

“A Study on Immoral behavior of Athletes in the sports world and its Impact”

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Abstract

It has been observed that fraudulent practices have been exposed in sports events. Some of the immoral practices include cheating, match fixing, bribery, commercialization of sports and acting against the rules. This nefarious practice when accomplished solely affects the progress of events in a detrimental way. Opportunities at this juncture have garnered considerable interest from organized crime. Players can influence young people in a righteous or opposing way. In fact, they can act as role models to his fans including referees and players. You often see fans calling it a parasitic relationship with their favorite celebrity. When fans show so much passion for a celebrity and invest all their fondness and time for them, celebrities are unaware of their existence.

A quantitative analysis was used for this research. This was conducted in the State of Kerala among people of age above 15 years. Questionnaires were circulated online for the study. This research paper contains assessed samples of 154 respondents of both male and female, which as distributed through online and response were collected. Stratified random samplings were used.

Key words: Immoral practices, Fans, players, celebrities.

Introduction

In today's athletic sports, there are a plethora of unethical activities. Match fixing, stealing, extortion, commercialization of sports, violating the rules, and so on are examples of these. Several of these events had a bad influence on athletics and they are considered unethical operations. Anyone engaged in athletics, as well as teams, coaches, the media, and spectators, could have an influence on the game. People believe that what they do is precise. For instance, a player might believe that fixing a match is permissible and would not cause any hassle; an enthusiast may believe that when he pays for a ticket, he seems to have the right to do whatever he intends during the game. Nonetheless, they fail to acknowledge that such tactics are incompatible with the whole phenomenon of athletics and sportsmanship. There will be an uptick in fraudulent actions in athletics, which undermines the charm of performing in and witnessing them. Even modern athletic events, a huge number of illegal injustices are perpetrated. Match fixing, bribery, cheating, sports commercialization, cheating the system, and other malpractices of power are suspects. This unethical tactics have an adverse influence on athletics, and can be devising. Athletes may have a significant impact on teams, referees, the public, and supporters, or vice - versa. As a result, the follower embraces them irrationally. For example, a sports icon may believe that fixing a match is ethical and would not cause any inconvenience, whereas an audience or audience member may believe that when he purchased a ticket, he has the freedom and can do whatever he intends during the match. They don't realize, though, that this kind of training undermines the overall principle of sports and sportsmanship.

An immense amount of illegal injustices are executed in sports competitions today. Cheating, bribery, match fixing, sports commercialization, acting against the rules, etc are some of the malpractices. These unscrupulous tactics adversely affects sports, which can be foiling. An athlete

can influence players, referees, the media, and fans in an attractive way or vice versa. Bribery, cheating, matches fixing, sports commercialization, acting against the rules, etc are some of the malpractices. These unscrupulous tactics adversely affects sports, which can be foiling. An athlete can influence players, referees, the media, and fans in a captivating way or vice versa. Thereby this follower irrationally follows them. For an example, a sports personality may think that it is good to fix a match and that it will not trouble anyone and a viewer or audience thinks that he has the right to do anything during the match because he bought the ticket. Although, they fail to understand that such practicing defeats the completes ideas of sports and sportsmanship. Escalation in the activities of unethical behavior in sports, which creates a black mark in that player or event.

Review of Literature

1. Ethics, Integrity and Well-Being in Elite Sport: A Systematic Review.

(Philippa Henderson and Carl Woods.)

The objective of this study is to investigate the ethics, dignity, and well-being of professional athletes. Since the search parameters did not yield any papers that addressed all three of these aspects at the same time, this discussion uses data integration to put the findings of the consolidated articles together and draw any conclusive results. With ten publications related to professional athletes' sportsperson ship and ethics, the results of this study reinforce the close cause and effect relationship between sportsperson ship and ethics. Three main sub-themes resulted from the thematic analysis: 'spirit of the game,' 'expectations,' and 'will to succeed.'

2. Measuring the violence and incivility of players in professional sport and the disciplinary bodies' management: statistical analysis of French professional football.

(William Ruppe, N. Dermit)

The findings of a research study of professional football players' on-field and off-field aggression and incivility, as well as how regulatory authorities handle these issues, are summarized in this research report. The 6027 analyses gathered from professional football tournaments in France over ten seasons (2007–2008 to 2016–2017) reveal contradictory shifts in sanctioned abuse and multiple cores, as well as a decline of complete application of the disciplinary code in some sub - categories.

