ORIGINAL ARTICLE

Determination of Perceived Importance and Reasons of Consumption in Sports Organizations

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ABSTRACT

Background: There is a meaningful relationship between the tendency of individuals participating in sports organizations to act independently in organizations, the quality of service they anticipate and their potential to leave organizations and their perceived importance levels.

Aim: This study was conducted to reveal the perceived importance level and the reasons for consumption and to examine the relationships between them in terms of some variables to determine the density of their effects over each other and whether there is a significant difference between them.

Methods: In the study, Perceived Importance Scale and Sports Organizations Consumption Scale were applied to 394 participants who participated in sports organizations in 2020 in their branch in accordance with the purpose of the study. The survey results were analyzed with SPSS-21 package program. Frequency, percentage distribution, T-test, Anova test, Post-Hoc Tukey test and correlation (Pearson) test were applied as statistical methods in the data analysis.

Results: A significant difference was found that the women who participated in the research and participated in sports events tend to participate more in the organizations, the expected service quality increases as the age increases, those who are engaged in the individual sports branch are more open to communication, the managers and administrators did more voluntary work as part of the organizations and their expectation of service quality is higher, the managers and administrators tend to leave the organization if they are not satisfied, the position and travel style are seen to be more important and they tend to participate more in the activities other than the organization as the educational level increases, the expectation of service quality increases as the level of education increases and they tend to leave if they are dissatisfied, the athletes who are/were not a part of the national team care about the travel style and tended to leave more.

Conclusion: The fact that the authorized institutions and people, who organize sports events, provide opportunities for the participants to act independently within the bounds of possibility within the organization, keep the service quality high, determine the location where the organizations will be held as original, central places that offer easy transportation from all cities, organize activities outside the organization will ensure the participation to increase, the individuals to leave more satisfied with the organizations and thus will ensure them to stick by the organizations.

Keywords: Perceived Importance, Sports Organization, Consumption.

INTRODUCTION

Sports organizations, which appear as a social organization with various exercises depending on different branches and branches, have become one of the most important activities of today's world. There has been a great increase in participation in sports organizations as an audience or in an active manner due to the reasons such as individuals with more free time and consequently densely participating in social activities, increasing interest in sports, easier access to the activities organized, development of mass media and more time allocated to sports in these tools (mass media). With the enhancing participation in sports activities both as audience and actor, sports organizations have become more appealing to a wider audience and more sports organizations have started to be organized all over the world[1-5].

Considering the needs of all participants such as athletes, officials, and spectators in the sports organizations, the area they will occupy and the density of such a group, a particular planning is required for proper performance of the organization. Planning is important for meeting the needs of all participants, for the organization to proceed properly and for the participants to leave the organization satisfied[6].

Because customer and participant satisfaction is one of the most prominent criteria of preferability for all businesses, organizations and institutions, including the service sector[7].

Both sports enterprises and organizations and participants gain benefit from working in accordance with the quality assurance system in sports organizations. It has positive effects on the participants such as trust in the organization, decrease in complaints and satisfaction with the organization, while it provides efficiency, participant satisfaction, prestige and therefore financial benefits to the executives who organize the sports organization[8].

Poor quality service production deprives a sports business or organization of the following; sales decrease, image weakens, efficiency decreases, competitiveness decreases, resources are wasted, moral and material damages are paid due to consumer complaints and returns, business security is lost due to the loss of the business, the enterprise or organization faces the danger of closure. The losses of the participants can be listed as follows; their health and safety are at risk, the services do not satisfy the consumer, dissatisfaction increases, the trust of the sports club and organization in the service products decreases, and the complaints of the participants increase[9].

The abstract nature of the service has led to the lack of adequate objective norms in the measurement of service quality, unlike the product quality. In the absence of objective norms, the focus was on the quality perceived by the customer for the measurement of service quality[10]. Services are abstract, non-homogeneous; their production and consumption are simultaneous. Services are performance, cannot be counted, measured, stocked and tested. It could be very difficult for service enterprises to understand how their customers perceive the services they offer and how they evaluate their quality since the services are abstract[11]. Since it is evaluated that the sports organizations are within the structures served and are related to several disciplines due to their nature, sports organizations consumption research also becomes quite difficult[12].

Sports organizations are large-scale projects that include many sub-projects regardless of whether it is a competition that will last for days or a one-match final. In the event that the organizations are international, athletes and delegates from different countries enter into a competition whose result is unknown beforehand; management, planning, marketing, risk, budgeting, promotion and other activities take place in this organization, which requires the studious implementation of project management[13]. It is not different than establishing a new company or launching a new product to host a large-scale sports organization with all its processes. First, the right of hosting of the organization is taken, and then the central management,

participants, viewers, sponsors, the main authorized unit that manages that sport in the world or in the country and similar participant-stakeholders are satisfied.

