

## **Spatial Pattern of Motives for Sports Sponsorship: A Standpoint of Limited Liability Companies in Nigeria**

**Dr. Elendu, Ifeanyichukwu Christian and Jumbo Joyce Jolly**

*Department of Human Kinetics and Health Education, Faculty of Education, University of Port Harcourt, Rivers State, Nigeria.*

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**ABSTRACT:** The study investigated the spatial pattern of motives for sports sponsorship among limited liability companies in Rivers State, Nigeria with the analysis of the differences based on company type, class and age. The study was guided with four research questions and three hypotheses tested at .05 alpha level. A cross-sectional survey design was used for the study. A structured questionnaire was utilized for data collection. The population for the study was all the 247 marketing officers of limited liability companies in Rivers State. Two hundred and forty-seven (247) limited liability companies in Rivers State constituted the sample for the study. Descriptive statistics of mean and inferential statistics of z-test and ANOVA were used to test the null hypotheses. Results of the study showed that broad corporate awareness ( $\bar{x}=3.16$ ), product/brand/service-related awareness ( $\bar{x}=3.75$ ), sales promotion ( $\bar{x}=3.74$ ), and media coverage ( $\bar{x}=3.39$ ) are motives for sports sponsorship by the companies. It was found that guest hospitality ( $\bar{x}=1.65$ ) was not a motive for sports sponsorship by the companies. The study revealed that company type and class had no significant difference in the motives of sports sponsorship. Company age had no significant difference in the motives of sports sponsorship. It was recommended that Rivers State government should make policies and laws mandating companies to sponsor sports in the state. Limited liability companies should be advised and encouraged to see the potentials in sports for them to sponsor it. There should be sensitization of company representatives through workshops, seminars and conferences on sports sponsorship. Companies that sponsor sports should be recognized and be given sports awards of recognition.

**Key words:** Motives, spatial pattern, company type, company age, company class, sports sponsorship, and Limited Liability Company.

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### **I. INTRODUCTION**

There is a social exchange between sports and corporate organizations through sponsorship. Nowadays, sponsorship according to Aung (2007), has become a vital part of the funding for a wide range of sporting, artistic, and social events because sponsors hope that supporters' enthusiasm and interest on the event or their team will translate into long-term benefit for the sponsor. Sponsorship is one the promotional and marketing means and technique that has overtaken sports industry in the past decades. Kitchen (1999) defined sponsorship as a commercial transaction where both parties anticipate financial return - the beneficiary receives direct funds while the sponsor's expectations are ultimately measured in terms of consumer's behaviour. Sponsorship is an opportunity for companies to reach consumers through their heart and minds (Nicholls & Roslow, 1999). Sponsorship and product placement, according to Alvarado (2006), have increasingly become ways for businesses to place their brands in positions that are hard to ignore.

Sandler and Shani (1993), and Stotlar (1993) recorded that the first modern commercial use of sponsorship as a promotional activity has been traced to the placement of advertisements in the official programme of the 1886 Olympic Games and the product sampling rights purchased by Coca Cola for the 1928 Olympics. Buttressing further, Stotlar (2005) pointed out that on a worldwide basis, sport organizations and corporations have entered into partnerships wherein each agrees to assist the other in forwarding their own objectives. According to him, one of such partnerships is sport sponsorship. Van Heerden (2001) viewed sport sponsorship as the provision of resources (e.g. money, people, equipment) by an organization (the sponsor) directly to a sponsee (e.g. sport personality, sporting authority or sport body or code), to enable the sponsee to pursue some activity (e.g. participation by the individual or event management by the authority or sport body or code) in return for rights to be included in a sponsorship agreement contemplated in terms of the sponsor's

marketing communication strategy and which can be expressed in terms of corporate, marketing, sales and/or media objectives and measured in terms of the linking objectives to the desired outcome in terms of return on investment in monetary and non-monetary terms.

Brooks (1994) noted that sponsorship provides a variety of athletic platforms that can serve as the basis for sponsorship: individual athletes, facilities, or an event. Brooks (2000) noted that the athletic platform has four components: the athletes, the event, the sport, and the team. According to Get Sponsored (2009), as cited in Kloppers (2009), enumerated the types of sport sponsorship to include shirt/team sponsorship; squad sponsorship; athlete sponsorship; event sponsorship; venue/stadium sponsorship; technology sponsorship, and broadcast sponsorship. It could be deduced that sports sponsorship involves sponsorship of athletes' development; sponsorship of sports equipment; sponsorship of sports personnel development; sponsorship of organization of sports competition, and sponsorship of sports facilities by companies. Sports sponsorship is a promotional activity in the sport industry.

Sport sponsorship is a distinctive approach companies use to reach consumers that can benefit from targeting this exclusive market (Meir, Arthur, Tobin & Massingham, 2001). Sports sponsorship's ability to reach consumers in locations where they have strong ties can strengthen the bond between businesses and their target audiences. Corporate bodies or companies sponsor sports for different objectives and motives.

Van Heerden (2001) clustered the sport sponsorship objectives into five namely broad corporate objectives; product/brand/service-related objectives; sales objectives; media coverage objectives, and Guest hospitality objectives. Notwithstanding the benefits accruing to sports sponsors, not all companies in developing countries are involved in sports sponsorship. Based on this, it becomes imperative to ascertain the motives of sports sponsorship by limited liability companies in Nigeria and Rivers State in particular as well as the influence of companies' characteristics on the perceived motives of sports sponsorship.

The dilapidated nature of sports facilities and equipment can be revived through corporate sponsorship of sports. The organization and administration of sports in Nigeria has been handicapped due to inadequate fund. Such fund is not only to come from government but from individuals and corporate firms in the form of sports sponsorship. Organization of National Sports Festivals has often been affected due to the inability of state governments to put in place all the required facilities and logistics for the competition. Some companies can only go into sponsoring sports competitions with motives which they hope to achieve.

### **Aim and Objectives of the Study**

The aim of the study is to find out the spatial pattern of perceived motives for sports sponsorship with a standpoint of limited liability companies in Rivers State, Nigeria. In specific terms, the study intends to determine the:

1. motives for sponsoring sports by limited liability companies in Rivers State.
2. influence of company type on the motives of sports sponsorship among limited liability companies in Rivers State.
3. influence of company class on the motives of sports sponsorship among limited liability companies in Rivers State.
11. influence of company age on motives of sports sponsorship among limited liability companies in Rivers State.

### **Research Questions**

1. What are the motives for sponsoring sports by limited liability companies in Rivers State?
2. What is the influence of company type on the motives of sports sponsorship among limited liability companies in Rivers State?
3. What is the influence of company class on the motives of sports sponsorship among limited liability companies in Rivers State?
4. What is the influence of company age on motives of sports sponsorship among limited liability companies in Rivers State?

### **Hypotheses**

The following hypotheses are postulated and tested in this study at 0.05 level of significance.

