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Demographic factors affecting achievement goal orientation among Kenya volleyball league players

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Abstract

This study sought to investigate relationship between demographic factors and goal orientation 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. Demographic factors under study-included age, gender, participation status, team level, and players' experience. Demographic questionnaire and the Task and Ego Orientation in Sport Questionnaire (TEOSQ) 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 and Chi square test of independence ($p=0.05$). Findings of the study showed that the percentage of task oriented players was higher on all the five categories of age, gender, level, status and experience under study. However, the chi square values obtained showed that these differences were not statistically significant. Therefore, the hypothesis that there is no significant difference among Kenya volleyball league players on task and ego orientation based on demographic characteristics was accepted. The study concluded that there is no significant difference on task and ego orientation among Kenyan volleyball league players. It recommended that coaches, trainers and managers need to emphasize intrinsic motivation among the players due to its relation to task orientation. It further recommended for a comparative study on different sports on goal orientation and a cultural based study to establish if goal orientation is a cultural phenomenon.

Key Words: Ability, Gender, Goal Orientation, Motivation, Volleyball.

Introduction

Studies in physical activity have mainly focused on health related issues. These include benefits of participation in physical activity and sports, influence of physical activity on non communicable diseases. (Kahan, 2007; Kinoti, 1998; Weiss, 2000). From a psycho sociological perspective, research interests

have mainly focused on understanding the determinants of physical activity behaviour (Gitonga, 1998; Goodway & Rudisill, 1997; Harter, 1982; Mugala et al, 2016; Muthomi, 2008, Ogundele & Akintekun, 2007). These include motivation towards participation in sports; drop out from organized

sports, participation of varying age groups in organized sports and recreational activities among others. These issues call for intervention from significant others in sports like parents, teachers, coaches and trainers because of the role they play in the growth of children in schools, neighbourhoods and communities.

Sports psychologists have come up with several theories to explain the concept of participation in sports. Among these include achievement goal orientation by Maehr and Nicholls, 1980; Nicholls, 1984). This theory considers goal orientation as a foundation under the broad conceptual framework of achievement. According to Nicholls (1984), achievement goal displayed by task or ego orientation influences the attainment of achievement motivation. Research findings suggest that interventions designed to enhance perceptions of competence, social support and enjoyment will result in children and youth maintaining and increasing physical activity participation levels (Weiss, 1993; Zahariadis et-al; 2000). Many questions usually arise while studying goal orientation in sports such as athletes' goal orientation (Duda & Nicholls, 1992; Ipinmoroti, 2005) and demographic information (Riemer & Toon, 2001; Dwyer & Fischer, 1990). In trying to answer some of these questions, an earlier study by Petlichkoff (1993) revealed that athletes who make the team but did not play games on a consistent basis have significant decrease from the beginning of the season in goal orientation, perceived competence and level of satisfaction compared to athletes who played frequently.

Achievement goal orientation is related to motivation in sports. The study of motivation has since been a key area of interest to sport psychologists since the early 1990s. The origin of these studies come from the work of educational psychologists in the late 1970s and early 1980s who proposed that motivation should be viewed more in terms of personal thought and perceptions rather than some innate quality (Bandura, 1977). Through various studies, three types of achievement motivation emerged; ability oriented motivation, task oriented motivation and social approval oriented motivation (Maehr & Nicholls, 1980). However, researchers in sports have emphasized ability related motivation, which has been modified in sport psychology as ego orientation, and task oriented motivation as task orientation (Duda, 1993; Maehr & Nichols, 1980).

Studies under achievement goal orientation have utilized diverse demographic information of subjects (Duda, 1989; Duda & Hom, 1993; White, Duda & Keller, 1998; White & Zellner, 1996; and Williams, 1994). These vary from age, gender, ability, experience and status among others. On the other

hand, dependent variables have been diverse, utilizing different instruments that measure participants' perception towards sports. However, in most of these studies, the underlying factor has been players' goal orientation towards sports and physical activity.

