

Knowledge and Practice of Sport Marketing by Sports Administrators in Colleges of Education in Southern Nigeria

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Abstract

Sport marketing has the potentials of promoting and enhancing sports development. The prevailing lack of or inadequacy in sports growth and development in Colleges of Education in Southern Nigeria tends to suggest lack of knowledge and practice of sport marketing. The study therefore investigated knowledge and practice of sport marketing by sports administrators in all the federal and state Colleges of Education in Southern Nigeria. Nine (9) research questions and two (2) null hypotheses guided the study. A descriptive survey design was adopted. Ninety-nine (99) sports administrators constituted the population and were all used as sample for the study. A 42-item self-structured and validated questionnaire was used for data collection. The questionnaire had overall reliability co-efficient of .901. The knowledge section of the questionnaire had reliability co-efficient of .712 which was established using Kuder-Richardson 21 while the practice section had reliability co-efficient of .705 established using Cronbach Alpha. Percentage and mean were used to answer the research questions while chi-square and ANOVA were used to test the hypotheses. It was found that sports administrators had high knowledge of the concept of sport marketing (79.77%); high knowledge of sport marketing tools (67.1%). It was also found that sports administrators practiced to a large extent sports sponsorship ($\bar{X}=2.70$); branding ($\bar{X}=2.54$); merchandising ($\bar{X}=2.55$); publicity and public relations ($\bar{X}=2.65$); sales promotion ($\bar{X}=2.50$), and advertising ($\bar{X}=2.72$). However, the sports administrators practiced packaging ($\bar{X}=2.45$) to a small extent. Level of education had significant influence on knowledge of sport marketing among the sports administrators and also on practice of sport marketing. It was among other things recommended that sports administrators should be encouraged to improve their knowledge of sport marketing and put such knowledge into practice especially in the area of packaging.

Key words: Sports, Marketing, Sport marketing, Knowledge, Practice.

Introduction

Sport marketing is essential for successful production, pricing, promotion and distribution of sports products and services. One of the social activities human beings engage in is sports. Sports, according to Gratton and Taylor (2000), refers to all forms of physical activity, which through casual or organized participation, aim at expressing or improving physical fitness, and mental well-being, forming social relationships or obtaining results in competitions at all levels. Sports refers to any physical activity that is highly organized within definite boundaries of a standard facility, with its equipment and specified official rules and regulations made by a professional body which every participant must adhere to (Elendu, 2012). Pitts and Stotlar (2013) viewed sport as a broad concept to denote all people, activities, businesses, and organizations involved in producing, facilitating, promoting, or organizing any sports business, activity, or experience focused on or related to fitness, recreation, sports, sports tourism, or leisure. In the context of the study, sports refer to highly organized competitive physical activities that are governed by rules for the interest, health, safety of college members and which can be marketed within and outside the college. This involves marketing of varying sports products and services.

There are several sports products that can be marketed and the sports administrators are expected to know them and explore their potentials in sport marketing practices. Marketing is the performance of activities that direct the flow of goods and services from the producer to the user to satisfy the customer and accomplish the organization's objectives (Perreault & McCarthy, 2002). The American Marketing Association (AMA, 2013) conceptualized marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and the society at large. In the context of this work, marketing refers to the practice of making goods and services available and accessible to consumers with a predetermined goal of satisfying one's needs and adding value to one's life experiences through an exchange. The evolution of marketing in the situation and context of sports gave rise to the concept and practice of sport marketing.

The term sport marketing was coined by the Advertising Age in 1978 to describe the activities of consumers and industrial and service marketers who were increasingly using sports as a promotional vehicle (Gray & McEvoy, 2005). Pitts and Stotlar (2013) defined sport marketing as the process of designing and implementing activities for the production, pricing, promotion and distribution of a sports product to satisfy needs or desires of consumers and to achieve the organizational objectives.