1. There is no significant difference in the motives of sports sponsorship among companies in Rivers State based on company type.
2. There is no significant difference in the motives of sports sponsorship among companies in Rivers State based on company class.
3. There is no significant difference in the motives of sports sponsorship among companies in Rivers State based on company age.

## II. METHODOLOGY

A cross-sectional survey design was adopted in this study. Elendu (2010) conceptualized cross-section survey design as a type of survey that generates data from a section of the population describing events based on their occurrence in the natural setting at a point in time. This design was considered appropriate for the study because it has effectively been utilized by Dees (2004), and Dike (2007) in related studies.

The population for the study consisted of all the limited liability companies in Rivers state. Only the two hundred and forty-seven (247) registered tax paying limited liability companies were used for the study.

All the two hundred and forty-seven (247) registered companies in Rivers State constituted the sample for the study. A validated and structured questionnaire titled Sports Sponsorship Motives Questionnaire (SSMQ), with modified Likert-type response options of "Strongly Agree" (SA), "Agree" (A), "Disagree" (D), and "Strongly Disagree" (SD) was employed for data collection. Split-half method was used to establish the reliability of the questionnaire and reliability coefficient of 0.82 was calculated using Pearson product moment correlation in conjunction with Spearman-Brown prophesy statistic. Two hundred and thirty-eight (238) copies out of 247 copies of administered questionnaire were returned giving a return rate of 96.36 per cent. Data were analyzed using mean, z-test and Analysis of Variance (ANOVA).

## III. RESULTS

**Research Question 1:** What are the perceived motives for sponsoring sports by limited liability companies in Rivers State?

**Table 1:** Perceived motives for sponsoring sports by limited liability companies (n=238)

	Statements	SA	A	D	SD	TWS	$\bar{x}$	Remark
S/n	<b>Broad corporate awareness motives</b>							
1	to express community involvement	280	360	20	38	698	2.93	M
2	to increase public awareness of the company	800	114	0	0	914	3.84	M
3	to change public perception of the company	240	390	40	28	698	2.93	M
4	to build goodwill amongst opinion formers	600	150	30	23	803	3.37	M
5	to reassure stockholders, and to aid relations with current staff	80	90	300	38	508	2.13	Nm
6	to assist staff recruitment	200	120	20	138	478	2.01	Nm
7	to promote corporate image	840	84	0	0	924	3.88	M
8	to gain competitive advantage through exclusivity	720	60	40	18	838	3.52	M
9	to target specific corporate audiences	640	120	56	10	826	3.47	M
10	to tie the company to the success of a team/event/individual	680	105	30	18	833	3.50	M
	<b>Grandmean</b>						3.16	M
	<b>Product/brand/service-related awareness motives</b>							
11	to explore new market segments	800	60	20	8	888	3.73	M
12	to launch new product/brand/service	840	60	10	3	913	3.84	M
13	to integrate product/brand/service into the event	820	75	16	0	911	3.83	M
14	to sample product/brand/service at/during the event	940	9	0	0	949	3.99	M
15	to build image within the target market	848	60	6	3	917	3.85	M
16	to increase target market awareness	600	120	20	38	778	3.27	M
17	to increase market share	320	450	10	3	783	3.29	M
18	to support brand advertising	900	30	6	0	936	3.93	M

19	to strengthen brand preference	952	0	0	0	952	4.00	M
	<b>Grandmean</b>						3.75	M
	<b>Sales promotion motives</b>							
20	to facilitate sales-force prospecting	800	114	0	0	914	3.84	M
21	to gain new customers	940	9	0	0	949	3.99	M
22	to aid the sales promotion drive	952	0	0	0	952	4.00	M
23	to strengthen relationships with current customers	200	450	20	28	698	2.93	M
24	to increase short-run sales	800	114	0	0	914	3.84	M
25	to increase long-run sales	820	75	16	0	911	3.83	M
	<b>Grandmean</b>						3.74	M
	<b>Media coverage motives</b>							
26	to have pre-event media coverage	480	150	60	38	728	3.06	M
27	to have media coverage during the event	800	90	10	3	903	3.79	M
28	to have post-event media coverage	600	150	40	18	808	3.39	M
29	to get coverage in a diverse range of media	680	120	20	18	838	3.52	M
30	to increase overall media attention	600	150	16	30	796	3.34	M
31	to counter adverse publicity	480	240	36	20	776	3.26	M
	<b>Grandmean</b>						3.39	M
	<b>Guest hospitality motives</b>							
32	to entertain current customers	60	60	150	128	398	1.67	Nm
33	to entertain prospective customers	80	30	180	118	408	1.71	Nm
34	to entertain suppliers	100	15	200	108	423	1.77	Nm
35	to entertain staff	20	9	200	130	359	1.51	Nm
36	to entertain intermediaries	0	0	276	100	376	1.58	Nm
	<b>Grandmean</b>						1.65	Nm

M - motive; Nm - not motive.

Table 1 reveals that the companies expressing community involvement, and change of public perception of the company, respectively ( $\bar{x} = 2.93$ ); increasing public awareness of the company, launching new product/brand/service, facilitating sales force prospecting, and increasing short-run sales, respectively ( $\bar{x} = 3.84$ ), and building goodwill amongst opinion formers ( $\bar{x} = 3.37$ ) as motives for sports sponsorship. The companies also promoting corporate image ( $\bar{x} = 3.88$ ); gaining competitive advantage through exclusivity ( $\bar{x} = 3.52$ ); target specific corporate audiences ( $\bar{x} = 3.47$ ); tie company to the success of a team/event/individual ( $\bar{x} = 3.50$ ), and exploring new market segments ( $\bar{x} = 3.73$ ) as motives sports sponsorship. In the table, integrating product/brand/service into the event, and increasing long-run sales, respectively ( $\bar{x} = 3.83$ ); sampling product/brand/service at/during the event, and gaining new customers, respectively ( $\bar{x} = 3.99$ ); building image within the target market ( $\bar{x} = 3.85$ ); increasing target market awareness ( $\bar{x} = 3.27$ ), and increasing market share ( $\bar{x} = 3.29$ ) are motives for sports sponsorship by the companies.

It is equally evident in the table that supporting brand advertising ( $\bar{x} = 3.93$ ); strengthening brand preference, and aiding the sales promotion drive, respectively ( $\bar{x} = 4.00$ ); having pre-event media coverage ( $\bar{x} = 3.06$ ), and having media coverage during the event ( $\bar{x} = 3.79$ ) are motives for sports sponsorship by the companies. Moreso, the companies having post-event media coverage ( $\bar{x} = 3.39$ ); getting coverage in a diverse range of media ( $\bar{x} = 3.52$ ), and countering adverse publicity ( $\bar{x} = 3.26$ ) as motives for sports sponsorship. However, reassuring stockholders and to aid relations with current staff ( $\bar{x} = 2.13$ ); entertaining prospective customers ( $\bar{x} = 1.71$ ); entertaining supplier ( $\bar{x} = 1.77$ ); entertaining staff ( $\bar{x} = 1.51$ ), and entertaining intermediaries ( $\bar{x} = 1.58$ ) are not motives for sports sponsorship by the companies.

