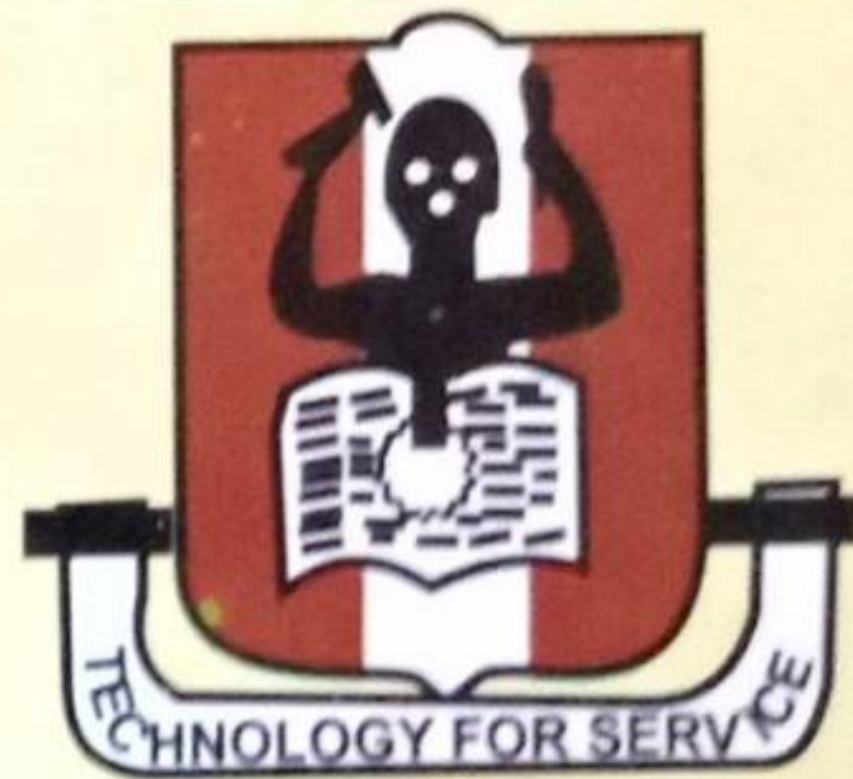


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Editorial Comments

The Nigerian Journal of Health & Kinesiology presents the eight volume of her journal. This journal is the brainchild and innovation of the Department of Health and Physical Education, Enugu State University of Science and Technology (ESUT). This volume explores a wide spectrum of areas in health, human kinetics and education, with the aim to disseminate research information to lecturers, teacher-trainers, researchers, policy makers, health practitioners and other interest groups.

Health education and human kinetics lend themselves to a wide range of interpretations. They empower people with knowledge, physical fitness and optimum health for quality living. This message calls for collaborative efforts of understanding, information sharing and networks on the part of all concerned.

We employ you to travel through this exciting journal with our various contributors as they explore explanations to health, kinesiology and other related concepts. We look forward to many scholars joining in some of the discourses that the journal is engaged in. Hoping to receiving scholarly critique, empirical researches of your ongoing studies that could offer solutions to socio-health, human kinetics and other general education issues.

We want to thank the founding father of this journal – Prof. O. C. Ene. With special thanks going to our contributors for making the publication of this volume possible and worthwhile. Above all, we are highly indebted to our editorial advisers.

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Relationship Between Advertisement Strategies Of Products And Sports Promotion In Ilorin Metropolis

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Abstract

The paper examined relationship between advertisement strategies of products and sports promotion in Ilorin metropolis, Kwara state. Descriptive research design of survey method was adopted for the study. In all, 300 respondents were selected through stratified random sampling technique. The instrument used for this study was structured questionnaire that had been thoroughly validated by experts on the field and reliability coefficient correlation of 0.78 was obtained with the use of test-re-test method. Three hypotheses were tested for the study. Data collected were analyzed using mean with standard deviation, and Pearson product moment correlation coefficient (r) statistical method. The result showed that branding as strategy in advertisement strongly related with sports promotion. Direct marketing strategies of sports products had greater relationship with sports promotion efforts. Based on these findings, the study recommended that sports marketers should endeavour to integrate branding strategy into the goods and services for sports promotion. Sports marketers also should ensure proper products placement strategy for the goods and services for sports promotion.