It could be deduced that sport marketing can be viewed from two perspectives. Firstly, sport marketing is the marketing of sports. This is the use of all the marketing mix and tools to sell sports persons, facilities, equipment, supplies, ideas, skills, and Associations to potential consumers or customers

(Pitts & Stotler, 2013). The second perspective of sport marketing, according to the authors, is marketing through sports. This involves a situation where other non-sports or sports related products are marketed through sports. For instance, during competitive sports programmes that are meant to attract a large audience, individual and corporate organizations attach themselves and their products to the sports through proper arrangement by being official sponsors of the competition. Through this medium they mainly sell their products and not necessarily the sports. In the context of this study, sport marketing is the use of marketing tools such as advertising, sponsorship, merchandising, branding, packaging, publicity and public relations, and sales promotion to offer sports products and services, as well as other individuals or organizations using sports as a medium to market their non-sports products and services to sports consumers.

Researchers (Cui, 2011; Kelly, 2011; Kim, 2013; Pifer, 2012; Shank, 2009; Zepf, 2008) reported sponsorship, advertising, branding, packaging, merchandising, publicity and public relation, and sales promotion as sport marketing tools. Knowledge and practice of these tools are considered indispensable in any sport marketing programme. This is to say that sports administrators are expected to have the knowledge of these marketing tools and also utilize them for effective sport marketing within and outside the college.

A sports administrator is either a professional or non-professional person in sports, a staff of the school (male or female) who has the responsibilities of organizing sports for members of the school (Elendu, 2006). In the same vein, Omolawon (2000) opined that an administrator of sports is a staff of the college saddled with the responsibility of giving leadership to the development and implementation of quality sports programmes. In the context of this study, a sports administrator is any staff of the college either a director of sports, coach, or both who is officially assigned with the responsibility of organizing both competitive and recreational sports programmes for staff and students of the college. Knowledge and practice of sport marketing by these sports administrators can obviously be influenced by some demographic variables.

The demographic variable of level of education was therefore investigated in this study to ascertain its capability of influencing one's level of knowledge and extent of practice of sport marketing. Knowledge of sport marketing is acquired through educational processes in educational institutions. As such the higher an individual goes through the educational processes in sport marketing or sport marketing-related activities such as sports management, the higher the knowledge of sport marketing he or she acquires, as well as the greater the extent to which he or she could practice.

Information and facts possessed by an individual depict knowledge. Knowledge, according to Squier (2006), is the cognitive state beyond awareness. Squier further maintained that knowledge implies an active involvement and

understanding and the ability to extend the level of understanding to meet life's contingencies. Sometimes, knowledge may lead to the practice of a phenomenon.

Practice often depicts performance. Reckwitz (2002) defined practice as a routinised way in which bodies are moved, objects are handled, subjects are treated, how things are described and even how the world is understood. It may be assumed that sports administrators who know sport marketing will practice it. On the contrary it is possible to know when and how to do a movement, yet not be able to actually execute the movement. This implies that sports administrators may know sport marketing and practice it or they may know sport marketing without practicing it.

The purpose of the study was to find out the knowledge and practice of sport marketing by sports administrators in Colleges of Education in Southern Nigeria. These administrators were drawn from all the federal and state Colleges of Education in the South Eastern States of Abia, Anambra, Ebonyi, Enugu and Imo; South Southern States of Akwa Ibom, Bayelsa, Cross River, Delta, Edo and Rivers; and the South Western States of Ekiti, Lagos, Ogun, Ondo, Osun and Oyo which make up the three geopolitical zones of Southern Nigeria.

The following research questions guided the study.

1. What is the level of knowledge of the concept of sport marketing possessed by sports administrators in Colleges of Education in Southern Nigeria?
2. What is the level of knowledge of sport marketing tools possessed by sports administrators in Colleges of Education in Southern Nigeria?
3. What is the extent of practice of sponsorship as a sport marketing tool by sports administrators in Colleges of Education in Southern Nigeria?
4. What is the extent of practice of branding as a sport marketing tool by sports administrators in Colleges of Education in Southern Nigeria?
5. What is the extent of practice of packaging as a sport marketing tool by sports administrators in Colleges of Education in Southern Nigeria?
6. What is the extent of practice of merchandising as a sport marketing tool by sports administrators in Colleges of Education in Southern Nigeria?
7. What is the extent of practice of publicity and public relations as a sport marketing tool by sports administrators in Colleges of Education in Southern Nigeria?
8. What is the extent of practice of sales promotion as a sport marketing tool by sports administrators in Colleges of Education in Southern Nigeria?
9. What is the extent of practice of advertising as a sport marketing tool by sports administrators in Colleges of Education in Southern Nigeria?

