

EFFECT OF INCENTIVES UPON THE SPORTS PERFORMANCE OF ATHLETES AT UNIVERSITY LEVEL

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Abstract

Background: The reason behind the selection of the current research study was the low performances of the university athletes as well as their meager participation at national and international level sport competition. The main focus of the present research study was to highlight the effect of incentives (Traveling allowance, Daily allowance, refreshment, Cash Prizes, accommodation facilities, Reserved sport seats, Scholarships) upon the performance level of the athletes at university level both in public and in private sector university in the province of KP, Pakistan. **Methods:** the researcher selected 671 athletes and 31 director sports out of total population 3305 from both sector universities as sample. The 82% returned rate of responses were recorded. Proportionate random sampling technique was preferred to provide equal chance to the population of each university for true representation in the selected sample. The required information was collected through five option Likert type questionnaires. The pilot testing (validity and reliability) of the self-prepared questionnaire was made accordingly. **Results:** The results indicate that non availability of proper incentives (Traveling allowance, Daily allowance, refreshment, Cash Prizes, accommodation facilities, Reserved sport seats, Scholarships) affect the performance level of the athletes both in public and in private sector universities of KP, Pakistan. Moreover, the results of the current study also revealed that grater effect was observed in private sector universities than public sector universities. **Conclusion:** It was concluded that improper incentives (Traveling allowance, Daily allowance, refreshment, Cash Prizes, accommodation facilities, Reserved sport seats, Scholarships) affect

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the performance and motivation level of the athletes as well. Furthermore, the respondents predicted that improper incentives to athletes at university level is one of the obstacles which restrict the participation level of the athletes at national and international level sport competitions.

Key Words: Incentives, Sports, Performance, Athletes, University

Introduction

The researcher make an effort to highlight the educational institutions rewards and incentive like, Traveling allowance, Daily allowance, refreshment, Cash prizes, accommodation facilities, Reserved sport seats, Scholarships and Nepotism/favoritism in selection process etc. affect the participation of the athletes in sport activities in educational institutions. The mentioned rewards and incentives affect the motivational level of the athletes negatively when it not properly provide to the athletes. In this regard the researcher tried get the perception of the different researchers with help of their publish materials. According to Van Heerden (2014) many of the factors influence the intrinsic and extrinsic motivation of the athletes which lead towards low participation in sport activities. The author further added that level of motivation can influence the decision. Furthermore, the area of sport can be improved through offering different awards to the athletes and level of motivation can also be enhanced of the athletes. Alexandris, Tsorbatzoudis, and Grouios (2002) revealed that athletes in educational institutions participate in sport activities but the motives behind their participation in sport is differ, some of the athletes participate for their intrinsic satisfactions like pleasure and joy while some of the athletes are participated for their extrinsic need like incentive in the shape of future reward etc. So such environment and incentives are needed to provide in educational institutions for athletes to enhance the level of the athletes' motivation towards sporting activities. Kingston, Horrocks, and Hanton (2006) someone who is intrinsically motivated is stimulated to participate in sport activities. But external incentives are also necessary

for the athletes to motivate. The author further stated that self-determination and competency is some of the belief of individuals when doing activities that are imposed by intrinsic motivation. Recours, Souville, and Griffet (2004) argued that attractive environment in educational institutions, like provision of all facilities will play a key role to motivate the students intrinsically for sport participation and also for the mere pleasure. Kilpatrick, Hebert, and Bartholomew (2005) illustrate that it is evident from previous research that enjoyment is the main cause for intrinsic motivation of the athletes to participate in sport activities. Recours et al. (2004) sport motivation contribute in exhibitionism and competition; both are contributing factors to enhance the extrinsic motivation and cooperation and considered a factor contributing to intrinsic motivation of the athletes. Campbell, Campbell, and van Heerden (2008) claim that one of the motives of the athletes behind their participation in sport is fun and enjoyment, and these are the ingredients of intrinsic satisfaction. The author further claimed that females have a stronger tendency for sociability when they participate in sporting activities. Guedes, Legnani, and Legnani (2013) conducted a study on university level and revealed that university students gave great importance to sport and physical activities when offer them incentives in shape of rewards and distinct facilities.

