by highlighting that the ability to imbue a product, service, or corporation with emotional significance beyond its functional value is a significant means of value creation.

The objective of a thriving brand is to cultivate a strong and meaningful connection with customers, fostering a sense of loyalty and belonging. Customers' preference for a brand is shaped by their emotional needs, and these emotional associations can significantly differentiate the brand from competitors' offerings in the minds of customers. Branding plays a crucial role in converting functional assets into relationship assets, facilitating the transformation process.

### **Brand Leveraging**

Brand leveraging is a critical aspect of effective brand management. According to Keller (2003b), leveraging involves establishing connections between the brand and another entity, resulting in forming new relationships that influence both the brand and existing brand associations. Companies utilize various strategies to leverage their brands, such as line extensions, brand extensions, ingredient branding, and co-branding, among others.

Line extensions involve introducing new products or variations within an existing product line, capitalizing on the brand's reputation and familiarity to extend into new market segments. Brand extensions, on the other hand, entail leveraging the brand's equity to unveiling new commodities or enter novel product categories. This strategy allows companies to benefit from the existing brand associations and customer loyalty. Ingredient branding refers to incorporating a well-known brand's name or logo as a component of another brand's product, increasing its perceived value and credibility. Co-branding involves forming partnerships or collaborations between two or more brands to jointly create and market a product or service, leveraging the strengths and associations of each brand for mutual benefits. These leveraging strategies enable companies to expand their brand presence, enhance brand equity, and capitalize on the positive associations consumers have with their brands.

### **Destination Brand**

The word "destination" holds various interpretations for different individuals and organizations alike. It often relates to targets, objectives, desired locations etc. and can be used in different contexts. In one context it is a place to which something or someone travels or is being sent ([www.dictionary.com](http://www.dictionary.com), 2018). Looking at it from a branding standpoint, the initial definition put forth by Ritchie and Ritchie (1998, p. 103) involved replacing the terms 'goods' and 'services' with the term 'destination'. Thus, a destination brand refers to a designation, emblem, insignia, graphic mark, wordmark, or any other visual component

that serves to identify and distinguish the target point. In a broader sense, it can also signify a goal that organizations, cities, nations, or any other entity aspire to accomplish.

Hankinson (2007) in Dinnie, (2008) put forward five guiding principles for effectively managing destination brands, drawing from the concepts of corporate branding. While a destination brand can encompass a single town, city, resort, or a specific limited entity, it can also extend to an entire nation. Many destination branding initiatives are conducted on a national scale. Consequently, it is possible to think of Hankinson's five guiding principles as having national branding implications. The first of his 5 guiding principles is strong, visionary leadership. The second is a brand-focused corporate structure. The third is departmental co - ordination and procedure alignment. The fourth is consistent messaging to a broad spectrum of interested parties. The fifth is strong, complementary collaborations.

### **2.3.3 Concept of Nation Branding**

Nation branding can be said to be a new concept or idea. It involves the application of branding and marketing communication strategies to enhance the image of a nation. (Fan, 2006). Nation branding entails the implementation and utilization of corporate branding strategies to promote countries, aiming primarily to establish and uphold a positive reputation for a nation. Many countries, such as Spain, America (USA), Italy, the Britain, countries in Asia, South Africa, and New Zealand, actively engage in nation branding. In addition, there is an increasing interest among less economically prosperous nations to adopt nation branding practices, recognizing its potential to enhance their international image and stimulate trade, tourism, and foreign investment. When executed effectively, nation branding also has the capacity to challenge and counter stereotypes associated with specific countries. (Institute for Cultural Diplomacy, 2009)

Nation branding according to Szondi (2008), occurs when governments or private establishments employ their influence to convince those capable of altering a nation's image. It makes use of branding strategies to improve or enhance in positive ways a country's conduct, perspective, persona, or reputation. (Gudjonsson, 2005). Gudjonsson disagreed with the notion that national branding involved the act of "branding" a country. He claimed that while authorities along with other governmental entities may use branding strategies, countries or governments couldn't be branded by themselves. The premise of the nation as a brand is generally regarded as valid according to O'Shaughnessy and O'Shaughnessy (2000), while individuals elsewhere are not so persuaded that branding

concepts may be tailored to nationalities. Nation branding, as defined by Dinnie (2008), is the distinctive and complex combination of qualities that gives a nation a culturally grounded personality and relevance that speaks to a number of different demographics of interest. This concept refers to the national culture as well as the target demographics that nation brands are meant to appeal to.

However, nation branding, as described by Szondi (2008), may be conceptualized separately beyond branding. It is known to be an intentional depiction of a nation's tactical image, intending to build capital with reputation by promoting its economic-political, and social interests both domestically and internationally. According to Anholt (2003), the success of nation branding relies on the acceptance of the brand actively by the citizens, who play a dual role as both the conveyors and receivers of the brand message.

The objective of branding campaigns is to target both inside and outside audiences, encompassing local and international markets, tourists, investors, and the local populace. According to Anholt (2003), nation branding relies on active public involvement in shaping and promoting the brand identity. The process involves citizen participation in creating the brand identity, which is then used to inspire citizens to embrace and promote the brand. This approach is in line with contemporary marketing literature, which emphasizes the significance of involving and motivating consumers in a highly competitive and rapidly changing market. (Anholt, 2003, 2007; Aronczyk, 2008 and Kaneva, 2007).

In nation branding “The objective is to develop a distinct, straightforward, unique concept centered on emotional attributes that can be represented through both verbal and visual means, comprehensible to various audiences in different scenarios.” For nation branding to be successful, it needs to encompass political, cultural, business, and sports endeavours in a cohesive manner.” (Jaffe and Nebenzahl, 2001).

Simon Anholt discusses the tactical necessity for emerging nations to use branding concepts in improving economic ties with industrialized nations in his book *Brand New Justice*. (2005). According to him, emerging nations like Nigeria must have both product and location branding because "raising the existence of branded export business is certainly a beneficial step for a growing nation." This is a result of increased globalization and the reduction of trading obstacles on a worldwide scale, which have increased rivalry among countries and enterprises for customers and investments, commonly known as Foreign Direct Investments (FDIs). As a result, the country, place, or area that can best project an

image to prospective investors and tourists—and also provides peace, stability, and value for money—will be the one that is most likely to attract tourists and international investors. According to Charles Brymer of Interbrand, who wrote in the 2003 paper *Branding a Country that Nations will engage everyday with neighbours or block regions for tourism, inward investment, and export sales*, there is only so much money that can be distributed. Those nations who begin having bad standing or are mysterious will be restricted or ostracized. They find it difficult to increase their business success.

As expressed in the policy on sports for Nigeria, one of the NSC's (National sports commission) objectives is to leverage sporting achievements to enhance the country's reputation on the international stage. Image being an integral part of the brand concept shows the intentions of Nigeria towards using sports as a tool in branding the nation.

#### **2.3.4 Concept of Sports Branding**

A sports brand, explained by Rein, Kotler, and Shields (2006), is a combination of evidence and pictures which make up a sports product. It is frequently characterized by slogans, concepts, locations, visuals, merchandise features, and an array that include concrete and abstract elements. There is still a general idea in the world of sport that a brand is a logo. Although the physical aspects of your organisation (the logo, the letterhead, the way your people answer the phone) are key, a brand is more widely and adequately defined as a distinctive picture and association positioned in the mind of consumers of an object (product, service) or a subject (person, institution). Brands create imaginations and can direct behaviour patterns amongst customers and consumers. When applied to sports, this definition means that a product or a service, such as a type of sport (e.g. basketball) or an event (world championships) or a person (athlete), and institution (club, federation) can be perceived as a brand (Pedersen, 2004). In line with his views, four aspects of brands or branding as a process can be identified, these are; the products or services, events, persons or athletes and institutions.

Branding in sports is not new. There exist multiple instances of powerful brands that have built solid fan bases on the basis of a distinct brand identity and how it stands out from rivals. Particularly, the popular English soccer team Manchester United serves as an illustration of how a sports team may evolve from a local club into a worldwide brand. (Rein, Kotler & Shields, 2006).

### **2.3.5 Sports and Nation Branding**

Country states have adopted the so-called "nation branding" theory, which has gained considerable attention in corporate, governmental, and academic circles within the last fifteen years or more as they compete for economic-political capital within the worldwide financial system. An upsurge of marketing research by authors like Anholt (2003) and Dinnie (2008) as well as an expanding corpus of academic research have been inspired by the advent of country branding as a marketing phenomenon (which include, Jansen, 2008; Aronczyk, 2008, 2009; Kaneva, 2007, 2011 to mention a few).

The idea of branding something that cannot be purchased or sold, like a location, a country, or a public face, is made conceivable by the idea of brand identity as a separate and detachable asset—a kind of image capital, if you will. A nation's brand identity would consist of the dominating connections it activated in audiences if a brand could be understood to imply a predictable, transportable collection of potentially useful associations. An appealing "nation brand" is one that conjures profitability, keeping in mind the commercial requirements of the marketplace associations—associations that promote the export of national goods, increase investments from abroad and tourism, and improve a nation's reputation (Volcic and Andrejevic, 2011).

The idea of country branding approaches concerns of public diplomatic activity and diplomatic relations as accessible to brand management tactics. According to van Ham (2001), "Building a brand has significant political and strategic consequences in addition to being economically desirable." Additionally, there appears to be no greater chance than utilizing an internationally recognizable symbol like the Olympics to build a powerful national identity or image when a nation aspires to showcase its individuality on the international arena and gain a competitive edge. The Olympics have been utilized for political, race-based, interpersonal, and cultural advancement in a number of past host nations. The Olympics especially were utilized for advancing and yielding goals.

There are numerous historical instances where the Olympics have been associated with nationalistic objectives. The 1964 Olympics in Tokyo, Japan, for example, provided the Japanese government with an opportunity to present a symbol of peace after the war, and democracy. Through this event, they aimed to assert Japan as an independent nation aligned with the United States rather than being closely tied to Asia. ( Aso, 2002 ). Rodriguez Kuri's uniting conception of "Cultural Olympiad" in Mexico, 1968 hailed a nation in transition



that surmounted internal conflicts as an exemplification of the finest principles of Olympic unity and global tranquility. Using the Games to challenge preconceived notions about Mexico's destitution constituted part of the nation's "burden of depiction" (Zolov, 2004). When the Communist Party of Russia invaded Afghanistan in 1980, the USA and more than sixty other nations shunned the Olympics in Moscow on the grounds that they served to advance socialist rule. (Hulme, 1990; Whitson & Macintosh, 1996).

### **2.3.6 Government and Branding (Government Policy on Sports)**

The argument that sports as a cultural expression holds a certain level of independence implies that sports may, at times, resist ideological influence from governments. However, this notion is contradicted by numerous examples of governments, regardless of their ideologies, actively and intentionally using sports for their own purposes both in the era after WWII and before that. (Allison, 1993).

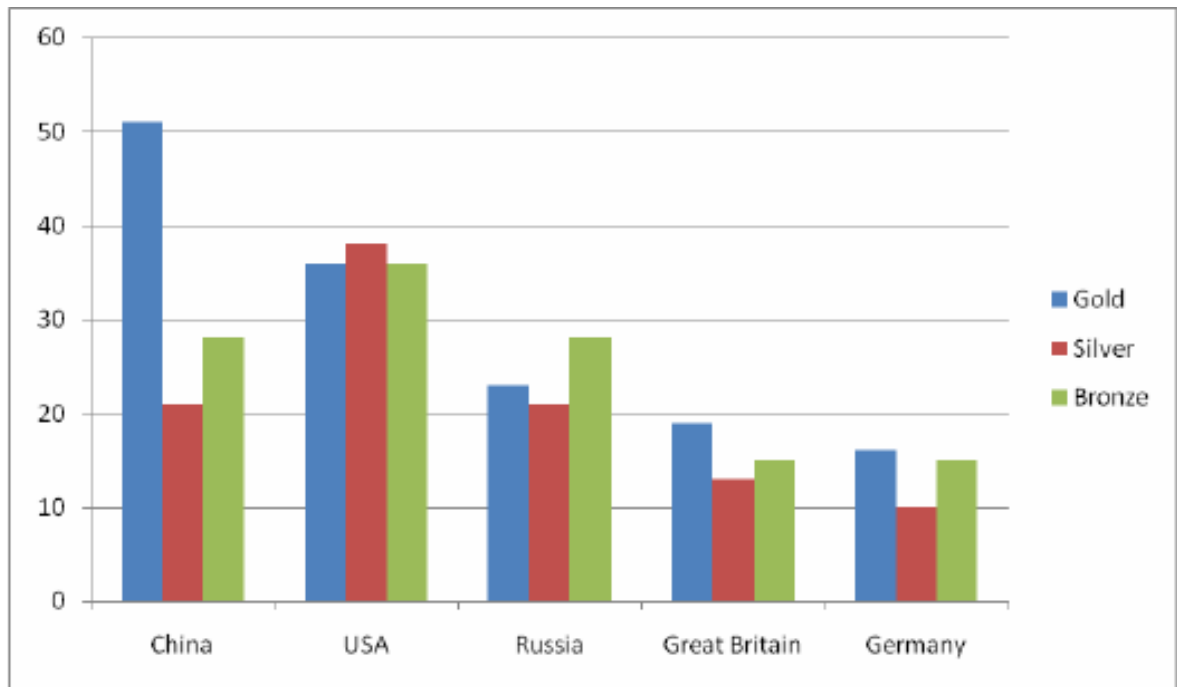
Certainly, there are numerous factors that lead governments to interfere in or encourage sports and physical education for their citizens. These motives can differ across various historical periods and among different nations.

Sports in numerous societies are a significant enterprise with vital roles to fulfill. Consequently, it is regulated, promoted, and molded by distinct pragmatic and ideological intentions (it is far from being merely recreational). As a result, sports frequently play the pivotal and transformative function of existing as a tool for societal transformation, with the community in the lead.

Moving to the Nigerian spectrum, Nigeria, an African nation abundant in oil resources and with a population exceeding 130 million, holds the impressive status of being the 6th largest oil producer globally. However, despite these favorable characteristics, The nation's standing as being one of the world's most crooked nations, combined with other political and social issues, has considerably damaged its global image. As a result, its attractiveness as a potential investment and tourist destination has been adversely impacted. (Nworah, 2006). Based on the 2004 CP Index, the country secured the unenviable position of being the third most corrupt nation among 146 countries surveyed. It placed just ahead of Haiti, which held the title of the most corrupt country, and Bangladesh, which was ranked as the second most corrupt country. Nigeria was just marginally better off than it had been in 2003 and 2002, when it was the second most crooked and most crooked nation on the planet, respectively.

In the view of Jhingon, in 2006, Nigeria placed ninth out of 192 nations in the globe on the global corruption index. Nevertheless, Nigeria sought and still seeks to rank among the top 20 most advanced economies on the planet by 2020 through its 2020 Vision initiative. What this implies is that Nigeria has to overtake about 140 countries in various sectors of human endeavours and development in the next twelve years. The global perception of Nigeria as a nation with a reputation for significant corruption on a global scale, along with other socio-political concerns, has significantly influenced its international standing and directly affected its appeal as a desirable investment and tourist spot. With accolades such as these the Nigerian government has found it necessary to rebrand the nation's image through its reformation agenda and set it on the road to sustainable growth. The synopsis of the Economic Transformation Blueprint of Federal Republic of Nigeria on 20:2020 Vision of 2009 which stated that it represents the long-term aspiration to propel the country towards continuous social and economic advancement and foster a prosperous and cohesive nation. The plan of action expresses how committed the nation is to enhancing the welfare of its inhabitants and bringing up its standing to be among worldwide top twenty financial markets, with an initial period economic output of 90 billion dollars as well as an average household income of no less than four thousand dollars per year. It does this by recognizing the nation's extensive human and natural assets. This mission disclosure is a driving factor in rebranding the nation.

Sports has therefore been identified as one of the most important tools in developing and displaying a positive image of the Nations. This is a move which is not new to the most developed countries in the world which have harnessed the power of sports in depicting a condition of power and equilibrium as can be seen in figures 2.4 & 2.5 and Tables 2.1, 2.2, 2.3 and 2.4



**Fig.2.4: Top five countries at the 2008 Olympic Games (Beijing)**

**Source:** Report of the Vision 2020; National Technical Working Group on Sports Development (2009)

**Tab. 2.1: Top five countries in the world and top six African countries at the 2008 Olympic Games (Beijing)**

**RANKING AT THE 2008 OLYMPIC GAMES**

RANK	COUNTRY	GOLD	SILVER	BRONZE	TOTAL
1	China	51	21	28	100
2	USA	36	38	36	110
3	Russia	23	21	28	72
4	Great Britain	19	13	15	47
5	Germany	16	10	15	41
<b>AFRICAN COUNTRIES</b>					
15	Kenya	5	5	4	14
18	Ethiopia	4	1	2	7
38	Zimbabwe	1	3	0	4
52	Cameroon	1	0	0	1
52	Tunisia	1	0	0	1
61	Nigeria	0	1	3	4

Source: Report of the Vision 2020; National Technical Working Group on Sports Development (2009)

**Tab. 2.2: Top five Nations Final Standings at the 2012 London Olympics**

<b>Rank</b>	<b>Nation</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Total</b>
1	United States of America	46	29	29	104
2	People's Republic of China	38	27	22	87
3	Russian Federation	24	25	33	82
4	Great Britain	29	17	19	65
5	Germany	11	19	14	44

**Source:** Quinn (2012) Olympic Medal Count 2012 Chart: Final Standings for Every Nation

**Tab. 2.3: Top five Nations Final Standings at the 2016 Rio Olympics**

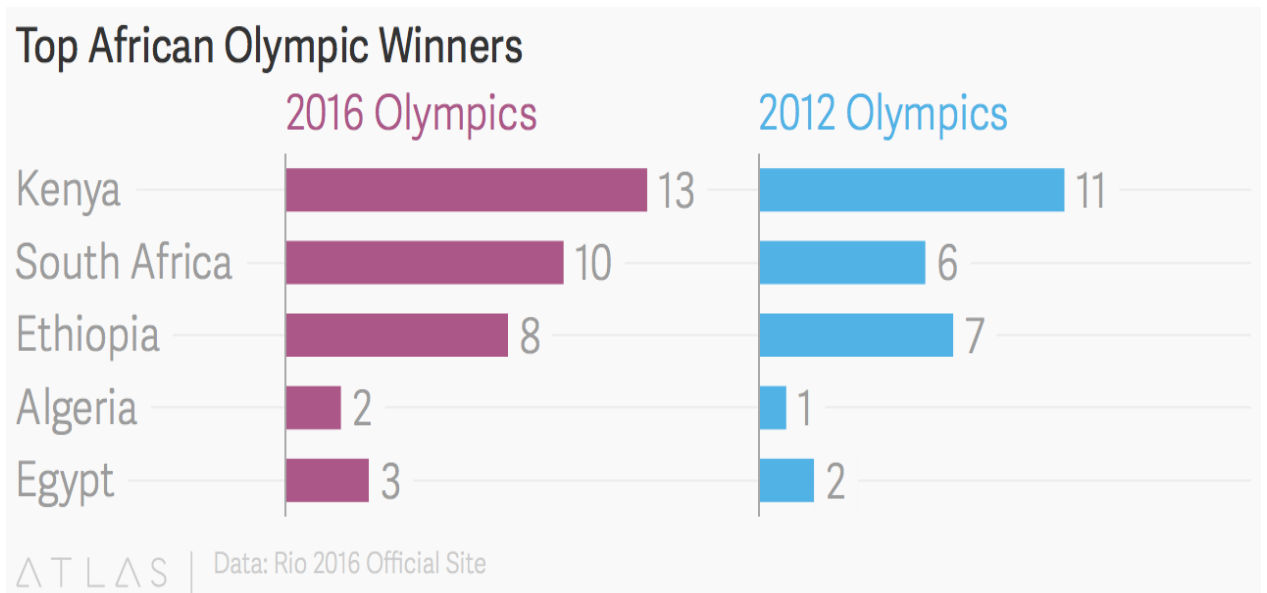
<b>Rank</b>	<b>Nation</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Total</b>
1	United States of America	46	37	38	121
2	Great Britain	27	23	17	67
3	People's Republic of China	26	18	26	70
4	Russian Federation	19	18	19	56
5	Germany	17	10	15	42
	Top Five African Nations				
15	Kenya	6	6	1	13
29	South Africa	2	6	2	10
44	Ethiopia	1	2	5	8
47	Algeria	0	2	0	2
54	Egypt	0	0	3	3
	Nigeria's Rank				
78	Nigeria	0	0	1	1

Source: Olympics.com (2018)

**Tab. 2.4: Top five Nations at the 2020 Tokyo Olympics**

<b>Rank</b>	<b>Country</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Total</b>
1	United States	39	41	33	113
2	China PR	38	32	18	88
3	Japan	27	14	17	58
4	Great Britain	22	21	22	65
5	Russian Olympic Committee	20	28	23	71
	Top African Nations				
19	Kenya	4	4	2	10
52	South Africa	1	2	0	3
54	Egypt	1	1	4	6
56	Ethiopia	1	1	2	4
58	Tunisia	1	1	0	2
63	Morocco	1	0	0	1
74	Nigeria	0	1	1	2

Source: <https://news.abplive.com/sports/olympics/tokyo-olympic-2020-medal-tally>



**Fig.2.5: Top African Olympic Winners 2012 and 2016 Olympics**

Source: Quartz Africa <https://qz.com/765598>



The 2016 Olympic Games in Rio were the most successful Olympics for the African continent thanks to African teams that defied all predictions and won a total of 45 medals. Yet Nigeria was only able to acquire one medal (Bronze) in the soccer event.

Although it is in operation, it is reasonable to say that Nigeria's sports business is not well organized, and the value chain is still incredibly inefficient. This is obvious in the country's achievement at important international competitions, such as the Olympic Games. The continuous dominating actions of the country's government in the industry are likely the primary cause of this unfavourable climate for sports investments and profitability. (myfinancialintelligence.com, 2013).

The advancement of sports in Nigeria has experienced significant change from the British rule before independence to the century that followed. However, in the country, people responsible for overseeing the sports ministry lacked expertise, leading to negative repercussions on the advancement of sports. (Ajiduah, 2001 and Onifade, 2000).

Sports administration serves as the foundation or fundamental pillar for sports advancement in nearly all nations. This part that oversees the efficient management of different sports regarding planning, coordinating, guiding, and overseeing all necessary elements in sports. According to Oloruntoba and Achugbu (2002), the success or failure of sports is directly linked to the suitable choices and actions made by those in charge of overseeing them.

According to Robbins (2001), administration involves the efficient accomplishment of tasks with and through other individuals. This process encompasses the duties or primary tasks carried out by managers. He also emphasized that administration possesses various universal characteristics, and irrespective of their organizational level, all managers undertake similar responsibilities and duties, irrespective of the organization's nature. Nonetheless, the significance attributed to each function differs based on the position of the manager in the pecking order. It has been highlighted that the challenge faced by sports in Nigeria lies in failure of leaders. Incompetent individuals, lacking knowledge about sports development, are appointed as sports managers, leading to unsatisfactory outcomes since one cannot provide what they lack. Many sports managers in the country operate based on a trial and error, relying on others who may not always possess sufficient expertise in sports management (Ajiduah, 2001; Duru, 2001).

