

Sport Deviance and Promoter's Interest in Calabar Metropolis of Cross River State – Nigeria

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Abstract

The paper examines sport deviance and promoters' interest in Calabar Metropolis of Cross River State, Nigeria. Deviance in sport is basically seen as an anti-sporting behavior that is displayed in sport setting for which some uses to gain advantage over their competitors. One of the assumptions behind rising to stardom by all means in sport is that it attracts more sponsorship deals as no promoter would be drawn to a failure. But what is often not put in consideration is the negative consequences of what deviance portends on sport promotion. Two hypotheses were stated and tested to guide the research. Literature was reviewed based on these variables and the interest game theory was adopted as the theoretical framework for the study. The ex-post facto research design was adopted and a total of 400 respondents were purposefully chosen for the study although a total of 386 returned questionnaires were found suitable for analysis. The stated hypotheses were tested using the Pearson Product Moment Correlation Analysis and results show that there was a significant relationship between sport deviance and promoters' interest. Based on the findings, it was recommended thus; sport violence perpetrators should be sanctioned as it will serve as deterrence to others. Outlawed drugs should be rehearsed to athletes at close intervals and drug test should be thorough enough to ensure no violator escape detection. These among other recommendations were reached.

Keywords: Sport deviance, doping, promotion, athletes, drugs, sport, violence

Introduction

From the historical perspective, during the 20th century, society began to realize that children's development is strongly influenced by the social environment like watching and supporting sporting activities. This created a culture of youth sport that believed that organized activities would assist in the development of sport character and turn the youth into hard-working, productive adults in the sporting industry. Sports is an institutional competitive activity that involves vigorous physical exertion or the use of relatively complex physical skills by individuals whose participation is motivated by a combination of the intrinsic satisfaction associated with the activity itself and the external rewards earned through participation (Coakley, 2004). Today, sport is all around us and has become an important part of our everyday social life. Mega sporting events such as the Olympic Games, World Cup, the Tour de France and the FIFA World Cup are worldwide events that are tele-

vised globally and attracted large numbers of supporters and followership (Serah, 2017). At the moment sport has even created employment and fortune for a number of people globally through several avenues to the extent that the population of sport promoters seems to be increasing rapidly without actual definite boundaries. Some of these promoters are the sport club managers, the owners of sport bet shops which are now located in almost every busy street of Calabar Metropolis, sponsors of individual Athletes, sport academy and sporting competitions; fans etc.

In team sports, there is a certain level of conformity that players are expected to adhere to. For instance, each team wears specific uniforms (Jersey) in which the shirts, shorts, and socks match to bring out the identity of the team (Katherine, 2011). Just like in every social organization where deviance is, behaviour which negates the prescriptive and the proscriptive norms guiding respective a setting exists in sporting world. Deviance has been studied for several decades. For instance, in the 1970s according to Secord, Backman, and Slavitt (2018) deviant behavior was described as, behavior which contradicts or defies the values of those persons who hold social power. Cohen (2005) however argued that deviance is a behavior that infringes normative rules in the human settings.

Within Sports, deviance which could be said to have begun as soon sport became an important competitive lifestyle for participants and spectators (EXACT Sport, 2021) depicts the violation of rules of the game or organization. It has to do with going beyond the commonly acceptable definition of fair play, sportsmanship and the deliberate use of illegal means to intimidate or injure an opponent. Deviance occurs both on and off the playing field and could emanate from athletes, coaches, administrators, as well as fans. It can also take several forms like Athletes indiscipline, Violent and racist attack on opponent, Hooliganism, Bias officiating, Match fixing, doping, age falsification, Sex manipulation, racist abuse and discrimination of other sport participants, false inflating sponsorship revenue etc. (Jimmy, 2015). Even though all these have been listed, the work will be considering just doping and violence as it relates with sport promotion.

Deviance among athletes could be caused by overzealousness to win prizes, and gain fame, political frustration, poor socialization experience of athletes, the approval of unethical tactics by significant others in the life of young athletes, the lack of or failure of social controls, perceived inequality in a situation; individual's definition of situation and the labeling of individuals who engage in deviance. Consequences cut across health and social realms. Particularly, the loss of the integrity of sports, organ defect, sponsors withdrawal from deals due to their brand being associated and called into question among other consequences (PE Scholars, 2017).

