

SPORTS MARKETING AS A STRATEGY FOR SOCIO-ECONOMIC GROWTH IN DEVELOPING COUNTRIES: NOW AND FUTURE

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Abstract

Many developing countries still suffer from severe economic and security problems and seem largely unaware of the many economic and security assets that sport provides. Involving youth leisure time in productive efforts to reduce youth anxiety, There are many marketing strategies outside of sports related to sports products, facilities, equipment, consumables and media that are put to good use. and bring in millions of dollars. Today's marketers need a streamlined and consistent system to match consumers with sports products. The term sports marketing was coined to describe the

activities of consumer and industrial product and service marketers who increasingly use sports as a promotional tool. Sport is a social system that serves society in many ways and depends on people for survival. Print and electronic media also serve the general public, leveraging their potential as essential tools for sports marketing. Even casual TV viewers should be aware that sports imagery and people are used to sell beer, cars, and other products—the perfect strategy for sports marketing in developing countries. For complete conceptualization, this paper focused on marketing concepts, sports marketing goals, sports marketing principles, sports products and media, and development strategies as key influencing factors.

Keywords: Sports Marketing, Strategy, Socio-Economic. Growth Developing Countries, future.

Introduction

Education is a crucial factor in measuring any society's social system. It is a conscious effort to reshape people's behaviour to make it more appropriate and acceptable. Educating members in new, better and more acceptable ways to create a sovereign society. Amuchie and Kukwi (2013) suggest that education is a weapon for acquiring the right skills and knowledge to survive in this dynamic world.

Sport means any activity, experience or venture focused on sport, health and wellness, recreation and leisure opportunities. Sports today, to varying degrees, have permeated people's lives as a shared experience for many years. The global spread of sport shows that it is a common experience for many active or passive people (Nwabuwe, 2014). Sports involve physical exertion and skill in which individuals or teams compete against others for entertainment. Sport also refers to any form of competitive activity or game aimed at using, maintaining or improving physical performance and skill while providing enjoyment for participants and possibly entertainment for spectators. (Sports Accord, 2016). Over the years, the sport has grown into a vast social phenomenon and is now one of the largest industries in the world, and with this growth, more and more families are participating in the sport.

The two essential elements of sport, play and competition, complement social influences on social structures and institutions. Sport has become a hot topic that affects the lives of millions of people around the world, expresses positive values and recognizes social issues. It permeates society and claims a vast network of influential social connections. Sports, including play,

exercise, competition, recreation and entertainment, have become part of the human language that can effectively exploit enormous socioeconomic risks (Smith, 2018).

Sports can improve physical fitness through casual or organized participation. Sports are also generally recognized as systems of physical exertion or performance-based activity, and major competitions, such as the Olympic Games, only allow sports that fit this definition (The Olympic Movement 2018). Rules or conventions usually govern sports to ensure fair competition and consistently determine winners. When many people think of marketing, they think of marketing tactics.

When we think of marketing, we think of tactics such as television advertisements we see while watching sports, promotions between games during live sports broadcasts, and information in newspapers and news programs. But marketing tactics are similar to sports tactics. They are very important, but they are useless without a solid knowledge of education. This education provides a solid foundation for understanding marketing, but the true definition of marketing is its functions related to the transmission of goods and services from producers to consumers. These capabilities focus on his three specific areas known as the 3Cs of marketing analytics: the consumer, the business itself, and the competition. Sports marketing is a branch of marketing focused on promoting sporting events and teams, as well as other products and services, through sporting events and teams. Services where the advertised product is an actual product or brand name. The goal is to provide customers with strategies to promote sports through sports or non-sports through sports. Sports marketing is also designed to meet the needs and desires of consumers through an exchange process (Lovelock, Reynoso, D'Andrea, fcHuete, Luis (2014). Entrepreneurs have existed for centuries, but rational sports marketing systems are relatively new. We need a comprehensive and coherent system. We know the perfect sports marketing strategy in the developing world: sports marketing concepts, sports marketing goals, sports marketing principles, sports products, and media development strategy.

Sports Marketing Concepts

Sports are a robust development. It is the driving force and stimulates investment in infrastructure such as stadiums, sports complexes, sports halls and facilities. Sports marketing, therefore, is a vehicle of socialization and a host of beneficial human activities, becoming the motor for sustainable economic growth, creating employment and generating revenue (Smith, 2017).