On the one hand, the transactions necessary for the release of a product to the market must be carried out in order, while on the other hand, financial considerations should be carefully calculated. Human resources should be managed in the best way, measures should be taken by evaluating possible risks, and flexibility should be shown to adapt to the changing expectations of the end consumer by investigating the expectations of the market. Although the management of large-scale sports organizations depends on known business disciplines, it is much more complex than preparing and putting any product on the market[13].

From this point of view, it is thought that determining the criteria that individuals who participate in sports organizations attach importance to and understanding the reasons for consumption in organizations will help the managers and administrators who organize the organization to create a healthier and more appropriate environment for the participants.

In line with this information, the objective of the study is to examine the perceived importance of individuals participating in sports organizations and the reasons for consumption in organizations together with their sub-dimensions and to determine the relationship between them.

MATERIAL AND METHOD

Research model: In the research, the criteria that the participants attach importance to in sports organizations and the reasons for consumption in organizations were examined. In line with this main purpose, the relationship between the importance perceived by the participants who actively participated in sports organizations in choosing these organizations and the reasons for consuming these organizations was evaluated. In addition to this purpose, the scores obtained from the scales were compared according to some demographic characteristics of the participants. In this respect, the research has a pattern of relational screening. Screening models are the study approaches aiming at describing a past or present situation as it exists. Relational screening models are the patterns that determine the existence and/or degree of coexistence between two or more variables[14].

Research Group: This research covers individuals who actively participate in sports organizations and undertake different tasks in organizations. The population of the research consists of people who reside in Ankara, Bursa, Istanbul, İzmir, Konya, Mersin and actively work as trainers, athletes, referees, administrators and managers in fencing, weightlifting, gymnastics, football and volleyball branches. The sample of the study consists of a total of 394 individuals aged 18 and over, 128 of whom are female and 266 of whom are male, who are actively involved in sports organizations in the above-mentioned branches.

Data Collection Tools: The survey method was used as the data collection tool in the study. In the first part of the questionnaire, the 6-item personal information form created by the researcher to define the demographic characteristics of the participants, the Perceived Importance Scale in the second part, and the Consumption Scale in Sports Organizations in the third part were used.

Data Analysis: In this study, participants were given perceived importance in choosing sports organizations and sports organizations consumption scale. The measurement results gathered from the scales were analyzed using the SPSS-21 package program. The distribution of the total scores obtained for each sub-factor within the scope of the research was examined in order to determine the technique to be used for data analysis. For this purpose, the values of skewness and kurtosis of the dependent variable scores of each independent variable (gender, age, etc.) used in the study were evaluated as criteria. The change of these values in the range of ±2 was interpreted as the distribution was normal in general (11). Accordingly, it was seen that the normality assumption was met on the basis of all sub-

dimensions and variables. For this reason, parametric methods were used in the analyses. For this purpose, while the Independent Sample T-Test, which is one of the parametric tests, was used for the independent variables with a number of categories of 2, one-way ANOVA methods were used for the variables with more than 2 categories. If statistical significance was obtained as a result of ANOVA test, LSD test was used for pairwise comparison (Post-Hoc).

Pearson moment product correlation coefficient, one of the parametric methods, was used for correlation analysis. While interpreting the degree of correlation, values below r =0.30 were considered as a low-level relationship, r = 0.30-0.70 was interpreted as a moderate-level relationship and r =0.70 was interpreted as a high-level relationship (57). The significance level of 0.05 was taken into account in the interpretation of the results obtained from the statistical tests conducted in the study.

RESULTS

Table 1: Frequency and percentage distributions of the demographic characteristics of the sample group.

Variables	Group	f	%
Gender	Male	266	67.5
	Female	128	32.5
Age	18-21	130	33.0
	22-25	82	20.8
	26-29	53	13.5
	30 and over	129	32.7
Branch specification	Individual sports	328	83.2
	Team sport	66	16.8
National Team	Trainer	102	25.9
	Other (manager-administrator)	37	9.4
	Referee	57	14.5
	Athlete	197	50.0
Education Level	High School	143	36.3
	Associate degree	19	4.8
	Bachelor's Degree	188	47.7
	Postgraduate	44	11.2
Status of taking part in the national team	Yes	239	60.7
	No	155	39.3
	Total	394	100.0

Table 2: Cronbach alpha (α) results regarding the reliability of the scores obtained from the scales.

