



Environmental Factors Influencing Career Switch Intention among Mass Communication Professionals in Southwest Nigeria

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ABSTRACT

This paper seeks to examine the environmental factors such that influence career switch intention among mass communication professionals in the South-Western region of Nigeria. The paper sets out four perspectives on the likely causes of career change: job condition, job training, social factors, and economic factors, which link respectively to the literatures on the causes of career switch from one field of professionalism (or job) to another. Survey research design was used while questionnaire was the instrument employed in collection of data. Findings revealed that career switch intention among mass communication professionals in Southwest Nigeria was influenced to a very large extent by environmental factors such as irregular salary payment, poor job condition, bad treatment of staff, etc.

Keywords: Career switch, job preference, job motivation, job security, job satisfaction, mass communication, journalism

INTRODUCTION

The field of journalism encompasses a variety of careers related to the dissemination of information; journalists work as news reporters, writers, editors and publishers among others. Graduates of journalism programmes might work for newspapers, websites, magazines, television stations, radio stations and other mass communication organizations. Journalists collect and disseminate information to the public; popular careers in this field include newspaper reporter, copywriter, editor, news anchor, columnist or public relations agent. Reporters gather information on newsworthy events through observation in the field, research and interviews. Specific job duties in journalism vary by job title; broadcast journalists report live on air from the location of an event, general assignment reporters might cover city hall meetings, business openings, celebrity appearances or political rallies. Some reporters specialize in areas like health, sports, fashion, business or foreign affairs. News analysts interpret the news from many sources and relay it to an audience through a television or radio broadcast, correspondents report news from locations

around the world and some larger media outlets assign reporters to specific beat like crime or politics.

Journalistic positions in Nigeria usually require a Higher National Diploma or bachelor's degree in journalism, and some employers require several years of experience or a master's degree. Graduates of journalism and mass communication in Nigeria have however been observed to be changing careers to non-communication related jobs in recent times and this is beginning to cause discouragement in the minds of journalism scholars. This fact was alluded to by Deuze (2006:38) when he noted that “sixty five percent of mass communication or journalism graduates change to non-communication related jobs”. Not only are scholars and trainers debating the desirability of graduates to follow journalism as a career, they are equally questioning the future of journalism itself and the promises it holds for its teeming graduates. If events in Nigeria’s journalism sector are anything to go by, where journalists work for months without collecting salary, where media houses are struggling under an excruciating economic condition as well as unfavourable work environment, journalism faces a not-so-exciting future.

The issue of career switch intention among mass communication professionals can be traced back to some underlying environmental factors that can lead to discouragement and eventual consideration of career path in other non-communication related jobs, one of such is economic factor; it involves low remuneration, or in some cases, non-regular payment of staff salaries by media organizations, this results in their financial situation being so bad that it negatively affects the zeal and enthusiasm with which they perform their official duties and eventually make them consider a career switch.

STATEMENT OF THE PROBLEM

The upsurge in career change to non-communication related jobs by mass communication professionals in Nigeria is becoming a phenomenon that should be of great concern to students of journalism and mass communication, parents, media organizations, and all stakeholders in both academic and media settings. This massive transition to non-communication related career fields is expected to be on the rise in the near future if some drastic measures are not put in place to check the reasons behind it and proffer the best possible solution to it.

This phenomenon is deemed to be in connection with the challenges that journalism profession is currently facing in Nigeria; the media industry in Nigeria is facing many challenges ranging from poor job condition, job training, social factors to economic factors. Notable among environmental factors influenced career switch intention among mass communicators in the country range from job hazards to dwindling advertising revenue which have led to non-payment of salaries of journalists by media owners and where they are paid, it is not regular. For instance, in the last two years, Daar Communications, owners of Ray Power 100.5 FM and AIT has declared losses running into billions of Naira. Some other media organizations are also not doing well, and this issue has encouraged the practice of brown envelop by some journalists who must survive in the absence of salaries from their employers. All the issues earlier mentioned are capable of discouraging and sparking career switch intent in mass communication professionals.

