

AN ANALYSIS OF EXTRINSIC INCENTIVES VALUE RATING AMONGST SELECTED MALE TEAM, INDIVIDUAL AND COMBAT SPORTS ATHLETES' IN KENYA

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Little conclusive research has been reported in the area of sports in Kenya and the contributing factors to athletic performances. Yet, sporting organizations countrywide continue to spend large amounts of money on sports incentives as performance reinforcers in the quest for excellence in sports performances. This study sought to analyze the differences amongst Kenyan male individual, team and combat sports athletes'. A descriptive survey (Ex-post facto) research design was utilized. A total of 120 athletes were studied. The athletes involved in the study were 40 from team sports, 40 from individual sports and 40 from combat sports. Stratified random sampling was used to determine the teams and individuals for study. The fish bowl technique was used to determine teams whose players were randomly sampled for the study. The same also applied to individual athletes. The extrinsic reinforcer value-rating Questionnaire (RIVRS) comprising a five point Likert scale was used to gather data. The Questionnaire gathered data on the value rating by the subjects on Employment opportunities, Public recognition, material and monetary reward, free medical care and Insurance coverage. The data obtained were analyzed both descriptively and inferentially. The statistical analysis technique used was one-way analysis of variance, where rejection of null hypothesis was set at $P < 0.05$. the ANOVA findings revealed no significant differences amongst Kenyan male team, individual and combat sports athletes incentives' value amongst Kenyan male team, individual and combat sports athletes incentives' value rating on employment opportunities $F=3.07$, scholarship awards $F=4.205$ public recognition $F=3.773$, material and monetary $F=96.191$, free medical care $F=17.489$ insurance coverage $F=5.643$. These values are not significant at 0.05 alpha level ($p > 0.05$). Based on the findings of this study, type of sport was not a major determinant of incentive value rating by the athletes on Employment opportunities, Public recognition, Material and monetary reward, free medical care and Insurance coverage. From the findings it was concluded that incentives must symbolize the athlete-sport relationship, they must have lasting trophy value, and rewards must reflect the individual sports policies. The recommendations were that the government formulates a policy in which performance incentives are spelt out, for example, insurances should be made compulsory and mandatory for national and international athletes, and public recognition as an incentive should be used mainly on the younger athletes. There is also need to emphasize the role of schooling in talent nurturing for sports athletes in Kenya. It was suggested that efforts be initiated to start research studies focusing on a comparative analysis of the existing sport incentives value with a view establishing the differences and similarities between male and female athletes and analyzing the incentive's value of female athletes in all sports in the Kenyan Sports settings.

Key words; athlete, reinforcers, value rating.

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