Williams and Williams (2011) stated that numerous theories have been postulated to explain motivation. The author argued that some of the theories claimed that for student material rewards, wishing to increase their power and respect in the public, conducive environments, appreciation, are the most important sources for motivation. It is the responsibility of the educational institutions to provide proper concentration, incentives, and trainings that positively impact the students and enhance their motivational level. Palmer (2007) illustrate that motivation is an essential element for the achievement and for attainment of required objective in any field. The author further revealed that sign of motivation in the students are; when they pay attention, take

interest, and appear to be happy and excited. According to Daniels (2010) and Campbell et al. (2008) incentives to athletes in educational institutions play a key role to enhance the level of spots. These incentives may be offering scholarship, job, and financial awards to athletes. The author also claimed that small incentive like gift could be given but these may not affective like financial incentives. In the light of above evidence it can be said that incentive to athletes develop the motivation level and can increase the level of sport participation in educational institutions among the students. And if the educational institutions do not offer incentive, it may affect the motivation level and sport activities in educational institutions.

Gavin, Keough, Abravanel, Moudrakovski, and Mcbrearty (2014) entertained the 1885 subjects with using valid and reliable questionnaire to find out the biosocial interest and motivation behind sports participation, the author applied exploratory factor analysis to with rotation method to find out the umbrella factor special reference to intrinsic and extrinsic factors (competitiveness, provision of refreshment, social interactions, stress reduction, attractiveness, physical fitness and mental toughness). The qualitative data of respondents converted to quantitative data with assigning numbers to the factors the researcher extracted two main and top listed motives (provision of refreshment and stress reduction) from all the motives based on high mean score. The result of the study showed that significant variation occur in other motives (friends, fun, and mental toughness) due to provision of refreshment motive which were considered most significant and important factor with respect of motivate towards sports and need to keep in focus. A sample of 579 took by the researcher Murphey (2014) to find out the motives behind sports participation and found that most dominant and well highlighted factors were (competitiveness, match fee, social interactions, attraction, fitness, capacity building and refreshment,). Psychological (vitality, mental toughness, prizes, mental energy, and self-esteem) and physical (looks, increased muscular

strength, fitness, and attraction) soundness also influenced positively by the regular participation in sports (Boiché & Sarrazin 2007; Koivula 1999).

A Gender (men and women) based study conducted by the Kilpatrick et al. (2005) the purpose of study was to identify the motives and most practiced motive for exercise and sports participation. Weight management, stress endurance and appearance were recorded as major motives in exercise on the other hand challenge acceptance, social recognition, mental strength, prizes and competitiveness appeared as the motivational factor for participation in sports activities. The most dominant and inspirational factor among all factors was cash prizes with special reference to sports participation. The factor prizes/allowances considered a strong motive to bring sports participation at next upgrade level. Several dimensions of attraction towards sports recorded by the Ross, Mallett, and Parkes (2015) through researcher study such as enjoyment, energy release, reward, and cash prize, which motivates the persons towards sport-tourism, the researcher also try his/her best to explore the phenomena in different situations. The success of athletes in their lives was also the questions which arise in the minds of researcher and Sugar (2015) tried to answer the question through scientific method. The author concluded that physical and sports activities develop athletes physically and mentally which enable them to appear as a role model for others. The flexibility, muscular strength and general look of athletes is also a main reason behind sports participation of other peoples. The sample of 350 subjects was taken by the Afsanepurak, Seyed, Rasool, Seyfari, and Fathi (2012) to clarify the qualitative value of incentives behind the participation in sports activities and found that participant reported that a number of incentives gain by the athletes such as entertainment, social energy, enabled for work in group, rewards, physical fitness, scholarships opportunities, and competitiveness.

