RELATIONSHIP BETWEEN CULTURAL FORMULATION FACTORS AND FEMALE SPORTS PARTICIPATION IN PAKISTAN

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Abstract

The present research determines the relationships of social support factor, social cultural factor, social personal factor, and social interferential factor with sports participation of female athletes of Pakistan. A large sample size holding 590 respondents selected from the wide-range population belonging to female secondary schools of rural areas of Pakistan. Data was collected developing well-design survey questionnaire. Analyses were employed through descriptive statistics and Pearson correlation analysis after editing the collected survey data in SPSS-21 version. The finding revealed that social support factor, social cultural factor, social personal factor had significant and positive relationships with the female sports participation. On the other hand, strong negative but significant relationship was revealed between social interferential factor and sports participation of female athletes. The implications of the study are considered as well.

Keywords: Social Support Factor; Social Cultural Factor; Social Personal Factor; Social Interferential Factor; Sports Participation; Female Athletes

Introduction

Sports have a very long history since 776 B.C. as Ancient Olympics but they were converted into modernism in 1896 known as Modern Olympics. Other than Olympics, world cups, commonwealth games,

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world championships, Asian Games are also considered foremost events of sports. United States, China, Australia, Netherlands are considered world leaders in both male and female sports. These countries established themselves in sports and provided basic infrastructure to their females and males equally. Faezeh Hashemi (daughter of earlier Iranian President Hashemi Rafsanjani) has been a constant supporter of female sports in Iran. As a consequence of her struggle, the first Islamic Women Games were introduced in 1993 (Qureshi & Ghouri, 2011). They developed awareness about sports in their societies and cultures.

Though, participation of females in sports is a world-wide issue, however, in Pakistan it is more considerable than the rest of the countries. Al-Qattan (2005) describes that sport is an essential portion of the social and cultural substructure of a country. From an early stage males and females are socialized in different ways. Several seminars and workshops have been conducted globally on the welfare of female sports and physical activities so that a maximum awareness of female sports participation could be brought through them. Therefore, Pakistani female athletes are now at the different and better place where they were in 1947 as its existence. The existing research examined the relationships of social support factor, social cultural factor, social personal factor, and social interferential factor with sports participation of female athletes.

Research Objectives

The existing research suggests the subsequent objectives:

i.   To determine the relationship between social support factor and sports participation of female athletes.

ii.   To determine the relationship of social cultural factor with sports participation of female athletes.

iii. To determine the relationship between social personal factor and sports participation of female athletes.

iv.   To determine the relationship of social interferential factor with sports participation of female athletes.

Development of Hypotheses

In order to investigate the research objectives, the following four (4) hypotheses were developed and proposed hypotheses model of latent constructs are shown in Figure 1.
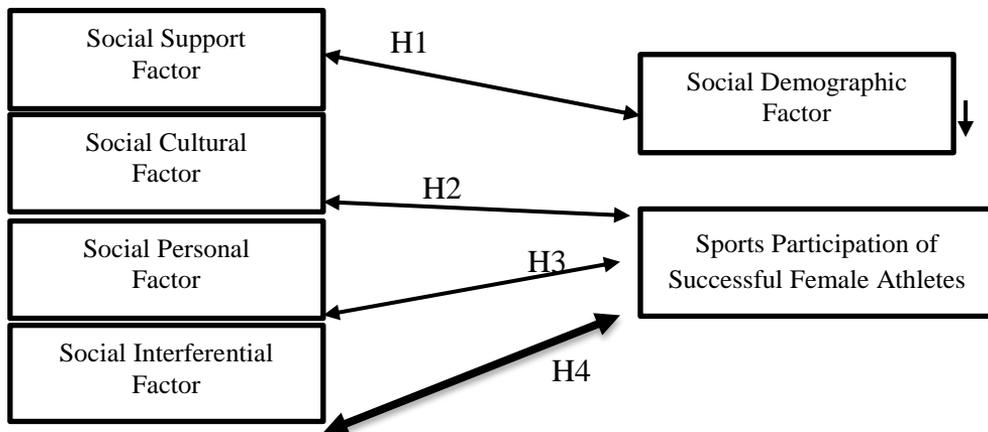

Figure 1. Proposed Hypotheses Model of Latent Constructs

Review of the Literature

Female sports have a similar status equal to male sports worldwide. Female have the same rights of participation in sports in all kind of competitions at international level. The subsequent literature of international research about social support, social personal, social cultural, and social interferential factors indicate that they all contribute to sports participation of female athletes not only at secondary school level but also at national and international levels.