**Research Question 2:** What is the influence of company type on the motives of sports sponsorship among limited liability companies in Rivers State?

**Table 2:** Motives for sports sponsorship among limited liability companies based on company type.

		Oil company (n=4)		Non-oil company (n=234)	
	<b>Statement</b>	$\bar{x}$	Remark	$\bar{x}$	Remark
<b>S/n</b>	<b>Broad corporate awareness motives</b>				
1	to express community involvement	3.25	M	2.93	M
2	to increase public awareness of the company	3.50	M	3.85	M
3	to change public perception of the company	3.00	M	2.93	M
4	to build goodwill amongst opinion formers	3.50	M	3.37	M
5	to reassure stockholders, and to aid relations with current staff	1.50	Nm	2.15	Nm
6	to assist staff recruitment	1.50	Nm	2.02	Nm
7	to promote corporate image	3.50	M	3.89	M
8	to gain competitive advantage through exclusivity	3.50	M	3.52	M
9	to target specific corporate audiences	3.50	M	3.47	M
10	to tie the company to the success of a team/event/individual	3.50	M	3.50	M
	<b>Grandmean</b>	3.03	M	3.16	M
	<b>Product/brand/service-related awareness motives</b>				
11	to explore new market segments	3.50	M	3.56	M
12	to launch new product/brand/service	3.50	M	3.84	M
13	to integrate product/brand/service into the event	3.75	M	3.83	M
14	to sample product/brand/service at/during the event	3.75	M	3.99	M
15	to build image within the target market	2.75	M	3.86	M
16	to increase target market awareness	3.25	M	3.26	M
17	to increase market share	2.75	M	3.30	M
18	to support brand advertising	3.50	M	3.94	M
19	to strengthen brand preference	4.00	M	4.00	M
	<b>Grandmean</b>	3.42	M	3.73	M
	<b>Sales promotion motives</b>				
20	to facilitate sales-force prospecting	3.50	M	3.68	M
21	to gain new customers	3.75	M	3.99	M
22	to aid the sales promotion drive	4.00	M	4.00	M
23	to strengthen relationships with current customers	3.00	M	2.93	M
24	to increase short-run sales	3.50	M	3.68	M
25	to increase long-run sales	3.50	M	3.83	M
	<b>Grandmean</b>	3.54	M	3.69	M
	<b>Media coverage motives</b>				
26	to have pre-event media coverage	3.25	M	3.06	M
27	to have media coverage during the event	3.50	M	3.63	M
28	to have post-event media coverage	3.50	M	3.39	M
29	to get coverage in a diverse range of media	3.50	M	3.52	M
30	to increase overall media attention	3.25	M	2.97	M
31	to counter adverse publicity	3.50	M	3.26	M
	<b>Grandmean</b>	3.42	M	3.31	M
	<b>Guest hospitality motives</b>				
32	to entertain current customers	2.00	Nm	1.67	Nm
33	to entertain prospective customers	2.00	Nm	1.71	Nm

34	to entertain suppliers	2.00	Nm	1.77	Nm
35	to entertain staff	1.00	Nm	1.51	Nm
36	to entertain intermediaries	1.25	Nm	1.59	Nm
	<b>Grandmean</b>	1.65	Nm	1.65	Nm

Table 2 shows that expressing community involvement (oil companies ( $\bar{x}=3.25$ ) and non-oil companies ( $\bar{x}=2.93$ ); increasing public awareness of the company (oil companies ( $\bar{x}=3.50$ ) and non-oil companies ( $\bar{x}=3.85$ ); changing public perception of the company (oil companies ( $\bar{x}=3.00$ ) and non-oil companies ( $\bar{x}=2.93$ ), and building goodwill amongst opinion formers (oil companies ( $\bar{x}=3.50$ ) and non-oil companies ( $\bar{x}=3.37$ ) are motives for sports sponsorship in Rivers state.

The table reveals that promoting corporate image (oil companies ( $\bar{x}=3.50$ ) and non-oil companies ( $\bar{x}=3.89$ ); gaining competitive advantage through exclusivity (oil companies ( $\bar{x}=3.50$ ) and non-oil companies ( $\bar{x}=3.52$ ); targeting specific corporate audiences (oil companies ( $\bar{x}=3.50$ ) and non-oil companies ( $\bar{x}=3.47$ ), and tie the company to the success of a team/event/individual (oil companies ( $\bar{x}=3.50$ ) and non-oil companies ( $\bar{x}=3.50$ ) are motives for sports sponsorship in Rivers state. Also, exploring new market segments (oil companies ( $\bar{x}=3.50$ ) and non-oil companies ( $\bar{x}=3.56$ ); launching new product/brand/service (oil companies ( $\bar{x}=3.50$ ) and non-oil companies ( $\bar{x}=3.84$ ); integrating product/brand/service into the event (oil companies ( $\bar{x}=3.75$ ) and non-oil companies ( $\bar{x}=3.83$ ), and sampling product/brand/service at/during the event (oil companies ( $\bar{x}=3.75$ ) and non-oil companies ( $\bar{x}=3.99$ ) are motives for sports sponsorship.

Building image within the target market (oil companies ( $\bar{x}=2.75$ ) and non-oil companies ( $\bar{x}=3.86$ ); increasing target market awareness (oil companies ( $\bar{x}=3.25$ ) and non-oil companies ( $\bar{x}=3.26$ ); increasing market share (oil companies ( $\bar{x}=2.75$ ) and non-oil companies ( $\bar{x}=3.30$ ); supporting brand advertising (oil companies ( $\bar{x}=3.50$ ) and non-oil companies ( $\bar{x}=3.94$ ), and strengthening brand preference (oil companies ( $\bar{x}=4.00$ ) and non-oil companies ( $\bar{x}=4.00$ ) are motives for sports sponsorship.

It could be seen in the table that facilitating sales-force prospecting (oil companies ( $\bar{x}=3.50$ ) and non-oil companies ( $\bar{x}=3.68$ ); gaining new customers (oil companies ( $\bar{x}=3.75$ ) and non-oil companies ( $\bar{x}=3.99$ ); aiding the sales of promotion drive (oil companies ( $\bar{x}=4.00$ ) and non-oil companies ( $\bar{x}=4.00$ ); strengthening relationships with current customers (oil companies ( $\bar{x}=3.00$ ) and non-oil companies ( $\bar{x}=2.93$ ); increasing short-run sales (oil companies ( $\bar{x}=3.50$ ) and non-oil companies ( $\bar{x}=3.68$ ), and increasing long-run sales (oil companies ( $\bar{x}=3.50$ ) and non-oil companies ( $\bar{x}=3.83$ ) are motives for sports sponsorship.