Introduction

Sport marketing is a new field that has its roots in production and sale of sporting products and services for the mutual benefits of sports participants and organizers. Sports organization started many centuries ago with few sports scholars such as Mark, Bob, Donand, Frank, Jerry, Ray, Steve, who realized that organized sports so much developed to the extent of establishing themselves as a phenomenon that was recognized at national and international levels. (Wikipedia, 2010).

The term 'sport' has been subjected to numerous definitions by

different authors in the field. Igbunugo (2003) citing Coakley (1978) opines that sport as an institutionalized competitive activity involves vigorous physical exertion or the use of complex physical skills. This according to her is often undertaken by individuals who are motivated by either the intrinsic satisfaction with the activity itself or the external reward earned through participation. Sports today are global in shape and sporting events are followed with great interest by people of many countries. Sport is a tool for international politics and nationalism as it has a means of obtaining recognition and

given attention and the desire of people (Omoruan, 1992).

Sports involved any activity engaged to derive pleasure and exert power through vigorous exercise. According to Olajide (2003), sports is an institutionalized physical activity which operates by fixed rules. Sports is an activity with clear standard of performance involving physical exertion through competition governed by norms, physically performed by members of organized group with the goal of achieving some reward through defeat of other competitors.

Marketing is an inevitable means of bringing useful products and service to the knowledge of willing consumers. Marketing according to Kathleen (1994) is the actual activity that takes place during the trading process, for example, telemarketing, selling and or promotion practice. It is therefore appropriate to say that marketing as a product of service involves an actual exchange of money or transaction. This means that marketing helps to satisfy human needs, want and demands through an exchange process (transaction) involving services or products.

Sport marketing according to Pits and Stroller (1996) is a process of designing and implementing activities for the production, pricing, promotion and distribution of sports products or services to the consumers. Nwabuikwu (1997) defined sports marketing as the process of selling the potential of a particular sports events to a sponsor and a co-operate body.

Advertisement and promotion are best carried out by implementing advertising and promotion plan. The goal of the plan should depend very much on the overall goals and strategies of the organization and how to convey it to them, otherwise known as advertising

campaign; who is responsible to carry the various activities in the plan and how much money is budget for his effort. Successful advertising depends very much on knowing the preferred method and styles of communication of the target markets that you want to reach with your advertisement.

A "brand" is a name, sign, symbols, slogan or anything that is used to identify and distinguish a specific product, services, or business. A legally protected brand name is called a preparatory name, (Wikipedia, 2010). Brand is the image, of the product in the market. Some people distinguished the psychological aspect of a brand from the experiential aspect. The experiential aspect consists of the sum of all point of contact with the brand and is known as the brand experience.

The psychological aspects, sometimes referred to as the brand image, are a symbolic construct created with the minds of people and consist of all the information and expectation associated in a product or services. People engaged in a brand that seeks to develop or align the expectation behinds the brand experience, creating the impression that a brand associated with a product or service has certain qualities or characteristics that make it special or unique. A brand is therefore one of the most valued elements in an advertising theme, as it demonstrates what the brand owner is able to offer in the market place. The art of creating and maintaining a brand is called brand management. Orientation of the whole organization towards its brand is called brand orientation [Wikipedia, 2010].

Direct marketing is a form of advertising that reaches its audience without using traditional formal channels of advertising such as television, newspapers and radio. Business

communicates straight to the consumer with advertising techniques such as fliers, catalogue distribution, promotional letters and street advertising (Wikipedia, 2010). Direct advertising is a sub-discipline and type of marketing. These are two main definitional characteristics which distinguish the forms or types of marketing. The first is that it send its message directly to consumers without the use of intervening commercial communication media while the second characteristics is the core principles of successful advertising driving a specific "call to action." This aspect of direct marketing involves and emphasizes trackable, measurable and positive response from consumer (known simple as "response" in the industry) regardless of medium (Wikipedia, 2010).