Morakinyo and Aluko (2008) stressed the significance of formulating policies for the efficient management of any sports entity, underscoring that the absence of appropriate

policies can lead to a lack of guidance in pursuing the establishment's goals. Mission statements are the basis upon which these policies are developed. This should serve as the basis for all protocols operation. Bucher and Krotee (2002) emphasized the importance of robust policies in effective sports management, serving as a guiding plan for the organization's operations and activities. To be effective, policies must possess qualities like adaptability, comprehensiveness, coordination, ethics, and clarity to achieve the desired goals. If a policy fails to achieve its objectives, it should be revised, and regular reviews of policies are necessary. In the year 1986, the Government of Nigeria introduced a National Sports Policy with the intention of increasing sports awareness and interest, encouraging widespread sports participation, and promoting physiological, psychological, and moral development among the citizens. However, Onifade (2000) drew attention to the fact that the policy's planned objectives have not been attained.

Duru (2001) highlighted that essentially nothing is amiss with the country neither its athletes; the issue lies with the administrators who lack professional preparation for their roles in the sports sector. Ajiduah (2001) affirmed this by revealing that individuals without expertise in sports and no knowledge of sports development find their way into key positions of sports management in the country. Often, these administrators come from unrelated professional backgrounds, either serving or retired. As a result, as Amuchie (2002) pointed out, there is a lack of continuity in the efforts for advancement of sports within the country.

As reported by Morakinyo and Aluko (2008), government policy's function as a managerial aspect foretells the progress of sports development within certain federations under the Fed. Min. of Sports and Soc. Deve. (FMS and SD). Abubakar, (2000) highlighted that the execution of any comprehensive nationwide sports program that integrates forward-looking sports management tactics has never been accomplished in Nigeria, and this has hindered the progress and advancement of sports in the country.

Subsequent to the 2008 Beijing Olympics which recorded one of Nigeria's not so good outings at the event, the 1989 National sports policy was reviewed in an attempt to overhaul the entire sports industry. In a report by (2009), the Policy on Sports for Nigeria was endorsed by the Federal Executive Council on Wednesday, November 18, 2009. He noted that the Federations are the key vehicles for driving sports forward in the country insisting that the tenets of the NSP can only be realized with the full involvement of these

Federations who are saddled with administering the individual sports right from the grassroots. This is due to the fact that the National policy encompasses the three levels of government. Below is an extract from the original National Sports Policy of Nigeria document.

#### **2.3.6.1 Objectives of the 2009 Nigeria National Sports Policy (NSP)**

The NSP sought to fulfil the following objectives:

- a. Foster sports as a unifying force for the nation.
- b. Utilize accomplishments in sports to improve the country's standing on a global scale.
- c. Train sports people, coaches, officials, sports scientists, medical sports professionals, and administrators to achieve international excellence.
- d. Host major international sporting events in Nigeria to harness their benefits for tourism and the economy.
- e. Create a conducive environment for sports goods manufacturing industries.
- f. Utilize sports as a means to reduce antisocial behavior.
- g. Promote sports as a means to generate employment and wealth.
- h. Enable physically challenged individuals to participate in their chosen sports.
- i. Encourage private sector investment across all sports sectors.
- j. Utilize information technology to gather sports data for effective planning and dissemination of information.
- k. Encourage all levels of government to provide recreational and sporting facilities.
- l. Ensure adequate and proper funding for sports at all levels.
- m. Promote sports development and competitions in schools and institutions across all government levels.
- n. Integrate sports into the curriculum of educational institutions at all levels (Nursery, Primary, Secondary, and Tertiary).
- o. Encourage widespread participation in sports and recreation to enhance the general health and fitness of citizens through exercise.

#### **2.3.6.2 Obligations of the Three Government Levels**

The policy aims to distinctly specify the responsibilities of the participants in sports advancement.. The three levels of government namely in Nigeria shall have the following obligations:

## **Federal Government**

- a. Enacting supportive laws for sports.
- b. Creation and assessment of the National Sports Policy.
- c. Establishment and upkeep of sports facilities by the Federal Government.
- d. Establishing a favourable environment for sports involvement.
- e. Recognition, fostering, and enhancement of abilities via a nationwide program for developing exceptional individuals.
- F. Supervision and synchronization of sports initiatives.
- g. Cooperation with the Federal Ministry of Education concerning school sports.
- h. Thoroughly preparing elite athletes for global competitions.
- i. Offering appropriate encouragement and rewards, such as scholarships, training support, accolades, etc., to exceptional athletes and personnel.
- j. Allocating no less than 5% of its overall budget for sports to maintain sports facilities and infrastructure.
- k. Ensuring sufficient budgeting for sports.
- l. Arranging and funding research projects in sports and Payment of subscription fees to International Sports Bodies.
- n. Bidding on and hosting major international athletic competitions as often as feasible would help the country's infrastructure grow more quickly and will also have positive socioeconomic and political effects.

## **State Governments**

The State Governments through their supervisory agencies shall:

- a. Offer facilities that are adequate and up to code, arrange and deliver sporting services at their level.
- b. Promote the growth of sports and physical education in schools.
- c. Create State Sports Councils or Commissions, as appropriate, to advance sports in respective states.
- d. Assure that a minimum of five percent of the total sports budget is earmarked for maintaining sports infrastructure and amenities.
- e. Plan and host frequent competitions in all sports.
- f. Cooperation on issues relating to school sports with the State Ministry of Education.
- g. Subscription fees to national sports federations are paid.
- h. Sufficient athlete preparedness for national events.

## **Local Governments**

The Local Governments shall:

- a. Create Local Government Area Sports Committees through their supervising bodies.
- b. Provide sufficient funding for local sports.
- b. Promote the growth of sports and physical education in schools.
- d. Plan intra-local government athletic events.
- a. Establish sports facilities in the community for the Area.
- f. Promote the establishment of sports clubs.
- g. Allocate at least five percent of the entire sports budget to maintaining the infrastructure and amenities.
- h. Work together on issues relating to school sports with the Local Government Education Authority or board.
- i. Payment of subscription to State Sports Associations.
- j. Adequate preparation for state competitions.

Effective policies are indispensable for the smooth administration of all organization in sports. In the absence of appropriate policies, there is insufficient guidance for the establishment's activities and operations in achieving its objectives. Efficacious and effective operation of the company is made possible by well-constructed policy. Management policy holds significant importance in managing a sports organization, as they outline the action plans which form the legal substructure within which the organization functions. (Morakinyo and Aluko, 2008).

### **2.3.6.3 Newly Proposed 2020 Sports Policy Vision, Mission and Objectives**

As earlier stated effective policies are crucial for the smooth management of any sports organization, it serves as the foundation for achieving equitable growth.. The new sports policy seeks to revamp the sports sector to make it an industry able to contribute significantly to GDP of the nations.

The 2020 draft of the National sports policy was made public and it has to be emphasized that this constitutes the first draft sports policy that was officially made accessible to everyone for review and comment. Its mission is "Promoting sports as an enterprise and thereby establishing the essential effectiveness and conducive conditions for involvement of the private sector and collaboration with various government sectors, encompassing finance, education, health, and human resource development. This will enable the

structured and integrated management and advancement of sports at all tiers, from the lowest levels to the highest levels, with the aim of ensuring Nigeria's continuous success in major local and international sports events and contributing to the growth of the regional economy." Also the Vision is "To accentuate the advancement of sports and strengthen its function as a means of fostering national unity and harmony, promoting in the medium term the attainment of enduring and exceptional world-class achievements by Nigerian athletes, both amateur and professional. Additionally, to foster the growth of sports into a significant industrial sector and contributor to the country's GDP, projecting Nigeria's influence in the global stage through sporting excellence, fuelled by a resilient industry." (Draft National Sports Policy, 2020). Within the Core Aims and Guiding Principles of State Policy, there are various political, and socio-economic goals that can be utilized to promote and enhance sports development, as outlined below:

- a. Political aims encompass fostering unity among citizens and the prevention of any form of prejudice. Sports plays a significant role in fostering national unity, and encouraging sports competitions and involvement would contribute to achieving this objective.
- b. Economic goals involve enhancing the nation's wealth and establishing a productive, adaptable, and self-sufficient economy. The progress of sports not only provides livelihoods for athletes but also extends to coaches, educators, infrastructure developers, and related businesses. Sports serves as a catalyst for industries like media and merchandise. The growth of sports brings substantial economic advantages and is thus of utmost importance to the Federal Government.
- c. Social aims involve ensuring sufficient facilities for leisure, medical, and health-related purposes. The advancement of sports development entails activities related to leisure, which ultimately contributes to enhanced health and overall welfare.

Also reflected in the new policy are the roles of different levels of governments and in addition and furtherance to the 2009 policy clearly include and state the functions of the private industry and social initiatives as presented below:

- Roles of the Federal government.
- Roles of the State government.
- Roles of the Local government.
- Private sector roles

- Social enterprise sector roles

These statements are in furtherance of the ambition of the preceding 2009 sports policy and it is only hoped that the new policy will result in massive development gains for Nigeria's sports sector.

### **2.3.7 Government's Role in the sports industry**

The sports industry has emerged as a fresh avenue for national economic advancement and is progressively gaining significance in various aspects, such as stimulating domestic demand and generating employment opportunities. Given this crucial juncture, it is essential for the government to recognize its role in growing sports and its industry. Government bears the responsibility of identifying appropriate measures that strike a balance between fostering the growth of the sports industry and meeting the needs of the general public. This will ensure the sports industry experiences a wholesome and sustainable development.

Today, sports holds a crucial status in the econo-social progress advancement of a country. Engagement in sports enhances group well-being and productivity, diminishes healthcare costs, instills discipline in individuals, and fosters social unity. Hosting major sporting events or spectacles aids in infrastructure development, job creation, attracting foreign investment, and thereby makes a substantial contribution to a country's economic growth. Consequently, it can be concluded that the influence of sports on society is multifaceted. (Banerjee, 2011).

According to Hiltner (2013), a great comparison for what the ideal function of government should be is provided by sports in particular. The same drive and ingenuity that entrepreneurs and corporations bring to the industry is used by sportspersons and their squads, who are driven to outperform the opposition. He stated that in sports boundaries channel rather than limit activity, forcing athletes to improve their abilities in order to take full use of the chances and flexibility that the rules-based structure of the game affords.

Even while the game is really a celebration of rules and regulations, there must be many sports enthusiasts who think that if only government regulations were reduced, the country's economy would flourish. Inside the sports industry, finding the ideal equilibrium is more important than getting rid of all the rules. Too much restriction slows down the activity and stifles innovation. When there is not enough, pandemonium develops, endangering both the participants and the game itself. Applying specific restrictions

repeatedly causes authority to fade into obscurity, allowing the game to take center stage. (Hiltner, 2013).

The Chinese system of sport governance was a sizable state-run corporation prior to the 1980s. Under a centrally planned, hierarchical economic structure, the Chinese government was in charge of financing and supervising sport-related activities. (Li, MacIntosh, and Bravo, 2012). China's implementation of an open-door policy in the 1980s brought about a significant transformation in the country's sports system. Over time, the sport governance system adapted within the framework of a free-market system, leading to increased self-sufficiency. As part of this evolution, the State Sports Commission underwent restructuring and became the State General Administration of Sport in 1998. Despite substantial reforms in sport governance over the past two decades, government entities continue to exert significant control over sport operations in China. (Li, MacIntosh, and Bravo, 2012).

Banerjee, (2011), asserted that the promotion of sports in a country relies heavily on the government's involvement. The government and its associated entities form the public sector within the sports industry. Their responsibilities include formulating sports policies, distributing grants for infrastructure development, fostering talent, and creating specialized programs to enhance the overall growth of sports.

McWha, Smith and Clarke (2000) explained that in an economic framework, government intervention in the market can be justified based on two main reasons: equity and efficiency. Efficiency pertains to how resources produced are allocated, while equity focuses on ensuring a fair distribution of the benefits derived from these resources across society.

### **Types of Government Intervention**

In general, there are a number of mechanisms that governments use to intervene in markets.

- Regulation – This entails enacting legislation that mandates or prohibits specific actions carried out by individuals in the private sector.
- Public finance – The government has the option to directly finance a good or service by utilizing tax revenue. This may involve procuring information services aimed at educating the general public about the possible consequences of their actions.
- Public production – the government's direct involvement in creating a good or providing a service. However, in recent times, governments have increasingly



acknowledged that the private sector is more adept at managing production processes. Consequently, it has become less prevalent for the government to directly engage in production. Instead, a common approach is for the government to facilitate production by connecting investors with individuals who have innovative ideas or by establishing networks that enable firms to collaborate toward shared objectives.

- Income transfers – the provision of cash from one individual to another, aiming to enable the recipient to afford specific goods or services. This form of intervention is less direct, as beneficiaries retain the freedom to decide how they utilize the additional income.

According to Akarah (2010b), it was observed that the government of Nigeria has exclusive ownership and financial responsibility for sports, resulting in their dominance over the sports market. The industry's recognition of the sector's prospects is a positive step. As a result, it is anticipated that the industry would experience rapid development once government assumes its rightful position.

### **2.3.8 The Nigeria Sports Industry**

Sports as an industry is meant to connote manufacturing or production and trade of sports to selected markets. The questions therefore are; does sports in Nigeria meet the primary objective of meeting the demands of the market? Does the sports product generate revenue? Beyond social and health benefits, does sports contribute directly to the nation's economy? If sports contributes to the economy of Nigeria, how much does it contribute? The developed and most successful national sports brands seem to have answers to the aforementioned questions as they relate to their countries. Global sport spectacles like the Olympic Games and FIFA World Cup are now considered platforms that showcase the achievements of sports and the level of investment made by prominent nations in these events. This is buttressed by Umeifekwem (2013) who noted that Global events like the football/soccer world cup and summer and winter Olympic Games have become canvasses for displays of national supremacy and economic strength with about 98% of the world participating every four years. The top 10 countries at the Olympic Games unsurprisingly have been majorly dominated by countries with the strongest economies and with significant returns to their economies.

### **2.3.9 Economy and Economic Indicators**

The concept of Economy has been a significant issue and area of interest for governments across the world as it is a major determinant of strength in today's world and countries with the strongest economy dominate global affairs. It is very important to understand the economy and its parameters.

An economy according to Kenton (2022) is an intricate network of interconnected creation, utilization, and exchange activities that ultimately dictates the allocation of resources among all participants involved. The creation, utilization, and allocation of products and services merge to meet the requirements of individuals residing and functioning within the economic system. Kenton also clarified that an economy could depict a nation, a locality, a specific sector, or even a household, underscoring that no two economies are the same and each is shaped by its distinct resources, customs, regulations, past, and geographical features.

This gets us to the idea of economic indicators, which, according to Barone (2021), are pieces of economic data, typically of a macroeconomic scale, that analysts use to analyse potential investment opportunities now or in the future. The general health of an economy can also be determined using these measures. Some of these indicators are Consumer Price Index (CPI), Unemployment Figures, Income and Wages, Prices of raw materials, Gross Domestic Product (GDP), Production and consumption, Manufacturing and Trade etc. This study adopts four indicators which are significant in the Nigeria sports Economy as it relates to this study. The selected Indicators are Gross Domestic Product, Production & Consumption, Manufacturing & Trade and Income/Wages.

### **2.3.10 Sports and Media**

The media has proven to be arguably one of the most significant factors in the success of sports especially within the most powerful national sports brands. Media as a significant part of promotion in the four P's of the marketing mix has changed the playing field for sports. The ability for sports brands to harness the potential of media in sports is often a determinant of the level of success of the brand or its component parts; People, institutions, events and products.

The role of the media in developing successful brands cannot be over emphasized. This is supported by Tavakolli, Najafiand and Ramezani (2013) who emphasized that mass media

plays a significant role in the development of sports, as it greatly influences the accomplishment of various goals related to the development of sports. The media is the vehicle for successful brands as it conveys information about the state and intentions of the brand. The type of media is also a determinant of the quality of the information conveyed about the brand, the reach of the information and the effectiveness in ensuring that it creates distinctive pictures and associations positioned in the mind of consumers of an object (product, service) or a subject (person, institution). 21<sup>st</sup> century sports enjoyed the influence of old media (Television, Radio and Print) and the past decade has seen an explosive increase in the consumption of sports through new media channels (websites, blogs, mobile apps e.t.c.). Contemporary media technology advancements are thought to be transforming how professional sports are produced, delivered, and consumed. (Dart, 2014). As noted by Hutchins and Mikosza (2010), a larger quantity of sports is now being conveyed to wider audiences through handheld and mobile devices such as phones, laptops and Tablets, internet radio, and interactive TV.

In attempting to define the symbolic connection that exists between sports and media, Abdullahi (2013) summed it up thus, “that the intricate and intriguing interaction between global society and the media, also the affiliation amid the media and sports. The interaction of global culture with contemporary media results in a mutually beneficial relationship where each has a big impact on the other.” Sports is now a commercial commodity thanks to this combined dynamic, which is motivated by commercialization and general consumer logic. commodity delivered through various mediums like satellite, television, and internet platforms such as WhatsApp, Tiktok, and Instagram, (Edim, Odok and Osaji, 2016). Edim, Odok and Osaji (2016) advocate for the deployment of coordinated steps to encourage more sports media coverage, which include opening up the media environment to draw in more investors and develop media groups throughout the nation.. It is expected therefore, that the media will propel and steer the NSB to its craved destination.

### **2.3.11 The Marketing Mix**

Sports marketing encompasses all endeavors aimed at satisfying the desires and requirements of consumers of sports through the facilitation of processes of exchange. (Akarah, 2014). Factors that drive the market have been recognized, which will aid in analyzing the sports market process and evaluating its effectiveness. The driving forces consist of the market combination (Four Ps) comprising the sports Product encompassing

sporting occasions, whether they are enclosed or outside, Price which is influenced by the organisers, Promotion which involves publicity and advertising, and the Place, which includes the sports facilities. The arrangement of these four elements into a group is significant as they must be well-coordinated in a cohesive manner. (Mihai, 2013).

The sports market in the country Nigeria as determined by the marketing mix has a strong connection with the Nigerian sports brand, this is because the brand is the intent of the market process coordinated by the marketing mix. The NSB can also be described as the packaged product which is sold to local and international consumers. The marketing mix has the capacity to either make or mar brands. It is believed that the marketing mix is one of the primary reasons for the current state of the NSB. It is therefore believed that if the NSB is to achieve its objectives, all arms of the marketing mix need to be strengthened to international standards.

#### **2.3.12 The Nigeria Sports Brand**

The components of the Nigeria Sports Brand (NSB) are no different from what makes up other national sports brands. These components as they appear in the conceptual framework of this study are the people (everyone involved in sports), events (all sports related events), institutions (all institutions that develop and manage people, events and products) and products (the tangible and intangible items that are bought and sold within and for sports). It can also be concisely summed up as presented in figure 2.6:



**Fig.2.6: Researchers Diagrammatic Summary of the Nigeria Sports Brand**  
**Source: Researcher, 2020.**

The important issue here is; what is the quality of each of these components of the NSB and are they capable of competing with other successful sports brands? It is certain that some of the components of the NSB have at different times recorded great and significant milestones such as Nigeria's first Olympic Gold medal, Nigeria clinching a soccer Olympic gold medal, winning continental competitions such as the African cup of nations (AFCON), All Africa Games victories, Co-Hosting AFCON; Ghana Nigeria 2000, Hosting the U-17 World Cup in 2009 etc. Sadly these milestones seem to happen once in a while. This may be attributed to the value being attributed to sports by the Nigerian state. It also seems like most successes accrued by Nigeria in sports are with regards to people and events while products and institutions seem to be on the low ebb. It is hoped that the Nigeria Sports Brand will experience radical sports policy changes as these changes will drive sports to its desired destination of being able to compete with the most successful sports brands in the world.

## **2.4 EMPIRICAL REVIEW**

### **2.4.1 Marketing Mix and the Nigeria Sports Brand**

Marketing is a crucial part of a sports brands success. Bernstein (2015) asserted that effective sports marketing has developed into a significant and defining element of the sports sector, enabling marketers of sports to employ cutting-edge promotional tactics and approaches. It has become a tool which sports leaders and administrators utilize in reaching their goals. Sports Leaders in Nigeria need to understand effective marketing process and utilize it in achieving sports industry success.

The four dimensions of the marketing mix (product, price, promotion and place) as earlier mentioned play a vital role in the sports development continuum and often times are highly significant relatively or collectively in sports brands success. In a recent investigation conducted by Shabani, Gharekhani and Naderi (2018), a comprehensive examination was conducted to assess the contribution of the sport marketing mix in giving rise to improved funding for Iranian Football Club sides. The study's findings demonstrated that all aspects of the marketing mix in sports, excluding price, had substantial and positive influence on generation of revenue. Certainly, local peculiarities are responsible for the low significant influence of price in revenue generation.

Product or production of sports has often times been approached or viewed as a physical good which we can see and touch. Alternatively it can also be a service or an idea.

According to Thabit (2019), Products for sports might have both physical and immaterial components. Some sporting goods are mainly physical, while others are mainly immaterial. The notion of the sport product continuum is a helpful tool for illustrating how products may be categorized along a spectrum, with mostly physical items at one end, primarily immaterial goods/products towards the other, and a blend of both in the middle. (Smith, 2008).

The price or pricing of sports is a reflection of the perceived value attached to a brand, product, service, or concept. Within the realm of sport marketing, the value of a product is determined by the association amid its price and the profits that consumers anticipate receiving in return. (Shin, Kim, and Moon, 2016). The worth of a product signifies the amount a consumer gives up to acquire a sport product or solution. Additionally, the worth should precisely mirror the value of the commodity (Fort, 2007).

Promotion of sports is a means of conveying the qualities of a brand, good or solution. It is primarily a process and a means to an end. Promotion entails the process of engaging and informing consumers. This may involve communicating the features and advantages of a product, reinforcing its benefits, or convincing potential consumers of its value and worthiness. (Smith, 2008).

Place or location is the final element in the 4P's rectangle of sports marketing. It can either determine the success of a marketing process or render useless the other components of the marketing mix. Wherever and whenever a commodity is offered can affect the effectiveness of an organization, a commodity, or a brand. The firm or product can reach the target market if the timing and location of the advertisement are well chosen. A target market is a predetermined, carefully chosen set of consumers. To develop a marketing plan, a carefully defined intended audience is a crucial asset. (Dimitrakopoulou and Nikodimou, 2018).

#### **2.4.2 Sports Marketing Trends in Nigeria**

To adequately understand sports marketing, it is crucial to begin with a definition, explanation and assessment of marketing. As per Bucher and Krotee (2002), a marketing technique or contingency plan is created as a result of a process guided by principles and rules, allowing the business to accomplish its goals as efficiently and effectively as possible. Kotler as cited in Awoma and Thomas (2013) defined marketing as entailing human endeavour aimed at fulfilling desires and requirements through processes of exchange. These actions or procedures necessitate a communication system built on the

foundation of investigation, requirements, and satisfaction of needs through product enhancement, distribution, and interaction.

