



Does the Level of Fanaticism Affect Orientation Toward Sports Events? A Study on University Students

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ABSTRACT

The aim of this study is to examine the impact of fanaticism levels of university students receiving sports education on their orientation towards sports events. In the study, the correlational survey model was used. The research group consists of 472 university students enrolled at Karadeniz Technical University and Trabzon University and they were selected using a convenience sampling method. As data collection tools, the study used the “Personal Information Form,” the “Football Supporter Fanaticism Scale,” and the “Orientation Toward Sporting Events Scale”. IBM SPSS 25 software was used to analyze the research data, and skewness and kurtosis values were examined to determine normality of distribution. Since the data exhibited a normal distribution, parametric tests such as t-testi, one-way ANOVA, Pearson correlation analysis and regression analysis were applied. Findings indicated no significant differences based on participants’ age and family income status. However, a statistically significant relationship was found between fanaticism levels and orientation toward sports events based on gender and frequency of participation in sports events. In addition, a moderate, positive, and significant relationship was found between participants’ levels of fanaticism and their orientation toward sports events. As a result, as participants’ fanaticism levels increased, their orientation toward sports events.

Keywords: Fanaticism, Orientation toward sports events, University student

Fanatiklik Düzeyi Spor Etkinliklerine Yönelimi Etkiler mi? Üniversite Öğrencileri Üzerine Bir Araştırma

ÖZ

Bu araştırmanın amacı, spor eğitimi alan üniversite öğrencilerinin fanatiklik düzeylerinin spor etkinliklerine yönelim üzerindeki etkisini incelemektir. Araştırmada nicel araştırma yaklaşımlardan ilişkisel tarama modeli kullanılmıştır. Araştırma grubunu, Karadeniz Teknik Üniversitesi ve Trabzon Üniversitesi’nde öğrenim gören ve kolayda örneklem yöntemiyle belirlenen 472 üniversite öğrencisi oluşturmaktadır. Araştırmada veri toplama aracı olarak “Kişisel Bilgi Formu”, “Futbol Taraftarı Fanatiklik Ölçeği” ve “Spor Etkinliklerine Yönelim Ölçeği” kullanılmıştır. Araştırma verilerinin analizinde, IBM SPSS 25 paket programından faydalanılmış olup, normallik dağılımlarını belirlemek için çarpıklık ve basıklık değerleri incelenmiştir. Veriler normal dağılım gösterdiği için, parametrik testler tercih edilmiş ve bu doğrultuda t-testi, One-Way ANOVA, Pearson korelasyon testi ve regresyon analizi uygulanmıştır. Araştırma bulgularına göre, katılımcıların yaşları ve aile gelir durumları açısından anlamlı bir farklılık bulunmamıştır. Ancak cinsiyet ve spor etkinliklerine katılım sıklığı değişkenlerine göre fanatiklik düzeyleri ile spor etkinliklerine yönelimleri arasında istatistiksel olarak anlamlı farklılıklar tespit edilmiştir. Ayrıca katılımcıların fanatizm düzeyleri ile spor etkinliklerine yönelik yönelimleri arasında orta düzeyde, pozitif ve anlamlı bir ilişki tespit edilmiştir. Sonuç olarak, katılımcıların fanatiklik düzeyleri arttıkça spor etkinliklerine yönelimlerinin de arttığı saptanmıştır.

