

**INFLUENCE OF SELECTED PSYCHOSOCIAL FACTORS ON CAREER CHOICE  
AMONG FIRST YEAR UNIVERSITY STUDENTS IN PUBLIC AND PRIVATE  
UNIVERSITIES IN KISII MUNICIPALITY, KENYA**

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## ABSTRACT

With the advent of information technology coupled with stiff job competition in the labour market due to emergence of post industrial revolution; the task of career selection has become a very complex decision since it's made among many influencing factors, both intrinsic and extrinsic. Students often lack accurate and adequate information about opportunities to help them make appropriate choices; hence they encounter a problem of match between intrinsic, extrinsic influences, job market demands and the right career. The specific objectives of the study were to: (i) examine the influence of interest on career choice decisions among first year university students; (ii) assess the influence of self-efficacy on career choice decisions among first year university students; (iii) investigate the influence of parental involvement in career choice decisions among first year university students; and, (iv) determine which class between psychological and social factors exerts more influence on career choice decisions among first year university students. To address these research objectives, the study utilized three hundred and seventy (370) first year students drawn from a population of five thousand first years studying in Universities within Kisii Municipality through use of table of random numbers. They responded to a specially designed questionnaire which investigated, interest, self-efficacy and parental involvement. Respondents were selected using purposive design as well as systematic sampling approaches within the descriptive survey design. The data collected were analyzed descriptively both quantitatively and qualitatively by use of mixed methods of analysis using the Statistical Package for Social Sciences as the main tool of analysis. To establish content and criterion validities, two experts were used to assess the concepts the instrument purported to measure, adequacy of the scales, and whether items represented accurately the variables under investigation. In addition, through pilot testing any ambiguities were checked. A test-retest method, allowing a period of two weeks interval between the first and second administration, was employed in estimating reliability. The study calculated a correlation coefficient of the two tests which yielded a Cronbach alpha:  $\alpha = .77$ . The researcher utilized the Social Career Cognitive Theoretical framework. From the findings, the study concludes that although both classes of factors are significant, intrinsic factors are more important than the external factors in influencing career choice decisions. This study is significant to students, career counsellors and policy formulators. Students will apply the knowledge gained from this study to make career choices when needed to do so while Career counsellors can use the knowledge to assist student arrive at a suitable career. As for policy makers, the knowledge gained can assist in formulating a policy framework to regulate career choice by students with the aim of assisting students make rational career choices so that they become motivated and more productive.