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New Partnership For Africa's Development (NEPAD).

**COMMERCIALIZATION OF ENGLISH PREMIER LEAGUE AS
INDICES OF ENTREPRENEURSHIP DEVELOPMENT AMONG YOUTH
IN ILORIN METROPOLIS**

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Abstract

This study investigated commercialization of English premier league as indices of entrepreneurship development among youth in Ilorin metropolis. A descriptive research design of survey method was used for this study. The population for the study comprised of 150 commercial operators of English premier league centers in the study area and 100 respondents were randomly selected (66.67%). A validated researcher s developed questionnaire was used to collect data which was administered with the help of research assistants. A co-efficient value of 0.87 was obtained using Pearson Product Moment Correlation Co-efficient for reliability testing. In all three research hypotheses were formulated and tested at 0.05 alpha level of significance. The data collected were analyzed using chi square(x) to draw

inference. The result from the findings revealed a calculated chi –square value of 22.01 on self-empowerment, 20.17 on income generated and 19.20 socio economic status on commercialization of English Premier League against the critical value of 16.92 as indices of Entrepreneurship development among youth in Ilorin Metropolis. Based on these findings, it is recommended that government and other stakeholders in sports industry should endeavor to empower more youth through commercialization of Television shows. Commercialization of English premier league should serve as a way of educating youth who are engaging in this business to utilized income generated as a means of entrepreneurship development. There is need to educate youth on the income opportunities commercialization of Television shows as a way of developing entrepreneurship among youth.

Introduction

As sport is growing more into a business, the corporate model is entering into the organization of every sport entity and governing body. Charaf (2016) observed that entertaining people during their time off from work has always been a primary role of both participants and spectator in sport. Although in the past, sport entertainment is usually casual and relaxed, but today's sports is often organized, mechanized, marketed and administered as a business entity. Commercial interest virtually influence every decision in sports at large, some events are rated by television audience share, tickets sales, web site hits concession sales, sponsor revenue and media coverage winds and losses are important because they influence all of these standards of measurement (Kelly, 2008). According to Mullin (2010) sports marketing, sport enterprise and sport industry. These three aspects are just as critical today because they still make sport business different from other business enterprises and justify Sport management as a distinct area of professional preparation.

Lapchick (2009) stressed that sports enterprises earn a significant portion of revenue not from the sale of a service such as a game, workout or 10km run, but from extraneous sources such as television rights that involve commercialization of watching English premier league due to Television rights, concessions, road, game guarantees, parking and merchandise.

Sports also attracts consumers who spend more money outside the sporting arena than what they spend on the sport itself such as entertainment, souvenirs, equipment, this unique financial base requires different practices within the sport setting (Brand, 2007). According to Brown & Morrison (2008) numerous commercialization models have surfaced throughout the issue of urban population growth, consumer demands and entrepreneurship through sports which also serve as self-empowerment among youth of nowadays.

Sports entrepreneurs usually concentrated on developing techniques and processes to produce products and experiences for a growing leisure market. It also

involves experimental methods of promoting and selling sports out fits. Commercialization of English premier league on television as a result of Television rights is a form of market strategies that tend to promote self-empowerment among people in some parts of African countries (Rader, 2009). The development of sports business industry is one of the aids in the last decades that often contribute to income generated through commercialization of television shows on English premier league and other league in the world. Charaf (2016) stressed that as the sports industry is growing in economic power, it also attracts commercial interests that can influence any private organization to partner in term of sponsoring events. The development of entrepreneurship through commercialization of television show on English premier league, Serial and Spanish Laliga are ways of empowering people in a businesslike manner (Kelly, 2008).

Obi (2000) observed that marketing programmes help to create awareness and increased participation in championships. He further stressed that marketing sport is the backbone of the commercialization initiative. However, the problem facing commercialization of sports in Nigeria is that we are yet to appreciate, nurture and plan sports as a product.

Sports and television can be regarded as inseparable partners, the huge financial resources available to football baseball, athletics, basketball and tennis in many countries are made possible through such highly rewarding relationships between the media and such sports industry (Maes, 2004) Akoh and Igbatigbiand Oguche and Ojo (2015) observed that entrepreneurship is the capacity and willingness to develop organized, and manage a business ventures along with any of its risks in order to make a profit. The spirit of entrepreneurial is usually characterized by innovation and risk taking and is an essential part of a nation's ability to succeed in an even changing and increasingly competitive in global market place (Akoh et al 2004). However, the economic policies programs that are geared towards self-reliance for individuals are programs initiated by open apprenticeship scheme and graduate employment programs that encourage or make business so easy for entrepreneurs to acquire the needed funds.

