

JURNAL

Menssana

Volume 8, Nomor 2, November 2023

2527-645X (Print)

2622-4917 (Online)



Diterbitkan oleh Pusat Kajian Pendidikan Olahraga, Kesehatan dan Rekreasi Jurusan Pendidikan Olahraga Fakultas Ilmu Keolahragaan Universitas Negeri Padang



Social Media and Sports Marketing as Correlate of Organizing Female Football In North-Central, Nigeria

Falaye Elijah Kayode¹, Abdulraheem Yunusa Owolabi², Abdulraheem Mulikat³

^{1,2}Department of Human Kinetics Education, Faculty of Education, University of Ilorin.

³Department of Marketing, Faculty of Management Science, University of Ilorin.

Corresponding Email: Sampayoo2014@gmail.com

Received: 07 May 2022; Revised: 20 July 2022; Accepted: 16 September 2022

 <https://doi.org/10.24036/MensSana.07012022.11>

Abstract

This study examined social media and sports marketing as correlate of organizing female football in North-central, Nigeria. Social media and sports marketing are identified in the literature as contributing factors to development of football. Therefore, there is need for sports administrators to understand this concepts. **Objective:** To examine the relationship that between social media and sports marketing on organization of female football clubs. **Methods:** The study adopt descriptive research design of correlation type, with a sampled of 100 respondents purposively selected from three female teams within the study area. Data collected were analysed using Pearson Product Moment Correlation (PPMC). **Findings:** The finding revealed that a significant relationship exist between use of cell phone, online marketing and mix marketing on organization of female football teams. **Conclusion:** It is therefore, recommended that digitalized of sports should be adopted as marketing strategy in order to enhance effective organization of female football teams.

Keywords: Social media, Sports marketing, Female football teams, Mix marketing.

INTRODUCTION

Sports are not just a game but a business oriented in nature that often empowered people especially the youth across the globe. Sports also served as an agent of bringing people together to share ideas and interact with one and other in the society (Abduraheem, Abduraheem & Falaye 2022).

Sport has different meaning to different people on their own interests of defining the concept. Sports, as defined by Danjuma, (2017) is a social entity that are grown from being just a form of entertainment and recreational activity to assume a professional status.

Sports develop individuals, society and nations at large. In order to achieved the specific objective of sports, there is need to examine the impact of social media tools on sports development. However, wikipedia affirmed that social media is an internet based tools for sharing and discussion of information among human beings.

The term social media is the combination of two words/ "social and media". Media is commonly refers to as advertisement and publications or channels while social means an interaction of people within a community

(Omoyza & Agwu 2016). Sport management entails effective organization of sports especially in the area of football administration, the organization in term of marketing of sport products and other services in other to enhance active participation of athletes or players.

The following area must be address by the sport administrator, those area are branding of sport, players wages and salary and attraction of sponsors to partner with government and other relevant stakeholder so as to drag the marketing of sport programmes to achieve its goal (Forbes Media 2014).

Social Media refers to communication and collaboration platforms which are sustained to enhance interpersonal relationship among group of people through the use of social media tools such as twitter, facebook and others (Chelladurai 2013). Social media is also comprised of mobile and web based technologies that provide interactive platforms for the public to share, create, discuss and modify content.

Generally social media enables us to watch and share videos and photo, engaging in online conversations, read and write blogs and post on social network sites or comment on others posting (Kazemi 2013) furthermore, social media and social networking sites today are the best route

available to a brand for connecting with potential customers because they allow companies to reach out to potential customers without spending exorbitant amounts of money on advertising.

Recently, social media marketing is the new motto for branding of sports products in term of customised jersey, soccer boots (Almotairi 2014). The term marketing is refer to as the use of advertising, publicity and personal selling strategy that would make people to know about a product or attract more customers to purchase a product (Momoh & Olalusi 2020).

However marketing is much more comprehensive than this narrow conception, it also means to be focused on satisfying the needs and wants of consumers. This means that sport marketing is usually focused on meeting the needs of sports consumers including people who often take part in playing sport, watching or listening to sports news and programme on T.V and Radio, purchasing merchandise, buying sports goods such as shirts and shoes or even surfing a sport website to find out the latest information about a player or teams (Aribamikan, Fajemibola, Dada & Agunbiade 2018).

Sports marketing on the other hand is the combination of marketing concepts to sports services & products and the marketing of non related sports products through sports programmes.