Anahtar kelimeler: Fanatiklik, Spor etkinliklerine yönelim, Üniversite öğrencisi

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INTRODUCTION

Sport plays a significant role in social life, not only by improving individuals' physical health but also through its psychological, social, and cultural dimensions (Çelik et al., 2017). In the structure of modern society, sport has gone beyond being a mere physical activity to become a global industry and a cultural phenomenon with economic, social, and psychological dimensions. Within this scope, interest and participation in sporting events are closely linked to individuals' attitudes, behaviours, and value judgments. One of the key concepts emerging from this interest and participation is described "fanaticism" in the literature, a state in which individuals or groups feel a deep emotional commitment to specific values. This commitment may emerge as both an individual process and a social movement (Dwyer et al., 2015). On a global scale, fanaticism is seen in many branches of sport; however, football is particularly known as a sport that has fanatical supporter groups. Feelings of fanaticism can also spread within society and serve as a source of oppression (Fuschillo, 2020). While fanaticism is evident in many sports worldwide, soccer stands out as a sport with particularly passionate fans and fanatical groups. The rise in soccer fanaticism may also be influenced by the complex behavioral dynamics among spectators. Examples of such activities during their free time include purchasing tickets, joining or creating social media groups related to the team, and subscribing to various streaming packages to watch games (Dwyer et al., 2018). Football has gone beyond being just a sport, evolving into a lifestyle for individuals and a massive industry capable of uniting nations on a common platform. While some individuals identify with the fans or players of the team they support, others share the pride and enthusiasm felt for their country's achievements. Much of the hate speech and crime in football is formed by the influence of fanatical individuals. While the competitive nature of soccer has paved the way for new discussions aimed at preventing such rhetoric (Yüçetürk & Ağin, 2022), the pressure on athletes and referees—particularly when combined with high spectator turnout—along with intense excitement and the desire to win, is considered a significant factor contributing to fanaticism (Kutomanov et al., 2019).

Today, the academic success of university students is shaped by the interaction of cognitive, social, psychological, and physical factors. Participation in sports activities is a key factor in this process, as it both supports their physical health and contributes to their psychosocial development (Ulukan et al., 2021). It is also widely accepted that sports activities contribute to students' physical, mental, and social development (Johnston et al., 2021; Yalcin et al., 2020). Research shows that university students spend most of their time passively during their academic terms due to scholarly activities, implying a potential risk of sedentary behavior among this population (Gažarová et al., 2019; Syed et al., 2020). When considering university students' orientations toward sports activities from a broad perspective, it becomes clear that information concerning these tendencies across different societies and demographic characteristics must be updated based on the rapidly advancing technology and changing living conditions (Canpolat & Turhan, 2023). On the other hand, the presence of a social circle of friends who engage in sports, as well as sports clubs or teams, can increase university students' interest in sports activities (Hartman et al., 2020). Moreover, while positive attitudes toward sport increase the inclination to participate, negative attitudes can cause the exhibition of a dismissive stance regarding physical engagement (Yavuz & Yücel, 2019).

A review of the literature shows that studies addressing the relationship between fanaticism levels and orientation towards sports activities are seldom (Gündem, 2025; Shank & Beasley, 1998). Therefore, this research is original since it introduces a different perspective to the field. Thus, the study aims to contribute to both the existing literature and future research by investigating the extent to which fanaticism levels affect the orientation towards sports activities, specifically among university students receiving sports education. Based on this information, the study aims to investigate the impact of fanaticism levels of university students receiving sports education on their orientation towards sports activities.

METHODS

Model of the Research

This study aimed to reveal the impact of fanaticism levels on the orientation towards sports activities among university students receiving sports education, used the relational survey mode, one of the quantitative research approaches. The relational survey model is a quantitative research design used to determine whether a relationship exists between two or more variables and, if so, to identify the direction and degree of that relationship (Fraenkel et al., 2012).

Research Group

The research group were selected through the convenience sampling method from a total of 472 students, consisting of 239 females (50.6%) and 233 males (49.4%), enrolled at Karadeniz Technical University and Trabzon University. The mean age of the students is 21.44 ± 3.09 . The sample size for the study was calculated using the G*Power 3.1.9.7 software. For the multiple regression analysis, the calculation, based on a medium effect size ($f^2 = .15$), a power of .95 ($1 - \beta$), and a significance level of .05 (α), showed that the recommended minimum sample size should be 129 participants (Faul et al., 2009). Considering the potential attrition rate (dropout rate), the number of participants in the research group was kept higher and determined as 472. Detailed demographic information and the respective distributions of the participants are presented in Table 1. Ethics Committee approval was received for this study from the ethics committee of Trabzon University (Date: January 27, 2026, Decision Number: E-81614018-050.04-2600013744).