Scale	Sub-Scales	N*	Cronbach's Alpha (α)
	Activity Preference	17	0.82
Perceived Importance	Location Preference	9	0.85
	Travel Style Preference	11	0.81
	Entire Scale (Importance)	37	0.90
	Independence	5	0.50
Sports organizations consumption scale	Detachment	6	0.66
	Unsociability	7	0.64
	Service Quality	4	0.73
	Exit	3	0.66

N: number of items in the scale

Table 3: Descriptive statistics of the scores obtained by the participants from the perceived importance scale and sub-factors in sports activities.

Factors	N	Min.	Max.	X	S_x
Activity Preference	394	34.00	85.00	66.72 (3.93)	9.41
Location Preference	394	9.00	45.00	29.06 (3.23)	7.61
Travel Style Preference	394	11.00	55.00	36.68 (3.33)	8.02
Entire Scale (Importance)	394	67.00	185.00	132.46 (3.58)	20.57

Table 4: Descriptive statistics of the scores obtained by the participants from the consumption scale sub-factors in sports activities.

Factors	N	Min.	Max.	X	S_x
Independence	394	7.00	25.00	19.53 (3.91)	3.20
Detachment	394	9.00	30.00	22.85 (3.81)	4.10
Unsociability	394	11.00	35.00	27.21 (3.89)	4.16
Service Quality	394	8.00	20.00	17.26 (4.32)	2.57
Exit	394	3.00	15.00	10.90 (3.63)	Z

Table 5: Correlation analysis results of Pearson moments multiplication of the relationship between the criteria that the participants attach importance to in sports activities and the reasons for consumption of these organizations.

Consumption Significance		ESI	AC	LP	TSP
Independence	r	0.41	0.37	0.34	0.36
	p	0.000*	0.000*	0.000*	0.000*
Detachment	r	0.04	0.10	-0.01	0.01
	p	0.395	0.057	0.921	0.961
Unsociability	r	0.04	0.05	0.01	0.03
	p	.471	0.291	0.907	0.617
Service Quality	r	0.22	0.25	0.12	0.17
	p	0.000*	0.000*	0.037*	0.001*
Exit	r	0.09	0.03	0.06	0.14
	p	0.074	0.539	0.264	0.005*

*p<0.05 Entire Scale (Importance): ESI, Activity Preference: AC, Location Preference: LP, Travel Style Preference: TSP

Table 6: Independent sample t-test results of the comparison of the scores of the participants from the perceived importance scale and sub-factors in sports activities according to their gender.

Factors	Gender	N	$\bar{X}$	t	sd	P
ESI	Male	266	131.74	-0.99	392	0.321
	Female	128	133.95			
AC	Male	266	66.40	-0.95	392	0.341
	Female	128	67.37			
LP	Male	266	29.06	-0.04	392	0.971
	Female	128	29.09			
TSP	Male	266	36.29	-1.40	392	0.162
	Female	128	37.49			

*p<0.05 Entire Scale (Importance): ESI, Activity Preference: AC, Location Preference: LP, Travel Style Preference: TSP

Table 7: Independent sample t-test results of the comparison of the scores of the participants from the sub-factors of the sports organizations consumption scale according to their gender.

Factors	Gender	N	$\bar{X}$	t	Sd	P
Independence	Male	266	19.51	-0.20	392	0.838
	Female	128	19.58			
Detachment	Male	266	22.56	-2.07	392	0.039*
	Female	128	23.47			
Unsociability	Male	266	27.34	0.84	392	0.404
	Female	128	26.97			
Service Quality	Male	266	17.11	-1.73	392	0.085
	Female	128	17.59			
Exit	Male	266	10.76	-1.43	392	0.154
	Female	128	11.20			

*p<0.05

Table 8: One-way variance analysis (one-way ANOVA) test results regarding the comparison of the scores of the participants from the perceived importance scale and sub-factors in sports activities according to their age.

Factors	Age	N	$\bar{X}$	sd	F	P	Difference
Entire Scale (Importance)	18-21	130	130.47	3-390	0.85	0.467	---
	22-25	82	135.00				
	26-29	53	133.28				
	30 and over	129	132.51				
Activity Preference	18-21	130	65.90	3-390	0.61	0.611	---
	22-25	82	67.62				
	26-29	53	67.06				
	30 and over	129	66.82				
Location Preference	18-21	130	28.51	3-390	1.07	0.361	---
	22-25	82	30-33				
	26-29	53	29.25				
	30 and over	129	28.75				
Travel Style Preference	18-21	130	36.06	3-390	0.38	0.765	---
	22-25	82	37.05				
	26-29	53	36.98				
	30 and over	129	36.94				

As seen in Table 7, there was a statistically significant difference in the detachment sub-dimension of the scale according to gender (t392 = -2.07; p=0.039<0.05).

