

PARENTAL INFLUENCE ON CAREER CHOICE AMONG UNDERGRADUATE  
STUDENTS: A CASE STUDY OF DAYSTAR UNIVERSITY, KENYA.

by

Edith Wasike Sakwa 15-0270

A thesis presented to the School of Human and Social Sciences

of

Daystar University Nairobi, Kenya.

In partial fulfillment of the requirements for the degree of

MASTER OF ARTS

in Counselling Psychology

June 2017

PARENTAL INFLUENCE ON CAREER CHOICE AMONG UNDERGRADUATE  
STUDENTS: A CASE STUDY OF DAYSTAR UNIVERSITY, KENYA.

by

Edith W Sakwa. 15-0270

In accordance with Daystar University policies, this thesis is accepted in partial fulfillment of the requirements for the Master of Arts degree.

Date:

---

Sylvia Tuikong, PhD,  
1<sup>st</sup> Supervisor

---

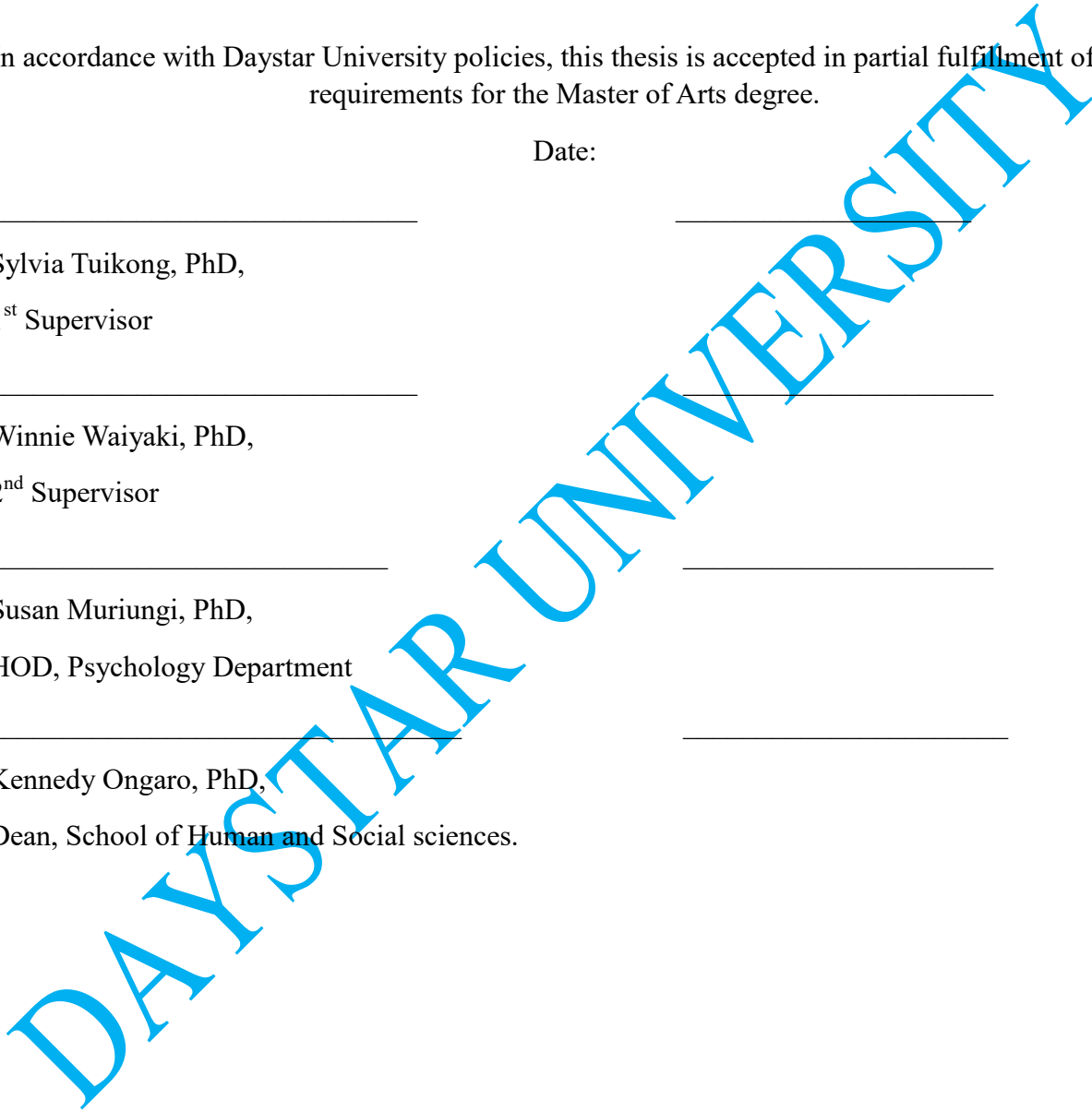
Winnie Waiyaki, PhD,  
2<sup>nd</sup> Supervisor