Sports marketing therefore has two principal concepts. First, it is generally used to market sports productions and services especially the professional football teams and secondly, it is a marketing strategy of marketing industrial products and services through sports events.

(Kuzma, Bell & Logue 2014) like any other marketing strategies, sports marketing is usually designed in a way to meet the needs and wants of consumers who are regarded as sports fans, spectators, players, teams and even the generally public. Before any sales of sports product, a sport product or services must take a place in the mind of a consumer.

Actually, this demand that a consumer is cognizant of the sports product or services and has responded to it in a way that would served as a gain or profit to him/her.

The process of developing such respond is known as branding and when a sports brand has found a firm place in consumers mind then it can be said that it is a marketing strategies of building the relationship between the sports brand and its users (Kotler 2016; Anorue, Ugboaja & Okonkwo 2020).

Online marketing through sports social sites gives room for companies and football clubs to be more flexible interm of promotion of sports products and services render to the fans and spectators (Debeer & Stander 2016; Jobber & Chadwick 2012).

Companies and football teams usually send out information or tips about their products or services to the general public through traditional means of advertising on Newspaper and Radio which has not attract more people to patronized them but with introduction of online marketing sites on social media, people's are now willing to patronized or engage in online sports marketing business for instance in 2014 Brazil sold millions of world cup ticket online to the fans all over the world through the social network sites created (Smith & Stewart 2015; Social Media 2015).

Mobile phone usage has also become beneficial to social media marketing in sport business. Today, many cell phones have social networking capabilities. Football fans are getting latest information about what is happening in the world of sports through the social networking sites on their cell phones.

(Kietzmarin, 2013) mobile marketing is also seen as a formidable tool for sports organization and teams. It permits the player to interact freely and engage on one on one personal interaction with their fans both at the stadium and outside.

Mobile Advertisement is a form of advertising via mobile (wireless) phones or other mobile devices. It is a subdivision of mobile marketing. (Charumbira 2014) The common types of mobile advertisement are mobile web banner or banner advertisement marketing strategies that will advertise the sports product to the whole world.

Mobile applications is also referred to as mobile apps software programme that is usually run on smart phones and other mobile device that enables the users to connect to websites on their mobile devices for easy accessibility of information online.

According to Mojtaba and Ali (2018) many football teams especially female football clubs in Europe have their own mobile application that they use to disseminate information to their fans and supporters. Hussain (2015) observed that mobile website is a website that is specially designed to optimized performance on a mobile website for sport news.

Today, sports fans preferred to access sports scores and news and watch exciting league

<https://doi.org/10.24036/MensSana.07012022.11>



matches through their mobile browsers one example of a sport mobile website is sky sports which provides latest sports news and video and other wide range of mobile services application (Srinivasaraju 2012).

Female football in Nigeria is struggling to gained popularity due to low publicity due to low publicity and by not adopting the use of social media networking as marketing strategies to project image of female football teams in Nigeria to their fans (Victor, MaryNneka, Okoro & Eyasemaidara 2021).

Many female football clubs in Nigeria lack proper management due to gender inequality that is preventing female from participating in the affair of sports in Nigeria and this has greatly influence the publicity level of their league. Maduanusi, Orunaboka & Elendu (2020).

Mix marketing is a management strategy that is design to help sports manager to satisfy sports consumers, this management strategies falls under the marketing mix consumers of sports services relieve benefits in form of fitness tangible experience for instance, sports services are offered in form of fitness class, entertainment like matches or coaching.

These services are not physical objects that can be purchased or move about. They cannot be stored away from consumers who may wish to buy at later (Aaron & Bob 2015; Awoma 2013). Female football in Nigeria is struggling to survive and gained popularity due to poor financial status of the owners and lack of vision on the part of management team to utilize social medial platform as a means to attract investors to partner with the running of the female football clubs in the country (Abdulaheem, Adesoye & Falaye 2018; Ademilokun 2012).

The researcher observed that the idea of using sports marketing through social media platform such as mobile website, mobile phone and mobile marketing are not value by the sports administrators of female football teams and this has really hindered the development of female football teams in Nigeria.

These necessitate the needs why the researchers investigate the impact of sports marketing and social media on organization of female football teams in North-Central, Nigeria.

Objective of the Study

The main objective of this study was to examine the relationship between social media and sports marketing on organization of female football in North-Central, Nigeria. Determine the level of relationship between the social media and organization of female football and also to assess the relationship between sports marketing and organization of female football teams in the study area.

Research Questions

In line with the set objective of this study, the following research question was raised.