This spaper seeks to explore the connection between environmental factors such as job condition, job training, social factor and economic factor on career switch intention among mass

communication professionals in Southwest region of Nigeria. The study focused at addressing the research question: what are the influence of environmental factors (job condition, job training, social factors and economic factors) on career switch intention among mass communication professionals. Different constructs were adopted by the identified writers to explain the concept of career switch, without particular inference to the relatedness of such constructs to the mass communication and journalism professionals in Nigeria. Most of the measures adopted by the previous researchers on the subject matter of career switch did not specifically measure the reasons for inherent career switch to non-communication related jobs by mass communication and journalism professionals after graduation, but simply measured the aggregate reasons for career switch among the working class people generally without providing useful insight on why exactly the majority of mass communication and journalism professionals decide to switch to careers that are not related to their field of study.

Therefore, it is apparently obvious from the findings of the previous empirical investigations that a gap exists in the career change literature regarding the cumulative effects of some constructs that could explain the major reasons that majority of mass communication and journalism professionals decide to switch to careers that are not related to their field of study.

Objectives and Hypotheses of the Study

The general aim of the study was to investigate the environmental factors affecting career switch intention among mass communication professionals in six states of South-West Nigeria. In order to thoroughly address the general aim of the study, the following specific objectives were addressed: examine the influence of job condition on career switch intention among mass communication professionals; access the relationship between job training and career switch intention among mass communication professionals; ascertain the relationship between social factors and career switch intention among mass communication professionals; investigate the influence of economic factors on career switch intention among mass communication professionals. The following research hypotheses were carried out, in order to capture the stated specific objectives of the study.

H₁: Job condition significantly moderates the effect of environmental factors on career switch intention among mass communication professionals

H₂: Job training significantly moderates the effect of environmental factors on career switch intention among mass communication professionals

H₃: Social factors significantly moderates the effect of environmental factors on career switch intention among mass communication professionals

H₄: Economic factors significantly moderates the effect of environmental factors on career switch intention among mass communication professionals

LITERATURE AND THEORETICAL REVIEW

Literature Review

Job Search and Intentions to Leave Current Job

According to the theory that guides this study and theory of reasoned action (Rhodes & Doering, 1993; Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975), the immediate antecedents of career change are thoughts of changing careers, actual job search and intention to change. Individuals who invest time in job search are likely to be aware of alternative careers. Individuals who changed careers perceived greater availability of acceptable alternative positions (Kanchier and Unruh, 1989). In the

same vein, when Neapolitan (1980) interviewed career changers and a matched group of stayers, he found that dissatisfaction with the current career was not enough to cause a career change, attractive alternatives were also required. Due to the lack of research on actual career change generally, no direct evidence in support of the proposed relationship could be located. On the other hand, there is strong evidence of the relationship between turnover and intentions to leave and job search behaviour (Griffeth et al., 2000). Thus, it is expected that job search behaviour and intentions to leave current job will be positively associated with career change.

The argument above can also be viewed from a different perspective. While awareness of alternative careers may be part of variables that contribute to career change, dissatisfaction with one's present job is pivotal to making such an important decision on whether or not to change career. An individual who is satisfied with his present job is less likely to consider changing his or her job even when he or she is aware of alternative careers, and as already stated in this research, job satisfaction cuts across monthly income, working condition, job security, work relationship or inter-relation between boss and subordinates and between colleagues that are working together, career change is less likely to occur as long as all these are being properly derived.

Occupation Tenure

Individuals learn important new work skills and perfect old skills by on-the-job training. Through informal instruction by their supervisors or co-workers, trial and error, and repetition individuals become increasingly proficient and productive. On the one hand, increased occupational tenure represents a significant human capital investment, therefore a reduced probability of changing occupations. There is limited evidence to support this proposition. The report of Aryee and Tan (1992) says that increased employee development was associated with lower intentions of changing occupations. On the other hand, it has been shown that participating in skill development leads to thoughts about changing careers (Donohue, 2007). Carless and Bernath (2007), in contrast, found that occupational tenure had no impact on intentions to change careers with a sample of Australian psychologists. In view of the conflicting theoretical propositions and evidence, the relationship between human capital (education and occupational tenure) and career change will be explored.

It can however be concluded here that occupational tenure, employee development, and on-the-job training do not determine whether or not an individual would change occupation, the only determinant factor here is whether or not the individual concerned is deriving satisfaction with his present job.

