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INFLUENCE OF SPORTS ADVERTISEMENT STRATEGIES ON STUDENTS' PARTICIPATION IN UNIVERSITY OF ILORIN SPORTS PROGRAMMES

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Abstract

Advertisement as one of the critical components is greatly enhance by current communication and information technologies which provide education, entertainment, information and communications for sustainability of sports development and promote mass participation especially among students of higher institutions of learning. The study examined influence of sports advertisement strategies on students' participation in university of Ilorin sports programmes. Descriptive research design of survey type was adopted for the study and the study population comprises of 10,896 students of Faculty of Education, University of Ilorin. Purposive sampling technique was used to select four Departments which include; Science Education, Educational Management, Health Promotion and Environmental Health Education and Human Kinetics Education because of the largest population and participation in sports. Simple random sampling technique was employed in selection of 197 respondents from the Departments selected. The researcher-developed questionnaire was used which was validated by 3 experts in the Human Kinetics Education Department. Test-retest method was used to determine reliability of the instrument and co-efficient of .76 was obtained. Inferential statistics of chi -square was used to test the hypotheses formulated for the study at 0.05 alpha level. The findings of the study revealed that, social media advertisement strategies, printed media advertisements Strategies and internet advertisement strategies were significantly influence mass participation in sports programmes among students of University of Ilorin because the result of their calculated values higher than their table values. Based on the findings from this study, the following conclusions were drawn; social media, printed media, and Internet influence mass participation in sports programmes among students of University of Ilorin. The study recommended that, regular awareness should be created through the use of twitter, whatsapp and other mediums to showcase sports programmes in order to ensure mass participation among students of University of Ilorin.

Keywords: Sports, Influence, Students, Strategies, Advertisement

Introduction

The most reliable medium of developing the mind and body of the Nigerian students is sports. Edim (2016) opined that sports can be termed as well organized and institutionalized physical activities with structured programmes governed with rules and regulations. A well-structured sporting activity must be geared towards developing a complete-man that is sound mind in sound body. Sports do not exist on its own but part of total educational program of a nation, which involves international organization in a Nation building and driven vision (Edim,

2016). Sports has developed to become socio-economic, political, cultural and religious tools through which many nations seek to rule the world in ensuring peaceful co-existence among its citizenry. Sports has been used by nations as to improve global image and project national status to proper recognition.

Awosika (2010) affirmed that sports have been found to be an instrument of peace, creating atmosphere of peace especially in a multi-national agency. However, participation in sports has greatly enhanced academic achievement via the development of cognitive, affective and psycho-motor domains. The preference of these sports activities is significant and may be determined by certain variables including personal preference, characteristics of the sport, medical condition, availability of the facilities (equipment, appropriate coaching), cognitive ability and social skills of the person. Smith (2016), Pitts and Stotlar (2016) submitted that many options are available when it comes to quality of sports and there are factors to be considered when chosen the sport that will bring fun filled and fulfillment. Therefore, one will have to consider individual's own personality in choosing a sport, the cost effective and accessibility of necessary equipment.

Advertising is a component of communication, media, and creative industries. It is a vital instrument in moving forward to the greater height, not only for business promotion, but also a strategic means for advancement of sports and development in all ramifications. Philip Kotler (2017) disclosed that advertising can be referred as a personal and non-personal form of communication conducted through paid media under clear sponsorship. Advertising is dissemination of information concerning an ideas, views, goods and services or product to compel action in accordance with the interest of the advertiser. It is one of the agents of socialization, just like the family, educational, religious, political institutions and other socializing influences including elements of the media. Trishal (2017) submitted that, properly utilized, advertising serves as "a socializing institution to cultivate, promote and project sports, the best of the material, philosophical, religious, political and sociological aspects of the nation's culture".

In many ways, both today's sports and the media are classic outcomes and, indeed, icons of the far-reaching social, economic and technological change that characterized the twentieth century. Each has developed extensively and rapidly as a major global industry. Each plays a significant part in structuring and informing people's lives. Each has a global as well as more local scope of operation and has the structures and practices to reflect this. However, the two industries tied together in complex networks of relationships. The respective histories of development have been fueled and influenced by the dynamics of this partnership (Sport England, 2015).