Table 1. Demographic Characteristics of Participants

Variables		n	%
Gender	Female	239	50.6
	Male	233	49.4
Frequency of Participation in Sports Events	Rarely	129	27.3
	At Regular Intervals	209	44.3
	Very Frequently	134	28.4
Family Income Level	Below Minimum Wage	47	10.0
	Minimum Wage	122	25.8
	Above Minimum Wage	303	64.2
Total		472	100.0

Data Collection Tools

In the current study, “Introductory Information Form”, “Football Supporter Fanaticism Scale (FSFS)” and “Orientation Toward Sporting Events Scale (OTSES)” were used to collect the data.

Personal Information Form: This form includes independent variables such as gender, age, frequency of participation in sports activities, and family income level for the participants.

Football Supporter Fanaticism Scale (FSFS): Developed by Taşmektepligil et al. (2015), the scale consists of 13 items and two sub-dimensions. These sub-dimensions are identified as "Thought and Action Tendencies of Violence" (TATV) (items 1, 5, 7, 8, 9, 11, 12, 13) and "Institutional Belonging" (IB) (items 2, 3, 4, 6, 10). The scale is a 4-point Likert-type scale, scored from "1 = Strongly Disagree" to "4 = Strongly Agree." Participants are categorized based on their total scores: those scoring between 13–21 are considered as "fanatics," those between 22–30 as "team supporters," and those between 31–52 as "football enthusiasts." The maximum possible score from the scale is 52, while the minimum is 13. The original Cronbach's Alpha value reported for the scale was .87. In the study, the Cronbach's Alpha coefficients

were found as .86 and .88 for the sub-dimensions, respectively, and .92 for the overall scale.

Orientation Toward Sporting Events Scale (OTSES): Developed by Pons et al. (2006) and adapted into Turkish by Çevik et al. (2019), the scale consists of 12 items and three sub-dimensions. The sub-dimensions are identified as "Socialization" (S) (items 1–3), "Sensation Seeking" (SS) (items 4–8), and "Information Seeking" (IS) (items 9–12). The scale is a 5-point Likert-type scale, ranging from "1 = Strongly Disagree" to "5 = Strongly Agree." The minimum possible score from the scale is 12, while the maximum is 60. The Cronbach's Alpha coefficients reported for the sub-dimensions and the total scale were .75 for socialization, .87 for sensation seeking, .75 for information seeking, and .87 for the overall scale. In the present study, the Cronbach's Alpha coefficients were found as .81, .93, and .83 for the sub-dimensions, respectively, and .92 for the overall scale.

Data Collection

The data collection process of the study was done via Google Forms between March 6 and March 30, 2026. In the first stage of the data collection process, permission was obtained from the participants through an informed consent form, and participation was ensured based on the principle of voluntary participation.

Data Analysis

In the analysis of data, IBM SPSS 25 software was used. Before the the analysis, skewness and kurtosis values were calculated to decide the normality distribution of the data. Since the values obtained from the scales were within the range of "-1 to +1," it was decided that the assumption of normal distribution was met (Hair et al., 2019). As a result, parametric tests were used, and t-testi, one-way ANOVA, Pearson correlation and regression analysis were made. Additionally, a multicollinearity analysis was made, revealing that the Variance Inflation Factor (VIF) values were 2.478 (VIF < 10) and the tolerance values were .404 (> .2) (Field, 2009; Hu & Bentler, 1999; Tabachnick & Fidell, 2019); thus, it was concluded that there was no multicollinearity problem.