As seen in Table 5, the tendency of the participants to be independent in sports consumption is generally seen to be moderately related to the criteria they attach importance to in choosing these organizations. Considering the service quality sub-dimension, the scores obtained from the service quality sub-dimension of sports consumption pointed a low significant relationship with the scores obtained from the dimensions of activity preference, location preference and travel style preferences of the perceived importance scale. Considering the exit sub-dimension, while there was no significant relationship between the scores obtained from this sub-dimension of the consumption scale and the scores obtained from the dimensions of importance, activity preference and location preference of the perceived importance scale, it showed a low level relationship with the travel style preference sub-dimension.

Table 9: One-way variance analysis (one-way ANOVA) test results regarding the comparison of the scores of the participants from the sub-factors of the sports organizations consumption scale according to their age.

Factors	Age	N	$\bar{X}$	sd	F	p	Difference
Independence	18-21	130	19.65	3-390	1.85	0.137	---
	22-25	82	20.02				
	26-29	53	19.72				
	30 and over	129	19.02				
Detachment	18-21	130	22/33	3-390	2.25	0.082	---
	22-25	82	22.67				
	26-29	53	22.60				
	30 and over	129	23.60				
Unsociability	18-21	130	27.42	3-390	0.19	0.905	---
	22-25	82	27.22				
	26-29	53	26.98				
	30 and over	129	27.10				
Service Quality	18-21	130	16.77	3-390	4.60	0.004*	4>1 4>3
	22-25	82	17.59				
	26-29	53	16.74				
	30 and over	129	17.78				
Exit	18-21	130	10.53	3-390	2.49	0.060	---
	22-25	82	10.71				
	26-29	53	10.77				
	30 and over	129	11.46				

*p < 0.05; Criteria: 1: 18-21 years; 2: 22-25 years; 3: 26-29 years; 4: 30 and above

As seen in Table 9, a statistically significant difference was obtained in the service quality sub-dimension of the scale by age (F (3-390) = 4.60; p= 0.004 < 0.05).

Table 10: Independent sample t-test results of the comparison of the scores of the participants from the perceived importance scale and sub-factors in sports activities according to their gender.

Factors	Branch specification	N	$\bar{X}$	t	sd	p
Entire Scale (Importance)	Individual sports	328	131.52	-2.02	392	0.044
	Team sport	66	137.11			
Activity Preference	Individual sports	328	66.49	-1.07	392	.284
	Team sport	66	67.85			
Location Preference	Individual sports	328	28.73	-1.99	392	.048
	Team sport	66	30.76			
Travel Style Preference	Individual sports	328	36.31	-2.03	392	0.043*
	Team sport	66	38.50			

*p<0.05

As seen in Table 10, this difference obtained in the overall sub-dimensions of the scale (t392=-2.02; p=0.044<0.05), location preference (t392 =-1.99; p=0.048<0.05), travel style preference (t392=-2.03; p=0.043<0.05) was found to be statistically significant.

Table 11: Independent sample t-test results of the comparison of the scores of the participants from the sub- factors of the sports organizations consumption scale according to their gender.

Factors	Branch specification	N	$\overline{X}$	t	sd	p
Independence	Individual sports	328	19.48	-0.63	392	0.529
	Team sport	66	19.76			
Detachment	Individual sports	328	22.91	0.67	392	0.506
	Team sport	66	22.55			
Unsociability	Individual sports	328	27.42	2.19	392	0.029*
	Team sport	66	26.20			
Service Quality	Individual sports	328	17.27	0.02	392	0.982
	Team sport	66	17.26			
Exit	Individual sports	328	10.80	-1.51	392	0.131
	Team sport	66	11.39			

*p<0.05

As seen in Table 11, the participants who did individual sports in the unsociability sub-dimension of the scale scored higher than the participants who did team sports. It is a statistically significant difference (t392 =2.19; p=0.029<0.05).

As seen in Table 13, there was a statistically significant difference in the detachment sub-dimension of the scale according to the tasks of the participants (F (3-389) = 2.79; p= 0.040 < 0.05). In the service quality sub-dimension of the sports consumption scale, a statistically significant difference was obtained according to the tasks of the participants (F (3-389) = 4.35; p= 0.005 < 0.05). In the exit sub-dimension of the scale, the scores of the participants differed statistically significantly according to their tasks (F (3-389) = 2.75; p= 0.043 < 0.05).

Table 12: One-way variance analysis (one-way ANOVA) test results regarding the comparison of the scores of the participants from the perceived importance scale and sub-factors in sports activities according to their missions.

