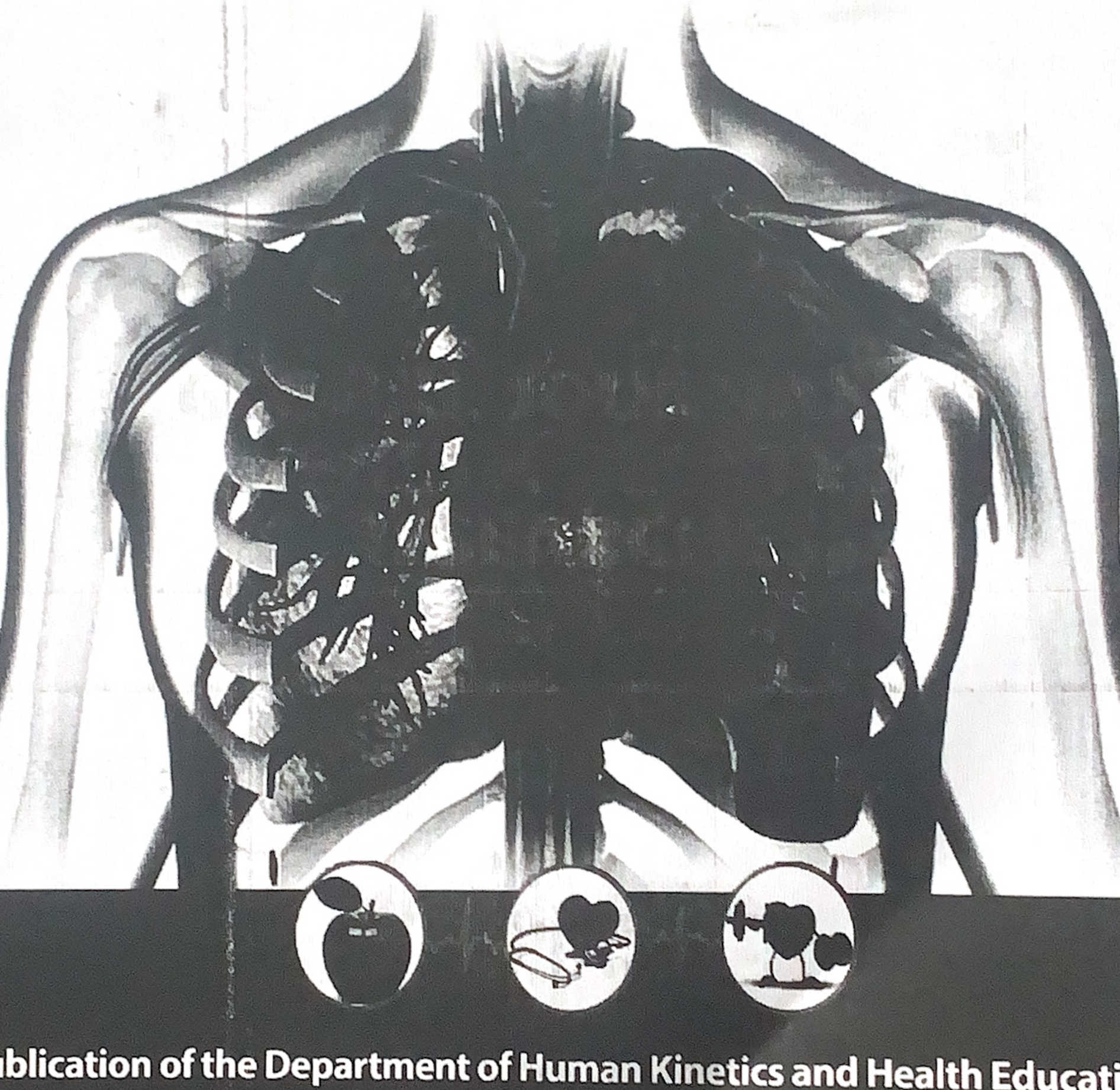
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SOCIO-ECONOMIC EMPOWERMENT OF COMMERCIALIZATION OF VIEWING CENTRES OF PREMIERSHIP LEAGUE AMONG YOUTHS IN ILORIN METROPOLIS, KWARA STATE