RESULTS

Table 2. Distribution of Football Supporter Fanaticism Scale and Orientation Toward Sporting Events Scale Scores

Scale and Sub-dimensions	$\bar{X}$	SD	Skewness	Kurtosis	Min.	Max.
Thought and Action Tendencies of Violence	18.00	5.25	.327	.163	8.00	32.00
Institutional Belonging	9.25	3.91	.849	.039	5.00	20.00
FSFS (Total)	27.25	8.63	.637	.197	13.00	52.00
Socialization	10.26	2.43	-.477	.541	3.00	15.00
Sensation Seeking	18.58	4.43	-.855	.815	5.00	25.00
Information Seeking	12.43	3.81	-.207	-.432	4.00	20.00
OTSES (Total)	41.26	9.06	-.620	.806	12.00	60.00

When Table 2 is examined, it was seen that the scores obtained from the scales used in the study fall within the range of "-1 to +1." Based on the findings obtained, it was observed that the data comply with the normal distribution criteria. Therefore, parametric statistical methods were preferred for the analysis.

Table 3. Gender-based Differences in Football Supporter Fanaticism Scale and Orientation Toward Sporting Events Scale Scores

Scale and Sub-dimensions	Female (n=239)		Male (n=233)		t	df	p
	$\bar{X}$	SD	$\bar{X}$	SD			
Thought and Action Tendencies of Violence	16.04	4.72	20.00	5.01	-8.85	470	.00*
Institutional Belonging	7.79	3.12	10.75	4.08	-8.85	434.16	.00*
FSFS (Total)	23.83	7.38	30.76	8.43	-9.49	458.65	.00*
Socialization	10.19	2.46	10.33	2.41	-.653	470	.51
Sensation Seeking	18.23	4.74	18.93	4.07	-1.73	462.73	.09
Information Seeking	11.29	3.96	13.59	3.27	-6.87	457.55	.00*
OTSES (Total)	39.71	9.74	42.85	8.03	-3.83	457.39	.00*

*p<.05

According to the gender of the participants, a significant difference was identified in the Football Supporter Fanaticism Scale ($t=-8.85$; $p<.05$) and its sub-dimensions, as well as in the Orientation Toward Sporting Events Scale ($t=-3.83$; $p<.05$) and the information seeking ($t=-6.87$; $p<.05$) sub-dimension (Table 3).

Table 4. Relationship Between Age and Scores on the Football Supporter Fanaticism Scale and the Orientation Toward Sporting Events Scale for Football Fans

Scale and Sub-dimensions	Age		
	n	r	p
Thought and Action Tendencies of Violence	472	-.037	.42
Institutional Belonging	472	-.010	.83
FSFS (Total)	472	-.027	.55
Socialization	472	-.030	.51
Sensation Seeking	472	.015	.74
Information Seeking	472	.020	.66
OTSES (Total)	472	.008	.86

In Table 4, it was seen that that there was no significant difference based on age in the Football Supporter Fanaticism Scale ($r=-.027$; $p>.05$) and its sub-dimensions, nor in the Orientation Toward Sporting Events Scale ($r=.008$; $p>.05$) and its sub-dimensions.

Table 5. Differences in Football Supporter Fanaticism Scale and Orientation Toward Sporting Events Scores Based on the Frequency of Participation in Sports Events

Scale and Sub-dimensions	Rarely (n=129) A		At Regular Intervals (n=209) B		Very Frequently (n=134) C		F	p	MD
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD			
Thought and Action Tendencies of Violence	15.19	4.54	18.03	4.92	20.65	5.00	41.82	.00*	B>A C>A, B
Institutional Belonging	7.68	2.95	9.25	3.87	10.75	4.21	22.05	.00*	B>A C>A, B
FSFS (Total)	22.87	6.92	27.29	8.24	31.40	8.70	37.02	.00*	B>A C>A, B
Socialization	9.45	2.34	10.35	2.29	10.90	2.54	12.56	.00*	B>A C>A
Sensation Seeking	16.15	4.62	19.00	4.06	20.25	3.79	34.17	.00*	B>A C>A, B
Information Seeking	9.86	3.35	12.88	3.65	14.19	3.14	55.61	.00*	B>A C>A, B
OTSES (Total)	35.46	8.78	42.22	8.31	45.35	7.59	49.82	.00*	B>A C>A, B