3. The anatomy of the sports scandal: an outline for a theoretical contextualization.

(R. K. Storm & U. Wagner)

Sports controversies are often analyzed in the media and academic literature, although little attention is given to their specifics or creation. When sport's economic and political prominence seems to rise in accordance with modernization and modern social media, a sociological perception of sport's downside becomes incredibly valuable. This essay attempts to establish a theoretical model of the sports controversy using a communication-theory paradigm augmented with observations from discourse. Using a communication-theory approach augmented with suggestions from debate theory, this article aims to develop a theoretical model of the sports controversy.

4. Sports Betting-Motivated Corruption in Australia: An Under-Studied Phenomenon.

(Peter Bell, C. Bond)

This study focus on the continual and dawn of gambling methods there is a need to better understand sports betting-motivated corruptions and immoral practices in the Australian context. The Australian gambling society, betting prospects open, the challenge of sports betting to sport ethics, corruption in sport, participation of transnational organized crime organizations in sports corruption, analytical viewpoints used in sports corruption analysis, and anti-corruption techniques that are relevant in the Australian context are all highlighted in this literature review. The study uncovers major gaps in established information about sports betting-related corruption, emphasizing the need for further research in this field.

Methodology

The objective of the research is to examine immoral practices of athletes and its impact. This research was conducted using quantitative approach. The technique used to collect data is by questionnaire by directly approaching the respondent. Respondents were given a list of questions and stratified random sampling is used for collecting samples in thus study and it's completely based on name, age, favorite sports star and attitude. Various other sources including websites and publications of sports articles in newspapers and magazines are also used as secondary data sources.

Research Questions

1. What are the impacts that created by immoral activities of sports stars?
2. When the attitude of fans changes towards the player and the game?

Research Objectives

1. Find out the favorite sports items of people in particular age group.
2. Find out the attitude of fans towards their favorite sports star.

Hypothesis

1. Fans are only concerned about the victory of their favorite sports star and team more than the sports item.
2. A particular kind of sports players can grow beyond their sports item.
3. Sports fans can building up and destroy a sports celebrity.

Findings and Interpretations

Demographic Variables, Counts and Percentage

No.	Demographic Variables	Levels	Count	Percentage
1	Age Group	15-25	85	52.2%
		26-40	49	38.8%
		41-55	17	11%
		56+	3	1.9%

Age group is the demographic variable which is above mentioned table. The table shows that 52.2% out of the total 154 respondents in the survey is between the age group of 15-25 years old, 38.8% are between 26-40 years, 11% is between 41-55 percentages and 1.9% percentage is above 56 years old.

1.1. Cross tabulation of how old are you / which is your favorite sport?

	Which is your favourite sport?											Total
	Arche ry	Athleti cs	Badmint on	Basketb all	Boxi ng	Crick et	Footb all	Form ula One	Hock ey	Othe rs	Tenn is	
How old are you ? 15-25	0	3	8	0	2	36	34	0	1	0	1	85
26-40	0	2	7	1	0	21	15	0	2	0	1	49
41-55	1	0	0	0	0	8	4	1	1	2	0	17
56+	0	0	0	0	0	1	1	0	0	1	0	3
Total	1	5	15	1	2	66	54	1	4	3	2	154

Figure 1.1: Graph shows favorite spots items of people in particular age group.

Figure 1.1 gives the count of people who likes their favorite sports category. There are 85 people who are in age category of 15 –25. No one of them like archery, basketball, formula one and any other sports. But surprisingly 3 people like athletics and 8 of them like badminton. Only 1 person is voted for hockey and tennis. I think they are regularly follows or try to following these sports items. Cricket and football are the favorite sports category of this age group. 36 and 34 of them voted for it. Football failed by 2 votes against cricket. There are 49 people who are in age category of 26-40. In this age, priority of football is reduced when it comparing with cricket in these group. Badminton is still a popular sport in this age category. No one likes archery, boxing, formula one and others sports items. 2 peoples like athletics and hockey. There are 17 people are in the category of 41-55. Cricket also dominates in this category and interest towards other sports items increased with comparatively other age category. The only person who likes Formula One is in this age group. People like only cricket, football, hockey and other sports items in this category. There are only 3 people in category above 56 years and theylike 3 different types of sports category. Cricket, football and other sports items.

