



## RESEARCH ARTICLE

### THE INFLUENCE OF INADEQUATE FEMALE PARTICIPATION OF BOXING AT SLIMLINE {PVT} LTD

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#### ABSTRACT

The sports development framework in Sri Lanka expanded from 1972 with direct government involvement and with change in to open economic policies, the corporate sector took a direct involvement in sports development. The research is an investigation to assess the investment made by slim line pvt Ltd to develop female boxing in Sri Lanka. The purpose of the study was to find out the influence of inadequate female participation of boxing at slim line (Pvt) Ltd. To achieve this purpose of the study fifty hundred (n=50) female employers (non boxers) randomly selected as subject who were from the various slim line branches around Sri Lanka. The selected subjects were age range between 20 -25 years. The subjects tested by questionnaires and interviews. The results of this study shows that, positive perspective regarding cultural and social factors 56 percentage, perception and attitudes 55 percentage, and awareness about female boxing 66 percentage while only 32 percentage is positive in biological and structural changes. Hence, it was concluded biological and structural changes are the factors that affect on an inadequate female participation of boxing and therefore prospects of a promotion campaigns should be aimed on educating biological and structural changes that can be confronted by female boxers.

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## INTRODUCTION

The investment into sport development is considered as a key factor in sustainable development of any sport system in the world. The government involvement in sport development has number of benefits; from image building to social cohesion. There are a number of economic concerns as regards to sport development in developing countries, although most issues have remained unheeded until now in the economic literature. (Andreff, 2008)The sport development frame work in Sri Lanka expanded from 1972 with direct government involvement and with change in to open economic policies, the corporate sector took a direct involvement in sport development. Slimline (Pvt) Ltd, affiliated to MAS Holdings is the pioneer for promoting of boxing. Although Slimline (Pvt) Ltd has invested heavily to launch numerous promotion campaigns, the female participation is at a low level. Since 2002 to 2008, there were only four most outstanding female boxers at Slimline and after 2008, it has increased only up to five. Society think of women boxers as athletes who compete in a sport considered different for women. (Christy Halbert, 1997) and some feminists argue that boxing is a threat to feminism. (Yvonne Lafferty, Jim McKay, 2004).

But according to some studies, boxing gives both positive and negative effects. MethodoloSociety think of women boxers as athletes who compete in a sport considered different for women. (Christy Halbert, 1997) and some feminists argue that boxing is a threat to feminism. (Yvonne Lafferty, Jim McKay, 2004). But according to some studies, boxing gives both positive and negative effects. Bone mineral density and energy expenditure are positive aspects that female boxers have faced, however oligomenorrhea can be a negative aspect. (Trutschnigg *et al*, 2008). However, according to medical studies, female boxing seems to be a safe sport and no specific diseases in particular regarding the breast and reproductive system. (Dr Bianco Massimiliano, 2009).

## MATERIALS AND METHODS

### Selection of subjects

The Purpose of the study was to determine the influence of inadequate female participation of boxing at slim line (Pvt) Ltd. To Achieve this Purpose fifty (n=50) non employer who were not participate zone level boxing competition were randomly selected as subjects from various province branches in Sri Lanka, and their age range 20 to 25 years.

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**Selection of variables**

The present study mainly focus on predictor variables such as cultural and social, perception and attitudes, biological and structural changes, Awareness about boxing.

**Performance Evaluation**

The most suitable value to the statement and put (x) mark in the box, (5) marks strongly agree, (4) marks Agree, (3) marks Neutral, (2) marks Disagree and (1) mark –Strongly disagree.

**RESULTS**

- 56% of the sample is not considering about the cultural and social barriers, which are prevailing in the society.
- Therefore, majority of females believe that playing boxing will not be a social and cultural threat for females.
- 55% of the sample has positive perception and attitudes towards boxing.
- Conclusion Majority of the sample aware of the intangible advantages, which they can obtain by being a female boxer at Slimline Pvt Ltd.
- The positive (32%), negative (33%) and neutral (35%) percentages show that there is no awareness of positive and negative biological and structural changes which can be faced by female boxers.