---

Susan Muriungi, PhD,  
HOD, Psychology Department

---

Kennedy Ongaro, PhD,  
Dean, School of Human and Social sciences.



Copyright ©2017 Edith Wasike Sakwa

DAYSTAR UNIVERSITY

## DECLARATION

PARENTAL INFLUENCE ON CAREER CHOICE AMONG UNDERGRADUATE  
STUDENTS: A CASE STUDY OF DAYSTAR UNIVERSITY, KENYA.

I declare that this thesis is my original work and has not been submitted to any other college or university for academic credit.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Edith Wasike Sakwa

(15-0270)

DAYSTAR UNIVERSITY

## ACKNOWLEDGEMENTS

I am grateful to the Almighty God whose grace has been sufficient in my life during this period. I am highly indebted to my supervisors, Dr. Sylvia Tuikong and Dr. Winnie Waiyaki, for their diligent guidance and support towards my thesis writing.

I also appreciate my family for their moral and financial support which enabled me to come to the end of my thesis. I am equally grateful to the Daystar students both in Athi River and Valley Road campuses for taking their time to participate in this study through filling of the questionnaires. Their responses have been of great value to this research paper. May the almighty God bless you all.

DAYSTAR UNIVERSITY

## TABLE OF CONTENTS

DECLARATION.....	iv
ACKNOWLEDGEMENTS.....	v
TABLE OF CONTENTS.....	vi
LIST OF TABLES.....	ix
LIST OF FIGURES.....	x
LIST OF ABBREVIATIONS AND ACRONYMS.....	xi
ABSTRACT.....	xii
DEDICATION.....	xiii
CHAPTER ONE.....	1
INTRODUCTION AND BACKGROUND OF THE STUDY.....	1
Introduction.....	1
Background of the Study.....	3
Statement of the Problem.....	8
Purpose of the Study.....	9
Objectives of the Study.....	10
Research Questions.....	10
Justification of the Study.....	10
Significance of the Study.....	11
Assumptions of the Study.....	11
Scope of the Study.....	12
Limitations and Delimitations of the Study.....	12
Definition of Terms.....	13
Summary.....	14
CHAPTER TWO.....	15
LITERATURE REVIEW.....	15
Introduction.....	15
Theoretical framework.....	15
Social Learning Theory.....	15
Social Cognitive Career Theory (S.C.C.T).....	18

General Literature Review .....	20
Career Choice.....	20
Parental Expectations.....	21
Gender Roles.....	24
Parental Educational Level .....	27
Empirical Literature Review.....	29
Conceptual Framework.....	31
Discussion.....	31
Summary.....	32
CHAPTER THREE .....	33
RESEARCH METHODOLOGY.....	33
Introduction.....	33
Research Design.....	33
Study Population.....	34
Sample Size.....	34
Sampling Technique.....	35
Data Collection Instruments .....	36
Data Collection Procedures.....	36
Pretesting.....	36
Data Analysis Plan .....	37
Ethical Considerations .....	39
Summary.....	40
CHAPTER FOUR.....	41
DATA PRESENTATION, ANALYSIS AND INTERPRETATION.....	41
Introduction.....	41
Response Rate.....	41
Reliability Analysis.....	41
Validity Analysis .....	42
Demographic Data of the Respondents.....	43
Distribution of the Respondents by Gender.....	43
Distribution of the Respondents by Age .....	44
Marital Status of the Respondents .....	46