*p<.05

MD: Meaningful Difference

Significant differences were found in the Football Supporter Fanaticism Scale ($F_{2,469}=37.02$; $p<.05$), the Orientation Toward Sporting Events Scale ($F_{2,469}=49.82$; $p<.05$), and their sub-dimensions based on the frequency of participation in sports events. When the results of the Tukey post-hoc analysis were investigated, a significant difference was seen in the FSFS and its sub-dimensions, as well as the sensation seeking and information seeking sub-dimensions of the OTSES, between those who participate "at regular intervals" and "rarely," in favor of the at regular intervals participants. Moreover, significant differences were found between those who participate "very frequently" and those who participate both "at regular intervals" and "rarely"; these differences were determined to be in favor of individuals with very frequently participation. Further, within the socialization sub-dimension of the OTSES, significant differences were found between "at regular intervals" and "rarely" participants, as well as between "very frequently" and "rarely" participants, favouring those with at regular intervals and very frequently participation (Table 5).

Table 6. Differentiation of Football Supporter Fanaticism Scale and Orientation Toward Sporting Events Scale Scores Based on the Family Income Level

Scale and Sub-dimensions	Below Minimum Wage (n=47) A		Minimum Wage (n=122) B		Above Minimum Wage (n=303) C		F	p	MD
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD			
Thought and Action Tendencies of Violence	17.84	5.92	17.39	5.26	18.25	5.13	1.17	.31	-
Institutional Belonging	9.28	4.00	9.13	3.93	9.29	3.91	.08	.93	-
FSFS (Total)	27.21	9.43	26.52	8.70	27.54	8.49	.61	.55	-
Socialization	9.79	2.85	10.16	2.40	10.37	2.38	1.31	.27	-
Sensation Seeking	17.55	5.09	18.31	4.66	18.84	4.21	2.02	.13	-
Information Seeking	11.70	4.11	12.17	3.75	12.64	3.78	1.60	.20	-
OTSES (Total)	39.04	10.20	40.65	9.13	41.85	8.81	2.35	.10	-

MD: Meaningful Difference

When Table 6 is examined, no significant difference was found in the Football Supporter Fanaticism Scale ($F_{2,469}=.61$; $p>.05$), the Orientation Toward Sporting Events Scale ($F_{2,469}=2.35$; $p>.05$), or their sub-dimensions based on the participants' family income level variable.

Table 7. The Relationship Between Football Supporter Fanaticism Scale Scores and Their Orientation Toward Sporting Events Scale Scores

	1	2	3	4	5	6	7
1. Thought and Action Tendencies of Violence	1						
2. Institutional Belonging	.772**	1					
3. Football Supporter Fanaticism Scale (Total)	.958**	.923**	1				
4. Socialization	.293**	.148**	.245**	1			
5. Sensation Seeking	.283**	.099*	.217**	.678**	1		
6. Information Seeking	.572**	.465**	.558**	.475**	.553**	1	
7. Orientation Toward Sporting Events Scale (Total)	.458**	.284**	.407**	.800**	.903**	.818**	1

** $p<.01$; * $p<.05$

It was found that there is a moderate, positive, and significant relationship between the participants' fanaticism levels and their orientation toward sports events ($r=.407$; $p<.01$). In other words, it was decided that as the participants' fanaticism levels increase, their orientation toward sports events also increases (Table 7).

Table 8. The Effect of Fanaticism Level on the Orientation Towards Sporting Events

	B	Standard Error	β	t	p
Constant	26.586	1.330		19.992	.000*
Thought and Action Tendencies of Violence	1.022	.111	.591	9.220	.000*
Institutional Belonging	-.401	.149	-.173	-2.700	.007*

* $p<.05$; $F_{(2,469)}=66.717$; $p=.000$; $R=.471$; $R^2=.221$; Durbin-Watson= 1.979

Dependent Variable: Orientation Toward Sporting Events

In Table 8, the model established to determine the effect of fanaticism levels on the orientation towards sports activities was found to be significant ($F_{(2,469)}=66.717$; $p<.05$). Upon examining the regression coefficients, it is seen that thought and action tendencies of violence the orientation towards sporting events significantly and positively; in contrast, the institutional belonging sub-dimension affects the orientation towards sporting events significantly and negatively. Furthermore, the analysis shows that the model accounts for 22.1% of the variance in the orientation towards sporting events ($R^2=.221$).