For the development of sport, promotions are very key and in the context of sport industry promotion are defined as the function of informing or influencing people about sport company's products, community involvement or image. Sport promotions therefore include activities such as advertising, sponsorship, public relations, licensing and personal selling (MIHAI, 2013). Sponsorship could be done by cooperate or individual entities or government. At the individual level, Individuals engage in identifying skillful athletes and promote them to limelight where their skills would be better appreciated. At the cooperate level, Companies sponsor sporting events and also make use of sporting stars in advertising their products. At this level of cooperate promotion, some companies have come to own competitive sporting events as reflected in the nomenclature of these competitions. With reference to Omezi (2003), Omezi (2011), identified a few of these competitions viz: Glo Marathon, shell Schools' Football, Guinness Principal Cup, Mobil Track and Field, Gulder Nigeria Tennis Open, Bournvita Open Table Tennis. Mouka Foam Taekwando Championship, MTN Half Maraton, others include Nestle(Milo) Tennis and Basketball Clinics, Pepsi Football Academy, Cadbury Golf Clinic and Glo-pro-league. In the promotion of sport athletes or compactions, the individual or cooperate entities involved derive a degree of benefit.

Omezi (2011), opines that cooperate sponsors are interested in maximizing the benefits that will accrue to them, they will be interested in developing sports with long term benefit. When cooperate organization promote sports, their products and services are also being promoted and if the reputation of a particular sport is damaged through deviant amplification which has been highlighted as one of the consequences and the general society begins to lost interest in it, promoters in general or sponsors may begin to look elsewhere where their benefits are more likely to materialize. Sport deviance is also an undermining factor for sponsorship in situations where winning laurels for national glory is the goal. This is because, athletes must play according to rules to be crowned. Instances abound where athletes won in competitions but were denied victory because of a detected infringement on the rule of the game. The classical doping case of Ben Johnson stands out in this regard who though won in the final 100-meter race during the Summer Olympic Games in Seoul in 1988 but was, still lost the gold medal to Carl Lewis representing USA who was not caught deviating then (Gorse & Chadwick, 2010).

From the Nigerian perspective, sport has grown from a humble beginning as an entertainment and recreational activity to a prominent phenomenon whose influence is felt in all facets of lives of the citizenry (Aibueku, 2002). Although, with the emergence of sport violence, there is a growing incidence of sport apathy in Nigeria. Some sport games familiar with Calabar metropolis include football, volleyball, Basketball, lawn Tennis, Boxing, Taekwondo, Sprinting, Badminton, Handball, Table Tennis, Snooker, Skating etc. Nigerians are sports loving people with very high appetite for winning, but when this goal of winning is not attained, it sometimes triggers sport deviance which is basically seen as an anti-sporting behavior with potential negative implications on the promotion of sports. As a serious problem, the low level of sport promotion at the grass root level in Calabar metropolis has called for concern among athletes, scholars, sport lovers in the area. Despite the tourist attraction advantage which draws a lot of people to the area, sports in the environs of Calabar metropolis is still at its flinching stage of development. A large number of youths who are sufficiently skilled and could well compete at the international scene with their contemporaries are seen almost wasting away on the streets; some are forced to engage in other activities they are not framed for and worst still others engage in survival crimes as the sports they have committed their whole lives to and have developed competence in is not producing the required daily bread for them.

It's a common place to see Athletes limping out of the pitch resulting from rough tackles and following these injuries, some are forced to stay out of sporting activities for a long while leading to atrophy of sporting skills developed over time and loss of interest by sponsors in the victim athletes. On other occasions where injuries have led to permanent deformity, victims have been forced to let go of their sporting career dreams and out of frustration, they decides in many occasions traject their energies on sport crimes. By this, several talents have been wasted and promoters discouraged as they fear to put their monies where the security of their interest is not guarantee. This may explain why today Calabar has a very negligible amount of professional athletes in the international scene when compared with other states in Nigeria. Even a cursory look at the national teams of Nigeria tells a lot in the negative light in the area. Today, no known cooperate organisation sponsors any sporting event in Calabar and the heavy presence of deviance among athletes appears to make the problem of low promotion even worse.