Economic Factor

It involves low remuneration, or in some cases, non-regular payment of staff salaries, this results in their financial situation being so bad that it negatively affects the zeal and enthusiasm with which they perform their official duties and eventually make them consider a career switch. Findings on the relationship between career change and salary have been mixed. According to Kanchier and Unruh (1989), the possibility of earning a higher salary is likely to influence willingness to change careers. Lewis and Thomas (1987) qualitative study of professional engineers and scientists found that the prospect of more money was nominated by a majority of career changers as a reason for undertaking the change. Similar findings have been reported by others (Kid & Green, 2006; Breeden, 1993; Doering & Rhodes, 1989; Markey & Parks, 1989; Neapolitan, 1980; Clopton, 1973).

These findings suggest that the prospect of a higher salary is a reason for career change. However, other studies have reported different results. In her study on the attractions of teaching, Slay (2006) analysis showed a great relevance of non-monetary factors in informing the decision to enter teaching.

The opinions of authors like Lewis & Green (2006), Breeden (1993), Doering (1989), Markey (1989), Neapolitan (1980), Clopton (1973), and others that the prospect of a higher salary is a reason for career change is absolutely correct. The truth is that when an employee's salary is low and insufficient to provide for his or her needs, there is possibility that such an employee would consider leaving his or her present job for a higher paying organization. As a matter of fact, salary remains one of the variables that determine job satisfaction. Similarly, this study is also in support of the findings of Slay; teaching is a call, and teachers that join teaching just to be financially upright cannot deliver optimally to the benefit of the students. If truly an individual is moved to teach, regardless of whether the salary is high or low, he or she will be satisfied and be willing to continue because of the future of his or her students.

Socioeconomic Factors as an Influence on Choice of Career

In his analysis, Watts (1996) concluded that developing countries direct their students into careers according to the country needs. Professions have varying degrees of acceptability in different cultures which also influences an individual's career choice (Kerka, 2003). Socioeconomic factors, therefore, are also important in motivating the students to make career decisions (Sukovieff, 1989). A comprehensive study by Ngesi (2003) reports that students from poor socioeconomic backgrounds made wrong career decisions, and chose professions which required a short duration of training, primarily due to financial constraints. As the old adage goes, nothing succeeds like success, similarly, a student who fares well academically have better career prospects and choices as compared to the struggling ones. Hoover-Dempsey & Sadler (2000) assert that a well-read person has more information related to career choice, and reads more to make the crucial decision. Thus their decisions are likely to be correct and wise. According to Edwin (2000), different values are attached to different career options. These values according to him stem from life experiences, educational background, and the environment. Values are also attached to the stability which is attached to a particular career. An important factor in determining students' career choice is the school to which they belong. Different curriculum options, hidden curriculum, and school culture are all determinant of a student's career choice. Schools role is to provide accurate guidance, and also encourage students to continue with education and not drop out (Oladele, as cited in Nyarko-Sampson 2013). He further elaborates that some parents are receptive to suggestions. However these types of parents usually set high standards from the very outset, and then pave the way for their children to follow that path. Studies report that children who are initially dependent on parents regarding career decisions tend to become more independent as they enter high school and adolescence (Kinnier Brigman & Nobel, 1990).

Different commercials and posters provide information about different occupations. These messages leave an impact on the people and they adopt the careers which are not traditionally associated with their gender. According to Wroblewski and Huston (1987), children tend to be more informed about situations they see on television and movies, rather than the reality, which serves as a strong influence on their career decisions. Similarly, Trujillo and Ekdom (1987) assert that media, particularly television teaches us to value those professions which are portrayed to be more

socially valued in a society. According to Semali (2003), the various means through which we are bombarded with information are “television, radio, newspapers, magazines, internet, billboards and marketing materials”. At the time of personal development, these types of advertisements leave a lasting impression on the youth. A factor which influences career choice is the lack of awareness regarding professions (Jones and Larke, 2005). Students have misconceptions about professions due to lack of information, which prevents them from choosing them. On the contrary, these fields were actually gaining more demand and were expanding.

Influence of Environment and Personality on the Choice of Career

The environment plays a large part in a student's career choice. Students traditionally stay at home to either obtain education or start employment. Marriage also played a large part in career decisions. The economics of marriage either solidified the commitment to go on to higher education or stopped career plan short, depending on the stability of the marriage. How students have seen themselves in a role in which personality is a determining factor may influence a chosen career. Some careers demand that you have the personality to match the qualities of the occupation. For example, sales people have to be out-going. Splaver (2000) said “personality” plays an important role in the choosing of the right career. A student's personality must be self-motivated type, as to investigate career possibilities from early on in their lives, and not the procrastinating type that waits till they are compelled to decide. Students must take seriously the role grades play in limiting opportunities in the future. Splaver went on to say “It is important for you to have a good understanding of yourself, your personality, if you are to make intelligent career plans”. (Splaver 2000, p.12). Opportunity is the third factor that has shaped career choices for students. Opportunity may influence how students have perceived their future in terms of the reasonable probability of a future in particular career fields.