The following null hypotheses were also postulated and tested at .05 level of significance.

1. Level of education has no significant influence on the level of knowledge of sport marketing among sports administrators in the Colleges of Education in Southern Nigeria.
2. There is no significant difference in the practice of sport marketing and level of education among sports administrators in the Colleges of Education in Southern Nigeria.

Method

A descriptive survey design was adopted for the study. Ninety-nine (99) sports administrators in all the federal and state owned Colleges of Education in Southern Nigeria including all South Eastern States of Abia, Anambra, Ebonyi, Enugu and Imo; South Southern States of Akwa Ibom, Bayelsa, Cross River, Delta, Edo and Rivers; and South Western States of Ekiti, Lagos, Ogun, Ondo, Osun and Oyo constituted the population. All the 99 sports administrators were used as sample since the size was considered manageable. A 42-item, self-structured questionnaire validated by 5 experts from sports management and marketing departments was used for data collection. The reliability of the instrument was established through split half method using Kuder Richardson 21 and Cronbach alpha statistics. The questionnaire had overall reliability coefficient of .905. The knowledge section had a reliability coefficient of .712 while the practice section had .705. Percentage and mean were used to answer the research questions while chi-square and ANOVA were used to test the hypotheses. The decision taking on knowledge was based on Ashur's (1977) criteria as modified by Okafor (1997) which held that a proportion less than 20 percent was considered "very low"; 21-39 percent "low"; 40-59 percent "average"; 60-80 percent "high"; and above 80 percent a "very high" level of knowledge. Correct responses on negative items on knowledge were taken to be incorrect and analyzed as such.

Any item mean or grand mean that is equal to or more than 2.50 was regarded as a "large extent" of practice of sport marketing but any item mean or grand mean that is less than 2.50 was regarded as a "small extent" of practice of sport marketing.

Results

Research Question 1

What is the level of knowledge of the concept of sport marketing possessed by sports administrators in the Colleges of Education in Southern Nigeria?

Data answering the research question are contained in Table 1.

Table 1: Level of knowledge of the concept of sport marketing possessed by sports administrators (N=99)

S/n	Items	Correct		Incorrect	
		F	%	F	%
4	Sport marketing is the application of marketing theories and principles to sports situation.	84	84.8	15	15.2
5	Sport marketing is the selling of sports products and services.	61	61.6	38	38.4
6	Sport marketing is the use of the marketing mix variables to communicate the benefits of sports to consumers	92	92.9	7	7.1
Cluster %		79.77		20.33	

Table 1 shows that 84(84.8%) of the sports administrators had very high knowledge of sport marketing as the application of marketing theories and principles to sports situation, 61(61.6%) of them had high knowledge of sport marketing as the selling of sports products and services. Again, 92(92.9%) of the sports administrators had very high knowledge of sport marketing as the use of the marketing mix variables to communicate the benefits of sports to consumers. The table shows that the sports administrators had a high knowledge of the concept of sport marketing(79.77%).

Research Question 2

What is the level of the knowledge of sport marketing tools possessed by sports administrators in the Colleges of Education in Southern Nigeria?

Data answering the research question are contained in Table 2.

Table 2 below shows that the sports administrators had a very high knowledge of sports sponsorship (85.5%). The respondents had a high knowledge of branding (70.7 %), packaging (74.7%), merchandising (66.3%), sales promotion (63.0%) and sports advertising (67.0%) as sport marketing tools. However, the sports administrators had an average knowledge of publicity and public relations (42.7%) as a sport marketing tool. Generally, the sports administrators had a high knowledge of sport marketing tools as indicated by an overall cluster percentage of 67.1%.

Research Question 3

What is the extent of practice of sponsorship as a sport marketing tool by sports administrators in the Colleges of Education in Southern Nigeria?

Data answering the research question are contained in Table 3.

