



Sports Culture - An Analysis Of Perception On Significance And Delivery Sports Among Different Stakeholders Of Sports

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Abstract: Sports as a social process has significant role in transformation of any society to its goodwill. It ensures continuous social interactions among the stakeholders resulting in strengthened communities and moulded individuals. This study on sports culture would specifically help the policy makers and sports administrators to adopt sports programmes and projects catering to the need of youth. The study focuses on the sports consumption patterns and perceptions on benefits, significance, and delivery of sports which would help in offering sports services through effective mechanisms. Additionally, the findings of this study could serve as guidelines for the formulation of a need-based sports policy for the cultural transformation of youth and general public in terms of their attitude, participation, and promotion of sports. Hence, this study would provide a platform for future researchers for building cultural perspectives for further research in sports sociology.

Index Terms – Sports Culture, Stakeholders, Sports Spciology

1. INTRODUCTION

Sports culture means those values and attributes of a person or society relating to consumption of sports into the way of life with respect to knowledge, attitude, participation, viewership, followership, fitness, and health. Sports become the culture of mankind, only if he conceives it as an essential ingredient of his life, which contributes to his mental, emotional, social and physical health. The key feature of sports culture in a society is that every member of the community consumes sports in one way or other. It could vary from active participation to mere appreciation of the performance. “The impact of values and practices surrounding the Centre of sports are not limited to participants alone. Sports culture on campus refers to the community involvement surrounding certain organized sports. This is certainly true with universities with large athletic departments and reputable teams, but can also be relevant for small campus environments” (Minton, 2012).

In India, sports and games plays a significant role in the social and cultural life of people as rooted right from Vedic as well as in Buddhist and Jain period. Swami Vivekananda has been the principal advocate of sports culture in the country. He advised the youth to focus on their fitness, and his popular quote, “You will be nearer to heaven through football than through the study of the Gita” (Vivekananda, 1897) is evidence of his positive sporting spirit. However, there exists a great shortfall in the transition of the sports culture into the way of life of people in modern India. The significance of participation in lifetime physical activity is yet to get into the minds of the general public and has become the need of the hour as the number of people suffering from hypo-kinetic diseases has shown an alarming hike in the present scenario. It is important to tune the mindset for sports and physical activity, as it has been regarded as nowise man’s choices in India in the past.

1.1 PERCEPTIONS ON SIGNIFICANCE AND DELIVERY OF SPORTS

For children, participation in organized sports at school, clubs/associations are an important part of their total physical activity. Parents' decisions to permit their children to play organized sports are influenced by a variety of personal and social factors, including the expense of training and equipment, the availability and accessibility of sporting activities, attitudes on health benefits, safety concerns, and time constraints.

The organized sports when delivered the systematically provides the youth an environment where they learn about themselves physically, psychologically, emotionally and socially, and helps them to appreciate the importance of cooperation, teamwork, dedication, and determination. The role of community level sports clubs and local academies in delivering youth sports programmes, and the emerging provision of community-based sports activities by community/social development organisations are to be re-addressed critically to provide

Another system in place for delivery of sports is the training camps, mostly organized during vacations by institutions, individuals, and/or different sports associations. Those camps also accommodate young women however, most of such programme only last for a shorter period. The intramural sports in campuses provides for an outlet for sports participation for most young men and women, but the participants are limited to very few for various reasons. The enthusiasm for participation in such intramural competitions is absent in most cases, as many of the youth perceive it as being an extra work worth nothing. The major problem with this approach is the total lack of sports culture in the campuses, community, and family.

1.2 OBJECTIVES OF THE STUDY

- To examine the perceptions of different stakeholders as to the significance of sports and the present delivery of sports.
- To provide suggestions and recommendations for further development of sports.