The notion that marriage plays a large part in career decisions is correct because the stability of marriage determines whether the commitment to go on to higher education will hold or not. If there are no proper prior preparations in terms of finances, job, etc., there is possibility for one's plan regarding getting a degree which will go a long way in building one's career to be cut short. If there is good understanding between a couple as touching going to school to get a degree, both of them will work it out and achieve it eventually. However, one needs to first have self-motivation so as to design a blueprint on what career path he or she intends to follow and also have a firm resolution to achieve it.

Job Preference and Ownership Influence

Work environment and condition are very crucial to determining job preferences. According to Hytter (2008), work environment is generally discussed as industrial perspective; it focuses on aspects such as noise, toxic substances exposure and heavy lifts, stress, etc. The interesting part of work environment is that the characteristics of work environment in services sector are different from production sector, because services sector directly deal with consumers/clients (Normann 1986). According to Ramlall, (2003), people mostly prefer to work and to remain in those organizations that provide good and positive work environment, where employees feel that they are valued and making difference.

Ownership influence is an organizational culture that refers to the environment and way of working that has been cultivated by the organization (O'Donnell and Boyle, 2008). Culture in this sense,

involves not only the organizational climate but also practices that organizations develop around handling their people (O'Donell and Boyle, 2008). It is of significant importance to note that culture extends beyond what is formal in the organization; it applies to unofficial ways of methods of working that may not be recognized by the organization but occurring nonetheless. Ownership influence in this context refers to the attitude of majority of employers in trying to bend their employees to their own will and rules, especially when it is obvious that such rules negate the ethical standard of their profession as explained by O'Donell and Boyle, (2008). In most cases, such influence by the employers results in role conflict for their employees. Role conflict, as used in this study, refers to the expectations and demands placed on the employees; employees are subjected to performing duties outside the purview of their profession and even sometimes in an unethical manner (Beena, 2011). The expectations from the multiple roles the employees assume can lead to role conflict (Ahmad, 1995) and should role conflict arise, there may be interference with fulfilling the expectations of the other role.

In most contemporary organizations, performance based appraisals are used as a method of measuring performance and the suitability of employees for advanced roles or positions than they currently occupy. In such situations employees who are experiencing role conflict can at times be bypassed for positions for which they are qualified. Constant issues similar to the one mentioned above present barriers to the career advancement of such employees and may eventually lead to their job turnover intention.

Job Satisfaction

Job satisfaction is an optimistic feeling for one's job. According to Newstrom (2007), "Job Satisfaction is a set of favourable or unfavourable feelings and emotions with which employees' view their work". Job satisfaction is typically defined as the feelings a person has about her or his job (Carless and Arnup, 2011). Locke (1976) described job satisfaction as a pleasurable or positive emotional state resulting from the appraisal of one's job or job experiences. Thus, it is an attitude developed by an individual towards his or her job and job conditions (Rastgar et al., 2012). Career writers have noted that work takes up such a significant amount of a person's life, and that by increasing an individual's overall satisfaction with his or her work life, the total well-being of the individual, the organization and the society is improved (Duong, 2014; Staples and Higgins, 1998). A central component of Rhodes and Doering's (1983) model of career change is that job dissatisfaction is likely to lead to thoughts about career change. However, research on the relationship between job satisfaction and career change has generated mixed findings.

A number of studies have reported that feeling dissatisfied at work leads to thoughts about changing careers (Cesinger, 2011; Carless and Bernath, 2007; Donohue, 2007; Ostroff and Clark, 2001; Blau, 2000; Blau and Lunz, 1998; Rhodes and Doerings, 1993). On the other hand, a longitudinal study of actual career changers found that job satisfaction was not an antecedent of change, although, post-change individuals were happier in their jobs (Smart and Peterson, 1997; Breeden, 1993). The differing findings may be due to whether intentions to change or actual change were assessed and the subsequent time lag between assessing job satisfaction and actual change. Smart and Peterson (1997) showed that level of job satisfaction drops when the individual contemplates making a career change and then picks up once the individual implements the change.

