

IMPACT OF CORPORATE ORGANIZATIONS SUPPORT ON SPORTS DEVELOPMENT IN LAGOS STATE, NIGERIA

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Abstract

The purpose of this study was to determine the impact of corporate organizations support on sports development in Lagos state, Nigeria. Descriptive survey research design was adapted for the study. The population comprised Corporate Organizations, Staff of Sports Organizations, Sports Officials and Sports Fans in Surulere, Ikeja, and Alimosho Lagos State. The sample of this study consists of 150 respondents. One (1) standardized questionnaire was used. The instrument consists section A and B. Section A contained information on demographic data of respondents while section B consists of items for the variables of the study. The four point modified Rennis-Likert scale of strongly agree, agree, disagree and strongly disagree was adopted for the study. The reliability of the instrument was determined with test-retest method and analyzed with Pearson Moment Correlation Coefficient. The descriptive statistics of frequency counts and percentages was used to analyze the demographic data, while inferential statistics of Chi-square (X^2) was used to test the hypotheses at 0.05 alpha level. Four (4) research hypotheses were formulated and tested, and all the formulated hypotheses were significant. The findings of this study revealed that sports infrastructure; sports facility management, talent identification and talent development had significant impact on corporate organization support of sports in Lagos. The study recommended that Lagos State Sports Commission should put in place state of the art sports infrastructure, good sports facility management, recruit season and competent coaches and organize sporting competition among public and private school, that will foster development of talents.

Keywords: Corporate Organisations Support, Sports Development, Talent Development, Sports Facility, Sports infrastructure

Introduction

Sports have permeated the Nigerian society just as it was in many other societies globally. Many media organizations compete for coverage of sports programme as a testimony to the extent to which Nigeria love sports. Morakinyo (2000) noted that sports is a social phenomenon that has grown from its humble beginning of being an entertainment and recreation pastime to become a visible and prominent business focus that can no longer be ignored in the social, political and

economic space of any nation. The relevance and importance of sports make sports management the bedrock for development in virtually all nations (Oladuni, 2011).

Sports development refers to the gradual increase, attainment and advancement of sport from low level strata to a higher level or strata with due cognizance and consideration of the indices that enhance the realization and actualization of sports development (Yazid, 2006). These indices include: sports policy, sport personnel, sports programme (training and competition), funding, facilities and sponsorship. Sport is vital and dependable weapon for all kinds of battles; it is today's greater anchorage for national and international unity. Sports has become an important aspect of Nigerian culture so much that the interest in and popularity of sports have affected the political, social, economic and educational fabrics of the nation; the review become imperative as the nation is gearing towards rebranding and reviewing its sports development policy.

Corporate social responsibility (CSR) is notably prevalent in the corporate world. The CSR is defined as actions that appear to contribute to a social good that extends beyond the financial interests of their company and are not required by law (Kim et al., 2017). The first sports' major CSR initiative was created in 1953 when the Jimmy Fund became the official charity of the Boston Red Sox (McGowan & Mahon, 2009). While CSR can be used as a strategic tool by various sport organizations to protect their reputation and develop positive attitudes and brand loyalty, it is also important for companies to demonstrate signs of good faith that CSR is a foremost mandate for them

Lagos state sports commission (**LSSC**) was created from the defunct office of sports in the ministry of youth sports and social development (**MYSSD**) and Lagos state sports council via an executive order EO/AA01 dated June 2015 by the then executive governor of the state his Excellency Mr Akinwunmi Ambode. It is located at the Teslim Balogun stadium, Surulere, Lagos. The vision statement of Lagos state sports commission is to create and sustain a sports culture in Lagos State with the mission to make Lagos Africa's sports hub and this is one objective the state cannot attained in isolation, corporate organizations in the state and beyond has been saddled with responsibility to help steer the ship of progress in sports development by sponsoring same.

There are four (4) core directorates and three (3) service unit in the Lagos state sports commission, the school sports directorate, the sports technical directorate, the sports development directorate, and the sports facility directorate, the three other service units the administrative unit, account Unit

and the medical unit. These directorates were setup up by the state to cater for sports need at various levels and any corporate organization that wishes to support sports at any level must liaise with this state recognized body. NIPCO Plc has renewed its commitment to promoting sports development as part of its corporate social responsibility in Lagos state especially its host community Apapa (Lawal, 2022).