1.2. Cross Tabulation of ‘Does this sports star endures any brand/ Do you like the product he/she endures?’

Case Processing Summary

Cases		Missing		Total	
Valid	Percent	N	Percent	N	Percent
N					

Does this sports star endorse any brand? * Do you like to buy the products that he/she endorses?	154	100.0%	0	0.0%	154	100.0%
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Does this sports star endorse any brand? * Do you like to buy the products that he/she endorses? Cross tabulation

Count

		Do you like to buy the products that he/she endorses?			Total
		NO	Yes		
Does this sports star endorse any brand?	NO	1	21	4	26
	Yes	0	51	77	128
Total		1	72	81	154

Figure 1.2 shows the count of response that people are interested or not interested to buy the products that their favorite sports personality endorse. The figure shows only 26 of them don't promote or endorse any product. Most of the sports personalities endorse brands and products. From 154 respondents, most of them are wish to buy the product that their favorite sports personality endures. But near half of them (72 respondents) are not wish to buy it. One of the reasons for it is higher price of the product or demand of it.

1.3. Cross tabulation of 'Do you like to but the product he/she endures? / Have you ever felt cheated after buying / using the product / services your star has endorsed?'

Case Processing Summary

	Cases		Missing		Total	
	Valid N	Percent	N	Percent	N	Percent
Do you like to buy the products that he/she endorses? * Have you felt cheated after buying / using the products / services your Star has endorsed?	154	100.0%	0	0.0%	154	100.0%

Do you like to buy the products that he/she endorses? * Have you felt cheated after buying / using the products / services your Star has endorsed? Cross tabulation

Count

		Have you felt cheated after buying / using the products / services your Star has endorsed?			Total
		Maybe	No	Yes	
Do you like to buy the products that he/she endorses?	NO	0	1	0	1
	Yes	12	54	6	72
	Total	23	117	14	154

Figure 1.3. Shows the count of people cheated after using or buying the product or services endorsed by their favorite sports star. From 154 respondents, 117 of them trusted their Star and not cheated by the product he/she endures. 23 of them voted as neutral. It shows there is still a chance to be cheated or not. Only 14 of them felt that they are cheated by their favorite sports star. This type of incidents destroys the faith of people in them. It is a small percentage but it shows no celebrities can give 100% guarantee to any products they endure.

1.4. Cross tabulation of ‘Have you ever felt that attention of a sports item getting limited in one person of a few persons in that field / Do you think that fans can building up a sports person?’

Case Processing Summary

	Cases		Missing		Total	
	Valid N	Percent	N	Percent	N	Percent
[Have you ever felt that attention of a sports item getting limited in one person on a few persons in that field?] * [Do you think role of fans can building up a sports person?]	154	100.0%	0	0.0%	154	100.0%

[Have you ever felt that attention of a sports item getting limited in one person on a few persons in that field?] * [Do you think role of fans can building up a sports person?] Cross tabulation

Count

	[Do you think role of fans can building up a sports person?]					Total
	Agree	Completely Agree	Completely Disagree	Disagree	Neutral	
[Have you ever felt that attention of a sports item getting limited in one person on a few persons in that field?]	26	23	3	3	6	61
Agree	2	11	1	0	1	15
Completely Agree	0	1	3	1	1	6
Completely Disagree						
Disagree						
Neutral						

field?]	Disagree	4	1	3	4	3	15
	Neutral	11	12	2	13	19	57
Total		43	48	12	21	30	154

Figure 1.4 shows the role and attitude of fans in a sports item. Most of them agree that fans have their own place in a sports item. Only a few numbers of respondents disagree with it. It proves that people like individual players more than the game or sports items. They are followed them as in the name of their individual skills, personality, philanthropy etc. Most of the people like to see the play of their favorite sports star and his victory, not his team. They humiliate and forget the spirit of sports in this blind star worship.

1.5. Cross tabulation of ‘What’s your opinion about sports stars acting excessively in commercials? / Have you ever felt that the sports star’s involvement in social/commercial activities is a good trend?’