The opinion of authors like Rhodes and Doering (1993), Cesinger (2011), and others that job dissatisfaction is likely to lead to thoughts about career change is largely acceptable and correct because basically every employee of an organization usually desires satisfaction with his or her job. The concept of job satisfaction cuts across monthly income, working condition, job security, work relationship or inter-relation between boss and subordinates and between colleagues that are working together, etc. When job satisfaction is lacking, such individual tends to become tired of his or her current job and begins to consider taking a new job elsewhere. However, Smart and Peterson's opinion that job satisfaction was not an antecedent of change may not be absolutely correct; as a matter of fact, job satisfaction remains the determinant of whether or not an individual will remain at his or her present job or take another job elsewhere.

Theoretical Review

Social Cognitive Theory

Social Cognitive theory was propounded by Philip and Ziller (1992). The theory has been observed to have a similar mode of orientation and behavior which relates people in the same social cognitive to such phenomena as Mass Communication and media similar ways. The theory also proposes that career choice is influenced by the beliefs the individual develops and refines through vicarious learning. This is where a person learns something through observation and imitation of others. It is therefore connected with the present study which sought to examine the factors responsible for career change to non-communication related fields by graduates' mass communication. Through vicarious learning processes, students may pick up the prejudices of their parents and other members of the society. For example, students whose family members, friends, and colleagues say journalism is not a lucrative profession may develop such negative interest for the profession themselves. In contribution, Agbo et al (2000, p. 151) stressed that "member of a particular social category will select more or less similar Communication content and will respond to it roughly equal way".

This theory is related to the study in the sense that most Mass Communication graduates, who belong to the same social cognitive in the society, could develop a negative attitude as regards to journalism practice. This could be due to their perception that journalism is a profession with little financial reward attached to it, this leads to the development of the same "social cogitative" or same way of thinking, leading them to respond in the same manner of not accepting journalism as a career.

Social Ecological Models

Social ecological models, propounded by Karen Glanz (2008), emphasize multiple levels of influence (such as individual, interpersonal, organizational, community and public policy) and the idea that behaviors both shape and are shaped by the social environment. The principles of social ecological models are consistent with social cognitive theory concepts which suggest that creating an environment conducive to change is important to making it easier to adopt healthy behaviors. From this theoretical perspective, students have the tendencies to influence one another as a result of social interactions and collaborative sharing of information and ideas, which may occur within and outside their learning environments.

RESEARCH METHODS

Research Design

This study adopted cross-sectional survey research design making use of the quantitative research approaches. In a bid to identify environmental factors that influence the career switch the researcher understood the complex nature of the study thereby choosing to work with the quantitative method.

Population of the Study

The geographical spread of the population of the study spans through the South-West of Nigeria which consists of six states. They are: Ekiti, Lagos, Ogun, Ondo, Osun and Oyo States. However, concentration is based on professionals who are graduates of mass communication working in the newspaper houses, television and radio stations in the Southwestern Nigeria, the total population is seven hundred and nineteen Mass Communication graduates.

Sample size and Sampling Technique

The sample cut across the six states of Southwest Nigeria, the sample size for this study is seven hundred and nineteen (719) professionals who are graduates of Mass Communication. Stratified sampling method was used in the selection of the media; the media was stratified by type (Radio, television and Newspaper) and by ownership (Federal, state and Private). Random sampling method with the use of balloting was used in choosing the media in the group of media stratified for this research work.

Method of Data Analysis

Collected data was analysed using SPSS version 24. Data was analysed using both descriptive (demographic characteristics of respondents) and inferential statistics (Pearson correlation and Multiple Linear Regression.). Inferential statistics was adopted to enable the authors establish the relationships that existed between career switch intention and environmental factors.

RESULTS

Relationship between Job Condition and Career Switch Intention among Mass Communication Professionals in Southwest Nigeria

Table 4.2.1 indicates that there was significant relationship between freedom to work without gagging and career switch intention among mass communication professionals in Southwest region of Nigeria ($t = 3.30$; $p < 0.05$). Equally, the results indicate that there is significant association between tight working condition and career switch intention among mass communication professionals ($t = -3.21$; $p < 0.05$). Likewise, the results indicates an existence of a significant relationship between security of life and career switch intention among mass communication professionals in the study area ($t = -2.11$; $p < 0.05$). Similarly, job security and career switch intention among the respondents were established to be significantly associated ($t = -3.29$; $p < 0.05$).