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ABSTRACT

...his study examined the Socio-Economic Empowerment of Commercialization of Viewing Centres of Premiership ...eague among Youths in Ilorin Metropolis, Kwara State. The Descriptive survey design of the survey of survey types ... adopted. The population of the study was made of youths, who are English premiership league followers and ... use of viewing centres in the study area; simple random participation and purposive sampling technique were ... to select the 150 respondents. The instrument used was a researcher structured-questionnaire. The instrument was ...dated by three experts in the Department of Human Kinetics and Sociology Department, University of Ilorin. The ...bility of the instrument was obtained using the test-retest method. Through Pearson's Product Moment Correlation ...MC) and a coefficient of 0.76 was obtained. Inferential statistics of Chi-square was used to test the hypotheses at ... alpha level. The results of this study revealed that: poverty alleviation have significant influence on ...mercialization of viewing centres of premiership league among youths, unemployment have significant influence ...commercialization of viewing centres of premiership league, and Sport betting have significant influence on ...mercialization of viewing centres of premiership league. Base on the finding of this study. It was therefore ...mmended that Youths should become owners of viewing centres in order to become employer of labour and self-...ance.

Keywords: Socio-economic, commercialization, Premiership league, Youth

Introduction

Empowerment can be viewed as a method of further developing the government assistance ...ministrations through intervening social organizations. The individual process involves the will to ...pact the climate on all levels: it starts with a feeling of confidence in one's own solidarity, advances to ...vement in between close to home spaces, and proceeds from that point to action for social change. (Eze, ...5).

Thus, Empowerment is an intelligent interaction which happens between the individual and his ...rrent circumstance, throughout which the feeling of the self as useless changes into an acknowledgment ...the self as a decisive resident with socio-political capacity. (Cox, Ganons, Noel, Vavra, Wing Farrel & ...man 2020)

Social empowerment is perceived as the method involved with fostering a feeling of ...ependence and self-assurance, and acting exclusively and by and large to change social connections and ...foundations and talks that prohibit poor individuals and keep them in poverty (Nwekeaku & Ossai ...). Poor individuals' empowerment, and their capacity to view others to be responsible, is ...quivocally affected by their singular resources (like land, lodging, investment funds) and capacities of ... types: human (like great wellbeing and training), social (like social belonging, a feeling of character, ...ative relations) and mental (confidence, self-assurance, the capacity to envision and try to a superior ...re). Additionally significant are individuals' aggregate resources and abilities, like voice, association, ...rayal and identity (Namai, 2020).

Economic empowerment is thought to permit destitute individuals to think past prompt day by ...endurance and to practice more prominent command over both their assets and life decisions. For

instance, it empowers families to settle on their own choices around making interests in wellbeing, instruction, organizations and facing challenges to expand their pay. There is additionally proof that economic empowerment can fortify weak gatherings' investment in decision making, this recommends that financial force is regularly handily 'changed over' into expanded societal position or decision making (Morris, Santos & Neumeyer 2020).

These mechanical headways are currently pervasive even in non-industrial nations. This condition has engaged transnational media partnerships and associate satellite and digital TV organizations like DSTV, Sky Sports, CNN, which currently hold influence in Nigeria. Therefore, foreign programmes, particularly football broadcasting, have become pervasive (Onwumechili, & Oloruntola 2014).Football (soccer) is the most popular and globalised sporting activity in the world. Among global televised (viewed) football competitions and leagues around the world, European leagues, such as the English Premier League, Spanish La-Liga, Italy Serie A, German Bundesliga, French League 1, and the UEFA Champions League are at the top of quality organisation and coverage. In fact, it has been the dream of most local football agents to facilitate their movement to Europe (Onwumechili & Akpan 2020). On the other hand, non-footballers (fans), especially the youths in Nigeria, engage in massive support for European football clubs and tournaments. Hence, the transmission of live football matches from the European Leagues is creating a huge base of fanatics of European football clubs across non-industrial nations, most particularly Nigeria. A similar overview further uncovered that most devotees of European associations frequently observe live matches in commercial viewing centres (Onyebueke 2015).