Apart from violent exhibitions, athletes also engage in doping, where some are found engaging in the consumption of soft drugs like Cannabis and tramadol codeine and other stimulants before engaging in sporting activities. This, besides being a deviant behaviour on its own, fuel the violation of the fair play doctrine. Sometime, the hooliganism exhibited is from the fans and supporters who have placed their affection, monies or both on a team. Biased officiators also exacerbate the situa-

tion for selfish interest when they award undeserving favours to the team they have clandestine affinity with. In frustration, Athletes engage in or intensifies their deliberate fouling as a way of reacting to the unjust treatment by the officiating teams particularly when the reality of losing the game begins to dawn on them and in several cases matches end in a semi riot needing the intervention of security agents. In this condition, panic is sent into the environment and spectatorship tends to decline which in turn show on the low supports for sports.

To a great extent, the professional sports governing bodies have done a lot in area of fining and banning of deviant national teams as well as deviant athletes just to curb the recurrent challenges, however the problem still persist even at unofficial categories with very weak regulating bodies where they exist at all. Herein lies the gap the research seeks to fill. In the attempt to consider this clearly stated problem, the below research questions were drafted; thus;

How does violence in sport relates to sponsorship in Calabar metropolis, Cross River State, Nigeria.

How does doping by athletes relates to stakeholder's interest in Calabar metropolis, Cross River State, Nigeria? And which as reflected as the objectives; thus:

How violence in sport relate to promotion in Calabar Metropolis of Cross River State, Nigeria.

Determine the extent to which doping relates to sport promotion in Calabar Metropolis of Cross River State, Nigeria.

For the purpose of giving this work a qualitative and quantitative posture, the work therefore sets out to test the following hypotheses;

- There is no significant relationship between violence in sport and promoters' interest in Calabar Metropolis of Cross River State, Nigeria.
- There is no significant relationship between doping and promoters' interest in Calabar Metropolis of Cross River State, Nigeria.

Literature Review

Sport deviance and promoters' interest

Deviance is any behavior that is recognized as violating expected rules and norms. From the sociological viewpoints, deviance is seen from different angles. For example; Functionalism believe that Deviance creates social cohesion, for symbolic interaction, deviance is learned behaviour (Baldwin, 2016). From the conflict view point deviance is the product of dominant classes controlling the other class. For functionalism, deviance results from structural strains in society, while Symbolic Interaction adduced that deviance results from social labeling (Atiko, 2014). The concept of deviance is complex because norms vary considerably from one society to another thereby making it a relative concept even in the world of sport. For instance, while the hand must not touch the ball on the field of play in the areas outside the 18-yard-box when a match is actively on in the game of soccer, the hand happens to be the principal agent of play in the game of Basketball, and certainly not in football (soccer)

Sport Promoters express their interest in sponsorship of individual athletes or events, building of sporting facilities, advertisement of sport events etc. According to Howard and Crompton (2005) cited in Omezi (2011), Sponsorship as a business relationship between a provider of funds and, resources, or services and a sport event organization, which offers in return specific rights that may be used for commercial advantage. The author further argued that sport facilities or events may offer businesses, increased awareness, image entertainment, a demonstration platform, hospitality

opportunities, or product trial or sales opportunities. Companies in return may offer supports through investments of money media exposure or in-kind services.

Violence in Sport and promoters' Interest

Violence in sport are basically the expression of anger, frustration, and acrimony in the process of sport or any sporting activities. Some researchers have argued that violence is an inherent part of many games, whereas others say that violence in any form destroys the dynamics of games, the sport violence have become common because of the stake in the sporting activities while others are of the view that that violence in sports reflects natural tendencies among males in society, whereas others maintained the view that men use violence in sports to promote the idea that physical size and strength is a legitimate basis for maintaining power over others. According to Calhoun (2017), violence in sports has increased to intolerable levels, whereas others say it is not as frequent or as brutal as it was in the past. The implication of this argument is that while some are losing interest in sporting activities due to violence associated with it, others are getting used to violence and already seeing it as part of sport thereby suggesting that sport sponsors only need to take caution as violence seems to be inextricable from sports.