Motives for sports sponsorship are having pre-event media coverage (oil companies ( $\bar{x}=3.25$ ) and non-oil companies ( $\bar{x}=3.06$ ); having media coverage during the event (oil companies ( $\bar{x}=3.50$ ) and non-oil companies ( $\bar{x}=3.63$ ); having post-event media coverage (oil companies ( $\bar{x}=3.50$ ) and non-oil companies ( $\bar{x}=3.39$ ); getting coverage in a diverse range of media (oil companies ( $\bar{x}=3.50$ ) and non-oil companies ( $\bar{x}=3.52$ ); increasing overall media attention (oil companies ( $\bar{x}=3.25$ ) and non-oil companies ( $\bar{x}=2.97$ ), and countering adverse publicity (oil companies ( $\bar{x}=3.50$ ) and non-oil companies ( $\bar{x}=3.26$ ).

However, it is evident in the table that reassuring stockholders and to aid relations with current staff (oil companies ( $\bar{x}=1.50$ ) and non-oil companies ( $\bar{x}=2.15$ ); assisting staff recruitment (oil companies ( $\bar{x}=1.50$ ) and non-oil companies ( $\bar{x}=2.02$ ); entertaining current customers (oil companies ( $\bar{x}=2.00$ ) and non-oil companies ( $\bar{x}=1.67$ ); entertaining prospective customers (oil companies ( $\bar{x}=2.00$ ) and non-oil companies ( $\bar{x}=1.71$ ); entertaining suppliers (oil companies ( $\bar{x}=2.00$ ) and non-oil companies ( $\bar{x}=1.77$ ); entertaining staff (oil

companies ( $\bar{x}=1.00$ ) and non-oil companies ( $\bar{x}=1.51$ ), and entertaining intermediaries (oil companies ( $\bar{x}=1.25$ ) and non-oil companies ( $\bar{x}=1.59$ ) are not motives for sports sponsorship.

**Research Question 3:** What is the influence of company age on motives of sports sponsorship among limited liability companies in Rivers State?

**Table 3:** Motives of sports sponsorship among limited liability companies based on company age.

S/n	Statements	Less than 10 years (n=200)		10 years and Above (n=38)	
		$\bar{x}$	Remark	$\bar{x}$	Remark
<b>Broad corporate awareness motives</b>					
1	to express community involvement	2.81	M	3.58	M
2	to increase public awareness of the company	3.97	M	4.00	M
3	to change public perception of the company	2.93	M	2.97	M
4	to build goodwill amongst opinion formers	3.27	M	3.92	M
5	to reassure stockholders, and to aid relations with current staff	1.59	Nm	2.32	Nm
6	to assist staff recruitment	1.78	Nm	3.21	M
7	to promote corporate image	3.90	M	3.79	M
8	to gain competitive advantage through exclusivity	3.48	M	3.74	M
9	to target specific corporate audiences	3.41	M	3.79	M
10	to tie the company to the success of a team/event/individual	3.41	M	4.00	M
	<b>Grandmean</b>	3.06	M	3.51	M
<b>Product/brand/service-related awareness motives</b>					
11	to explore new market segments	3.72	M	3.79	M
12	to launch new product/brand/service	3.82	M	3.92	M
13	to integrate product/brand/service into the event	3.80	M	4.00	M
14	to sample product/brand/service at/during the event	4.00	M	3.92	M
15	to build image within the target market	3.88	M	3.74	M
16	to increase target market awareness	3.19	M	3.71	M
17	to increase market share	3.23	M	3.61	M
18	to support brand advertising	3.94	M	3.92	M
19	to strengthen brand preference	4.00	M	4.00	M
	<b>Grandmean</b>	3.73	M	3.85	M
<b>Sales promotion motives</b>					
20	to facilitate sales-force prospecting	3.85	M	3.79	M
21	to gain new customers	4.00	M	3.92	M
22	to aid the sales promotion drive	4.00	M	4.00	M
23	to strengthen relationships with current customers	2.86	M	3.32	M
24	to increase short-run sales	3.85	M	3.79	M
25	to increase long-run sales	3.82	M	3.89	M
	<b>Grandmean</b>	3.73	M	3.79	M
<b>Media coverage motives</b>					
26	to have pre-event media coverage	3.03	M	3.24	M
27	to have media coverage during the event	3.80	M	3.79	M
28	to have post-event media coverage	3.34	M	3.68	M
29	to get coverage in a diverse range of media	3.49	M	3.71	M
30	to increase overall media attention	3.10	M	3.24	M
31	to counter adverse publicity	3.18	M	3.68	M
	<b>Grandmean</b>	3.32	M	3.56	M
<b>Guest hospitality motives</b>					
32	to entertain current customers	1.58	Nm	2.18	Nm
33	to entertain prospective customers	1.56	Nm	2.53	M
34	to entertain suppliers	1.70	Nm	2.18	Nm

35	to entertain staff	1.45	Nm	1.84	Nm
36	to entertain intermediaries	1.00	Nm	2.00	Nm
	<b>Grandmean</b>	1.46	Nm	2.15	Nm

Table 3 shows that expressing community involvement (less than 10 years old companies ( $\bar{x}$  =2.81) and 10 years and above companies ( $\bar{x}$  =3.58); increasing public awareness of the company (less than 10 years old companies ( $\bar{x}$  =3.97) and 10 years and above ( $\bar{x}$  =4.00); changing public perception of the company (less than 10 years old companies ( $\bar{x}$  =2.93) and 10 years and above companies ( $\bar{x}$  =2.97), and building goodwill amongst opinion formers (less than 10 years old companies ( $\bar{x}$  =3.27) and 10 years and above companies ( $\bar{x}$  =3.92) are motives for sports sponsorship in Rivers state.

The table reveals that promoting corporate image (less than 10 years old companies ( $\bar{x}$  =3.90) and 10 years and above companies ( $\bar{x}$  =3.79); gaining competitive advantage through exclusivity (less than 10 years old companies ( $\bar{x}$  =3.48) and 10 years and above companies ( $\bar{x}$  =3.74); targeting specific corporate audiences (less than 10 years old companies ( $\bar{x}$  =3.41) and 10 years and above companies ( $\bar{x}$  =3.79), and tie the company to the success of a team/event/individual (less than 10 years old companies ( $\bar{x}$  =3.41) and 10 years and above companies ( $\bar{x}$  =4.00) are motives for sports sponsorship in Rivers state. Also, exploring new market segments (less than 10 years old companies ( $\bar{x}$  =3.72) and 10 years and above companies ( $\bar{x}$  =3.79); launching new product/brand/service (less than 10 years old companies ( $\bar{x}$  =3.82) and 10 years and above companies ( $\bar{x}$  =3.92); integrating product/brand/service into the event (less than 10 years old companies ( $\bar{x}$  =3.80) and 10 years and above companies ( $\bar{x}$  =4.00), and sampling product/brand/service at/during the event (less than 10 years old companies ( $\bar{x}$  =4.00) and 10 years and above companies ( $\bar{x}$  =3.92) are motives for sports sponsorship.