Males are communicated to participate in sports or watch sports by several different representatives whereas, mostly females are communicated that sporting events are exclusively for males (Trolan, 2013). Pakistan has gained tremendous achievements in men sports such as field hockey, squash, cricket, and snooker in its history. On the other hand, Pakistani female athletes achieved very few medals only in Asian Games. Although progress of female sports participation changed the scenario at international level, however, very little attention is given to

female sports in Pakistan in modern era. The findings of Sanchez-Miguel, Leo, Sanchez-Oliva, Amado, and Garcia-Calvo study (2013) presented a positive relationship between social support for the sports and athletes' pleasure. The literature confirmed the relationship between social support and sports participation of female athletes through these prior studies (Verloigne et al., 2014; Cox, Duncheon, & McDavid, 2009; Sigmund, Turonova, Sigmundova, & Pridalova, 2008; Scharf, Shulman, & Avigad-Spitz, 2005; Jodl, Michael, Malanchuk, Eccles, & Sameroff, 2001).

Social cultural factor is important and frequently ignored effect on the improvement of sports expertise (Bakera & Hortonb, 2004). Furthermore, the prominence of a culture depending upon a specific sport has a major effect on any success accomplished. Social cultural effects are predominantly related to the sports development (Helfert & Warschburger, 2013). The right to sport for all was nowadays acceptable in relations to sports as a central aspect in social growth and a characteristic of social cultural improvement that is associated to extensive range of wellbeing amenities comprising of education, health, social services, and sports (Dawson & Downward, 2009). The literature highlighted the foremost empirical studies that had a strong relationship between social cultural factor and the sports participation of female athletes (Marcen, Gimeno, Gomez, Saenz, & Gutierreza, 2013; Sproule, Wang, Morgan, McNeill, & McMorris, 2007; Ullrich-French & Smith, 2006; Koka & Hein, 2003).

Since the 1970s and early 1980s, females have been progressively insisted to exercise to pay attention to their bodies. Along with, light aerobic events such as jogging, swimming, or tennis, isometrics exercises, light strengthening exercises, and stretching were frequently suggested (Markula, 1995). Therefore, to look beautiful in the public, the majority of females have to participate in activities-like dressing, smearing makeup, slimming, exercising, or participating in sports to modify body figure (Markula, 1995). The existing results confirm the findings in the light of these previous studies on social personal factor with the sports participation of female athletes (Coughlan, Williams, McRobert, & Ford, 2014; Aghdam, Moghaddam, Jafarabadi,

Allahverdipour, Nikookheslat, & Nourizadeh, 2013; Savage, DiNallo, & Downs, 2009; Prichard & Tiggemann, 2008).

The results revealed that hijab does not understand to dress extended gowns, just wear realistic dress to cover the body appropriately is hijab (Javed, 2014). On the other hand, Shaller (2006) highlighted that in spite of increased figures of females' participation in sports, males are still dominated the sports world. The literature fully supported the relationship between social interferential construct and female participation in sports through these prior studies (Aubrey, 2006; Javed, 2014; Helfert & Warschburger, 2013; Impett, Henson, Breines, Schooler, & Tolman, 2011; Berberick, 2010).

Conceptual Framework
The conceptual framework for the present research assimilated with social support, social cultural, social personal, and social interferential factors among sports participation of female athletes. The existing research on sports participation of female athletes is considered foremost in all discipline of sports and how female athletes perceive in everyday environment at the school level with female sport institutions supports, assistances, and how motivates female athletes to increase their sports participation within the school to national levels. Alternatively, the current study aims to explore the relationships of social support, social cultural, social personal and social interferential factors with sports participation of female athletes at secondary school level in rural areas of Pakistan.