However, Violence in sport is considered an anti-development element of sports for a number of reasons. First, the issue of modeling and socialization has been raised by scholars. For instance, Jimmy (2015), noted in agreement with ExactSport (2021) that societies view athletes as role model who have some strong influence on the minors in particular: this is one strong reason they are used for products advertisement. Parents and caretakers who are sensitive to the fact that violent behaviour among revered athletes may easily be transmitted to their wards disconnect them from watching some athletes and sport events associated with violence. To this end, child caretakers are also forced to withdraw their followership and promoters are aware of that prospect for such sports athletes and events are undermined.

The vandalizing of advert signage and vehicles at sport events due to hooliganism is a strong discouraging factor to sponsors of sport events and athletes. Dziubiński (2009), amplifies this idea when he contended that deviance which occurs in sport prompts the reflection that sport is becoming a contradiction of itself, especially in the wake of tragic events. A proof of this were acts of football hooliganism at the Heysel stadium in Brussels in 1985, when 39 Italian supporters lost their lives during the Liverpool vs. Juventus match of the European Cup finals. It was the worst tragedy caused by football hooliganism in the recent years. Deviant behaviour of football fans and the resulting destruction of private and public property are a commonly known fact. Seats ripped up at stadiums, vandalised bus stops and city buses, havoc at railway stations, trains, pubs and bars and wrecked cars are all frequent images of the aftermath of what hooligan supporters can do. One of the many examples was the misbehaviour of English football fans during the semi-finals of the Euro 96 European Football Championships in England. When England played against Germany, 2,000 supporters, most of them under the influence of alcohol, came to Trafalgar Square and smashed up cars with German license plates and police patrol cars. The riots ended in 40 wrecked cars, seven vandalised buildings, 25 injured policemen and 23 injured civilians, eighteen people were killed, and the damage cost £20 million.

Hughes and Shank (2005) in their work, contends that unethical behaviour of sport stars have implication for sponsorship which suggest that character does matter in the assessment of whether an event is perceived to be scandalous or not. From their disturbing findings, they noted that there was unanimity among respondents that unethical behavior was scandalous and posit that efforts by administrators and sponsors to minimize the likelihood of individuals engaging in illegal and unethical behavior would go a long way toward protecting the integrity of the organization and

their brand. The authors stated this for instance, could be achieved by developing hiring and recruiting measures that emphasizes character by organizations to lower their risk of scandal. Additionally, sports administrators and sponsors should proactively protect their brands by investigating the use of standard corporate risk management techniques such as background investigations to identify individuals whose past actions may demonstrate a proclivity to engage in future behavior that could ultimately prove harmful to the organization or sponsors' brand.

Doping (soft drugs) and stake holders

The history of sports doping during the modern era can be traced through publicized events and scandals that marked the different time periods in the history of sport development. Doping connotes the illegal use of drugs by the sportsmen and women to enhance their performance, hence the name Performance Enhancement Drugs (PEDs). Doping is seen as a sport deviance which some criminologists have argued that the use of drugs in sport is linked to the issue of promoters' involvement. Doping is seen as deviance because of the following reasons: physical reasons-it is an acute health hazard, and potentially fatal, and there is potential for chronic disability, possible fatal; ethical reasons-the use of doping agents is unethical to the concept of athletics, and use can lead to addiction, which can result in ethical and social degeneration among others reasons (Svein, 2004).

There are several types of doping in sport like: Hormone abuse in sports: steroidal and peptide hormones and their modulators, stimulants, etc. another form is the Blood Doping: Blood doping according to the World Anti-Doping Agency is the misuse of techniques and/or substances to increase ones red blood cell count especially during sporting activities (Motilal, Tayade , Sunil, Bhamare, & Kirankumar, 2013). Therefore, doping has been condemned on ground of morality in sport whether the consumption encourages or discourages other stakeholders' or not.

