

ECONOMIC FACTORS CONTRIBUTING TO DOPING AMONG ATHLETES IN SELECTED TRAINING CAMPS IN ITEN, KENYA

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ABSTRACT

Doping has threatened the noble objective of sports, that is, to promote brotherhood and instead promoted economic corruption where the youthful athletes are interested in earning rather than participating in clean sports. Different economic factors contribute to doping behavior among the athletes. Hence, the present study set out to specifically investigate and document the factors influencing doping among athletes in North Rift, Kenya. This study adopted descriptive survey design as it is concerned with describing, recording, analyzing and reporting circumstances that are available. This design was appropriate since it was intended to generate tentative results on economic factors contributing to drug abuse. It was also appropriate since the data generated was empirical in nature. The research particularly targeted 1785 elite athletes in Kenya currently registered with Athletics Kenya (2017). Data was collected by the use of a research questionnaire. The questionnaire method was used because it provided greater uniformity situations as respondents respond to the same standardized questions. Primary data from the field was edited to eliminate errors made by respondents. Coding was done to translate question responses into specific categories. Coding was expected to organize and reduce research data into manageable summaries. The responses of participants to

the questions were keyed into the SPSS. Descriptive statistics mainly; percentages and frequencies were used to analyze data. Regression analysis was used to measure the effect of independent variables on doping. The study findings showed that there are various economic factors that contribute to doping namely Prize Money (4.22), Cost of doping (3.35), Cost of access to doping (3.63), Cost of concealment (3.44), Sponsorship deals (4.18), Individual Financial status (4.06), Family financial standing (3.57), Boosting economic status (3.63), Advertisement/Image laundering (3.18) and Economic depression (3.95). In conclusion, the study findings revealed that economic factors enhance the desire to dope. Based on the results of this study, the following recommendations are made: the youth in the country should be empowered with information especially by their parents and teachers in the family and school set ups respectively for them to be able to make sound and independent decisions on issues affecting them and be able to resist negative influence from their peers; parents should be sensitized by the government and religious institutions not to abdicate their parental responsibility of instilling societal morals/cultural values in their children because morally upright children grow up to become responsible youths and adults.

Key Words: *athletes, economic factors, doping, framework, ignorance, performance*

INTRODUCTION

All over the world, many nations including Kenya prescribe to the fact that a drug free citizen is important in the whole process of national social welfare and economic development. According to the GoK (2017), consumption of drugs destroys lives and communities at the same time

undermining sustainable development; generating crime thereby affecting all sectors of society in all countries. Ndirangu (2000) in a study postulates that people who are healthy both psychically and psychologically, are the hope of future in economic, social and political development, since they have the necessary energy for production and reproduction of goods and services. It should be noted however that the problem of drug abuse affects many of the developed and less developed countries of the world (WHO, 1989).

In sports, drug use and abuse has been experienced through doping by athletes. Doping refers to the violation of one or more anti-doping rules, including the consumption of banned performance-enhancing substances (e.g. drugs) and/or application of prohibited techniques (Hughes, 2015). Doping corrupts the essence, image and value of sports. It has a number of negative consequences on the individual and the community in general. Doping is associated with mental, physical, emotional and social problems. Worst case scenario, it causes death resulting from extreme addiction. The resource costs involved in managing doping behavior is immense and this depletes the resources which would have otherwise been utilized in other development initiatives for the benefit of the youths in particular, and the wider population in general (Phillips, 1994; Mokdad, Marks, Stroup & Gerberding, 2004; Hallfors, Waller, Ford, Halpern, Bodish & Iritani, 2004).

NACADA (2014) noted that factors contributing to doping among the youth are varied. The most visible factors are socio psychological; cultural factors and economic factors that include economically unstable families, peer pressure influences; foreign socio-cultural influences; psychological states within the individual (for example, the search for identity, the quest for ultimate fun, curiosity and negative self-image); the unavailability of legitimate economic opportunities and the availability of illegitimate economic opportunities such as locally available markets for the drugs. Sports has got a major social-economic impact which has an influence on income. Approximately Kshs.500 million (US\$ 5,000,000) a year is earned by athletes in prize money and endorsements in Europe, Asia and America and comes back into the local economy. Many youth are attracted to sports since it is increasingly being thought of as a tool or platform through which broader social objectives can be achieved. It contributes to positive change within societies in a number of ways including social justice, social exclusion, global social movements, poverty and homelessness (New York Times, 2008).

