

Impacts of Media Coverage on the Development of Hadiya Hossana Football Club

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Abstract

The main purpose of this study was to investigate the impacts of media coverage on the development of Hadiya Hosanna football club. Football and media has long historical relationships. Under this research, the researcher was study the relationship between social media and football. This study was employed by purposefully sampling method or the sampling techniques are purposeful sampling methods. The needed data was obtained by means of questioner and interview on players, coach and club manager from Hadiya Hosanna football club and the total population of Hadiya Hosanna football club was 29 and sampling size are 25 players, 3 coaches and 1 club manager based on analyzed media is very essential to develop football. In Hadiya Hosanna football club there was medium media coverage. In this cause there was impacts of on the development of the club. So the responsible body must work with medias.

Keyword: Media • Hosanna • Football • Club

Introduction

Background of the study

Football and media has much and more longer history, which began at the end of the eighteen century, which the establishment and then development throughout the nineteenth century of sporting magazine industry in great Britain and USA in particular football development is a step toward national real development due to affecting personal of people and government. Mass media is an important means of football development which influences realizing most of sport development objectives. One of mass media with a growing audience is on line news agencies. Mass media have their own proper program and constitute their own audience. Football is undoubtedly the king and the most popular sport in the world; but the media have quite influence on this sport. The distinction between the media's positive role and negative role in sport is often a matter of perspective. The media provides much of what fans expect and desire, however they do so in a very controlled context. Sport promoters and team owners are well aware of the need for the media coverage development of football. Therefore they often go out their way to accommodate reporter, commentators and photographers [1].

Football's relationship with the media has many positive aspects. These include the mass medias ability to reach the general public and introduce the clubs in to the game. Television allows the public to access a variety of sports, also television allows access to sport, especially football to be made available to a mass audience and it

can provide access for the old, infirm and those displaced from their home town. The impact of media can be seen here, it provides access to the mass, allow those that couldn't usually view live sport to do so, which can only a positive influence. However there are warriors that this trend could eventually go too far and we could see in countries like England, Spain, German, they decline of attendance. In fact it argued that television coverage of football deprives the viewers of the freedom and the experience of the live spectators. So there indications are live sports can have a negative effect on much attendance [2].

Statement of the problem

This study was asses about impacts that are impede on the development of Hadiya Hosanna football club. This research conducting that the club has insufficient media coverage because of several factors such as, lack of finance, lack of infrastructure between Hadiya Hosanna and media center, absence of financial fair play are some of the major problems [3].

Research questions

- What are the major impacts of media coverage on the development of Hadiya Hosanna club?
- Does the club have sufficient media coverage?
- Does the presence of media coverage is important for the success of the club?
- Does the responsible body work for the existence of media coverage for Hadiya Hosanna club?

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Received: 03 January 2022, Manuscript No. JSMD-23-92474; Editor assigned: 06 January 2022, Pre QC No. P-92474; Reviewed: 20 January 2022, QC No. Q-92474; Revised: 03 March 2023, Manuscript No. R-92474; Published: 31 March 2023, DOI: 10.37421/2161-0673.2023.13.295

- Does Hadiya Hosanna football club has given more concentration towards media coverage?

Objective of the study

General objective: The general objective of this research is to identifying the impact of media coverage on the development of Hadiya Hosanna football club in the year 2018/19 session.

Specific objective

- To examines the impact of media coverage on the development of the club.
- To assesses the presence or absence of sufficient media coverage of the club.
- To assesses the importance of media coverage on the development of the club.
- To improve or increase the strength of Hadiya Hosanna football club for media coverage.

Significance of the study

The main purpose of conducting this study was being identifying and resolving the impact of media coverage on the development of the club.

This research mainly use to the club (players, coach, manager and other responsible body's). It also indicates sport and media shall work corporately and indicates how the responsible body works for the existence of media coverage, which indicates the development of football in Hadiya Hosanna football club [4].

Materials and Methods

Study designs

In the study the researcher would be employed descriptive research design, because the researcher would be describe the particular situation in short period of time and easy to identify the impacts of media coverage on the development of Hadiya Hosanna football club [5].