1.3 RESEARCH DESIGN

The design of this research is descriptive, completed by survey method using questionnaire from the subjects on consumption of sports, and perceptions on significance and delivery of sports

A sample of 2000 students including athletes and non-athletes were drawn from students of arts and science colleges, physical education colleges, teacher education colleges, medical colleges, engineering colleges, and agricultural colleges by stratified random sampling technique to examine the sports culture with respect to consumption of sports among youth. The participants of the study are selected as follows:

- 1011 students from Arts & Science Colleges
- 200 students from Physical Education Colleges
- 214 students from Teacher Education Colleges
- 181 students from Engineering Colleges
- 204 students from Medical Colleges
- 185 students from Agricultural Colleges

1.4 RESULTS AND DISCUSSIONS

The perception of different stakeholders on significance and delivery of sports was examined with a view to identify the factors. The perception of stakeholders on significance of sports functions, relative emphasis of sports domains, and the suitability of organizational forms to deliver different sports services. The items on each subscale were verified using principal component analysis, resulting in the high loading of the items on mass, elite and commercial sport. The correlation between the sport domains indicated that each subscale measure sufficiently different constructs; and the internal consistency estimates with alpha varying from .66 to .86 establish the reliability of the sub-scales. The data on significance of sports functions related mass, elite, and commercial sports; and campus sport, community sports, and competitive sport were treated with paired t-tests, MANOVA, ANOVA, and post-hoc tests to analyze the significance of sports domains, and sub-group differences of perception of the stakeholders. Also examined the perception of stakeholders related to the suitability of organizational form to deliver various sports services attached to mass, elite, and commercial sport.

1.5 SIGNIFICANCE AND DELIVERY OF SPORTS

The results of statistical analyses on significance and delivery sports are categorized into three parts: (a) Significance of sports functions, (b) Relative emphasis of sports domains, and (c) Suitability of organizational forms for the delivery of sports services.

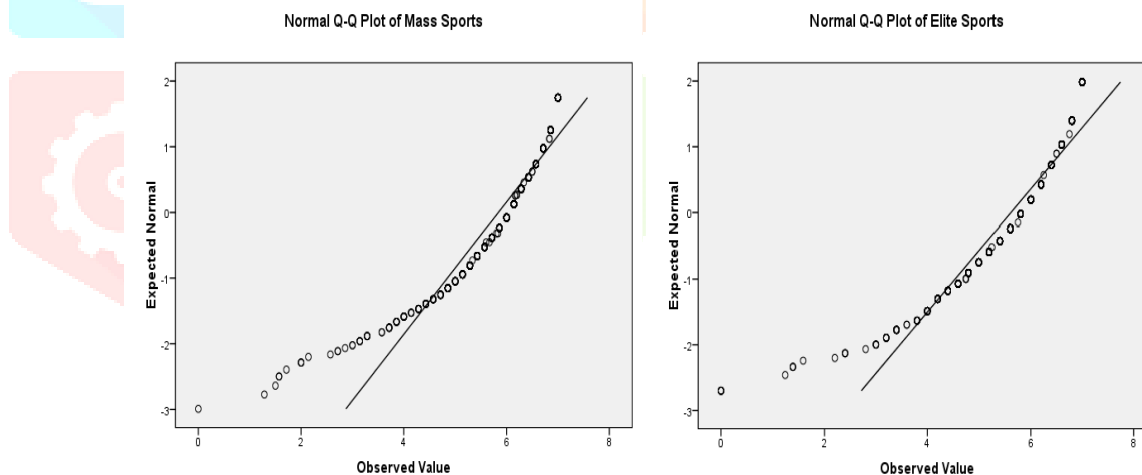
The normality of distribution is tested with Kolmogorov-Smirnov tests for the significance of sports functions and the relative emphasis of sports domains (Table 1.6.1). The results obtained were found to be significant at .001 level, confirming that the normality assumption is satisfied.