Athletics Kenya (2018) in its report, noted that several high altitude training camps exist in Kenya, in particular the Great Rift Valley and Central Kenya which attract many Kenyan athletes. This fertile ground for the development of world-beating athletes has also created an international phenomenon thereby creating competitiveness. Competitiveness leads to the desire to outperform thus leading to shortcuts such as use of performance enhancing strategies which can be through natural means of practice and exercise or the use of substances given the imminent monetary recompenses of athletics' sensation. Mathew Kisorio, a Kenyan half Marathon athlete, served a ban by Athletics Kenya in 2012 for two years for allegedly using

performance enhancing drugs. Kisorio took responsibility after news spread that he had tested positive. ADAK wondered why he admitted to doping if it was a mistake by his doctor. Jemima Sumgong's claim for taking EPO for ectopic pregnancy was rejected and was banned for four years after testing positive for EPO use. Rita Jeptoo was banned for four years after testing positive for EPO and was stripped of her 2014 Chicago and Boston marathon victories, the court ruled that there were "aggravating circumstances" in this case and that Jeptoo had hidden her multiple visits to her doctor from her manager and coach.

Bands (2014) noted that doping had threatened the noble objective of sports, that is to promote brotherhood but had promoted economic corruption in which the youthful athletes were interested in what they earn rather than participating in clean sports. Different economic factors contribute to doping behavior among the athletes. Hence, the present study set out to specifically investigate and document the factors influencing doping among athletes in North Rift, Kenya. This was based on the realization that general studies on doping had been conducted but no previous studies on the subject of economic factors appeared to have been conducted in the Rift Valley specifically North Rift area, despite the continuous illumination of the area by the mass media as a hub for doping among athletes in Kenya. Therefore, the study sought to explore the economic factors influencing doping behaviour among athletes in North Rift, Kenya

LITERATURE REVIEW

Doping in sports is not a new phenomenon, having been banned since the 1960s. Though advancement in science and technology has brought many new drugs into the market, ideally with the intention of treating ailments and improving the health conditions of patients (Watt, 2015). Unfortunately athletes, in their efforts to gain athletic advantage over colleagues have abused the drugs. The term doping is generally used to refer to the use of certain substances or scientific techniques that could unnaturally improve the physical or mental health conditions of a contestant before and during the competition thus enhancing his or her sports performance (Murray, 2011).

These substances and techniques are normally prohibited as they are considered as unfair means of winning against those who exhibit their natural potential in sports performance (WADC, 2011). WADC defines doping as the occurrence of one or more of the eight anti-doping rule violations stipulated in the WADC code (2011). Kenya is popularly known for sterling performances in marathon, cross country, middle and long distance running. This phenomenological success in athletics can be traced back to 1964 when she won her first Olympic medal through Wilson Kiprugut (Bale & Sang, 1996). In 1968, Kenya won its first gold medal and by 1972, it made remarkable mark in athletics after winning the men's 4x400m relay. Kenya displayed another remarkable performance in the 1988 Seoul Olympics when she won four gold medals. The feat was repeated in the 2008 Beijing Olympics where she won 6 gold, 4 silver and four bronze medals, all in middle and long distance racing (IAAF, 2011). Several

scholars have sought to establish the reasons behind Kenya's phenomenological success in middle and long distance racing.

Scotts and Pitsiladis (2007) studied Kenya's dominance in middle and long distance running and their findings did not show that Kenyan Athletes had any outstanding genes that made them above-average runners. In another study, Onywera (2009) explored the role of geographical location and environmental influence on sports performance. The findings show the significance that environmental and social factors had in the success of Kenyan athletes, He further sought to determine the role of diet and lifestyle, talent identification and injury management on Kenyan athletes and found that athletes had gained from equipment and amenities that were available within their environment.

Elbe et al. (2010) in their study established Kenyan runners were motivated by extrinsic reasons compared to their Danish counterparts who were also part of them. These studies confirmed that a majority of Kenyan athletes were motivated by economic reasons in their pursuit of sports. Other studies conducted on Kenyan athletes have raised concerns on Kenyan athletes awareness of what is prohibited by the World Anti-Doping Agency. John Ngugi was banned for four years after refusing to provide a sample is an example (Luhtala, 2002). The ban was later reduced after an appeal. Onywera et al., (2006) investigated diet and lifestyle of Kenyan runners and the study revealed that Kenya runners use and value their traditional food types and medicine bringing into focus the athletes' awareness of the risk of using traditional diet and medicine with regard to doping.

In another study on recreational drug use in western Kenya by Otieno and Ofulla (2009) established that there was rampant abuse of alcohol (57.9%), tobacco (34.7%) and cannabis (18.3%) and khat (23.1%) by its subjects. The study further revealed that the users had very scanty knowledge of effects of the drugs. Research has shown that a number of supplements available in many countries contain banned substances such as stimulants, hormones and prohormones. Two studies from Schanzer (2002) and Geyer (2004) confirmed these claims.

