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The implications of sports and sports marketing for Entrepreneurship development in Nigeria

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A B S T R A C T

This paper focused on the implications of sports and sports marketing for Entrepreneurship Development in Nigeria. Sports before the 21st century was only used for health development, recreation and physical fitness but today sports have been transformed into political and economic weapons. Nigeria has joined the developed world to run sports as a business and profitable venture. The paper begins with introduction and proceeds to examine the concepts including the schematic representation of the conceptual framework. The paper also takes a look on who is an entrepreneur and the relationship between sports marketing process and entrepreneurship. Efforts were made to outline some implications of sports: sports marketing for entrepreneurship development in Nigeria.

Introduction

Sports are considered as the organized physical activities through which exercise amusement, fun and play are enjoyed. The writer also sees sports as a means of enhancing self reliance. Sports organization in Nigeria has resources at their disposal that can be turned around for entrepreneurship development through sports marketing. Sports worldwide have developed into big business. Marketing according to Kathleen (1994) in Eze (2004) is actual activity that takes place during the marketing process.

Sports marketing is considered as the

transaction of goods and services in sports for the mutual gain for both the buyer and the seller (Eze, 2007). The transferring of a football star from his former club to another football club is an example of sports marketing. This is because it involves the selling and buying of the services of that football star.

Entrepreneurship occurs in all areas of life, in business, government, academy sports and non-governmental organizations (NGOs). An entrepreneur is a person who develops a new idea and takes the risk of setting up an enterprise to produce a product

or service which satisfies customers' needs. Say (1971), in Sahay and Sharma (2010), stated that an entrepreneur is an economic agent who writes all means of production and as such performs the function of co-ordination, organization and supervision. Schumpeter (1949), in Sahay and Sharma (2010) was the first to advocate a dynamic theory of entrepreneurship, wherein he considered entrepreneurship as the catalyst that disrupts the static flow of the economy and thereby initiates and sustains the process of development. Conceptual framework Sports:

Sports according to Edwards (973), in Emeribe and Achara (2002) is derived from the word "disport"¹ meaning to direct oneself "to amuse or to frolic". Today sports is more than taking part in physical activities. It has become pervasive social phenomenon in education. Happiness and development of the people (Ikulayo,1990) in Emeribe and Achara(2002).

Consequenliv, sports has become a big business in the contemporary society. A lot of money is invested in sports by the government,businessmen, women and the like: Spoils has been described as a social institution which has become an important aspect of the Nigerian culture, so much so that the interest and popularity in them have affected the political social, economic and educational fabrics of the nation (Amuchie 1998). Abubakar and Ajeigbe (2007) saw sports as an employment avenue for athletes, coaches, managers and sports writers in Nigeria. The writer identifies the following sporting events that attract sponsorship, hence, sports marking, they are: football, tennis, basketball, cricket, golf and marathon race.

Market/marketing

Longman (1995) described market as a place

where people buy and sell goods especially, in an open area or a large building. Marketing is a social process that satisfies consumers wants. The term includes advertising, distribution and selling "of a product or service, (Sahay and Sharma, 2010). In other words, marketing is the promotion of products, especially advertising and branding. In marketing, a product is anything that can be offered in the market to satisfy a want or a need. Appleby (1986) described marketing as the creative management function, which promotes trade and employment by assessing consumers' needs and initiating research and development to meet them. He further stated that marketing coordinates the resources of production and direct the nature of the total efforts required to sell profitably, the maximum products to the ultimate user.

Sports Marketing

Sports marketing, according to Kathleen (1994). in Eze (2007). are the transaction of goods and services, in sports for the mutual gain tor both the buyer and the seller. Une can now understand that the transferring of a Nigerian popular footballer (Austine Okocha) in 2006 from his former club P.S.G. of France to Leons Football club in England, is an example of sports marketing. This is because, it involves the selling of footballer Okocha's services to football club in England. Nwabukwu (1997) also described sports marketing as the process of selling the potential of a particular sports event to a sponsor or a corporate body. According to him, the sports marketer usually achieves this objective by showing in clear terms, how the potential sponsor, stands to gain by making his name, resources or fund for this purpose (in Ekeh, 2002).