What are the impact of social media and sports marketing on organization of female football teams?

Hypotheses

HO₁: There is no significant relationship between use of mobile phone and organization of female football teams in North-Central, Nigeria.

HO₂: There is no significant relationship between online marketing strategy and organization of female football teams.

HO₃: There is no significant relationship between mix marketing strategy and organization of female football teams in North-Central, Nigeria.

METHODS

Research Design and Procedure

This study adopted descriptive research design of correlation type because this study involved the collection of two set of data that has to do with the relationship between the dependent variables and independent variables.

During the process of gathering data for this study. The researchers ensures that all ethical issues with respect to the use of human as objects of research were strictly adhere to initially the club owners and the management were given consent forms with the aim of seeking permission to voluntarily allowed the players to take part in the research.

The personalities of the respondents were also kept strictly confidential with their identities. Thereafter, the researchers retrieved all the consent form given to the management of the club back.

The response instrument of on social media and sports marketing on organization of female football test (SMSMOFF) were prepared by the researchers.

Participants

The population for this study was all registered female football players that participated in 2021/2022 league in North-Central region, Nigeria and purposively all the management staff in each club were sampled because, in the North-Central region, only 3 female football teams player in premier and National league, and all the 75 players were sampled across the three teams and twenty five (25) management staffs were also sampled. A total number of 100 respondents were sampled for this study.

Instruments

This instrument was used to gathered the opinion of their respondents. The instrument used for this study was a researcher structured questionnaires of likert rating scale format of Strongly Agree (SA) Agree (A) Disagreed (D) and Strongly Disagree (SD).

The instrument consist of two sections. Section A deal with the Demographic data of the respondents while Section B focused on items raised from the hypotheses formulated for the study with consist of 16 items. The instrument was tagged "Social Media and Sports Marketing as Correlate of Organizing Female Football (SMSMCOFF).

The instrument was exposed to face and content validity by giving it to experts for test and measurement in the Department of Social Science Education of Social Science Education University of Ilorin. In order to ascertain the reliability level

of the instrument 20 respondents that has similar characteristics and share similar attributes with the respondents sampled were selected for test to determine the consistency level of the instrument. Test re-test method of two weeks period was adopted and a reliability index of 0.875 was obtained.

Data Analysis

The data collected were analysed using descriptive statistics of percentage and frequency count for Demographic data of the respondents while inferential statistics of Pearson Product Moment Correlation were used to analysed the hypotheses formulated for the study at 0.05 alpha level.

RESULTS AND DISCUSSION

Table 1 revealed that out of 100 respondents sampled 6 (3.5%) were coaches and 75 (77%) were players and the remaining 19 (19.5%) were management staff. This result revealed that majority of the respondents sampled were female players.

Also 25 (25%) of the respondents sampled were having 6 to 10 years experience meaning their opinion is below average while the remaining 55 (55%) were having 11 years and above.

This is an indication that majority of the respondent are respondents that have acquired more than 11 experience meaning that their opinions are significant to this study. Also all of the respondents sampled were working under government own teams.

Table 1 shows the Demographic information of the respondents

Variables	Frequency	Percentage
Status		
Coaches	6	37.35%
Players	75	77%
Management Staff	19	19.5%
Total	100	100.0
Experience		
1-5years	25	25%
6-10 years	20	20%
11 years	55	55%
Total	100	100%
Club Ownership	Frequency	Percentage
Government own	100	100%
Private own	100	100%
Total	100	100%

Research Questions: What are the impact of social media and sports marketing on organization of female football teams? Table 2 shows the

opinions of 100 respondents based on the items that add impact of social media and sports marketing on organization of female football team.



The cumulative analysis revealed that the aggregate percentage of (64.5%) of the opinions of the respondents sampled based on the items raised and this implies that social media and sports marketing plays a major role in organizing female football clubs in North-Central region, Nigeria.

Table 2 shows the descriptive percentages of the respondents opinions on the impact of social media and sports marketing on organization of female football.

S/N	Items	SD	D	A	SA
1	Use of mobile phone by football fans enhances effective sports marketing in female league	10 (5%)	15 (7%)	45 (55%)	30 (33%)
2	Use of mobile phone by sports men and women as a means of communication has nothing to do with marketing strategy of female football teams.	25 (18%)	19 (12%)	35 (55%)	21 (15%)
3	The only way by which female football can develop is through the impact of social media and sports marketing.	20 (10%)	14 (5%)	30 (40%)	36 (45%)
4	Use of mobile phone as marketing strategies often used to project the image of female football	12 (7%)	23 (18%)	40 (55%)	25 (20%)

Aggregate Percentage = 64.5%

Hypotheses Testing

All the hypotheses formulated for this study were tested using Pearson Product Moment Correlation (PPMC) at 0.05 alpha level.