- 66% of the sample has the awareness about boxing at Slimline Pvt Ltd.
- Therefore the promotion campaigns held at Slimline Pvt Ltd should be targeted on educating females on biological and structural changes rather than concerning of other aspects.

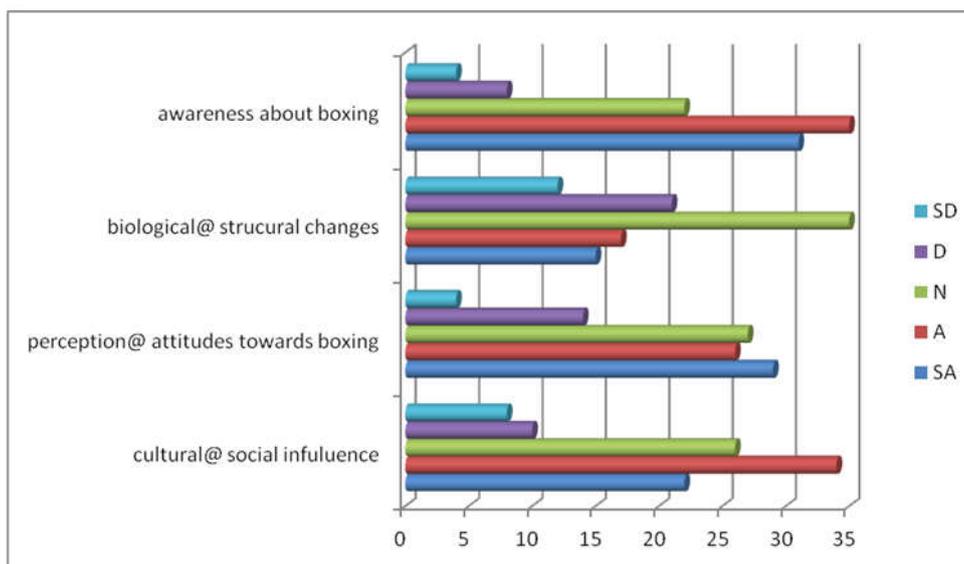
**DISCUSSION**

The face of violence, like other forms of social behaviour is contoured by socio-cultural forces that vary in time and space” (Smith, 1983a; 25). Here, Smith makes explicit the need for Sociologists to account for the historical development of modern sport, in order to appreciate Social processes that shape and frame contemporary experiences of sports violence. The figuration sociology of Norbert Elias (2000 [1939]) has been a central theoretical stream from which such a historical dimension has been explored. For Gruneau and Whitson (1993). Elements of both the catharsis and social learning thesis co-exist within the developmental Approach of Elias (2000 [1939]) and Elias and Dunning (2008 [1986]). However, Elias and during work offers much more than a synthesis of such work. Indeed, it would be Inaccurate to describe their work as containing catharsis theory in the form that it has been discussed previously. Their contribution to the academic understanding of sports violence is Worthy of further examination.

**Table I. The Response on Cultural and Social, Perception and Attitudes, Biological and Structural Changes, Awareness about Boxing**

Variables		SA	A	N	D	SD
Cultural and social influence	Score	64	72	68	29	11
	% of Respondent	22%	34%	26%	10%	08%
Perception and attitudes towards boxing	Score	47	45	93	41	17
	% of Respondent	29%	26%	27%	14%	04%
Biological and structural changes	Score	48	43	84	50	23
	% of Respondent	15%	17%	35%	21%	12%
Awareness about boxing	Score	67	79	48	36	18
	% of Respondent	31%	35%	22%	08%	04%

(SA -strongly agree, A- Agree, N - Neutral, D - Disagree and SD - Strongly disagree)



**Figure I. The bar diagram shows the cultural and social, perception and attitudes, biological and structural changes, Awareness about boxing**

## Conclusion

The factors; cultural and social influences, perception and attitudes and awareness about boxing are not affecting for the inadequate female participation. The lack of awareness on biological and structural changes is the factor affecting for inadequate female participation at Slimline Pvt Ltd.

## Recommendations

- A longitudinal study would gain more information with more associations and then it can be generalized to whole country.
- It is more obligatory if this study conducts with school girls as children have no demolished ideas.
- The sample was questioned only from four areas, but there may some other aspects which need to be further examined.

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