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INFLUENCE OF SPORTS MANAGEMENT FUNCTIONS ON SUSTAINABILITY OF FEMALE FOOTBALL CLUBS IN KWARA STATE, NIGERIA

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Abstract

This study examined Influence of Management Function on Sustainability of Female football clubs in Kwara State, Nigeria. A descriptive research deign of survey type was employed for this study. Multi-stage sampling technique stratified and purposive sampling techniques were used to select 100 respondents. Researcher structured questionnaire was used to gathered information for this study. The instrument was validated by two (2) lecturers in department of Human Kinetics Education, University of Ilorin, and two Lecturers in the department of H uman Kinetics & Health Education Kwara State University Malete. The reliability level of the instrument was established through test re-test method using Pearson Product Moment Correlation (PPMC) and a Correlation coefficient of 0.75 was obtained. The instruments were administered by the researchers and two trained research assistants. The data collected were analyse using inferential statistic of chi-square to test the postulated hypotheses set for the study at 0.05 level of significance. The result revealed that sponsorship have significant influence on sustainability of female football, level of advertisement and funding have significant influence on sustainability of female football. Based on the finding, the study recommends that private bodies and companies should be encourage by the government to participate in sponsoring of female football by given them tax free which would enhance large turnout of sponsorship. Also more attention should be given to female soccer in term advertisement and publicity so as to arouse people's interest.

Introduction

The importance of sports is diverse and broad ranging from its roles in individual economic value, health promotion and fitness, to peace building and community regeneration in post conflict (UNESCO, 2015). Alegi (2010) stated that football has been in existence for long and it was introduced to Africa by colonialists. It is one of the greatest phenomena in terms of attraction to people for all ages, gender and nationality. The number of spectators has recently achieved staggering numbers – nowadays stadiums and sport arenas are gigantic and can accommodate thousands of football fans. Football is an expensive games that requires good management and

effective planning, the entire management of football clubs which includes governments, sponsors, coaches and managers of female football teams is highly dominated by men (Talbot, 2001), knowingly or unknowingly, this tend to have direct impact on organization of women football in Nigeria.

In Africa, women football is not given much attention, only Nigeria and South Africa seems to be leading as they have both made appearances in the FIFA women's world cup and has continually participated in African women championships. Both teams have played in several editions of the women football world cup though none has ever gone beyond the quarter finals (CAF, 2011). According to Alegi (2010), their performance is greatly attributed to the fact that Nigeria and South Africa have a more established league system although the countries are still struggling to get their women's national team to international level. However sustainability is the act of holding or continue to sustain the economic growth of a community through effective management of funds available. Salako (2016) identified the following as management functions that must be followed in order to enhance effective sustainability of football club in Nigeria; they are lack of sponsorships, poor funding and low publicity and advertisement strategies.

Andre (2010) pointed out the sponsorship objective can be categorized into community relations, awareness, image/reputation, corporate responsibility, revenue/sales to match customers lifestyle and employee morale. Sponsorship of sports events by the private sectors usually arouse the interest of people towards sports participation which tend to promote sports development. Taylor (2010) observed that influence of sponsorship by the private sector in enhancing sports development could be multidimensional but it appears to be effective in causing improvement directly to sports at large.

Funding of sports programme such as managing football clubs is a major issue that requires serious thinking for positive result, availability of funds are key factors that determined the sustainability of female football clubs in our local league, (Adesoye, Ogunsawo and Ibiloye 2006). Salako (2016) observed that development of sports in Nigeria can only be attained when a strong financial base exist to execute programmes, develop athletes and build facilities finances are the engines that drives the total management process of a football club in Nigeria. Taylor (2010) stressed that sports finance is crucial to all forms of sports organization in-term of achieving clubs management in football industry, financial analysis of football club must be on yearly basis by the management so as to ensure proper budgeting and financial accountability of fund release in order to enhance smooth sustainability of female football club in the league campaign (Ogbemuda, 2001).

Furthermore, despite the importance and popularity of sports for both men and women, women's participation in football is still quite low all over the world as they face a lot of challenges such as; low level of publicity and low turnouts of spectators during their match. (Fahmy, 2011) football is one of the leading sport across the world and

participation of females continue to be very low in the game due to low level of publicity and advertisement. To increase the participation in football among females there is need to have a sustainable system of competition by sport administrators in terms of organizing football league and incorporating high level of publicity to promote female football in Africa (Gorreti, Elishiba & Geofrey 2017). Andre (2010) pointed out that recently, one of the indices to sports development is the adoption and innovation of social media in dissemination of information and also the steps taken by some privates bodies to advertise their products through sports has also added value to the growth and development of sports globally.