The choice of particular sports as a whole is linked to income generated directly or indirectly from good advertisement strategy. The way in which sports fills newspaper pages and television and radio schedules bears testimony to the influence it has on the structure and extent of media activity.

Advertising through the social media and the concept is vast growing and trending more currently than in those days. Social media seems not only being used by youngsters and adults to share their personal information, ideas views through their families and friends; but also most sports advertising companies across the world uses it as a medium to promote their sports brand and interact with their consumers in a systematic manner. It has become so easier and means of communication, promotion and various other marketing and advertising techniques since majority of university students seizes the medium to advertise upcoming sports programs since it is easier

and economical. In social networks like face book, twitter, instagram, snapchat and you tube becomes enabling avenue of media destinations to sports programs because it reaches a huge audience and encourages mass participation especially among the students of the University of Ilorin.

The advancement in new technology has made people to adopt the use of smart phones such as tablets, i-pad, i-phone, these days. Laptops and desktop computers are fading away slowly, at least when it relates to the access of social networks (Smith, 2016). Currently, desktop are mostly found at café centre when in use for business purposes. Trishal, (2017) expressed that it is easier and faster to download the apps of social networks like Facebook, Twitter, Instagram and Snapchat. Smartphones are the preferred device of choice to update a facebook status, post a picture on Instagram or write a tweet. Sports, if carefully planned by the administrators of schools can make significant contributions to the development of student's ability to achieve satisfaction and become responsible citizens of the society.

Statement of the Problem

Online strategies being the use of Internet and other internet related platforms to spread or pass information on sports programs. For instance, online strategies are the use of social media platforms like whatsapp group, facebook. Offline advertisement is the use of printed media, rallies and in person advertisement.

The researchers observed that although University of Ilorin is populated by a large number of students, only few have knowledge of sports programs and also very few of these students participate in sports programs. More so, there is advancement in technology because information spread faster and advertisement is easier, just a click the information goes viral. However, the advancement is not having much effect on the mass participation of students in sport programs as expected. This problem persists because various advertisement strategies are not been utilized effectively by the students sports secretary at various departments in the school as the case may be. The problem of low turnout for sports programs has been a major issue among students in the University of Ilorin as observed by the researcher.

Many students do not have interest in any other extracurricular activities besides their academic work. Majority of the students believed sports in the University of Ilorin is quiet demanding. They thought before one can access or engaged in sporting event attracts payment of token of which cannot be affordable by them. They rather stay afar and not moving closer. Meanwhile, some of may have had a ample opportunity of interacting with the coach in charge of a sport later realized that his dream for sport is achievable. This has driven many students away from engaging in their chosen sports, hence low turn - out of talents. Even though, where sports facilities and materials are made available, one discovers that only few students patronize them. There is academic freedom and so students are free to do what they feel is beneficial to them. This act can actually be eradicated only if sports programs are being advertised through the right channels and encouraging student's participation in sports programs.

Although there have been several research works on advertisement such as Pitt, and Stotlar (2016) on popularization of printed media like the newspaper, handbills and fliers and Smith (2016) the high usage of social media such as whatsapp, Facebook, twitter among others but not much has been researched on the topic influence of sports advertisement strategies on students participation in university of Ilorin sports programmes Hence, the need for this study.

Research Hypotheses

The following hypotheses were formulated and tested for the study;

1. Social Media advertisement strategies will not significantly influence mass participation in sports programmes among students of the University of Ilorin, Nigeria.
2. Printed Media advertisement strategies will not significantly influence mass participation in sports programmes among students of the University of Ilorin, Nigeria.
3. Internet advertisement strategies will not significantly influence mass participation in sports programmes among students of the University of Ilorin, Nigeria.

Methodology

Descriptive research design of the survey type was used for this study. This research design is considered appropriate for this study because it will enable the researcher to collect personal and general information for the purpose of explaining influence of sports advertisement strategies on students' participation in university of Ilorin sports programmes. The study population comprises of 10,828 students of Faculty of Education, University of Ilorin. (University of Ilorin, Sports Unit, 2021). Sample of 197 respondents was selected for this study. A multi-stage sampling procedures consisting of purposive sampling was used to select four Departments which are Human Kinetics Education, Health Promotion and Environmental Health Education, Educational Management and Science Education, University of Ilorin and simple random sampling technique used to select respondents from the departments selected.