For the purpose of existing research, it was considerable that sports participation of female athletes would be contributed by female athletes' perceptions about social support factor; social cultural factor; social personal factor; and social interferential factor. Therefore, as it can be understood from Figure 2, the dependent variable (female sports participation) was completely found as the desired goal that must be practiced or extended by female athletes. Independent variables are found as the central factors that encourage female athletes to increase their sports participation (preferred goal) in overall female sports in Pakistan.
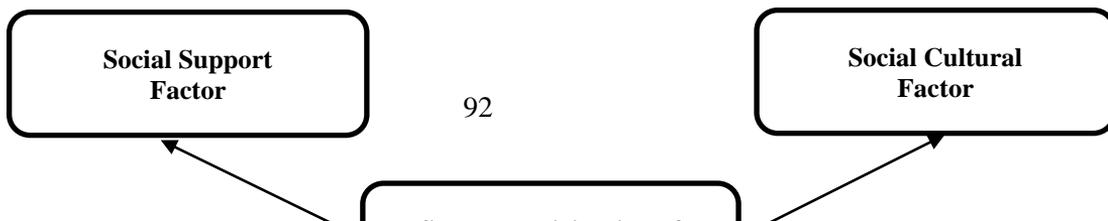

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Figure 2. Conceptual Framework

3. Research Methodology
Research Design
The design premeditated for recent survey research is erected purely on correlational research method (Aron, Coups, & Aron, 2011).

Social Interferential Factor

Population and Sampling
Population was made up of all successful girl athletes of rural area secondary schools belonging to three provinces such as Punjab, Sindh, and Khyber Pakhtoon Khawah Provinces of Pakistan. Fourth Province (Baluchistan) was excluded from the research due to the wave of terrorism over there. In view of the overall population statistics (N-13674), the sample size was figured out a very good sample size comprising of 590 respondents focusing on the specified suggestion by Comrey and Lee (1992) was selected to attain the good results for the existing study. Comrey and Lee (1992) provided a suggestion for sample size of 50, 100, 200, 300, 500, and 1000 respondents or more that elaborated as very poor, poor, fair, good, very good, and excellent respectively. However, 364 respondents returned back filled survey questionnaires in which 313 were useable out of 590 survey questionnaires distributed. However, the overall response rate (.53) was considered quite satisfactory.

Instrument of Data Collection
Survey questionnaire as an instrument was employed in the existing research. The questionnaire was adapted with the permission of original researchers and survey instrument matrix shows the items strength, survey questions, and literature sources in below Table 1.

Table 1. Survey Instrument Matrix

Item	Survey Questions	Literature Sources
17 items	Sports Participation	Al-Qattan, 2005
18 items	Social Support Factor	Karcher (MAC-5), 2011
21 items	Social Cultural Factor	Feizabadi et al. (SESQ), 2013; Al-Qattan, 2005; Gill et al. (PMQ), 1983; Alshamli et al., 2012
10 items	Social Personal Factor	Marsh et al., 2010; Hodges & Starkes, 1996
12 items	Social Interferential Factor	Qureshi & Ghouri, 2011; Glick & Fiske (ASI), 1996

Reliability is the grade in which the dimension of a variable is reliable or trustworthy. Cronbach's alpha is a reliability figure that points out in what way; the objects in a group are definitely connected to each other. According to Sekaran (2003), if a construct displays higher value than .7 then Cronbach's alpha reliability is acceptable. However, the reliability scores of sports participation (.87), social support factor (.88), social cultural factor (.93), social personal factor (.75), and social interferential factor (.90) were found the above level of acceptable range.

Statistical Techniques

After the data collection, the data was edited into SPSS software version-21 for data transmission and the analyses of the research were done after completion of the data editing. In light of the objectives of the study, the descriptive statistics and Pearson's correlation (r) analysis as statistical methods were employed to answer the research questions. According to Cohen, Manion, and Morrison (2007), Pearson's correlation coefficient is known as best procedure to determine the relationships having a statistical worth ranging from +1.0 and -1.0.

Findings
The result specified that social support factor was strongly, significantly, and positively correlated ($r = .76$, $p < .01$) with the sports participation of successful female athletes. Secondly, social cultural factor had high, positive, and significant correlation ($r = .77$, $p < .01$) with sports participation of successful female athletes. Thirdly, the result indicated that the social personal factor had a resilient, positive, and significant relationship ($r = .74$, $p < .01$) with the sports participation of successful female athletes. Finally, the social interferential factor found highly negative and significant relationship ($r = -.86$, $p < .01$) with the sports participation of successful female athletes presented in Table 2.