Statement of the Problem

Since the inception of Female football in Nigeria, only the government's owned female club were able to sustain their existence till date due to effective managerial skill on the part of sports administrators. The researcher observed that female football clubs has not been given adequate attention over the years due to the fact that football lovers and other stakeholders don't believe that female football is lucrative unlike the men's football. Furthermore, effective management functions on the parts of sports administrators has also made some of these female team to be fold up in the study area. The affected female teams are Oladimeji Tigress, Sure Babies and Ijagbo Queen Ladies. The ownership of these female teams did not enjoy the effectiveness of those in charge of the teams, and this hindered sustainability. This necessitates the needs why the researchers investigate influence of management functions on sustainability of female football club in Kwara State.

Research Questions

The following research questions were raised to guide the study.

1) Does private sponsorship have influence on sustainability of female football clubs in Kwara State?
2) Does funding have influence on sustainability of female football clubs in Kwara State?
3) Does level of advertisement have influence on sustainability of female football clubs in Kwara State?

Hypotheses

The following hypotheses were formulated and tested for this study

1) Sponsorship will not have significant influence on sustainability of female football clubs in Kwara State.
2) Funding will not have significant influence on sustainability of female football clubs in Kwara State.
3) Low level of advertisement will not have significant influence on sustainability of female football clubs in Kwara State.

Methodology

Descriptive research design of survey method was employed. The population consists of all female football players, technical crew and management members. Multistage sampling procedures

of stratified and purposive sampling techniques were used to select 100 respondents. The respondents were stratified into four (3) strata. Female players, coaches and management members. Purposively all the 20 female players of Kwara ladies, 19 players from Moje Queen and 22 Banbuka Queen ladies were sampled and 5 technical officials and 5 management members in each team and 7 Boards members in F.A secretariats were also sampled. In all 100 respondents were sampled for this study. A researcher structured questionnaire was used. The instrument was face validated by two lecturers in the field of sports administration in Human Kinetics Education University of Ilorin and two lecturers in the department of Human Kinetics & Health Education, Kwara State University Malete. The reliability level of the instrument was established through test retest method using Pearson Product Moment Correlation (PPMC). A correlation Coefficient of 0.75 was obtained. The instrument was administered by the researchers and two (2) trained research assistants. The data collected were analysed using chi-square (x2) statistical tool to test the postulated hypotheses set for the study at 0.05 alpha level.

Result

Hypothesis one: Sponsorship will not have significant influence on sustainability of female football clubs in Kwara State.

Table 1 shows x2 analysis of influence of sponsorship on sustainability of female football clubs.

S/N	ITEM	SA	A	D	SD	ROW TOTAL	Calx2 value	df	Critical X2 value	Remarks
1	Sponsoring of female football club go along way to add value to the sustainability of female football.	1	23	36	40	100	33.40	9	16.92	Hypothesis Rejected
2	If team managers seek for sponsors of the female football, it will often hinder the sustainability in their respective league.	5	7	50	38	100				
3	Sponsoring of female football is just like waste of time because it does not enhance their sustainability.	25	5	40	30	100				
4	The mode administering female football by the managers cannot attract sponsors to come and invest their money in it.	12	70	8	20	100				
Column Total		**33**	**105**	**136**	**126**	**400**				

P< 0.05

Table 1 revealed the calculated x2 value of 33.40 and critical x2 value of 16.92 with 9 degree of freedom at 0.05 alpha level. Since the calculated x2 value is greater than the critical x2 value, therefore, the null hypothesis that stated that sponsorship will not have significant influence on sustainability of female football clubs in Kwara State was hereby rejected. This means that sponsorship has significant influence on sustainability of female football clubs in Kwara State.

Hypothesis two: funding will not have significant influence on sustainability of female football clubs in Kwara state.

Table 2 shows x2 analysis of influence of funding on sustainability of female football clubs.

