

## Impact of Sports and Entertainment Marketing Strategies on the Professional Practices of Sports Managers in Nigeria

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**Abstract :** Nigeria's sports industry has grown, but ineffective management, inadequate marketing, and limited stakeholder engagement hinder progress. Effective marketing strategies are crucial, yet empirical research on their impact on Nigerian sports managers is scarce. This study investigates the impact of sports and entertainment marketing strategies on the professional practices of sports managers in Nigeria, employing a quantitative research design grounded in the Theory of Planned Behavior. The target population comprises 1,108 sports managers across various organizations in Nigeria, with a stratified random sample of 301 participants, ensuring representativeness based on organizational type (sports commissions/councils) and geographical zones. Data was collected using a structured questionnaire, which included sections on demographic information, the evaluation of marketing strategies, and their impact on decision-making, operational efficiency, stakeholder engagement, and performance. The questionnaire items were adapted from validated scales in marketing and sports management literature, achieving a Cronbach's alpha of 0.85, indicating high internal consistency. Data collection occurred over eight weeks through both online and face-to-face surveys, ensuring ethical compliance with informed consent and data anonymization. Descriptive and inferential statistical methods, including Pearson Product Moment Correlation (PPMC), were employed for data analysis. The PPMC analyses revealed statistically significant relationships between digital platform marketing ( $r = 0.63, p = 0.000$ ), sports marketing experience ( $r = 0.51, p = 0.000$ ), and producing engaging sports content ( $r = 0.61, p = 0.000$ ) with professional practices. These results suggest that digital platform marketing, sports marketing experience, and the creation of engaging content significantly enhance the effectiveness and performance of sports managers in Nigeria. The study contributes valuable insights for stakeholders in Nigeria's sports industry, providing actionable recommendations for improving sports management practices through strategic marketing approaches.

**Keywords :** professional practice, digital platform, experience sports marketing, producing engaging sports content

**Conference Title :** ICGEBF 2025 : International Conference on Global Economics, Business and Finance

**Conference Location :** London, United Kingdom

**Conference Dates :** May 22-23, 2025