Case Processing Summary

	Cases		Missing		Total	
	Valid N	Percent	N	Percent	N	Percent
[What's your opinion about sports stars acting excessively in commercials?] * [Have you ever felt that the sports star's involvement in social / commercial activities in a good trend.]	154	100.0%	0	0.0%	154	100.0%

**[What's your opinion about sports stars acting excessively in commercials?] * [Have you ever felt that the sports star's involvement in social / commercial activities in a good trend.]
 Cross tabulation**

Count

		[Have you ever felt that the sports star's involvement in social / commercial activities in a good trend.]					Total
		Agree	Completely Agree	Completely Disagree	Disagree	Neutral	
[What's your opinion about sports stars acting excessively in commercials?]	Agree	36	13	0	0	11	60
	Completely Agree	3	8	0	0	1	12
	Completely Disagree	0	2	1	0	1	4
	Disagree	7	1	1	3	5	17
	Neutral	36	3	0	1	21	61
Total		82	27	2	4	39	154

Figure 1.5. Shows that attitude of fans towards their sports excessively and involved in commercials and social activities. Most of the respondents completely agree and agree that they like to saw them in advertisements and other social activities. It proves that they always like to follow their favorite sports star and believes in their image. They believe that all things their favorite sports star done is good.

Discussion

The study was intended to identify the immoral practices of sports stars and its impact. The research was carried out using quantitative research approaches of 154 responses were taken from common people.

The study identifies that cricket is the favorite sports in all age categories. The newspapers and other Medias is one of the reasons for it. They use mainly cricket celebrities to endure their products through commercials. The research shows priority of other sports items are reduced due to the over influence of cricket. Football is the second favorite sports item of us. It's in a growing stage but it can compete cricket in the future. Only a few percentages like our National game hockey is a negative thing.

Most of the fans used television to watch their personal sports item. But according to a survey conducted in 2019, peoples' interest towards watching sports item in television in reducing and they prefer online channels. It is also a good way to marketing their product through online channels and most of the online channels are pay channels also.

Sports authorities and media tycoons have a major role in malpractices by sports stars. They offer them many things that they can't refuse. It causes match fixing and other immoral activities. According to a study according to famous IPL match fixing in 2015, a news article reported that there is an undisclosed ultimate power that can manage the flow of money either the tournament also.

Conclusion

This session presents a summary of the major findings of the study. From the final results of the data, we reached at a conclusion based on the objectives. We also discover and if we have responded our researches questions and fulfills the purpose of the study. Finally, we will discuss the contribution of our study.

Almost 154 samples were taken for the study. After the survey and analysis, the study shows that majority of the respondents out of 154 choose cricket and football are their favorite sports. It answered the research's first objective. The finding directly corresponds to the first objective but football is also a favorite sports in Kerala, not in the case of India. Most of the fans wishes to buy the products and services endure by their favorite sports star. Most of them are successfully using the product but a small percentage of them felt that they are cheated by buying the product. It is an immoral activity of sports stars towards their fans. Maybe it's not with their knowledge, but before endorsing a product or service, sports star should be aware about it.

The first hypothesis is proved right that fans are only concerned about their favourite sports star. According to the survey most of the respondents agrees it. They like to follow and worship their sports stars blindly. They believe that all things they done are for good and they can change a generation. They don't care about immoral activities of them inside or outside the field by their sports star.

The second hypothesis is proved right that a sports person can grow beyond the sports item. Through advertisements and philanthropy, a sports celebrity can spread all over the world. For example, ads that acted by football players displayed in Africa. They don't know much about football but they worship the footballers who appeared in the advertisements.

The third hypothesis is not completely right. The research proved that fans can build a player but can't destroy him/her. All sports celebrities have a dark zone in their career. It is in the form of formless and humiliations. The people only survive it is called 'sportsman'.

Scope for the Study

This study can be further done by conducting surveys all around India. Also, the study can do with social media platforms like Intstagram, Twitter, and Printerest etc. Another way from which we can conduct this study is by choosing media platforms like Television, newspapers and analyzing the types of contents to examine the immoral practices of sports stars and its impacts.

Limitation of the Study

Data collection was difficult due to the pandemic situation. Even through the survey was carried out through online plat forms, the work from home situation made it more stressful for people. The study was thus confined to a small group of respondents.

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