Lawal who represented the company's Managing Director, Sanjay Teotia at the twin event which attracted large turnout of pupils and teachers said the sponsorship is in line with the organization corporate social responsibility initiatives especially to its host community. He asserted that zeal for youth development through sports and education prompted the company to refurbish four classrooms in Apapa Nursery & Primary School and provided furniture and sporting materials to the nursery section of Ijora Oloye Nursery & Primary School. (Lawal, 2022) unearthing the budding talents in the pupils through sports is of utmost value to the company as sports play very significant role in the development of the child, He assured the teeming crowd at the event that NIPCO as a responsible corporate citizen will continue to associate itself with sports and education development through appropriate support as occasion demands.

Harold and Crissy (2012) posited that the objectives of promotional strategy vary among organizations. Some use promotion to expand their markets, others to hold their current positions, while others use it to present a corporate viewpoint on a public issue. Sponsors of sports competitions always plan to promote sports and their products or services. Sponsorship can be viewed as part of profit maximizing behavior of a firm of which the primary notice is to increase sale. Lagos state has enjoyed rich vein of growth owing to public/private corporate sponsorship both at elite and grass root level.

The state is well structured and opened to corporate organization supports in the area of sports. Sport promotion is also designed to meet the needs and wants of the consumer through exchange processes. Sponsorship, athlete endorsements, stadium naming rights, Television advertising, TV network deals, signage, are ways clubs can employ to monetize the goodwill of their brand. All of these represent indirect revenue sources funded from advertisers who are seeking one thing - reaching a specific, targeted audience. Without audience - the fan base however, none of these indirect streams would be possible (Beech & Chadwick, 2006).

In Nigeria, corporate organizations have shown keen interest in the sponsorship of sports events that can promote their products. In turn, the money realized from promotional strategies by these organizations is utilized in the development of sports. For example, Cadbury Nigeria Plc. was involved in the sponsorship of the Nigeria National Football League in the 1980's. Similarly, Mobil Oil was the sole sponsor in the promotion of Athletics in Nigeria. The company's effort has been an avenue for organizing athletics championships in Nigeria where budding talents were discovered and developed, these companies have equally deployed their resources by reason of proximity and love for sports into Lagos state at different level of sport.

The Nigeria National Petroleum Corporation (NNPC) adopted Athletics and Soccer as the sports of their choice. In the same vein, MTN as a corporate body, promoted and developed street soccer and the Football League in Nigeria. The same was done by the Nigeria Bottling Company, for many years, who promoted the Coca Cola drinks while sponsoring the Nigeria Challenge Cup Football Competition and exposing their products to Nigerians and assisting organizational performance through funding. The Guaranty Trust Bank (GTB), through her products, revived the Principals 'cup for secondary schools in Lagos State. In essence, the promotional strategies adopted by various corporate bodies support affiliated sports which is used as promotional tools, Lagos state has immensely benefitted from same sponsorship by extension.

The important role sports plays in the consciousness of all and sundry in all spheres of life cannot be underestimated. The ability of the sports sector to affect physical activity levels still often tends to be underutilized, and it is recommended that support be provided to local authorities and non-governmental organizations that promote and organize sports. They should be encouraged to create motivating local environments and to develop a broader set of activities to reach different groups of the population (World Health Organisation, 2011). Andersson, Arvidsson and Lindström (2006) clearly illustrate the growing importance of sports in our society. Not only will sports sponsorship continue to be a popular and growing form of marketing, but according to Gwinner and Eaton (1999), sports generates fans that are more intense, more obtrusive, and more enduring than it is for other forms of social entertainments without direct participation in the events.

Research Question

The following research questions will be answered in this study

1. To what extent will corporate organizations support on sports impact infrastructural development in Lagos state?
2. What will be the impact of corporate organizations support on sports facility management in Lagos state?
3. To what extent will corporate organization support on sports impact talent identification in Lagos State?
4. What will be the impact of corporate organization support on talent development in Lagos State?