Behzadi et al (2011) carried out a study on the Relationship between Goal Orientation and Competitive Anxiety in Individual and Team Athletes. The study employed Task and Ego Orientation in Sport Questionnaire (TEOSQ; Duda & Nicholls, 1992) and Sport Competition Anxiety Test (SCAT; Martens, 1990) for data collection among one hundred and twenty selected randomly from team sports and eighty from individual sports. Using spearman's test, the study found that only in team sports is there a negative significant relationship between task orientation and competitive anxiety. The study further established that there is no significant difference between individual and team sports in task orientation and goal orientation and that there is only a significant difference between team and individual sports in competitive anxiety and ego orientation with higher competition anxiety among team athletes and higher ego orientation in individual athletes. Behzadi et al (2011) recommended that the role given to an individual may interfere with their inner role and this issue leads to anxiety in the individual since the performance of an athlete in a team sport is determined by the performance of the entire team.

Bullard (2014) carried out a study on motivation and goal achievement among female athletes. The instruments for data collection included Sports Motivation Scale, the Group Environment Questionnaire, and the Task and Ego Orientation in Sport Questionnaire. The study found that the athletes were more inclined towards group-focused individual goal setting with significant correlations with intrinsic motivation, group cohesion, and goal achievement orientation. The target group for this study were female athletes hence need to establish if similar findings can be obtained through male athletes.

Chin et al (2012) studied self determination and goal orientation in track and field athletes where gender, age group and locality differences in adolescent athletes were examined. The subjects completed the Sports Motivation Scale and Task and Ego Orientation in Sport Questionnaire. This study showed that older adolescent athletes were more task-oriented than younger adolescent athletes. The study also found that male athletes were more ego-oriented than female athletes. This is consistent with previous findings by earlier studies (Duda, 1989; Li et al., 1996) which showed that males tend to be more ego-

oriented and females tend to be more task-oriented. The study also found a significant difference in ego orientation between urban and rural athletes. Rural athletes showed higher ego orientation than urban athletes. The findings of this study showed that there was a significant difference in intrinsic, extrinsic and amotivation between male and female athletes. Male athletes were found to have significantly higher levels of intrinsic and extrinsic motivation and amotivation. Urban athletes also showed higher intrinsic motivation than rural athletes. Results of this study provide additional evidence about gender, age group and locality differences in adolescent's goal orientation and types of motivation. The study recommended importance of de-emphasizing an ego-oriented achievement perspective to reduce ego-orientation among males, younger and rural athletes. In addition, it would minimize the extrinsic motivation among adolescent athletes and adopt a self-determined motivation in their involvement in athletics due to the inherent pleasure in the activity itself and help maximize motivation among athletes.

In studying satisfaction among college runners, Maday (2000) used the Task and Ego Orientation in Sports Questionnaire (TEOSQ) developed by Duda & Nicholls (1992) together with The Athletic Satisfaction Questionnaire (ASQ) developed by Riemer and Chelladurai (1998). Earlier, Petlichkoff (1993) had used the Achievement Orientation Inventory (AOI) together with a researcher designed satisfaction questionnaire to understand players' participation and satisfaction. Consequently, studies on goal orientations (Duda, 1989; Duda & Hom, 1993; White, Duda & Keller, 1998; White & Zellner, 1996; and Williams, 1994) have utilized diverse variables in pursuit of understanding participation motives. Demographic information alone is very basic and usually requires other salient variables to make further explanations. This study aimed at getting necessary information to help in the reviewing of sport environment based on goal orientation. Goal orientation was studied by examining task and ego orientation in Kenya volleyball league players.

Several studies have looked at gender differences on goal orientation in sports. In a study by Duda (1989) using university and high school athletes involved in individual and team sports, a significant difference was found between the goal-orientation of female and male students. There were no sport-specific comparisons on goal orientation of the participants. Results indicated a significantly higher score for females on task-involvement and a significantly higher ego-involvement score for males.

