

This study sought to investigate relationship between demographic factors, goal orientation and satisfaction of Kenya's volleyball league players. It was guided by the hypothesis that demographic factors of Kenya volleyball league players have no significant difference on goal orientation and satisfaction. Demographic factors under study-included age, gender, participation status, level, and experience. Demographic questionnaire, the Task and Ego Orientation in Sport Questionnaire (TEOSQ) and the Athletic Satisfaction Questionnaire (ASQ) were the instruments for data collection. A total of 134 volleyball players from twelve National Volleyball League division one and two teams participated in the study. The players were selected by stratified random sampling. Data were analyzed using descriptive statistics, t-ratios and Chi square test of independence (χ^2) ($p < .05$). Findings of the study showed that 72(53.7%) of Kenya volleyball league players were below 25 years of age. It was also found that task oriented players were more satisfied than ego oriented players. Additionally, the study found that younger players were more satisfied than older players despite both categories being task oriented ($\chi^2=1.925 > .165$), while female players were found to be more task oriented ($\chi^2=1.925 > .165$) and satisfied than their male counterparts. Division 1 and 2 players were found to be task oriented ($\chi^2=1.424 > .233$) with division 2 players being more satisfied. Starters and non-starters were both found to be task oriented ($\chi^2= 0.508 > .476$) with non-starters being more satisfied on all satisfaction components on the ASQ. Lastly, experienced and non-experienced players were both found to be task oriented ($\chi^2=0.560 > .454$), with inexperienced players being more satisfied. The study showed that task oriented players were more satisfied than ego oriented players with majority of the players being task oriented. Also, it was found that apart from gender, other demographic factors under study do not influence players' goal orientation. However, it was found that goal orientation and demographic factors influence players' satisfaction. The study recommended goal orientation assessment on players to help determine satisfaction components to be enhanced, separate training tactics and techniques for men and women, emphasis on non-starters' role on the team, increase of provisions to division one teams and recruitment of players to the teams to include both younger and older players. Talent spotting of players was also recommended to commence at a youthful age. Also, more attention needs to be laid on experienced players to help them raise their low satisfaction levels. It was further recommended that studies on goal orientation and satisfaction using different levels of players participation from those used in this study be carried out. Also, a study on goal orientation and cultural differences was recommended.