Nwabuku (2017) defines sports marketing as selling the potential of a particular sports event to a sponsor or a corporate body. Sports marketing consists of all the activities designed to meet the needs and wants of consumers through exchange processes. Sports marketing has developed two significant thrusts: marketing sports products and services directly to consumers of sports and industrial products or services using sports promotions. Sports marketing consists of individual and organizational activities designed to sense. Service consumers need to facilitate and expedite exchange to achieve the goals of the individual or organization through satisfying consumers' needs in sports. The American Marketing Association (2015) defines sports marketing as business activities that direct the flow of goods and services from producers to consumers or users. Bühler and Nufer (2016) argued that sports marketing is developing and conducting activities related to manufacturing, pricing, distributing, promoting and releasing sports products. These sports products range from sports drinks to team logo sportswear and ticket packages. The

goals of this process are to meet consumer needs and desires, to achieve the company's objectives in terms of philosophy, mission and vision, to stay ahead of the competition, and to maximize the potential of the product and company. That's it. This complexity has to do with specific characteristics that make sporting goods unique.

Sports Marketing Goals

Sports are final products produced for mass consumption by spectators and participants. Essential sporting goods are tangible and intangible. At the same time, businesses and businesses are reaching consumers and selling products and services through sports. We also use sports (especially events) as a reward system for our employees. Examples of this are local stadiums and staff evenings at stadiums where their efforts are rewarded. If a company has a corporate package, it can provide additional compensation schemes (Adams, 2017). Organizations can use the ability to track events in a package and reward them with the highest level of production. A successful marketing plan requires clear and relevant goals. These should be directly related to the company's overall goals and objectives. In other words, your marketing plan should align with the overall corporate strategy set out in your business plan. Sports have great potential to act as an actor connecting the private, public, government and athletes towards a meaningful, integrated life and dynamic social forces. According to Umedum and Okonkwor (2015), the main goals of sports marketing are:

- Raise awareness • Increase sports clubs
- Bring positive changes to athletes' and people's attitudes toward sports
- Development of facilities and equipment, construction of a small sporting goods industry, development of infrastructure such as training of the necessary labour force
- Financially self-reliant and less dependent on government subsidies
- To create business and sports products to increase audience participation
- To make a profit

Marketing Principles of the Sports Sector

The sports market is not natural, even in developing countries. Therefore, if sports marketing ideally consists of activities designed to meet the needs and needs of sports consumers and their marketers, sales will benefit potential members of the sport in question. It would help if you focused on using sports media to reach the general public in a promotional way, which greatly appeals to many industries for promoting competing products.

These branches enjoy immeasurable benefits by expanding their product range and profit base through sports marketing. Therefore, it is worthwhile for a company or companies to invest their long-term interests in the sports sector. Over the last 20 years, the “world of sports” has fundamentally changed. The simple pastime of gambling has become a massive production system of sporting goods and services, reaching tens of millions and inseparable from the world's entertainment equipment. It's a very thriving industry. The sporting goods industry alone has an estimated annual retail market of over US\$600 billion, concentrated mainly in the 16- to 25-year-old group and more than the GDP of many countries. (Sports Accord, 2016).

In this lucrative and highly competitive sector, the dominant players may be primarily interested in gaining market share, maximizing profitability, and maintaining a competitive advantage. Not surprising. Companies are starting to take on broader social responsibility and invest in grassroots sports. Many of them are purely philanthropy or marketing in nature.

Sports Products and Media

Professional Sports has grown into a profitable business, and sports marketers have many opportunities to thrive. Professional sports teams have banded together to produce league products created to entertain audiences. Still, they are divided into four groups: fans, TV and other social media, communities and businesses and sold (Mason, 2019). A product can be broadly described as a bundle or combination of qualities, processes, and features that buyers expect to provide desired satisfaction. Sports marketers need to understand why consumers choose to satisfy their particular needs and desires by purchasing sports products over other products.

Mass media agencies (radio, television, newspapers, posters, magazines, magazines) are market promotion actors that market sports. Reaching sports consumers requires mass media. Newspapers, radio and television, inform the public of his sports campaigns through advertising and publicity. The media can support a sports arena by promoting its players. In this way, the media helps athletes increase their marketing value. As such, advertising increases public awareness of a product's existence and implied value, thereby increasing these athletes' overall consumption. Sport projected in the media has achieved unprecedented penetration, reaching millions of people in even the most inaccessible regions, and sports heroes and heroines are now world-famous and influential people. (Schwarz and Hunter 2016). The sport attracts the largest audience of any activity on the planet, fills more pages in more newspapers, and essentially transcends geography, politics, class, sex, culture, and religion.