In another gender-based study, Duda and Hom (1993) examined goal orientation of participants and

their parents involved in a summer basketball camp. Duda and Hom (1993) found no significant gender-related differences in goal orientation. The results of a one-way MANOVA revealed no significant gender difference in the goal orientation of the young athletes or their parents.

The study by Dongfang et-al (2003) found that male players had recorded higher scores in perceived ego climate and the perfection of skills and physical performance factors of sport confidence than female players'. Secondly, simple correlation analyses showed that both male and female players' task orientation, perceived task climate, and perceived ability were positively related to the eight factors of sports confidence source, which included perfection of skills, demonstration of ability, physical performance, physiological/psychological preparation, social support, vicarious experience, leadership styles of coaches and positive environment. Male players ego orientation was positively related to demonstration of ability, physical performance, physiological /psychological preparation, social support, vicarious experiences, leadership styles of coaches and positive environment. Female players' ego orientation, male players perceived ego climate and the eight factors of sport confidence source were positively related to pre- competition confidence. Thirdly, results of the stepwise regression analyses showed that male players task orientation and perceived ability could effectively predict the pre-competition sport confidence. Results of the study indicated that more confidence could be generated from a task-oriented environment. Findings by Dongfang et-al (2003) matched with results of Shane (2000) and Vealey (1998).

In a gender analysis study related to goal orientation, Williams (1994) examined goal orientation and preference of athletes for competence information sources. Male and female student athletes from four different high schools in Oregon (U.S.A.) were participants in the study. The athletes were involved in various sports including basketball, golf, soccer, softball, tennis, and track and field. The TEOSQ (Duda & Nicholls, 1992) was used to determine athlete's goal orientation. Williams (1994) found that females were more task oriented while males were ego oriented. The concept of gender difference has been very debatable in various studies and this formed part of the hypothesis of this study.

Zahariadis et -al (2000) utilized Participation Motivation Questionnaire (PMQ) to assess motives for participation in sport and physical activity and the Task and Ego Orientation in Sport Questionnaire (TEOSQ) to assess achievement goal orientation. Zahariadis et-al (2000) concluded that there is a clear

relationship between task orientation and intrinsic motivational patterns, whereas ego orientation was associated with more extrinsic forms of motivation. Therefore, results show that intrinsic motivation is likely to be enhanced through promotion of task orientation.

White and Zellner (1996) concluded that athletes who scored higher in "Ego Orientation" were more likely to experience worry prior to, or during competition. They also found out that females tended to be more task oriented, whereas males were more ego oriented. White and Zellner (1996) also revealed that high school male athletes, more than any other group, would use illegal forms of drugs to increase performance and obtain success in athletics. Also, students who scored higher on Ego Orientation scale indicated that they would consider illegal means to obtain success in sport as well. In addition, younger athletes reported contemplating going to extremes to obtain success in sport, as compared to other groups. The findings by White and Zellner (1996) were reflected in a later study by Maday (2000) on gender response, where females were found to be more task oriented than males, while male students were more ego oriented.

In an attempt to investigate the relationship between the goal orientation of coaches and athletes, Chaumeton and Duda (1988) conducted a study on coaches of male basketball players involved in athletics at university, elementary, junior high and high school levels. This study was limited only to coaches of male basketball players. The researchers found that coach's use of process-oriented (task) and outcome-oriented (ego) behaviors significantly varied as a function of the level of competition and situation. Coaches of teams competing at higher levels emphasized the process of players' actions more frequently than did coaches of teams competing at lower levels. The researchers indicated that coaches of teams at lower levels of competition were more likely to use outcome-oriented behaviors than were coaches of teams at higher levels. Participants at all three levels reported the consistent importance of task-goals. This shows the emphasis placed on task orientation by both players and coaches. The athletes reported that task-involvement is valued at each level. The study indicated that in higher levels of competition, winning became increasing more important to both players and coaches. It was apparent from this study that motivational climate

changes with respect to competitive level in the same sport.