Factors	the National Team	N	$\overline{X}$	sd	F	p	Difference
Independence	Trainer	102	133.06				
	Other (manager-administrator)	37	136.03	3-389	0.51	0.677	---
	Referee	57	131.81				
	Athlete	197	131.69				
Activity Preference	Trainer	102	68.40				
	Other (manager-administrator)	37	67.70	3-389	1.90	0.129	---
	Referee	57	65.42				
	Athlete	197	66.08				
Location Preference	Trainer	102	28.83				
	Other (manager-administrator)	37	29.97	3-389	0.42	0.748	---
	Referee	57	29.70				
	Athlete	197	28.82				
Travel Style Preference	Trainer	102	35.82				
	Other (manager-administrator)	37	38.35	3-389	0.93	0.424	---
	Referee	57	36.68				
	Athlete	197	36.80				

*p<0.05

Table 13: One-way variance analysis (one-way ANOVA) test results regarding the comparison of the scores of the participants from the sub-factors of the sports organizations consumption scale according to their tasks.

Factors	Task	N	x̄	Sd	F	P	Difference
Independence	Trainer	102	19,81				
	Other (manager- administrator)	37	19,22	3-389	0,41	0,743	---
	Referee	57	19,49				
	Athlete	197	19,46				
Detachment	Trainer	102	23,23				
	Other (manager- administrator)	37	24,32	3-389	2,79	0,040*	2>4
	Referee	57	22,96				
	Athlete	197	22,38				
Unsociability	Trainer	102	26,93				
	Other (manager- administrator)	37	26,73	3-389	0,60	0,614	---
	Referee	57	27,63				
	Athlete	197	23,37				
Service Quality	Trainer	102	17,93				
	Other (manager- administrator)	37	17,68	3-389	4,35	0,005*	1>4
	Referee	57	17,28				
	Athlete	197	16,86				
Exit	Trainer	102	11,11				
	Other (manager- administrator)	37	11,95	3-389	2,75	0,043*	2>4
	Referee	57	11,04				
	Athlete	197	10,56				

*p<0.05 Criteria: 1: Trainer; 2: Other (manager- administrator); 3: Referee; 4: Athlete

According to the Table 14, the grades of the participants in the sub-dimensions of location preference (F (3-390)= 3.03; p= 0.029 < 0.05) and travel style (F(3-390)= 3.14; p= 0.025 < 0.05) preference in line with the overall scale (F(3-390) = 3.07; p = 0.028 < 0.05) statistically differed in a significant scale according to their education levels.

According to the table 15, a statistically significant difference was observed in the detachment sub-dimension of the scale according to the education levels of the participants (F (3-390) = 3.79; p= 0.011 < 0.05). In the service quality sub-dimension of the sports consumption scale, a statistically significant difference was obtained by the education levels of the participants (F (3-390) = 3.04; p= 0.029 < 0.05). In the exit sub-dimension of the scale, the scores obtained by the participants indicate a statistically significant difference according to their education levels (F (3-390) = 3.82; p= 0.010 < 0.05).

Table 14: One-way variance analysis (one-way ANOVA) test results regarding the comparison of the scores of the participants from the perceived importance scale and sub-factors in sports activities according to their education levels.

Factors	Education Level	N	$\overline{X}$	sd	F	p	Difference
Entire Scale (Importance)	High School	143	128.71				
	Associate	19	131.63	3-390	3.07	0.028*	3>1
	Bachelor's	188	135.55				
	Postgraduate	44	131.82				
Activity Preference	High School	143	65.94				
	Associate	19	66.58	3-390	1.19	0.315	---
	Bachelor's	188	67.62				
	Postgraduate	44	65.43				
Location Preference	High School	143	27.65				
	Associate	19	28.16	3-390	3.03	0.029*	3>1
	Bachelor's	188	30.10				
	Postgraduate	44	29.64				

	High School	143	35.12				
Travel Style Preference	Associate	19	36.89	3-390	3.14	0.025*	3>1
	Bachelor's	188	37.82				
	Postgraduate	44	36.75				

*p < 0.05; Criteria: 1: High School; 2: Associate Degree; 3: Bachelor's Degree; 4: Postgraduate

Table 15: One-way variance analysis (one-way ANOVA) test results regarding the comparison of the scores of the participants from the sub-factors of the sports organizations consumption scale according to their education levels.