Parnabas, Mahamood, and Parnabas (2013) carried out the study on 130 sampled athletes. The athletes were belonging to China, Malaysian, and

India. The athletes were from major game football having approximately same age and the researcher kept information about religion and social background from the respondents. The majority of the athletes reported that the second main reason and motive behind their sports participation was desire life style. The mean score of other motives such as tourism, social status, competitiveness, self-esteem, and cohesiveness, was also high. Attractive life style, looking good and attractive reported as very dominant and well documented motives for teenage which motive the teenager towards sports activities (Divine and Lepisto, 2005; ;Delaney, 2013). Active life style as a motive behind sports participation was also recorded significant and common when the author Parnabas and Parnabas (2014) carried out the study on sample size of 231 athletes of inter university-competition from different ethnicities the different studies conducted in different corners of the world also reported that at teen age the enthusiasm and interest of participant are very high to participate in sports activities which reduce gradually along with aging (Connor, 2003; Fahey, Delaney, & Gannon, 2005; Walsh, 2011)

Objectives

1. To identify the effect of incentives upon the performance of athlete at public sectors universities, KP, Pakistan
2. To identify the effect of incentives upon the performance of athlete at private sectors universities.
3. To identify the effect of incentives as whole both in public and in private sector universities upon the performance of athlete.
4. To highlight the significant difference between the view-point of public and private sector universities respondents regarding the effect of incentives upon the sports performance of athletes at university level.

Research Questions

- 1 Whether there is significant effect of incentives (Traveling allowance, Daily allowance, refreshment, Cash Prizes,

- accommodation facilities, Reserved sport seats, Scholarships) upon the sports performance of athletes in public sector universities.
- 2 Whether there is significant effect of incentives (Traveling allowance, Daily allowance, refreshment, Cash Prizes, accommodation facilities, Reserved sport seats, Scholarships) upon the sports performance of athletes in private sector universities.
 - 3 Whether there is significant effect of incentives (Traveling allowance, Daily allowance, refreshment, Cash Prizes, accommodation facilities, Reserved sport seats, Scholarships) upon the sports performance of athletes both in public and private sector universities.
 - 4 Whether there is a significant difference between the view-point of public and private sector universities respondents regarding the effect of incentives (Traveling allowance, Daily allowance, refreshment, Cash Prizes, accommodation facilities, Reserved sport seats, Scholarships) upon the sports performance of athletes at university level.

Method and Materials

To reach at certain findings the following methodology was adopted to carry the study smoothly.

Design of the Study

The study was exploratory and descriptive in nature. A survey technique was used to accumulate information from the population. According to Wyse (2012) surveys are relatively economical and useful to describe the characteristics of a large population, also the survey method allows the respondents to respond honestly.

Population of the Study

The directors' sports and athletes of public and private sector universities was the population in the province of KP, Pakistan. There were total 31 universities, among which 20 were in the public and 10 in the private sectors respectively. Total 3305 athletes in public and private sector universities were detected as population. After the inclusion of 31 directors' sport, the total population was 3336.

Sample Size and Sampling Technique

The researcher followed L. R. Gay suggestion and taken 20% sample from the whole population. The total sample size of athletes was 671 selected from both the public and private sectors universities of KP, Pakistan. After inclusion the 31 directors' sport (671+31) the entire sample were 702 from both sector universities. A proportionate random sampling technique was used in each university for the equal representation of the each university population.

Instrumentation

Likert type questionnaire was organized for data collection offering five options from strongly Agree to strongly disagree.

Procedure

The elements of the questionnaire were ended with help of literature reviewed. The validity, pilot testing, reliability of the questionnaire were also made from the experts and small size of population respectively for the accuracy and internal consistency of the scale items. The reliability of the scale was found .890.

Mode for Data Collection

Personal visit was made to all the selected universities of KP Pakistan for gathering the necessary information from the selected population. Fifteen days were given to fill the questionnaire; most of the population sent the questionnaire back through post office with in the stipulated time. The

82% return rates of the respondents were recorded.

Data Analysis

The researcher used multiple regressions, independent sample t-Test, as inferential statistics to highlights the effect of incentives upon the sports performance of the athletes in both public and private sector universities of KP, Pakistan.