The product advertisement expect the prospective buyers to take a specific action for instance, call a free phone number or visit a websites, then the effort is considered to be direct response advertising. (wikipedia, 2010). Product placement or embedded marketing is a form of advertisement, where branded goods and services are placed in content usually devoid of advertising, such as movies, the story line of television shows or news programmes. The product placement is often notify disclosed at the time that the goods or services is featured. Product-placement became common in the 1980s.

In April 2006, broadcasting and cable reported two-third of advertisers employ branded entertainment product placement with the vast majority of that 80% in commercial television programmes the story, based on a survey by the Association of National Advertisers. The association maintained that the said "reason for using in show

plugs varied from stronger emotional connection to better dovetailing with relevant content to targeting specific group" (Wikipedia, 2010).

Sport marketing is a way of promoting sport and sports products. The process is also used in the sporting field to represent all forms of transaction involving different element in sports. Also, experience has shown that the role of advertisement in any form of business cannot be over emphasized as it draws good attention of the public, be it viewers, readers and listeners towards products and services. However, sports marketing seems to be ineffective in this part of the world and this has no doubt affected its patronage of products and services. This is due to poor communication which results in lack of proper information and awareness of the products. Therefore, the need arose to determine the extent of relationship of advertisement strategies of sports product and sport promotion in Ilorin Metropolis of Kwara State.

Purpose of the Study

The main purpose of this study was to determine the relationship between advertisement strategies of sports products and sport promotion in Ilorin Metropolis of Kwara State. Specifically, the study sought to determine:

1. The relationship between the use of branding as an advertisement strategy of sports products and sports promotion in Ilorin metropolis;
2. The relationship between the use of direct marketing strategy of sports products and sports promotion in Ilorin metropolis;
3. The relationship between the use of product placement strategy of sports products and sports promotion in Ilorin metropolis.

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2. The relationship between the use of direct marketing strategy of sports products and sports promotion in Ilorin metropolis;
3. The relationship between the use of product placement strategy of sports products and sports promotion in Ilorin metropolis.

Hypotheses

The following null hypotheses were tested at 0.05 level of significance:

Ho₁ There will be no significant relationship between the use of branding as an advertisement strategy of sports product and sports promotion in Ilorin Metropolis of Kwara State.

Ho₂ There will be no significant relationship between the use of direct marketing strategy of sports products and sports promotion in Ilorin Metropolis of Kwara State.

Ho₃ There will be no significant relationship between the use of product placement strategy of sports product and sports promotion in Ilorin Metropolis of Kwara State.

Methodology

The study was carried out with the use of descriptive survey design method. The sample for the study was made up of 300 respondents drawn through stratified random sampling technique.

The instrument used in gathering information for this study was a researcher developed structured

questionnaire. The instrument was thoroughly validated by experts in the field of sports administration and sports psychology. A reliability coefficient of correlation of 0.78 was obtained with the use of test-re-test reliability method. The analysis of data collected was done with the use of mean with standard deviation, and Pearson product moment correlation coefficient. The results obtained from the data analysis were contained in tables 1 – 3.

Result

The data collected on all the variables were analyzed using means with standard deviation, and Pearson product moment correlation coefficient (r). This was used in establishing the level of acceptance or rejecting of the stated null hypotheses at 0.05 level of significance.

Hypothesis 1: There will be no significant relationship between the use of branding as an advertisement strategy of sports products and sports promotion in Ilorin metropolis.

Table 1: Relationship between the use of branding as an advertisement strategy of sports products and sports promotion in Ilorin Metropolis of Kwara State.

Variable	No	Mean	Std	Df	Cal. r-value	Crit. r-value	Remark
Branding as an advertisement strategy of sports products	300	14.3533	1.23839	298	0.562	0.139	Ho ₁ Rejected
Sports promotion	300	71.7417	4.32975				

Table 1 shows the calculated r-value of 0.562 while the critical r-value is 0.139 with 298 degree of freedom at 0.05 level of significance. Since the calculated value is greater than the critical r-value, hypothesis 1 is therefore rejected and the alternative hypothesis

not rejected. This means that branding strategies helped in promotion of sports.

