ABSTRACT

Sports behaviour has been perceived by some sociologists to have a sharp inclination to commercial production industry. It has variously been viewed by many authors as a great entertainment for cash. Similarly, besides focusing our attention on the intrinsic benefits of sports, the ever-growing pursuit of the extrinsic in the Kenyan sports milieu today, just as in the rest of the world, is a force strong enough not to be ignored. Sports promote huge consumption in equipment, facilities, clothes etc. It is itself commercial providing mass entertainment as its basic form of production. The media in Kenya reserve substantial time and resources daily for sports coverage to enhance their own marketability, either single handed or in conjunction with one or more sponsoring companies such as Smithkline Beecham, Michelin etc. Sports-related insurance has gone up in recent times. Huge salaries are offered to professional competitors as the amateurs are perpetually engrossed in sports meet all over the world for obvious goals. The 1997 Kenya Safari Rally had its regulations and route changed to ensure a better monitory gain. Finally, a record-shattering Kshs. 6.8 Million was realised in January 1997's Harambee Star's (Kenya) soccer match against Nigeria through deliberate, shrewd, marketing tactics. A kiswahili beat on the Harambee Stars (Kenya's National Soccer team) has so far been released for the electronic media and has been fast selling on the streets of Kenyan towns.

Key words: Sports, entreprenuership, milieu, marketing, production industry.