Building image within the target market (less than 10 years old companies ( $\bar{x}$  =3.88) and 10 years and above companies ( $\bar{x}$  =3.74); increasing target market awareness (less than 10 years old companies ( $\bar{x}$  =3.19) and 10 years and above companies ( $\bar{x}$  =3.71); increasing market share (less than 10 years old companies ( $\bar{x}$  =3.23) and 10 years and above companies ( $\bar{x}$  =3.61); supporting brand advertising (less than 10 years old companies ( $\bar{x}$  =3.94) and 10 years and above companies ( $\bar{x}$  =3.92), and strengthening brand preference (less than 10 years old companies ( $\bar{x}$  =4.00) and 10 years and above companies ( $\bar{x}$  =4.00) are motives for sports sponsorship.

It could be seen in the table that facilitating sales-force prospecting (less than 10 years old companies ( $\bar{x}$  =3.85) and 10 years and above companies ( $\bar{x}$  =3.79); gaining new customers (less than 10 years old companies ( $\bar{x}$  =4.00) and 10 years and above companies ( $\bar{x}$  =3.92); aiding the sales of promotion drive (less than 10 years old companies ( $\bar{x}$  =4.00) and 10 years and above companies ( $\bar{x}$  =4.00); strengthening relationships with current customers (less than 10 years old companies ( $\bar{x}$  =2.86) and 10 years and above companies ( $\bar{x}$  =3.32); increasing short-run sales (less than 10 years old companies ( $\bar{x}$  =3.85) and 10 years and above companies ( $\bar{x}$  =3.79), and increasing long-run sales (less than 10 years old companies ( $\bar{x}$  =3.82) and 10 years and above companies ( $\bar{x}$  =3.89) are motives for sports sponsorship.

Motives for sports sponsorship are having pre-event media coverage (less than 10 years old companies ( $\bar{x}$  =3.03) and 10 years and above companies ( $\bar{x}$  =3.24); having media coverage during the event (less than 10 years old companies ( $\bar{x}$  =3.80) and 10 years and above companies ( $\bar{x}$  =3.79); having post-event media coverage (less than 10 years old companies ( $\bar{x}$  =3.34) and 10 years and above companies ( $\bar{x}$  =3.68); getting coverage in a diverse range of media (less than 10 years old companies ( $\bar{x}$  =3.49) and 10 years and above companies ( $\bar{x}$  =3.49)



=3.71); increasing overall media attention (less than 10 years old companies ( $\bar{x}$  =3.10) and 10 years and above companies ( $\bar{x}$  =3.24), and countering adverse publicity (less than 10 years old companies ( $\bar{x}$  =3.18) and 10 years and above companies ( $\bar{x}$  =3.68). Also, companies that are 10 years and above noted that assisting staff recruitment ( $\bar{x}$  =3.21), and entertaining prospective customers ( $\bar{x}$  =2.53) are motives for sports sponsorship.

On the other hand, it is evident in the table that reassuring stockholders and to aid relations with current staff (less than 10 years old companies ( $\bar{x}$  =1.59) and 10 years and above companies ( $\bar{x}$  =2.32); assisting staff recruitment (less than 10 years old companies ( $\bar{x}$  =1.78); entertaining current customers (less than 10 years old companies ( $\bar{x}$  =1.58) and 10 years and above companies ( $\bar{x}$  =2.18); entertaining prospective customers (less than 10 years old companies ( $\bar{x}$  =1.56); entertaining suppliers (less than 10 years old companies ( $\bar{x}$  =1.70) and 10 years and above companies ( $\bar{x}$  =2.18); entertaining staff (less than 10 years old companies ( $\bar{x}$  =1.45) and 10 years and above companies ( $\bar{x}$  =1.84), and entertaining intermediaries (less than 10 years old companies ( $\bar{x}$  =1.00) and 10 years and above companies ( $\bar{x}$  =2.00) are not motives for sports sponsorship.

**Research Question 4:** What is the influence of company class on motives of sports sponsorship among limited liability companies in Rivers State?

**Table 4:** Motives of sports sponsorship among limited liability companies based on company class.

S/n	Statements	Local (n= 50)		Regional (n= 110)		National (n= 70)		International (n= 8)	
		$\bar{x}$	Remark	$\bar{x}$	Remark	$\bar{x}$	Remark	$\bar{x}$	Remark
	<b>Broad corporate awareness motives</b>								
1	to express community involvement	2.74	M	3.12	M	2.73	M	3.38	M
2	to increase public awareness of the company	3.60	M	3.91	M	3.93	M	3.63	M
3	to change public perception of the company	2.70	M	3.27	M	2.49	Nm	3.63	M
4	to build goodwill amongst opinion formers	3.30	M	3.31	M	3.56	M	3.13	M
5	to reassure stockholders, and to aid relations with current staff	2.32	Nm	2.26	Nm	1.76	Nm	2.50	M
6	to assist staff recruitment	1.52	Nm	2.32	Nm	1.73	Nm	3.25	M
7	to promote corporate image	3.76	M	3.91	M	3.93	M	3.88	M
8	to gain competitive advantage through exclusivity	3.68	M	3.81	M	2.90	M	4.00	M
9	to target specific corporate audiences	3.36	M	3.38	M	3.63	M	4.00	M
10	to tie the company to the success of a team/event/individual	3.62	M	3.13	M	3.93	M	4.00	M
	<b>Grandmean</b>	3.06	M	3.24	M	3.06	M	3.54	M
	<b>Product/brand/service-related awareness motives</b>								
11	to explore new market segments	3.66	M	3.63	M	3.94	M	2.88	M
12	to launch new product/brand/service	3.48	M	3.91	M	3.97	M	3.00	M
13	to integrate product/brand/service into the event	3.44	M	3.91	M	3.97	M	3.00	M
14	to sample product/brand/service at/during the event	3.96	M	3.99	M	4.00	M	4.00	M
15	to build image within the target market	3.72	M	3.82	M	3.99	M	4.00	M
16	to increase target market awareness	3.30	M	3.68	M	2.56	M	3.63	M
17	to increase market share	2.86	M	3.47	M	3.26	M	3.75	M