Charaf (2016) pointed out that sports can be seen on a day to day basis which plays an important role in strengthening the social relations of people. The role that sport has been playing in the last decades had directly and indirectly been a catalyst in the numbers of sports practitioners worldwide. However, the researcher observed that commercialization of Television show on English premier league on the DST cable has really raised the hope of thousands of youth intern of self-empowerment, improving their social economic status and also serve as one of the income generated unit for them to maintain their standard of living especially in the study area.

Statement of the Problem

Sport development through entrepreneurship is proportional to the economical development and is a major factor in the economical growth of the country. However the commercial interest of sport business in term of buying and selling of sports products, shares and Television rights pave way for people especially youthful one's to invest huge amount of money in commercialization of T.V. show of English premier league and other competitive league in the world, this has really made some people to be financially rich while some youth run at loss due to mismanagement of fund. It was observed by the researcher that in some centers violence usually occurs due to gambling and defeat experience on the other side by the football fans. This research therefore investigated commercialization of English premier league as indices of entrepreneurship development among youth in Ilorin metropolis.

Research Questions

The following research questions were raised for the study

- (1) Will self-empowerment through Television show serve as indices of entrepreneurship development among youth in Ilorin metropolis, Kwara State?
- (2) Will income generated through Television show serve as indices of entrepreneurship among youth in Ilorin metropolis Kwara State?
- (3) Will socio economic status of viewing centers operators serve as indices of entrepreneurship among youth in Ilorin metropolis Kwara State?

Hypotheses

The following hypotheses were formulated and tested for the study.

- (1) Self-empowerments through Television show will not significantly serve as indices of entrepreneurship among youth in Ilorin metropolis, Kwara State.
- (2) Incomes generated through Television show will not significantly serve as indices of entrepreneurship among youth in Ilorin metropolis, Kwara State.
- (3) Socio economics status of viewing centers operators will not significantly serve as indices of entrepreneurship among youth in Ilorin metropolis, Kwara State.

Methodology

The descriptive research design of survey type was employed, the population for this study comprised of all commercial Television shows owners within Ilorin that consist of 150 respondents. 100 respondents were randomly

selected through lucky dip method of fish bowl. 10 respondents were randomly selected from 10 different Zones during their monthly meeting of association of English Premier League Television shows in the study area. The instrument used for the study was a researcher structured questionnaire of Likert scale format. The instrument was validated by three experts in the Department of Human Kinetics Education, University of Ilorin; the reliability level of the instrument was established through test re-test method using Pearson Product Moment Correlation. A correlation co efficient of 0.87 was obtained. The instrument was administered by the researcher and three trained assistants. The data collected were analyzed using inferential statistics of chi-square to test the postulated hypotheses set for the study at 0.05 alpha levels.

Results

Hypotheses one: Self-empowerment through T.V. show will not significantly serve as indices of entrepreneurship among youth in Ilorin metropolis.

Table 1: chi-square analysis oneself empowerment through T.V. show on entrepreneurship among youth

S/N	Item	SA	A	D	SD	Row total	Cal. χ^2 value	Df	Crit. χ^2 value	Dec.
1.	Commercialization of T.V. show of English premier league usually contribute to high rate of unemployment among youth due to heavy money require	10	20	40	30	100	22.01	9	16.92	Hypothesis Rejected
2.	Commercialization of T.V. shows of English premier league does not empower the youth but rather constitute to social unrest	5	10	35	50	100				
3.	Self-empowerment through T.V. shows often make people to source for money at all cost which usually contribute to crime rate	3	7	60	30	100				

4.	Commercialization of T.V. show of English premier league often help to reduce the rate of unemployment among youth as a means of entrepreneurship development	15	17	15	53	100
	Colum Total	33	54	150	163	400

Table 1 revealed the calculated χ^2 value of 22.01 against the critical χ^2 value of 16.92 with 9 degree of freedom at 0.05 alpha level of significance, since the calculated χ^2 value is greater than the critical χ^2 value hence the null hypothesis that stated that self-empowerment through Television show will not significantly serves as indices of entrepreneurship among youth in Ilorin metropolis was hereby rejected. This means that self-empowerment through Television show serves as significant indices of entrepreneurship among youth in Ilorin metropolis, Kwara State.

Hypothesis Two: Income generated through T.V. show will not significantly serves as indices of entrepreneurship among youth in Ilorin metropolis Kwara State.