Results and Discussion

Whether there is significant effect of incentives (Traveling allowance, Daily allowance, refreshment, Cash Prizes, accommodation facilities, Reserved sport seats, Scholarships) to athletes upon the sports performance of athletes in public sector universities

Table # 1: *Multiple regressions show the effect of incentives upon the sports performance of athletes in public sector universities.*

Model	R	R Square	Adjusted R Square	F	B	T	Sig.
1	.345 ^a	.119	.117	55.390	3.410	46.474	.000
2	.426 ^b	.181	.177	45.394	3.223	41.209	.000
3	.451 ^c	.204	.198	34.904	3.086	35.388	.000
4	.452 ^d	.204	.197	26.212	3.071	33.675	.000
5	.504 ^e	.254	.245	27.715	2.815	27.806	.000
6	.528 ^f	.279	.268	26.150	2.613	23.056	.000
7	.546 ^g	.299	.286	24.627	2.532	22.116	.000

a = 0.01

a. Predictors: (Constant), Reserved sport seats

b. Predictors: (Constant), Reserved sport seats, Daily allowance

c. Predictors: (Constant), Reserved sport seats, Daily allowance, Cash prizes

d. Predictors: (Constant), Reserved sport seats, Daily allowance, Cash prizes, Traveling allowance

e. Predictors: (Constant), Reserved sport seats, Daily allowance, Cash prizes, Traveling allowance, Accommodation facilities

f. Predictors: (Constant), Reserved sport seats, Daily allowance, Cash prizes, Traveling allowance, Accommodation facilities, Refreshment

g. Predictors: (Constant), Reserved sport seats, Daily allowance, Cash prizes, Traveling allowance, Accommodation facilities, Refreshment, Scholarships

Table No: 1 explains the effect of seven different models of incentives (Traveling allowance, Daily allowance, refreshment, Cash Prizes, accommodation facilities, Reserved sport seats, Scholarships) upon the sports performance of athletes in public sector universities. The data shows the effect of model 1 (a) on university sports was 11.90% ($p < .01$), the effect of model 1 & 2 on university sports was 18.10% ($p < .01$). The effect of model 1, 2 & 3 on university sports was 20.40% ($p < .01$), the effect of model 1,2,3 & 4 on university sports was 20.40% ($p < .01$). The effect of model 1, 2, 3, 4 & 5 upon university sports was 25.40% ($p < .01$). In the same way the effect of model 1, 2, 3, 4, 5 & 6 upon university sports was 27.90% ($p < .01$) similarly, and the effect of model 1, 2, 3, 4, 5, 6 & 7 upon university sports was recorded as 29.90% ($p < .01$). The model seven indicates that, due to independent variables (incentives) there was 29.90% ($p < .01$) variation occur in university sports. Hence the data shows that there is significant effect of incentives (traveling allowance, daily allowance, and refreshment, cash prizes, accommodation facilities, reserved sport seats and scholarships) upon the sports performance of athletes at university level.

Whether there is significant effect of incentives (Traveling allowance, Daily allowance, refreshment, Cash Prizes, accommodation facilities, Reserved sport seats, Scholarships) to athletes upon the sports performance of athletes in private sector universities.

Table # 2: *Multiple regressions show the effect of incentives to athletes upon the sports performance of athletes at private sector universities.*

Model	R	R Square	Adjusted R Square	F	B	T	Sig.
1	.267 ^a	.071	.065	12.104	3.775	31.569	.001
2	.285 ^b	.081	.070	6.962	3.573	18.507	.001