Table 3 shows that the respondents seek for provision of material and human resources from organizations and sports philanthropists for organizing sports programmes (\bar{X} = 2.64), and approach individuals and/or corporate

organizations to render any form of assistance to college sports programme ($\bar{x}=2.75$) to a large extent. The table revealed that the sports administrators practice sponsorship as a sport marketing tool to a large extent ($\bar{x}=2.70$).

Table 2: Level of knowledge of sport marketing tools possessed by sports administrators (N=99)

S/n	Items	Correct		Incorrect	
		F	%	F	%
	Sports sponsorship	77	77.8	22	22.2
7	Sports sponsorship is the provision of material and human resources by an organization for the purpose of sports organization.				
8	Sports sponsorship is the provision of financial assistance to sports institution.	94	94.9	5	5.1
9	Sports sponsorship is the process of rendering every form of assistance by an individual or corporate organization to sports.	83	83.8	16	16.2
	Cluster %		85.5		14.5
	Branding				
10	Branding is the use of logo to differentiate a sports product or sports organization from the competition.	71	71.7	28	28.3
11	Branding is the use of logo to differentiate sports products from other products.	67	67.7	32	32.3
12	Branding is the use of symbols to differentiate sports products from other products in the market.	72	72.7	27	27.3
	Cluster %		70.7		29.3
	Packaging				
13	Packaging refers to all materials products used for the protection of sports goods and products.	51	51.5	48	48.5
14	Packaging is used for the delivery of sports products to consumers.	79	79.8	20	20.2
15	Packaging is useful for the presentation of sports products and services to potential consumers.	92	92.9	7	7.1
	Cluster %		74.7		25.3
	Merchandising				
16	Display of sports products is a way of marketing sports	87	87.9	12	12.1
17	Sports products should be showcased for consumer's interest.	81	81.8	18	18.2
18	Merchandising does not increase the chances of selling sports products.	70	70.7	29	29.3
	Cluster %		66.3		33.7
	Publicity and public relation				
19	Publicity and public relation are not sport marketing tools.	86	86.9	13	13.1
20	Publicity is the non-paid communication about sports product or organization.	60	60.6	39	39.4
21	Publicity is the non-personal communication about sports product or organization.	54	54.5	45	45.5
	Cluster %		42.7		57.3
	Sales promotion				
22	Sale promotion is a short term compensation to encourage the consumer to buy the sports product.	85	85.9	14	14.1
23	Sales promotion is a temporary incentive that encourages the trial of a sports product or service.	75	75.8	24	24.2

24	Sales promotion is not for the purpose of encouraging the consumer to buy the sports product.	72	72.7	27	27.3
	Cluster %		63.0		37.0
	Sports Advertising				
25	Sports can be advertised through magazines and newspapers.	92	92.9	7	7.1
26	A sports event can be advertised during a Television broadcast.	92	92.9	7	7.1
27	Advertisements cannot be achieved through radio, bill boards and posters.	84	84.8	15	15.2
	Cluster %		67.0		33.0
	Overall Cluster %		67.1		32.9

Table 3: Extent of Practice of Sponsorship as a Sport marketing Tool by Sports Administrators (N=99)

S/n	Items	\bar{x}	Decision
37	I seek for provision of material and human resources from organizations and sports philanthropists for organizing sports programmes in my college.	2.64	Large extent
38	I approach individuals and/or corporate organizations to render any form of assistance to my college sports programme.	2.75	Large extent
	Grand mean	2.70	Large extent

Research Question 4

What is the extent of practice of branding as a sport marketing tool by sports administrators in the Colleges of Education in Southern Nigeria?

Data answering the research question are contained in Table 4.

Table 4: Extent of Practice of Branding as a Sport marketing Tool by Sports Administrators (N=99)

S/n	Items	\bar{x}	Decision
39	I use logo to differentiate a sports product or sports organization from other competing products.	2.38	small extent
40	I use symbols to differentiate sports products from other products in the market.	2.69	Large extent
	Grand mean	2.54	Large extent

It is evident in Table 4 that sports administrators use logo to differentiate a sports product or sports organization from other competing products (\bar{x} = 2.38) to a small extent. On the other hand, the sports administrators use symbols to

differentiate sports products from other products in the market ($\bar{x} = 2.69$) to a large extent. It is clear that the sports administrators practice branding to a large extent ($\bar{x} = 2.54$)

Research Question 5

What is the extent of the practice of packaging as a sport marketing tool by sports administrators in the Colleges of Education in Southern Nigeria?