S/N	ITEM	SA	A	D	SD	ROW TOTAL	Calx2 value	df	Critical X2 value	Remarks
5	Some sports administrators often don't encourage government to invest huge amount of money to female football.	7	28	45	20	100	50.72	9	16.92	Hypothesis Rejected
6	Mismanagement of fund by some sports administrators often discourage some philanthropist from financing female football	9	30	31	30	100				
7	Management of female football do not really require huge amount of money for its sustainability	3	46	29	22	100				
8	Inadequate funding of female football club often encourage effective	10	29	28	33	100				

sustainability					
Column Total	**29**	**133**	**133**	**105**	**400**

P< 0.05

Table 2 indicated the calculated x2 value of 50.72 and critical x2 value of 16.92 with 9 degree of freedom at 0.05 alpha level. Since the calculated x2 value is greater than the critical x2 value, hence the null hypothesis that stated that funding will not have significant influence on sustainability of female football clubs in Kwara state was hereby rejected. This implies that funding have significant influence on sustainability of female football clubs in Kwara state.

Hypothesis Three: Advertisement will not have influence on sustainability of female football clubs in Kwara State.

Table 3 revealed x2 analysis of influence of advertisement on sustainability of female football clubs.

ITEM	SA	A	D	SD	ROW TOTAL	Calx2 value	df	Critical X2 value	Remarks
Advertisement publicity of female football clubs is so low to the extent that it often affect their sustainability.	8	60	7	25	100	80.28	9	16.92	Hypothesis Rejected
More attention should be given to female football in order to enhance effective sustainability	4	8	62	26	100				
Poor managerial skills often associated with low advertisement of female football club's.	24	3	24	50	100				

12	Advertisement of female football clubs has nothing to do with their sustainability in the league.	28	11	30	31	100
	Column Total	**64**	**82**	**123**	**142**	**400**

P< 0.05

Table 3 revealed the calculated x2 value of 80.28 and critical x2 value of 16.92 with 9 degree of freedom at 0.05 alpha level. Since the calculated x2 value is greater than the critical x2 value therefore the null hypothesis that stated that advertisement will not have significant influence on sustainability of female football club in the study area was hereby rejected this means that advertisement have significant influence on sustainability of female football club in kwara state.

Discussion of the findings

The finding from tested hypothesis one revealedcorporate bodies usually assist the management that sponsorship have significant influence onto successfully run the affair of football club for sustainability of female football clubs in thea long period of time. Similarly Fahmy (2011) study area. This result supported the findings ofstressed that sponsorship usually assist Okpara (2014) who affirmed that the issue ofmanagement of club to sustained their existence sponsorship is very important in the area of clubin the league for a long time. The author further management especially the female football club.stressed that, a situation where government Effective sponsorship by individuals and
funding is inadequate to finance the football club and the club management face challenges that may down play their efforts in building formidable teams that would win tournament provided if the management allowed private sectors to assist in sponsorship deal that would save the team. Also Taylor (2010) stressed that influence of sponsorship by the private sector in enhancing sports development could be multidimensional but it appears to be effective in causing improvement directly to sports at large. Similarly Gorreti, Elishiba & Geofrey (2017) pointed out that sponsorship objective can be categories into community relations, awareness, image/regulation, corporate responsibility, revenue/sales to match customers lifestyle and employee morale. Tallbot (2001) observed that sponsorship of sports events by the private bodies usually arouse the interest of people towards sports participation which tend to promote sport development through club sustainability.

The finding from tested hypothesis three shows that advertisements have significant influence on sustainability of female football clubs in the study area. This result buttressed the finding of Alegi (2010) who stressed that the level of publicity through advertisement of female soccer on social media often enhances their sustainability. It's also contributed to sports development with the power of social media platform. Similarly Andre (2010) pointed out that recently one of the indices to sports development is the adoption and innovation of social media in dissemination information and also the steps taken by some privates bodies to advertise their products through sports has also add value to the development of sports globally.

Conclusion

Based on the finding of this study the following conclusion were made

1) Sponsorship has significant influence on sustainability of female football clubs in Kwara state.
2) Funding has significant influence on sustainability of female football clubs in Kwara state.
3) Advertisement has significant influence on sustainability of private football club in Kwara state.

Recommendation

Based on the finding the following recommendation were made

1) Private bodies and companies who engaged in sponsoring of female football club should encourage by the government by given tax free so as to enhance sustainability.
2) Funding of female football clubs should not be left in the hand of government, done private bodies should be encourage to partners with government in term of fund raising and donation so as to enhance effective sustainability.
3) More attention should be given to female football in term advertisement to enhance effective sustainability.

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