The origin of "sport marketing" may be traced back to an article published in a 1978 issue of *Age of Advertising* (Mihai, 2013). In that noteworthy document, sports marketing was detailed as "the endeavors of marketers who specialize in consumer and industrial goods and services, and who have progressively embraced sports as a publicity base." (Gray and McEvoy, 2005). In a modern addition to a collation of marketing of sports research, they highlighted that this variety of activities is most accurately described as "sport marketing," which entails using sport as a platform for promotion or sponsorship avenue for the marketing of consumer products by companies and to some marginal extent, commercial goods. Gray and McEvoy also emphasized a deduced constraint of this description by pointing out the absence of citation to "sport Marketing." The inference would be that there is still another crucial element in sports marketing, which involves "employing marketing principles and strategies to directly advertise products and services to individuals who engage in sports and those who watch sports events." Gray and McEvoy's comprehensive definition highlights that the integration of marketing within the sports world, also the marketing of sport itself, serves as the foundation. This definition emphasizes the anticipating, handling, and meeting the requirements and wants of customers through making use of promotional concepts and techniques. (p. 229). Supposedly, this explanation covers both key aspects. Certain entities promote sports-related products to a particular set of customers, while others market a range of products not related to sports to target segments with a "personal investment" in sports entities like sports people, events, and sports teams. (Merz and Fullerton, 2005). Likewise, Mullin, Hardy, and Sutton (2000) offer a portrayal of sports marketing that includes both aspects, as explained by them. Their consequent definition is hinged on the proposition that;

Marketing of sports encompasses a wide range of endeavors aimed at satisfying the demands and desires of sports consumers through the processes of exchange. It encompasses two primary aspects: firstly, the direct marketing to consumers of sports products and services, and secondly, the promotion of various consumer and industrial products or services by leveraging sports-related promotional activities. (p. 9)



The explanation was later adopted in a publication by Gladden and Sutton (2005) within the book polished by Masteralexis, Barr, and Hums (2005). However, readers might inquire about the idea of "sports promotions." What specific activities are included in this endeavor? Is it restricted to sponsorship, or would promotion featuring a general theme for sports fall under this category of sport marketing? Another question pertains to the dedicated domain of promotion of sport. Can strategic endeavors other than advertising be utilized to develop a sports blanket that would fall within the scope of marketing through sports (Merz and Fullerton, 2005).

Sports marketing encompasses a broad range of activities aimed at fulfilling the demands of sports consumers through the process of exchange (Awoma and Thomas, 2013). It involves two primary focuses: the direct marketing of sports products and services to sports consumers, as well as the marketing of various products or services by utilizing promotion of sports (Awoma and Thomas, 2013). Sport marketing involves predicting, superintending, and fulfilling the wants and needs of consumers through the application of principles of marketing, procedures, and application or action. It commences and concludes with customers, participants, and end-users. It concerns the different services rendered, undertakings, initiatives, and occasions executed and how effectively these services cater to the requirements of the consumer or users. Marketing is an ongoing procedure through which the goals of the sports organization or its programs can be accomplished. Pitt and Stotler (1996), cited by Bucher and Krotee (2002), described how sports marketing has evolved from the previous practice of seeking or soliciting funds and products for sports programs, which was akin to a "Charity Model," lacking a "Business Model" as it offered minimal returns. Nowadays, sports marketing has become a substantial enterprise, especially in technologically advanced countries, as it operates on a mutual basis, forming partnerships where sports organizations and sponsors fulfill each other's requirements. (Nwankwo, 2001)

The significance of sports marketing and sponsorship in the development of sports cannot be overstated as this situation necessitates the urgency of proactive marketing of sports that can inspire corporations, organizations, and individuals to gather financial and material resources in the form of sports sponsorship for development. The mass media plays a crucial role as an activator in this process. Sponsors invest financial and occasionally material resources in sports development, driven by the overt intention of enhancing their public goodwill or corporate image through the mass media exposure typically associated

with sports-related events and personalities. The mass media serves as a catalyst in achieving the mutual goals of sports and sponsorship.

Efficient Marketing of sports in Nigeria was described as sports initiatives created by the Nigerian sports industry to cater to sports requirements and desires of consumers of sports through processes of exchange intended at creating revenue that will enhance the economy of the country (Akarah, 2012). He had previously highlighted government of Nigeria exclusively owns and sponsors sports and consequently, resulting limited competition in product marketing of sports, especially in relation to the sports market mix using the four Ps and the resultant competition that will come about if other collaborators were to be part of the process of financing and organizing of sports. He had also previously observed that the demand for sports as a commodity, which can be gauged by the count of enthusiasts and viewers, consumers of sports-related products, and individuals frequenting recreational facilities and sports venues to fulfill their desires, is considerable. This is because of the reality that the typical Nigerian exhibits a strong affinity for sports, either as an onlooker, a participant, or even for leisure purposes.

The summary of Nigeria's ETB on Nigeria 20:2020 Vision in 2009 stated that it was a declaration of the long-standing ambition to set the country on a route of sustainable socio-economic advancement and expedite the rise of a truly prosperous and unified Nation. Acknowledging vast human and ecological assets of Nigeria, the blueprint represents the country's determination to enhance the living standards of its people and position Nigeria among the Top 20 global economies, with a base Gross Domestic Product of \$900 billion. Regarding this matter, the mission statement was as follows: "By the year 2020, the country is projected to attain a considerable, strong, varied, continuous, and competitive economy that efficiently make use of the enormous talents and capacities of its populace and responsibly exploits its natural resources to ensure a standard yet superior way of life and overall well-being for its inhabitants." It stressed that the country's economy should grow at a median rate of 13.8 percent throughout the course of the stated time, driven by the agricultural and manufacturing industries in the near future, with a planned transition to a service-based economy beginning in 2018. It was important to point out that one of the general goals of the 20:2020 Vision's economic dimension was to create "a globally competitive economy that is flexible and diverse, with a globally competitive manufacturing sector that is closely interconnected and contributes at least twenty-five percent to GDP." 2012 (Akarah). Nevertheless, it is apparent that the target for 2020 was

not fully realized, prompting the necessity to adjust the target and reformulate marketing endeavours to achieve desired results.

It is crucial to highlight that the sports value chain in Nigeria has been fragile, with declining yields from the sports sector on an annual basis. From an economic standpoint, Nigeria's sports industry literally consumes the little allocation it gets with little to show for with regards to financial returns, improved living standards of local sportspersons and laurels at international sporting meets. It therefore behoves on administrators to design new strategies to turn sports into the economically viable venture as it is obtained in other developed countries.

### **2.4.3 Media and the Nigeria Sports Brand**

The media is a significant platform for information dissemination. Its power is dependent on the message and method of promotion. Nigeria is to yet fully grasp the role of the media nor has the nation and its sports leaders maximised the full potential of the media in actualising the destination Sports Brand.

The media has the power to impact the visibility of sports, promote regional teams, boost athletes' profiles, and cultivate fans' loyalty towards specific players or teams. At the same time, certain media companies purchase the broadcasting rights for particular sporting events. (Oyedokun, Oyedokun and Ernest-Onuiri , 2021). Below are three case studies of the media's influence on foreign National sports brands.

#### **2.4.3.1 Case Studies of Media Influence on Foreign Sports Brands.**

##### **United States of America**

Sports spectatorship is one Americas cherished pastimes. In addition to attending live games, sports enthusiasts utilize a diverse range of media platforms, such as print, broadcast, the Internet, to stay updated on their beloved teams and athletes. (Phua, 2010). An earlier study by Humphreys and Reseski (2008) disclosed that the average American expended over 936 hours watching television in 2005, one hundred times more time than was spent being at spectator dominated sporting events; about the same amount of time was utilised being at sporting events as listening to the radio. Print and broadcast media greatly rely on spectator sports as a significant component. Practically every daily newspaper in the country includes a section dedicated to sports, while multiple local and national television and radio stations across the country broadcast sports events. As per the Vital

Statistics of the USA in 2005, the total United States multimedia audience amounted to 215,800,000. This suggests that out of the 295,194,000 people considered as the resident population of the United States in 2005, about 73% had access to various types of media, inclusive of newspapers, television, radio, and new media (Humphreys and Ruseski, 2008). Based on a survey carried out in 2008, Sports fans made up roughly nineteenth percent of US Web viewership, according to statistics. Significantly, this demographic devoted an additional period online, participating in a variety of pastimes like online sports fan societies, streaming videos, and collecting souvenirs from sports. (Sachoff, 2008). Prominent websites usually offer a range of features specific to particular teams and players, including discussion forums, message boards, news, live game updates, schedules, streaming videos, live audio, commentary, and statistics (Real, 2006).

According to the TVSM Global report, 2017, the US commanded the world media rights market for sports. It held in the year 2017 a value of \$21.2 billion, which was a reflection of 6.5% expansion from the preceding year. The United States of America accounts for 45% of the total value of global sports media rights, surpassing the second-largest market, the UK, by more than four times. The US stands out as the most valuable sports media rights market worldwide, attributed to its leading economy and advanced television and commercial sports industries.

Social media has emerged as a significant player in the sports industry, with teams and leagues increasingly leveraging their extensive social media followings to enhance their partnerships with brands (Nielsen Sports, 2016). The top twenty partners who were more engaged received an average media worth of 2.5 to 3 million dollars per team across the season using their governed social media accounts, according to a thorough investigation Nielsen Sports did across multiple U.S. leagues and teams. Although Facebook stands out as the most valuable platform due to its extensive number of followers, Instagram demonstrates itself as the most efficient platform in creating sponsorship value. On the other hand, Twitter demonstrates the lowest value, primarily due to the rapid turnover of content, which limits the overall impression numbers. (Nielsen Sports, 2016).

## **England**

The impact of sports on the society is multidirectional with physical health, mental health and financial benefits as significant outcomes. This is supported by Sports England (2013) reiterating that sports makes a huge contribution to the lives of individuals, to the economy

and to society. Sport England undertook research to examine the economic value of sports in England. It was revealed that in 2010, sports and sport-related activity generated a Gross Value Added (GVA) of £20.3 billion<sup>1</sup> – 1.9% of the England total. This placed sports in England among the top 15 sectors in the Industry and larger than sale and repair of motor vehicles, insurance, telecoms services, legal services and accounting. Sport and sport-related activity is estimated to support over 400,000 full-time equivalent jobs – 2.3 percent of all jobs in England. They further revealed in 2012 there were over 75 million attendances to paying sports events in the UK. Of these, 11 million attendances were to Olympic and Paralympic Games events. Of the remaining 64 million attendances, 42 million were accounted for by professional football. Expenditure on sports related broadcasting in England was estimated to be some £2.3 billion in 2010. Some £3.9 billion was spent on sports equipment and £3.8 billion on sports clothing and footwear, with 72% of sales on clothing and 28 percent on footwear. Total sports related gambling spend in 2010 is estimated at £4.9 billion.

The English premier league is the most watched sports league and third behind the US Major League Baseball and the National Football League. It is the most successful sports brand in England. The 2013/14 season alone contributed £2.4bn in taxes to the Exchequer, £3.4bn Gross Value Added to GDP, and £722m international broadcasting revenue ([www.ey.com](http://www.ey.com), 2015).

## **China**

China, as an emerging global power with a massive population, has made significant investments in the field of sports. The country's media landscape is undergoing a transformation. China has numerous television broadcasting stations, including 20 operated by the popular China Central Television (CCTV), while the remaining stations are either provincial or local city-based. Furthermore, China is recognized as a major global advertising market. However, the rise of online media companies reflects changing consumer preferences and evolving technology, challenging CCTV's long-standing dominance in securing premium domestic and international sports broadcasting rights. These emerging giants are incorporating live sports streaming into their diverse range of services, which includes messaging platforms like Tencent's QQ, WeChat, Sina Weibo, as well as retail, e-commerce, smartphones, and games. With a population of 1.37 billion, around 680 million individuals in China are currently using the internet, with 653 million

actively engaged in social media, and approximately 577 million accessing social platforms via mobile devices. Although television remains a primary source of information for a significant portion of the population, particularly in non-urban areas, mobile usage for accessing online sports content is rapidly catching up to PC usage (PwC, 2016). Among the most popular and widely watched sports events in China, football claims three out of the top five spots, with the FIFA World Cup and the National Basketball Association taking the lead. The World Table Tennis Championship is the only non-football event in the top five (Nielsen sports report, 2016). Numerous broadcasters in China are engaged in a competitive race to secure broadcasting rights, aiming to offer a wider array of distinctive content options. For example, LeTV Sports Super League successfully secured exclusive broadcasting rights for 240 matches in the 2016/17 English Premier League, spanning two seasons.

#### **2.4.3.2 Local Media Influence on the Nigeria Sports Brand**

The media has been a significant part of Nigeria's development in all sectors. The history of media in Nigeria can be dated back approximately to the 1840s, when Missionaries from Europe put in place community newspapers in Nigerias' southern region with the aim of promoting Christianity (Sulaiman, 2011). Additionally, Oyovbaire (2001) noted that media in Nigeria existed before the nationalist movements for independence. From 1842 to 1885, different missionary societies, such as the Church Missionary Society (CMS), Baptist, Methodist, and Catholic Missions, established their presence in the southern part of the country. (Ajibua, Oladitan, Adesina & Bewaji, 2013).

According Ajibua et al., (2013) It can be reasonably concluded that sports and media in Nigeria have a shared origin, as they were both established by similar individuals with common objectives. Currently, the country has to a diverse range of media platforms, encompassing newspapers, magazines, radio, TV, flyers, bills, and the internet. These variety of media have taken part in a significant part in the growth and development of sports in the country.

In a research carried out by Edim, Odok, and Osaji (2016) with the objective of investigating the "role of media in the current development of sports in Nigeria," the study examined the significance of media in sports advancement of the country. The study laid emphasis on communication as it occupies a significant role among the fundamental elements of human existence. Oshani (2015) investigates "the influence of media in sport."

In this research, the researcher examined how sports fans' knowledge of, excitement over, and passion for professional sport—at all levels—is influenced by print and electronic media.

In their study on the "effects of media on sport," Edim, Odok and Osan (2016) and Oshani (2015) reported conclusions that Saini (2015) concurs with. According to him, sport and media are both potent metaphors for the profound societal, economic, and technological changes that defined the twentieth century from a variety of angles. Both have grown rapidly to become important global industries.

Over the years, a number of publications with a strong sports focus have actively helped to improve sports in the nation. Sadly there are only a significantly limited sports dedicated radio stations in the country and up till this very moment there are extremely few sports dedicated television networks in Nigeria. Private investors and sponsors are often more attracted to using television to reach massive audiences than any other form of media available. This can be mainly attributed to the fact that television appeals to both auditory and visual senses. The Nigeria sports Brand certainly deserves more media attention than it gets. The media strength will be a significant driver in attaining the nation's sports destination brand.

#### **2.4.4 Government and the Nigeria Sports Brand**

##### **2.4.4.1 Sports and Politics**

The relationship between sport and politics is one of the most enduring and pervasive examples of society's impact/influence on sports. Although there might be individuals who still view sport and politics as entirely distinct domains, evidence indicates that any serious social observer can no longer argue for a clear separation between these two realms. In reality, modern sports have rarely been devoid of political influences. Essentially, there is little substantial evidence to support the idea of sport and politics existing as separate institutions at present.

Tomlinson and Young (2006) highlighted in their research that the utilization of global sports events for political advantages and the subsequent cultural and economic effects illustrate the influence of globalization on both the media and sports. Throughout history, sports events that celebrate the human body and physical culture have always been influenced by political and ideological factors. This remains accurate not only in historical

societies such as the Greeks and the Romans but also in early contemporary Europe, as well as in both advanced Western cultures and less developed non-Western ones.

Currently, sports and politics remain intricately linked and often serve as a way to display a country's supremacy over another. The involvement of the state in sports has been observed in numerous countries throughout history. According to Coakley (2001), the extent and nature of government participation in sports vary across different communities and societies. Government involvement in sports occurs for various reasons, including ensuring public order, promoting fitness and physical well-being among its people, enhancing the prestige and influence of a group, community, or country, fostering a sense of identity, belonging, and unity among citizens, implementing principles aligned with the views of community leaders, garnering support for political leaders and govt., and promoting economic growth in the society.

Examining the global sports spectacle offers a chance to evaluate how international sports have contributed to the broader phenomenon of globalization, as well as the various initiatives and actions related to global inclusion and exclusion. Among these spectacles, the most notable and prominent are the contemporary Olympics and the men's soccer/football World Cup (hereafter referred to as the World Cup). Neglecting to discuss the establishment and development of the IOC and FIFA, which were respectively formed in 1894 and 1904, would be a significant lacuna. Development of these institutions and their important spectacles has built a structure for promoting national pride and enhancing stature. The Greeks understood the symbolic importance of staging the debut of the contemporary Olympics in 1896, using it as a platform to demonstrate its emerging sophistication and defuse domestic unrest. Likewise, Uruguay, being two-time soccer champions in the Olympics in the 1920s, played a pivotal role in launching FIFA's aspiration by hosting the first football World Cup in the year 1930. Starting from humble origins, each event experienced growth in reputation and importance as more countries acknowledged the potential advantages of participating in these events, as well as the international prestige that could be gained from hosting and organizing them.

In Africa, traditional sporting activities served various purposes, including preparing for tribal conflicts, initiation ceremonies, paying respects to deities, maintaining physical fitness for daily life and economic pursuits, and more. Nevertheless, with the arrival and influence of Western traditions in sports, the objectives of traditional sports underwent



transformation. Sports in the international front and through political manifestations have had the following overlying values or objectives:

- a. To enhance individual fitness and well-being in readiness for national defense, particularly during times of global tension and the possibility of war.
- b. To encourage a sense of national identity and societal standing within the global community.
- c. To foster national cohesion and a sense of national belonging.
- d. To enhance personal standing and reputation of politicians and National leaders.
- e. To uphold social regulations, serving as means for implementing social policies.
- f. To endeavor in political indoctrination, as observed in the former USSR, using sports primarily arranged through the strongly politicized Trade Union movement for a repressed population.
- g. To utilize sports as a political tool, as demonstrated by employing sporting boycotts, as seen in events like the 1976, 1980 and 1984 Olympic Games, and the Commonwealth Games in Edinburgh in 1986.
- h. As a method of garnering backing for particular political parties, starting from well-publicized actions of the Nazi party in Germany during the 1930s to the less widely-known activities of the Gaelic Sport Organization in modern-day Ireland (Coakley, 2004).

Sports has had its fair share of success of which its impact extends to social and political triumphs that hold valuable lessons for governments and intergovernmental organizations. Notably, sports has shown significant leadership in challenging types of discrimination. In a prominent instance, the International Olympic Committee (IOC) expelled South Africa from the Olympic Movement in 1970, a move that proved more effective than governmental and economic sanctions in dismantling the odious apartheid system. While South Africa's government could explain away governmental actions, they had no response when confronted with the world's refusal to engage in sports with their citizens. The IOC's decision to reintegrate South Africa before the 1992 Barcelona Olympics prompted governments to swiftly follow suit and lift their sanctions (Pound, 2012).

When a highly prominent event like the Olympic Games takes place, politics is bound to play a role at some stage. When the global community intends to convey a message regarding the activities of a rebellious country, excluding that nation from participating in the Olympics becomes a highly clear means to achieve it. Additionally, if a nation holds unfavourable views towards the host nation, boycotts become an effective way to express disapproval. In the following section, Open Canada provides an overview of the major boycotts and bans in the history the Olympics.

### **The 420 BC Games at Olympia**

Sparta was prohibited from participating in the Olympics held at Olympia due to its violation of the Olympic truce, which aimed to safeguard athletes and spectators from ongoing wars. In the view of Thucydides, there were worries that Sparta might attempt to attend the Games forcibly, despite the ban.

### **London Olympics in 1908**

Following Britain's refusal to allow independence to Ireland, numerous athletes from the country chose to boycott the Games. In what could be seen as a display of support and solidarity with their fellow compatriots seeking freedom, during the opening ceremony members of the American team did not dip flags to King Edward the VII.

### **Berlin Olympics in 1936**

When the Germans ruled by Nazi's hosted the Games, several countries seriously considered boycotting the event, but in the end, Spain alone, then governed by the left-wing Front, and the Soviets decided not to participate. The Spanish also arranged the People's Olympiad in Barcelona as a substitute for the Olympics, but unfortunately, the event was called off just two days before its scheduled commencement because of the Civil War which occurred in Spain.

### **Melbourne Olympics in 1956**

Various nations refrained from participating in the Australian-hosted Games for different reasons. During the Suez Crisis, Egypt, Iraq, and Lebanon refused to participate in the event as a form of protest against the invasion of Egypt by Israeli, British, and French forces. Holland, Spain, and the Swiss boycotted to express their opposition to the Soviet Union's

violent suppression of the Revolution in Hungary. Additionally, the China withdrew from the Games because Taiwan was permitted to attend.

### **Tokyo Olympics in 1964**

Prior to the commencement of the Tokyo Games, the International Olympic Committee (IOC) presented South Africa with a clear ultimatum: either abandon racial discrimination in sports or face exclusion from the Olympics. However, South Africa declined to comply, leading to its exclusion from the Olympics until 1992.

### **Montreal Olympics in 1976**

As the IOC did not take measures to prevent New Zealand from participating in the Montreal Games as a consequence of the Kiwi national rugby team's visit to apartheid-era South Africa, over 20 African nations opted to not attend.

### **Moscow Olympics in 1980**

Following the Soviet Union's Invasion of Afghanistan 1979, President Jimmy Carter, president of the United States made the decision to withdraw the America from the Games. Over 60 other nations followed the United States' example, resulting in only 81 countries participating in the Games. Despite the absence of many nations, the Soviet team managed to secure an impressive total of 195 medals.

### **Los Angeles Olympics in 1984**

The Soviets as expected, and 14 of its allies from the Eastern Bloc (excluding Romania) chose not to participate in the Los Angeles Games. They cited security concerns for their athletes as the official reason for their absence. In the Soviet Union's absence, the team America achieved an impressive total of 173 medals, with the Romanian team coming in second place with 53 medals.

### **Seoul Olympics in 1988**

Following the decision not to recognize North Korea as a co-host of the Games alongside South Korea, the Democratic People's Republic of Korea opted to boycott the event. This boycott was supported by Ethiopia, Cuba, and Nicaragua, who also decided not to participate in the Games (Sendroiu, 2012).

Pound (2012) suggests that while sports may not hold all the solutions to political challenges, it has swiftly adapted in recent decades to carve a niche within the social and political framework. This adaptation allows sports to leverage its unique strengths and networks to play valuable complementary roles in an ever more intricate and interrelated global landscape.

#### **2.4.4.2 Influence of Political Clientelism on the Nigeria Sports Brand**

Clientelism, as defined by Myfriend (2012), pertains to a relationship in which goods and services are exchanged for electoral support or services rendered. This practice involves a combination of particularistic targeting, which entails providing benefits to specific individuals or groups, and contingency-based exchange, where the exchange of resources or favors depends on specific circumstances or conditions. This type of exchange, based on contingencies, can be observed in both autocratic and democratic systems and is prevalent across diverse cultural contexts. While clientelism may decline in certain political environments due to economic development, it adapts and persists in others (Hicken, 2011).