H01: There is no significant relationship between use of mobile phone as marketing strategy and organization of female football team in North-Central, Nigeria.

Table 3 revealed PPMC analysis on relationship between sports media and sports marketing on organization of female football teams.

S/N	ITEMS	N	r-value	p-value	Remark
1	Use of mobile phone as strategy	100			
2	Organization of female football teams	100	0.401	0.00	Rejected

H02: There is no significant relationship between online marketing strategy and organization of female football teams in North-Central, Nigeria. Table 4 revealed calculated r-value of 0.277 and critical p-value of 0.00 a computer at 0.05 alpha level.

Table 3 indicated the calculated r-value of 0.401 and critical p-value of 0.00 at 0.005 alpha level. Since the calculated r-value was greater than the critical p-value, hence the null hypothesis one was hereby rejected.

This implies that, there was a significant relationship between use of mobile phone strategy and organization of female football teams in North-Central Nigeria.

Since the calculated r-value was greater than null hypothesis two was hereby rejected. This means that there was a significant relationship between online marketing strategy and organization of female football teams in North-Central, Nigeria.

Table 4 shows PPMC analysis on relationship between online marketing strategy and organization of female football teams.

S/N	ITEMS	N	r-value	p-value	Remark
1	Online marketing strategy	100			
2	Organization of Female football teams	100	0.277	0.00	Rejected

HO3: There is no significant relationship between mix marketing strategies and organization of female football teams in North-Central, Nigeria. Table 5 shows the calculated r-value of 0.202 and critical p-value of 0.00 computer at 0.05 alpha level.

Since the calculated r-value was greater than the critical p-value hence the null hypothesis three was hereby rejected. This implies that there was a significant relationship between mix marketing strategy and organization of female football teams in North-Central, Nigeria.

Table 5 indicated the PPMC analysis on relationship between mix marketing strategy and organization of female football teams.

S/N	ITEMS	N	r-value	p-value	Remark
1	Mix marketing strategy	100			
2	Organization of female football	100	0.202	0.00	Rejected

Discussion

The finding from the tested hypothesis one revealed that there was a significant relationship between use of mobile phone as marketing strategy and organization of female football teams in North-Central, Nigeria.

This result is in agreement with the finding of Smith (2014) who stressed that use of mobile phone as a marketing strategy has also become beneficial sports business because of its immense contributions interm of easy access to quick information as regard sales of match ticket through social networking site.

Today many cell phones have social networking capabilities that make football fans to purchased match ticket online and even watching series of advertisement on their favourite team through social media platform. Similarly, Kietzmann (2013) observed that football fans are getting latest information about what is happening in the world of sports through social networking sites on their cell phone.

The finding from tested hypothesis two indicated that there was a significant relationship between online marketing strategy and organization of female football teams in the study area.

This result supported the finding of Momoh and Olalusi (2020) who affirmed that online marketing through sports social sites gives room

for companies and football clubs to be more flexible interm of promotion of sports products and services render to the fans and spectators.

Also Hussain (2015) Pointed out that serve companies and football teams usually send out information or tips about their products or services to the general public through traditional means of advertising on newspapers, T.V and Radio and this had not attract more people to patronized them, but with introduction of online marketing sites on social media people are now willing to patronized or engaged in online sports marketing business.

The finding from tested hypothesis three shows that there was a significant relationship between mix marketing strategy and organization of female football teams in the study area. This result buttress the finding of Almotairi (2014) who stressed that mix marketing strategy is designed to help sports manager to satisfy sports consumer.

Consumer of sports services received benefits inform of fitness intangible experience, for instance, sports service are offered inform of fitness class, entertainment such as matches or coaching which comes inform of service delivery that attract payment.

CONCLUSION

The study concluded that there was a significant relationship between use of cell phone



and online marketing strategies on effective organization of female football teams.

Also mix marketing strategies through the social media platform is fundamental and significant to sports business especially in the area of organization of female football teams.

The implications of this conclusion is that, the relationship that exist between social media platform and marketing strategies are essential for effective management and organization of female football teams.