Research method

In order to attain in objective of the study valuable information was gather from different sources, the sources are questionnaire and interview for various data gathering tools was used to obtain relevant informing quantitative methods was employed.

Population of the study

The population of the study was conduct on the club players, coach and club manager. Also the target populations are 25 players, club manager and 3 coaches. The sampling techniques also included all the 25 players, club manager and 3 coach. The sampling method was non-probability (purposeful sampling method).

Sampling size and sampling technique

In this research purposeful sampling method was use. And respondents were participating. Those are coach, club manager and

players. The reason behind selecting these is source of data was to get real information about the research problem, since they have a direct relation and experience about the issues and because of their participation and responsibilities. From these sample populations respondents were selected in the following ways; 3 coach, sport manager and 25 players was taken to collect the necessary information [6].

Pilot survey

Pilot survey is a small scale preliminary study conducted in order to predict appropriate sample size to perform full scale research project. One of the most common questions posted to a survey methodology is sample size determination. As we know appropriate sample size is one of the means of joining high precession.

Source of data

The study was used primary source of data to collect factual information through questioners and interview related to the impact of media coverage on the development of the club. The data was collected from club manager, coach and players. Primary data collection is a method that used collect data by self-administered questioner, mail by direct investigating (face to face, telephone) for purpose of analysis [7].

Secondary data collection is the method of data collection for the purpose of data analysis by extracting from self administered area.

Data collection tools

Depending on the purpose of the study, quantitative data collecting instrument was employed in the data collecting process. These tools include questionnaire and interview.

Methods of data analysis and interpretation

After the data was gather it was analyze and interpret through simple tabulation percentage for statements to describe the data clearly. A three point liker scale ranging from yes, medium no will use to analyze and interpret the score rated by respondents.

Results and Discussion

The researcher was trying to present analysis and interprets the collected data obtained from the respondents through questionnaire and interview. The result of respondents data were presented in simple statistical procedure [8].

Analysis of response of players

These questionnaires were distributed for Hadiya Hosanna football club players, coach and club manager some questionnaires were presented to them; their responses were arranged in the following way (Table 1).

Item	Number of respondents	Percentage
High	6	24%
Medium	16	64%
Low	3	12%
Total	25	100%

Table 1. Do you think that how much Hadiya Hosanna football club has gets media coverage?

From the above table we can see that 12% of respondents replied that the club has gets low of media coverage, while 64% of

respondents also replied that at medium level of media coverage. This indicates that the club has gets low of media coverage.

Item	Number of respondents	Percentage
Yes	23	92%
No	2	8%
Total	25	100%

Table 2. Do you believe that the absence of media coverage has an impact on the development of Hadiya Hosanna football club?

As the Table 2 indicates 92% of respondents said that yes, while 8% of respondents say no. This indicates most of the players said that absence of media coverage has an impact on the development of the club. For open ended question, the impact of insufficient media coverage on the development of Hadiya Hosanna football club?

The response of players indicated as follows:

- Decrease the number of spectators because some information is suffocated
- Decrease income
- Decrease motivation
- The club doesn't get publicity
- This shows that insufficient media coverage has many impacts on the development of the club

Item	Number of respondents	Percentage
High	11	44%
Medium	10	40%
Low	4	16%
Totals	25	100%

Table 3. Do you think that what is the outlook of Hadiya Hosanna football club all players about the media coverage?

From the above Table 3 16% of respondents replied low, where as 40% and 44% of respondents said medium and high respectively.

So, we conclude that the outlook of the players about the media coverage to the club has been modest [9].

Item	Number of respondents	Percentage
Yes	21	84%
Sometimes	4	16%
No	-	-
Total	25	100%

Table 4. Do you follow or watch different sports on different media agencies like magazine, newspaper, TV and internet?

From the above Table 4 84% of respondents replied that they watched different sports on TV, internet, magazine and 16% of

respondents replied that they watched sometimes. Or open ended question, reasons of players who, says yes.