Political clientelism denotes the act of granting specific benefits to individuals or clearly defined groups in return for their political support. Scholars and other observers generally view clientelism in a predominantly negative light. It is often linked to social settings of an earlier era and consequently associated with cultural and economic underdevelopment (Auyero, 2001).

Due of the wide spectrum of political contacts that might be classified as clientelism, the term often causes misunderstanding and disagreement. When distilled to its fundamental components, clientelism pertains to a form of personal, direct exchange characterized by a sense of obligation and often characterized by an unequal distribution of power among the involved parties (Piattoni, 2004). This definition aligns with the initial usage of the concept to describe hierarchical patron-client relationships that were prevalent in traditional rural societies (Piattoni, 2001).

#### **2.4.4.3 Forms of Political Clientelism in Nigerian politics**

The concept of Godfatherism and godfathers has faced strong criticism from scholars and analysts due to its detrimental effects on Nigeria's democratic system. However, there haven't been many efforts to deeply explore the underlying causes and sustaining elements of this phenomenon, despite its harmful impact on peace, political stability, and the

strengthening of democracy. (Yahaya, 2007 & Alchukwuma,2007). The limited research conducted, particularly on the occurrence in Oyo-State (Ibadan) and Anambra States, has primarily focused on the prominent individuals involved and their influence on the political system, but little attention has been given to the factors that uphold this practice. The 4th Republic's foundation brought about a number of difficulties that have made it difficult to improve and stabilize Nigeria's political system, and among these issues, godfatherism, assault, and political unrest have been particularly prevalent since then. (Adebanwi, 2005). Particularly in Ibadan, the social, economic and political hub of Oyo state, these issues have become prevalent. Therefore, it is essential to undertake a conceptual analysis of the notion as exemplified by late Chief Lamidi Adedibu, the renowned political godfather in Oyo-State politics. The rise of godfatherism in Nigeria is closely linked to the extended period of military rule, which brought about a class of influential figures commonly known as Big-Men or Big-Man rule. As described by Moss (2007), this system involves personal connections and individuals wielding significant power, maintaining stability by distributing money, job opportunities, and favours. This trend is further strengthened by the cultural tendency among Africans to exhibit respect and sometimes fear towards the affluent or influential, with the belief that local chiefs, warlords, party leaders, political officials, or presidents will offer protection and assistance to those under their patronage while penalizing those who go against them. The rise and persistence of clientelism among Africans can be attributed to the belief that the usual rules of the political game do not matter in the African context. This perspective is shaped by the common disregard for rules by various groups and individuals during the pursuit of political positions. (Hyden, 2006). Also, the patrimonial nature of many of the states in contemporary Africa contributes to the continuity of clientelism.

The time leading to the conflict in the country was characterized by notable political turmoil and uncertainty. The Nigerian civil war, which lasted from 1967 to 1970, culminated in a military triumph for the country but had catastrophic repercussions, including extensive loss of lives, injuries, and the displacement of a substantial portion of the populace. These occurrences inflicted deep emotional scars and created enduring divisions. (Anyebe, 2001). Only when democratic freedom was reinstated did political parties have the opportunity to actively engage in political affairs, leading to the emergence of a democratic government. This was reflected in the context for all levels of government from the local to the presidential level in the 1979 election (Osaghe, Suberu, 2005 and Obiora, 2004). These

elections were contested by the five registered parties viz: the National Party of Nigeria (NPN), Nigeria Peoples Party (NPP), Great Nigeria Peoples Party (GNPP), Unity Party of Nigeria (UPN) and the Peoples Redemption Party (PRP) led by Shehu Shagari, Dr. Nnamdi Azikiwe, Ibrahim Waziri, Chief Awolowo and Mallam Aminu Kano respectively (for the first time since 1960) (Anyebe, 2001). At that time, the Nigerian economy relied primarily on three key sources of revenue: oil, taxation, and agriculture. However, an economic downturn developed at the end of 1980, having a severe impact on the Nigerian economy and deteriorating ties between the ruling elite and the populace. The NPN was unable to deliver on its pledges to appeal to a wide population, provide economic security, and enact forward-looking social programs. (Anyebe, 2006)

In its first term in office 1979 – 1983, NPN strived to execute its pre-election program and meet the anticipations of its followers, who primarily came from the lower and middle classes. They sought to address social inequalities by expanding the government's involvement in the economy and introducing elements of a welfare state. As a result, incremental progress was made in reducing disparities within society. (Anyebe, 2001). In a time of economic recession, both UPN and NPP aimed to narrow the wealth disparity between the affluent and the underprivileged. The NPN, on the other hand, financed its policies by heavily relying on foreign borrowing and the influx of funds from the European community. This enabled substantial government spending to support their objectives. (Lawal and Kassim, 2005). The NPN government's economic policy from 1980 to 1983 involved implementing a series of stringent economic measures, commonly referred to as "stabilization programs." These measures, including austerity measures, were introduced as an attempt to address the unsustainable nature of the previously employed strategy, which could not be maintained over an extended period. (Mohammed, 2006). The implementation of austerity measures, along with the ongoing economic crisis and political controversies, eroded the government's popular backing, leading to the loss of power by the NPN in 1983.

With the change of government from military to civil, one would have expected a change in the process and procedure followed in the formation of Sports Councils, Associations and Federations. During the military regimes, Sports Councils, Associations and Federations were appointed by the military government (Ladani, 2001). One would have anticipated a shift in the processes of construction of sports organizations and institutions as it happened in the establishment of political organizations, such state and municipal

governments, with the transition from a totalitarian military to a democratic civil administration. However, as sports organizations are formed by the political party in power, it has not always been the most suitable person that is appointed. Rather it has been the people that were close to the party who were appointed. It is in this process that political clientelism seems to have a very significant part in the appointment and promotion of sports organizations and personnel (Myfriend, 2012).

Political clientelism continues to be in sports organization in Nigeria because first, the structure and mode of operations are not consistent with the democratic norms of sport of other developed nations. Secondly, other socio-political factors such as ethnicity, religion, regionalism and so on, which have deleterious consequences for sports continue to exist. It is clear here that the political class have never had interest in establishing institutionalized state apparatus (rule of law in strengthening sports) so politicians levels of institutionalization give politicians room for abuse of power and political office for personal rewards (Awe, 1999 and Ajala, 2006).

Sad to say, despite the devastating fall of sport in Nigeria over the past 20 years, someone (presumably the patron) up there still believes he is the only one qualified to oversee the industry. One fascinating thing about political clientelism is its capacity for adaptability and resilience. Well, crafted reforms aimed at eliminating the institution in both developing and even developed world have often been frustrated. Clientelism seems, to have an amazing capacity to adapt and re-emerge. In recent years, a renewed interest in clientelism among political scientists offers some hope for a better understanding of this institution and how it works (Susan, 2007).

Patronage and prebendalism are the two basic types of political clientelism (Myfriend 2012). In this sense, patronage refers to the improper utilization of public funds to benefit political cronies. Its main objective is to help the donor who gives it get political support. Prebendalism, on the other hand, deals with the allocation of prebends, in which a person is given a public position in exchange for private access to state resources (Holzner, 2003).

The National Sports Commission of Nigeria in the view of Myfriend has been under critiqued by many Nigerians over the decline in national and international outings. In his view there seems to be a decline in the number of medals won at competitions, no document and gazette or legislated national policy on sports. Yet, no one seems to ask basic and fundamental questions. Appointment and promotions are given without standard criteria

such as qualification, experience and competence. Many ministers of sports appointed between 1999 and 2010 were either removed due to lack of performance or deployed because of political reason. When Nigeria organized the All African Games in 2005, the aftermath was littered with corruption and mismanagement. It was this massive evidence of corruption that made Obasanjo, the then President of Nigeria, who was a great sport enthusiast himself, decided to back out of Nigeria's bid to host the first ever Soccer World Cup in Africa, and resulted in South Africa getting the honour of hosting. The incidence of 2003 All African Games was a clear manifestation of prebendalism. Appointment and promotion are done by loyalty. These loyalists are always appointed into one important sports committee or the other. Unfortunately for sports, most of these loyalists serve their masters and pockets. They do not contribute anything towards development of sports in Nigeria. They lack the knowledge and the ability, the focus and the ideas, the commitment and sincerity of purpose to meaningfully contribute anything towards developing sports (Myfriend, 2012).

#### **2.4.4.4 Corruption in Sports Administration**

The cankerworm of corruption has penetrated severely through the nation's social fabric, and sports is not immune. According to Umeifekwem (2013), corruption is the misappropriation of public funds for personal gain. He included the following as well.

Nigeria is ranked 143 out of 182 countries in Transparency International's 2011 Corruption Perceptions Index. This ranking shows that corruption has eaten deep into the fabrics of various aspects of our society including sport. Sports development in Nigeria has been negatively affected as a result of corrupt practices in sports industry. Corruption in sporting industry does not only reflect mismanagement of funds it also include certain unwholesome practices which tend to undermine the fundamental principles of sports practice and engagement. Examples abound of corrupt practices evidenced in Nigerian Sports industry. They include Receiving of bribe to influence outcome of decision; Diversion and embezzlement of funds set out for sports development; Recruitment of athletes, coaches or referees by officials based on reasons, other than performance; Fielding of over-aged players who are over-age.



The portion of the article above merely provides a little insight into the extent of corruption in the country. In Nigeria, it grows very challenging and virtually impossible to eliminate corruption from any industry. Sadly, it has taken on a life of its own and the idea has even been made fun of. Because of how widespread the repercussions of sports corruption are, the topic cannot be thoroughly covered in a single chapter. It is thought that if the government does its part and implements appropriate checks and balances, corruption could eventually become a thing of history.

#### **2.4.4.5 Significance of Public Private Partnership in Sports Development**

It has already been established that the government of Nigeria is the exclusive owner and funder of sports and as such most of the funding for sports rests on the capability and willingness of the government to fund sports programs. There is no doubt that the resultant effect of this trend is the poor state of Nigerian sports which is evident in the nation's performance in global events. The financial burden of sports in developed countries is usually shouldered by the private sector with their operations regulated by government policies. This partnership between government and private companies has been coined Public Private Partnership.

Government Nigeria is fundamentally the sole proprietor and financier of almost everything in Nigeria in relation to public projects and development. Idris, Kura, and Bashir (2013) support this by pointing out that Nigeria has a history of many abandoned or incomplete projects, and when they are finished, they are of very poor quality. A significant amount of the revenues generated and or remitted by public utilities and industries—which typically function below optimal levels—go into private pockets as a result of corruption. They recommended that the government Nigeria enter into various forms of partnerships with the private sector in order to alleviate the majority of issues related to public projects and service delivery in Nigeria in light of the poor performance of the public sector projects and services, the high cost of executing them, and the attendant corruption and mismanagement (Idris, Kura and Bashir, 2013).

Public Private Partnerships, has become an important way of implementing public tasks and providing public services around the globe. In many countries it has been established as an alternative to conventional procurement methods. The term “PPP” was first used in the USA in the 1960s to refer to typical urban development projects involving private

investors. From here, the concept spread all over the world and is still applied in many countries today (Alfen, 2010).

The government understands the significance of the private sector in achieving its sporting success. Toward this end, the National Sports Policy (2009) notes that, it is necessary to encourage greater financial support for sporting activities. Therefore, the National Sports Commission, its agencies and affiliates shall amongst others seek to, offer incentives that would encourage financial assistance from the private sector for sports programmes, engage in fundraising initiatives to improve the funding of their endeavours, encourage the private sector to contribute to developing sports (Akarah, 2014).

## **2.4.5 Economy and the Nigeria Sports Brand**

### **2.4.5.1 Sports and Economics**

Engaging in sports can provide participants with both psychological and physical benefits. Psychological benefits may stem from the sense of general well-being achieved through physical fitness and good health, the mental stimulation and fulfillment derived from participating in active leisure activities, and the enhanced social standing within peer circles. The tangible advantages may directly relate to the well-being aspect linked with active recreation. Participating in regular physical activity is thought to exert a direct and beneficial impact on one's well-being, as evidenced by studies indicating that those who maintain a consistent exercise routine tend to enjoy longer lives, heightened productivity during their working years, and an enhanced sense of happiness and improved quality of life. Recognizing these potential advantages of sports involvement holds significance when examining the role of sports as a product within an economic framework.

According to Gratton and Taylor (2002), sport can be categorized into three groups. Firstly, sport can be viewed as a non-durable consumption good, where the consumer derives benefit at the time of consumption. This type of consumer demand is often seen in sports spectating, where individuals experience aesthetic appreciation and enjoyment while watching activities like gymnastics or ice-skating, or feel the thrill and excitement of attending a Premier League football match. Each consumer evaluates the potential satisfaction or utility gained from consuming the product and decides whether it is worth the price. If the perceived value exceeds the cost, the consumer will be willing to pay for the admission ticket. Likewise, the majority of sports participation falls into the category

of non-durable consumption, where individuals engage in sports because they find enjoyment in it and the satisfaction gained outweighs the associated costs.

Participating in sports can produce long-term benefits that are not immediate. If participating in sports leads to improved physical fitness, it becomes a durable consumption good since the benefits of sports consumption accumulate over time. The utility or satisfaction derived from the activity (sport) is not limited to the present but extends into the future as well. Additionally, similar to durable goods, the level of fitness attained through sports depreciates without regular participation.

When considering both non-durable and durable consumption goods, the analysis of consumer demand is similar as pleasure serves as the motivation for consumption in both cases. In the non-durable case, pleasure is immediate, while in the durable case, there is a temporal aspect to the pleasure. However, there exists another motivation for the consumption of sports that goes beyond pleasure. Sports can possess the characteristics of a capital good, one that yields returns as part of a market production process. If engaging in sports results in improved fitness and health, this enhanced health status may lead to a payoff in terms of increased productivity in the labor market and higher income. This concept extends from Becker's (1964) human capital theory. Just as machines can vary in quality, individuals can also vary in their attributes. An individual can invest in oneself to enhance productivity. Education is a common way to do this, and it is in this realm that human capital theory has been developed. However, health status is also an investment in economic terms, and since exercise contributes to health status, it can be regarded as an investment good.

There is another dimension to sports as a pecuniary investment that yields a rate of return in the market, unrelated to the health aspect mentioned earlier. This pertains to the investment of time and effort in training, which enhances skill and performance to the extent that financial returns are obtained from the sporting activity itself. A prominent example of this is seen in elite athletes who earn a living through their participation in sports. This exemplifies the concept of human capital theory, where individuals invest time and effort in training to become a valuable asset in the production process of creating marketable goods. For instance, a professional football player is an essential part of the production process involved in organizing a football match. While innate ability plays a significant role in determining the returns, the player's diligence in training and acquiring

new skills leads to greater rewards. The increased reward represents the return on the investment made in training.

There is another perspective in which sport can be seen as a capital good. Becker (1965) introduced the concept of "household production" to describe how consumers can combine their own time with goods and services acquired from the market to "produce" a leisure activity. According to Becker, both the non-work time available and the market-purchased goods and services should be considered essential inputs for producing the activity. For example, organizing a game of badminton necessitates the time input from the players, the acquisition or rental of rackets and shuttlecocks, and the payment for court hire.

Becker's concept of household production is pertinent to categorizing sport as a commodity, as there is some evidence indicating that individuals who regularly engage in sports also tend to participate more actively in various other leisure activities, such as socializing, going out for drinks, or dining out. If this holds true, sport can be considered a capital good that yields returns in the non-market production process. Based on this line of reasoning, sport can be viewed as a "non-pecuniary investment" that enhances the "productivity" of household production.

Various sports are likely to offer different combinations of advantages to participants. Furthermore, this mix of benefits is likely to evolve as individuals' age and gain experience in the activity. Young participants may not be aware of the long-term benefits associated with durable consumption goods or the benefits of both non-pecuniary and pecuniary investments. Their primary focus is likely to be on immediate enjoyment, and they may not be enthusiastic about engaging in an activity that does not provide it. However, as they mature, their awareness of the other three types of benefits is likely to grow, potentially resulting in a shift in their participation to take advantage of them (Gratton and Taylor, 2002).

The sport economy as a whole is not an individually measured sector but rather constitutes a part of diverse industries and economic sectors. As Jewell (2006) recently stated, "It is the responsibility of sports economists to demonstrate the applicability of their research beyond the sports industry, a task they have become more proficient at." From an economic standpoint, sports is an activity that has wide-ranging effects across various sectors of the economy. The following provides a summary of several sport-related activities and products that have an economic impact.

Consumer Expenditure		
Goods and Services Conditional on Doing Sport		
Veterinarian	Dietary Supplements	Sport Bets
Health Services	Hotels, Restaurants (sport tourism)	TV Broadcasts
Doing Sport (According to the Statistical Definition)		
Stadiums	Swimming Pools	Professional sports
Goods and Services Necessary to Do Sport		
Racing Horses	Sport Shoes and Clothes	Sport Weapons
School Education	Sport Cars, Motorbikes	Fitness Centres
Watches, Clocks	Sailing Equipment	Dancing Schools

**Fig.2.7: Overview of some sport-related activities and products with economic impact**

**Source:** Sport Satellite Accounts – A European Project: New Results leaflet published by the European Commission (April, 2011).

Government involvement in sports has taken on a recent objective of supporting economic development. The correlation between sports and the economy can be analyzed from two standpoints. Initially, the association between professional sports and economics, and secondly, sports participation at a mass level. Between 1880 and year 2000, professional sports leagues in the US, and in the UK, have been increasingly marketed as lucrative commercial ventures. Moreover, numerous countries have expressed interest in hosting mega-sports events, though there is now doubt regarding the economic feasibility of these events. As an example, events like the Olympics or the World Cups are considered opportunities for generating economic profits for the hosts, while simultaneously improving its national reputation, status, government authority, and global attractiveness as a tourist spot. For example, Gratton (1991), pointed out that the economic impact of Euro' 96 in Sheffield was to generate £5.83 million additional visitor expenditure in Sheffield and the creation of 154 extra full time equivalent (FTE) jobs. There were £3.59 million additional visitor expenditure and 99 FTE jobs created in the 1996 4th FINA World Masters Swimming Championship, also in Sheffield. Total economic impact of both events was: 67,000 visiting spectators, average stay for all visitors 3 nights, 70,842 commercial bed-nights generated, and £9.42 million additional visitor expenditure.

Houlihan (2000) also points out that the Mexicans, Japanese, and South Koreans have taken advantage of securing Olympic hosting rights as chances to demonstrate their reputation as contemporary, technologically progressive, and efficiently structured societies and economies. In recent times, there has been skepticism about accuracy of statistics presented for such large-scale events (Roche, 2000), and the overall topic of the credibility of Studies on the economic influence (EIS) has become a subject of debate. (Soon-hwan , 2001).

Regarding the second matter, widespread sports and leisure activities are crucial in making substantial economic contributions in numerous countries. For instance, in the United Kingdom Sports Council, which later became Sport England in late 1990's, it highlighted that sports and recreation made a considerable economic impact stating that:

Currently, sports and leisure activities play a significant role in bolstering the national economy. In the mid-1980s, they accounted for almost £7 (6.9) billion of total final expenditure, with almost £5 (4.4) billion attributed to consumer sector spending (London Sports Council, 1988).

A decade later, in the mid 1990's, consumer spending on sports was approximated above £10 (10.4) billion, equivalent to 2.3 percent of the overall consumer spending. In the mid 1990's, sport-related economic activity in the UK contributed approximately £9.8 billion, which accounted for 1.6% of the country's GDP. Between the mid 1980's and 1990's, the workforce in the sports sector grew from 324 thousand to 415 thousand individuals. This accounted for 1.6 percent of the overall employment in the mid 1990's, up from 1.52 percent in the mid 1980's.

The significance of sports and leisure in Britain rose between 1980 and 1990, leading to increased attention and engagement from Sport England and the government in the development and provision of sports and recreation, a trend that is expected to continue in the future. Consumer spending can be categorized into three groups: (1) spending linked to participating in sports directly, (2) spending associated with being a passive audience for sports events, and (3) spending connected to betting. About 2 percent of overall consumer expenditure in 1990 was categorized as sport-related in European countries (Council of Europe, 1995). In the United Kingdom, spending on sports reached a record of over £15 (15.2) billion in year 2000, comprising nearly 3 percent of the total consumer expenditure (Gratton, 2000).

The European Commission's research on sports and its economic influence, released in the year 1999, revealed the following: First, sport has a substantial influence on the Gross National Product and employment, with sports commercialization contributing to this growth. For instance, in Germany, sport accounted for 1.4 percent of Gross National Product, and in the United Kingdom, it accounted for 1.6 percent of Gross domestic Product in the mid 1990's and 1.8 percent of Gross domestic Product in year 2000. The sports clothing and equipment sector gave jobs to around 60 thousand people in the EU in 1994. In the mid 1990's, the sports sector provided jobs for a total of 450 thousand people, making up 1.61 percent of the United Kingdom's total jobs. Secondly, the sports industry influences the economy through the sale of sporting goods, management of sports events, advertising, sponsorship, and television broadcasting of sports. The sports industry contributes to 3 percent of global trade, with Europe accounting for 36 percent of this activity and the United States, 42 percent (Europe Commission paper, 2000).

According to statistics provided by the Australian Bureau of Statistics, it is indicated that out of the 10.5 million individuals engaged in sports and physical recreation activities in

2008, more than 80% participated in non-organized sports activities, while slightly over 40% participated in organized sports activities. Also, data presented in a study by Medibank Private, which looked at the impact of inactivity on a range of diseases, concluded that increased participation could generate gross savings of about \$1.49 billion per year (as against \$834.1 million worth of health costs from sports injuries). If we use these findings, and extrapolate from the data for physical inactivity presented in the Medibank study (which suggested an inactivity rate of 0.54), and then we would expect average productivity to increase by a little over 2%. That would yield an increase in GDP of about 1% per year, or roughly \$12 billion in 2008-09. Australian Unity computes a personal well-being index periodically, based on various different components. There is a strong correlation between movements in this index and performance by elite sportspeople. For example, over the period 2001 and 2008 the index was at its highest level in the immediate aftermath of the Athens Olympics in 2004. The performance of Australian athletes appears to have favourably affected the standard of living and connection to other people components of the index. While the index is generally relatively stable, sporting achievements appear to be one of a few factors associated with significant shifts between surveys. As at 2010 the annual investment in elite sports is around \$167 million, or roughly 20 dollars per household per year. On the basis of these results it is this is well within the range of what the average Australian household would be willing to pay each year to support the success of Australian athletes (longer Frontier Economics report, 2010).

Even though there may be present disputes regarding the precise accounting methods and the credibility of certain Studies on the economic influence, there is a unanimous acknowledgment that sports and its related infrastructure significantly contribute to the economies of numerous nations.