Materials and Methods

A descriptive survey research design was used in the present study. The study hypothesized that there is no significant difference between task and ego orientation on the basis of Kenya volleyball league players' demographic characteristics of age, gender, participation status, and team level and players experience. The variables under study included Kenya volleyball league players' demographic factors and goal orientation (task and ego orientation). The study targeted both male and female volleyball league players in division one and two. Sampling for the study was done randomly at both strata for both male and female division one and two players. Demographic questionnaire and "Task and Ego Orientation in Sport Questionnaire" (TEOSQ) adopted from Duda and Nicholls (1992) were the instruments for data collection. The researchers of the study have no conflict of interest in its publication.

Results

Demographic Factors among Kenya Volleyball League Players

The demographic factors under study included age, gender, team level/ability, players' participation status and experience. Age comprised of younger and older players, while gender included male and female players. Team level/ability category was made up of players in the national volleyball leagues one and two, while status involved players on the first team/starters and substitute players /non-starters. Experience was categorized as those who had played for ten or more years in the national volleyball leagues/ more experienced while those who had played for less than ten years in the national volleyball leagues were regarded as less experienced. Most players in the Kenya volleyball leagues commence participation in division 2 while studying at high school level and proceed to division 1 league after high school. This helped to set the boundary between more experienced and less experienced players at 10 years participation in either division 1 or 2 volleyball leagues. Hence, majority of experienced players have played for almost four years at division 2, and more than five years at division 1 volleyball leagues. A total of 134 players (Table 1) from 16 teams participated in this study.

Table 1: Demographic Distribution of Kenya Volleyball League Players

Demographic Factors	Variables	Number	Percentage
Age	Below 25 years	72	53.7%
	26 years and above	62	46.3%
Gender	Male	62	46.3%
	Female	72	53.7%
Team Level	Division 1	65	48.5%
	Division 2	69	51.5%
Players Status	First Team	94	70.1%
	Substitute Team	40	29.9%
Experience	Less than 10 years	118	88.1%
	10 years and above	16	11.9%

N=134

Table 1 shows that 62 (46.3 %) of the players were male while 72 (53.7%) were female. The older category of players (above 25 years) was 62 (46.3%) while the younger players (under 25 years of age) were 72 (53.7%). The sample had 65 (48.5%) players from division one, and 69 (51.5%) from division two. First team players (starters) were 94 (70.1 %) while substitute players (non-starters) were 40 (29.9%). Players who had participated in National Division one or National Division two for less than 10 years (less experienced) were 118 (88.1 %) while those who had played for 10 years or more (experienced) were 16 (11.9%).

Goal Orientation among Kenya Volleyball League Players

Demographic characteristics of age, gender, status, ability and experience were compared to goal

orientation where Chi square values were computed. Age category comprised younger and older players, gender included male and female players, ability involved players in division 1 and 2 teams, participating status comprised of starters/first team and non starters /reserve team players, while experience comprised less experienced and more experienced players. Goal orientation included task and ego orientation. Table 2 shows details of Chi-square test of independence between goal orientation and demographic characteristics of Kenya volleyball league players.

Table 2: Chi-square test of independence between goal orientation variables (ego and task) and demographic factors

Independent variable		Dependent variable			Chi-square		
		Ego	Task	Total	Value	Sig. (2 sided)	Min. exp No.
Age	Young	6 (8.3%)	66 (91.7%)	72 (100%)	1.925	.165	7.40
	Old	10 (16.1%)	52 (83.9%)	62 (100%)			
	Total	16 (11.9%)	118 (88.1%)	134 (100%)			
Gender	Male	10 (16.1%)	52 (83.9%)	62 (100%)	1.925	.165	7.40
	Female	6 (8.3%)	66 (91.7%)	72 (100%)			
	Total	16 (11.9%)	118 (88.1%)	134 (100%)			
Ability/ Teams Level	Division 1	10 (15.4 %)	55(84.6 %)	69 (100 %)	1.424	.233	7.76
	Division 2	6 (8.7 %)	63 (91.3 %)	69 (100 %)			
	Total	16 (11.9 %)	118 (88.1%)	134 (100%)			
Team Status	Starters	10 (10.6 %)	84 (89.4 %)	94 (100%)	.508	.476	4.78
	Non-starters	6 (15.0 %)	34 (85.0 %)	40 (100%)			
	Total	16 (11.9 %)	118(88.1 %)	134 (100%)			
Experience	Below 10yrs	15 (12.7 %)	103 (87.3%)	118 (100%)	.560	.454	1.91
	Above 10yrs	1 (6.3 %)	15 (93.8 %)	16 (100%)			
	Total	16 (11.9 %)	118 (88.1%)	134 (100%)			

