

## Abstract

Alcohol consumption among university student athletes is a global health issue attracting attention from different stakeholders. The purpose of this study was to establish the determinants of alcohol consumption among university-student-athletes in Kenya. It was hypothesized that the reasons and consequences of alcohol consumption are sport-related and are mediated by selected demographic factors and Parental Social Economic status (SES). Data was collected through self-administered questionnaires from 146 subjects (102, 69.9%) males and (44, 30.1%) females. Resulting data was analyzed through chi-square and independent t-test. Findings indicated that student athletes consume alcohol due to relaxation (82.2%), overcoming of boredom (66.4%) student-athletes. The consequences of alcohol consumption reported were mainly behavior offending others (32.6%), damaged friendships (29.6%) and poor academic performance (26%). However both reasons and consequences of alcohol consumption could not be determined by the selected demographic factors and parental SES with the exception of the place of residence (neighborhood). It is recommended that trainers/coaches need to sensitize the student-athletes' on their vulnerability to risks associated with alcohol consumption. Intervention measures and procedures to address alcohol consumption should be multi-faceted and involve sport psychologists and counselors. Future studies should be conducted with high school and elite athletes.