RESEARCH MATERIALS AND METHODS

Research Design

According to Cooper and Shindler (2000) and Schutt (1996), a research design is the blueprint for the collection, measurement and analysis of data. It is the plan and structure of investigation conceived to obtain answers to research questions. This study adopted a descriptive survey design as it is concerned with describing, recording, analyzing and reporting circumstances that are available (Kothari, 2003). This design was appropriate since it was intended to generate tentative results on economic factors contributing to drug abuse. It was also appropriate since the data generated was empirical in nature.

Target Population

The research particularly targeted 1785 elite athletes in Kenya that are currently registered with Athletics Kenya (2017). The target population will also be inclusive of the facility administrators who will act as key informants for the study all of whom are part of the target population.

Sampling Technique and Sample Size

Selecting a sample is very important in a study. Hussey and Hussey (2013) noted that the sample should be unbiased and large enough to satisfy the needs of the research. It is impossible to survey the entire population of a particular study because of limited funding and time. Yamane (1967) provided a simplified formula to calculate sample sizes when the population under study is less than ten thousand. (See formula below). This formula was used to calculate the sample sizes in the table shown below. The study used a 95% confidence level, this means that if the same population was sampled on numerous occasions and interval estimates were made on each occasion, the resulting intervals would bracket the true population parameter in approximately 95% of the cases and $P = 0.5$ which means that the probability of the difference having happened by chance was 0.5 in 1.

$$n = \frac{N}{1 + N(0.05)^2}$$

Where n was the sample size, N was the population size, and e was the level of precision. A 95% confidence level and $P = 0.5$

$$n = \frac{1785}{1 + 1785(0.05)^2}$$

$$n = 326.7735$$

Therefore, a total of 327 athletes took part in the research.

Both stratified and simple random sampling techniques were used for the study in determining athletes to be sampled. Stratified sampling ensured that all the categories of athletes were proportionally represented. It is a technique that identified sub groups in the population and their proportion and select from each sub group to form a sample. This technique was used to ensure that the target population was divided into different homogenous strata and each stratum was represented in the sample in a proportion equivalent to its size in the population. The athletes were first sub divided according to their race category. Once stratified according to race category simple random sampling was used to ensure that each member of the target population had an equal chance of being included in the sample (Bryman, 2012). Purposive sampling was used to

determine the administrators who were facility administrators, coaches, government officers. Purposive sampling was used since the officers have knowledge of the population under study. It is useful for situations where one needs to reach a target population quickly and where sampling for proportionality is not a main concern (Koul, 1984).

Instruments

Data was collected by the use of a research questionnaire. The questionnaire method was used because it provided greater uniformity situations as respondents responded to the same standardized questions. This technique gave the respondents enough time to respond within a certain period of time. The element of anonymity with the questionnaire survey technique enhanced the chance of getting honest answers and therefore ensured that the study is appropriate and very efficient. The study also used focus group discussions for supplementation of data collected by questionnaires. They enabled the study gain much information that assisted in conducting the research and analyzing the data (Bryan & Bell, 2007). The respondents were grouped into groups in which the researcher presented the topics of discussion. As they gave their responses they were recorded for analysis. According to Mugenda and Mugenda (2003), reliability is a measure of the degree of a research instrument to yield consistent results or data after repeated trials. The research instrument administered in the pilot study yielded a coefficient of 0.895 hence had a high degree of reliability. Primary data from the field was edited to eliminate errors made by respondents. Coding was done to translate question responses into specific categories. Coding was expected to organize and reduce research data into manageable summaries. The responses of participants to the questions were keyed into the SPSS. Descriptive statistics mainly; percentages and frequencies were used to analyze data. Regression analysis was used to measure the effect of independent variables on doping.

Procedure

Permission to carry out the research was obtained from the relevant authorities as required by law and the principles of research. All ethical issues relating to information consent and confidentiality were adhered to. The respondents were guaranteed of their confidentiality and thus no respondent was required to give his or her identity. All data acquired from the respondents was managed privately and confidentiality was maintained. Information on the nature and purpose of the study was expounded on to the respondents as a means of providing sufficient information before they decided to participate.

Statistical Analysis

The study collected the respondents' social demographic characteristics. The findings indicated that the study had 327 athletes registered with Athletics Kenya in training camps located in Eldoret, Iten and Kapsabet, whose scope of events ranged from 800 to 10,000 meters track races,

cross country and marathon. The majority of the interviewed athletes (Table1) were male (66.06 %), and most had attained at least secondary level education. Most of the athletes were active in the 5,000 metres race and had been running for between 6-10 years.