3	.526 ^c	.277	.263	19.906	2.997	15.491	.000
4	.608 ^d	.370	.353	22.733	2.491	11.870	.000
5	.615 ^e	.378	.357	18.688	2.395	10.871	.000
6	.708 ^f	.501	.482	25.620	1.874	8.710	.000
7	.743 ^g	.552	.531	26.736	1.376	5.798	.000

a = 0.01

a. Predictors: (Constant), Reserved sport seats

b. Predictors: (Constant), Reserved sport seats, Daily allowance

c. Predictors: (Constant), Reserved sport seats, Daily allowance, Cash prizes

d. Predictors: (Constant), Reserved sport seats, Daily allowance, Cash prizes, Traveling allowance

e. Predictors: (Constant), Reserved sport seats, Daily allowance, Cash prizes, Traveling allowance, Accommodation facilities

f. Predictors: (Constant), Reserved sport seats, Daily allowance, Cash prizes, Traveling allowance, Accommodation facilities, Refreshment

g. Predictors: (Constant), Reserved sport seats, Daily allowance, Cash prizes, Traveling allowance, Accommodation facilities, Refreshment, Scholarships

Table 2 illustrates the effect of seven different models of incentives (Traveling allowance, Daily allowance, refreshment, Cash Prizes, accommodation facilities, Reserved sport seats, Scholarships) upon the sports performance of athletes at university level. The effect of model 1 on university sports was 7.10% ($p < .01$), the effect of model 1 & 2 on university sports was 8.10% ($p < .01$). The effect of model 1, 2 & 3 on university sports was 27.70% ($p < .01$), the effect of model 1,2,3 & 4 on university sports was 37% ($p < .01$). The effect of model 1, 2, 3, 4 & 5 upon university sports was 37.80% ($p < .01$). In the same way the effect of model 1, 2, 3, 4, 5 & 6 upon university sports was 50.10% ($p < .01$) similarly, and the effect of model 1, 2, 3, 4, 5, 6 & 7 upon university sports was recorded as 55.20% ($p < .01$). The model seven indicates that, due to independent variables (incentives) there was 55.20% ($p < .01$) variation occur in university sports. Hence the data shows that there is significant effect of incentives (traveling allowance, daily allowance, and refreshment, cash prizes, accommodation facilities, reserved sport seats and scholarships) upon the sports performance of athletes at university level.

Whether there is significant effect of incentives (Traveling allowance, Daily allowance, refreshment, Cash Prizes, accommodation facilities, Reserved sport seats, Scholarships) to athletes upon the sports performance of athletes in both public and private sector universities.

Table # 3: *Multiple regressions showing the effect of incentives upon the sports performance of athletes at university level*

Model	R	R Square	Adjusted R Square	F	B	T	Sig.
1	.299 ^a	.090	.088	56.202	3.536	54.697	.000
2	.384 ^b	.147	.144	49.216	3.277	38.107	.000
3	.429 ^c	.184	.180	42.867	3.101	28.960	.000
4	.508 ^d	.258	.253	49.491	2.708	23.292	.000
5	.559 ^e	.312	.306	51.514	2.385	21.485	.000
6	.582 ^f	.339	.332	48.354	2.247	19.650	.000
7	.588 ^g	.346	.338	42.717	2.159	54.697	.000

a = 0.01

- a. Predictors: (Constant), Reserved sport seats
- b. Predictors: (Constant), Reserved sport seats, Daily allowance
- c. Predictors: (Constant), Reserved sport seats, Daily allowance, Cash prizes
- d. Predictors: (Constant), Reserved sport seats, Daily allowance, Cash prizes, Traveling allowance
- e. Predictors: (Constant), Reserved sport seats, Daily allowance, Cash prizes, Traveling allowance, Accommodation facilities
- f. Predictors: (Constant), Reserved sport seats, Daily allowance, Cash prizes, Traveling allowance, Accommodation facilities, Refreshment
- g. Predictors: (Constant), Reserved sport seats, Daily allowance, Cash prizes, Traveling allowance, Accommodation facilities, Refreshment, Scholarships