Factors	Education Level	N	$\overline{X}$	sd	F	p	Difference
	High School	143	19.25				
Independence	Associate	19	20.21	3-390	1.97	0.118	---
	Bachelor's	188	19.84				
	Postgraduate	44	18.82				
	High School	143	22.38				
Detachment	Associate	19	20.58	3-390	3.79	0.011*	3>2
	Bachelor's	188	23.40				4>2
	Postgraduate	44	23.00				
	High School	143	27.39				
Unsociability	Associate	19	26.53	3-390	0.28	0.842	---
	Bachelor's	188	27.18				
	Postgraduate	44	27.09				
	High School	143	16.85				
Service Quality	Associate degree	19	16.53	3-390	3.04	0.029*	3>1
	Bachelor's Degree	188	17.62				
	Postgraduate	44	17.39				
	High School	143	10.47				3>2
Exit	Associate degree	19	9.63	3-390	3.82	0.010*	4>2
	Bachelor's Degree	188	11.21				
	Postgraduate	44	11.55				

*p < 0.05; Criteria: 1: High School; 2: Associate Degree; 3: Bachelor's Degree; 4: Postgraduate

Table 16: Independent sample t-test results regarding the comparison of the scores obtained by the participants in the sports activities according to the perceived importance scale and their playing status in the national team.

Factors	Playing in the National Team	N	$\overline{X}$	t	sd	P
Entire Scale (Importance)	Yes	239	132.12	-0.41	392	0.682
	No	155	132.99			
Activity Preference	Yes	239	67.21	1.29	392	0.196
	No	155	65.95			
Location Preference	Yes	239	29.08	0.06	392	0.954
	No	155	29.04			
Travel Style Preference	Yes	239	35.82	-2.64	392	0.009*
	No	155	37.99			

*p<0.05

According to the table 16, the scores obtained by the participants from the travel style sub-dimension of the scale statistically differed to a significant extent according to their playing status in the national team (t392 = -2.64; p=0.009< 0.05).

Table 17: Independent sample t-test results of the comparison regarding the playing status of the participants in the national team according to their scores obtained from the sub-factors of the sports organizations consumption scale.

Factors	Playing in the National Team	N	$\overline{X}$	t	sd	p
Independence	Yes	239	19.55	0.17	392	0.867
	No	155	19.50			
Detachment	Yes	239	22.72	-0.82	392	0.411
	No	155	23.06			
Unsociability	Yes	239	27.22	0.05	392	0.960
	No	155	27.20			
Service Quality	Yes	239	17.25	-0.16	392	0.870
	No	155	17.29			
Exit	Yes	239	10.61	-2.55	392	0.011*
	No	155	11.36			

*p<0.05

According to the table 17, the participants who did not play in the national team in the exit sub-dimension of the scale scored higher than those who played in the national team. This difference is statistically significant (t392 = -2.55; p=0.011<0.05).

DISCUSSION

Examining the relationship between the criteria that the participants attach importance to in sports organizations and the reasons for consumption of their organizations, a moderately significant relationship (p<0.05) was found with the criteria that the participants attach importance to in terms of their tendency to act independently and preferring organizations in general. It is thought that, if individuals are provided with elbow room in organizations when circumstances allow, this situation may come to mean that the perceived importance levels, that is, the criteria they value, can be met to a larger extent. Considering the detachment sub-dimension, there is no significant relationship (p>0.05) between the scores obtained from the perceived importance scale and its sub-dimensions. This refers that individuals who tend to be distant do not participate in voluntary studies under the sports organizations. Therefore, it can be said that the perceived importance values, especially the efficiency preference, will be low. Considering the unsociability sub-dimension, there is no significant relationship (p>0.05) between the scores obtained from the perceived importance scale and its sub-dimensions. This could be interpreted that individuals who are not open to communication and do not participate in social activities in sports organizations may have low perceived.

importance values. Considering the service quality sub-dimension, the scores obtained from the perceived importance scale and its sub-dimensions indicated a low level of significant relationship (p<0.05). It can be construed that individuals who attach importance to service quality would keep their expectations high, especially travel and location preference, which is one of the sub-dimensions of perceived importance. However, the low level of relationship may not mean that it will be valid in practice.

Considering the exit sub-dimension, no significant relationship was observed with the perceived importance scale, activity preference and location preference sub-dimensions (p>0.05), while a low level of significant relationship was observed with the sub-dimension of travel style preference (p<0.05). This situation can be interpreted as the individuals tend not to participate in organizations held in places difficult to reach from their location or not to continue participating in such organizations.

When the findings related to the perceived importance levels of the individuals participating in the research according to the gender variable were examined, no statistically significant difference (p>0.05) was observed in any of the sub-dimensions of the perceived importance scale. The findings refer that the criteria that the participants consider important when choosing sports organizations do not vary according to whether they are male or female.