Data answering the research question are contained in Table 5.

Table 5: Extent of Practice of Packaging as a Sport marketing Tool by Sports Administrators (N=99)

S/n	Items	\bar{x}	Decision
41	I use materials to package sports products and services for protection.	2.42	small extent
42	I package sports products and services for presentation to potential consumers.	2.48	small extent
	Grand mean	2.45	small extent

Table 5 shows that the sports administrators use materials to package sports products and services for protection ($\bar{x} = 2.42$) to a small extent. Also, the respondents package sports products and services for presentation to potential consumers ($\bar{x} = 2.48$) to a small extent. The sports administrators practiced packaging as a sport marketing tool to a small extent ($\bar{x} = 2.45$).

Research Question 6

What is the extent of practice of merchandising as a sport marketing tool by sports administrators in the Colleges of Education in Southern Nigeria?

Data answering the research question are contained in Table 6.

Table 6: Extent of Practice of Merchandising as a Sport marketing Tool

S/n	Items	\bar{x}	Decision
43	I showcase sports products at strategic locations and occasions for consumers' interest.	2.51	Large extent
44	I try to increase the chances of selling sports products by displaying them.	2.58	Large extent
	Grand mean	2.55	Large extent

by Sports Administrators (N=99)

Table 6 shows that the sports administrators showcase sports products at strategic locations and occasions for consumers' interest ($\bar{x} = 2.51$) to a large extent. Also, the sports administrators try to increase the chances of selling

sports products by displaying them (\bar{X} = 2.58) to a large extent. The sports administrators practice merchandising as a sport marketing tool to a large extent (\bar{X} = 2.55).

Research Question 7

What is the extent of the practice of publicity and public relations as a sport marketing tool by sports administrators in the Colleges of Education in Southern Nigeria?

Data answering the research question are contained in Table 7.

Table 7: Extent of Practice of Publicity and Public Relations as a Sport

S/n	Items	\bar{X}	Decision
45	I engage in a non-paid communication about sports product or organization.	2.68	Large extent
46	I engage in a non-personal communication about sports product or organization.	2.61	Large extent
	Grand mean	2.65	Large extent

marketing Tool by Sports Administrators (N=99)

It could be seen in Table 7 that the sports administrators engage in a non-paid communication about a sports product or organization (\bar{X} = 2.68) to a large extent. The table further reveals that the sports administrators engage in a non-personal communication about a sports product or organization (\bar{X} = 2.61) to a large extent. Above all, the sports administrators practice publicity and public relation as a sport marketing tool to a large extent (\bar{X} = 2.65).

Research Question 8

What is the extent of the practice of sales promotion as a sport marketing tool by sports administrators in the Colleges of Education in Southern Nigeria?

Data answering the research question are contained in Table 8.

Table 8: Extent of Practice of Sales Promotion as a Sport marketing Tool by Sports Administrators (N=99)

S/n	Items	\bar{X}	Decision
47	I give temporary incentive that encourages the trial of a sports product or service.	2.63	Large extent
48	I give short term bonus as discount, coupons, displays and demonstrations to induce buying of sports products and services.	2.36	small extent
	Grand mean	2.50	Large extent

Table 8 reveals that the sports administrators give temporary incentive that encourages the trial of a sports product or service (\bar{x} = 2.63) to a large extent. The table also shows that the respondents to a small extent (\bar{x} = 2.36) give short term bonus as discount, coupons, displays and demonstrations to induce the buying of sports products and services. Generally, the sports administrators practiced to a large extent, (\bar{x} = 2.50) sales promotion as a sport marketing tool.

Research Question 9

What is the extent of practice of advertising as a sport marketing tool by sports administrators in the Colleges of Education in Southern Nigeria?

Data answering the research question are contained in Table 9.