#### **2.4.5.2 Nigeria's Sports Economy**

Gone are the days when sports had little or no significant economic impact. Today, sports is massive business where sports makes significant contributions to national economies. Certainly, a strong economy has ripple effects on sports success and vice versa. A significant beneficiary of a strong national sports brand is the economy; its Gross domestic product, production and consumption of sports goods and services, sports manufacturing and trade and most significantly the wages and income of its people, especially those involved in sports.



Though, sports in Nigeria has made giant developmental strides it is still relatively slow when compared to many advanced global sports economies. The Centre for the Study of the Economies of Africa (CSEA) (2021), presented that sports is now a significant aspect of vast entrepreneurial activities, providing on the one hand, job creation for many in the various components of sport, and on the other hand, income and revenues to individuals and governments respectively. Currently, assessing the impact of sport on Nigeria's GDP is challenging because sport is not one of the key sectors considered by statisticians when estimating GDP. However, the sector is computed as part of the entertainment and recreation sector, which contributed 0.19, 0.31, and 0.33 percent to the Nigerian GDP in 2019, 2020, and 2021 respectively. Sport contribution remains below one percent due to inadequate finance and investment.

The finding of the CSEA is supported by Dosunmu and Akeju (2022) who revealed that in 2018, the global sports market reached a value of US\$489 billion, growing at an annual rate of more than four percent (4%) since 2014, and is expected to grow at an annual rate of about six percent (6%) to almost US\$614 billion by 2022. Investors, private and public, across the globe are actively seeking opportunities to participate in and reap the rewards of the expanding sports industry. They further stated that the business of sports cuts across, and drives a number of commercial activities including media and broadcasting, merchandising, tourism, hospitality, real estate etc.

## **2.5 Appraisal of literature**

The Nigeria Sports Brand is a statement that transcends the concept of sports development. It is the holistic nature of the desired state of sports in Nigeria and it involves the economic, governmental and administrative procedures and processes that enact the destination brand. Recent literature have given an in-depth understanding of the concept of branding, highlighting the key elements at its core. Many studies have provided insight into the components of branding and the benefits if properly harnessed and managed. Studies have also shown that different sectors of various economies have in one way or another adopted branding as a means of boosting revenue and achieving the much desired economic development.

Though, there is extensive evidence to show and prove the long existence of the branding concept and how it has been extensively used to develop the economies of most of, if not all of the developed nations of the world through the much debated concept of Nation

branding, there is little evidence to show the adoption of the term in Nigeria, yet, it is the intention of the country to boost its image; an integral part of the core elements of branding, amongst the committee of nations.

Sports over the course of the last century has been discovered to be the most significant tool in Nation branding with extensive literature provided on sports and nation branding. A mission that cannot be achieved if sports itself did not go through the process of branding. Although sports has been branded in most parts of the world with immense benefits such as sports clubs being more financially buoyant than entire nations, there is substantial evidence to show that the potential and benefits of sports branding have not been properly harnessed by most African countries with special attention on Nigeria as the Nation of focus in this study.

The roles of government in sports and branding through policies and the influence of different types of government politics on sports was extensively discussed as it affects sports development with the provision of substantive information on reasons for government intervention in sports and instances where sports and politics were arguably intertwined . Also, an extensive review of economic indices and the marketing mix through the use market propellants; the marketing mix of production, price, promotion and place of sports was done in the study, with an in-depth look at the sports marketing trends in Nigeria.

## **CHAPTER THREE**

### **METHODOLOGY**

This chapter presents the research methods and procedures that were used which are described along sub headings; such as research design, population for the study, sample and sampling techniques, research instruments, validity of the instruments, reliability of the instruments, field testing of the instruments, procedure for data collection and procedure for data analysis

#### **3.1 Research Design**

Mixed method of complimentary type involving descriptive design of correlational type and qualitative approach. The use of these methods is considered appropriate because of its merits that suit a study of this nature. It is usually broad in scope wherein the researcher seeks to determine present practices (or opinions) of a specified population. In the opinion of Thomas and Nelson (2001), a descriptive research design aids the investigator in obtaining data, problem identification, comparison, and comprehensive assessment. It can be employed to gather data on individuals' behaviour, understanding, consciousness, viewpoints, intentions, demeanour, and principles. This design was therefore adopted because of its efficiency as a tool in descriptive research involving current events or conditions.

#### **3.2 Population**

The population for this study consisted of all senior staff of Federal and State Ministries of Youth and Sports (MYS), all State Sports Council Directors and top administrative officers (SSC), all zonal sports coordinators (ZSC) and executive members of Sports Federations (SSF), executive members of Nigeria School Sports Federations (NSSF) and Tertiary Institutions Games Associations (TIGA) [Inclusive of Nigeria University Games Association (NUGA), Nigeria Polytechnic Games Association (NIPOGA), and Nigeria Colleges of Education Games Association (NICEGA)] (Policy makers and implementers).

It also included all state and National athletes, all state and National coaches in various sports, sports journalists and spectators (Policy beneficiaries) in Nigeria.

**Table 3.1: Tabular representation of Population Distribution**

<b>POLICY MAKERS AND IMPLEMENTERS</b>		
<b>S/N</b>	<b>ORGANIZATION</b>	<b>Population Size</b>
1	Federal Ministry of Youth and Sports	280
2	All State Ministries of Youth and sports	1,620
3	All State sports council top Administrative officers and Directors	444
4	All zonal sports coordinators	6
5	All Executive members of Sport federations	342
6	Executive Members of Nigeria School Sports Federation and Tertiary Institutions Games Associations	39
7	National and state Coaches	2,000+
8	National and State Athletes	8,000+
9	Sports Journalists	Unspecified Limit
10	Sports Fans	Unspecified Limit

### **3.3 Sample and Sampling Technique**

The sample for this study was 1,300 respondents drawn from both the policy makers and implementers and policy beneficiaries. These will comprise of 244 sports Policy makers and implementers and 1,056 sports policy beneficiaries. Simple random sampling technique (Fishbowl without replacement) was used to select 4 sports development zones out of the existing six (6) and 16 states spread across the selected sports development zones. The distribution can be found in Table 3.2.

#### **Stage 1**

Purposive and stratified sampling techniques were used to select middle and Upper level staff in the Ministries of Youth and Sports, State Sports Councils, Members of Sports Federations (SSF), executive members of Nigeria School Sports Federations (NSSF) and Tertiary Institutions Games Associations (all of which make up policy makers). The distribution can be found in Table 3.3.

#### **Stage 2**

For the second group (Policy beneficiaries), Purposive sampling and simple random sampling were used to select Coaches and athletes. The distribution is in Table 3.3.

#### **Stage 3**

Simple Random Sampling was used to select sports fans and sports media personnel per state. The distribution is in Table 3.3.

#### **Stage 4**

Purposive sampling was used to select 4 (North West, North Central, South West and South South zones) out of six zonal sports coordinators for the administration of the qualitative instrument (Key Informant Interview).

**Table 3.2: Overview of Selected Sports Zones and States**

<b>Sport Development Zones and Head Quarters</b>	<b>Selected Sport Dev. Zones</b>	<b>States within the Zones</b>	<b>Selected States</b>
<b>North West</b> Kaduna (HQ)	North West	Sokoto, Kano Zamfara, Kebbi, Jigawa, Kaduna, Katsina	Kaduna, Kano, Katsina, Sokoto.
<b>North East</b> Bauchi (HQ)		Adamawa, Yobe, Borno, Taraba, Gombe, Bauchi	
<b>North Central</b> Jos (HQ)	North Central	F.C.T, Nasarawa, Kwara, Benue, Kogi, Plateau, Niger	F.C.T, Kwara, Plateau, Benue.
<b>South West</b> Ibadan (HQ)	South West	Oyo, Ogun, Osun, Ondo, Lagos, Ekiti	Oyo, Osun, Lagos, Ondo
<b>South East</b> Enugu (HQ)		Abia, Anambra, Ebonyi, Enugu, Imo	
<b>South South</b> Benin (HQ)	South South	Bayelsa, Delta, Cross- Rivers, Edo, Rivers, Akwa-Ibom	Edo, Delta, Rivers, Bayelsa

**Table 3.3: Total Sample distribution**

Zones	POLICY BENEFICIARIES				POLICY MAKERS AND IMPLEMENTERS					
	Athletes	Coaches	Sports Media	Sports Fans	MYS	SSC	ZSC	MSF	NSSF	TIGA
North West	132	60	12	60	20	28	1	20	10	18
North Central	132	60	12	60	20	28	1			
South West	132	60	12	60	20	28	1			
South South	132	60	12	60	20	28	1			
Total	528	240	48	240	80	112	4	20	10	18
Sub Total	1056				244					
Grand Total	1300									



### **3.4 Research Instrument**

Two research instruments were used for the study. Due to the fact that not much work has been done in this area of study and the resultant non availability of standardised instruments, the instruments used for this study were a self-structured questionnaire and a Key Informant Interview (KII) questionnaire guide. The Marketing Mix, Media, Economic and Governmental Indices Predicting the Nigeria Sports Brand Questionnaire (MMEGIPNSBQ). Section A dealt with demographic characteristics of the respondents while section B was designed in line with the variables to be tested in the hypotheses and is therefore made up of five scales. The first scale is the Marketing Mix Indices Scale (MMIS), this consists of items on the four P's of marketing in relation to sports; production of Sports, price of sports, promotion of sports and place of sports, the second is the Media Indices Scale (MIS), this consists of items on media in relation to sports; new media, print media, radio and television, the third is the Economic Indices Scale (EIS), this consists of items on economics in relation to sports; Gross Domestic Product, Production and Consumption, manufacturing and trade and income and wages, the fourth is the Governmental Indices Scale (GIS) this consists of items on government in relation to sports; government proprietorship, government policy, government issues and public private partnership and the Fifth is the Nigeria Sports Brand Scale (NSBS), this consists of items on people, events, institutions and products in relation to sports.

All items in the questionnaire were closed ended questions. The responses are in a 4-point modified likert format of Strongly Agree (S.A), Agree (A), Strongly Disagree (S.D) and Disagree (D). As shown in Appendix I

The second Instrument was a self-developed Key Informant Interview to support and collect crucial information from top level officials who are a significant part of sport policy making. As shown in Appendix II

### **3.5 Validity of the Instruments**

The validity of an instrument is the soundness or the appropriateness of the instrument in measuring what it is designed to measure. The instruments were given to the researchers' supervisors and other lecturers in the Department of Human Kinetics and Department of Economics, University of Ibadan who critically examined them for necessary corrections as required for objectivity.

All comments, suggestions and modifications were studied carefully and used for improving the quality of the instrument in relation to the research hypotheses.

### **3.6 Reliability of the Instruments**

The consistency with which an instrument measures what it is intended or meant to measure is referred to as reliability. It is described by Kerlinger and Lee (2000) as an instrument's firmness and correctness throughout prolonged or continuous usage. The instruments reliability was determined by using the Crombach Alpha method of reliability test to determine the reliability coefficient. The reliability coefficient of ( $r=0.71$ ) was obtained for the (MMIS), the reliability coefficient of ( $r=0.76$ ) was obtained for the (MIS), the reliability coefficient of ( $r=0.73$ ) was obtained for the (EIS), the reliability coefficient of ( $r=0.81$ ) was obtained for the (GIS) and the reliability coefficient of ( $r=0.77$ ) was obtained for the (NSBS) respectively.

### **3.7 Field Testing of the Instrument**

Field testing of an instrument is essential before the actual study is carried out in order to be sure of the instruments reliability, accuracy and meaningfulness. The field testing of the instrument was carried out on 20 staff of the Ogun State sports council and the Ogun State Ministry of Youth and Sports, 10 sports coaches, 10 athletes, 2 media personalities and 10 sports spectators who were not part of the study but shared similar characteristics with the actual respondents. Both online and physical questionnaire administration were utilized. This helped the researcher to be familiar with the administration of the instrument and likely problems that may be encountered during the actual administration of the instrument.

### **3.8 Procedure for Data Collection**

The researcher collected a letter of introduction from the Head of Department, Human Kinetics, University of Ibadan, Ibadan for the purpose of identification which was presented to the Directors and Chairpersons of the Ministries and State sports councils, zonal sports coordinators, sports federations, sports associations and personalities in media where required to enable the researcher administer the instrument and collect data. The researcher used the help of 8 trained research assistants who helped with physical and online administration.

The Corona Virus Pandemic (Covid-19) presented a different opportunity to utilize online platforms to collect data. Mixed method which utilizes both online and physical administration of research instruments was adopted. The first questionnaire was converted to an e-questionnaire and was therefore administered to 1,296 respondents both physically and online. The Key Informant Interview (KII) was conducted with four out of six zonal coordinators of sports, phone interviews were adopted where necessary.

A tremendous task lay in ensuring that questionnaires were completed online.. To achieve this, a free online seminar on Sports Branding, Sponsored by the Nigeria Association for Physical, Health Education, Recreation, Sports and Dance (NAPHER.SD), Sanctioned by the Department of Human Kinetics, University of Ibadan was carried out and the questionnaires were be administered prior to the commencement of the training. The primary aim of the online session was to serve as an incentive to filling the questionnaire and to sensitise the selected respondents on various aspects bordering on Sports Branding and the various benefits. E-Certificates were issued as an added incentive for participating in the Training/workshop. Please visit Appendix III for the modules of the training.

### **3.9 Procedure for Data Analysis**

The questionnaires that were completed were retrieved, coded and analysed using both descriptive and inferential statistics. The descriptive statistics of frequency count, percentages and bar graphs were used to analyse section A (demographic data/information) and provide answers to research question two. Pearson product moment correlation was used to provide answers to research question one while inferential statistics of multiple regression was used in testing the hypotheses 1 to 9 at 0.05 alpha level.

Transcription of qualitative data was carried out and thematic content analysis was used to extract valuable information from the Key Informant Interviews conducted which were used to support results of quantitative data.

## **CHAPTER FOUR**

### **RESULTS AND DISCUSSION OF FINDINGS**

This chapter presents results of the analyses and discussion of findings. The results and discussion of findings were presented based on demographic characteristics of the respondents, while research questions and hypotheses were quantitatively and qualitatively presented as follows:

#### **4.1 Results**

## Socio-Demographic Characteristics of the Respondents

**Table 4.1: Demographic Distribution of Respondents**

<b>Age</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Less than 20 years	109	8.4	8.4
21-30 years	451	34.8	43.2
31-40 years	403	31.1	74.3
41-50 years	196	15.1	89.4
51-60 years	124	9.6	99.0
61 years and above	13	1.0	100.0
Total	1296	100.0	
<b>Sex</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Male	835	64.4	64.4
Female	461	35.6	100.0
Total	1296	100.0	
<b>Marital Status</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Single	685	52.9	52.9
Married	599	46.2	99.1
Separated/Divorced	12	0.9	100.0
Total	1296	100.0	
<b>Qualification</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
SSCE/equivalent	149	11.5	11.5
Dip,NCE/equivalent	229	17.7	29.2
B.A, B.Sc, B.Ed	739	57.0	86.2
M.A, M.Sc, M.Ed	150	11.6	97.8
Ph.D	29	2.2	100.0
Total	1296	100.0	
<b>States</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Abuja	81	6.3	6.3
Bayelsa	81	6.3	12.5
Benue	81	6.3	18.8
Delta	81	6.3	25.0
Edo	81	6.3	31.3
Kaduna	81	6.3	37.5

Kano	81	6.3	43.8
Katsina	81	6.3	50.0
Kwara	81	6.3	56.3
Lagos	81	6.3	62.5
Ondo	81	6.3	68.8
Osun	81	6.3	75.0
Oyo	81	6.3	81.3
Plateau	81	6.3	87.5
Rivers	81	6.3	93.8
Sokoto	81	6.3	100.0
Total	1296	100.0	
<b>Nature of Sports</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Coach	240	18.5	18.5
Athlete	528	40.7	59.3
Spectator	240	18.5	77.8
Media	48	3.7	81.5
Administrator	240	18.5	100.0
Total	1296	100.0	
<b>Organisation</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Not applicable	235	18.1	18.1
State Sports Council	892	68.8	87.0
State/Federal Ministry of Youth and Sports	117	9.0	96.0
Sports Federation	1	0.1	96.1
Sports Association/Federation	50	3.9	99.9
Zonal coordinator	1	0.1	100.0
Total	1296	100.0	
<b>Experience</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Not applicable	235	18.1	18.1
1 - 3 years	104	8.0	26.2
4 - 6 years	223	17.2	43.4
7 - 9 years	303	23.4	66.7
10 years and above	431	33.3	100.0
Total	1296	100.0	

As indicated in Table. 4.1, 109 (8.4%) respondents were less than 20 years, 451 (34.8%) were in the age range of 21-30 years, 403 (31.1%) were between 31-40 years, 196 (15.1%) were in the age range of 41-50 years, 124 (9.6%) were between 51-60 years, while 13 (1.0%) were 60 years and above. This implied that, most of the respondents were in the age range of 21-30 years.

As shown in Table 4.1, 835 (64.4%) respondents were male, while 461 (35.5%) were female. This implied that, most of the respondents were male.

Table 4.1, revealed that 685 (52.9%) respondents were single, 599 (46.2%) were married, while 12 (0.9%) were separated/divorced. This implied that, most of the respondents were single.

Table 4.1 revealed that 149 (11.5%) respondents had SSCE/equivalent, 229 (17.7%) obtained Dip,NCE/equivalent, 739 (57.0%) possessed B.A, B.Sc, B.Ed, 150 (11.6%) obtained M.A, M.Sc, M.Ed, while 29 (2.2%) had Ph.D. This implied that, most of the respondents had B.A, B.Sc, B.Ed.

As revealed in Table 4.1, 81 (6.3%) respondents each were selected from fifteen states and Abuja.

Table 4.1 revealed that, 240 (18.5%) respondents were coaches, 528 (40.7%) were athletes, 240 (18.5%) were spectators, 48 (3.7%) were media personnel, while 240 (18.5%) were administrators.

As indicated in Table 4.1, 235 (18.1%) respondents were not attached to any organisation, 892 (68.8%) were staff of State Sports Council, 117 (9.0%) were from State/Federal Ministry of Youths and Sports, 1 (0.1%) was from a Sport Federation, 50 (3.9%) were sampled from Sports Associations, while 1 (0.1%) was a zonal coordinator.

Table 4.1 revealed that years of working experience was not applicable to 235 (18.1%) respondents, 104 (8.0%) respondents had 1-3 years' experience, 223 (17.2%) had 4-6 years' experience, 303 (23.4%) had 7 - 9 years, while 431 (33.3%) had over 10 years' experience.

## **Research Questions**

The following research questions were answered in the study:

**Research Question 1:** What is relationship between the independent variables (marketing mix, media, economic and governmental indices) and the dependent variable (Nigeria sports brand)?



**Table 4.2: Summary of Result on Relationship between Marketing Mix, Media, Economic and Governmental Indices and Nigeria Sports Brand**

Variables	Mean	Std. Dev.	Nigeria Sports Brand	Marketing mix	Media Indices	Economic Indices	Governmental Indices
Nigeria Sports Brand	53.21	6.69	1				
Marketing mix	46.80	6.66	.057*	1			
Media Indices	64.44	11.47	.079*	.640**	1		
Economic Indices	61.05	12.69	.073*	.649**	.779*	1	
Governmental Indices	69.83	10.13	.307*	.531**	.668*	.723**	1
<p>N=1296  <b>Sig. (2-tailed):</b>  Marketing mix =0.054  Media Indices=0.004  Economic Indices=0.008  Governmental Indices=0.000</p>							

*Correlation is significant at 0.05 alpha level (p<0.05)*

Table 4.2 showed that marketing mix ( $r=0.057$ ,  $p<0.05$ ), media ( $r=0.079$ ,  $p<0.05$ ), economic ( $r=0.073$ ,  $p<0.05$ ) and governmental indices ( $r=0.307$ ,  $p<0.05$ ) were independently tested significant on Nigeria sports brand. It was further established that marketing mix, media, economic and governmental indices separately had positive correlation with Nigeria sports brand. Moreover, it was revealed in the Table that correlation coefficient's magnitude of marketing mix, media, economic and governmental indices were weak. The positive relationship of marketing mix, media, economic and governmental indices implied that an improvement in each of the variables would positively influence sports brand in Nigeria.

**Research Question 2:** Is Nigeria’s sports sector conceived as a brand?

**Table 4.3: Summary of Result on Conceiving of Nigeria’s Sports Sector as a Brand**

S/n	Items	Strongly Agree	Agree	Disagree	Strongly Disagree
1.	Enhanced production and pricing of sports will improve the identity of the Nigeria sports brand and establish a relationship with a fan base	543 (41.9%)	645 (49.8%)	78 (6.0%)	30 (2.3%)
2.	Strong media presence will strengthen and motivate the involvement of all stake holders in sports	565 (43.6%)	632 (48.8%)	69 (5.3%)	30 (2.3%)
3.	Economic development and income increase will improve the participation of sports by all stake holders at all levels	599 (46.2%)	601 (46.4%)	78 (6.0%)	18 (1.4%)
4.	Effective policies will guide and protect the efforts of all individuals involved in Nigeria sports brand development	495 (38.2%)	696 (53.7%)	87 (6.7%)	18 (1.4%)
5.	Effective sports marketing will attract participation of corporate Nigeria in organising international standard sports events	575 (44.4%)	580 (44.8%)	123 (9.5%)	18 (1.4%)
6.	Adequate and objective media presence and participation will give local sports events the deserved local and international outlook for sustainable development	541 (41.7%)	629 (48.5%)	84 (6.5%)	42 (3.2%)
7.	Economic strength and stability will give local and foreign sports participants the needed confidence to participate and add glamour to local sports events	678 (52.3%)	552 (42.6%)	36 (2.8%)	30 (2.3%)
8.	Proper government roles will encourage private sector involvement in developing standard sports events	558 (43.1%)	618 (47.7%)	90 (6.9%)	30 (2.3%)
9.	Effective government policies will create an enabling environment for sports brand development	502 (38.7%)	713 (55.0%)	51 (3.9%)	30 (2.3%)
10.	Proper and adequate media presence in local sports will make administrators tie loose ends and operate with caution as the media	467 (36.0%)	715 (55.2%)	93 (7.2%)	21 (1.6%)

	can make or mare the success of sports brands				
11.	Proper marketing operating standards will provide administrators and organisations with accurate information to plan and develop programs and events well suited for sustainable sports brand development	624 (48.1%)	552 (42.6%)	87 (6.7%)	33 (2.5%)
12.	Policies targeted towards recognising the importance of sports in revenue generation will enable sports institutions structure the Nigeria sports brands to contribute substantially to Nigeria's GDP	516 (39.8%)	678 (52.3%)	54 (4.2%)	48 (3.7%)
13.	Proper government roles and regulations will ensure Nigeria sports administrators and manufacturers develop products that can compete with foreign sports brands	561 (43.3%)	615 (47.9%)	87 (6.7%)	33 (2.3%)
14.	Effective marketing will ensure that sports products reach their intended targets and achieve their set goals and objectives.	622 (48.0%)	557 (43.0%)	75 (5.8%)	42 (3.2%)
15.	Good and adequate media platforms will effectively promote Nigerian sports products and ensure they do not fall short of international practices and standards	598 (46.1%)	572 (44.1%)	92 (7.1%)	34 (2.6%)
16.	Appropriate government roles will ensure speedy growth of the sports industry and a free market system promoting manufacture and trade will facilitate the development of the Nigeria sports brand	564 (43.5%)	619 (47.8%)	65 (5.0%)	48 (3.7%)
		18,982 (91.5%)		1,754 (8.5%)	

As indicated in Table 4.3 above 543 (41.9%) respondents strongly agreed that, indicated that enhanced production and pricing of sports would improve the identity of the Nigeria sports brand and establish a relationship with a fan base, 645 (49.8%) agreed, 78 (6.0%) disagreed, while 30 (2.3%) strongly disagreed. In addition, 565 (43.6%) respondents strongly agreed that, strong media presence will strengthen and motivate the involvement of all stake holders in sports, 632 (48.8%) agreed, 69 (5.3%) disagreed, while 30 (2.3%) strongly disagreed. Moreover, 599 (46.2%) respondents strongly agreed that, economic development and income increase will improve the participation of sports by all stake holders at all levels, 601 (46.4%) agreed, 78 (6.0%) disagreed, while 18 (1.4%) strongly disagreed. Additionally, 495 (38.2%) respondents strongly agreed that, effective policies would guide and protect the efforts of all individuals involved in Nigeria sports brand development, 696 (53.7%) agreed, 87 (6.7%) disagreed, while 18 (1.4%) strongly disagreed.