The nexus of doping with sports sponsorship tends towards the negative because sports sponsors are usually accomplished individuals and cooperate organizations who have their image to promote and to protect. According to Gorse and Chadwick (2010), most sport cooperate sponsors seek the opportunity to advertise their product through various platforms where the attention of consumers is already captured. One of this is sports as the number of fans and followers is almost becoming innumerable. In the same vein, Omezi (2011) argues that most companies are not wondering how to spend more money. They will be concentrating on avoiding non-essential cost and critically reviewing value for money in the area of their marketing, advertising or promotional programs. The companies promoting sports are in business to add value to their shareholders, employees; thus they are no charitable organizations. To this end, no brand promoter who sees sport promotion as a means to enhance the image of their products will be willing to affiliate with any sport athlete or sport event which is seen and justifiably labeled in a negative light. The logic here is, if the society has developed apathy toward a sport due to the lack of integrity which doping creates around sports, followership and viewership will be few and the potential of reaching a larger number of actual consumers and potential ones will be truncated.

Hence sports sponsors who spend their resources with the target of building or sustaining a praiseworthy image will withdraw partially if not completely as they would not want their brand to be associated with "evil". They understand that a good name is to be pursued rather than gold. It is in this same line of thought that Pescholars (2017) and Dziubiński, (2009) argued that doping undermines the integrity of sport and that sports that have been constantly linked to cases of drug taking have had their reputation damaged and results in difficulty to gain sponsorship deals besides the losing of public following. Even when sponsors have been involved, the attraction negative press through doping can cause sponsors to withdraw from deals due to their brand being associated and called into question.

Barry Bonds, a baseball star lost his deals with Charles Schwab and MasterCard due to the use of PEDs although he claimed he did it in ignorance. Finally, Ben Johnson a Canadian sprinter lost his sponsorship with Diadora and was suspended from sport due to testing positive for doping (Casano, 2019). In addition, Harmer (2016) notes that Floyd Landis and athlete, lost his \$3m sponsorship deal with Phonak and a number of others due to his use of steroid which he pleaded guilty to.

Theoretical Framework

The Interest game theory was discussed and adopted for the study. The theory was propounded by Nuemann in 1928, with the basic assumption that every human interaction is guided by interest. In this interaction, the individual tries to take advantage of the others. The theory also assumed that in every relationship, there is a process of modeling the strategic interaction between two or more players in a situation containing set rules and outcomes. Game theory is most notably used as a tool within the study of economics and mathematics where thinking, planning and rationality are used in strategic relationship.

This theory has been of importance on many fields of the social sciences since its rise to prominence more than fifty years ago. Game theory as a formal study of decision-making where several players must make choices that potentially affect the interests of other players. The theory is relevant to the study because the violence actions and deviance behaviour by some players were basically to protect their interest and such actions were seen as being rational and to take the advantage of the other team players. The theory is also relevant because it helps explain that the activities of sport promoters and indeed sponsors are also in the interest of themselves. Hence, sport promoters consider the marketability of sport events and athletes before they commit themselves and their brand to any particular sport event and athlete. For them, if associating that with sports that will not be productive and short or long term benefit, they withdraw from sponsorship. Hence a sport event or athlete given to deviant behaviour get their endorsement deals terminated because the behaviour of doping and the violence associated with sports is not in the best interest of the promoters. The shortfall of the theory is that not all actions are based on self-interest. Also, that not all human interaction is controlled by interest and gain but on mutual respect while some actions maybe on the spur of the moment without premeditation and some philanthropically. In view of the shortfall of the theory, it is still considered as a useful framework to be adopted for the study. Hence, the theory is useful to the study.

Methodology

This work adopted expo facto research design. This type of research design allows the researcher to study the incidence after the occurrence. This has basically been used by most researchers who have interest in study of the effects of an event after it has already occurred, and basically to identify the cause and prevent the future occurrence. This is because the design allows for firsthand information with regards to the why deviance occur in sport.

Study area

The study was conducted in Calabar Metropolis of Cross River State, Nigeria. Calabar metropolis is the capital of Cross River State which comprises of Calabar Municipality and Calabar South Local Government Areas (LGA). The Metropolis lies between Longitudes 8°18'00"E to 8°24'00"E and Latitudes 4°54'00"N to 5°04'00"N and is located in the southern part of Nigeria. In 2006, the population of the city was 328,878 and a projected population of 529,362 in 2015 using a

growth rate of 2.54. The area is the administrative headquarters of Cross River State. The most occupation of the people is farming with special interest in fishing.

