



## Examining the Relationship between International Sports Organizations and Sports Awareness

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### Research Article

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### Abstract

The focus of this study is to look into the relationship between international sports organizations and sports awareness, taking into account factors such as gender, education level, individual engagement with sports, and family involvement. The research study group comprised 168 individuals, 77 female and 91 male, who were picked utilizing an easily available selection technique. The study used a personal information form developed by the researcher, an Attitude Scale towards International Sports Organizations, and a Sports Awareness Scale. The data was descriptively evaluated using the independent samples T-test, one-way ANOVA, Pearson Correlation analysis, and SPSS 25.0 software. The t-test results revealed a significant difference in attitudes towards sports awareness based on gender ( $p < .05$ ). One-way ANOVA analysis revealed substantial variations in attitudes towards international sports organizations and sports awareness based on education level, relationship with sports, and family interest in sports ( $p < .05$ ). The correlation analysis used to explore the relationship between the participants' opinions towards international sports organizations and their degrees of sports awareness found a high positive correlation. According to the study's conclusions, it is necessary to host more international sports organizations and conduct research to raise public awareness in order to create sports consciousness.

**Keywords:** International sports organizations, Sports awareness, Sports

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## INTRODUCTION

International sporting events play a vital role in bringing people together and fostering international relationships. Specifically, the nations that create these organizations want several benefits including as economic, reputation, prestige, social, and infrastructure potential. Furthermore, it contributes significantly to the development of sports culture among its own people. National or international sports organizations can benefit from intercultural integration, boosting nation-state understanding, and increasing sports awareness. Sports organizations impact society in several ways including social, cultural, physical, physiological, and psychological elements. They are also considered a separate industry from an economic and commercial standpoint (Özgür, 2018; Yiğit, 2018). It is possible that nations and cities, particularly those that organize sporting events, contribute to tourism while also introducing their own image to the globe. In addition to this possibility, there are sponsorships, broadcast income, and so on in mega-sports economies. It may also generate commercial revenue opportunities for the country hosting the event (Houlihan, 1997). Another key link between sports groups is their political component. Governments and politicians may utilize sports groups to spread political propaganda. Politicians desire to host sports groups as a stepping stone to their political careers, governments to better their connections with society, sports authorities and commercial organization corporations, and local and national governments to demonstrate their economic, political, and cultural understanding (Can and Değirmen, 2017).

Sporting organizations provide benefits such as enhanced urban infrastructure, restored sporting facilities, a worldwide tourism profile, and experienced sports activities that are inherited by the country or city (Jeong et al., 2020; Veal et al., 2012). For example, the World Junior Alpine Ski Championships, with over 50 countries participating, might be considered a small-scale international sports event. Such organizations can provide valuable experience for countries before they apply for large sports organizations (Bazzanella et al., 2019). In addition to this experience, it plays a vital role in socio-cultural interaction. Following the 1992 Olympic Games in Barcelona, there was a huge rise in social and sporting involvement among locals (Malfas et al., 2004). International sports organizations, in particular, produce long-term socio-cultural outcomes by allowing the host area or country to transmit local values and traditions to other countries (Konstantaki, 2009). As a result, sports organizations of all sizes may profit from the growth and diffusion of sports awareness and employment in the sports industry.

Each national or international sports organization develops public awareness of sports and encourages participation, whether actively or passively. While active involvement allows individuals to compete in sports organizations, passive participation allows people to watch tournaments or contests as spectators. As a result, towns with sports organizations see not only economic, tourist, and cultural growth, but also increased sports knowledge, physical competence, and awareness of a healthy lifestyle (Kuş, 2014). In other words, sports awareness focuses on raising people's awareness of sports in society. Athletics-based awareness indicates society's understanding of the issue by utilizing athletics as a method to address social concerns (Uyar and Uyar, 2020). When the literature was examined, Hotchkiss, Moore and Zobay (2002) examined the effects of the Atlanta Summer Olympic Games on regional employment and stated that it increased regional employment by 17% in the short term. Owen (2005) stated in his study that the economic impact of the Olympic Games on the city of Beijing differs from