The above table shows the effect of seven different models (Traveling allowance, Daily allowance, refreshment, Cash Prizes, accommodation facilities, Reserved sport seats, Scholarships) of incentives upon the sports performance of athletes at university level. The effect of model 1 (a) on university sports was 09% ($p < .01$), the effect of model 1 & 2 on university sports was 14.70% ($p < .01$). The effect of model 1, 2 & 3 on

university sports was 18.40% ($p < .01$), the effect of model 1,2,3 & 4 on university sports was 25.80% ($p < .01$). The effect of model 1, 2, 3, 4 & 5 upon university sports was 31.20% ($p < .01$). In the same way the effect of model 1, 2, 3, 4, 5 & 6 upon university sports was 33.90% ($p < .01$) similarly, and the effect of model 1, 2, 3, 4, 5, 6 & 7 upon university sports was recorded as 34.60% ($p < .01$). The model seven indicates that, due to independent variables (incentives) there was 34.60% ($p < .01$) variation occur in university sports. Hence the data shows that there is significant effect of incentives (traveling allowance, daily allowance, and refreshment, cash prizes, accommodation facilities, reserved sport seats and scholarships) upon the sports performance of athletes at university level.

Whether there is a significant difference between the view-point of public and private sector universities respondents regarding the effect of incentives (Traveling allowance, Daily allowance, refreshment, Cash Prizes, accommodation facilities, Reserved sport seats, Scholarships) upon the sports performance of athletes at university level.

Table # 4

Independent sample t-Test showing the mean difference between public and private sector respondents regarding the effect of incentives upon the sports performance of athletes at university level

Testing Variables	University type	N	Mean	Std.	df	T	Sig.
Traveling allowance	Public Sector Universities	413	3.95	1.12358	571	1.132	.333
	Private Sector Universities	160	3.83	1.26502			
Daily allowance	Public Sector Universities	413	3.86	1.22927			
	Private Sector Universities	160	4.19	.95948		-3.05	.000

	Public Sector	413	3.64	1.17573		
Refreshment	Universities				-5.986	.000
	Private Sector	160	4.24	.82223		
	Universities					
Cash prizes	Public Sector	413	4.03	1.04127		
	Universities				-4.336	.326
Accommodation facilities	Private Sector	160	4.43	.82835		
	Universities					
Reserved sport seats	Public Sector	413	4.05	.89094		
	Universities				-3.702	.003
Private Sector	Universities					
	Public Sector	413	4.07	1.04854		
Scholarships	Private Sector	160	4.50	.70933		
	Universities				-4.777	.000
Private Sector	Universities					
	Public Sector	413	4.22	.98156		
Private Sector	Universities					
	Private Sector	160	4.36	.91354		
	Universities				-1.415	.197

$\alpha = 0.01$

The above table shows the mean of traveling allowance incentive is 3.95 in public sector universities, private 3.83, $t_{571} = 1.132$, $p = .333 > 0.01$ which indicate that there is no significant difference between the view point of public and private sectors universities respondents regarding the effect of traveling allowance incentive upon the sports performance of the athletes. The mean in respect of daily allowance in public sector universities is 3.86, private sector is 4.19, $t_{571} = -3.05$, $p = .000 < 0.05$ which indicate that there is a significant difference between the view point of public and private sector university respondent's standpoint regarding the effect of daily allowance upon the sport performance of athletes. The greater effect is found upon the sport performance of athletes in private sector universities due to daily allowance incentive. In connection with refreshment incentives the mean of public sector universities respondents is 3.64, private 4.24, $t_{571} = -5.986$, $p = .000 <$