Examining the findings related to the sports organizations consumption levels, a statistically significant difference was observed for the benefit of female participants by the gender variable in the detachment sub-dimension of the sports organizations consumption scale (p<0.05), while no statistically significant difference was found in the sub-dimensions of independence, unsociability, service quality and exit (p>0.05). This finding demonstrates that female athletes do more voluntary work in sports organizations than men and tend to participate more in events and organizations outside the sports organization. When the researches in the literature were examined, the effect of gender variable in sports organizations was observed in general in the study by Lopez et al[15]. When the results were compared, a parallel relationship was observed only with the detachment sub-dimension out of the five sub-dimensions of the sports organizations consumption scale, while such a parallel relationship was not found in the other four sub-dimensions. Considering the study of Karatopak[16], parallel results were observed in the sub-

dimensions of detachment, service quality and exit. In the sub-dimensions of independence and unsociability, a statistically significant difference was observed according to the gender variable in the study of Karatopak; however, no significant difference was found in this study[16]. In Van der Roest's study, a statistically significant difference was found for the benefit of the participants only in the service quality sub-dimension, while in this study, a statistically significant difference was observed only in the detachment sub-dimension of female participants[17]. It was found that the results obtained in the sub-dimensions of independence, unsociability and exit were parallel with this study. When the search and results are examined, it is thought that the gender variable is an effective variable in the perceived importance and consumption scale in sports organizations.

When the findings related to the perceived importance levels of the individuals participating in the research according to the age variable were examined, no statistically significant difference (p>0.05) was observed in any of the sub-dimensions of the perceived importance scale. The findings refer that the criteria that are deemed important when choosing sports organizations do not vary according to different age groups, but are similar.

When the findings related to the consumption levels of sports organizations were examined, a statistically significant difference was found in the service quality sub-dimension, which is one of the sports organizations consumption scale sub-dimensions, according to the age variable, that the expected service quality increase as the age progresses (p<0.05), while no significant difference (p>0.05) was found in the sub-dimensions of independence, detachment, and unsociability.

When the researches in the literature were examined, the effect of age variable in sports organizations was observed in general in the study by Lopez et al.[15]. When the results were compared, a parallel relationship was observed only with the service quality sub-dimension out of the five sub-dimensions of the sports organizations consumption scale, while such a parallel relationship was not found in the other four sub-dimensions. Looking at the study conducted by Karatopak, it was seen that the results of the sub-dimensions of service quality, detachment and unsociability supported the findings obtained in this study[16]. In the sub-dimensions of independence and exit, a statistically significant difference was observed according to the age variable in the study of Karatopak; however, no significant difference was found in this study[16]. Examining the results of Van der Roest's study, it was found that the results in the sub-dimensions of independence, unsociability and exit increased as the age decreased. When the findings obtained are compared with this study, a parallel relationship was not observed except for the detachment sub-dimension[17].

When the search and results are examined, the criteria that individuals attach importance to in sports organizations are preferred independently of the age variable. In the consumption scale, on the other hand, the observation of a significant difference according to the age variable in the service quality sub-dimension can be construed as the expected service quality increases by age. However, contradictions with other sub-dimensions were observed.

When the findings related to the perceived importance levels of the individuals participating in the study according to the variable of branch characteristics were examined, a statistically significant difference was found (p<0.05) in the location preference sub-dimension, the travel style preference sub-dimension, which are among the sub-dimensions of perceived importance scale, and in the overall scale indicating that the athletes who do team sports consider the criteria such as location and travel style more important in sports organizations, while there was no statistically significant difference (p>0.05) in the activity preference sub-dimension. The findings show that athletes who do team sports consider criteria such as location and travel style more important in choosing sports organizations than participants who do individual sports. As seen in Table 11, when the findings related to the sports

organizations consumption levels were analyzed, a statistically significant difference was observed in the unsociability sub-dimension, which is one of the sub-dimensions of the sports organizations consumption scale, that the tendency of individual athletes to participate in sports organizations is higher (p<0.05), while there was no statistically significant difference (p>0.05) in the independence, detachment, service quality and exit sub-dimension. This finding refers that the athletes who do individual sports are more open to communication and tend to participate in social activities than those who do team sports in sports organizations.

When the researches in the literature are examined, in the findings obtained in the studies of Getz and Getz and McConell, it was determined that the evaluation of the location and travel conditions as a criterion that the participants in team sports attach importance to in the sub-dimension of branch characteristics was in line with this study[18,19]. According to the study conducted by Karatopak, a statistically significant difference was observed in the exit dimension of the branch feature variable in the sports organizations consumption levels, while a difference was observed in the unsociability sub-dimension in this study. The results of other sub-dimensions support the results of this study. It could be construed that the location where organizations are held and travel styles are important for individuals interested in team sports. The results obtained in the unsociability sub-dimension are thought to be due to the lower popularity of individual sports compared to team sports[16,20,21,22].