Table 1.6.1 Tests of Normality-Significance of sports

	Kolmogorov-Smirnov ^a			Skewness	Kurtosis
	Statistic	df	Sig.		
Mass Sports	.131	719	.000	-1.76	4.65
Elite Sports	.128	719	.000	-1.65	4.70
Commercial Sports	.102	719	.000	-0.67	0.49
Campus Sport	.143	699	.000	0.43	0.22
Community Sport	.204	699	.000	0.81	1.50
Competitive Sport	.144	699	.000	0.61	0.39

a. Lilliefors Significance Correction

The illustration of normality of the data in Q-Q plot with respect to significance of sports functions for mass, elite, and commercial sport; and relative emphasis of sports domains relating to campus, community, and commercial sports are represented in figure 1.1



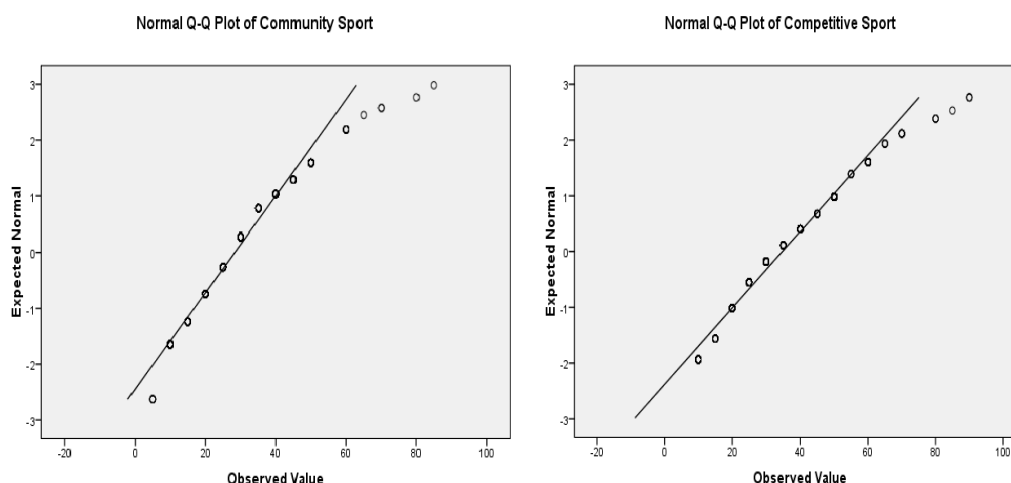


Fig.1.1: Illustration of normality of data for the sports domains

1.6 SIGNIFICANCE OF SPORTS DOMAINS

Table 1.7.1 Means and Standard Deviations of sports Domains

Variables	Professionals		General Public		Youth		Grand Mean	
	M	SD	M	SD	M	SD	M	SD
Mass Sports	6.01	0.90	5.73	1.07	5.81	0.94	5.85	0.97
Elite Sports	5.46	0.90	5.48	1.09	5.88	0.94	5.65	0.99
Commercial Sports	4.92	1.11	4.72	1.34	4.58	1.31	4.72	1.27

The data on Table 1.7.1 indicate that mass sport obtained the highest grand mean ($M=5.85$, $SD=.97$) with professionals representing the highest mean score of 6.01 and general public indicating the lowest mean score of 5.73. The grand mean score represented for elite sport is 5.65 ($SD=.99$) with the youth indicating the higher mean score of 5.88, and the lowest mean score of 5.46 by the professionals. The commercial sport ($M=4.72$, $SD=1.27$) represented the lowest grand mean score with the professionals indicating a mean score of 4.92, followed by general public ($M=4.72$) and youth (4.58).

Table 1.7.2 Paired t- tests: Significance of sports domains

	Paired Differences		t	df	p-value
	Mean	SD			
Mass Sports – Elite Sports	.22721	.89513	6.806	718	.000
Elite Sports - Commercial Sports	.91460	1.26533	19.382	718	.000
Commercial Sports - Mass Sports	-1.14182	1.25575	-24.381	718	.000

The means for the total sample were compared with each other through t- tests to verify if the rating of total sample differed significantly between mass sport, elite sport and commercial sport. The results of the t- tests (Table 1.7.2) indicate that the mean differences between all the sports domains are statistically significant at .001 level for the total sample. Mass sport was rated more significant than Elite sport ($t(718)=6.81$) with a mean difference of .23, and commercial sport ($t(718)=24.38$) with a mean difference of 1.14. Elite sports were found to be more significant than commercial sport ($t(718)=19.38$) with a mean difference of 0.92 for the total sample.