Micro, small and medium enterprises is an essential part of Nigeria economy and it is indicated in the Nigeria Strategy for Growth and Poverty Reduction as a basic stage towards keeping an eye on the concerns and longing of the Nigeria vision 2020 (Naradda, Ekanayake, Abeyrathne, Prasanna, Jayasundare, &Rajapakshe 2020). Nigeria has been the focal point of exchange for a long time. Nigeria relies upon business exercises for monetary development and a large portion of them are occupied with the limited scale business as the significant method for acquiring their income. The MSMEs in Nigeria create job opportunities among the low skilled people and therefore hold the key to employment creation and income generation (Kowo, Adenuga & Sabitu, 2019).

One of the most critical problems of development confronting the continent of Africa and Nigeria, in particular, is poverty, which is majorly caused as a result of unemployment of youths. In the contention of Olukayode (2017), despite preventing some economies from attaining economic significance and aspirations of development, it has positioned them as countries without a job-growth economy. The up-surge in youth unemployment and poverty has turned out to be an all-reaching concern in the present-day global world. Youth joblessness is a test facing most nations all around the world (Oyekunle 2020). Despite being more articulated in non-industrial nations, industrial economies are not insusceptible to this terrifying social issue. The topic of youth joblessness and destitution is among the principal issue facing the acknowledgment of the all-encompassing destinations of the public authority, seeing the objectives of advancement as embedded in the medium-term Economic Recovery and Growth Plan (ERGP) and Vision 20:2020 of the Federal Republic of Nigeria.

According to Yarima (2014), governments and development partners should see youth as an 'investment opportunity' and invest in them for the acceleration of economic growth and reduction of poverty, since their condition offers an unprecedented opportunity for that. The critical role of the youth population in national development made the issue of youth development, with particular emphasis on youth employment, unemployment, and poverty, appear among the issues of concern on the front burner of the agenda of international development. The Federal Ministry of Youth Development (2008) made the accompanying accommodation on youth, 'the energy, abilities, and yearnings of youngsters are important resources that no nation can bear to waste, and assisting them with understanding their maximum capacity by accessing business is no question a precondition for destitution annihilation, feasible turn of events, and enduring harmony. Young people make up the dynamic populace of any general public' (Akanle & Omotayo 2020).

The dynamic populace of any general public is its productive sector, and this decides generally the degree of improvement of that society. At the point when youngsters, being the dynamic populace, are made inefficient, deliberately or unknowingly, society will in general stay stale in its formative steps. As indicated by Bora, kirikkaleli, Bekunand Ekwueme (2020), youth joblessness and destitution are as of now one of the best worldwide improvement challenges confronting nations internationally. Relating this to the African continent, he affirmed that Africa, which has more than 60 percent of its population currently under the age of 44, is the fastest growing and most youthful population in the world. With regards to Nigeria, unemployment and poverty among youths are one of the major problems inhibiting the growth of the economy.

Furthermore, the affection for Premiership league has prompted commercialisation of viewing centres which as of late has taken another measurement with the approach of sports betting organizations as a method of building an organization of avid supporters and allies of football rivalries (Damms 2021).Sport betting is the action of gauging and anticipating the consequence of sports matches or sports and putting a cash stake or award on it. Today, internet (online)betting is exceptionally normal among adolescents and surprisingly more seasoned individuals likewise participate in web based wagering (Lavojo, Bala, Arogundade& Collins 2020).Njemanze, Nwokporo, Agha, andNwosu (2020), sees sport betting as an act of placing a financial wager on the outcome of a sporting match, as well as on events that occur within the larger match or fixture. It also covers betting on other events such as the outcome of a political election or a reality television program.

