

# Investigation of the expectations from sports and sports centers for different variables

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## Abstract

The study was carried out at a special sports center in Konya. The subjects were 209 women and 274 men, totally 483 of whom were active in any of these sport centers and participated voluntarily in our study. Data in the study is obtained from "the Level of Expectation Level Scale of the Sports Centers" developed by Bingöl and Dogan (2010). After obtaining information about the age, gender and duration of the sport before the scale application, "the Level of Expectation of Expectations from Sports Centers " is applied to the same subjects. With this scale, it has been tried to determine the levels of expectations for physical development, personality development and health by means of sports and sports centers. 5-point Likert Scale was used for the scale consisting of 18 questions. Scale items were given with "1: Strongly Disagree, 2: Disagree, 3: Less Agree, 4: Agree, 5: Strongly Agree" options. According to the results of the study, the level of fulfillment of expectations in sports and sports centers was not significantly differentiated according to age ( $F_{(3-482)}=1,220$ ;  $P>0,05$ ), In comparison with gender, it was seen that the level of meeting the expectations of male participants was higher than that of women ( $t_{(458)}= -3,334$ ;  $P<0,05$ ). In addition, it was concluded that the rate of meeting the expectation levels of sportsmen who use gyms for 1-6 months is higher than those who use gyms for 1-3 years. ( $F_{(4-482)}=3,107$ ;  $P<0,05$ ).

**Keywords:** Sports center, expectations, sport

## INTRODUCTION

The meaning attached to the sport has showed itself in various ways throughout human history. While it is an act of preparations to survive in some periods, it can be seen as a whole of actions aimed at increasing the life quality in some periods. In some periods, sport has shown itself as a means of fulfilling a total inner satisfaction. It succeeded in being social life itself. Some researchers have argued that sports often act as a catalyst for countering and social change. (12). The social evolution of humanity has continued with all objects and temporal resources around it. But, the real act sport has always maintained its existence in this process.

Today, sports is done as of a product of internal and social motivation. Human come into the world with some primitive reflexes like swimming, gripping, capture, etc. has formed today's sports conception by shaping inner the characteristics of people since birth (10). The mentioned needs caused the sport to be moved to different environments besides the development of the sport. A system that can take place in the open and closed spaces, sometimes both, is established and new ones have continued to be added. According to the report

from. Karatas et al (2011) Ayan'dan (2002) the expectations, the needs, the education and the preferences of the society related the sport should be determined firstly.

Even though today's sports approach is handled in a recreation-based structure, the studies have emerged with a structure that has created its own industry in the sports and related fields. Although the aim of the historical process is different, the action sport still exists. Since the main factor in this change process is always based on meeting expectations, the loaded meaning is expected to be parallel with the action. In the field literature for these expectations, SERVQUAL model to determine the relationship between expectation and perception developed by Parasuraman et al. (1988) and performance-based SERVPERF model developed by Cronin and Taylor (1994) are used.

Our study is based mostly on meeting this expectation. Neither football nor basketball or athletics fields constitute the biggest denominator of the sporting areas in the period. The largest sporting action area of concrete humanity is currently in the

gym. At this point, the reward of the value is not only in concrete economic products but also in abstract responses such as appreciation (4) Generally speaking, sport is a universal, integrative activity that societies cannot ignore, disrupt and give up. Thus, the sport phenomenon, which has become a criterion of civilization in the world, has brought with it the necessity of intensive dissemination the sport (3). Today's sport; in addition to developing knowledge, technology and a growing leisure culture; it is known that it has made a significant progress with its transformation into a visual product and the increase in the needs of people such as healthy living and staying fit (9). Although the loaded meanings, the studies, the technical features differ, the main purpose of this study is to determine whether the expectation from the sports and sports halls is the basis of this study and some basic variables that are effective in this process are discussed. While some of the results indicate the same points with similar studies, some results add a different perspective to the preliminary studies.

## MATERIALS & METHODS

The study was carried out at a special sports center in Konya. The subjects were 209 women and 274 men, totally 483 of whom were active in any of

**Table 1.** Independent Group T Test Results for Comparison of the Expenditure Levels of Expectations from Sports and Sports Centers by Gender

	Gender	N	X	Ss	Sd	T	p
Expectation	Female	209	3.66	0.34	458	-3.334	0.001*
	Male	274	3.77	0.36			

\*P<0.05

In the table, it was examined whether the the average level of fulfillment of the expectations of sports and sports centers according to the gender differs or not. As a result of this examination, it was determined that the mean scores of the male and female participants' expectations from sports and

**Table 2.** One-Way Variance Analysis (ANOVA) Results for Comparing the Score Levels of Expectations from Sports and Sport Centers by Sport Age Variables

	Sport Age	N	X	Ss	Sd	F	p	Tukey
Expectation	A 10-5 years	30	3.73	0,52	478	3.107	0.015*	E>C
	B 5-3 years	50	3.72	0,35				
	C 3-1 years	96	3.64	0,31				
	D 1 year- 6 monts	170	3.71	0,39				
	E 6-1 monts	137	3.80	0,29				

\*P<0.05

In the table, one-way analysis of variance (ANOVA) results for the scale of fulfillment of expectations from sports and sports centers by sport age variable are given. According to these results, it

these sport centers and participated voluntarily in our study.