More so, the regression coefficient result indicates that there was direct relationship between free to work without gagging and career switch intention among mass communication professionals ($\beta = 0.667$). Contrarily, the regression coefficients also indicate that tight working condition ($\beta = -0.625$), security of life ($\beta = -0.507$) and job security ($\beta = -0.537$) had negative influence on career switch intention among career switch intention among mass communication professionals. results in Model 1 as presented in Table 4.2.2 indicate that job condition and career switch intention among mass communication professionals in Southwest Nigeria were significantly associated ($F = 3.04$;

p<0.05). Furthermore, the results indicate that extent of job security explained about 25% (Adj. R²= 0.254) variation in career switch intention among respondents mass communication professionals in Southwest region of Nigeria. Hence, the hypothesis that job condition significantly moderates the effect of environmental factors on career switch intention among mass communication professionals is accepted.

Table 1: Multiple Linear Regression Testing Significant Influence of Job Condition on Career Switch Intention among Mass Communication Professionals

Construct	β	Std. Err	t	Sig.
(Constant)	0.875	0.737	11.88	0.000
I have freedom to work without gagging in communication related organization	0.667	0.202	3.30	0.003*
There is no tight working condition for me in communication related organization	-0.625	0.195	-3.21	0.003*
There is security of life in communication related organization	-0.507	0.240	-2.11	0.045*
There is job security in communication related organization	-0.537	0.244	-3.29	0.004*
Dependent Variable: Career Intention Switch				

*Significant at p<0.05

Table 2: ANOVA and Model Summary Testing Significant Influence of Job Condition on Career Switch Intention among Mass Communication Professionals

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	2.259	3	0.753	3.04	0.0286*
	Residual	177.412	715	0.248		
	Total	179.671	718	0.250		

R= 0.581

R Square = 0.337

Adjusted R Square = 0.254

*Significant at p<0.05

Relationship between Job Training and Career Switch Intention among Mass Communication Professionals in Southwest Nigeria

Table 4.3.1 indicates that regular organisation of seminars and conferences (t = -2.07; p<0.05) and self-development of mass communication professionals through refresher courses (t = 3.30; p<0.05) were found to be significantly associated with career switch intention among mass communication in Southwest region of Nigeria. The results also indicate that that was a direct relationship between training/retraining of mass communication professionals ($\beta = 0.138$), self-development of mass communication professionals ($\beta = 0.667$) and career switch intention; while it was established that there was a negative relationship between career switch intention among mass communication professionals and exposure to conferences and seminars ($\beta = -0.189$). Model 2 as shown in Table 4.3.2 indicates that job training explained about 28% (Adj. R²= 0.284) variation in career switch intention among mass communication professionals in Southwest region of Nigeria. The model further indicates the existence of significant association between job training and career

switch intention among the respondents ($F = 4.57$; $p < 0.05$). Hence, the hypothesis that training significantly moderates the effect of environmental factors on career switch intention among mass communication professionals is accepted.

Table 3: Multiple Linear Regression Testing Significant Influence of Job Training on Career Switch Intention among Mass Communication Professionals

Construct	β	Std. Err	t	Sig.
(Constant)	0.833	0.174	4.8	0.000
There is regular on-the-job training and retraining for people communication related job	0.138	0,075	1.84	0.066
Seminars and conferences are organized regularly for people doing communication related job	-0.189	0.091	-2.07	0.039*
People doing communication related job are allowed to go for courses in higher institution for self-development	0.667	0.202	3.30	0.003*
Dependent Variable: Career Intention Switch				

*Significant at $p < 0.05$

Table 4: ANOVA and Model Summary Testing Significant Influence of Job Training on Career Switch Intention among Mass Communication Professionals

	Model	Sum of Squares	Df	Mean Square	F	Sig.
2	Regression	1.479	3	0.493	4.57	0.0114*
	Residual	178.193	715	0.249		
	Total	179.672	27	0.250		

R= 0.603

R Square = 0.364

Adjusted R Square = 0.284

*Significant at $p < 0.05$

Relationship between Social Factors and Career Switch Intention among Mass Communication Professionals in Southwest Nigeria