The population of study consist of males and females, from this population that the sample of the study was drawn. The sampling technique adopted for the study consist of cluster and accidental sampling techniques. The following opened fields formed the study cluster: Atu Field, University of Calabar Stadium and other smaller fields around it, black and white Stadium, Malabor fields, U. J. Esuene Stadium, Government Technical College Mayne Avenue, Government Secondary School Akim, Golf Club Army Junction. from these fields Four Hundred (400) respondents were accidentally picked for the study even though three hundred and eighty-five (385) respondents were found worthy in terms of proper filling and return of questionnaires.

The sources of data collection used in the study include the primary and secondary sources. The primary source consists of the questionnaire while the secondary sources consist of journals, textbook and other library information. Questionnaire (Likert scale) was used for the study. It was divided into sections. Section A consists of the socio-demographic variables of the respondents; section B consist of the items of the independent variable which section C contain information of the dependent variable. Pearson Product Moment Correlation Analysis was used to test the responses from the field and the hypotheses were tested at 0.05 level of significance.

Results and Discussion

Data Presentation

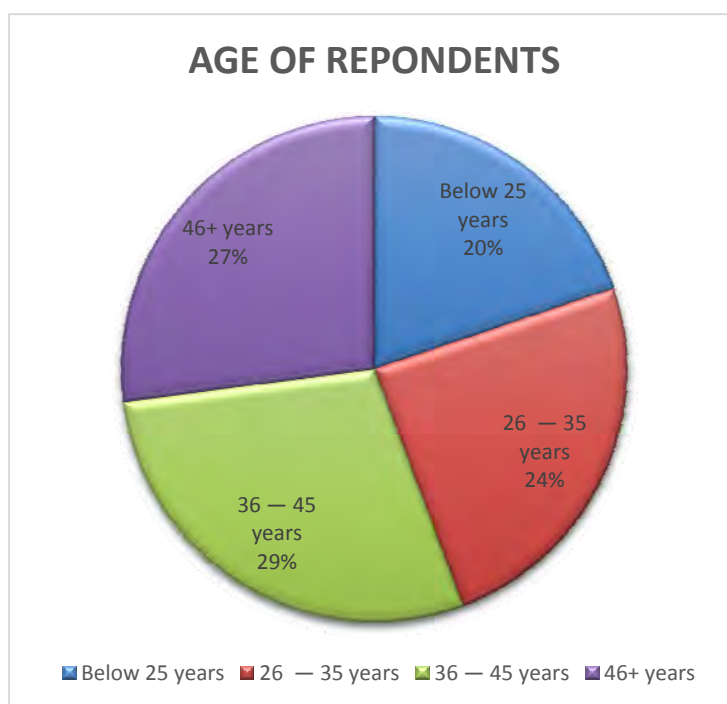


Figure 1. Socio-demographic information of respondents. (Source: Filed work, 2020)

With regard to age bracket, 76 respondents representing 19.83 percent were below 25 years, 94 respondents representing 24.45 percent were in the age bracket of 26 — 35 years, 110 respon-

dents representing 28.64 percent were within the age bracket of 36 — 45 while 104 respondents representing 27.08 percent were 46 years and above.

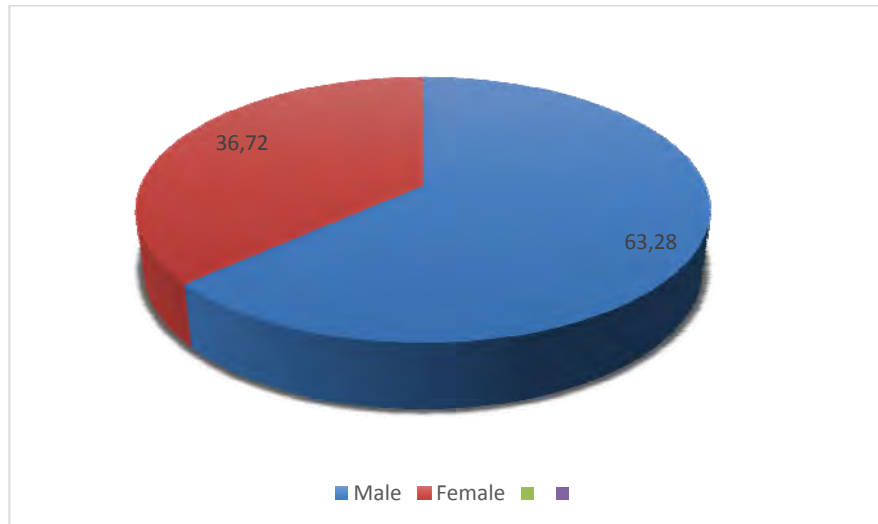


Figure 2. Sex of Respondents (Source: Fieldwork, 2020)

The distribution showed that 243 respondents representing 63.28 percent were male and 141 representing 36.72 percent were females.