the economic impacts created in previous games and has more growth potential in the tourism sector. In accordance with the findings of their study on the impact of the 17th Mediterranean Games on Mersin province, Yavuz and Çakıcı (2014) determined that the expectations of the games to contribute to the tourism development of the city, the promotion of the city, the recognition of the existing cultural mosaic of Mersin province and the improvement of the outlook of the city showed up to the front point. Among the research conducted on international sports organizations there are some subjects existed in the following; economic growth (Bonollo De Zwart and Gilligan, 2009), good governance in directing sports in the sports world (Geeraert et al., 2013), integration, increasing economic and social harmony (Gratton et al., 2005), socio-cultural values (Schenk, 2011). As a consequence, it is possible to conclude that the studies are primarily concerned with national or international sports policy. In research on sports awareness these topics are found; situation awareness in sports (Huffman et al., 2022), cognitive skills, visual behaviors, decision-making, foresight (Caserta and Singer 2007; McCrozier et al., 2015; McGuckian et al., 2020; Murray, 2018), etc. It has been monitored that studies have been realized on these subjects. The literature research reveals that there are just a few studies on international sports organizations and sports awareness.

Istanbul Formula 1 Turkish Grand Prix, UEFA Champions League Final, European Indoor Athletics Championship, Modern Pentathlon Junior A World Championship, World Wrestling Championship, World Archery Cup final, Intercontinental Eurasia Marathon, WTA Championships and THY Europa League Final Four have been held by several major sporting events, including the Women's Volleyball European Continental Qualifiers, FIFA U-20 World Cup, World Women's Basketball Championship, and European Judo Championship (Spor Haber, 2011). Cities that host international sports organizations are regarded as having a favourable impact on tourism, the economy, jobs, and municipal recognition, as well as raising sports awareness. Hence, it is anticipated that our study, which was created in line with the positive effects, will contribute to the field of sports sciences by determining the effect of sports organizations on sports awareness in Istanbul.

## **METHODS**

### **Research Model**

The research investigation used a relational survey paradigm to investigate the link between international sports organizations and sports awareness. Relational survey studies study the link between many variables without interfering with them (Tekbıyık, 2014).

### **Population-Sample**

The study's volunteers are those who live in the Istanbul/Beşiktaş district and participate or do not participate in international sports organizations. The study group consists of 176 people, 77 females and 91 males, chosen using a basic random sampling procedure (Table 1).

**Table 1.** Demographical information belongs to sample group

Variables		f	%
<b>Gender</b>	Female	77	45,8
	Male	91	54,2
<b>Profession</b>	Student	41	24,4
	Worker	56	33,3
	Officer	22	13,1
	Retired	18	10,7
<b>Educational Status</b>	Other	31	18,5
	Secondary School	16	9,5
	High school	38	22,6
	University	101	60,1
<b>What is your relationship with sports?</b>	Master	13	7,7
	Participator	95	56,5
	Spectator	48	28,6
<b>Is there anyone in your family that is interested in sports?</b>	I have no relationship	25	14,9
	Yes	94	56,0
	No	74	44,0

According to Table 1, which displays socio economic information about the sample group, 45.8% of those participating in the study are women, while 54.2% are men. Considering the occupational distribution of the participants, 24.4% are students, 33.3% are workers, and 10.7% are retired people. In terms of education, 9.5% are middle school graduates, 22.6% are high school graduates, 60.1% are college graduates and 7.7% are master graduates. When looking at their relationship with sports, it is seen that 56.5% of them are participants in sports, 28.6% are spectators, and 14.9% have no relationship with sports. Is anyone in the family interested in sports? When asked, it was observed that 56.0% answered yes and 44.0% answered no.

### Data Collection Tools

The researcher's personal information form, as well as the Attitude Scale for International Sports Organizations and Sports Awareness Scale, were utilized in this research.

**Attitude Scale towards International Sports Organizations:** Aktaş and Kan (2018) developed the Attitude Scale towards International Sports Organizations, which consists of 20 questions and three sub-dimensions (Favorable Feelings Unfavorable Feelings and Cognitive). "Attitude Scale towards International Sports Organizations" was utilized in this research. In the study, the five-point Likert type, which was analyzed for reliability, was used as "Completely agree (5), agree (4), unsure (3), disagree (2), completely disagree (1)." Negative expressions in the scale (items 6, 7, 10, 12, 15, 17) were reverse coded and included in the research.