It was further revealed that 575 (44.4%) respondents strongly agreed that, effective sports marketing will attract participation of corporate Nigeria in organizing international standard sports events, 480 (44.8%) agreed, 123 (9.5%) disagreed, while 18 (1.4%) strongly disagreed. Moreover, 541 (41.7%) respondents strongly agreed that, adequate and objective media presence and participation will give local sports events the deserved local and international outlook for sustainable development, 629 (48.5%) agreed, 84 (6.5%) disagreed, while 42 (3.2%) strongly disagreed. In addition, 678 (52.3%) respondents strongly agreed that, economic strength and stability will give local and foreign sports participants the needed confidence to participate and add glamour to local sports events, 552 (42.6%) agreed, 36 (2.8%) disagreed, while 30 (2.3%) strongly disagreed. It was also revealed that 558 (43.1%) respondents strongly agreed that, proper government roles will encourage private sector involvement in developing standard sports events, 618 (47.7%) agreed, 90 (6.9%) disagreed, while 30 (2.3%) strongly disagreed.

In the same vein, 502 (38.7%) respondents strongly agreed that, effective government policies will create an enabling environment for sports brand development, 713 (55.0%) agreed, 51 (3.9%) disagreed, while 30 (2.3%) strongly disagreed. Moreover, 467 (36.0%) respondents strongly agreed that, proper and adequate media presence in local sports will make administrators tie loose ends and operate with caution as the media can make or mar the success of sports brands, 715 (55.2%) agreed, 93 (7.2%) disagreed, while 21 (1.6%) strongly disagreed. Moreover, 624 (48.1%) respondents strongly agreed that, proper

marketing operating standards will provide administrators and organisations with accurate information to plan and develop programs and events well suited for sustainable sports brand development, 522 (42.6%) agreed, 87 (6.7%) disagreed, while 33 (2.5%) strongly disagreed. Moreover, 516 (39.8%) respondents strongly agreed that, policies targeted towards recognizing the importance of sports in revenue generation will enable sports institutions structure the Nigeria sports brands to contribute substantially to Nigeria's GDP, 678 (52.3%) agreed, 54 (4.2%) disagreed, while 48 (3.7%) strongly disagreed.

Also, 561 (43.3%) respondents strongly agreed that, proper government roles and regulations will ensure Nigeria sports administrators and manufacturers develop products that can compete with foreign sports brands, 615 (47.9%) agreed, 87 (6.7%) disagreed, while 33 (2.3%) strongly disagreed. In addition, 622 (48.0%) respondents strongly agreed that, effective marketing will ensure that sports products reach their intended targets and achieve their set goals and objectives, 557 (43.0%) agreed, 75 (5.8%) disagreed, while 42 (3.2%) strongly disagreed.

Equally, 598 (46.1%) respondents strongly agreed that, good and adequate media platforms will effectively promote Nigerian sports products and ensure they do not fall short of international practices and standards, 572 (44.1%) agreed, 92 (7.1%) disagreed, while 34 (2.6%) strongly disagreed. Additionally, 564 (43.5%) respondents strongly agreed that, appropriate government roles will ensure speedy growth of the sports industry and a free market system promoting manufacture and trade will facilitate the development of the Nigeria sports brand, 619 (47.8%) agreed, 65 (5.0%) disagreed, while 48 (3.7%) strongly disagreed. The Table further revealed that, 91.5% agreed on most of the question items, while 8.5% disagreed. This implied that most of the respondents agreed that Nigeria's sports sector was conceived as a brand. It means that Nigeria's sports sector was conceived as a brand.

## **Hypotheses**

The following hypotheses were tested in the study:

**Hypothesis 1:** Marketing mix indices (production of sports, price of sports, promotion of sports and place of sports) will not significantly relatively predict the Nigeria sports brand.

**Table 4.4: Summary of Result on Relative Prediction of MMI on NSB**

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Remark
	B	Std. Error	Beta			
(Constant)	50.711	1.372		36.959	.000	
Production of Sports	.117	.063	-.060	-1.869	.062	Not. Sig.
Price of Sports	.006	.074	.002	.084	.933	Not. Sig.
Promotion of Sports	.093	.079	-.038	-1.185	.236	Not. Sig.
Place of sports	.690	.111	.178	6.236	.000	Significant



Table 4.4 showed the marketing mix indices of production of sports, price of sports, promotion of sports and place of sports, the unstandardised regression weight ( $\beta$ ), the standardized error of estimate ( $SE\beta$ ), the standardized coefficient, the t-ratio and the level at which the t-ratio was significant. As indicated in the Tab., place of sports ( $\beta=0.178$ ,  $t=6.236$ ,  $p<0.05$ ) was independently tested significant on Nigeria sports brand, while production ( $\beta=-0.060$ ,  $t=-1.869$ ,  $p>0.05$ ), price ( $\beta=0.002$ ,  $t=0.084$ ,  $p>0.05$ ) and promotion ( $\beta=-0.038$ ,  $t=-1.185$ ,  $p>0.05$ ) did not test significant. This means that place of sports had the highest significant relative prediction on Nigeria sports brand, while production, price and promotion were not as highly predictive as place of sports.

**Hypothesis 2:** Marketing mix indices (production of sports, price of sports, promotion of sports and place of sports) will not significantly jointly predict the Nigeria sports brand.

**Table 4.5: Summary of Result on Joint Prediction of Marketing Mix Indices on Nigeria Sports Brand**

R=.175 R <sup>2</sup> =.031 Adj. R <sup>2</sup> =.028 Std. Error=6.59701						
Model	Sum of Squares	df	Mean Square	F	Sig. (p value)	Remark
Regression	1770.176	4	442.544	10.169	.000	Significant
Residual	56184.990	1291	43.521			
Total	57955.166	1295				

As shown in Table 4.5, it was found that the linear combination of marketing mix indices (production of sports, price of sports, promotion of sports and place of sports) was tested significant on Nigeria sports brand ( $F_{(4,1291)}=10.169$ ,  $p<0.05$ ). The result yielded a coefficient of multiple regression of  $R=0.175$  and multiple R-square of 0.031. The result also revealed that adjusted  $R^2=0.028$ ; indicating that about 2.8% of variance was accounted for by the independent variables. This means that, there was a significant joint prediction of production, price, promotion and place of sports on Nigeria sports brand. The null hypothesis was therefore rejected.

**Hypothesis 3:** Media indices (Sports new media, sports print, sports radio and sports television) will not significantly relatively predict the Nigeria sports brand.

**Table 4.6: Summary of Result on Relative Prediction of Media Indices on Nigeria Sports Brand**

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Remark
	B	Std. Error	Beta			
(Constant)	47.404	1.118		42.392	.000	
Sports Internet	.301	.071	.154	4.214	.000	Significant
Sports Print	.311	.068	.163	4.555	.000	Significant
Sports Radio	.073	.060	.039	1.215	.225	Not. Sig.
Sports Television	-.397	.059	-.246	-6.674	.000	Significant

Table 4.6 showed the media indices of Sports new media, sports print, sports radio and sports television, the unstandardised regression weight ( $\beta$ ), the standardized error of estimate ( $SE\beta$ ), the standardized coefficient, the t-ratio and the level at which the t-ratio was significant. As indicated in the Table, internet ( $\beta=0.154$ ,  $t=4.214$ ,  $p<0.05$ ), print ( $\beta=0.163$ ,  $t=4.555$ ,  $p<0.05$ ) and television ( $\beta=-0.246$ ,  $t=-6.674$ ,  $p<0.05$ ) were independently tested significant on Nigeria sports brand, while radio ( $\beta=-0.039$ ,  $t=-1.215$ ,  $p>0.05$ ) did not test significant. This means that there were significant relative predictions of internet, print and television on Nigeria sports brand, while radio was not significant.

**Hypothesis 4:** Media indices (Sports new media, sports print, sports radio and sports television) will not significantly jointly predict the Nigeria sports brand.

**Table 4.7: Summary of Result on Joint Prediction of Media Indices on Nigeria Sports Brand**

R=.228 R <sup>2</sup> =.052 Adj. R <sup>2</sup> =.049 Std. Error=6.52365						
Model	Sum of Squares	df	Mean Square	F	Sig. (p value)	Remark
Regression	3012.719	4	753.180	17.698	.000	Significant
Residual	54942.447	1291	42.558			
Total	57955.166	1295				

As shown in Table 4.7, it was found that the linear combination of media indices of Sports new media, sports print, sports radio and sports television was tested significant on Nigeria sports brand ( $F_{(4,1291)}=17.698$ ,  $p<0.05$ ). The result yielded a coefficient of multiple regression of  $R=0.228$  and multiple R-square of 0.052. The result also revealed that adjusted  $R^2=0.049$ ; indicating that about 4.9% of variance was accounted for by the independent variables. This means that, there was a significant joint prediction of internet, print, radio and television of sports on Nigeria sports brand. The null hypothesis was therefore rejected.

**Hypothesis 5:** Economic indices (gross domestic product, Production and consumption, manufacturing and trade and income/wages) will not significantly relatively predict the Nigeria sports brand.

**Table 4.8: Summary of Result on Relative Prediction of Economic Indices on Nigeria Sports Brand**

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Remark
	B	Std. Error	Beta			
(Constant)	45.591	.923		49.399	.000	
Sports Gross Domestic Product	-.051	.059	.032	-.860	.390	Not. Sig.
Sports Prod. and consumption	-.356	.059	-.217	-6.006	.000	Significant
Sports Man. and trade	.888	.062	.448	14.352	.000	Significant
Real Income	-.092	.062	-.053	-1.473	.141	Not. Sig.



Table 4.8 showed the gross domestic product, production and consumption, manufacturing and trade as well as income/wages, the unstandardised regression weight ( $\beta$ ), the standardized error of estimate ( $SE\beta$ ), the standardized coefficient, the t-ratio and the level at which the t-ratio was significant. As indicated in the Tab., production and consumption ( $\beta=-0.217$ ,  $t=-6.006$ ,  $p<0.05$ ) as well as manufacturing and trade ( $\beta=0.448$ ,  $t=14.352$ ,  $p<0.05$ ) were independently tested significant on Nigeria sports brand, while gross domestic product ( $\beta=0.032$ ,  $t=-0.860$ ,  $p>0.05$ ) and Real income ( $\beta=-0.053$ ,  $t=-1.473$ ,  $p>0.05$ ) did not test significant. This means that there were significant relative predictions of production and consumption as well as manufacturing and trade on Nigeria sports brand, while gross domestic product and real income were not significant.

**Hypothesis 6:** Economic indices (gross domestic product, production and consumption, manufacturing and trade and income/wages) will not significantly jointly predict the Nigeria sports brand.

**Table 4.9: Summary of Result on Joint Prediction of Economic Indices on Nigeria Sports Brand**

R=.379 R <sup>2</sup> =.144 Adj. R <sup>2</sup> =.141 Std. Error=6.19960						
Model	Sum of Squares	df	Mean Square	F	Sig. (p value)	Remark
Regression	8335.600	4	2083.900	54.219	.000	Significant
Residual	49619.566	1291	38.435			
Total	57955.166	1295				

As shown in Table 4.9, it was found that the linear combination of gross domestic product, production and consumption, manufacturing and trade and income/wages was tested significant on Nigeria sports brand ( $F_{(4,1291)}=54.219$ ,  $p<0.05$ ). The result yielded a coefficient of multiple regression of  $R=0.379$  and multiple R-square of 0.144. The result also revealed that adjusted  $R^2=0.141$ ; indicating that about 14.1% of variance was accounted for by the independent variables. This means that, there was a significant joint prediction of gross domestic product, production and consumption, manufacturing and trade as well as income/wages on Nigeria sports brand. The null hypothesis was therefore rejected.

**Hypothesis 7:** Governmental indices (government proprietorship, government policy, government issues and public/private partnership) will not significantly relatively predict the Nigeria sports brand.

**Table 4.10: Summary of Result on Relative Prediction of Governmental Indices on Nigeria Sports Brand**

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Remark
	B	Std. Error	Beta			
(Constant)	29.233	1.090		26.828	.000	
Government proprietorship	-.062	.043	-.038	-1.416	.157	Not. Sig.
Government policy	.328	.047	.164	6.981	.000	Significant
Government issues	-.270	.049	-.149	-5.541	.000	Significant
Public/private partnership	1.201	.046	.596	26.213	.000	Significant

Table 4.10 showed the government proprietorship, government policy, government issues and public/private partnership, the unstandardised regression weight ( $\beta$ ), the standardized error of estimate ( $SE\beta$ ), the standardized coefficient, the t-ratio and the level at which the t-ratio was significant. As indicated in the Tab., government policy ( $\beta=-0.164$ ,  $t=-6.981$ ,  $p<0.05$ ), government issues ( $\beta=-0.149$ ,  $t=-5.541$ ,  $p<0.05$ ) and public / private partnership ( $\beta=-0.596$ ,  $t=26.213$ ,  $p<0.05$ ) were independently tested significant on Nigeria sports brand, while government proprietorship ( $\beta=-0.038$ ,  $t=-1.416$ ,  $p>0.05$ ) did not test significant. This means that there were significant relative predictions of government policy, government issues and public/private partnership were independently tested significant on Nigeria sports brand, while government proprietorship did not.

**Hypothesis 8:** Governmental indices (government proprietorship, government policy, government issues and public/private partnership) will not significantly jointly predict the Nigeria sports brand.

**Table 4.11: Summary of Result on Joint Prediction of Governmental Indices on Nigeria Sports Brand**

R=.627 R <sup>2</sup> =.393 Adj. R <sup>2</sup> =.391 Std. Error=5.21891						
Model	Sum of Squares	df	Mean Square	F	Sig. (p value)	Remark
Regression	22792.122	4	5698.031	209.201	.000	Significant
Residual	35163.044	1291	27.237			
Total	57955.166	1295				

As shown in Table 4.11, it was found that the linear combination of government proprietorship, government policy, government issues and public/private partnership was tested significant on Nigeria sports brand ( $F_{(4,1291)}=209.201, p<0.05$ ). The result yielded a coefficient of multiple regression of  $R=0.627$  and multiple R-square of 0.393. The result also revealed that adjusted  $R^2=0.391$ ; indicating that about 39.1% of variance was accounted for by the independent variables. This means that, there was a significant joint prediction of government proprietorship, government policy, government issues and public/private partnership on Nigeria sports brand. The null hypothesis was therefore rejected.

**Hypothesis 9:** Marketing mix, media, economic and governmental indices will not significantly jointly predict the Nigeria sports brand.

**Table 4.12: Summary of Result on Composite Prediction of Marketing Mix, Media, Economic and Governmental Indices on Nigeria Sports Brand**

R=.388 R <sup>2</sup> =.151 Adj. R <sup>2</sup> =.148 Std. Error=6.17466						
Model	Sum of Squares	df	Mean Square	F	Sig. (p value)	Remark
Regression	8734.009	4	2183.502	57.270	.000	Significant
Residual	49221.157	1291	38.126			
Total	57955.166	1295				



As shown in Table 4.12, it was found that the linear combination of marketing mix, media, economic and governmental indices was tested significant on Nigeria sports brand ( $F_{(4,1291)}=57.270$ ,  $p<0.05$ ). The result yielded a coefficient of multiple regression of  $R=0.388$  and multiple R-square of 0.151. The result also revealed that adjusted  $R^2=0.148$ ; indicating that about 14.8% of variance was accounted for by the independent variables. This means that, there was a significant composite prediction of marketing mix, media, economic and governmental indices on Nigeria sports brand. The null hypothesis was therefore rejected.

## **4.2 Thematic Analysis of Key Informant Interviews**

### **Findings on Qualitative Data:**

This section presents findings from qualitative data. The data gathered through In-depth Interview enriched and provided comprehensive meaning to the quantitative data. The findings of the study are explained under the following sub-headings:

### **Supporting Answer to Research Question 2**

Thematic analysis of responses from the interviews showed that there is a Nigeria Sports Brand as 75% of interviewees claimed to be aware of the existence of the Nigeria sports brand and its constituent parts. Only one interviewee did not affirmatively state that there is a Nigeria Sports Brand but claimed to have heard about the concept.

### **Marketing Mix and the Nigeria Sports Brand**

Findings show through responses from the interviewees that Marketing is most effective when the private sector is allowed to play significant roles especially in the aspect of funding. Marketing is a process and a means to an end. The findings show a strong relationship with the assertion of Akarah (2010) who noted that the Nigeria government is the exclusive owner and funder of sports and as such, there is low competition in the aspect of marketing sports as a product, especially in relation to the sports market mix using the four Ps (product, price, promotion, place) and the attendant competition that would arise if other stakeholders were to be involved in the funding and organization of sports. Samples excerpts from the interviews are as follows:

One of the interviewees said

Marketing, actually in my view, it is clear that federal government cannot really fund sports. So I want to believe that emm marketing has a role to play because we need eh private eh bodies to come in. or institutions to at least to come in so ehh marketing should be able to thrive because we need to generate funds to carry out any programme.

Another interviewee affirmatively said

We all know that in advanced countries in civilized clime sports is privately owned. It's a private driven sector of the economy. Unfortunately in Nigeria here, it's not like that. So if It's fully privatised and we have private individuals coming in to sponsor sports programmes, sports activities. It will go a long way, it's going to market it.

### **Production of Sports and the Nigeria Sports Brand**

Packaging has been identified as a key element in quality sports production. Interview responses show that with the involvement of the private sector in sports there will be improvement in packaging so as to derive as much profit as possible. One of the interviewees passionately emphasised the business nature of sports *to be candid with you, sports is business big business, there are mega bucks that is involved.*

Another interviewee stated that

*it all depends on the packaging, and the proactiveness of the individuals in charge.* This signals the significance of packaging in production of sports and the need for sports to be designed to promote sports as a means to generate income.

### **Promotion of Sports and the Nigeria Sports Brand**

Promotion serves as a process of influencing peoples decisions towards purchasing or consuming a particular product. Findings from interviews show that there is a need to incentivise as a strategic means towards effective promotion of sports in Nigeria. An excerpt from one of the responses from the interview was that

*before you promote sports in Nigeria, you have to synthesize the minds of the people and the organizations.*

Promotion is necessary to attract sports consumers it is also necessary to attract substantial investments in sports. Responses from the interviews revealed the need for other means towards getting meaningful funds for sports. One interviewee noted that

If you have all these corporate bodies venturing into sports. If the Nigerian government can grant them some certain incentives like tax holidays and what have you, you understand, it will encourage them and it will help to market sports more.

This gives credence to the significance of promotion in sports marketing

### **Price of Sports and the Nigeria Sports Brand**

There is a very strong link between price and promotion of sports as the right price can strongly affect the promotion of the product to be marketed. Responses from the interviews revealed that value ascribed to a sports product is highly significant. A response from an interview was *they give you money and they expect something back in return so when you don't market your product very well there is no way an organization will come and say okay I'm interested in this your product that you are selling*. Price is determines the value or worth of the sports product as portrayed via responses from the interviewees.

### **Place of Sports and the Nigeria Sports Brand**

Location in terms of facilities is highly significant in sports as it is the bedrock of participation. One of the interviewees emphasized the importance of facilities stating that *facilities is key. Without facilities you cannot do anything*. Responses from the interviews revealed that lack of adequate facilities, poor management of facilities and substandard facilities are major problems of sports in Nigeria. Though not all interviewees agreed that there are sports facilities in every local government in Nigeria which is evident in the response of one of the interviewees, stating that

*When you talk of adequacy, I am a bit sceptical because honestly standard facilities, of course facilities at the stadium are available but talking of standard facilities at local governments one cannot say there is.*

There was a general consensus though from the interviewees that there are inadequate facilities in most local government areas and most are equally substandard. This has certainly retarded the development of sports in Nigeria.

## **Media Indices and the Nigeria Sports Brand**

Main Theme: Platform for branding

The Media in the context of this study is primarily a channel, platform and medium through which marketing intentions are achieved for the development of sports in Nigeria. Interviews revealed that the media in Nigeria is a significant part of the Nigeria Sports Brand but has not been effective in its Utilization. Interviews also revealed that there are not sufficient Nigerian owned sports dedicated media platforms and the most dominant content on available sports media is foreign sports content. The problem of dominance of foreign content was from the perspective of one of the interviewees *because of packaging and promotion*. Interviews also revealed from the perspective of interviewees that print media is the least effective form of media while New media, radio and television have been the most effective but their effectiveness is dependent on the target audience. Radio seemed to be more effective with the lower class while television and new media are most effective with the middle and upper class. Lack of professionalism was a significant problem as pointed out by the interviewees. Below is an excerpt from one of the interviewee stating that:

As a foreign reporter, it's just like what we have said before, as a foreign reporter you can't just dabble into sports reporting, you must be a professional. Apart from being a sports journalist you still have to attend even if it is ordinary diploma in physical and health education. You must have that certificate with you. You must know what it means to be a footballer, what it means to be an athlete, what it means to be a Judoka.

Effective utilization of the media will certainly go a long way in developing the Nigeria Sports Brand towards achieving the Nations destination sports brand.

## **Economic Indices and the Nigeria Sports Brand**

Gross Domestic Product (GDP) and the Nigeria Sports Brand

The sports industry is meant to connote production of goods and services to meet the needs of Nigerians. Responses from interviews revealed that the business of sports has enormous potential in being a significant contributor to communities and the nations' Gross Domestic Product. One excerpt from an interviewee elaborately stated the business potential of sports stressing that

From selling of the tickets, from merchandises to people, hotel, in fact, let me come back to Nigeria, for hosting a sports festival do you know how much it affects the economy of the community. Hotels will sell, pure water seller will sell, recharge card, beer, drinks, food, all products.