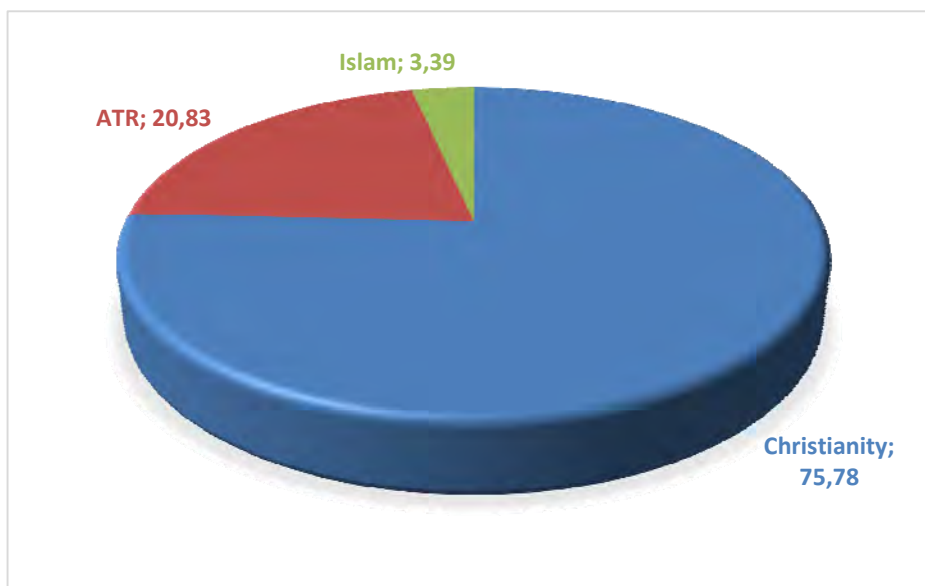


Figure 3. Religious belief of respondents (Source: fieldwork, 2020)

Two hundred and ninety-one respondents representing 75.78 percent were Christians, 13 respondents were Moslems and 80 respondents representing 20.83 percent are African Traditional Religionists.