**Sports Awareness Scale:** Sports Awareness Scale (SAS) was improved by Uyar and Sunay (2020) to determine sports awareness levels. The scale is a 5-point Likert type and consists of 30 items and 2 subscales. While the dimension called "Sports Knowledge and Distinguishing Information" consists of 21 items, the dimension called "Social and Individual Benefit" consists of 9 items.

The scale's lowest and highest scores are 30 and 150, respectively. The level of sports awareness grows as the scale score rises, and decreases as the scale score falls. As a result, the scale's score ranges are: "not informed at all" (30-53 points), "not aware" (54-77 points), "moderately aware" (78-102 points), "informed" (103-126 points), and "completely informed" (127-150 points). It was determined that there are no reverse-scored items on the scale.

**Table 2.** Reliability results of the research

	<b>Cronbach's Alpha</b>	<b>N of Items</b>
<b>Attitude Scale towards International Sports Organizations</b>	0,91	20
<b>Sports Awareness Scale</b>	0,95	30

The Cronbach  $\alpha$  internal consistency value for the attitude scale towards international sports organizations, consisting of 20 items and included in Table 2, was determined as 0.91, and the Cronbach  $\alpha$  internal consistency value for the sports awareness scale, consisting of 30 items, was determined as 0.95.

### **Ethical Approval**

Approval for the research was acquired by Istanbul Topkapı University's Academic Research and Publication Ethics Board on 08.09.2023, number 2023/09.

### **Data Collection Tools**

Following consideration of the research ethics, individuals living in the Beşiktaş district were interviewed in person. Throughout the data collecting stage, the personal information form was used as the appropriate information about the queries for the Attitude Scale Towards International Sports Organizations and the Sports Awareness Scale had been submitted as well.

### **Analysis of Data**

To confirm the normality assumption, the skewness and kurtosis coefficients, as well as the values produced by dividing the skewness and kurtosis coefficients by the standard error, were assessed. The skewness and kurtosis scores ranged from -2 to +2. As a consequence, it was assumed that the data had a normal distribution, and parametric tests were used in comparisons between independent groups. For pairwise comparisons, an independent samples t-test was utilized, whereas a one-way ANOVA test was used for multiple comparisons. To investigate the association, the Pearson correlation test was performed in the correlation inquiry.

## FINDINGS

The findings resulting from the examination of individuals' attitudes towards international sports organizations and sports awareness by gender are pointed out in Table 3.

**Table 3.** Examining individuals' attitudes towards sports organization and sports awareness according to gender variable

	Gender	N	$\bar{X}$	S	t	p
<b>Attitude Towards Sports Organizations Average Score</b>	Female	77	3,61	0,79	-0,150	0,881
	Male	91	3,63	0,81		
Positive Emotion	Female	77	3,88	0,86	0,255	0,799
	Male	91	3,85	0,92		
Negative Emotion	Female	77	3,90	1,02	-0,605	0,546
	Male	91	3,99	0,91		
Behavioural	Female	77	3,09	0,95	-0,071	0,944
	Male	91	3,10	1,09		
<b>Sports Awareness Total Score</b>	Female	77	105,58	23,70	-2,443	0,016*
	Male	91	114,20	21,96		
Sports Knowledge and Distinguishing Information	Female	77	67,04	20,47	-2,914	0,004*
	Male	91	75,52	17,24		
Social and Individual Benefit	Female	77	38,55	6,89	-0,134	0,893
	Male	91	38,68	6,23		

\* p<0,05.

Table 3 shows the results of the independent groups t test, which compares the attitudes of the research participants towards sports organizations and their sports awareness based on gender. According to the findings, there was no substantial variation in sentiments about sports organizations based on gender. According to the sports awareness scale total scores, the awareness level of men ( $x=114.20\pm 21.96$ ) was considerably higher than the awareness level of women ( $x=105.58\pm 23.70$ ). Similarly, in the sports knowledge and discrimination sub-dimension of the same scale, men's awareness level ( $x=75.52\pm 17.24$ ) is higher than women's awareness level; ( $x=67.04\pm 20.47$ ) was specified to be higher with a considerable difference ( $p<0.05$ ).