Research Hypotheses

The following research hypotheses will be tested in this study

1. Sports infrastructure will not significantly impact corporate organization support of sports in Lagos state?
2. Sports facility management will not significantly impact corporate organization support of sports in Lagos state?
3. Talent identification will not significantly impact corporate organization support of sports in Lagos State?
4. Talent development will not significantly impact corporate organization support of sports in Lagos State?

Methodology

This study adopted descriptive survey research method. The population comprised of corporate organizations, staffs of sports organizations, sports officials and sports fans in Surulere, Ikeja, and Alimosho Lagos State. There were 150 respondents. forty (40) respondents from corporate organizations, forty (40) respondents from staffs of sports organizations, forty (40) respondents from sports officials and thirty (30) respondents from sports fans in Surulere, Ikeja, and Alimosho Lagos State.

Procedure for Data Collection

The questionnaire was administered by researcher with the help of research assistants. The researcher will distribute the questionnaire among the participants, explain the procedure for filling it and also ensure retrieval immediately after completion.

Procedure for Data Analysis

In analyzing the data, descriptive statistics of frequency counts and percentages was used to analyze the demographic data, while inferential statistics of Chi-square (X^2) was used to test the hypotheses at 0.05 alpha level

Hypothesis 1: Sports infrastructure will not significantly impact corporate organization support of sports in Lagos state?

Table 4: Chi-square (X^2) infrastructure will not significantly impact corporate organization support of sports

Variable	N	LS	Df	Cal X^2	Tab X^2	Remark
Infrastructure	100	0.05	9	14.60	2.262	Significant

(Df = 9; L.S = 0.05; Cal X^2 = 14.; 0Tab X^2 = 2.262; $P < 0.05$)

Table 6 shows that the calculated X^2 value of 41.2 greater than the table X^2 value of 2.262 at 0.05 level of significance; hence the stated null hypothesis is rejected. This implies that sports infrastructure will not significantly impact corporate organization support of sports in Lagos state

Hypothesis 2: Sports facility management will not significantly impact corporate organization support of sports in Lagos state?

Table 5: Chi-square (X^2) Sports facility management will not significantly impact corporate organization support of sports

Variable	N	LS	Df	Cal X^2	Tab X^2	Remark
Sport Facility Management	100	0.05	9	43.23	2.447	Significant

(Df = 9; L.S = 0.05; Cal X^2 = 43.23; Tab X^2 = 2.447; $P < 0.05$)

Table 7 shows that the calculated X^2 value of 43.23 is greater than the table X^2 value of 2.447 at 0.05 level of significance; hence the stated null hypothesis is rejected. This implies that sports facility management will not significantly impact corporate organization support of sports in Lagos state

Hypothesis 3: Talent identification will not significantly impact corporate organization support of sports in Lagos State?

Table 6: Chi-square (X^2) Talent identification will not significantly impact corporate organization support of sports

Variable	N	LS	Df	Cal X^2	Tab X^2	Remark
Talent Identification	100	0.05	5	35.45	2.571	Significant

(Df = 9; L.S = 0.05; Cal X^2 = 43.23; Tab X^2 = 2.447; $P < 0.05$)

Table 7 shows that the calculated X^2 value of 35.45 is greater than the table X^2 value of 2.571 at 0.05 level of significance; hence the stated null hypothesis is rejected. This implies that talent identification that will not significantly impact corporate organization support of sports in Lagos State

Hypothesis 4: Talent development will not significantly impact corporate organization support of sports In Lagos State?

Table 7: Chi-square (X^2) Talent development will not significantly impact corporate organization support

Variable	N	LS	Df	Cal X^2	Tab X^2	Remark
Talent Development	100	0.05	8	54.11	2.360	Significant

(Df = 8; L.S = 0.05; Cal X^2 = 54.11; Tab X^2 = 2.360; $P < 0.05$)

Table 7 shows that the calculated X^2 value of 54.11 is greater than the table X^2 value of 2.360 at 0.05 level of significance; hence the stated null hypothesis is rejected. This implies that talent development will not significantly impact corporate organization support of sports in Lagos State.

Discussion of Findings

The findings from hypothesis one showed that sports infrastructure will significantly impact corporate organization support of sports in Lagos state the result of this finding agrees with. *Kecse* (2014) the sport is a service. From the viewpoint of urban development, promoting services provided for the public welfare may be extremely important for “community development”. “Sport offers tremendous possibilities for improving physical health and social cohesion” *Breedveld* (2014). *Meggyesi* (2006) According to *Seifred* (2013) shaping a more “robust” society requires support from urban development.