18	to support brand advertising	3.68	M	4.00	M	4.00	M	4.00	M
19	to strengthen brand preference	4.00	M	4.00	M	4.00	M	4.00	M
	<b>Grandmean</b>	3.57	M	3.82	M	3.74	M	3.58	M
	<b>Sales promotion motives</b>								
20	to facilitate sales-force prospecting	3.70	M	3.73	M	3.86	M	3.63	M
21	to gain new customers	3.94	M	4.00	M	4.00	M	4.00	M
22	to aid the sales promotion drive	4.00	M	4.00	M	4.00	M	4.00	M
23	to strengthen relationships with current customers	2.80	M	3.22	M	2.50	M	3.63	M
24	to increase short-run sales	3.80	M	3.91	M	3.74	M	4.00	M
25	to increase long-run sales	3.78	M	3.89	M	3.79	M	3.63	M
	<b>Grandmean</b>	3.67	M	3.79	M	3.65	M	3.82	M
	<b>Media coverage motives</b>								
26	to have pre-event media coverage	2.68	M	3.27	M	2.93	M	3.63	M
27	to have media coverage during the event	3.38	M	3.91	M	3.89	M	4.00	M
28	to have post-event media coverage	3.10	M	3.64	M	3.16	M	4.00	M
29	to get coverage in a diverse range of media	3.30	M	3.82	M	3.16	M	4.00	M
30	to increase overall media attention	3.00	M	3.18	M	3.00	M	2.75	M
31	to counter adverse publicity	3.40	M	3.55	M	2.49	Nm	4.00	M
	<b>Grandmean</b>	3.14	M	3.56	M	3.11	M	3.73	M
	<b>Guest hospitality motives</b>								
32	to entertain current customers	1.66	Nm	1.37	Nm	1.73	Nm	2.88	M
33	to entertain prospective customers	1.42	Nm	1.64	Nm	1.86	Nm	3.38	M
34	to entertain suppliers	1.52	Nm	1.69	Nm	1.94	Nm	3.13	M
35	to entertain staff	1.40	Nm	1.44	Nm	1.69	Nm	1.63	Nm
36	to entertain intermediaries	1.40	Nm	1.62	Nm	1.71	Nm	1.00	Nm
	<b>Grandmean</b>	1.48	Nm	1.55		1.79	Nm	2.40	Nm

It could be seen in table 4 that expressing community involvement (local companies ( $\bar{x}$  =2.74); regional companies ( $\bar{x}$  =3.12); national companies ( $\bar{x}$  =2.73); international companies ( $\bar{x}$  =3.38); increasing public awareness of the company (local companies ( $\bar{x}$  =3.60); regional companies ( $\bar{x}$  =3.91); national companies ( $\bar{x}$  =3.93); international companies ( $\bar{x}$  =3.63); changing public perception of the company (local companies ( $\bar{x}$  =2.70); regional companies ( $\bar{x}$  =3.27); international companies ( $\bar{x}$  =3.63); and building goodwill amongst opinion formers (local companies ( $\bar{x}$  =3.30); regional companies ( $\bar{x}$  =3.31); national companies ( $\bar{x}$  =3.56); international companies ( $\bar{x}$  =3.13) are motives for sports sponsorship in Rivers state.

The table reveals that promoting corporate image (local companies ( $\bar{x}$  =3.76); regional companies ( $\bar{x}$  =3.91); national companies ( $\bar{x}$  =3.93); international companies ( $\bar{x}$  =3.88); gaining competitive advantage through exclusivity (local companies ( $\bar{x}$  =3.68); regional companies ( $\bar{x}$  =3.81); national companies ( $\bar{x}$  =2.90); international companies ( $\bar{x}$  =4.00); targeting specific corporate audiences (local companies ( $\bar{x}$  =3.36); regional companies ( $\bar{x}$  =3.38); national companies ( $\bar{x}$  =3.63); international companies ( $\bar{x}$  =4.00), and tie the company to the success of a team/event/individual (local companies ( $\bar{x}$  =3.62); regional companies ( $\bar{x}$  =3.13); national companies ( $\bar{x}$  =3.93); international companies ( $\bar{x}$  =4.00) are motives for sports sponsorship in Rivers state. Also, exploring new market segments (local companies ( $\bar{x}$  =3.66); regional companies ( $\bar{x}$  =3.63); national companies ( $\bar{x}$  =3.94); international companies ( $\bar{x}$  =2.88); launching new product/brand/service (local companies ( $\bar{x}$  =3.48); regional companies ( $\bar{x}$  =3.91); national companies ( $\bar{x}$  =3.97); international companies ( $\bar{x}$  =3.00); integrating product/brand/service into the event (local companies ( $\bar{x}$  =3.44); regional companies ( $\bar{x}$  =3.91);

national companies ( $\bar{x}=3.97$ ); international companies ( $\bar{x}=3.00$ ), and sampling product/brand/service at/during the event (local companies ( $\bar{x}=3.96$ ); regional companies ( $\bar{x}=3.99$ ); national companies ( $\bar{x}=4.00$ ); international companies ( $\bar{x}=4.00$ ) are motives for sports sponsorship.

Building image within the target market (local companies ( $\bar{x}=3.72$ ); regional companies ( $\bar{x}=3.82$ ); national companies ( $\bar{x}=3.99$ ); international companies ( $\bar{x}=4.00$ ); increasing target market awareness (local companies ( $\bar{x}=3.30$ ); regional companies ( $\bar{x}=3.68$ ); national companies ( $\bar{x}=2.56$ ); international companies ( $\bar{x}=3.63$ ); increasing market share (local companies ( $\bar{x}=2.86$ ); regional companies ( $\bar{x}=3.47$ ); national companies ( $\bar{x}=3.26$ ); international companies ( $\bar{x}=3.75$ ); supporting brand advertising (local companies ( $\bar{x}=3.68$ ); regional companies ( $\bar{x}=4.00$ ); national companies ( $\bar{x}=4.00$ ); international companies ( $\bar{x}=4.00$ ), and strengthening brand preference (local companies ( $\bar{x}=4.00$ ); regional companies ( $\bar{x}=4.00$ ); national companies ( $\bar{x}=4.00$ ); international companies ( $\bar{x}=4.00$ ) are motives for sports sponsorship.

It could be seen in the table that facilitating sales-force prospecting (local companies ( $\bar{x}=3.70$ ); regional companies ( $\bar{x}=3.73$ ); national companies ( $\bar{x}=3.86$ ); international companies ( $\bar{x}=3.63$ ); gaining new customers (local companies ( $\bar{x}=3.94$ ); regional companies ( $\bar{x}=4.00$ ); national companies ( $\bar{x}=4.00$ ); international companies ( $\bar{x}=4.00$ ); aiding the sales of promotion drive (local companies ( $\bar{x}=4.00$ ); regional companies ( $\bar{x}=4.00$ ); national companies ( $\bar{x}=4.00$ ); international companies ( $\bar{x}=4.00$ ); strengthening relationships with current customers (local companies ( $\bar{x}=2.80$ ); regional companies ( $\bar{x}=3.22$ ); national companies ( $\bar{x}=2.50$ ); international companies ( $\bar{x}=3.63$ ); increasing short-run sales (local companies ( $\bar{x}=3.80$ ); regional companies ( $\bar{x}=3.91$ ); national companies ( $\bar{x}=3.74$ ); international companies ( $\bar{x}=4.00$ ), and increasing long-run sales (local companies ( $\bar{x}=3.78$ ); regional companies ( $\bar{x}=3.89$ ); national companies ( $\bar{x}=3.79$ ); international companies ( $\bar{x}=3.63$ ) are motives for sports sponsorship.