**Table 4.** Examining individuals' attitudes towards sports organization and sports awareness according to the variable of education level

	Educational Status	N	$\bar{X}$	S	F	p	Difference
<b>Attitude Towards Sports Organizations Average Score</b>	Secondary	16	2,80	0,70	7,115	0,000*	2 > 1 3 > 1 4 > 1
	High school	38	3,64	0,80			
	University	101	3,74	0,76			
	Master	13	3,65	0,72			
Positive Emotion	Secondary	16	2,83	1,12	9,273	0,000*	2 > 1 3 > 1 4 > 1
	High school	38	4,00	0,77			
	University	101	3,98	0,79			
	Master	13	3,82	0,89			
Negative Emotion	Secondary	16	3,04	1,02	6,694	0,000*	2 > 1 3 > 1 4 > 1
	High school	38	3,84	1,12			
	University	101	4,10	0,83			
	Master	13	4,21	0,66			
Behavioural	Secondary	16	2,56	1,02	1,835	0,143	
	High school	38	3,11	1,11			
	University	101	3,19	1,00			
	Master	13	2,99	0,86			

**Table 4 (Continue).** Examining individuals' attitudes towards sports organization and sports awareness according to the variable of education level

	<b>Educational Status</b>	<b>N</b>	<b><math>\bar{X}</math></b>	<b>S</b>	<b>F</b>	<b>p</b>	<b>Difference</b>
<b>Attitude Towards Sports Organizations Average Score</b>	Secondary	16	2,80	0,70	7,115	0,000*	2 > 1 3 > 1 4 > 1
	High school	38	3,64	0,80			
	University	101	3,74	0,76			
	Master	13	3,65	0,72			
Positive Emotion	Secondary	16	2,83	1,12	9,273	0,000*	2 > 1 3 > 1 4 > 1
	High school	38	4,00	0,77			
	University	101	3,98	0,79			
	Master	13	3,82	0,89			
Negative Emotion	Secondary	16	3,04	1,02	6,694	0,000*	2 > 1 3 > 1 4 > 1
	High school	38	3,84	1,12			
	University	101	4,10	0,83			
	Master	13	4,21	0,66			
Behavioural	Secondary	16	2,56	1,02	1,835	0,143	
	High school	38	3,11	1,11			
	University	101	3,19	1,00			
	Master	13	2,99	0,86			
<b>Sports Awareness Total Score</b>	Secondary	16	99,25	26,81	1,726	0,164	
	High school	38	108,37	23,28			
	University	101	112,79	22,96			
	Master	13	109,54	15,62			
Sports Knowledge and Distinguishing Information	Secondary	16	64,94	20,83	0,986	0,401	
	High school	38	70,74	19,12			
	University	101	73,31	19,78			
	Master	13	69,46	10,60			
Social and Individual Benefit	Secondary	16	34,31	8,54	3,586	0,015*	3>1
	High school	38	37,63	6,39			
	University	101	39,49	5,96			
	Master	13	40,08	6,46			

\*p<0.05.

Table 4 shows the conclusions of the one-way ANOVA test, which compares participants' views towards sports organizations and sports awareness based on their educational level. According to the data obtained, there were differences between the groups in the general average of attitude towards sports organizations and the positive emotion sub-dimension and negative emotion sub-dimension. In the average scores of attitudes towards sports organizations, there is a significant difference in the attitudes of people with high school ( $x = 3.64$ ), university ( $x = 3.74$ ) and postgraduate education ( $x = 3.65$ ) compared to those with secondary school education ( $x = 2.80$ ). In the positive emotion sub-dimension, the attitudes of people with high school ( $x=4.00$ ), university ( $x=3.98$ ) and postgraduate education ( $x=3.82$ ) are significantly higher than those with secondary school education ( $x=2.83$ ). In the negative emotion sub-dimension, the attitudes of people with high school ( $x=3.84$ ), university ( $x=4.10$ ) and postgraduate education ( $x=4.21$ ) are significantly higher than those with secondary school education ( $x=3.04$ ). It was specified to be high ( $p<0.05$ ).