Table 1: Sample selected

S/n	Department selected	Total number of students	Sample selected
1.	Human Kinetics Education	622	69
2.	Health Promotion and Environmental Health Education	871	40
3.	Educational Management	1446	43
4.	Science Education	1993	45
	Total	4,932	197

The instrument used for the collection of data was researchers developed questionnaire. Face and content validity of the instrument ascertained by three experts in the Department of Human Kinetics Education. Their comments, opinions were used to prepares the final draft of the instrument. The Reliability of the research instrument was done using the test re-test method whereby 20 copies of the questionnaires administered at an interval of two weeks to the respondents who share similar characteristics with the study population. The two results were compared using Pearson Product Moment Correlation (PPMC). 0.78r was obtained which indicated that the instrument was reliable to use for the study.

The researchers administered questionnaires to the respondents with the assistance of two (2) trained research assistants. The copies of the instrument administered were collected on the spot from the respondents to avoid loss as well as ensure maximum retrieval of the instrument for further processing. The data collected was subjected to appropriate statistical analyses using the descriptive statistics of frequency and percentage to answer demographic characteristic while.

Inferential statistics of chi square was used to test the hypotheses formulated for the study at 0.05 alpha level.

Results and Discussion of Findings

Presentation of Data

Testing of Hypotheses

Hypothesis One: Social Media Advertisement Strategy will not significantly influence mass participation in sports programmes among students of the University of Ilorin

Table 2: Chi-square (χ^2) analysis on influence of social media advertisement strategy on mass participation in sports programmes among students of the University of Ilorin.

S/N	Items	SA	A	D	SD	Row Total	Chi value	df	Tab value	Remarks
1	Students tend to participate in sports programs advertised on social media	97 (49.2%)	81 (41.1%)	7 (3.6%)	12 (6.1%)	197				
2	There is a mass turnout of students to sports programs publicized on social media	97 (49.2%)	82 ^u (41.6%)	9 (4.6%)	9 (4.6%)	197				
							182.54	9	16.92	H ₀₁ Rejected
3	Social media makes advertisement of sports programs easier and affordable	74 (37.6%)	97 (49.2%)	8 (4.1%)	18 (9.1%)	197				
4	Students tend to discard sports programs advertised on a social media platform because of their involvement in other social activities	108 ^r (54.8%)	65 (33.0%)	14 (7.1%)	10 (5.1%)	197				
	Total	376	325	38	49	788				

$P < 0.05$

Table 2 showed the Chi – square result of the tested hypothesis 1 on influence of advertisement strategies on mass participation among students of the University of Ilorin in sports programmes. The calculated χ^2 value of 182.54 higher than the table value of 16.92 with 9 degree

of freedom at 0.05 level of significance. The null hypothesis one which states that social media advertisement strategy will not significantly influence mass participation in sports programs among students of the University of Ilorin was not accepted and alternative hypothesis upheld that social media advertisement strategy influence mass participation in sports programs among students of the University of Ilorin.

Hypothesis Two: Printed Media Advertisement Strategy will not influence mass participation in sport programmes among students of the University of Ilorin.

Table 3: Chi-square (χ^2) analysis on influence of printed media advertisement strategy on mass participation in sport programmes among students of the University of Ilorin

S/ N	Items	SA	A	D	SD	Row Total	Cal value	df	Tab value	Remarks
1	Sports programmes advertised through printed media such as fliers, newspaper brings about mass participation of students	81 (41.1%)	95 (48.2%)	11 (5.6%)	10 (5.1%)	197				
2	Printed media such like fliers, newspaper are effective means of advertising sports programs among students	73 (37.1%)	97 (49.2%)	12 (6.1%)	15 (7.6%)	197				
3	Sports programmes advertised on printed media such as fliers, newspaper gains popularity thereby encourages mass participation of students	69 (35.0%)	98 (49.7%)	15 (7.6%)	15 (7.6%)	197				
4	There won't be mass participation of students in sports programmes by advertising through the use of the television	65 (33.0%)	94 (47.7%)	19 (9.6%)	19 (9.6%)	197				
							173.93	9	16.92	H ₀₂ Rejected

