

# **Combined Effect of Personality Factors and Cognitive Factors on Students' Self-Employment Intentions in Technical, Vocational Education and Training in Kenya**

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## **Abstract**

Entrepreneurship has been acknowledged as a key driver of economic growth across many economies both in developed and developing countries. Entrepreneurial intention has been empirically proved to be the predictor of entrepreneurial behaviour. This study used personality factors (need for accomplishment and internal locus of control) and cognitive Factors (personal attraction and perceived social valuation) to assess their combined effect on self-employment intentions in Technical, Vocational Education and Training in Kenya. The study objective was to establish the combined effect on the relationship between personality factors and cognitive factors on students' self-employment intentions. A cross-sectional survey research design was used to obtain quantitative data. A structured questionnaire was developed and administered to diploma engineering finalist students sampled from 41 public TVET Institutions in Kenya between 2016 and 2017. The data was analysed using both descriptive statistics and inferential statistics. Pearson's Coefficient Correlation was used to examine the relationship between independent variables and the dependent variable. Factor analysis was conducted to investigate the internal structure among the set of variables. Multiple regressions analysis was used to examine the effect of independent variables on the dependent variable. The findings indicated that there was a positive and significant relationship between combined effect of personality factors and cognitive factors on self-employment intention. Consequently, the combined effect of independent variables strongly influences dependent variable. The study concluded that although personality factors and cognitive factors positively individually influenced self-employment intention, combined association enhanced this effect further among engineering students in TVET institutions in Kenya.

## **Keywords**

Personality Factors, Combined Effect, Cognitive Factors, Entrepreneurship, Self-Employment Intention

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