The total findings of the sports awareness scale and the sub-dimension of sports knowledge and information discrimination showed no considerable difference between the groups depending on their level of education. In the social benefit and personal benefit sub-dimension of this scale, the awareness level of the participants whose education level is university is higher ( $x=39.49$ ) than the participants whose education level is secondary school; ( $x=34.31$ ) was specified as higher with an impressive difference ( $p<0.05$ ).

**Table 5.** Examining individuals' attitudes towards sports organization and sports awareness according to the variable of relationship with sports.

	<b>Sports Relationship</b>	<b>N</b>	<b><math>\bar{X}</math></b>	<b>S</b>	<b>F</b>	<b>p</b>	<b>Difference</b>
<b>Attitude Towards Sports Organizations Average Score</b>	Participator	95	3,79	0,76	14,191	0,000*	1 > 3 2 > 3
	Spectator	48	3,66	0,74			
	No relationship with sports	25	2,90	0,69			
Positive Emotion	Participator	95	3,96	0,91	5,913	0,003*	1 > 3 2 > 3
	Spectator	48	3,96	0,83			
	No relationship with sports	25	3,31	0,75			
Negative Emotion	Participator	95	4,08	0,97	6,129	0,003*	1 > 3 2 > 3
	Spectator	48	4,00	0,89			
	No relationship with sports	25	3,35	0,83			
Behavioural	Participator	95	3,37	0,94	18,028	0,000*	1 > 3 2 > 3
	Spectator	48	3,08	0,87			
	No relationship with sports	25	2,11	1,02			
<b>Sports Awareness Total Score</b>	Participator	95	115,40	21,25	18,817	0,000*	1 > 3 2 > 3
	Spectator	48	112,31	20,68			
	No relationship with sports	25	86,72	20,48			
Sports Knowledge and Distinguishing Information	Participator	95	75,51	16,98	18,767	0,000*	1 > 3 2 > 3
	Spectator	48	74,21	17,32			
	No relationship with sports	25	51,96	19,36			
Social and Individual Benefit	Participator	95	39,89	6,59	6,784	0,001*	1 > 3
	Spectator	48	38,10	5,75			
	No relationship with sports	25	34,76	6,20			

\*  $p<0.05$ .

Table 5 presents the findings of the one-way ANOVA test, which compares participants' views about sports organizations and sports awareness based on their involvement with sports. According to the data obtained, considerable differences were found between the groups in all sub-dimensions of attitudes towards sports organizations and sports awareness. In the general average scores for sports organizations, the level of those who are involved in sports ( $x = 3.79$ ) and the level of those who are spectators ( $x = 3.66$ ) are higher than those who are not related to sports; ( $x=2.90$ ) was found to be higher with a considerable difference ( $p<0.05$ ). The same situation was observed in the positive emotion, negative emotion and behavioural subscales. In the sports awareness scale total scores, the level of those who are involved in sports ( $x = 115.40$ ) and the level of those who are spectators ( $x = 112.31$ ) are higher than those who are



not related to sports; ( $x=86.72$ ) was found to be higher with a considerable difference ( $p<0.05$ ). The same situation was monitored in the sub-dimension of sports knowledge and information discrimination. In the social and individual benefit sub-dimension, the level of those who are interested in sports is higher ( $x=39.89$ ) than those who are not interested in sports; ( $x=34.76$ ) was found to be considerably higher ( $p<0.05$ ).

**Table 6.** Examining individuals' attitudes towards sports organization and their sports awareness according to the variable of interest in sports within the family.