as most students
don't read fliers
and newspapers
Total

288 384 57 59 788

$P < 0.05$

Table 3 showed the Chi-square result of the tested hypothesis 2 on influence printed media advertisement strategies in sports programmes among students of the University of Ilorin. Calculated χ^2 value of 173.93 higher than the table value of 16.92 with 9-degree of freedom at 0.05 level of significance. The null hypothesis two which states that printed media advertisement strategy will not significantly influence mass participation in sports programmes among students of the University of Ilorin was not accepted and alternative hypothesis upheld which states that printed media advertisement strategy influence mass participation in sports programs among students of the University of Ilorin.

Hypothesis Three: *Internet advertisement strategy will not significantly influence mass participation among students of the University of Ilorin in sports programs.*

Table 4: Chi-square (χ^2) analysis on influence of Internet advertisement strategy significantly influence mass participation in sports programs among students of the University of Ilorin

S/ N	Items	SA	A	D	SD	Row Total	Cal value	df	Tab value	Remarks
1	Students tend to participate in sports programs advertised on the Internet	87 (44.2%)	85 (43.1%)	9 (4.6%)	16 (8.1%)	197				
2	There is a mass turnout of students to sports programs publicized on the Internet	78 (39.6%)	99 (50.3%)	5 (2.5%)	15 (7.6%)	197				
3	Internet makes advertisement of sports programs easier and effective	86 (43.7%)	96 (48.7%)	5 (2.5%)	10 (5.1%)	197	244.93	9	16.92	H_{03} Rejected
4	Students tend to discard sports programmes advertisement they come across while surfing the Internet	88 (44.7%)	77 (39.1%)	17 (8.6%)	15 (7.6%)	197				
	Total	339	357	36	56	788				

$P < 0.05$

Table 4 showed the Chi-square result of the tested hypothesis 3 on influence of internet advertisement strategies on mass participation in sports programmes among students of the University of Ilorin. Calculated χ^2 value of 244.93 higher than the table value of 16.92 with 9 degree of freedom at 0.05 level of significance. The null hypothesis which states that internet advertisement strategy will not significantly influence mass participation in sports programs among students of the University of Ilorin was rejected and alternative hypothesis upheld which states that internet advertisement strategy significantly influences mass participation in sports programs among students of the University of Ilorin.

Discussion of Findings

The result on table two revealed that social media advertisement strategy influence mass participation in sports programmes among students of the University of Ilorin. The finding corroborates with the view of Perdersen, Parks, Quaterman and Thibau (2010) who stated that people tend to participate in programmes advertised to them repeatedly. This implies that regular publicity of sporting events will go a long way in boosting regular participation of students - athletes in the University of Ilorin. It was also established that printed media advertisement strategies significantly influence mass participation among students of the University of Ilorin in sports programmes.

The result on table three indicated that printed media advertisement strategy influence mass participation in sports programs among students of the University of Ilorin. This finding is in line with finding of Border (2010) who confirmed that the existence of printed media play a significant role in our society and a great impact on youth participation in sports. This implies that seeing is believes and people tend to react to happenings in their environment which may have great impact to what they do.

The study also showed that internet advertisement strategies influence mass participation in sports programs among students of the University of Ilorin. This finding corroborates with the view of Malin and Alem (2011) who stated that internet plays a relatively good role in the publicity of sports programmes. This implies that we are living in a global village. Individual can acquire skills and techniques while surfing through the internet which also contributed greatly to participation of student athletes in the school programmes.

Conclusion

Based on the findings of this study, the following conclusions were drawn:

1. Social media significantly influence mass participation among students of University of Ilorin in sports programs.
2. Printed media significantly influence mass participation among students of University of Ilorin in sports programs.
3. Internet significantly influence mass participation among students of University of Ilorin in sports programs.

Recommendations

The study therefore recommended in relation to the conclusion that:

- Regular awareness should be created through the use of twitter, whatsapp and other mediums to showcase sports programme in order to ensure mass participation among students of University of Ilorin.

- Sports printed papers or dailies should be affordable, accessible to attract sports loving people.
- Students should have access to uninterrupted free Wi-Fi throughout the University community. This will also enhance their knowledge on sports programmes which in turn improve their participation.

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