The components extracted from principal component analysis- Mass sport, Elite sport, and Commercial Sport- were subjected to MANOVA to examine the sub-group differences between the three sports domains. The results of the multivariate effect of grouping variable (Table 1.7.3) were found to be significant ($F(6, 1352) = 18.928$) with respect to the significance of sports functions under three domains.

Table 1.7.3 Multivariate analysis of sports domains

Effect	Value	F	df	Error df	Sig.	Partial η^2	Observed Power
Pillai's Trace	.1505	18.24	6.00	1354	.000	.075	1.000
Wilks' Lambda	.8518	18.92	6.00	1352	.000	.077	1.000
Hotelling's Trace	.1741	19.61	6.00	1350	.000	.080	1.000

The results of univariate ANOVA (Table 1.7.4) to identify the effect of grouping variables on each sports domains shows significant effect on mass sports ($F(2, 678)=3.11$, $p<.05$), elite sport ($F(2,678)= 21.95$, $p<0.001$), and commercial sport ($F(2,678)= 12.85$, $p<0.001$). Although ANOVA showed significant effect on grouping variable, the partial eta squared values obtained are very low, which indicate a low effect size to further perform the post hoc tests.

Table 1.7.4 Univariate analysis of variance- Significance of sports domains

Dependent Variable	df	F	Error df	Sig.	Partial Eta Squared	Power ^b
Mass sport	2	3.107	678	.045	.009	.598
Elite Sport	2	21.951	678	.000	.061	1.000
Commercial Sport	2	12.849	678	.000	.037	.997

a. Computed using alpha = .05

1.7 RELATIVE EMPHASIS OF SPORTS DOMAINS

The descriptive statistics (Table 1.8.1) shows the means and standard deviations of the relative emphasis to be placed on campus sport, community sport and competitive sport for the sub-groups and the total sample. It shows highest grand mean of 36.97% for campus sport with the top rating by general public ($M=40.13$) and the least mean score representation by youth (33.84). Community sport indicate a mean score of 28.38% for the total sample with the professionals ($M=29.83$) representing the high mean score and youth ($M=29.46$) representing a lowest mean score. Competitive sport represents a grand mean score of 34.79% for relative emphasis with the highest mean score rating by youth ($M=39.48$) and the least mean score rating by general public ($M=30.58$).

Table 1.8.1 Relative emphasis: Descriptive statistics of sports domains

Category	Professionals		General Public		Youth		Grand Mean	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Campus Sport	38.65	12.83	40.13	13.31	33.84	13.99	36.97	13.74
Community Sport	29.83	11.34	29.46	10.35	26.74	12.32	28.38	11.60
Competitive Sport	31.81	12.93	30.52	12.80	39.48	15.38	34.79	14.59

The results of the t-tests in Table 1.8.2 show that the differences in perception of the total sample on relative emphasis to be placed on the three domains of sport with each other are statistically significant at .05 level. The relative emphasis on campus sport was significantly higher than community sport ($t=10.83$, $p<.001$), and competitive sport ($t=2.237$, $p<0.05$) with a mean difference of 8.48 and 6.38 respectively. The relative emphasis of competitive sport is significantly higher than community sport ($t=7.45$, $p<0.001$) with a mean difference of 2.18 for the total sample.

Table 1.8.2 Paired t- tests- Relative emphasis of sports domains

	Paired Differences		t	df	p
	Mean	SD			
Campus Sport - Community Sport	8.48355	20.71406	10.828	698	.000
Community Sport - Competitive Sport	-6.38054	22.52960	-7.488	698	.000
Competitive Sport – Campus Sport	-2.17949	25.81387	-2.237	701	.026

The multivariate effect of the grouping variable (Table 1.8.3) on the relative emphasis of the three sport domains has found to be significant ($F(6,1388)=10.57$, $p<0.001$).