Knowledge on Doping

Respondents were asked to indicate their general knowledge about doping. The findings indicated that most male (62.90%) and female (87.50%) athletes had received doping information and they were therefore aware on performance enhancing drugs. The greatest source of information was from colleagues with male (93.56%) and female (86.13%) stating it acted as there source of information. Coaches followed closely with 77.77% being male and 69.27% being female indicating that it was also their source of information. The internet was the least used source of information by the athletes used by only 9.23% of male and 8.91% of female. It therefore shows that athletes tend to rely on information passed on by their peers.

Economic factors contributing to Doping

Respondents were asked to rate economic factors contributing to doping among athletes using the scale below; SA = Strongly Agree, A = Agree, U = Undecided, D = Disagree, SA= Strongly Disagree. The findings indicated that prize money was the greatest economic factor contributing to doping among athletes with a mean of 4.22. Respondents affirmed that sponsorship deals were among the greatest economic factor contributing to doping among athletes with a mean of 4.18. It was further stated that Individual Financial status with a mean of 4.06 was also an economic factor contributing to doping among athletes. Respondents indicated that cost of access to doping with a mean of 3.63 is an economic factor contributing to doping among athletes. Cost of doping indicated by a mean score of 3.35 had the least effect as an economic factor contributing to doping among athletes. Therefore, most of the respondents felt that doping occurs and it had economic factors that leads athletes to dope.

DISCUSSION OF FINDINGS

The main purpose of this paper was to investigate economic factor contributing to doping among athletes. The paper was guided by a similar study carried out in the area. The study findings showed that there are various economic factors that contribute to doping namely Prize Money (4.22), Cost of doping (3.35), Cost of access to doping (3.63), Cost of concealment (3.44), Sponsorship deals (4.18), Individual Financial status (4.06), Family financial standing (3.57), Boosting economic status (3.63), Advertisement/Image laundering (3.18) and Economic depression (3.95). In conclusion, the study findings revealed that economic factors enhance the desire to dope.

The findings were in agreement with Laure and Bansinger (2014) who suggested that the type of person who based their decision making on such reasoning is lombardian, for a lombardian winning was all that matters in any given situation. Due to this outlook, a lombardian will disregard all the previously discussed anti-doping arguments in favour of victory. In recent years, it is likely that the number of elite athletes with a lombardian perspective has risen sharply due to the potential gain linked with victory. Based on this perspective, one is always better off doping than not due to the advantages that it brings over non users. Schneider and Butcher (2014) argue that this egoism linked to the lombardian view and doping in sport is ultimately self-encouraging when one considers the benefits that it brings along.

Bucher and Wuest (1999) identified the huge salaries paid to athletes by event organizers as a temptation that leads athletes into doping habit as a short-cut to win the huge prizes. Equally, Ehrnborg and Rosen (2009) expressed the fact that athletes dope due to societal pressure, financial stress, desire to improve physical appearance, to win, perform better and look ideal. Similarly, Yesalis and Bahrke (2000) cautioned that the importance attached to winning and perception towards improving physical appearance may cause athletes to resort to doping. Some athletes were also reported to use PED if it guaranteed them finances to pursue their college studies (Albrecht, Anderson & Mckeag, 1992). Laure, Bansinger and Lercerf (2002) expounded that substance abuse in sports had increased as the pharmacy drug industry had grown. They stated that this has made the drugs readily available where an individual could even purchase online. The Athletes were therefore willing to go to any length to achieve there goals albeit risking it all.

Jendrek (1992) concurred that situational factors may influence an athletes' decision to dope depending on how one is related to the cheater and the need that drives one to use PED. Athletes may have several reasons for using performance-enhancing drugs. An athlete may want to build mass and strength of muscles and/or bones, hide their use of other drug/drugs, increase delivery of oxygen to exercising tissues, mask pain, reduce weight, relax and stimulate his or her body (increase alertness, reduce fatigue, increase aggressiveness). It is worth noting that the desire to risk and achieve glory puts the athletes at a point of risking it all to gain.

RECOMMENDATIONS

Based on the results of this study, the following recommendations were made: the youth in the country should be empowered with information especially by their parents and teachers in the family and school set ups respectively, for them to be able to make sound and independent decisions on issues affecting them and be able to resist negative influence from their peers; Parents should be sensitized by the government and religious institutions so as not to abdicate their parental responsibility of instilling societal morals/cultural values in their children because morally upright children grow up to become responsible youths and adults. A wide variety of social programmes not directly related to doping have the potential to reduce the economic

consequences of doping. For example, vocational training programmes can be targeted so as to reach young people particularly at risk of becoming dopers, and interventions can target those vulnerable to homelessness, social deprivation, unemployment and exclusion from educational opportunities. While such measures and initiatives require significant investment, they are likely to reap benefits in the long term, not just by reducing the economic consequences of drug abuse but by also yielding benefits in many other domains; Policies and initiatives must be integrated into development programmes keeping in mind the key goal of strengthening institutions and shared responsibility at all levels of government.

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