Motives for sports sponsorship are having pre-event media coverage (local companies ( $\bar{x}=2.68$ ); regional companies ( $\bar{x}=3.27$ ); national companies ( $\bar{x}=2.93$ ); international companies ( $\bar{x}=3.63$ ); having media coverage during the event (local companies ( $\bar{x}=3.38$ ); regional companies ( $\bar{x}=3.91$ ); national companies ( $\bar{x}=3.89$ ); international companies ( $\bar{x}=4.00$ ); having post-event media coverage (local companies ( $\bar{x}=3.10$ ); regional companies ( $\bar{x}=3.64$ ); national companies ( $\bar{x}=3.16$ ); international companies ( $\bar{x}=4.00$ ); getting coverage in a diverse range of media (local companies ( $\bar{x}=3.30$ ); regional companies ( $\bar{x}=3.82$ ); national companies ( $\bar{x}=3.16$ ); international companies ( $\bar{x}=4.00$ ); increasing overall media attention (local companies ( $\bar{x}=3.00$ ); regional companies ( $\bar{x}=3.18$ ); national companies ( $\bar{x}=3.00$ ); international companies ( $\bar{x}=2.75$ ), and countering adverse publicity (local companies ( $\bar{x}=3.40$ ); regional companies ( $\bar{x}=3.55$ ), and international companies ( $\bar{x}=4.00$ ).

Also, assisting staff recruitment (international companies ( $\bar{x}=3.25$ ), entertaining current customers (international companies ( $\bar{x}=2.88$ ), entertaining prospective customers international companies ( $\bar{x}=3.38$ ), and entertaining suppliers (international companies ( $\bar{x}=3.13$ ) are motives for sports sponsorship. Reassuring stockholders and to aid relations with current staff ( $\bar{x}=2.50$ ), and assisting staff recruitment ( $\bar{x}=3.25$ ) were as motives for sports sponsorship by international companies. International companies perceived entertaining current customers ( $\bar{x}=2.88$ ); entertaining prospective customers ( $\bar{x}=3.38$ ), and entertaining customers ( $\bar{x}=3.13$ ) as motives for sport sponsorship.

From the table, to counter adverse publicity was not perceived as a motive for sports sponsorship by national companies ( $\bar{x}=2.49$ ). On the other hand, it is evident in the table that reassuring stockholders and to aid

relations with current staff (local companies ( $\bar{x}=2.32$ ); regional companies ( $\bar{x}=2.26$ ); national companies ( $\bar{x}=1.76$ ); assisting staff recruitment (local companies ( $\bar{x}=1.52$ ); regional companies ( $\bar{x}=2.32$ ); national companies ( $\bar{x}=1.73$ ); entertaining current customers (local companies ( $\bar{x}=1.66$ ); regional companies ( $\bar{x}=1.37$ ); national companies ( $\bar{x}=1.73$ ); entertaining prospective customers (local companies ( $\bar{x}=1.42$ ); regional companies ( $\bar{x}=1.64$ ); national companies ( $\bar{x}=1.86$ ); entertaining suppliers (local companies ( $\bar{x}=1.52$ ); regional companies ( $\bar{x}=1.69$ ); national companies ( $\bar{x}=1.94$ ); entertaining staff (local companies ( $\bar{x}=1.40$ ); regional companies ( $\bar{x}=1.44$ ); national companies ( $\bar{x}=1.69$ ); international companies ( $\bar{x}=1.63$ ), and entertaining intermediaries (local companies ( $\bar{x}=1.40$ ); regional companies ( $\bar{x}=1.62$ ); national companies ( $\bar{x}=1.71$ ); international companies ( $\bar{x}=1.00$ ) are not motives for sports sponsorship. The table shows that changing of public perception of the company was not perceived as a motive for sports sponsorship by national companies.

**Hypothesis 1:** There is no significant difference in the perceived motives of sports sponsorship among limited liability companies in Rivers State based on company type.

**Table 5:** Summary of z-test of no significant difference in perceived motives in sports sponsorship among limited liability companies based on company type.

S/n	Statements	Company type	n	$\bar{x}$	SD	Z-cal	Z-crit	df	Alpha level	Decision
1	Broad corporate awareness motives	Oil company Non-oil company	4 234	3.03 3.16	1.65 1.02	0.1556	1.960	236	0.05	Accepted
2	Product/brand/service awareness motives	Oil company Non-oil company	4 234	3.42 3.73	1.16 1.47	0.2839	1.960	236	0.05	Accepted
3	Sales promotion motives	Oil company Non-oil company	4 234	3.54 3.69	1.11 1.33	0.1407	1.960	236	0.05	Accepted
4	Media coverage motives	Oil company Non-oil company	4 234	3.20 3.17	1.46 1.94	0.0241	1.960	236	0.05	Accepted
5	Guest hospitality motives	Oil company Non-oil company	4 234	1.65 1.65	0.46 0.57	0.000	1.960	236	0.05	Accepted
6	Overall perceived motives	Oil company Non-oil company	4 234	2.97 3.08	1.97 1.17	0.1105	1.960	236	0.05	Accepted

Data in table 5 show that there is no significant difference in the oil and non-oil limited liability companies' perceived corporate awareness motives (z-calculated 0.1556 < z-critical 1.960; df 236;  $\alpha= 0.05$ ); product/brand/service awareness motives (z-calculated 0.2839 < z-critical 1.960; df 236;  $\alpha= 0.05$ ); sales promotion motives (z-calculated 0.1407 < z-critical 1.960; df 236;  $\alpha= 0.05$ ); media coverage motives (z-calculated 0.0241 < z-critical 1.960; df 236;  $\alpha= 0.05$ ), and guest hospitality motives (z-calculated 0.000 < z-critical 1.960; df 236;  $\alpha=0.05$ ) of sports sponsorship. There is no significant difference in the perceived motives of sports sponsorship among oil and non-oil limited liability companies in Rivers State (z-calculated 0.1105 < z-critical 1.960; df 236;  $\alpha=0.05$ ).

**Hypothesis 2:** There is no significant difference in the perceived motives of sports sponsorship among limited liability companies in Rivers State based on company class.

