

SUMMARY

Since personality plays a very important role in the choice of career, it was decided to undertake a study whereby the personality traits of individuals of a particular career, namely that of estate agent was explored. The purpose of the study therefore, is to determine whether there are statistically significant differences in certain personality dimensions between estate agents who according to Holland (1997) fit the estate agents category and estate agents who according to Holland (1997) do not fit the estate agents category.

Career counselling is discussed on the basis of the current literature on the topic. Career counselling entails matching an individual's interests and abilities to a suitable career. The viewpoints regarding career counselling that are discussed in this study are the Trait and Factor theory, the career developmental approach of Super (1953) and Holland's (1997) occupational interest theory. Holland's (1997) theory is conceptualised in depth as his theory plays a large role in the current study. Furthermore, because personality plays a large role in an individual's decision of career, various temperament and personality theories are discussed. The factors differentiating temperament from personality have also been included. Finally the relationship between personality and work is explained.

The sample group consisted of 44 estate agents who work at one of three branches of the same real estate agency in Johannesburg. Holland's (1994b) Self Directed Search (SDS) was used to establish the specific occupational three letter code of each of the participating estate agents. This code was compared to the code found in the Occupations Finder (1994a) which specifies the code established by Holland (1994a) as the suitable code for estate agents, (namely ESI). Based on their SDS codes, the participants were divided into two groups. Group one consisted of estate agents who have either 'ES' or 'SE' as the first two letters of their occupational code, in other words the estate agents closely resembling Holland's (1994a) code and therefore those that fit the estate agents category according to Holland (1994a). Group two consisted of estate agents whose first two letters of their occupational code were neither 'ES' or

‘SE’, in other words the estate agents who do not closely resemble Holland’s (1994a) code and therefore those who do not fit the estate agents category according to Holland (1994a).

Thereafter, the Schepers (1999) Locus of Control Questionnaire (LOC), the Schepers’s (2001) Personality Questionnaire (SPQ), the Schepers (1966) Temperament Questionnaire (STQ) and the Zuckerman Kuhlman (1993) Personality Questionnaire (ZKPQ) were used to evaluate the following personality traits:

- Schepers’s (1999) Locus of Control (LOC)
 - Internal control
 - External control
 - Autonomy

- Schepers’s (2001) Personality Questionnaire (SPQ)
 - Extraversion
 - Introversiion

- Schepers’s (1966) Temperament Questionnaire (STQ)
 - Primary functioning
 - Secondary functioning

- Zuckerman Kuhlman (1993) Personality Questionnaire (ZKPQ)
 - Impulsive sensation seeking
 - Neuroticism-Anxiety
 - Aggression-Hostility
 - Activity
 - Sociability

The research design was of an ex post facto nature. The statistical techniques used to evaluate the data of this study were Hotelling’s T-square test and Student’s t-test.

These tests were applied to determine whether the groups selected on the above criteria, differed significantly or not.

The most important findings of this study were the following:

Estate agents who fit the estate agents category as identified by the SDS, differed statistically significantly from estate agents who do not fit the estate agents category with regard to the following traits:

- They are considerably more extraverted.
- They are predisposed to primary functioning as opposed to secondary functioning.

Where the findings of this study are similar to results of previous studies, such similarities were emphasised and discussed.

The implementation value of the study lies in the confirmation of existing studies regarding Holland's (1997) theory of occupational interest and personality. New information regarding the personality traits of estate agents who fit the Holland (1994a) occupational code for estate agents versus estate agents who do not fit the Holland (1994a) occupational code for estate agents was produced. Furthermore, the findings could be especially useful and valuable regarding career counselling in South Africa.