Marketing in sports also involves the buying and selling of a coach to a sports club'or to a

national team. The team or the club makes use of the services of the coach and pay him money in exchange for his services, (Eze, 2007). Sports marketing also involve the sales of products like sneaker shoes. According to McCoy (1991) today. "Nike" is the largest seller and manufacturer of athletic wears in the world, with revenues of over \$2.2 billion dollars in 1990 and revenues topping \$3 billion mark in 1991.

Entrepreneur/Entrepreneurship

The entrepreneur is the first individual needing a business plan, primarily for the self and the team. Sahay and Sharma (2010) stated that entrepreneur needs a plan to advise, what is aimed to be achieved, who are the individuals constituting the team, sharing the same visions, thought, commitment and belief. They further stated that all entrepreneurs are business persons, but not all business persons are entrepreneurs. Let us think of a woman who sits by the road side leading to your home and who has been selling the same type of food, from the same size of pot, from the same table top and may not have been able to change her standard of living to any appreciable extent. Such a woman may be a business person but not an entrepreneur. The entrepreneur, on the other hand is the business person who is not satisfied with his/her performance and therefore always finds ways of to improve and grow.

The term entrepreneurship is derived from the verb "entreprendre" and the German word "unternehmen". Both of these words mean "to undertake". Schumpeter (1994). In Shaay and Sharma (2010) described entrepreneurship as the introduction of a new product, introduction of a new method of production, opening of a new market, the conquest of a new source of supply and carrying out of a new organisation of

industry. For the writer, entrepreneurship is a practice. This means that, entrepreneurship is not a state of being, nor is it characterized by making plans that are not acted upon, but action, resulting in creation of a new organisation.

Entrepreneurship, according to Stoner and Freeman (1992) in Agbo (2011), is the seemingly discontinuous process of combining resources to produce goods or services, while He (2001) described entrepreneurship as the willingness and ability of a person or a firm, or an organisation to produce new goods or services. It is the willingness and ability to pre-empt investment opportunities of an environment and seek for it. and to be able to avert such investments risks, hence run the enterprise successfully, soaring higher than ones' competitors (Agbo 2011). Therefore, entrepreneurship has to do with the actions, efforts, skills, abilities and the processes that are carried out by an entrepreneur. Schematic representation of the conceptual framework and the relationship between sports marketing and entrepreneurship development

Who is an entrepreneur?

An entrepreneur is a person who develops a new idea and takes the risk of setting up an enterprise to produce a product or service which satisfies customers needs. He is the highly visible hand that ensures co-ordination between producers and consumers. Say (1971) stated that an entrepreneur is an economic agent who unites all means of production and as such performs the function of co-ordination, organisation and supervision,

An entrepreneur has certain attributes among others which include: need for skills, initiative ability, personal resourcefulness,

achievement orientation, strategic vision, opportunity seeking and innovative ability. Lessem (1986) has the following as the typical attributes of an entrepreneur: risk taking ability, need for achievement, locus of control, desire for autonomy, deviancy, creativity, opportunism and intuition.

Entrepreneurs are individuals who take a concept and convert it into reality, product, policy or institution. Entrepreneurs make things happen. They become the champions of a new process and they are engines of change.

Characteristics of entrepreneurs

Hisrich (1990 and 2002) identified the following *as the characteristics* of entrepreneurs; the family background, the education level, personal values, motivation, the role modelling effects and existence of other support systems. Sana and Sharma (2010) generalized that entrepreneurs are risk-bearers, coordinators and organisers, gap fillers, leaders and innovators or creative initiators. The writer toll, the line of Sahay and Sharma, that entrepreneurs are gap fillers, that is true, because they have the ability to develop new goods or processes that the market demands, but that are not currently being supplied. The entrepreneurs have the special ability to connect different market and make up for nideki failures and deficiencies. Relationship between sports marketing process and entrepreneurship.