Table 4.4.1 indicates that there was significant relationship between ability to adequately cater for one's children and career switch intention among mass communication professionals in Southwest region of Nigeria ($t = 2.11$; $p < 0.05$). The regression coefficient results indicate that inability to meet up with social event ($\beta = -0.033$), inability to adequately for one's children ($\beta = -0.06$), participation in religious activities ($\beta = -0.031$), pressure from friends ($\beta = -0.079$) and marital status ($\beta = -0.018$) had negative influence on career switch attention among mass communication professionals. The regression coefficients also show an existence of positive relationship between poor salary ($\beta = 0.115$), parental influence ($\beta = 0.074$) and career switch intention among mass communication professionals. Model 3 in Table 4.4.2 indicates that social factors explained about 13% (Adj. $R^2 = 0.132$) variation in career switch intention among mass communication professionals in Southwest region of Nigeria. However, the model indicates that there was no significant relationship between social factors and career switch intention ($F = 1.15$; $p > 0.05$). Hence, the hypothesis that training significantly moderates the effect of environmental factors on career switch intention among mass communication professionals is rejected.

Table 5: Multiple Linear Regression Testing Significant Influence of Social Factors on Career Switch Intention among Mass Communication Professionals

Construct	β	Std. Err	t	Sig.
(Constant)	0.508	0.293	17.35	0.000
I cannot meet up with social event of my family and friends because of the job nature	-0.033	0.063	-0.53	0.597
I cannot buy and own properties due to small salary scale	0.115	0.061	1.90	0.353
I cannot adequately cater for my children due to the nature of work	-0.0601	0.240	2.11	0.045*
I cannot adequately participate in the religious activities except to cover the events due to the nature of work	-0.031	0.060	-0.52	0.605
Influence of my parents create career switch in my mind	0.074	0.066	1.13	0.260
Pressure from friends create career switch in my mind	-0.079	0.051	-1.55	0.121
Marital status created career switch in my mind	-0.018	0.059	-0.31	0.759
Dependent Variable: Career Intention Switch				

*Significant at $p < 0.05$

Table 6: ANOVA and Model Summary Testing Significant Influence of Social Factors on Career Switch Intention among Mass Communication Professionals

Model	Sum of Squares	Df	Mean Square	F	Sig.	
3	Regression	2.014	7	0.288	1.15	0.329
	Residual	177.658	711	0.249		
	Total	179.671	718	0.250		

R= 0.346

R Square = 0.120

Adjusted R Square = 0.132

*Significant at $p < 0.05$

Relationship between Economic Factors and Career Switch Intention among Mass Communication Professionals in Southwest Nigeria

Table 4.5.1 indicates that there was no significant relationship between economic factors and career switch intention among mass communication professional in Southwest region of Nigeria ($p > 0.05$). Meanwhile, the regression coefficient result indicate that delayed in payment of salary due dwindling advertising had positive influence on career switch intention among mass communication professionals ($\beta = 0.011$). Furthermore, the regression coefficient results also indicate that high cost of living ($\beta = -0.039$) and unreview of staff salary for years ($\beta = -0.062$) had negative influence on career switch intention among mass communication professionals. The Model 4 as presented in Table 4.5.2 indicates that economic factors explained 0.18% (Adj. $R^2 = 0.0018$) variation in career switch intention among mass communication professionals in Southwest region of Nigeria. The model also indicates that the hypothesis that economic factors significantly moderates the effect of environmental factors on career switch intention among mass communication professionals is rejected (F - 0.56; $p > 0.05$).

Table 7: Multiple Linear Regression Testing Significant Influence of Economic Factors on Career Switch Intention among Mass Communication Professionals

Construct	β	Std. Err	t	Sig.
(Constant)	0.469	0.035	13.32	0.000
High cost of things in the market compared to my small salary created career switch in my mind	-0.039	0.074	-0.52	0.601
Dwindling advertising which led to delay in payment of salaries created career switch in my mind	0.011	0.075	0.14	0.888
Unreview salary of staff for years created career switch in my mind	-0.062	0.053	1.17	0.243
Dependent Variable: Career Intention Switch				

*Significant at $p < 0.05$

Table 8: ANOVA and Model Summary Testing Significant Influence of Economic Factors on Career Switch Intention among Mass Communication Professionals

Model	Sum of Squares	Df	Mean Square	F	Sig.	
4	Regression	0.421	3	0.140	0.56	0.642
	Residual	179.251	715	0.251		
	Total	179.672	718	0.250		

R = 0.0479

R Square = 0.0023

Adjusted R Square = 0.0018

*Significant at $p < 0.05$

DISCUSSION

There are several environmental factors that have been linked to career switch intention among mass communication professionals that working across private and public media outlets in the Southwest region of Nigeria. In line with the outlined objectives of the study, the identified factors are job conditions, job training, social and economic factors.