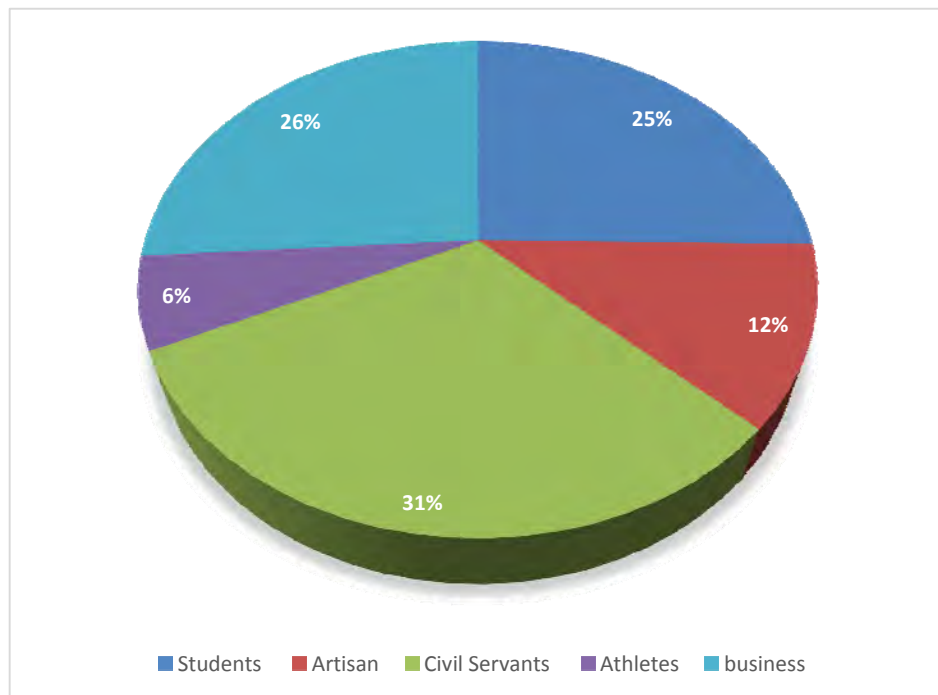


Figure 4. Occupation (Source: fieldwork, 2020)

On occupation of the respondents, 101 respondents, representing 25.25 percent were students, 47 respondents representing 11.75 percent were Artisans. 124 respondents representing 31 percent were Civil Servants 24 respondents representing 6 percent were Athletes and 104 respondents representing 26 percent were into business.

Hypothesis One

Table 1. Pearson Product Moment Correlation of the Relationship between violence in sport and promoters' interest

Variable	N	Mean	S.D	r-value	Sig.
violence in sport	388	14.42	2.83	0.461	0.12
promoters' interest	388	14.10	1.90		

Significance at 0.05, df=386, critical r-value = 0.159.

From the result above, it revealed that the calculated r-value of 0.461 is greater than the critical r-value of 0.159 at 0.05 level of significance with 386 degree of freedom. With this result, the null hypothesis which states that there is no significant relationship between violence in sport and promoters' interest is rejected. Implying that there is a significant relationship between violence in sports and promoters' interest.

Hypothesis Two

There is no significance relationship between doping (soft drugs) and promoters' interest. To test this hypothesis, Pearson Product Moment Correlation Coefficient was use to analyze the data.

Table 2. Pearson Product Moment Correlation of the Relationship Between Doping and promoters' interest

Variable	N	Mean	S.D	r-value	Sig.
doping (soft drugs)	388	13.44	2.88	0.641	0.14
Promoters' interest	388	12.13	1.91		

Significance at 0.05, df=386, critical r-value = 0.159.

From the above result, the calculated r-value of 0.241 is less than the critical r-value of 0.641 at 0.05 level of significance with 386 degree of freedom. With this result, the null hypothesis which states that there is no significant relationship between doping (soft drugs) and promoters' interest is rejected and its concluded that there is a significant relationship between doping (soft drugs) and Promoters' interest.

Hypothesis one: Violence in sport does not significantly related to promoters' interest.

Based on the finding of the study, the result revealed that there is a significant relation between violence in sport and stake holder's interest. This result affirmed the study conducted by Hughes and Shank (2005) found that unethical behaviour of sport stars have implication for sponsorship. Also, the work of Calhoun, (2017) who posits that violence in sports has increased to intolerable levels. Implying that sponsors and other stake holders are not taking it lightly with perpetrators and are ready to withdraw their support from deviants as a way of showing their disapproval to it.

Hypothesis two: There is no significance relationship between doping (soft drugs) and promoters' interest.

Finding from the study shows that there is a significant relationship between doping (soft drugs) and promoters' interest. This finding is in consonance with that of Pescholars (2017) and Dziubiński, (2009) who argued that doping undermines the integrity of sport and that sports that have been constantly linked to cases of drug taking have had their reputation damaged and results in difficulty to gain sponsorship deals.

Conclusion

Sports is an institutional competitive activity that involves vigorous physical exertion or the use of relatively complex physical skills by individuals whose participation is motivated by a combination of the intrinsic satisfaction associated with the activity itself and the external rewards earned through participation. For sport to reach its maximum potential, sponsorship and all other forms of promotions are required. However, there is no ideal society that encourages sport deviance and as such deviance in sports either in form of violence or doping, undermines promotion and other benefits that would have accrued to the sporting enterprise. Based on the findings, the following recommendations were reached. That there should be a synergy between the sport authority/administrators in ending violence in sport. The work also recommended that the use of drugs by both the players and sport officials be discourage and perpetrators sanctioned to serve as a deterrent to other potential and would be offenders and fair play should gain her own reward in addition to the sanctions already put in place against violation of sport ethics by athletes and spectators.

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