Interviewees identified the domineering roles and the attitude of government in the sector as a significant inhibitor to the Nigeria Sports Brands ultimate brand goals. One interviewee pointed out that

it depends on how the government like I told you earlier on, the interest, how government prioritise sports both from local government, state and federal. You understand the importance they attach to it will determine how lucrative it can be.

Results show that the participation of the private sector in sports steered by government and its policies will drive the Nigeria Sports Brand to its desired Destination

### **Sports Production and Consumption and the Nigeria Sports Brand**

Sports as a product needs to strike a balance with the consumption needs of consumers. Results from interviews revealed that local sports production in Nigeria does not match consumption. This means that local sports in both tangible and intangible forms are inadequate and as such does not meet the consumption demand of Nigerians. Interviewees attributed this to low level of diversification, lack of awareness and poor orientation on the part of consumers, lack of professionalism on the part of sports producers and limited funds due to government roles and low private participation in sports. In an excerpt one of the interviewees in regards to funding stated that *everything boils down to funds and interest you know for now as far as I'm concerned in Nigeria everything is in the hands of government. Not yet fully privatised, private sector in Nigeria has not really done much for sports.*

Another interviewee rendered a possible solution stating that

*They (sports producers) have to be more professional. The media also has to be more professional and they have to enlighten the populace a lot.*

### **Sports Manufacturing and Trade and the Nigeria Sports Brand**

Local sports manufacturing has in recent times become a front burner topic as it plays a key role in a holistic Nigeria Sports Brand. Results from interviews show that the primary issue with made in Nigeria sporting goods is quality. An excerpt from the interview is as follows:

One interviewee stated that

Quality matters. Where the foreign companies have something quality, they produce something quality compared to our own here. They can't compete, that's the truth, they can't compete. You see some equipment that are produced in Nigeria here compared to what you get from the foreign countries. They are not the same. Talk of the jerseys, talk of football, talk of other equipment, there is great difference.

Interviewees noted that a major cause is attributed to insincerity and a desire to maximise on profit at the detriment of standards. Interviews also revealed that instability and the currency exchange rates has had negative effects on local manufacturing. It was also suggested that sports goods manufacturers increase on the quality of their products in order to compete with foreign brands.

One interviewee further suggested that *the raw materials we manufacture them inwards rather than importing them.*

It is also necessary to increase awareness towards made in Nigeria sporting goods and the various economic benefits that can be accrued.

### **Real Income and the Nigeria Sports Brand**

Income and wages of Nigerians goes a long way in sports consumption. The economic situation which is seriously affected by the currency exchange rate has seriously affected sports. Results of the interviews show that people's participation or purchasing of sports is often determined by the amount of funds available to them. An excerpt from one interviewee stated that:

Sports is capital intensive that is the truth. Its capital intensive. It takes somebody who has passion for it, who is not expecting returns, but just wants because of the passion for it. It is people like that that will bring out their money and spend it on sports.

The actualization of a successful Nigeria Sports Brand behoves on the financial strength of the citizens who are willing and able to buy into or invest into sports.

### **Governmental Indices and the Nigeria Sports Brand**

#### **Government Proprietorship and the Nigeria Sports Brand**

The influence of government and the roles played by the government in the sports industry can determine the success of the industry. The thematic content analysis revealed that the government of Nigeria has been playing a proprietary role in the affairs of sports in Nigeria and this has not yielded positive results for the country's sport development. It was also revealed that if government maintained regulatory roles the results would be positive and will create an enabling environment. Excerpts from the interviewees' responses are as follows:

A respondent stated:

Sports is domiciled in the mainstream of the ministry and you know the working of the ministry for you to maybe make a budget, for you to get funds, you have to pass through process and you cannot run sports like that. There are actions that need immediate intervention. So if we still follow this trend it's affecting sports. So I think government should be maybe just regulatory. Let the private, sports should be private oriented, should be run by the private sector. I think that is where we will achieve our goal. But where government is the one running a lot of factors will play against it because of the government policy.

Another respondent noted that

As at now in Nigeria so to say and in African Nation entirely we depend on government only very few. In short we have a very long way to go. Because sports can be independent of itself because government controls the resources.

#### **Government Policy and the Nigeria Sports Brand**

The sports policy is a document that is meant to steer the sporting affairs of the country. The outcome of content analysis revealed that the Nigeria National Sports Policies, both the 2009 and 2020 draft, are adequate in terms of content. It was revealed that there is no

perfect policy and that there is still a need to have the policy more business oriented but the primary issue centred on implementation. This has basically drastically reduced the effectiveness of the policy documents. Excerpts from the interviews are presented below:

One Interviewee stated that

Naturally, Nigeria we have everything adequate when it comes to pen and paper but implementation. We have everything written down but implementation. That's our problem. Implementation. everywhere check our connection we have everything. Good sports policy, when other countries come and take it from here they will implement it and it will work for them but for us to implement the same thing it's a big problem.

And another respondent said

*I've read the sports Policy, the new one, even the old one. Everything is ok but like I told you is implementation. The content is ok by how to implement it is the problem.*

### **Corruption and the Nigeria Sports Brand**

Corruption is a term often attributed to dishonesty and fraudulent actions by leaders. The thematic content analysis revealed that corruption has been and still is a major issue facing the Nigeria Sports Brand. Corruption has so many tentacles and has eaten deep into the fabric of Nigeria existence. This has yielded negative results for the nations sporting brand and has affected the proper implementation of the sports policy. An excerpt from responses of interviews conducted is as follows:

Corruption you mentioned cuts across every aspect, every sphere of our life not only sports. It's a big problem. The middle name of Nigeria is corruption. Yes, it affects everything, everything my brother, everything. Even a child of today knows what corruption is all about in Nigeria. It's a serious problem, it affects sports and other sectors of the economy. Look at our national stadium look at the one in Lagos and the one in Abuja, you understand. Exactly now, poor maintenance even when money earmarked to it, it will not be used for that purpose and nobody is asking question. Nobody is asking questions. Look at that gigantic project of that National stadium, Abuja, go there now it's an eyesore.



## **Public Private Partnership and the Nigeria Sports Brand**

The synergy between the private sector and the government is believed to be the key to holistic sports development. The thematic content analysis revealed that the private sector in Nigeria is not as involved as it should be and this has been attributed to the domineering roles of the government in the sports industry. It also revealed that the government has not been able to provide adequate security of private sector investments and provide enough incentives to attract enough private sector participation in Nigerian sports. Excerpts from interviews conducted are as follows:

One Interviewee stated that:

*Security Aspect, the security of investments of the corporate organisations. Then leverages in terms of taxes or waivers. Tax, rebate.”*

Another Interviewee stated that

Create enabling environment, tax holiday. They can waive some, if they don't have the raw material here where they are bringing the raw materials from, they can waive some taxes for them. You understand, to encourage to establish. And government should also play our own part, if there is anything like counterpart funding, government should play their part, and private people that are coming should also, then there is sincerity of purpose, we should be dedicated.

### **4.3 Discussions**

#### **Marketing Mix Indices and the Nigeria Sports Brand**

The results of Hypothesis 1 has shown that there is a significant joint prediction of production, price, promotion and place of sports on the Nigeria sports brand. Collectively and if used correctly, the marketing process through proper packaging/production of the sports brand, proper pricing of the sports product, strategic placement (locating) of the sports brand and creating adequate awareness of the brand has the ability to significantly sell the Nigeria Sports Brand

The primary objectives of marketing are to influence the decision of consumers towards purchasing or identifying with a brand, maximise profits and to compete effectively with

opposing brands. The basic objectives of the Nigeria sports brand can also be summarised into two; to maximise profits from the sports industry and to be able to compete on the global scale. These objectives of sports marketing in relation to the Nigeria Sports Brand are in furtherance of the reasons for the manipulation of the marketing mix by sports marketers. According to Mihai (2013), the sport marketer manipulates all elements of the marketing mix for two primary reasons: first, to sustain their business, and second, to achieve success. Mihai suggests that the key to accomplishing these objectives is to provide products that have a demand, at a price customers are willing to pay, available at convenient locations, and presented attractively to consumers. In essence, the sport marketer must develop the appropriate product, set an optimal price, make it accessible at the right place, and promote it effectively using suitable methods. As earlier mentioned, the need for sports marketing and sponsorship to the development of sports cannot be over emphasized because this is the condition that engendered the need for aggressive sports marketing which could stimulate corporate groups, organization, and individuals to mobilize financial and material resources in form of sponsorship for the development of sports with the mass media acting as catalyst. The media in this regard cannot operate independently of itself. Its effectiveness requires content and an audience hungry for information.

Marketing is an ongoing and ever evolving process. Its ability to meet the goals of the producer and the needs and wants of the consumers underlines the concept of effective marketing. The institutional viewpoint regarding marketing effectiveness is based on the degree to which a company's marketing strategies improve its revenue while reducing the expenses associated with acquiring new customers. From the perspective of sports marketing, revenue may be the end goal but is not the only objective of marketing in sports. Sports marketing can be said to be effective if it increases revenue and sales, builds brand awareness, builds consumer loyalty among other things.

As earlier explained in this study effective sports marketing in Nigeria was defined to be sports activities designed by the Nigeria sports sector to meet the sports needs and wants of sports consumers through exchange processes that are aimed at generating revenue that will boost the Nigeria economy. Individually, the indices of marketing have significant influence on the Nigeria sports Brand as each variable is important in achieving the Nigerian Destination Sports Brand. The positive relationship of marketing mix, media, economic and governmental indices implied that an improvement in each of the variables would positively significantly influence the sports brand in Nigeria.

The results of hypothesis 2 has shown that place of sports has the highest significance in predicting the Nigeria Sports Brand. This result is buttressed by the submission of Dimitrakopoulou and Nikodimou (2018) who noted that the success of a company, product or brand can be determined by where and when the product is sold. This result is also buttressed by the result of the qualitative analysis in which one of the interviewees emphasized the significance of facilities which form a major part of location/or place in the NSB. The interviewee stated that *facilities is key. Without facilities you cannot do anything*. Evidently, place of sports in terms of sports facilities has experienced major shortages and poor maintenance culture when available though states like Lagos and Delta which have paid special attention to availability of quality sports facilities have had better performance relative to their sports zones respectively.

The various elements of the Nigerian Sports Brand have been found to be significantly impacted by marketing, and the following observations have been established based on the findings of this research.

- Enhanced production and pricing of sports will improve the identity of the Nigeria sports brand and establish a relationship with a fan base.
- Effective sports marketing will attract participation of corporate Nigeria in organising international standard sports events.
- Proper marketing operating standards will provide administrators and organisations with accurate information to plan and develop programs and events well suited for sustainable sports brand development.
- Effective marketing will ensure that sports products reach their intended targets and achieve their set goals and objectives.

### **Media Indices and the Nigeria Sports Brand**

The results of hypothesis 3 has shown that there is a significant joint prediction of the Internet, Print, Radio and Television on the Nigeria sports brand. Certainly each type of media's effectiveness is relative to the nature of target market. Internet and new media is more effective with the new and younger generation, Radio is more effective with low income communities and the older generation, Print is relative to the educational status and Television seemingly cuts across all classes. This perhaps is the reason behind the Television having the highest significant values followed by the Internet.

The Results of hypothesis 4 has shown that relatively, the Internet, Print Media and Television had the highest significance while Radio had the lowest significance. The results are quite contrary and deviate slightly from the results of the qualitative analysis where interviews revealed from the perspective of interviewees that print media is the least effective form of media while New media, radio and television have been the most effective though the interviewees agreed with the premise that the media's effectiveness is relative to the nature of target market when their collective responses suggested that the media effectiveness is dependent on the target audience.

The media is a very powerful tool and as earlier stated in this study has proven to be arguably one of the most significant factors in the success of sports especially within the most powerful national sports brands. Europe, America and China have successfully harnessed the power of media and derived enormous benefits from its use. It behoves upon sports leaders to harness the power of the media and utilize it in our destination sports brand.

The success of the media has also shown to depend on the nature of the population receiving the message and the channel of communication. This study has shown that in the Nigerian context, the media has tremendous influence on Nigerian sports and significantly predicts the Nigeria Sports Brand. The outcome of this study is supported by Tavakolli, Najafiand and Ramezani (2013) who emphasized that mass media is an important means of sport development, which influence realizing most of sport development objectives. Developments in new media technologies are seen to be changing the production, delivery and consumption of professional sports (Dart, 2014), and this is why New media and Television have shown to be the most effective forms of media today. As Hutchins and Mikosza (2010) have noted, a greater amount of sports is now being delivered to larger audiences via mobile/cell phones, laptops and Tablets, digital radio, subscription and interactive television. This has given credence to the suggestion of Edim, Odok and Osaji, (2016) who suggested that concerted efforts should be put in place to encourage greater media coverage of sports by liberalizing the media to encourage more investors to come on board and establish more media outfits in every corner of Nigeria. Private establishments crave media coverage to promote their brand and sports media has the desired reach and coverage to promote their brands. The component parts of the Nigeria Sports Brand have individually shown to be significantly influenced by the media and the following have shown to be evident based on the results of this Study:

- Strong media presence will strengthen and motivate the involvement of all stakeholders in sports.
- Adequate and objective media presence and participation will give local sports events the deserved local and international outlook for sustainable development.
- Proper and adequate media presence in local sports will make administrators tie loose ends and operate with caution as the media can make or mar the success of sports brands.
- Good and adequate media platforms will effectively promote Nigerian sports products and ensure they do not fall short of international practices and standards.
- Sports competitions and leagues across all sports should utilise more of Television and new media platforms for sports as they have proved to be the most effective in the Nigerian Sports Brand context.

### **Economic Indices and the Nigeria Sports Brand**

The results of hypothesis 5 has shown that there is significant joint prediction of Economic indices of gross domestic product, production and consumption, manufacturing and trade and income/wages on the Nigeria Sports Brand.

The sports economy of any nation cannot operate outside the economy of the country within which it is domiciled. This shows that the success of the sports economy is directly proportional to the strength and success of the nations' economy. This being said and with respect to other indices used in this study, the strength of the economy influences every other sector of any country. Looking critically at the most successful sports brands globally, it is evident that their economies have played significant parts in the success of their sports brands as they have greater wealth and more access to needed funds. Umeifekwem (2013) was equally in agreement with the sports economic standpoint when he noted that Global spectacles like the soccer world cup and Olympic Games have become canvasses for displays of national supremacy and economic strength with about 98% of the world participating every four years. This trend has continued as the subsequent two Olympic Games have also been dominated by the countries with the strongest economies as presented earlier in the body of this work. The top 10 countries at the Olympic Games unsurprisingly have been majorly dominated by countries with the strongest economies and with significant returns to their economies.

As earlier stated in this study, sports as an industry is meant to connote manufacturing or production and trade of sports to selected markets. Dosunmu and Akeju (2022) as earlier stated in this study also revealed that in 2018, the global sports market reached a value of US\$489 billion, growing at an annual rate of more than four percent (4%) since 2014, and is expected to grow at an annual rate of about six percent (6%) to almost US\$614 billion by 2022.

The questions therefore are; does sports in Nigeria meet the primary objective of meeting the demands of the market? Does the sports product generate enough revenue? Beyond social and health benefits, does sports contribute directly to the Nigerian economy? If sports contributes to the economy of Nigeria, how much does it contribute today? The developed and most successful national sports brands seem to have answers to the aforementioned questions as they relate to their countries. This study has shown that Nigeria needs to provide more concrete answers to the above stated questions and develop a database in order to ensure prompt monitoring of the sports industry's development.

The results of this study have shown that the state of the nations' gross domestic product, production and consumption, manufacturing and trade and income/wages have shown to significantly predict the Nigeria Sports Brand. The component parts of the Nigeria Sports Brand have individually shown to be significantly influenced by the economic indices with production and consumption and manufacturing and trade having the highest significance though results from interviews revealed that local sports production in Nigeria does not match consumption. This means that local sports in both tangible and intangible forms are inadequate and as such does not meet the consumption demand of Nigerians. Interviewees attributed this to low level of diversification, lack of awareness and poor orientation on the part of consumers, lack of professionalism on the part of sports producers and limited funds due to government roles and low private participation in sports.

The following have shown to be evident based on the results of this Study:

- Economic development and income increase will improve the participation of sports by all stake holders at all levels.
- Economic strength and stability will give local and foreign sports participants the needed confidence to participate and add glamour to local sports events.

- Policies targeted towards recognising the importance of sports in revenue generation will enable sports institutions structure the Nigeria sports brands to contribute substantially to Nigeria's GDP.
- Appropriate government roles will ensure speedy growth of the sports industry and a free market system promoting manufacture and trade will facilitate the development of the Nigeria sports brand.

### **Governmental Indices and the Nigeria Sports Brand**

The results of hypothesis 5 has shown that there is significant joint prediction of government proprietorship, government policy, government issues and public/private partnership on the Nigeria Sports Brand.

The government and its roles are the key determinants of the success of National sports Brands. This is supported by Banerjee, (2011), who asserted that the government plays a crucial role in promoting sports in a country. The government and governmental organizations constitute the public sector of the sports industry, which is responsible in making sports policies, allocating grants for developing infrastructure, nurturing talents and designing specialized programmes for overall development of sports. Research has indicated that sports and politics share an enduring connection, as in contemporary times, sports have rarely been devoid of politics. In essence, there is scarce present evidence to validate the notion that sports and politics are separate entities.

One can easily understand the unrelenting interest of government in sports. As earlier stated in this work, sports emerges as an important component of socio-economic development of a country. The most advanced countries have identified and harnessed the importance of sports as the sports industry has become a new source of national economic growth and it becomes increasingly important in such aspects as enlarging domestic demands, offering employment positions, youth engagement etc. The active participation in sports improves community health and productivity, reduces medical expenses, imbibes discipline in character and enhances social cohesion. The major issue with government's involvement in the sports industry are the roles chosen by respective governments in sports. The synergy of the government and the private sector in a vibrant economy will be the driving force for effective marketing of the nations' Sports brand. The involvement of the private sector is determined by the sincerity of government and the roles government has chosen to play in the sector. In Nigeria, the government seems to have a domineering role in the sports

industry, this is supported by Akarah (2010) who noted that the Nigeria government is the exclusive owner and funder of sports and as such, are in control of the market. Over the years this has had significant impact on the nations' sports industry.

The study has shown that the various government indices of government proprietorship, government policy, government issues and public/private partnership as selected for the purpose of this study significantly predict the Nigeria Sports Brand. The Nigerian sports sector has had to battle with the image of the country as various government issues have not yielded positive results in relation to attracting private sector investments.

The component parts of the Nigeria Sports Brand have individually shown to be significantly influenced by the governmental indices and the following have shown to be evident based on the results of this Study:

- Effective policies will guide and protect the efforts of all individuals involved in Nigeria sports brand development
- Proper government roles will encourage private sector involvement in developing standard sports events
- Effective government policies will create an enabling environment for sports brand development
- Proper government roles and regulations will ensure Nigeria sports administrators and manufacturers develop products that can compete with foreign sports brands

The interaction of the Marketing mix, Media, Economic Indices and governmental indices have shown to significantly predict the Nigeria Sports Brand. In answering the basic economic questions as stated earlier and achieving Nigeria's' Destination Sports Brand it is important to take a multidirectional method of approach in solving the country's multidimensional sporting problem. Marketing needs to be more effective while utilizing and increasing the various media platforms, with the government playing its proper roles in the sports sector in the hopes that the efforts of the government towards strengthening the Nigerian economy will yield outstanding results for the Nigerian Sports Economy.



## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 SUMMARY**

This study investigated Marketing Mix Indices (production, price, promotion and place of sports), Media Indices (sports new media, sports print, sports radio and sports television), Economic Indices (Sports Gross Domestic Product, Sports Production and Consumption, Sports Manufacturing and Trade, and real income) and Governmental Indices (government proprietorship, government policy, government issues and public-private partnership) as predictors of the NSB.

The study was anchored to the Ripple Effect and Maslow's Human Motivation theories. The mixed methods research design involving Descriptive research design of corellational type and qualitative approach (QUAN+qual) was adopted. Four accessible geopolitical zones were purposively selected, and four states were randomly selected in each zone. One hundred and ninety-six sports policy makers and officials, 48 sports federation officers across the zones were selected using stratified random sampling technique, while 528 athletes, 240 sports enthusiasts and 48 sports media personnel were selected through convenience sampling. The purposive sampling technique was adopted for the selection of 240 coaches. Key informant interviews were conducted with zonal sports coordinators. Mixed method which utilizes both online and physical administration of research instruments was adopted for data collection. The quantitative data were analysed using simple percentages, Pearson product moment correlation and multiple regression at 0.05 level of significance, while the qualitative data were thematically analysed.

Place of sports, sports media, sports production and consumption, sports manufacturing and trade, governmental proprietorship, quality government involvement and public-private partnership positively influenced the Nigeria Sports Brand. There was a significant joint prediction of marketing mix, media, economic and governmental indices on Nigeria sports brand.

## **5.2 CONCLUSION**

It was concluded, based on the findings of this study that Marketing mix, media, economic and governmental indices have significant roles in predicting the Nigeria sports brand. Similarly, the findings revealed the relative influence of each of the sub variables of production, price, promotion, place of sports, Internet, print, radio, television, gross domestic product, production and consumption, manufacturing and trade, real income, Government proprietorship, government policy, government issues and public/private partnership on the dependent variable of the Nigeria sports brand.

The findings revealed that production of Sports, Income, Price of Sports, Promotion of Sports, Radio, Gross Domestic Product, and Government Proprietorship had the lowest relative significant levels.

In conclusion, all the independent variables had a significant composite influence on the Nigeria Sports Brand. It is important to note that the success achieved in the Nigeria sports brand invariably has an appreciable contribution to government image and economic strength.

## **5.3 RECOMMENDATIONS**

Based on the findings of this research, the following recommendations are hereby made:

1. Results of this study show that place is the most significant element in sports marketing and this is a pointer to the importance of sports infrastructure in achieving the desired Nigeria Sports Brand. Therefore special attention needs to be directed towards sports infrastructural development.
2. There needs to be increased emphasis on holistic effective sports marketing which will attract participation of corporate Nigeria in organising international standard sports events with proper marketing operating standards which will provide administrators and organisations with accurate information to plan and develop programs and events well suited for sustainable sports brand development. While proper planning should be made to strategically position sports products in order to maximize the benefits of sports achievable through proper implementation of the other parts of the marketing mix.
3. There is a need to expand and strengthen the media with special attention on new media and television as these have been revealed to be the most effective in

marketing the Nigeria Sports Brand while objective media presence and participation should be emphasized as it will give local sports events the deserved local and international outlook for sustainable development while sports media leaders should promote proper and adequate media presence in local sports which will make administrators tie loose ends and operate with caution as the media can either enhance or impede the success of sports brands.