DISCUSSION

Based on the results obtained from the research findings, a significant difference was identified in the Football Supporter Fanaticism Scale and its sub-dimensions, as well as in the Orientation Toward Sporting Events Scale and its information seeking sub-dimension, based on the participants' gender. This result may be given to the fact that sports, particularly football, is a field that is more identified with men historically and culturally. It is possible that male participants show a more intense interest in football, form a stronger bond with their teams, and that this bond increases the level of fanaticism. At the same time, this may be attributed to male participants' higher orientation toward sporting activities and their greater need for seeking information related to them. A review of the literature shows that Gündem (2025) found that male Samsunspor fans generally reached higher levels of fanaticism, while female fans obtained lower scores in different dimensions of fanaticism. In contrast, Demirci (2021) could not identify any statistical significance between fanaticism scale total scores and sub-dimension scores in terms of gender. Similarly, when examining fanaticism results according to the gender variable, Al-Sarraf (2020) determined no significant difference in the sub-dimensions of the fanaticism scale among students. However, studies by Atar (2019) and Kılıkış (2019) found that men had higher levels of fanaticism and aggression compared to women. Male fans establish a stronger identity with their teams, thereby increasing their emotional commitment. This commitment is associated with fanaticism and results in more intense reactions to match outcomes, higher participation in fan events, and stronger loyalty to the team.

It was seen that there was no significant difference based on age in the Football Supporter Fanaticism Scale and its sub-dimensions, nor in the Orientation Toward Sporting Events Scale and its sub-dimensions. This result may be given to the fact that the research group consists of university students with a narrow age range; the interests, social environments, and lifestyles of individuals in similar developmental stages largely overlap and this may have prevented significant differences across these variables. A review of the literature shows that Al-Sarraf (2020) found no significant difference in the sub-dimensions of the fanaticism scale among students based on the age variable. Similarly, Bahçe and Turan (2022) found no significant difference between students' age groups and their scores in the sub-dimensions of the football fan fanaticism scale ($p > .05$). These findings are in parallel with the results of the current study. On the other hand, in a study conducted by Seis (2025), fans in the 18–21 age range were found to have higher fanaticism levels compared to those aged 26 and above. Furthermore, Gündem (2025) identified statistically significant differences between the total and sub-dimension scores of the football fan fanaticism scale among Samsunspor fans across different age groups, observing that fanaticism levels were highest among fans aged 18–24. In a study conducted by Pehlivan Türk (2024), it was stated that there was a significant difference between age groups and fanaticism, and that fanaticism levels decreased as age increased. Similarly, İlk et al. (2020) found significant differences between the participants' ages and their scores in the tendency for violent thought and action and institutional belonging sub-dimensions of the Football Supporter Fanaticism Scale. Finally, in their study aimed at determining the fanaticism levels of fans in the first league, Açıak et al. (2018) found that there were significant differences between the age variable and the total scores of the football supporter fanaticism scale, as well as its sub-dimensions. When the literature on the orientation towards sports events is examined, Gündem (2025) could not identify significant differences regarding orientation towards sports events specifically in terms of the age variable. In that study, no difference was found in the orientation levels of Samsunspor fans from various age groups based on age. Turan (2021) concluded that the age variable did not create significant differences in orientation levels towards sports events and had no significant effect on this variable. In their study of university students, Dinç et al. (2020) found that age had no significant effect on attitudes towards sport. Similarly, Yayla (2022) did not detect any differences in orientation levels towards sports events within the context of the age variable. These findings appear to support the results of the current study.