According to Frank, Hassy and Wind (1972), marketing process involves a three step process, namely: analysing market opportunities, selecting target markets, developing a market mix, all made effective by sound marketing management procedure. In analysing a market opportunities in sports, one should be prepared to break into the sports industry/institution/sector, place

oneself in a superior location and remember that sports requires high capital like other industries. Sports are capital intensive. An entrepreneur perceives a business/market opportunity and chooses to pursue this as an active career choice •He/she is quick to see and seize opportunities.

Selecting target market as another process in marketing, is described by Kathleen (1994) *as* market demand, market segmentation, and market targeting. An entrepreneur takes an action that goes beyond job requirements or the demand of the situation. The sports industry i.s now an important generator of economic activity and employment, and this mlr >-• carried out by the commercial sector in sports (Graton and Taylor,2000).

Market segmentation, according to Daniel (1983)is a management strategy based upon assumptions about the behaviour of population sub-group, It is based on what your demand tells you and it identifies all customers who exhibit need for your product or services in sports. An entrepreneur is left with no other viable option to earn a living. It is not the choice but compulsion, which makes him/her choose entrepreneurship as a career. Marketing mix or determining price, promoting strategies, product/services strategies and distribution strategies. In sports, this finds out the customers who purchase this product, while in the same method,, an entrepreneur is always competing with others to do things better, faster, and at less cost he/she strives to achieve excellence. Implications of sports marketing for entrepreneurship Development in Nigeria

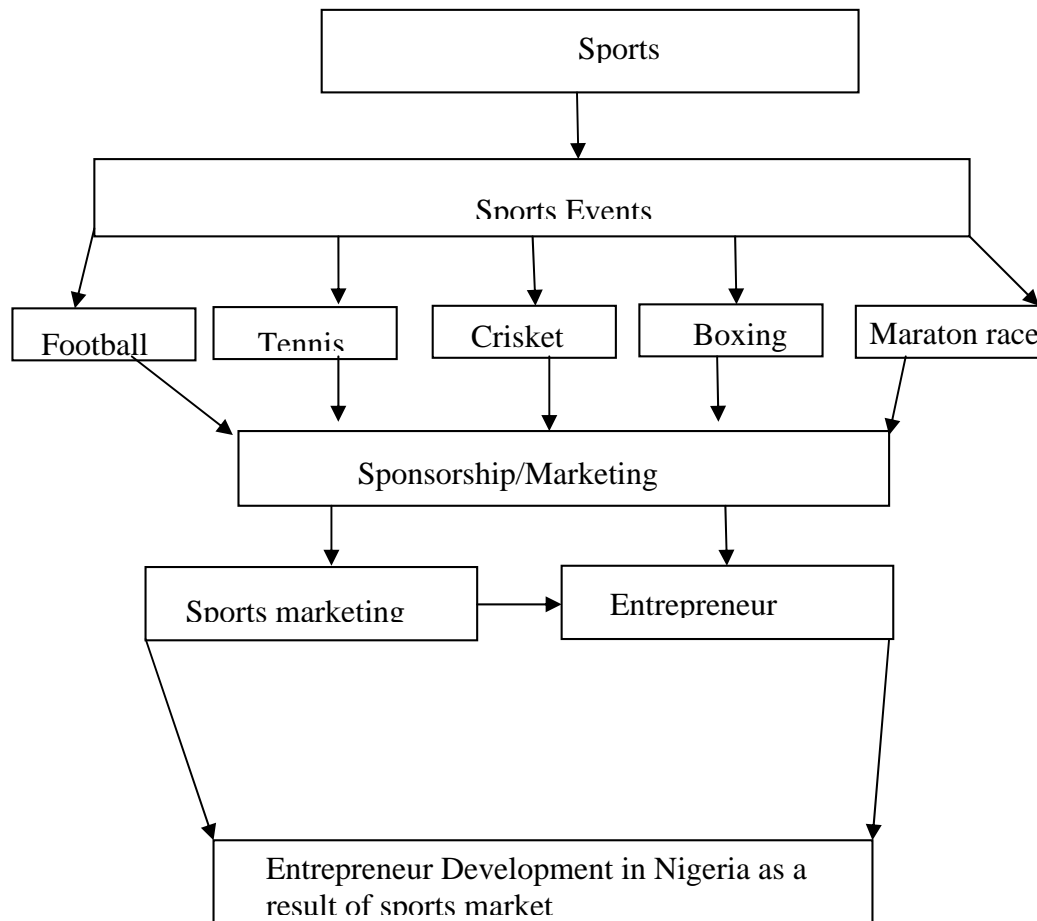
Entrepreneurship can be used for good and evil. It can be encouraged and promoted Openness to new ideas, freedom from investigation of operation, and promotion and pay, based on merit, encourage