**Table 6:** Summary of ANOVA of no significant difference in perceived motives in sports sponsorship among limited liability companies based on company class.

s/ N	Statements	Company class	N	Source of variation	Sum of square	Mean square	F-cal	F-crit	df	Alph a level	Decision
1	Broad corporate awareness motives	Local Regional National Internatio nal	50	Between	0.0245	0.0082	1.7447	2.60	3	0.05	Accepted
			110	groups							
			70								
			8	Within	1.1063	0.0047			234		
				Group					237		
				Total	1.1308						
2	Product/br and/servic e awareness motives	Local Regional National Internatio nal	50	Between	0.0317	0.0106	2.3556	2.60	3	0.05	Accepted
			110	groups							
			70								
			8	Within	1.0542	0.0045			234		
				Group					237		
				Total	1.0859						
3	Sales promotion motives	Local Regional National Internatio nal	50	Between	0.0062	0.0021	0.4773	2.60	3	0.05	Accepted
			110	groups							
			70								
			8	Within	1.0317	0.0044			234		
				Group					237		
				Total	1.0379						
4	Media coverage motives	Local Regional National Internatio nal	50	Between	0.0126	0.0042	0.5676	2.60	3	0.05	Accepted
			110	groups							
			70								
			8	Within	1.7421	0.0074			234		
				Group					237		
				Total	1.7547						
5	Guest hospitality motives	Local Regional National Internatio nal	50	Between	0.0219	0.0073	0.8588	2.60	3	0.05	Accepted
			110	groups							
			70								
			8	Within	1.9872	0.0085			234		
				Group					237		
				Total	2.0091						
6	Overall perceived motives	Local Regional National Internatio nal	50	Between	0.0436	0.0145	1.6860	2.60	3	0.05	Accepted
			110	groups							
			70								
			8	Within	2.0012	0.0086			234		
				Group					237		
				Total	2.0448						

It is evident in table 6 that there is no significant difference in the local, regional, national and international limited liability companies' perceived corporate awareness motives (F-calculated 1.7447 < F-critical 2.60; df 3 & 234;  $\alpha = 0.05$ ); product/brand/service awareness motives (F-calculated 2.3556 < F-critical 2.60; df 3

& 234;  $\alpha= 0.05$ ); sales promotion motives (F-calculated 0.4773 < F-critical 2.60; df 3 & 234;  $\alpha=0.05$ ); media coverage motives (F-calculated 0.5676 < F-critical 2.60; df 3 & 234;  $\alpha= 0.05$ ); guest hospitality motives (F-calculated 0.8588 < F-critical 2.60; df 3 & 234;  $\alpha= 0.05$ ) of sports sponsorship. There is no significant difference in the perceived motives of sports sponsorship among local, regional, national and international limited liability companies in Rivers State (F-calculated 1.6860 < F-critical 2.60; df 3 & 234;  $\alpha= 0.05$ ).

**Hypothesis 3:** There is no significant difference in the perceived motives of sports sponsorship among limited liability companies in Rivers State based on company age.

**Table 7:** Summary of z-test of no significant difference in perceived motives in sports sponsorship among limited liability companies based on company age.

S/n	Statements	Company age	N	$\bar{x}$	SD	Z-cal	Z-crit	df	Alpha level	Decision
1	Broad corporate awareness motives	Less than 10 years	200	3.06	1.06	1.1814	1.960	236	0.05	Accepted
		10 years and above	38	3.51	1.17					
2	Product/brand/service awareness motives	Less than 10 years	200	3.73	1.22	0.2750	1.960	236	0.05	Accepted
		10 years and above	38	3.85	1.51					
3	Sales promotion motives	Less than 10 years	200	3.73	1.08	0.1531	1.960	236	0.05	Accepted
		10 years and above	38	3.79	1.24					
4	Media coverage motives	Less than 10 years	200	3.11	1.32	1.2332	1.960	236	0.05	Accepted
		10 years and above	38	3.67	1.61					
5	Guest hospitality motives	Less than 10 years	200	1.46	1.34	1.9426	1.960	236	0.05	Accepted
		10 years and above	38	2.15	1.11					
6	Overall perceived motives	Less than 10 years	200	3.02	1.67	0.6756	1.960	236	0.05	Accepted
		10 years and above	38	3.39	1.17					

It could be seen in table 7 that there is no significant difference in the perceived broad corporate awareness motives (z-calculated 1.1814 < z-critical 1.960; df 236;  $\alpha= 0.05$ ); product/brand/service awareness motives (z-calculated 0.2750 < z-critical 1.960; df 236;  $\alpha= 0.05$ ); sales promotion motives (z-calculated 0.1531 < z-critical 1.960; df 236;  $\alpha= 0.05$ ); media coverage motives (z-calculated 1.2332 < z-critical 1.960; df 236;  $\alpha= 0.05$ ); guest hospitality motives (z-calculated 1.9426 < z-critical 1.960; df 236;  $\alpha= 0.05$ ) of sports sponsorship among limited liability companies that are less than 10 years and their counterparts that are 10 years and above. There is no significant difference in the perceived motives of sports sponsorship among limited liability companies that are less than 10 years and their counterparts that are 10 years and above in Rivers State (z-calculated 0.6756 < z-critical 1.960; df 236;  $\alpha= 0.05$ ).

#### IV. DISCUSSION OF FINDINGS

The findings on the motives of limited liabilities companies' involvement in sports sponsorship are in line with Quester and Thompson (2001) who reported that motivation factors behind sponsorship investment include enhancement of corporate image, increased awareness of product/service in target markets, presentation of a strong corporate presence, creating a public perception of "giving something back", presentation of an image as a strong competitor, enhancement of trust among consumers, promotion of practical aspects of a product, positioning or repositioning in relation to corporate competitors, and product promotion that differs from conventional setting. Also in agreement is the report by Ensor (1987) and Stotlar and Kadlecck (1993) who affirmed that sport sponsorship objectives include to demonstrate good citizenship; demonstrate interest in the community; generate visibility for products and services, and generate favourable media interest and publicity. In the same vein, Kitchen (1993) opined that the objectives of sport sponsorship are to press

coverage/exposure/opportunity; television coverage/exposure/opportunity; promote brand awareness; radio coverage/exposure/opportunity; increase sales, and enhance community relation. The finding also conforms to Zepf (2008) who reported that high importance of the level of goodwill is associated with sponsorship.

It is not surprising that type and class of company made no significant difference in the perceived motives of sports sponsorship. It is surprising that company age made no significant difference in the perceived motives of sports sponsorship. The finding is in line with Dees (2004) who found that general favourable disposition was significantly and positively correlated to general purchase intentions, and other purchase intentions. The result revealed that certain brand-specific favourable dispositions were also significantly and positively correlated to brand-specific purchase intentions. Again, some of the brand-specific favourable dispositions were also significantly and positively correlated to certain factors of goodwill while others were not significant. Goodwill was significantly and positively correlated to general purchase intentions. Various facets of goodwill were also significantly and positively correlated to some of the brand-specific purchase intentions.

## **V. CONCLUSION**

It was concluded that certain motives drive limited liability companies into sports sponsorship. There are some companies' characteristics that influence their motives in sponsoring sports.

## **VI. RECOMMENDATIONS**

It was recommended that;

1. Rivers State government should make policies and laws mandating companies to sponsor sports in the state.
2. Limited liability companies should be advised and encouraged to see the potentials in sports for them to sponsor it.
3. There should be sensitization of company representatives through workshops, seminars and conferences on sports sponsorship.
4. Companies that sponsor sports should be recognized and be given sports awards of recognition.

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