N=134, df=1, p=0.05

The main hypothesis as regards goal orientation and demographic characteristics was that there would be no significant difference between task and ego orientations on demographic characteristics of Kenya volleyball league players. This hypothesis was split further into various demographic characteristics under study of age, gender, status, ability and experience for clearer analysis.

Table 2 shows that younger players were more task oriented 66 (91.7%) than ego oriented 6 (8.3%) with older players also being more task oriented 52 (83.9%) than ego oriented 10 (16.1%) on age category. However, no significant ($p > 0.05$) difference was found between players of different age categories (young and old) on either of the two-goal orientation (task and ego orientation) among Kenya Volleyball League Players. Hence, Chi-square value of Value =1.925, $p = .165 > 0.05$ was not significant. Therefore, the null hypothesis that there would be no significant ($p > .05$) difference between younger and older players on task and ego orientation among Kenya Volleyball League Players was accepted. This

finding shows that players' goal orientation was not determined by the age.

Gender category showed higher task orientation for both male -52 (83.9%) and female - 66 (91.7%) players than ego orientation – male 10 (16.1%) female – 6 (8.3%). However, the Chi-square value of Value =1.925, $p = 0.165 > 0.05$ was not significant thus there was no significant ($p > 0.05$) difference between male and female players on task and ego orientation. Therefore, the null hypothesis that there would be no significant ($p > 0.05$) difference between male and female Kenya Volleyball League players on task and ego orientation was accepted.

Ability category showed that there were 55 (84.6%) task oriented and 10 (15.4%) ego oriented division one players with 63(91.3%) task and 6 (8.7%) ego oriented division two players. The Chi-square value of Value =1.42, $p = 0.233 > 0.05$ was not significant. Hence, there was no significant ($p < 0.05$) difference between division one and division two players on goal orientation. Therefore, the null hypothesis that there would be no significant ($p < 0.05$) difference between division one and two Kenya Volleyball

League players on task and ego orientation was accepted.

Status category showed that the percentage of first team /starters was higher 84 (89.4%) on task than ego orientation 10 (10.6%). The second team /non-starter players were also more on task orientation 34 (85.0%) than ego orientation 6 (15%). The Chi-square value of $\chi^2=0.508$, $p=0.476>0.05$, was not significant, thus there was no significant ($p<0.05$) difference between starters and non-starters on task and ego orientation. Therefore, the null hypothesis that there would be no significant ($p<0.05$) difference between starters and non-starters on task and ego orientation among Kenya Volleyball League Players was accepted.

Experience category showed a higher percentage on task orientation 15 (93.8%) than ego orientation 1 (6.3%) among more experienced players compared to 103 (87.3%) for task and 15 (12.7%) for ego on less experienced players. However, the Chi-square value of $\chi^2=0.508$, $p=0.454>0.05$, was not significant. No significant ($p>0.05$) difference between more experienced and less experienced players on task and ego orientation was observed. Therefore, the null hypothesis that there would be no significant ($p<0.05$) difference between experienced and less experienced players on goal orientation (task and ego) among Kenya volleyball league players was accepted.