4. Government should focus on aggressive economic development, ensure economic stability and income increase which will improve the participation in sports by all stake holders at all levels which will give local and foreign sports participants the needed confidence to participate and add glamour to local sports events.
5. There should be more effective policies targeted towards recognising the importance of sports in revenue generation which will enable sports institutions structure the Nigeria sports brands to contribute substantially to Nigeria's GDP.
6. Government should develop and implement effective policies and needs to play its proper regulatory roles which will ensure speedy growth of the sports industry, will encourage private sector involvement in developing standard sports events, will create an enabling environment and a free market system promoting manufacture and trade which will facilitate the development of the Nigeria sports brand.
7. Government needs to ensure that they create an enabling environment for citizens to thrive and boost the income base of Nigerians as this will increase the sports purchasing power of the people while appropriate pricing of sports should be made by those charged with the responsibility of managing sports to reasonably fix prices that will attract every strata of the society giving them a sense of belonging while maximizing the profits that can be made from its consumption.
8. There is a need to develop measures that will identify, tackle and possibly eradicate politics most especially political clientelism from sports in order for the sports industry to enjoy sound and speedy growth.
9. Those saddled with the responsibility of ensuring the development of sports should adopt a capitalistic method of managing the industry in order for sports to make substantial contributions to the economy of the nation.

## **5.5 CONTRIBUTIONS TO KNOWLEDGE**

Several studies such as Awoma, Okakah and Arainwu (2015) focused on various factors influencing or predicting sports development within states in Nigeria while some expanded

the scope such as Adisa (2012) who focused on sports development in Nigeria. Studies of Akarah (2014) and Eze (2015) also dwelt on marketing as against other variables in sports.

This study viewed the Nigeria sports industry as a brand and a marketable product. It looked critically into the predictive influence of marketing mix, media, economic and governmental indices on the Nigeria sports Brand. This study revealed that there is now a deliberate effort by sports leaders to reform and rebrand the sports sector to improve the sports economy. This study has contributed quantitative results on the current state of the variables in this study in Nigeria as they relate to the dependent variable.

Specifically, this study has contributed to knowledge by revealing that the most significant drivers of the Nigeria sports brand are television and the internet which have overtaken the radio in their effectiveness. Place of Sports in the marketing mix has been revealed to be the most significant predictor of the Nigeria Sports Brand. Production & consumption and manufacturing and trade as economic indices have been revealed to be the most significant relative predictors of the Nigeria Sports Brand. Among the governmental indices, public/private partnership, government policy and government issues have been revealed to be the most significant predictors of the Nigeria Sports Brand.

Overall, this study has made valuable recommendations based on the results of this study aimed at reinventing sports in Nigeria to compete reasonably with foreign brands with valuable contributions to the Nigerian economy.

#### **5.4 SUGGESTIONS FOR FURTHER STUDIES**

The following suggestions for further studies are hereby made:

1. There is a need for comprehensive research into how much in terms of capital the sports industry contributes to the Nigerian Economy over certain periods of time. Observations during the course of this study revealed that there is little of no information about the financial impact of sports on the Nigerian economy.
2. Studies are needed in the area of sports goods manufacturing to assess the level, quality and availability of locally produced sports equipment towards meeting the demands of the Nigerian sports market. This study revealed that there is a need to improve upon sports goods manufacturing. The Nigerian market is flooded with foreign produced sports equipment and large proportions of locally manufactured

sports equipment are below standard and are fake versions of the foreign sports brands.

3. Sports media studies requires more extensive research to discover the total amount of sports media outfits available for the Nigerian sports sector. This study showed that there is no database or directory that provides figures of the amount and impact of sports media on the sports economy.

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**APPENDIX I**  
**DEPARTMENT OF HUMAN KINETICS, UNIVERSITY OF IBADAN**

**MARKETING MIX, MEDIA AND ECONO-GOVERNMENTAL INDICES AS  
PREDICTORS OF THE NIGERIA SPORTS BRAND**

**Dear Respondent**

This questionnaire is for research purposes and is designed to examine the Marketing Mix, Media and Econo-Governmental Indices as Predictors of the Nigeria Sports Brand. I hereby solicit your co-operation by responding to the questions as accurately as possible. All responses are strictly confidential and data generated are designed purely for research purposes.

Thanks for your anticipated Cooperation

Yours Sincerely



Ifeta Olatunde N.

**SECTION A**

Demographic Data

**Instruction: Please tick (✓) the appropriate alternative/ option that best fits you or write in the spaces provided.**

1. **Age:** U20 ( ) 21-30 ( ) 31-40 ( ) 41-50 ( ) 51-60 ( ) Over 60 ( )

2. **Sex:** (a) Male ( ) (b) Female ( )

3. **Marital status:** (a) Single ( ) (b) Married ( ) Separated/Divorced ( )

4. **Qualification:** My highest educational qualification is: (a) SSCE or equivalent ( )

(b) Dip, NCE or equivalent ( ) (c) B.A/B.Sc/B.Ed/HND or equivalent ( )

(d) M.A/M.Sc/M.Ed ( ) (e) Ph.D or equivalent ( )

5. **State/location:** \_\_\_\_\_

6. **Nature of sports involvement/Cadre:** (a) Coach ( ) (b) Athlete ( )

(c) Spectator/fan ( ) (d) Media ( ) (e) Administrator ( )

7. **My Organization is:**

(a) State sports council ( ) which state?

(b) State/Federal Ministry of Youth and Sports ( ) Please mention

(c) Sports Federation ( ) Please mention

(d) Sports Association ( ) Please Mention

(e) Zonal Coordinator ( ) Please Mention

(f) School Sports Association/Federation ( ) Please Mention

8. My experience in my sport, organization or association is: (a) 1-3 years ( )  
 (b) 4-6 years ( ) (c) 7-9 years ( ) (d) 10 years and above ( )

**SECTION B**

In the following sub-sections, every statement has four alternatives given in the columns, please tick (√) the columns against each that best represents your feeling.

**KEY**

S.A. Strongly Agree, A. Agree, D. Disagree, S.D. Strongly Disagree

**MARKETING MIX INDICES SCALE (MMIS)**

<b>PRODUCTION OF SPORTS</b>					
<b>S/N</b>	<b>Questions</b>	<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>
1	Nigeria has a recognised sports brand				
2	Nigeria professional sports are well packaged and delivered				
3	There are enough competitions and tournaments for all sports				
4	Nigeria sports are designed to promote sports as a means to generate income and employment				
5	Sports facilities are seen as a fertile marketplace by administrators				
6	Sports in Nigeria are participant dominated i.e. interest is majorly on the athletes and not spectators.				
<b>PRICE OF SPORTS</b>					
7	During regular events such as the National sports festival, tickets are sold to permit viewing				
8	Sports entertainment in Nigeria is not free both live and in broadcast				
9	Sports events are designed to create value for money spent				
10	There is specified rights fees for sporting events in Nigeria				
<b>PROMOTION OF SPORTS</b>					
11	A well developed sports marketing sector will improve the sports industry				
12	There is an established relationship between the sports industry and corporate Nigeria				
13	Nigeria sports is well nurtured and planned as a commercial product				
14	Sports sponsorship in Nigeria is being handled in a professional manner				
15	Sports programs are organised with the interest of fans and spectators				
<b>PLACE OF SPORTS</b>					
16	There are sports facilities in every local government area in Nigeria				
17	Sports participation is determined by proximity to sports facilities and recreation centres				

18	Sports participation is determined by accessibility to sports facilities and recreation centres				
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### MEDIA INDICES SCALE (MIS)

<b>NEW MEDIA</b>					
<b>S/N</b>	<b>Questions</b>	<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>
19	There are regular Nigeria sports programmes available on the internet				
20	Social media followership of local sports people, events and products is high				
21	Social media has been effective in promoting Nigerian sports events				
22	Nigerians are well aware of sports organisational operations through internet sources				
23	New media has been more effective in promoting Nigerian sports than traditional media (Print, Radio and Television)				
24	Majority of Nigerians have devices capable of getting new media based information on sports.				
<b>PRINT MEDIA</b>					
25	There is adequate information about the operations of sports organisations and agencies in magazines, newspapers and other types of print media				
26	Print is the most effective media in promoting Nigerian sports irrespective of economic and location factors.				
27	Information about upcoming sports events can easily be found in magazines and newspapers				
28	Nigerian sports products are often advertised in various print media				
29	Local sports persons are often popularised using print media				
30	Print media is the most reliable source of accurate sports related information				
<b>RADIO</b>					
31	Local sports events are always delivered in daily radio programmes				
32	The radio is the most lucrative in advertising local sports products				
33	Radio is the most effective media in promoting Nigerian sports irrespective of economic and location factors.				
34	Local sports radio programs are more appealing to sports enthusiasts than sports programmes on other forms of media				
35	Sports institutions disseminate sports related information more effectively to larger populations through the radio				
36	Radio is the cheapest option in acquiring sports related information				
<b>TELEVISION</b>					
37	There are adequate sports dedicated television networks in Nigeria				
38	Local sports programmes and events are more dominant on television than foreign sports				



39	Television is the most effective in disseminating local sports related information to all Nigerians				
40	Most Nigerian sports events are fully covered and aired on television				
41	Nigerian sports persons are given adequate attention on television				
42	Nigerians are more interested about local sports programmes than foreign programmes on television				

### ECONOMIC INDICES SCALE (EIS)

<b>SPORTS GROSS DOMESTIC PRODUCT (SGDP)</b>					
S/N	Questions	SA	A	D	SD
43	The sports industry is a significant contributor to Nigeria's economy				
44	Sports is a lucrative business in Nigeria				
45	Nigeria's GDP is a driving factor in formulating sports policies that affect the sports industry				
46	Nigerian sports events are capable of generating revenue for all sports stake holders				
47	Nigerian sports are well packaged enough to attract and provide value for local and foreign investment.				
48	Nigerian sports administrators, athletes and enthusiasts have a drive to make local sports more lucrative and contribute to the nations GDP				
<b>SPORTS PRODUCTION &amp; CONSUMPTION (SPC)</b>					
49	Nigerians are aware of sports as a consumable product				
50	There are adequate sports events that meet the consumption needs of all Nigerians				
51	The media has effectively promoted all aspects of the Nigeria sports brand i.e people, events, institutions and products				
52	Sports administrators provide adequate sports programmes and events for sports participants and enthusiasts				
53	The Nigeria Sports Brand is a conscious product of the Nigeria sports industry				
54	There are adequate sports events, and products to suit the interests of all Nigerians				
<b>SPORTS MANUFACTURING &amp; TRADE (SMT)</b>					
55	People, events, institutions and perishable goods all make up the Nigeria sports brand				
56	There are recognised and adequate sporting goods locally produced in Nigeria				
57	Nigerian manufacturers produce quality sporting goods that can compete with foreign brands				
58	Locally manufactured sports equipment are often used both within and outside Nigeria				

59	Local sports marketing has been effective in selling components of the Nigerian sports brand both locally and abroad				
60	The media has been utilised for the purpose of popularising and selling Nigeria sports brands				
<b>REAL INCOME</b>					
61	Income level is a significant determinant in my choice of sports participation				
62	Income affects media choices in sports consumption				
63	Spectatorship of live sports events is influenced by peoples level of income				
64	Administrators often consider the level of income of stake-holders when organising sports events				
65	Job satisfaction and higher wages of the ordinary Nigerians will promote all forms of sports participation and development				
66	The average Nigerian can afford quality sports equipment irrespective of the type of sport(s) of preference				

### GOVERNMENTAL INDICES SCALE (GIS)

<b>GOVERNMENT PROPRIETORSHIP</b>					
<b>S/N</b>	<b>Questions</b>	<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>
67	There is an established mechanism by government to attract sponsors to sports				
68	Equal attention is given to every sport by government				
69	An enabling environment has been created to encourage private sector investment in all sports sectors				
70	Government provides adequate funds for sports				
71	Government does not give priority to certain selected sports				
72	Government gives high priority to financing elite sports				
73	Government emphasizes the increase in participation of sports at all levels				
<b>GOVERNMENT POLICY</b>					
74	There is a government policy that regulates professional sports operations in Nigeria				
75	There is adequate budgetary allocation for sports				
76	There is equal budgetary allocation for all sports				
77	Explicit policy on organizational development will enhance the sports industry				
78	There is a minimum 5% earmark of the total budget for sports				
79	The government policy on sports is effective in guiding wholesome sports development				

<b>GOVERNMENT ISSUES</b>					
80	Corruption has little influence on local and foreign investments in Nigerian sports				
81	Corruption in sports organisations affects the quality of Nigerian sports events				
82	Corruption influences the choice of the average Nigerians involvement and level of participation in sports				
83	The strength of the Nigerian sports brand in contributing to the Nigerian economy is influenced by the level of corruption in Nigeria				
84	The inability of local sports goods to compete with foreign brands is determined by the drop in standards to maximise profits				
85	There is no link between active sports participation and corruption in Nigeria				
<b>PUBLIC PRIVATE PARTNERSHIP</b>					
86	Reduction in government influence in sports will increase private sector investment in sports				
87	There are many athletes in Nigeria who have been endorsed by local brands				
88	Nigerian sports events are often heavily sponsored by the private sector				
89	Local sports media has effectively motivated the involvement of private sector participation in sports.				
90	Sports in Nigeria can develop without private sector involvement				
91	There is a good working relationship between the government and corporate Nigeria in developing Nigerian sports				

<b>NIGERIA SPORTS BRAND SCALE (NSBS)</b>					
<b>PEOPLE</b>					
<b>S/N</b>	<b>Questions</b>	<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>
1	Enhanced production and pricing of sports will improve the identity of the Nigeria sports brand and establish a relationship with a fan base				
2	Strong media presence will strengthen and motivate the involvement of all stake holders in sports				
3	Economic development and income increase will improve the participation of sports by all stake holders at all levels				
4	Effective policies will guide and protect the efforts of all individuals involved in Nigeria sports brand development				
<b>EVENTS</b>					
5	Effective sports marketing will attract participation of corporate Nigeria in organising international standard sports events				
6	Adequate and objective media presence and participation will give local sports events the deserved local and international outlook for sustainable development				

7	Economic strength and stability will give local and foreign sports participants the needed confidence to participate and add glamour to local sports events				
8	Proper government roles will encourage private sector involvement in developing standard sports events				
<b>INSTITUTIONS</b>					
9	Effective government policies will create an enabling environment for sports brand development				
10	Proper and adequate media presence in local sports will make administrators tie loose ends and operate with caution as the media can make or mare the success of sports brands				
11	Proper marketing operating standards will provide administrators and organisations with accurate information to plan and develop programs and events well suited for sustainable sports brand development				
12	Policies targeted towards recognising the importance of sports in revenue generation will enable sports institutions structure the Nigeria sports brands to contribute substantially to Nigeria’s GDP				
<b>PRODUCTS</b>					
13	Proper government roles and regulations will ensure Nigeria sports administrators and manufacturers develop products that can compete with foreign sports brands				
14	Effective marketing will ensure that sports products reach their intended targets and achieve their set goals and objectives.				
15	Good and adequate media platforms will effectively promote Nigerian sports products and ensure they do not fall short of international practices and standards				
16	Appropriate government roles will ensure speedy growth of the sports industry and a free market system promoting manufacture and trade will facilitate the development of the Nigeria sports brand				

## APPENDIX II



<b>KEY INFORMANT INTERVIEW</b> This interview aims to investigate the Marketing Mix, Media and Econo-Governmental Indices as Predictors of the Nigeria Sports Brand.	Date (dd/mm/yy)	Interview number

### 1.0 Key Informant Information

1.1 What is your current position? (WRITE THE RESPONSE BELOW)

1.2 What is your current place of work or organisation? (WRITE THE RESPONSE BELOW)

1.3 How long have you been with the organization?

- 1-5 Years
- 6-10 Years
- 11-15 Years
- 16-20 Years
- Over 20 Years

1.4 How long have you been in your current role?

- 1-5 Years
- 6-10 Years
- Over 10 Years

1.5 What is your Highest Academic or Professional qualification?

### 2.0 Marketing

2.1 Are you aware of the Nigeria sports brand and its four constituent parts: People, events, institutions and products?

- I am well aware
- I am not aware
- I have heard something about it

2.2 Are you aware of the constituent parts of the sports marketing mix; Production of sports, Price of sports, promotion of sports and place of sports?

- I am well aware
- I am not aware
- I have heard something about it

2.3 In your view how can the marketing mix influence the Nigeria sports brand?

2.4 Is there an established relationship between the sports industry and corporate Nigeria?

2.5 Do you agree with the following statements?

2.6

	Yes	No	Other opinion
Nigeria sports is well nurtured and planned as a commercial product			
Sports sponsorship in Nigeria is being handled in a professional manner			

2.7 What do you think about the adequacy of sports facilities in every local government in Nigeria and its effects on sports participation and development?

### 3.0 Media

3.1 How important to you has the media been in promoting Nigeria's sports?

3.2 How would you rate the following types of media on a scale of 1-4 in terms of effectiveness in promoting quality sports development?

	1	2	3	4
New Media (Internet & Social media)				
Print Media				
Radio				
Television				

3.3 Which form of content is most dominant in all types of media in Nigeria?

- Local
- Foreign

3.3.1 Why?

3.4 From your perspective does Nigeria have sufficient sports dedicated media?

**4.0 Economic Indices**

4.1 How lucrative is sports in contributing to the Nigerian Economy?

4.2 In your view is local sports production matching the consumption needs of Nigerians towards quality sports development?

- Yes
- No

4.2.1 How can local sports production match consumption?

4.3 How does the economic situation of Nigeria affect the Nigeria sports brand constituents; people events, institutions and products?

4.4 How can local sports products manufacturing compete with foreign sports brands?

**5.0 Governmental Indices**

5.1 How will the following government roles influence sports development?

Proprietary roles	
Regulatory roles	

5.2 What mechanisms can government put in place to promote public private partnership in sports?

5.3 From your view point how have various government issues particularly corruption affected the Nigeria sports brand?

5.4 In what ways is the Nigerian sports policy adequate or inadequate?

Adequacy	Inadequacy

**6.0 Nigeria Sports Brand**

6.1 How well in your view did Nigeria achieve its vision 2020 objective for sports?

6.2 What benefits can be realized from having a successful Nigeria sports brand?

6.3 We have reached the end of our interview. Do you have any additional suggestions for ways of reinventing the Nigeria sports brand?

*Thank you!*



## APPENDIX III

### SPORTS BRANDING SEMINAR MODULES

#### Research objectives

The Marketing Mix, Media and Econo-Governmental Indices as Predictors of the Nigeria Sports Brand E-Questionnaire (MMEGIPNSBQ) will be filled by participants before being granted entry to the course and no post course participation data will be collected. This course primarily serves as an incentive for online research participants to participate in the online survey which will be to better understand the objectives of the research. E-Certificates will be issued at the end of the course.

#### Course Objectives

The general objectives of the course are as follows:

- ❖ To increase awareness in all sports stake holders on the concept of sports brands and branding
- ❖ To increase awareness on the possibilities available through sports.
- ❖ To sensitize participants on the various issues related to their sports brands and branding e.g. legal, ethnic, gender and safety.
- ❖ To sensitize participants on their roles in sports brand development.

#### Training Modules

##### Module 1

**Learning Objectives:** At the end of this module, learners should be aware of the brief History of sports in Nigeria and should be able to identify the origins of branding and its application in sports.

- Brief History of sports in Nigeria
- Branding Origins
- Introduction to Sports Branding
- Learning Assessment

##### Module 2

**Learning Objectives:** At the end of this module, learners should be able to identify and mention some major Nigerian sports Brands and should be able to differentiate between branding of sports and branding through sports.

- Major Nigerian Sports Brands
- Branding through Sports
- Branding of Sports
- Learning Assessment

##### Module 3

**Learning Objectives:** At the end of this module, learners should be able to suggest methods of marketing their sport, sourcing for sponsorship and raising funds for sports. They should also to know the role and impact of media and the internet on sports business.

- Sports Marketing (Marketing Your Sport)
- Fundraising and Development for Nigerian Sports
- Consumer Behaviour
- Role of Media and Internet in Nigerian Sports Business

- Sports Sponsorship
- Learning Assessment

#### **Module 4**

**Learning Objectives:** At the end of this module, learners should have a better understanding of issues that shape the Nigeria Sports Brand.

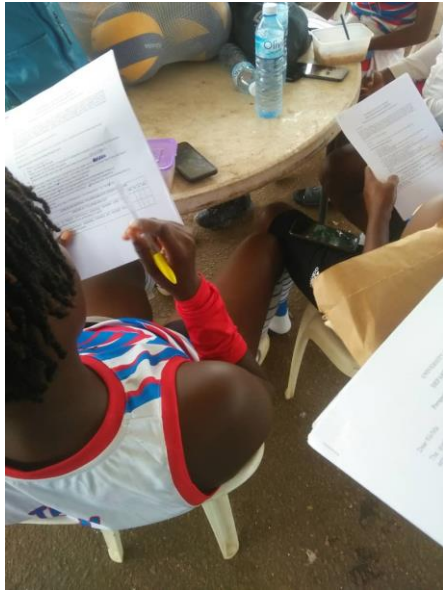
- Ethnic and Gender Issues in Sports
- Class and social issues in sports
- Business and Politics of Sports
- Legal Issues in Sports
- Learning Assessment

#### **Module 5**

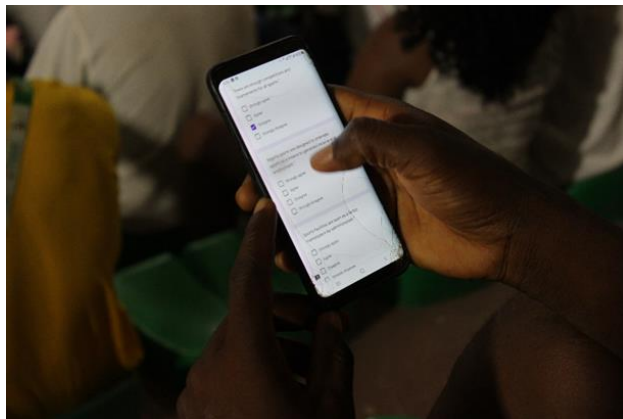
**Learning Objectives:** At the end of this module, learners should be able to identify various safety and security issues and apply them to their individual sports environment.

- Safety and security in sports
- Accident Prevention and emergency management
- Sports financial security and asset management
- Learning Assessment

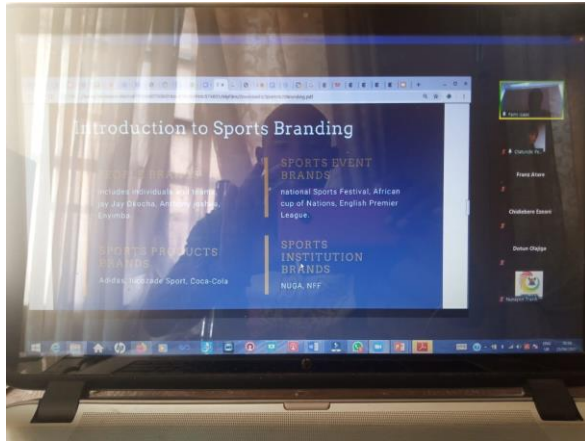
**Appendix IV**  
**Images from Administration of the Instruments**



**Sample Images of Physical Administration of Instrument**



**Sample Images of participants filling the online questionnaire**



**Sample Images of online training**