Schools Enrolled at Daystar University.....	47
Parental Expectations.....	48
Gender Roles.....	49
Parental Educational Level .....	50
Regression Analysis .....	52
Anova Analysis .....	53
Factor Analysis.....	54
Summary of the Key Findings .....	55
Summary.....	56
CHAPTER FIVE .....	57
DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS.....	57
Introduction.....	57
Discussion of the Key Findings .....	57
Conclusion .....	59
Recommendations.....	60
Areas for Further Research.....	61
REFERENCES .....	62
APPENDICES .....	67
Appendix A: Letter of Introduction .....	67
Appendix B: Questionnaire.....	68
Appendix C: Authorization from Daystar University.....	72
Appendix D: Authorization from Daystar University.....	73
Appendix E: Authorization from NACOSTI .....	74

#### LIST OF TABLES

<i>Table 3.1: Target Population According to Various Schools .....</i>	<i>34</i>
<i>Table 3.2: Sampling Frame .....</i>	<i>35</i>
<i>Table 4.1: Reliability Analysis .....</i>	<i>42</i>
<i>Table 4.2: Content Validity Index .....</i>	<i>43</i>
<i>Table 4.3: Gender of Respondents .....</i>	<i>43</i>
<i>Table 4.4: Parental Expectations .....</i>	<i>48</i>
<i>Table 4.5: Gender Roles .....</i>	<i>49</i>
<i>Table 4.6: Parents Level of Education .....</i>	<i>50</i>



<i>Table 4.6.1: Influence of Parental Educational Level</i> .....	51
<i>Table 4.7: Model Summary for All Variables</i> .....	52
<i>Table 4.8: Anova For All The Variables</i> .....	53
<i>Table 4.9: Coefficients</i> .....	54
<i>Table 4.10: Factor Analysis</i> .....	55

#### LIST OF FIGURES

<i>Figure 2.1: Social Gognitive Career Model of Development of Interest</i> .....	31
<i>Figure 4.1: Age of Respondents</i> .....	44
<i>Figure 4.2: Marital Status of the Respondents</i> .....	46
<i>Figure 4.3: Faculty Enrolled in by Respondents</i> .....	47

#### LIST OF ABBREVIATIONS AND ACRONYMS

CVI	Content Validity Index
GOK	Government of Kenya
KCSE	Kenya Certificate of Secondary Education
MOE	Ministry of Education.
NACOSTI	National Commission for Science, Technology and Innovation
SCCT	Social Cognitive Career Theory
SES	Social Economic Status
SLT	Social Learning Theory
SPSS	Statistical Package for the Social Science

## ABSTRACT

The purpose for this study was to establish parental influence on career choice among undergraduate students at Daystar University. The objectives were to examine parental expectations on students' career choices; to determine whether gender roles influenced students' career choices and to establish the influence of parental educational level on students' career choices. The study focused on the undergraduate students at Daystar University; Nairobi and Athi River campuses and it used descriptive research design. From the total population of 3774 students identified from both campuses, the research used stratified random sampling technique to pick a sample size of 377 respondents, which was 10% of the total population. This study obtained its primary data using questionnaires. Statistical analysis of data was done on the Statistical Package for the Social Science (SPSS) version 22 using measures of description and relationship. The study also employed Karl Pearson's product moment correlation technique to establish the relationship between parental expectation, gender roles and parent educational level on career choice among undergraduate students. The findings from the study revealed that, parental expectations, gender roles and parental educational level had a significant influence on the undergraduate students' career choices with a P- value of .000, .000 and .042 respectively. From the findings, parental expectations had the highest influence on students' career choices

with a mean of 3.38 and standard deviation of 1.410. Gender roles significantly influenced students' career choice as shown from the findings with a mean score of 3.65 and a standard deviation of 1.914. Lastly, parental education level had a significant influence on students' career choices with a mean score of 3.48 and a standard deviation of 1.682. The study recommended that parents should allow their children to select careers which they are passionate about by giving them enough space and support to realize their potentials.

#### DEDICATION

I dedicate this work to God for he has been gracious and faithful to me. To my lovely husband Joel, children, Emmanuella and Marvel, you spur me to greater heights with your support and sacrifice.

DAYSTAR UNIVERSITY