Table 2. Pearson's Correlation among Cultural Formulation Factors and Sports Participation of Successful Female Athletes (n-313)

Constructs	Social Support Factor	Social Cultural Factor	Social Personal Factor	Social Interferential Factor
Social Support Factor	__			
Social Cultural Factor	.624** .000	__		
Social Personal Factor	.616** .000	.596** .000	__	
Social Interferential Factor	-.622** .000	-.681** .000	-.603** .000	__
Sports Participation of Successful Female Athletes	.760** .000	.765** .000	.743** .000	-.862** .000

Note. ** Correlation is significant at the 0.01 level (2-tailed).

The results of Pearson's correlation analysis among the social support factor, social cultural factor, social personal factor, and social interferential

factor and with the sports participation of successful female athletes' variables explored the range from .596 to -.862, and declared both positively and negatively as well as highly and significantly correlated among each other as presented in Table 2.

Discussions and Conclusion

The findings of the existing study revealed significant relationship of sports participation of successful female athletes with the social support construct. Bakera and Horton (2004) expressed that social support may deliver significant extrinsic motivation to carry on participation in sports, leading to a better affluence of training that enables to increase of practice epochs in particular sport. Partridge (2011) exposed that the noteworthy presence of parents, friends, siblings, officials may have an important impact on the sport experience.

Findings of present research exposed that the social cultural variable was found medium associated to female sports participation. Bakera and Hortonb (2004) expressed that financial and emotional support continued essential as parents assist to soften the stresses that are part of being a performer in sport. The parents might be to provide less importance of their girls' participation in sports. Moreover, the girls should also be mindful with the point that they have to go ahead for sports participation for the growth of their health, personal drive, and interest in sports. This type of experience significantly improves and promotes the sports participation of school females. The existing findings are associated with prior studies (Marcen, Gimeno, Gomez, Saenz, & Gutierreza, 2013; Eime, Harvey, Craike, Symons, & Payne, 2013; Pelletier, Rocchi, Vallerand, Deci, & Ryan, 2013; Janssen & LeBlanc, 2010; Sproule et al., 2007; Ullrich-French & Smith, 2006; Cameron, Pierce, Banko, & Gear, 2005; Pierce et al., 2003; Koka & Hein, 2003) those are verified empirically on social cultural factor with the sports participation of female athletes.

The findings of the current study revealed overall significant relationship of the sports participation of successful female athletes with the social personal construct. However, the body image and practice environment not only develop of female physique but also enhance the competitive

drive and interest in female athletes in sports setting. The findings of Christensen (2013) revealed that athletes should concentrate further on their body physiques and less on performing their athletic talents to the best of their capability. Reel, SooHoo, Summerhouse, and Gill (2008) expressed that females are socialized to observe and utilize themselves as objects to display their bodily appearances in contradiction of impractical cultural values of slimness and beauty. Baker and Young (2014) stressed that athletes must be predominantly interested to involve in practice to increase performance not for any other reason. The findings of Imtiaz study (2013) revealed that the most of the athletes participated from rural areas where sports were far less structured, however, sufficient opportunities existed to participate in informal sports.

The findings of the existing research revealed that the social interferential construct was found strong and significant relationship with the sports participation of successful female athletes. However, social interferential construct established negative association with the sports participation construct. The reason of negative relationship between social interferential construct and sports participation of female athletes may be behind that the Pakistani community dislikes the sports dress of females and male dominancy does not want female sports participation fruitful progress in the country through the gender inequality. Dawson and Downward (2009) concluded in their study that males have a tendency to participate more in sports than females, excluding in specific sports as well as games that developed for females.

The broad findings of the existing study draw the consideration that all the four constructs as social support factor, social cultural factor, social personal factor, and social interferential factor have well-defined relationships with the sports participation of successful female athletes and considered as the most indispensable facet discovered in existing research. However, the positive and significant relationships among three variables have been revealed. The negative influence of social interferential construct is found higher than the positive effect of social support, social cultural, and social personal constructs on the sports participation of successful female athletes. The reason of strong negative

association of social interferential construct with female sports participation might be the male dominancy in Pakistan and it might become a big hurdle in the way to promotion of female sports participation in Pakistan especially in rural areas. The government of Pakistan and sports federations in coordination with the sports associations should provide a central attention to the existing issue of female sports participation. They should overcome the gender inequality so that female sports participation could be encouraged in Pakistan as parallel to the world in future.

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