Significant differences were found in the Football Supporter Fanaticism Scale, the Orientation Toward Sporting Events Scale, and their sub-dimensions based on the participants' frequency of participation in sports events. This result may be given to the fact that experiencing sports activities directly strengthens individuals' attitudes and behaviours. Regular participation in sports events increases individuals' emotional bonds with their teams, reinforces fan consciousness, and contributes to the increase in fanaticism levels. A review of the literature shows that Gündem (2025) identified statistically significant differences between levels of participation in sports activities and both the total and sub-dimension scores of the orientation

toward sporting events scale, as well as the total and sub-dimension scores of the football supporter fanaticism scale.

No significant difference was found in the Football Supporter Fanaticism Scale, the Orientation Toward Sporting Events Scale, or their sub-dimensions based on the participants' family income level. This result can be associated with the fact that these variables are shaped more by individual interests, social environments, and cultural factors. A review of the literature reveals that Demirci (2021) could not identify any statistical significance between the total and sub-dimension scores of the fanaticism scale in terms of the participants' income status. Conversely, Pehlivan Türk (2024) identified a statistically significant difference between individuals' total scores on the football supporter fanaticism scale and their income level when the income level variable was taken into consideration.

It was found that there is a moderate, positive, and significant relationship between the participants' fanaticism levels and their orientation toward sports events ($r=.407$; $p<.01$). In other words, it was determined that as the participants' fanaticism levels increase, their orientation toward sports events also increases. This result may be due to the reflection of the emotional bond individuals establish with their supported teams on their behaviors. Individuals with high fanaticism levels tend to follow their teams more closely, attend matches, watch sports content, and spend more time in this field. Therefore, fanaticism can be considered an important source of motivation that increases orientation toward sports events. A review of the literature reveals that Şengül Gültekin (2024), in the study titled "The predictive effect of fan identification level on sports science students' participation in sports activities," found a significant relationship between the participants' level of identification with their teams and their orientation toward sports events. This finding closely aligns the results of the current study.

CONCLUSION AND RECOMMENDATION

Significant differences were found in the Football Supporter Fanaticism Scale and its sub-dimensions, as well as in the Orientation Toward Sporting Events Scale, especially in the information seeking sub-dimension, based on the participants' gender. In contrast, no significant relationship was found in either the Football Supporter Fanaticism Scale or the Orientation Toward Sporting Events Scale and their respective sub-dimensions in terms of the age variable. Regarding the frequency of participation in sports activities, significant differences were found between the participants' fanaticism levels, their orientation towards sporting events, and the sub-dimensions of these scales. When the family income level variable was examined, it was determined that there was no significant difference in terms of either the Football Supporter Fanaticism Scale or the Orientation Toward Sporting Events Scale and its sub-dimensions. Finally, it was concluded that there is a moderate, positive, and significant relationship between the participants' fanaticism levels and their orientation towards sporting events; as the level of fanaticism increases, the orientation towards sporting events also increases.

Since the study was done with students, it is advisable that similar studies be carried out on different groups. In this framework, it is of great importance for sports clubs and sports organizations to conduct analyses based on the gender variable and develop strategies for different groups, taking their target audiences into account. Since the research group consists largely of individuals within a similar age range, it is considered that focusing on individuals' interest levels, attitudes, and behavioral characteristics would be more effective than age-based classifications. To increase the participation of fans and individuals seeking sports services, it is suggested that managers in sports facilities and the sports sector develop various incentive applications. For individuals with low participation levels, not only sporting activities but also social, artistic, and cultural events that support motivation should be organized. These organizations should be designed to be inclusive, meeting expectations, and accessible, appealing to different income groups. Additionally, it is recommended to organize fan events and meetings that strengthen fan-athlete interaction to increase individuals' participation in sports activities.

Given that the present study was limited to students from Trabzon University and Karadeniz Technical University, research conducted with larger samples would strengthen the generalisability of the findings and contribute to a more detailed understanding of the impact of fanaticism levels on attitudes towards sporting events.

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