Discussion and Conclusion

Both younger and older players were found to be task oriented hence no significant ($\chi^2=1.925$, $p=0.165>0.05$) difference between younger and older players on task and ego orientation. Therefore, regardless of the players' age, their orientation was not affected. This study found that age is not a determinant of goal orientation. According to Duda (1992), goal orientation is a psychological state that does not change regardless of the athletes' status. A study by White and Zellner (1996) among high school, intercollegiate and recreational sport participants found younger athletes particularly male to be ego oriented. Also, the same category of athletes reported they would use illegal forms of drugs to increase performance and obtain success in athletics. The present study found no significant difference ($\chi^2=1.925$, $p=0.165>0.05$) between goal orientation and age, despite younger players being more task oriented than older players, whereas White and Zellner (1996) found younger players to be more ego oriented. Similar findings were also shown by Behzadi et al (2011) during a study on the relationship between goal orientation and competitive anxiety in individual and team athletes. This shows that no conclusive findings on

relationship between age and goal orientation have been obtained. The present study concludes that age of the players does not influence their goal orientation; hence the hypothesis that there would be no significant ($p>0.05$) difference between younger and older players on goal orientation is accepted.

There was no significant ($\chi^2=1.925$, $p=0.165>0.05$) difference between male and female players on goal orientation despite female players being more task oriented 66 (91.7%) than male players 52 (83.9%). Earlier studies revealed that task orientation has positive correlation with intrinsic motivation (Duda, 1992; Duda and Nicholls, 1990; Hom et-al 1996). Maday (2000) found no significant difference between male and female players among college runners on goal orientation. A gender based study by Duda (1989) on relationships between Task Orientation and Ego Orientation and the Perceived Purpose of Sport among High School Athletes found that goal orientation differences existed in relation to gender. Bullard (2014) and Chin et al (2012) had a similar finding where female athletes were more inclined towards goal setting and intrinsic motivation. The study showed that females scored higher on task orientation while males scored higher on ego orientation. Maday (2000) found no significant ($p>0.05$) difference between male and female runners on goal orientation. The same finding was obtained in this study, despite both categories being task oriented; female players recorded higher task percentage scores than male players. However, these gender differences were not statistically significant.

In trying to determine gender differences on goal orientation, White (1994) carried out a study on "Goal Orientation and Preferences of Athletes for Competence Information Scores". The study found that females were more task oriented, while males were more ego oriented. Another gender based study by Williams (1994) found that ego orientation is related to sources of information associated with social comparison, whereas task orientation is related to information sources more aligned with personal mastery such as goal attainment, learning and improving. Williams (1994) had similar findings as Lozada (1998) and White (1994) who concluded that players who are more task oriented scored highly on satisfaction unlike players who are ego oriented. This scenario was observed in the present study, where gender differences were not statistically significant on goal orientation, but female players scored highly on task orientation. This makes them attain personal mastery such as goal attainment, learning and improving. Alternatively, ego orientation leads athletes to information associated with social comparison and extrinsic rewards.

Ego orientation has been found to correlate positively with extrinsic motivation and external rewards, while task orientation correlates positively with intrinsic motivation (Duda, 1992; Duda & Nicholls, 1992; Harter, 1982). On the other hand, male players who are comparatively less task oriented have minimal intrinsic motivation and are more aligned towards social comparison and external rewards. However, the current study did not find significant gender differences despite higher scores for female than male on task orientation. This finding may help partially explain the higher success level of Kenyan female volleyball teams compared to male teams in international competitions due to the positive correlation between task orientation and intrinsic motivation.

The Chi square value (Value =1.424, $p=0.233 >0.05$) between ego and task orientation was found not significant on team level/ability. Regardless of the team level, player's goal orientation did not vary. Therefore, among Kenya Volleyball League Players, those of higher ability (division one) and low ability (division two) portrayed similar goal orientations.