The construction of a sports facility contributes to renew its local and wider environment. In this way it redounds a part of a city to offer more types of relaxation and entertainment facilities (*Kozma*, 2014). According to Webster’s dictionary stadia is defined as “a large usually unroofed building with tiers of seats for spectators at sports events Literature then embraces the fact that management of the sports infrastructure is not equivalent to other types of facilities or properties but should be considered unique since it has unique features Stephen, Emmanuel, & Favour, (2015).

The findings from hypothesis two showed that sports facility management will significantly impact corporate organization support of sports in Lagos state. The result of this finding agrees with *Jobs* (2022) they work around the clock to ensure fields are maintained, fans are taken care of, and the overall operations are handled. If you’re interested in this line of work, it’s important to be dedicated, organized, and has strong attention to detail).

Loveneesh (2018) asserted that ports facilities are very essential in enhancing sporting activities among adolescents. Quality sports facilities are important to sports participation to help the athletes or player practice before they play and also to increase their level of physical activity. The sports facilities are designed to promote physical well-being foster the spirit of sportsmanship and also allow the children to play safe. Sports facilities are often used to prevent injury or treat injuries. Sports facilities is one of crucial things to consider because it provide a room for better performance in sports and also motivate the adolescents in sports participation and other physical activities (*Leo et al.*, 2016). Facilities are very significant in enhancing sporting activities among adolescents and encourage them toward sports participation.

The findings from hypothesis three showed that talent identification will significantly impact corporate organization support of sports in Lagos State. This result agrees with Omoleke, (2010) identifying players earlier, the clubs get to “shape” them at an early age, and thereby produce players according to the clubs’ own playing systems and/or desirable skills. Even though quite a few researchers have focused on talent identification, few have paid attention to the criteria the coaches use to identify the soccer talents.

Durand-Bush and Salmela (2002) asserted that the idea of identifying talent at a young age rests on several basic assumptions suggesting that talent, at least partly inherited, is domain specific, that there are observable early indications of talent that a trained eye can identify, and that such early indications can predict success in the future. Sport scientists have tried to identify indicators of talent at an early stage by using different test batteries (Abbott & Collins, 2004). Few of these have managed to describe factors that can be used to identify players ahead of others.

The findings from hypothesis four shows that talent development will significantly impact corporate organization support of sports in Lagos State. This result agrees with (Ifeoma, 2015) that talent identification and development (TID) is significantly important to sporting success because without talent refinement, it might be difficult if not entirely impossible for performers to get to the peak of their sporting careers (Ifeoma, 2015). The aim of TID is not just to identify the best from the rest, but more about helping people to discover what they can do and helping them to accomplish it (MacNamara & Collins, 2012).

Furthermore, Durand-Bush and Salmela (2002) expounded the number of stages of athletes’ advancement from novice to elite performance from three to four. The authors interviewed four male and two female Olympic medalists on the nature of their development and highlighted four stages of development such as the sampling years, the specializing years, the investment years and the maintenance years. Durand-Bush and Salmela also identified important factors of successful talent development in sport including socio-cultural factors (e.g. the role of parents, coaches, friend/teammates, supporting staff and other athletes), personal characteristics (e.g. self-confidence, motivation, creativity and perseverance), training (i.e. technical, tactical, physical and mental preparation) and competition factors (e.g. planning, evaluations, coping with pressure, expectations, and adversity, and focusing on the process rather than the outcome of events).

Recommendation

The following recommendations were made from the results obtained in this study and they include:

1. Lagos State Sports Commission (LSSC) should as a matter of priority put in place state of the art infrastructure in the state to help corporate organization support in Lagos state.
2. Lagos State Sports Commission (LSSC) should in place good sports facility management to consolidate the efforts of help corporate organization support in Lagos state.
3. Lagos State Sports Commission (LSSC) should recruit season and competent coaches and saddle them with talent identification in all sports in Lagos State.
4. Lagos State Sports Commission (LSSC) should organize sporting competition among public and private school in different categories that will foster development of talents in various sports in Lagos State.

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