entrepreneurship. At the same time, excessive regulation, rigid hierarchy, lack of freedom and excess control discourage entrepreneurship.

Sports create employment for several people, aside the athletes themselves. This include jobs for coaches, sports managers, agents, medical professionals, dieticians, journalists and body guards. All these people demand goods and services in any economy, which leads to entrepreneurship

development in Nigeria.

Sports also provide tremendous business opportunity in merchandising, whole lots of manufacturing industries have emerged producing sports attires, sports equipment, sports sourvenirs, and services for sportsmen, women and fans. These sports industries are contributing immensely to entrepreneurship development in Nigeria.



Remarkably, Nigeria have become one of the major exporters of talented footballers (Soccer Stars) to Europe and other nations of the world. Most of these football players earn huge income which they enjoy and some of their relations and friends utilise for entrepreneurship development in the country.

As typical examples, let us think of Odegbami's media house (Complete Football magazine/Newspaper), his sports equipment and beverages industries and that of Kani, Nwankwo and Jay Jay Okoachas' Footall Academy, to mention but a few.

Marketing in sports provides people with educational opportunities that will improve their social status indirectly. For instance, economic status and educational background to some extent are inter-connected. According to Dong (2003), sports provides a ladder to the higher status, and higher paying occupation for people. This could be linked with the issue of professionalism in some peculiar sports, such as football, tennis, basketball, handball, cricket and golf. Huge profits are generated in Nigeria through ticket sales, sponsorship deals, the sales of advertising, radio and television rights, products endorsement, publication and movie appearances by sports' stars. Human Rights.Watch (2004), commenting on the issue, stated that cumulatively, sports marketing increases athletes commercial stations, the general public who have close tied to sports, increase their earnings dramatically, while investments become greater, creating employment and subsequently improving the economy.

Iro (2007) asserted that specifically, sports marketing have become increasingly complex part of life in different communities and societies across nation, for the sake of sporting events require sponsorship, organisation and facilities, that are often expensive to build and maintain. We should note that we have different categories of people such as brick layers, sports organizers/administrators, sports wears manufacturers, suppliers of sports wears. Multi-million naira companies that build stadia, and in these aforementioned are geared towards entrepreneurship development in Nigeria.

Conclusion and Recommendations

Contemporary economic and sports experts have recognised sports as big business. A lot of money is invested in sports by both the

government and businessmen. According to Ekeh (2002), numerous authorities have unequivocally stated that contemporary sports cannot survive with only government funding and that there is the need for aggressive marketing of sports where the full weight of the mass media is brought to bear on this venture. In view of this, the mass media should pay attention to institutional sports by helping them to get sponsors for sporting events at those lower levels including the professional and club sides. There is need to integrate sports marketing and entrepreneurship education in the curriculum of physical education. This is to provide the students with the tools to develop a business plan and create a new venture and evolution of good momentum to national growth and entrepreneurship.

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