Based on authors' observation, these environmental factors played to a large extent significant impact on job preference among mass communicators in Southwest Nigeria. It was discovered poor working environment made mass communicators to develop preference for other related jobs; therefore, increasing the propensity for career switch intention them. Also, the researcher observed that poor environmental factors, particularly the deteriorating working conditions was paramount to job preference and thereby influence on career switch intention among mass communication professionals. Thus, Job career switch intention among mass communicators was largely influenced by prospects that jobs in other sectors offer mass communication professionals. Preference for higher and paid jobs such as jobs in the educational, manufacturing, military and paramilitary sectors.

Findings from this study corroborate Hytter (2008) who posited that hazard working conditions such as noise, toxic substances exposure and heavy lifts could influence workers choice of job. It is arguable that mass communicators that are exposed to such hazardous condition are likely to embrace a job with little or no hazards. Likewise, findings from this study are not totally different from Ramlall (2003) where it was stated that people mostly prefers to work and remain in

establishments that provide conducive and comforting work environment, where employees feel that they are valued and making difference. The authors concluded that job condition has significant influence on career switch intention among mass communication professionals in Southwest region of Nigeria.

The third research question is: what is the level of job satisfaction of mass communication professionals doing communication related job? Based on the findings of the study, the researcher maintained that the level of job satisfaction played a very crucial role in career switch intention among mass communication professionals in Southwest region of Nigeria. This undermines the motive behind career switch intention among mass communicators. Job satisfaction brings the best out of employees, because it increases their passion for what they have chosen as means of livelihood. The researcher equally observed that the level of career redundancy tends to drop as the level of job satisfaction increases among mass communicators in Southwest, Nigeria. It was further observed that career advancement becomes achievable in little or stipulated time where employees are satisfied with their jobs. Therefore, career switch intention among mass communication professionals.

In line with the set objective of the study, these findings are in line with Cesinger, (2011), Donohue (2007) and Rhodes & Doering (1983) who observed that job satisfaction could probable lead to thoughts about career switch. Equally, the findings corroborate Peterson (1997) stated that level of job satisfaction declines when an employee contemplates making a career switch and then picks up once he or she implements the change. In relation to the findings in this study is Cesinger (2011) who maintained that job dissatisfaction is likely to lead to thoughts about career switch is largely acceptable and certain since basically every employee of an establishment typically cravings for satisfaction on the chosen job. Deducing from the observed information from the study, level of job satisfaction have significant influence on career switch intention among mass communication professionals in Southwest region of Nigeria.

Another environmental observed by the authors that had significant influence on career switch intention among mass communicators in the region was inadequate access to training on the job. Many of the respondents admitted that their employers wanted more in terms of service rendered from them whereas they had little or access to training on the job. Evidence from the study showed that mass communication professionals working with private owned house media were most affected in relation to regular training on the job; then followed by their colleagues working with State owned media outlets. It was therefore obvious that career switch intention was influenced by lack of access to regular training on the job. These findings are not totally different from Aryee & Tan (1992) who stated that increased employee development was associated with lower intentions of changing occupations. Relating this proposition to the finding in this study, it is very much unlikely that a media outlet that could not pay its employees' salaries regularly would expend sufficient capital on their capability development. Equally, Griffith et al., (2000) argued that it was expected that job search behaviour and intention to leave present job will be positively associated with career change. Similarly, findings in this study are not farfetched from Cesinger (2011) who stated that development and job security in an establishment influenced career switch intention since they both promote the progressive development of skills and knowledge.

CONCLUSION

The study has revealed that career switch intention among mass communication professionals in Southwest Nigeria was influenced to a very large extent by environmental factors. The relationship between career switch intention and environmental factors among mass communicators in the study had more negative than positive influence. Therefore, the lower the qualitative of environmental factors, the higher the career switch intention among mass communication professionals in Southwest Nigeria.

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