The respondent of players indicates as follows:

- It shows the current status of the club and players current performance.
- It is important to understand every game.
- Analyze what you seen and develop your own opinions about events.
- Can help you see how a technique should be performed which could help their performance.
- Generally most response shows that watching different media agencies were important for our psycho motor development and creation of new techniques, especially related to our profession football [10].

Item	Number of respondents	Percentage
Yes	10	40%
Medium	14	56%
No	1	4%
Total	25	100%

Table 5. Does Hadiya Hosanna football club have given more concentration towards media coverage?

According to the above Table 5 the majority of respondents or 40% respondents replied that, the club give concentration to the media coverage is high, where as 56% of respondents said that the club

gives a medium concentration towards media coverage and 4% of respondents replied no. Generally we can conclude that Hadiya Hosanna football club give concentration towards media coverage is high [11].

Item	Number of respondent	Percentage
Yes	13	52%
Sometimes	10	40%
No	2	8%
Total	25	100%

Table 6. Do you think that Hadiya Hosanna football club has transfer relevant information at a time of competition and during new things happen?

From the above Table 6 52% of respondents replied that the club has transfer relevant information for the society at a time of competition and when new things occurred. 40% of the respondents said that the club has transfer sometimes any information at a time of competition

and new things occurred. But 8% respondents replied no, that means the club has transferred any information at a time of competitions. Generally the club has transfer relevant information at a time of competitions and new thing happen [12].

Item	Number of respondents	Percentage
Yes	17	68%
Sometimes	3	12%
No	5	20%
Total	25	100%

Table 7. Do you believe that Hadiya Hosanna football club players are volunteers to interview by sport journals after competition even win or lost?

According to the above Table 7 68% of respondents said that, they are volunteers to interview by sport journals after competition. 12% of respondents said that they are sometimes volunteers to interview by sport journals, while 20% of respondents said not volunteers. For open ended question benefits of players interviewed by sport journals after competition [13].

The respondent of players indicates as follows:

- We explain our feeling with regard to sport
- To feel self-confidence
- To transfer relevant information for the public
- To motivate the club and it is important to team success
- Generally players interviewed by sport journals are get benefits listed above and sport journals have a crucial role to the success of one club

Item	Number of respondents	Percentage
Yes	3	12%
No	11	44%
I don't know	11	44%
Total	25	100%

Table 8. Does your club have a magazine or newspaper which published weekly or monthly?

As Table 8 indicates 12% of respondents said that the clubs have constant magazine, 44% of respondents said clubs hasn't constant

magazine and newspaper that published weekly and monthly and 44% respondents said we don't know [14].

Item	Number of respondents	Percentage
Yes	24	96%
No	1	4%
Total	25	100%

Table 9. Do you think that the presence of media's coverage is important or contribute to the development of the club?

According to the above Table 9 96% of respondents replied that media coverage is important to the success of the club, where as 4%of respondents replied that the presence of media coverage in the club is not important to the development of the club [15].

For open ended question what were their some benefits to the media coverage? The response of players indicates as follows:

- Better informed supporters
- Media brings money and easier to attract sponsorship
- It increases the number of spectators
- Inspiration-elite players are joining to the club and media brings sport to people who may not normally get to experience it otherwise this can encourage people to get involved
- To get experience from the other players

- Is important to motivate the club players and youngster in our country
- It helps people learn the rules of sport from watching it on TV
- A role model-seeing good sports person on TV and in newspapers makes them a role model for people to look up to
- Media influences or control or changes some aspects of sport
- Generally the respondents said that the club was beneficiary from the media

Analysis of research questions of Hadiya Hosanna football club coach

The researchers dealt with response football coach asked as a form of interviews, 3 open ended questions were presented to the coach (Table 10) [16].

Item	Number of respondents	Percentage
Yes	3	100%
No	-	-

Table 10. Do you say media coverage is important for the development of the club?

The coach replied media coverage is important and contribute for the development of the club.

Open ended question prepared that, what were there benefits of media coverage?

- The fans will get more beneficial information about the team. Helps the fans in getting up to data results and fixture about the club.
- It encourages participation and social interaction. It develops personalities and role model (Table 11) [17].