	People interested in sports in the family	N	$\bar{X}$	S	t	p																																																															
<b>Attitude Towards Sports Organizations Average Score</b>	Yes	94	3,84	0,73	4,187	0,000*																																																															
	No	74	3,34	0,79			Positive Emotion	Yes	94	4,06	0,86	3,385	0,001*	No	74	3,61	0,86	Negative Emotion	Yes	94	4,10	0,99	2,282	0,024*	No	74	3,76	0,89	Behavioural	Yes	94	3,40	0,88	4,463	0,000*	No	74	2,72	1,07	<b>Sports Awareness Total Score</b>	Yes	94	114,23	22,13	2,560	0,011*	No	74	105,19	23,49	Sports Knowledge and Distinguishing Information	Yes	94	75,61	16,96	3,100	0,002*	No	74	66,58	20,76	Social and Individual Benefit	Yes	94	38,63	7,41	0,019	0,985	No
Positive Emotion	Yes	94	4,06	0,86	3,385	0,001*																																																															
	No	74	3,61	0,86			Negative Emotion	Yes	94	4,10	0,99	2,282	0,024*	No	74	3,76	0,89	Behavioural	Yes	94	3,40	0,88	4,463	0,000*	No	74	2,72	1,07	<b>Sports Awareness Total Score</b>	Yes	94	114,23	22,13	2,560	0,011*	No	74	105,19	23,49	Sports Knowledge and Distinguishing Information	Yes	94	75,61	16,96	3,100	0,002*	No	74	66,58	20,76	Social and Individual Benefit	Yes	94	38,63	7,41	0,019	0,985	No	74	38,61	5,23								
Negative Emotion	Yes	94	4,10	0,99	2,282	0,024*																																																															
	No	74	3,76	0,89			Behavioural	Yes	94	3,40	0,88	4,463	0,000*	No	74	2,72	1,07	<b>Sports Awareness Total Score</b>	Yes	94	114,23	22,13	2,560	0,011*	No	74	105,19	23,49	Sports Knowledge and Distinguishing Information	Yes	94	75,61	16,96	3,100	0,002*	No	74	66,58	20,76	Social and Individual Benefit	Yes	94	38,63	7,41	0,019	0,985	No	74	38,61	5,23																			
Behavioural	Yes	94	3,40	0,88	4,463	0,000*																																																															
	No	74	2,72	1,07			<b>Sports Awareness Total Score</b>	Yes	94	114,23	22,13	2,560	0,011*	No	74	105,19	23,49	Sports Knowledge and Distinguishing Information	Yes	94	75,61	16,96	3,100	0,002*	No	74	66,58	20,76	Social and Individual Benefit	Yes	94	38,63	7,41	0,019	0,985	No	74	38,61	5,23																														
<b>Sports Awareness Total Score</b>	Yes	94	114,23	22,13	2,560	0,011*																																																															
	No	74	105,19	23,49			Sports Knowledge and Distinguishing Information	Yes	94	75,61	16,96	3,100	0,002*	No	74	66,58	20,76	Social and Individual Benefit	Yes	94	38,63	7,41	0,019	0,985	No	74	38,61	5,23																																									
Sports Knowledge and Distinguishing Information	Yes	94	75,61	16,96	3,100	0,002*																																																															
	No	74	66,58	20,76			Social and Individual Benefit	Yes	94	38,63	7,41	0,019	0,985	No	74	38,61	5,23																																																				
Social and Individual Benefit	Yes	94	38,63	7,41	0,019	0,985																																																															
	No	74	38,61	5,23																																																																	

\* $p<0.05$ .

Table 6 shows the results of the one-way ANOVA test, which compares the attitudes of participants in the study toward sports organizations and their sports awareness based on whether there are members in the family engaged in sports. In accordance with the data obtained, considerable differences were observed between the groups in attitudes towards sports organizations and all their sub-dimensions. Based on the average scores of attitudes towards sports organizations, the level of those in the family who are interested in sports ( $x = 3.84$ ) was considerably higher than those who were not interested in sports ( $x = 3.34$ ) ( $p < 0.05$ ). Similarly, in the positive emotion, negative emotion and behavioural sub-dimensions, it was observed that the levels of individuals whose families are interested in sports were statistically higher than those who were not interested in sports.

In the total scores of sports awareness, it was reviewed that the levels of individuals who are interested in sports in the family ( $x = 114.23$ ) were considerably higher than those who were not interested ( $x = 105.19$ ) ( $p < 0.05$ ). Likewise, in the sports knowledge and discrimination sub-dimension, it was observed that the levels of individuals in the family who are interested in sports ( $x = 75.61$ ) were considerably higher than those who were not interested ( $x = 66.58$ ) ( $p < 0.05$ ).