REFERENCE

- Aaron, C. T & Bob, S (2015) introduction to sports marketing Routledge ltd publishers 2nd edition.
- Abdulraheem, M, Abdulraheem, Y.O and Falaye E.K (2022) Dynamism of Sports marketing on organization of professional football clubs in Kwara State Nigeria. *Journal of competitor* (14) 51-60
- Abdulraheem, Y.O, Adesoye, A A & Abdulraheem, Y. O, Adesoye, A A & Falaye E. K. (2017) Influence of Policy Implementation on Organization and Sport Development among staff of Kwara State Sports Council. *Journal of Faculty Education, University of Port Harcourt*. 25(1) 177-183.
- Adem Ilokun, A (2012) Nigeria undergraduate football fan's discover visual as communication tools. *International Journal of language studies*. 6, 65-76.
- Almotairi, M. (2014). Social media marketing (SMM) and business organizations. *Journal of Service Science and Management*, 368-376
- Anorue, I.L, Ugboaja, S.U & Okonkwo C, P (2020) influence of online Advertising in the promotion of Nigeria Professional Football League (NPFL) *International Journal of New Economics and Social Sciences*. II (1) 231-246.
- Aribamikan, C, G, Fajemibola, N. O, Dada, S. O & Agubiade, R. O (2018). The availability of information and Communication Technology for Sports Administration in Nigeria. *Journal of Nigeria Association for Physical Health Education Sports and Dance*. 8 (1) 64-71.
- Awoma, C.I (2013) Policy Implementation as promoter of sports development in Edo *Nigerian journal of Health and Kinesiology. Department of Physical Education*. 9, 156-161.
- Charumbira, L.T (2014) The effectiveness of sports marketing strategies used by Zimbabwean collegiate sports federation. *International journal of marketing and business communication* (3) 66-75
- Chelladurai, T. N. (2013). Social media in sports marketing. Scottsdale, AZ: Holcomb Hathaway.
- Danjuma .M .M (2017). Administrative determinants of students' sports participation in Nigeria. Published by Department of Human Kinetics and Health Educatio, Adekunle Ajasin University, Akungba-Akoko, Nigeria.
- De Beer, L & Stander, F (2016). For the like of the game: assessing the role of social media engagement in football consumer outcomes. *African Journal of Hospitality Tourism and Leisure*. 5 (2) 1-14
- Forbes media, (2014) The worlds most valuable sport brands. By Jayson Demurs. Retrieved from <http://www.forbes.com> retrieved 06-07-2019
- Hussain, S.B (2015) The Impact of Social Media within the Sporting Industry. Problems and perspective for in Management. *Journal of society for sports management*. 4, 223-229.
- Jobber, D & Chadwick, F. E (2012) Principles and practices of marketing (7th Ed) Newyork, McGrow Hill Education.
- Kietzmann, J.C. (2013). Bittersweet! Understanding and Managing and

Managing Electronic Word of Mouth.
Journal of Public Affairs, 146-159.

- Kotler, P. (2016). Marketing Management. Pearson Education. (15th global ed.) Harlow: Pearson Education Limited.
- Kuzma, J. Bell, V & Logue, C (2014) A study of the use of social media marketing in football industry. *Journal of Emerging Trends in Computing and Information Science* 5 (10) 728 -738.
- Maduanusi, H.C, Orunabeka, T.T & Elendu, I.C (2020) Sports price and promotion management strategies among football club operators in South-South Nigeria. *British journal of marketing studies*. (8) 68-78.
- Mojtaba, M.B, M & Ali, D (2018) The effects of 7p marketing mix components on sporting goods customer satisfaction. *International journal of Business and managing invention*.
- Momoh, D, M & Olalusi, M .O (2020) The place of Social Media and its impact on Sport marketing. *Journal of Human Kinetics and Sports Science*. 4 (1) 47-56.
- Omoyza, I & Agwu, E. (2016) Effectiveness of Social Media Networks as a strategic tool for organizational marketing management. *Journal of internet Banking and Commerce*. 21 (2) 1-19
- Smith, ACT & Stewart B (2015) introduction to sports marketing. New york. Routledge.
- Social Media Examiner (2015) cricket all stars rebranding. Retrieved from <http://www.ospncr.info.com> 20-7-2019.
- Srinivasaraju B.J (2012) Sports sociology: New Delhi Sports Publication
- Victor, U. E, Mary Nneka, N.C, Okoro, C & Eyaemaidara, E. (2021). Social Media Addiction and Time Management Skills of University Students in Akwa Ibom State, Nigeria. *Global Journal of Social Science Studies*. 7, (1) 24-34.