Hom et-al; (1993) carried out a similar study on goal orientation among young athletes. Only beginners were found to be task oriented due to low skill levels while athletes with potential for achievement in sport were likely to be ego oriented. The present study found both low and high ability players to be task oriented. The disparity in age between the two groups in this study and Hom et-al (1993) may have contributed to different conclusions drawn. The similarity between this study and Hom et-al (1993) is that both studies reveal low ability players to be more task oriented than high ability players. This shows that the more players /athletes increase in ability, the less they score on task orientation. Therefore, according to Hom et al (1993), there is a negative relationship between task orientation and ability.

An earlier study by Maday (2000) had shown no correlation between goal orientation and ability, which meant that regardless of one's ability, no difference was found on goal orientation. The present study found both division one and two players to be task oriented despite division two players recording higher scores. Findings among Kenya volleyball league players showed that ability is not a determinant of goal orientation. The current study and Maday (2000) had similar findings thus it can be concluded that ability is not a determinant of goal orientation.

Findings of this study showed no significant (Value =0.508, $p=0.476 >0.05$) difference between starters and non-starters. These are similar to results of a study by Petlichkoff (1993), which showed that only survivors had significant decrease in goal orientation

and not starters, non-starters and dropouts. Petlichkoff (1993) found starters and non-starters to be more task oriented than dropouts. These findings are similar to those of Ewing (1981) where no significant differences were found between starters and non-starters on goal orientation. However, the study was not clear whether the athletes were found to be ego or task oriented. The study by Duda et-al (1993) on perceived motivation climate among basketball players and runners found no significant difference on goal orientation of the two groups. However, Duda et-al (1993) dwelled much on differences between runners and basketball players and not players' status. Duda et-al (1993) agrees with this study where both starters and non-starters were found to be task oriented. This study supports findings by Duda et-al (1993); Ewing (1981); and Petlichkoff (1993), which reported no significant difference between starters and non-starters on goal orientation.

The present study can draw support from Bullard (2014) where athletes were more inclined towards group-focused individual goal setting with significant correlations with intrinsic motivation, group cohesion and goal achievement orientation. Thus, the feeling of being together as a team either as starters or non starters promotes intrinsic motivation and group cohesion despite the status of the team. Majority of Kenya volleyball league players were found to be task oriented and did not portray a significant difference on goal orientation based on their status. The finding that both starters and non-starters are task oriented leads to the conclusion that players' status is not a determinant of their goal orientation hence a significant factor in facilitating intrinsic motivation.

The present study found no significant (Value =0.560, $p=0.454 >0.05$) difference on goal orientation between more experienced and less experienced players. Maday (2000) also found a similar result among college runners; where it was reported that there was no significant relationship between demographic variable of experience and the two subscales of goal orientation. This present study and Maday's (2000) therefore agree that there is no significant difference on goal orientation due to experience.

Zahariadis et-al (2000) while investigating goal orientation and participation motives in physical education and sports among English school children found task orientation to be mainly related to skill development and team motives. Earlier, Robert (1999) had made similar conclusion, that task orientation enhances skill mastery. This helps to further the finding that task orientation correlates positively with skill development, intrinsic

motivation and success. Trainers and coaches should highly target task-oriented players during team selection. This will enhance performance because of the positive correlation between task orientation, skill mastery, intrinsic motivation and performance. Minimal studies have dwelled on experience as a determinant of goal orientation, but emphasis has been laid on age. Thus, limited conclusions can be made that experience is a determinant of ego or task orientation. However, the findings of the current study have shown no significant difference between experience and goal orientation.

The study concluded that there are demographic differences on task and ego orientation among Kenya volleyball league players based on age, gender, ability, status and experience with an inclination towards task orientation. However, these differences are not statistically significant. Thus, there is no significant difference on task and ego orientation among Kenya volleyball league players based on the demographic characteristics. The study recommended that trainers, coaches and managers within Kenya volleyball league need to emphasize intrinsic motivation during the training sessions due to its correlation with task orientation. The study further recommended for a cultural based study on goal orientation to ascertain if it is a cultural phenomenon. Furthermore, there is need for a comparative study on different sports and goal orientation.

Conflict of interest

The authors declare no conflict of interest

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