Hypothesis 2: There will be no significant relationship between direct marketing strategies of sports products and sports promotion in Ilorin Metropolis of Kwara State.

Table 2: Relationship between Direct Marketing strategies of sports product and sports promotion in Ilorin Metropolis of Kwara State.

Variable	No	Mean	Std	Df	Cal. r-value	Crit. r-value	Remark
Direct marketing strategy of sports products	300	14.0667	1.58026	298	0.630	0.139	Ho ₂ Rejected
Sports promotion	300	71.7417	4.32975				

Table 2 shows the calculated r-value of 0.630 with the critical r-value is 0.139 with 298 degree of freedom and at alpha level of 0.05. Since the calculated value is greater than critical value hypothesis 2 is rejected and alternative hypothesis upheld. This means that

direct marketing strategies of sports product contributed to sport promotion.

Hypothesis 3: There will be no significant relationship between product placement strategy of sports product and sport promotion in Ilorin metropolis.

Table 3: Relationship between product placement strategy of sports product and sport promotion in Ilorin Metropolis of Kwara State.

Variable	No	Mean	Std	Df	Cal. r-value	Crit. r-value	Remark
Product placement strategy of sports product	300	13.5567	1.12746	298	0.386	0.139	Ho ₃ Rejected
Sports promotion	300	71.7417	4.32975				

Table 3 shows the calculated r-value of 0.386 with the critical r-value is 0.139 with 298 degree of freedom and at 0.05 alpha level of significance. Since the calculated value is greater than critical value, hypothesis 3 is rejected and alternative hypothesis is not rejected. This means that product placement strategy of sports product contributed to sport promotion in Ilorin metropolis.

Discussion of Findings

Researched question one showed that Pearson analysis of use of branding as it affected the relationship between advertisement strategies of products and sports promotion in the study area. The findings revealed that there was significant relationship between the uses

of branding strategy and sports promotion in Ilorin Metropolis. The finding of this research works supported the submission of Keller (2000) who affirmed that brand awareness referred to customer's ability to recall and recognize the brand under different condition and link to the brand name, Logo, jingles and so on to certain association and memory. Wikipedia (2010) was of the opinion that customers might look on branding as an important value added aspect of product or services, as it often serviced to donate certain attractive quality or characteristic.

Researched question two showed that Pearson analysis of director market as it affected the relationship between advertisement strategies of products and

sports promotion in the study area. The findings revealed that there was significant relationship between direct marketing strategy of sport products and sport promotion in Ilorin Metropolis. The result of this finding is in line with the decision making process identified by Wikipedia (2010) who said that direct marketing was a form of advertisement that reaches its audience without using traditional formal channels of advertising such as television, newspapers and radio. Business communicates straight to the consumer with advertising techniques such as fliers, catalogue distribution, promotional letters and street advertising.

Researched question three showed that Pearson analysis of product-placement strategy as it affected the relationship between advertisement strategies of products and sports promotion of sports in the study area. The findings revealed that there was significant relationship between product placement strategies and sport promotion in Ilorin Metropolis. The result of this finding was in line with the decision making process identified by Wikipedia (2010) who said that product placement or embedded marketing was a form of advertisement, where branded goods or service were placed in a context usually devoid of advertising, such as movies,

the story line of Television show or news programs.

Conclusions

The main focus of the study was to ensure effective use of advertisement for excellence and effective sports marketing. The finding showed that branding strategy promotes sport in Ilorin Metropolis. Also, direct marketing strategy promote sports in Ilorin Metropolis. Further, product placement strategy promoted sports in Ilorin Metropolis of Kwara State.

Recommendations

Based on the findings from the study, the following recommendations were made:

1. The sports marketers should endeavour to include branding strategy into their goods and services so as to promote sales and improve sporting events;
2. The sports marketers should also employ direct marketing strategy to improve sale of sport products and services, so as to promote effective sports participation;
3. The sports marketers should employ proper products placement strategy to improve their sale of sports products and services, and promote sporting activities within the metropolis;

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