0.01, which indicate that greater effect is found in public sector universities upon the sport performance of athletes due to refreshment incentives. The mean of cash prizes incentives in public sector universities is 4.03, private sector universities is 4.43, $t_{571} = -4.336$, $p = .326 > 0.01$ which explains that same effect is observed in both public and private sector universities and no significant difference is found among the stance of public and private sector universities respondents regarding the effect of cash prizes incentives upon the sports performance of athletes. Similarly in respect of accommodation facilities incentive, the mean of public sector universities respondents is 4.05, private universities is 4.40. $t_{571} = -3.702$, $p = .003 < .01$ which indicates that more effect is due to accommodation facilities incentives in private sector universities upon the sports performance of athletes and significant difference is recorded between the stance of public and private sector university respondents regarding the effect accommodation facilities incentive upon the sport performance of athlete. In connection with reserved sport seats incentive the data show the mean public university respondents is 4.07, private is 4.50, $t_{571} = -4.777$, $p = .000 < .01$ which shows that there is significant difference between the view point of public and private sector universities respondents regarding the effect of reserved sports seats incentive upon the sport performance of athletes and more effect is observed due to reserved sport seats incentive in private sector universities. In the same way the above table explains that the mean of scholarships incentive in public sector universities is 4.22, private is 4.36, $t_{571} = -1.415$, $p = .197 > 0.01$ which depict that same effect is observed in both sector universities and no significant difference is recorded between the stance of public and private sector university respondents regarding the effect of scholarship incentive upon the sport performance of university athletes. Therefore, it is found, that as whole more effect in private sector universities is due to Incentives (Traveling allowance, Daily allowance, refreshment, Cash Prizes, accommodation facilities, Reserved sport seats, Scholarships)

upon the sports performance of athletes at university level.

Discussion

the present study found that non availability of proper incentives to athletes significantly affect university sport and lead towards low participation in sport events among university athletes. Offering attractive honorarium, scholarship, cash prizes and transport facilities etc to the athletes associated with positive motivation of the athletes to participate more in sports activities and to performed better. In this study all the respondents i.e. athletes and directors sport of the public sector universities confirmed that really it can support the athletes for better performance in sport. All the respondents realized that sufficient incentives are not provided to the athletes at university level, they considered that non availability of the required incentives to the athletes are among the internal factors affecting university sport. The researcher has ended an effort from all the available sources to dig out the research study in which the said factor is being entertained, but no specific findings were found on the same factor. However Afsanepurak, Hossini, Seyfari, and Nasab (2012) presented in their results and revealed that offering incentives to the athletes like group work, rewards, social energy, scholarships opportunities, entertainment, and physical fitness positively affect sport activities. social status, tourism, cohesiveness, and self-esteem be the source of motivation among the athletes to increase their level of interest in sport (Divine & Lepisto (2005); White & Duda, 1994). It is recommended that more research studies may initiate on the above factor for more investigation.

Conclusion

On the basis of findings of the study the researcher concluded that there is significant effect of incentives (Traveling allowance, Daily allowance, refreshment, Cash Prizes, accommodation facilities, Reserved sport seats, Scholarships) to athletes upon the sports performance of athletes in

public sector universities. The researcher also concluded that, there is significant effect of incentives (Traveling allowance, Daily allowance, refreshment, Cash Prizes, accommodation facilities, Reserved sport seats, Scholarships) to athletes upon the sports performance of athletes in private sector universities. Similarly, the researcher reached at the fact there is significant effect of incentives (Traveling allowance, Daily allowance, refreshment, Cash Prizes, accommodation facilities, Reserved sport seats, Scholarships) to athletes upon the sports performance of athletes in both public and private sector universities. Consequently, the findings of the study concluded that there is a significant difference between the view-point of public and private sector universities respondents regarding the effect of incentives (Traveling allowance, Daily allowance, refreshment, Cash Prizes, accommodation facilities, Reserved sport seats, Scholarships) upon the sports performance of athletes at university level. It was found that both the respondents of public and private sector universities have the same stance and highlighted that poor provision of incentives is one of the major factor responsible for the poor sport performance among the universities athletes in the province of KP, Pakistan. The respondents pointed out that the effect of incentives is greater upon the sports performance of athletes at private sector universities as compare to public sector universities. On the bases of findings it is concluded that offering proper incentives (Traveling allowance, Daily allowance, refreshment, Cash Prizes, accommodation facilities, Reserved sport seats, Scholarships) motivate university athletes to perform better and also help to improve their participation level to national and international sport competitions. Furthermore, on the bases of present study indications, it is suggested that proper attention should be given to develop a culture for offering all type of incentives to athletes both in public and private sector universities level to enhance their performance level in sport competitions.

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