Table 2: chi-square analysis on income generated through T.V. on entrepreneurship among youth

S/N	Item	SA	A	D	SD	Row total	Cal. χ^2 value	Df	Crit. χ^2 value	Dec.
1.	Income generated through commercialization of T.V. show of English premier league usually expose youth to robbery that affect entrepreneurship development	12	14	36	38	100	20.17	9	16.92	Hypothesis Rejected

2.	Income generated through commercialization of T.V. show of English premier league usually contribute to high rate of youth entrepreneurship development	5	10	60	25	100
3.	Commercialization of T.V. show of English premier league makes the income generate to be robust which promote entrepreneurship among youth	15	25	22	40	100
4.	Low income generated through commercialization of T.V. show of English premier league often discourage entrepreneurship development among youth	19	11	20	50	100
	Colum Total	49	60	138	153	400

Table 2 revealed the calculated χ^2 value of 20.17 against the critical χ^2 value of 16.92 with 9 degree of freedom at 0.05 alpha level of significance, since the calculated χ^2 value is greater than the critical χ^2 value, hence the null hypothesis that stated that income generated through T.V. show will not significantly serve as indices of entrepreneurship among youth in Ilorin metropolis, hereby rejected. This implies that income generated through T.V. show significantly serve as indices of entrepreneurship among youth in Ilorin metropolis. **Hypothesis three:** Socio economic status through T.V. show will not significantly serve as indices of entrepreneurship among youth in Ilorin metropolis.

Table 3: chi-square analysis on socio economic status through T.V. show on entrepreneurship among youth

S/N	Item	S A	A	D	SD	Row total	Cal. χ^2 value	D f	Crit. χ^2 value	Dec.
1.	Commercialization of T.V. show of English premier league often contribute to high rate of socio-economic status of youth which enhance entrepreneurship among them	2 0	3 0	40	10	100	19.20	9	16.92	Hypothesis Rejected
2.	Socio-economic status through T.V. show of English premier league is a way of promoting entrepreneurship among youth due to huge amount of money required.	5	1 5	30	50	100				
3.	Socio-economic status through T.V. show of English premier league often contribute to youth entrepreneurship due to the fact that it enhance gambling like naira but among youth.	1 1	1 2	49	28	100				
4.	Socio-economic status through T.V. show of English premier league usually discourage youth entrepreneurship development due to credit facilities attach to it through gambling and betting	8	1 6	44	32	100				
Colum Total		4 4	7 3	16 3	12 0	400				

Table 3 indicate the calculated chi-square value of 19.20 against the critical χ^2 value of 16.92 with a degree of freedom at 0.05 alpha level of significance, since the calculated chi-square value is greater than the critical χ^2 value hence, the null hypothesis that stated that socio economic status through Television show will not significantly serve as indices of entrepreneurship among youth in Ilorin metropolis was hereby rejected. This means that socio economic status through Television show serve as significant indices of entrepreneurship among youth in Ilorin metropolis Kwara State.

Discussion of Findings

The findings revealed that self-empowerment through Television shows significantly serve as indices of entrepreneurship among youth in the study area. This result supported the findings of Charaf (2014) who affirmed that sports industry is one of the business entity that often empower people through entertainment or participation in sports as a player or trading sports product as a form of business. Similarly Kelly (2008) pointed out that self-empowerment through commercialization of Television shows on English Premier League among youth in African countries often help to reduce the rate of unemployment among people. The findings further indicated that income generated through Television show significantly served as indices of entrepreneurship among youth in the study area. This result tallied with the view of Rader (2009) who stressed that income generated through sports business is often used to empower youth as a way of maintain standard of living. In the same vein Lapchile (2009) opined that income generated is a way of boosting the economics of a state by injecting money shares realized through sports, industry such as money generated through commercialization of English Premier League on Television rights and buying of sport products, these often enhance entrepreneurship among people. The findings shows that socio economic status through Television shows significantly serve as indices of entrepreneurship among youth in the study area. The result is in line with the view of Brand (2007) who stated that socio economics status through T.V. show often enhance entrepreneurship among youth because it tend to upgrade the status of people in the society through commercialization of T.V. shows English Premier League Championship. Moreso, the development of sports business industry is one of aids in the last decade that improve socio-economic status of youth who engage in commercialization of television shows of English premier league.

Conclusion

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

1. Self-empowerment significantly served as indices of entrepreneurship among youth in Ilorin metropolis, Kwara State.
2. Income generated through Television shows significantly served as indices of entrepreneurship among youth in Ilorin metropolis, Kwara State.
3. Socio-economic status through Television shows significantly serve as indices of entrepreneurship among youth in Ilorin metropolis, Kwara State.

Recommendations

Based on the findings of this study the following recommendations were drawn that:

1. Government and other stakeholders in the sports industry should endeavor to empower more youth to engage in commercialization of television shows on English premier league as a means of youth empowerment and to be more enterprises.
2. There is need to educate youth who engage in commercialization of T.V. shows on English premier league to always inject money generated into larger economic ventures.
3. There is need to educate the youth on the economic potentials of using sports industry as a way of improving their social economic status through sports enterprises such as selling of sports products and commercialization of T.V. shows on English premier league.

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