**Table 7.** Examining the relationship between individuals' attitudes towards sports organization and sports awareness.

		Sports Awareness Total Score	Sports Knowledge and Distinguishing Information	Social and Individual Benefit
<b>Attitude Towards Sports Organizations Average Score</b>	Pearson Correlation	,683**	,644**	,525**
	Sig. (2-tailed)	,000	,000	,000
	N	168	168	168
Positive Emotion	Pearson Correlation	,621**	,566**	,534**
	Sig. (2-tailed)	,000	,000	,000
	N	168	168	168
Negative Emotion	Pearson Correlation	,328**	,267**	,376**
	Sig. (2-tailed)	,000	,000	,000
	N	168	168	168
Behavioural	Pearson Correlation	,719**	,728**	,403**
	Sig. (2-tailed)	,000	,000	,000
	N	168	168	168

\*\* p<0.01.

In the correlation analysis carried out to look at the relationship between the attitudes of the people participating in the research towards international sports organizations and their level of sports awareness, the Pearson correlation coefficient was examined and the results are given in Table 7. According to the data obtained, it was observed that there was a high positive relationship ( $r = 0.683$ ,  $p = 0.000$ ) between attitude towards sports organizations and sports awareness. In other words, we can say that the attitudes of the people participating in the research towards sports organizations have a high positive effect on their sports awareness.

When we examine the sub-dimensions of the sports awareness scale, we find a strong positive relationship ( $r=0.644$ ,  $p=0.000$ ) between the sports knowledge and information discrimination dimension and attitudes toward sports organizations, as well as a moderately positive relationship between the social and individual benefit dimension and attitudes toward sports organizations. There was a correlation ( $r = 0.525$ ,  $p = 0.000$ ). When we review the sub-dimensions of the attitude scale toward sports organizations, we see that there is a high positive relationship between the positive emotion dimension and sports awareness ( $r=0.621$   $p=0.000$ ), a weak positive relationship between the negative emotion dimension and sports awareness ( $r=0.328$   $p=0.000$ ), and a high positive relationship ( $r=0.719$   $p=0.000$ ) between the behavioural dimension and sports awareness.

## DISCUSSION and CONCLUSION

Analyses were conducted to examine if the link between international sports organizations and sports awareness varied depending on characteristics such as gender, education level, individual's involvement with sports, and persons interested in sports within their families.

When the research findings were evaluated, it was discovered that there was no considerable difference in the total scores of participants in sports groups based on their gender. This finding

suggests that men and women have similar positive and negative emotions, as well as behavioural attitudes. When sports awareness is evaluated, men's sports awareness levels are greater than women's; similarly, males were shown to be higher than women in the sub-dimension of sports knowledge discrimination. According to these findings, males are more engaged in sports than women, and as a result, they can better discern between sports and information. In other words, it can be thought that men's knowledge of sports is related to sports. When the literature was examined, Demirci (2021) found that while there was a considerable difference in the awareness total score of gender, men's awareness total scores were higher. He stated that male fans being more fanatical emerged as a result of male fans' interest and passion for football in Turkey. Ayyıldız (2021) stated in his study on society's perspective on international sports organizations that he concluded that women's interest in sports organizations is more positive, while men have a more negative attitude. According to these findings, people's opinions about sports organizations are connected to their level of sports involvement and interest in sports. According to Yalçın et al. (2021), men and women have similar attitudes regarding international sports organizations.

There was a considerable difference in the overall scores of sports organizations, positive emotion, and negative emotion sub-dimensions based on the participants' education level; however, there was no considerable difference in the behavioural sub-dimension. This finding revealed that those with high school, university, and postgraduate degrees had a greater education level than those with secondary school degrees. We may conclude that an individual's favourable or negative attitude about sports groups is determined by their degree of education. In sports awareness, it was found out that there was no considerable difference between the total scores of the scale according to education level and the sub-dimensions of sports knowledge and information discrimination. It has been determined that individuals with a university degree have a higher education level in the social and individual benefit sub-dimensions than individuals with a secondary school degree. In the light of these results, it can be stated that individuals' education levels affect both their attitudes towards sports organizations and their attitudes towards sports awareness. When the body of literature is evaluated, it becomes clear that researches realized on sports awareness are restricted. According to Ayyıldız's (2021) study on sports organizations, high school graduates outperformed associate, undergraduate, and graduate participants in terms of positive emotion and behavior, while undergraduate graduates outperformed associate and graduate participants. Additionally, associate degree graduates outnumbered graduate participants considerably.