In Nigeria, an expected 60 million dynamic bettors matured 18-40 burn through N1.8billion day by day adding up to N730billion yearly, News Agency of Nigeria (2014). Their investment in sports betting comes from different assumptions for social and money related prizes. One of the significant motivations behind why young people include in sports betting is to win cash; this is trailed by amusement, and as a method for get out and the power of allurement with respect to the issue bettor (Adebisi, Alabi, Arisukwu, &Asamu2021). Calado1, Alexandre and Griffiths (2018) in a diverse report set up 'sensation looking for' as significant connection factor of issue betting. For the Nigerian populace, NOI surveys (2019) detailed that the craving to win cash (30%), Unemployment (21%) and voracity 15% as the significant justifications for why individuals take part in wagering exercises. It has additionally turned into a well-known past-time action for the grown-ups as well as for individuals underneath age 18 particularly on the internet wagering stages.

Nigerian young people have a colossal football culture which Sports wagering organizations like Bet9ja, Nairabet, Merrybet, Accessbet, Betking, Sportybet and so forth have utilized on to their advantage (Njemanze, Nwokporo, Agha, &Nwosu 2020). For the most part, there exist enormous aficionados of the English Premier League and Spanish Laliga groups. Dissimilar to in the past where young people just spend assets to watch matches at viewing centres, betting shops as a feature of significant worth added administrations as well as a method of drawing in clients by and by show matches to bettors. The chief explanation being that it gives speedy and simple money (Calado, Alexandre, & Griffiths 2020).However, this study focuses on the socioeconomic empowerment of commercialisation of viewing centres of premiership league among youths in Ilorin metropolis.

Statement of the problem

Recently the unemployment rate and poverty level among the youths are major concern of government and other stakeholders because its hindered the Economic growth to some extent, socio-economic empowerment of commercialisation of viewing centres of premiership leagues, and these problem influences the commercialization viewing centres of premiership league in Nigeria, and these include disasters, competition, infrastructure, taxes, accounting, management, poor mobilisation of savings, marketing, and planning. The researcher observed that financial assistance has been one of the major challenges facing commercialisation of viewing centres. The impact of monetary help could be felt

as it poses severe consequences on the establishment of viewing centres of premiership league by operators (youth).

This has led to the onset of sport betting, of which its existence in the country has raised several ethical questions for the youths, parents and other caregivers given the disorientation and dissonance it infuses in the existing social norms and values of hard work. Thousands of people follow live matches of European football leagues through satellite TV in commercial viewing centres across urban and rural areas in Nigeria, as a result of this, there is high participation of youths in sport betting. The researcher observed that high rate of youth participation in sports betting which is as a result of commercialization of viewing centres of premiership league causes considerable discomfort within the family, community and the larger society. The challenges of how unemployment, tax, sport betting and poverty can lead to socio-economic empowerment of youths still remain unexplored. In view of this, this study therefore investigated socio-economic empowerment of commercialization of viewing centres of premiership league among youths in Ilorin metropolis.

Hypotheses

The following hypotheses were formulated and tested for this study:

1. Poverty alleviation has no significant influence on commercialization of viewing centres of premiership league among youths in Ilorin metropolis, Kwara State
2. Unemployment has no significant influence on commercialization of viewing centres of premiership league among youths in Ilorin metropolis, Kwara State
3. Sport betting has no significant influence on commercialization of viewing centres of premiership league among youths in Ilorin metropolis, Kwara State

Methodology

A descriptive research method was used for this study. The population for this study comprises of all youth between the ages brackets of 20-35 years old in Ilorin metropolis. A multi – stage sampling technique (consisting of simple random, stratified, proportionate and purposive sampling techniques) was adopted for the selection of 150 respondents. A questionnaire was the main instrument that was used for this study. The validity of the instrument was done by given copies to three experts in the Department of Human Kinetics Education and one lecturer in the Sociology Department, University of Ilorin. The research instrument was tested for reliability through test retest method using Pearson Product Moment Correlation (PPMC). The data collected were analysed using inferential statics of chi-square (x^2) to test the hypotheses formulated at 0.05 alpha levels.