Data in the study is obtained from "the Level of Expectation Level Scale of the Sports Centers" developed by Bingöl (2010). After obtaining information about the age, gender and duration of the sport before the scale application, "the Level of Expectation of Expectations from Sports Centers " is applied to the same subjects. With this scale, it has been tried to determine the levels of expectations for physical development, personality development and health by means of sports and sports centers. 5-point Likert Scale was used for the scale consisting of 18 questions. Scale items were given with "1: Strongly Disagree, 2: Disagree, 3: Less Agree, 4: Agree, 5: Strongly Agree" options.

SPSS 20.0 Package Program is used for the analysis of the data obtained from the scale. The difference between variables was calculated by t-test and ANOVA statistical method and Tukey test was used to determine the differences between the groups. 0.05 was chosen as the level of significance in the study.

## RESULTS

sports centers were significantly different and this difference was found to be in favor of the male participants ( $t_{(458)} = -3.334$ ;  $P < 0.05$ ).

was determined that the mean scores of the sportsmen in sports and sports centers were

significantly different from the level of meeting the expectations ( $F_{(4,482)}=3.107$ ;  $P<0.05$ ).

The Tukey HSD test was used for multiple comparison tests because of the homogeneity of the variance to determine the difference between the

groups. According to the results of this test, it is determined that the average of the individuals who continue to gyms for 1-6 months is higher than those who have been going for 1-3 years.

**Table 3.** One-Way Variance Analysis (ANOVA) Results for Comparison of the Expenditure Levels of the Expectations from Sports and Sport Centers by Age Variable

	Yaş	N	X	Ss	Sd	F	P
<b>Expectation</b>	A 60-50 Age	39	3.74	0.47	3	1.220	0.302
	B 50-40 Age	81	3.67	0.34	479		
	C 40-30 Age	115	3.70	0.34	482		
	D 30-18 Age	248	3.75	0.35			

$P<0.05$

In the table, One-way analysis of variance (ANOVA) results for the scale of fulfillment of expectations from sports and sports centers by age variable are given. According to these results, the mean scores of by age the sportsmen from sports and sports centers were not significantly different ( $F_{(3,482)}=1.220$ ;  $P>0.05$ ).

## DISCUSSION & CONCLUSION

When the obtained results were examined, it was seen that the level of fulfillment of expectations from sports and sports centers according to gender was significantly different in favor of men. Studies show that men have a higher percentage of participation in sports halls. The results that Bingöl and Doğan (2010) reached and Burton and Turrell (2000) forwarded support our study. In addition, the study results of Theodorakis et al. (2003) were similar to ours. The large numbers of men in sports halls cause institutions to choose men mainly as target audience and creates a male-dominated expectation level. Sex in particular, the convince, attitude towards to advertising and the level of understanding the advertising has occurred at different levels, ad type is an important variable, attractive advertising to man or woman positively affect to persuasion and attitude, possible to say that facilitates the understanding the advertising (16). In the light of these results, it can be said that the level of men's expectations is higher.

When the results of the comparison of the scores of the expectations from sports and sports centers according to the sports age variable are evaluated, it has been seen that the level of expectation realization is higher than the ones who use gyms for 1-6 months and those who use gyms for 1-3 years. Generally, while studies show that

there is a moderate perception of satisfaction (15), in particular, it is considered natural that some differences occur. Unlike the other service sectors, risk factors in sports services can be classified as the risk factors related to finance, the risk factors related to social security, the risk factors related to the facility and the risk factors related to disability (health) (11). Since the participants who are starting to use gyms newly are not yet open to evaluating these factors, it is not possible to make many of the assessments in a healthy way by experience. The study of Baş et al. (2017) showed that the level of expectation is lower as the usage time of the gym increases in parallel with the results of our study. Customer perceived service quality; the comparison between the customer's expectations and perceptions of the service provided by the server (18). Ceyhun (2006) has reached the results by supporting the above results with its work on the service quality of the sports enterprises. The satisfaction of sports and sports halls and attitude towards the realization of expectations or not occur differently from other activity and service sectors. An abstract expectation and perception of satisfaction can be extended to longer periods of time.

There was no statistically significant difference between the groups according to the demographic age variable and the comparison of the scores of the expectations level of sports and sports centers. In this respect, it is in contradiction with the results of the research conducted by Sevilmis (2015). Sevilmis reached the conclusion that the expectations of the young participants were not met to a large extent, which could be attributed to the numerical excess of young male participants. The results of study of Bas et al. (2017) supports our work, has not reached a

meaningful age-related difference in meeting expectations except for privacy. Similarly, there is no found significant difference between the groups related to age in the study of Şener and Behdioğlu (2013) on sports centers. The lack of differentiation of age variables in a common set of needs, these expectations are based on the obvious features in general.

As a result, it can be said that when people's technology and health conditions are considered, individuals are now approaching sports and sports fields in a more conscious way. This and similar studies show that the process should be examined not only in terms of service providers but also in terms of consumer community with different demographic characteristics. The concept of "I did-was" which was settled in the public and private sectors in the past, had to leave his place in the improvement form of a spiral.

The number of participants and the focus area constitute the limitation of this study. In the future, researchers' resuming work by taking advantage of the field of relational studies and contemporary management and psychology will help to better understand the deficiencies in the field.

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