Table 1.8.3 Multivariate Tests – Relative emphasis of sports domains

Effect	Value	F	df	Error df	Sig.	Partial η^2	Observed Power ^b
Pillai's Trace	.086	10.362	6.000	1390	.000	.043	1.000
Wilks' Lambda	.915	10.565 ^a	6.000	1388	.000	.044	1.000
Hotelling's Trace	.093	10.769	6.000	1386	.000	.045	1.000
Roy's Largest Root	.091	21.110 ^c	3.000	695	.000	.084	1.000

a. Exact statistic b. Computed using alpha = .05

The univariate analyses (Table 1.8.4) shows that the youth perception on relative emphasis between the subgroups differs significantly in campus sports ($F(2, 696)=15.10$, $p<0.001$), community sports ($F(2, 696)=5.49$, $p<0.05$), and competitive sports ($F(2,696)= 0.72$, $p<0.001$). However, the strength of association was found to be weak in campus sports and community sports ($\eta^2_{\text{partial}}<.08$), where as the effect size for competitive sports ($\eta^2_{\text{partial}}=.08$) is found to be significant for further post-hoc tests.

Table 1.8.4 Univariate analysis- Relative emphasis of sports domains

Dependent Variable	df	Error df	F	Sig.	Partial Eta Squared	Observed Power
Campus Sport	2	696	15.103	.000	.042	.999
Community Sport	2	696	5.497	.004	.016	.851
Competitive Sport	2	696	30.354	.000	.080	1.000

The results of the Scheffe's post-hoc tests (Table1.8.5) shows that the perception on relative emphasis to be placed on competitive sports by youth differed significantly with general public and professionals at .001 level of significance, where as no significant difference was found between the perception of professionals and general public with respect to competitive sports. The percentage emphasis given to competitive sports

by youth is significantly higher than the rating of general public (MD= 8.9, $p < 0.001$), and professionals (MD=7.66, $p < 0.001$).

Table 1.8.5 Scheffe's post-hoc tests - Competitive Sport

Category	Category	Mean Difference	Std. Error	Sig.
Professionals	General Public	1.2640	1.41072	.670
General Public	Youth	-8.9227*	1.28991	.000
Youth	Professionals	7.6586*	1.27222	.000

The error term is Mean Square (Error) = 196.425.

* The mean difference is significant at the .05 level.

1.8 CONCLUSION

Considering the findings of the study on sports culture are by analyzing the consumption of sports among youth. The perception of stakeholders on significance and delivery of sport, and the policies/projects/programmes for the development and promotion sports, the researcher suggests the following recommendations for further development of sports and promotion of sports culture through effective implementation and sustainability.

- Sports-for-all as a mission: Sporting needs of the entire population needs to be taken care of to promote total wellbeing of the people of all ages. Community sports programmes need to be strengthened to realize this mission in its true perspectives.
- Build sports in campuses: Development and promotion of sports in school/college campuses are of sizeable importance considering the vast majority of the youth it caters to, and the feasibility of the delivery of sports services it can afford to.
- Broad-base sports in communities: Community sports have multiple benefits in terms of community building and sports culture promotion. Community sports programmes could function as an extension of campus sports programmes with wider support systems from family and neighborhoods.
- Administrative professionalism: It is imperative to develop a coherent accountability regime to ensure professionalism in sports administration, and organization. Performance auditing along with the accounts auditing is inevitable to guarantee transparency and sustainability of sports projects implementation.
- Extensive talent search, identification, and development: To source out talents in sports from a broader platform, an extensive scientific programme of talent search, identification and development shall be implemented through campus and community sports programmes.
- Professionalization of sports: Enormous possibilities of professionalization of sports need to be utilized to its potential to enhance sports consumption of the public, resulting in promotion of sports in a faster rate.
- Private-public partnerships in sports: An area not utilized well enough is public-private partnership in sports. A greater potential for sports development shall be entrusted with such partnerships.
- Policy to Play-ground and Paper to Practice: Government do have very impressive and encouraging policies in place for development of sports. Like in any other case, the curse of the nation is the lack of provision for its effective implementation and sustainability of programmes. Measures need to be taken to put the policy to practice with well-structured sports programmes.

The researcher further recommends future studies in areas of sports development and promotion to figure out the shortcomings and suggestive measures for improvement.

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