Depending on the participants' relationship with sports variables, the overall scores of sports organizations, positive and negative emotions, and behavioural sub-dimensions of participants and spectators were greater than those who were not associated to sports. Similarly, in terms of sports awareness, persons who were participants and spectators scored better on the scale's overall score as well as the sub-dimensions of sports knowledge and information discrimination scores than those who were not involved in sports. In the social and individual benefit sub-dimension, it has been established that those who are active in sports participate more than those who are not. On the basis of this finding, it is possible to conclude that awareness can occur in an individual through conscious, perceptual, or physical means, and that awareness is related to the individual's attitude toward the events he encounters as a result of the knowledge

or experiences he has gained, as well as his relationship with sports (Acar 2009). When the literature was reviewed, Keskin (2022) stated that, according to the findings of his study, the number of people who do sports with a license is significantly higher than other variables, that they actively participate in more sports organizations because of the sports branches they do, and that the difference could be due to this.

Among other factors, it has been shown that persons in the family who are interested in sports have more positive sentiments toward sports organizations than those who are not. A similar pattern was seen in the negative emotion, positive emotion, and behavioural sub dimensions. In other words, it has been established that those who participate in family sports have more positive and negative emotions, as well as behavioural attitudes toward sports groups, than those who do not participate. In terms of sports awareness, individuals who are interested in sports in the family have higher levels than those who are not interested in sports; however, there was no significant difference in the social and individual benefit sub-dimensions. According to the findings, the presence of family members who are actively (participant) or passively (spectator) involved in sports influences both their views about sports organizations and their sports awareness viewpoint.

In accordance with the results of the analysis conducted to examine the relationship between the participants' attitudes towards sports organizations and their levels of sports awareness, it was determined that there was a high level of positive relationship between attitudes towards sports organizations and sports awareness. This condition may also have an impact on people's views about sports organizations and their degree of sports knowledge. When the sports awareness sub-dimensions are examined, it is discovered that there is a positive relationship between individuals' sports knowledge and information discrimination and their attitudes toward sports organizations. It has also been determined that there is a moderate relationship between social and individual benefits and attitudes toward sports organizations. Similarly, opinions about sports organizations were identified in their sub-dimensions. While a favourable and high-level association was seen in the positive emotion and behavioural sub-dimensions, a weak relationship was discovered in the negative emotion sub-dimension. In general, individuals' opinions regarding sports organizations are connected to and can influence their sports awareness levels.

When the body of the literature is reviewed, it is clear that studies on international sports organization and sports awareness are scarce. When studies that differ from our research are examined, it is discovered that international sports organizations influence the advertising perceptions of intercultural students (Andrews and Lysonski, 1991), affect financial support and development (Aninat, 2002), contribute to the sports economy (Baade, 2008), and develop international promotion and strategy (Dunn, 1976), among other things. The findings, though indirect, do have an impact on sports awareness. Sports organizations benefit the country's economy by increasing sponsorships, enhancing sports marketing, increasing interest in sports, increasing global recognition of the country or city, and facilitating the development of tourism through sports awareness. Vrontou et al. (2017) stated that the results of their study on the evaluation of sponsor awareness in the Athens Olympic Games revealed that individuals who participated in the sports organization remembered the sponsors in the Athens Olympic Games, and that these sponsorships developed long-term brand awareness in people.

In accordance with the study's findings, it is recommended that more international sports organizations be hosted, as well as efforts be made to raise public awareness about sports. Future study might examine the awareness-raising techniques of international sports organizations in greater depth. Particular attention might be paid to which forms of organizations are more effective and why. Researchers may also explore other aspects that affect sports awareness. Deeper analyses, for example, can be undertaken on aspects such as the involvement of the media, athletes' social image, and motivation to participate in sporting events.

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