Item	Number of respondents	Percentage
Yes	-	-
No	3	100%

Table 11. Does the club have get sufficient media coverage?

The coach said the club hasn't get enough media coverage.

Open ended question, why the club doesn't get sufficient media coverage?

- There is no professional and skill full media person appointed by the club
- Lack of money

- Not to promote the club properly
- It hinders the fans not to get day to day information about the club
- It doesn't promotes or decrease of minority sport
- Decrease feels good factor or national building
- It makes lack of sport entertainment

What are the negative effects of insufficient media coverage?

The coach indicates as follows.

Item	Number of respondents	Percentile
Yes	3	100%
No	-	-

Table 12. Do you volunteer to interview by sport journals before or after competitions?

As a coach replied that, he has volunteer to interview before and after competitions (Table 12).

The response of the coach is no. the reason is as follows

- There is no professional person having duties or task.

Does the responsible body work for the existence of media coverage for the club?

Analysis's of research questions of club manager

Item	Number of respondents	Percentage
Yes	1	100%
No	-	-

Table 13. Does the presence of media coverage's have negative effect on the development of the club?

As a manager replied that, he has media coverage's have negative effect on the development of the club (Table 13).

When we follow Hadiya Hosanna football club, it gets from national league to premier league in recent time by scoring enough result. In order to this media coverage is very essential for the development of the club (Table 14).

What is your suggestion about the club and media coverage?

Item	Number of respondents	Percentage
High	1	100%
Medium	-	-
Low	-	-

Table 14. As you're a club manager what you expect from the media?

As a medias have a high contribution for the club. I wish to improve or solve problems especially by making relationship between the club and the fans to lead sufficient media in the club like as other Europe countries.

Generally how can the club or responsible bodies work to improve or strengthen the media coverage to the club:

As a media is desideration or necessity it can improve by enhancing integrity with the fans and solve problems at time this can lead to or major role for the development of the club and also all responsible bodies must serve properly [18].

Conclusion

The impacts of media coverage on the development of football were discussed in the previous chapter through questionnaires and interviews. According to the data indicated the researcher was discover the following conclusions. The study shows that most of respondents or 64% indicate that the club has gets medium of media coverage. According to absence of media 92% respondents replied that insufficient or absence of media coverage is an effect on the development of the club by decreasing number of spectator, lack of information, it makes lack of sport entertainment and some other problem. Regarding to following media agencies 84% of players are watch and follow different mass media like newspaper TV, internet. Also most respondents (60%) said Hadiya Hosanna football club doesn't give information about the club at any competition. In addition 52% players respond that it hasn't a magazine, newspaper

that published to transfer information either for the player or for the fans. As most respondents (96%) replied that the media coverage is very important for the development of the club by brings money or generates money to attract sponsorship, it makes inspiration; it helps people learn the rules of sport and the like.

Recommendations

Based on the conclusions derived from the findings of the data analyzed, the following recommendations were made as possible ways of curbing the problems observed.

- The players should decrease awareness on the importance of media coverage.
- Provide information to fans and external media.
- Develop a two-way relationship with fans by involving them in the club.
- Develop skills of the critical messages analysis, whether in news or entertainment.
- Access all type of media which is essential to make simple information exchange with society.
- Create positive relationship with media to introduce clubs to the public.
- Clubs should work with different medias to transfer relevant information's about the club.
- The researcher was recommended that the responsible body transfer the budget equally for the clubs/make financial fair play for better development to the club.
- To get experience from the other players.
- Is important to motivate the club players and youngster in our country
- It helps people learn the rules of sport from watching it on TV.
- A role model-seeing good sports person on TV and in newspapers makes them a role model for people to look up to.
- Media influences or control or changes some aspects of sport.
- Generally the respondents said that the club was beneficiary from the media.
- Generally the club has transfer relevant information at a time of competitions and new thing happen.

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How to cite this article: Awano, Tesfaye Dolebo and Degent Fiker Fusse. "Impacts of Media Coverage on the Development of Hadiya Hossana Football Club." *J Sports Med Doping Stud* 13 (2023): 295.