Despite their global mandate, international sports organizations such as the International Olympic Committee (IOC) and the World Federation of Football Associations (FIFA) have shown little interest in developing mass sports in developing countries. Isn't a high-profile visit to a poor country making little difference, and funding prestigious projects in some developing countries, such as building high-end sports academies, is fraught with fraud and corruption complaints? Is. On the other hand, it often backfired. The close ties between these supposedly unbiased sports federations and corporate sponsors also raised questions about transparency and open bidding. The same organizations authorize the transfer of talented local players to highly paid overseas leagues, undermining the development of local sports infrastructure (Mullin, Hardy, & Sutton (2010)).

Marketing concepts include knowledge of the people that make up the market, the number of shoppers, their likes and preferences, and how, where and when to buy. In the broadest sense of the word sport, marketing is a function for athletes with the skills and ability to reach consumers.

Development Strategies

These strategies generally follow the general 4Ps of marketing, such as product, price, promotion and location, and the additional 4Ps of sports marketing related to sports as a sport. Additional 4Ps: Packaging, Positioning, Recognition. Adding four additional elements is called the "sports marketing mix" (Beech & Chadwick, 2016). A sporting event is a highly formal, organized and vigorous physical activity, subject to generally accepted rules and regulations, and requires high physical and mental effort. Developing countries need creative and innovative strategies to advance sports in light of global trends. One such innovation is sports marketing. At the same time, sports media are used to reach the general public for advertising purposes. Sports in all its forms are essential in promoting competitive products in many industries.

Many agencies and organizations can exert sufficient influence over various governments in financing sporting events. Many of these NGOs are ready to seriously compete in multiple ways for their contribution to the sport. Schwartz and Hunter (2016) found that sports are particularly

attractive to children and adolescents. Ideal learning environment. In both developed and developing countries, many modern sports-related projects target young people and aim to engage young people not only as beneficiaries but also in program planning and implementation. This is difficult but goes far beyond previous attempts to reach important groups.

His 2003 McCorran Manifesto defined sport as a viable development strategy and consistently emphasized the importance of youth's role, calling for "special attention to youth." There was also the perception that "youth opportunities should be more profitable" (Women's Sports Foundation, 2003).

Sporting goods manufacturers worldwide prefer to produce balls and equipment for a more lucrative market. The production of consumer durables is not an economic benefit. Expensive synthetic balls in developing countries are easily punctured and cannot be repaired. They are always expensive. At the international level, developing countries are virtually banned from engaging in sports that require expensive equipment and skill training (Schwarz & Hunter, 2016). Television sports overshadow this unfair scenario. Television sports viewers have become accustomed to accepting that it is perfectly normal that developed countries can only participate in certain sports.

In the long run, sports development partnerships should be established between athletic institutions and these major international organizations for practical and ethical reasons, but ethical partnerships should be egalitarian. It is important to build principles with an agreed institutional framework. Partnerships include governments, professional organizations, voluntary associations and other groups. The sport has a wide appeal not only to employers, employees and customers but also to the communities in which businesses operate.

Conclusion

Sports marketing has become a positive approach to sports development in developing countries. Thus, education has also established itself as one of the social tools to bring about positive changes in people's behaviour and become more valuable to society. On the one hand, the trend is a welcome development as companies look for opportunities to make big profits and expand their fundamentals. To the extent sports marketing can target products to meet more consumer demand, it is possible to generate higher returns from investments in sports promotion. Sport and the development movement have great potential to address some of the world's most serious development problems. Sport is now a global currency that everyone, rich or poor, can understand and enjoy, and sport is recognized as a basic human right. As an engaging sport focused on mobilising and participating people from all walks of life, sport has an almost universal appeal. Anyone who wants a gambling opportunity but lacks funds can quickly identify it.

The media are always available to promote this healthy link between business and sport/organization. It has great potential to act as an actor involving public bodies, government agencies and athletes. The mass media, which helps attract sponsors for sporting events, will undoubtedly emerge as a powerful tool for marketing sports in developing countries and advertising in the heyday of sports.

Recommendations

All persons involved in the management and marketing of sports are encouraged to:

1. There is no doubt or prejudice against player decisions, and he treats everyone equally, including officials.
2. Do not make false or unethical claims about organizations or sports.

3. Sporting goods for developed countries must be the same quality as for developing countries.
4. Internships, the foundation of many sports management programs, allow students to gain continuing experience managing sports facilities, products or services under professional supervision.
5. Adopt ethical competition codes (athletes, spectators, officers) and business practices to govern a sport, organization, or competition.

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