ITEMS	SA	A	D	SD	ROW TOTAL	Df	CAL. VALUE	TABLE VALUE	REMARK
Commercialization of viewing centres will increase the standard of living among youths thereby eradicating poverty	58 (38.7%)	69 (46.0%)	21 (14.0%)	2 (1.3%)	150				
Commercialization of viewing centres lead to employment of youths	36 (24.0%)	99 (66.0%)	10 (6.7%)	5 (3.3%)	150				
Commercialization of viewing centres spurs rural development	51 (34.0%)	69 (46.0%)	23 (15.3%)	7 (4.7%)	150	9	362.0	16.92	Ho Rejected
Commercialization of viewing centres encourages patronage and leads to poverty eradication	34 (22.7%)	79 (52.7%)	30 (20.0%)	7 (4.7%)	150				
Column Total	**179**	**316**	**84**	**21**	**600**				

Results

Ho1: Poverty alleviation has no significant influence on commercialization of viewing centres of premiership league among youths in Ilorin metropolis

Table 1: Chi-square (x^2) analysis showing the significant influence of poverty alleviation has significant influence on commercialization of viewing centres of premiership league among youths in Ilorin Metropolis

P<0.05 alpha level

The table 1 indicated a calculated Chi-square value of 362.079and a table value of 16.92with a degree of freedom of 9 at 0.05 alpha level. Since the calculated value is greater than the table value, the null hypothesis is rejected. This implies that poverty alleviation have significant influence on commercialization of viewing centres of premiership league among youths in Ilorin Metropolis

Ho2: Unemployment has no significant influence on commercialization of viewing centres of premiership league among youths in Ilorin Metropolis.

Table 2: Chi-square (x^2) analysis on unemployment has no significant influence on commercialization of viewing centres of premiership league among youths in Ilorin Metropolis

ITEMS	SA	A	D	SD	ROW TOTAL	Df	CAL. VALUE	TABLE VALUE	REMARK
Commercialization of viewing centres can lead to provision of job opportunity	68 (45.3%)	71 (47.3%)	8 (5.3%)	3 (2.0%)	150				
Social vices (e.g Smoking, drug, trafficking, kidnapping, stealing etc) among youths is reduced through commercialization of viewing centres	47 (31.3%)	46 (30.7%)	54 (36.0%)	3 (2.0%)	150				
Commercialization of viewing centres leads to youth development both locally and internationally	36 (24.0%)	73 (48.7%)	34 (22.7%)	7 (4.7%)	150	9	321.12	16.919	Ho Rejected
Commercialization of viewing centres encourages other side attractions (Businesses), which leads to creation of employment opportunities among youths	76 (50.7%)	62 (41.3%)	10 (6.7%)	2 (1.3%)	150				
Column Total	**224**	**255**	**106**	**15**	**600**				

$P < 0.05$ alpha level

The findings from table 2 reported a calculated Chi-square value of 321.12, table value of 16.92 with the degree of freedom of 9at 0.05 alpha level. Since the calculated value is greater than the table value, the null hypothesis is rejected, which implies that unemployment has significant influence on commercialization of viewing centres of premiership league among youths in Ilorin Metropolis.

Ho3: Sport betting has no significant influence on commercialization of viewing centres of premiership league among youths in Ilorin Metropolis.

Table 3: Chi-square (x^2) analysis on Sport Betting has no Significant influence on Commercialization of Viewing Centres of Premiership League among Youths in Ilorin Metropolis.