When the findings related to the perceived importance levels of the individuals participating in the research according to the mission variable were examined, no statistically significant difference (p>0.05) was observed in any of the sub-dimensions of the perceived importance scale. It is thought that the findings refer that the criteria that are considered important in choosing sports organizations do not vary according to different mission groups, but are similar. As can be seen in table 13, when the findings related to the sports organizations consumption levels were analyzed, there was a statistically significant difference for trainers and directors in the detachment, service quality and exit sub-dimensions of the sports organizations consumption scale compared to the individuals participating as athletes (p<0.05), while there was no statistically significant difference (p>0.05) in the independence and unsociability sub-dimensions. This finding is thought to indicate that other participants, such as managers and administrators, do more voluntary work than athletes in sports organizations and tend to participate more in events and organizations other than sports organizations. This is thought to be related to the fact that the athletes participating in sports organizations focus more on their performance, while the trainers and directors want their athletes and teams to participate organizations in better conditions.

Evaluating the findings related to the perceived importance levels of the individuals, who participated in the study, according to the education level variable; on the one hand, a statistically significant difference was observed in the location preference, travel style preference sub-dimensions of the perceived importance scale and the general scale that undergraduate graduates regarded these criteria more significant than high school graduates (p<0.05), on the other hand, no statistically significant difference (p>0.05) was found in the activity preference sub-dimension. According to the findings, it was concluded that those with bachelor's degree regarded these criteria more important in choosing sports organizations than high school graduates in general scale, location preference and travel style sub-dimensions of the scale.

Analyzing the findings regarding the consumption levels of sports organizations, there is a statistically significant difference (p<0.05) in the sub-dimensions of detachment, service quality and exit sub-dimensions of the consumption scale of sports organizations that individuals engage in more voluntary activities and the expected service quality becomes higher as the level of

education increases. However, no statistically significant difference (p>0.05) was observed in the sub-dimensions of independence and unsociability. The finding is thought to demonstrate that participants with bachelor's and graduate degree, compared to high school graduates, do more voluntary work in sports organizations and tend to participate more in activities and organizations other than sports organizations.

Examining the researches in the literature, in the study conducted by Karatoprak, the results are in parallel with this study, except for the detachment sub-dimension of the reasons for consumption[16,23,24,25]. Analyzing this situation, it is thought that the fact that travel and location preferences in sports organizations are regarded as more important by bachelor's degree is due to the value of time attached by the individuals and variability of the lifestyles.

When the findings related to the perceived importance levels of the individuals participating in the study by the variable of playing in the national team were examined, a statistically significant difference (p< 0.05) was observed in the sub-dimension of travel style preference, which is one of the sub-dimensions of the perceived importance scale, that the participants who do not take part in the national team attribute more importance to travel style preference than those who do not participate (p<0.05). However, there was no statistically significant difference (p>0.05) in the sub-dimensions of activity preference and location preference, as well as the overall scale. According to the findings, participants who do not work in the national team consider travel style preference more important in participating in sports organizations than those who work in the national team.

Analyzing the findings related to the consumption levels of sports organizations, a statistically significant difference was observed in the exit sub-dimension (p<0.05), while no statistically significant difference was found in the sub-dimensions of independence, detachment, unsociability and service quality (p>0.05). The findings indicate that the tendency of individuals who were not included in the national team to move away from sports organizations was higher than the others. Therefore, it is thought that playing in the national team is crucial in terms of commitment to sports.

CONCLUSION

The tendency of individuals participating in sports organizations to be independent is thought to affect their participation in organizations. It has been observed that the quality of service in sports organizations is a criterion that individuals value when choosing the organization. The fact that travel conditions are not favorable may cause individuals to move away from organizations. The low level of participation and social relations of individuals in non-organizational activities does not affect the criteria they value when choosing organizations. While the criteria for which organizations individuals will prefer do not differ according to their gender, female participants tend to participate more in organizations and activities outside the organization than men. While the preference for organizations does not vary according to the age groups of individuals, the expectation of service quality offered in organizations increases as individuals get older. Individuals interested in team sports care about the location and travel conditions of the organization. While individuals interested in individual branches prefer to be more friendly in organizations and to be in new people and environments, individuals interested in team sports act more closed. The criteria that are attached importance to by the individuals when choosing sports organizations do not differ according to their missions. While athletes do not tend to engage in voluntary works in organizations, trainers and administrators tend to take part in voluntary works. Trainers and administrators expect high quality of service in organizations. Travel style, location and service quality with better

conditions are important for individuals with higher education levels. As the level of education increases, individuals tend not to continue organizations they are not satisfied with. Individuals, who are not in national team positions, regard the travel conditions significant in the organizations they will participate in and tend to leave the organizations they are not satisfied with and not to continue.

Disclaimer: None.
Conflict of interest: None.
Source of funding: None

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