

## **Influence of Branding and Consultancy Services on the Performance of Coaches, Athletes and Sports Managers in Nigeria**

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**Abstract :** The influence of branding and consultancy services on sports development and marketing mix has been a matter of interest among coaches athletes and sports managers in Nigeria. Marketers use sports as a promotional vehicle towards attracting customers to their products and services. The use of images, names, and photographs of sports personalities to advertise beverages, cars, and a whole range of other products and services as it is clearly noticed all over the television, radio and print media has generated a lot of argument among consumers who have vested interest and are more drawn to their favorite teams and sports personalities than they are to many company products This paper examines the influence of branding and consultancy services on sports Performance of coaches, athletes and sports managers in Nigeria. From a population of 7,441 made up of coaches, athletes and sports managers, 372 respondents were sampled for the study. A self developed and standardized questionnaire was the instrument used for data collection. One-tailed t-test was used to test the hypothesis. Results revealed that branding and consultancy services influence the performances of coaches, athletes and sports managers in Nigeria. It was concluded that the establishment of the National Institute of Sports (NIS) in Lagos with affiliated sports training programmes in Nigerian Universities is responsible for boosting the performance of sports personalities in Nigeria. It was recommended that National Policy on Sports should be reviewed in order to inculcate new methods and strategies towards enhancing sports development initiatives in the country while stakeholders should intensify regular training and retraining programmes for coaches, athletes and sports managers to update their knowledge and skills.

**Keywords :** branding, consultancy, sports performance, sports development

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