Abstract

Lifestyle is about all habits, attitudes and ways of life developed by an individual that could either promote (when positive) or deteriorate (when negative) health over time. It involves norms, values and interests that are developed over the years as an individual grows into maturity and beyond. The main objective of the study was to establish the influence of perceived positive lifestyle on commitment among employees at Kenya Broadcasting Corporation. The design for this study was a descriptive survey. The target population of this study was 988 employees of Kenya Broadcasting Corporation. A sample size of 150 employees was regarded adequate in this study. Primary data was gathered directly from respondents and for this study, the researcher used a questionnaire. Quantitative data collected using questionnaires was analyzed using descriptive statistics using SPSS (Statistical Package for Social Sciences). From the findings, the study found out that there is a positive correlation between perceived positive lifestyle and organizational commitment. It found out that employees at Kenya Broadcasting Corporation perceived daily consumption of vegetables and foods high in fiber important for healthy living. The study found out that employees preferred teaching their family about positive lifestyle in order to protect future lifestyle related diseases. The study concluded that employees of Kenya Broadcasting Corporation are committed to the corporation to the extent that they are willing to be involved in any program organized by the corporation. The study concludes that employee commitment is well measured by the extent employees are willing to be involved in any program organized by their employers, the extent they feel part of the organization and the extent employees feel that their employers deserves their loyalty. It concludes that there is a significant relationship between perceived positive lifestyle and organizational commitment.