ITEMS	SA	A	D	SD	ROW TOTAL	D f	CAL. VALUE	TABLE VALUE	REMARK
Participating in Sport betting encourages youth to become owners of football viewing centres	34 (22.7%)	39 (26.0%)	60 (40.0%)	17 (11.3%)	150				
Sport betting serves as a source of income for youths	31 (20.7%)	76 (50.7%)	36 (24.0%)	7 (4.7%)	150				
Establishment of viewing centres will encourage participation in Sport betting which will promote business initiative	45 (30.0%)	81 (54.0%)	21 (14.0%)	3 (2.0%)	150	9	212.64	16.92	Ho Rejected
Sport betting encourages laziness among youths which is promoted through commercialization of viewing centres	58 (38.7%)	44 (29.3%)	37 (24.7%)	11 (7.3%)	150				
Column Total	**168**	**240**	**154**	**38**	**600**				

P < 0.05 alpha level

The findings from the analysis in table 3 reported a calculated Chi-square value of 212.64, table value of 16.92 with the degree of freedom of 9at 0.05 alpha level. Since the calculated value is greater than the table value, the null hypothesis is rejected, which implies that Sport betting have significant influence on commercialization of viewing centres of premiership league among youths in Ilorin Metropolis.

Discussion of the Findings

Findings on hypothesis 1 implies that poverty alleviation have significant influence on commercialization of viewing centres of premiership league among youths in Ilorin Metropolis. This result supported the finding of Eze (2015), who asserted that the promotion and development of entrepreneurial activities such as ownership of commercial viewing centres, would aid the dispersal and diversification of economic activities and induce development in the country thereby reducing poverty. Namai (2020), also added that entrepreneurial development in Nigeria should be perceived as a catalyst to increase the rate of economic growth, create job opportunities, and decrease trade deficits that results from importation of manufactured goods which will foster poverty alleviation. In addition, if Nigeria wants to reach its full potential in terms of economic and social developments, it cannot afford to ignore the importance of its

indigenous commercial viewing centres owners and the contributions they make to the nation's economy, especially in reducing poverty.

Hypothesis 2 showed that unemployment has significant influence on commercialization of viewing centres of premiership league among youths in Ilorin Metropolis. This finding is in line with the assertion of Morris, Santos & Neumeyer (2020), who asserted that small and medium enterprises for example viewing centres are a noteworthy driver of economic development, being vital to most economies across the world, particularly in developing and emerging nations representing 99% of all businesses in the European Union (EU) and in the last five years, provided about 85% of new jobs, also ensuring two-thirds of the total private sector. Small and medium enterprises (Commercial viewing centres) are viewed as backbone of an economy, since they exert a significant role in lessening poverty, employment creation and contributing meaningfully to the growth of developing countries (Kowo, Adenuga & Sabitu 2019).

Hypothesis 3 showed that Sport betting has significant influence on commercialization of viewing centres of premiership league among youths in Ilorin Metropolis. This finding is agreement with Ifeoma, Purity & Yusuf (2018) who reviewed that extant literature has recorded the insight and impacts of sport wagering on society are negative instead of positive, fairly certain in the short-run however experientially negative at a long run with no practically protected degree of commitment. A review in Uganda shows that due to commercialization of premiership league viewing centres, dependent adolescents to Sport betting left profitable business and turned to betting with other peers showing huge unexpected issues (Onwumechili & Oloruntoba 2014)

Conclusions

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

1. Poverty alleviation has significant influence on commercialization of viewing centres of premiership league among youths in Ilorin Metropolis.
2. Unemployment has significant influence on commercialization of viewing centres of premiership league among youths in Ilorin Metropolis.
3. Sport betting has significant influence on commercialization of viewing centres of premiership league among youths in Ilorin Metropolis.

Recommendations

Based on the findings of this study, the following were recommended:

1. Government should provide source of funds in form of loans, grants and incentives for the establishment of viewing centres by youths
2. Youths should become owners of viewing centres in order to become employer of labour and self employed
3. Adequate information or more awareness, should be put in place by the government on the long-term implication of Sport betting through commercialization of viewing centres of premiership league

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