Table 9: Extent of Practice of Advertising as a Sport marketing Tool by Sports Administrators (N=99)

S/n	Items	\bar{x}	Decision
49	I advertise sports events in magazines, newspapers, billboards and posters.	2.71	Large extent
50	I advertise sports events on television and radio.	2.72	Large extent
	Grand mean	2.72	Large extent

Table 9 shows that sports administrators advertise sports events in magazines, newspapers, billboards and posters (\bar{x} = 2.71) to a large extent. Again, the sports administrators advertise sports events on television and radio (\bar{x} = 2.72) to a large extent. The data indicated that the sports administrators practice advertising as a sport marketing tool to a large extent (\bar{x} = 2.72).

Hypothesis 1

Level of education has no significant influence on the level of knowledge of sport marketing among sports administrators in the Colleges of Education in Southern Nigeria.

Data testing the above null hypothesis are contained in Table 10.

Table 10: Summary of Chi-square of Level of Education having no Significant Influence on Level of Knowledge of Sport marketing among Sports Administrators in the Colleges of Education in Southern Nigeria

Level of Education	x^2_{cal}	x^2_{crit}	Df	Level of significance	p-value	Decision
Diploma NCE BSc M.Ed Ph.D	17.877	9.49	4	.05	.0096	Rejected

Table 10 shows that the x^2 calculated value (17.877) is greater than x^2 critical value (9.49) at the degree of freedom of 4 and .05 level of significance. Again, the p-value (.0096) is less than the level of significance (.05). Therefore, resulting to the rejection of the null hypothesis. Level of education had a significant influence on the knowledge of sport marketing among sports administrators in the Colleges of Education in Southern Nigeria.

Hypothesis 2

There is no significant difference in the practice of sport marketing and level of education among sports administrators in the Colleges of Education in Southern Nigeria.

Data testing the above null hypothesis are contained in Table 11.

Table 11: Summary of ANOVA of no Significant Difference in the Practice of Sport marketing among Sports Administrators in the Colleges of Education in Southern Nigeria Based on Level of Education

	Sum of Squares	Mean Square	Df	$F_{cal.}$	F_{crit}	Level of significance	p-value	Decision
Between Group	10.262	2.566	4	5.424	2.37	.05	.001	Rejected
Within Group	44.465	.473	94					
Total	54.727		98					

Table 11 shows that F-calculated value (5.424) is greater than F-critical value (2.37) at degrees of freedom (4 & 94) and level of significance of .05. Furthermore, the p-value (.001) is less than the level of significance (.05), leading to the rejection of the null hypothesis. As a result, there was a significant relationship between the practice of sport marketing and level of education among sports administrators in the Colleges of Education in Southern Nigeria.

Findings

It was found in this study that the sports administrators had a high knowledge of the concept of sport marketing. They also had a high knowledge of sport marketing tools. All the sports administrators, with different levels of education practice sport marketing to a large extent except those with Ph.D who practiced to a small extent. It was also found that level of education had significant influence on the level of knowledge of sport marketing among sports administrators in colleges of education in southern Nigeria. The level of education also makes significant difference in the practice of sport marketing among the sports administrators.

Conclusion

Based on the findings of the study, it was concluded that the sports administrators have the knowledge of sport marketing and also practice it. Level of education has influence on the knowledge of sport marketing and made significant difference on the practice of it.

Recommendations

Based on the findings and conclusions of this study, the researchers recommend as follows:

1. The sports administrators should be encouraged by the college management to continue to acquire more knowledge on sports marketing to ensure sports growth and development in their colleges. This can be achieved through in-service programmes like conferences, workshops, seminars and higher educational programmes in sport marketing or other marketing-related courses.
2. The sports administrators should be encouraged by the college management to put into practice the knowledge of sport marketing possessed, especially in the area of packaging. The college management can achieve this by ensuring that the practice of sports marketing is adopted as a criterion for promotion of the sports administrators. This is because knowledge could not be said to be totally acquired if not put into practice.
3. The college management as part of its employment criteria, should ascertain the level of knowledge of sport marketing possessed by applicants for the position of college sports administrator. The management can achieve this by organizing pre-employment aptitude test on sport marketing for aspiring college sports administrators.

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