

**THE INCIDENCE AND DETERMINANTS OF JOB SEARCH CHANNELS AMONG
YOUTH IN KENYA**

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DECLARATION

This Research Paper is my original work and has not been submitted for any degree in any other university.



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DEDICATION

I wish to dedicated this research paper to my family especially my mother, Mrs. Fridah Wanyonyi and friends who have supported and continuously motivated me towards completion of this Research Paper.

Thank you and God bless you.

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ABBREVIATIONS

AU	African Union
AYC	African Youth Charter
BETA	Bottom-up Economic Transformation Agenda
EPSEM	Equal Probability Selection Method
GoK	Government of Kenya
HCT	Human Capital Theory
ILO	International Labour Organization
KIHBS	Kenya Intergrated Household Budget Survey
KLMIS	Kenya Labour Market Information System
KNBS	Kenya National Bureau of Statistics
KYDP	Kenya Youth Development Policy
KYEOP	Kenya Youth Employment Opportunities Project
LFPR	Labour Force Participation Rate
MDYE	Malabo Decision on Youth Empowerment
ML&SP	Ministry of Labour and Social Protection
NASSEP(V)	Fifth National Sample Survey and Evaluation Programme
NEA	National Employment Authority
NEAIMS	National Employment Authority Intergrated Management System
NCPWD	National Council for Persons With Disability
NEET	Not in Education, Employment or Training
NGOs	Non-Governmental Organizations
PEAs	Private Employment Authority
PWDs	Persons With Disability
QLFS	Quarterly Labour Force Surveys
SDGs	Sustainable Development Goals
UN	United Nations
YDPA	Youth Decade Plan of Action

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ABSTRACT

This study examined the incidence and determinants of channels used by youth in Kenya. Understanding youth choices of job search channels is important because of the possible implications of outcomes in the labour market such as employment and earnings. The study was guided by job search theory and a discrete choice model in which an individual chooses a job search method that maximizes their utility. A multinomial logit regression model was estimated to investigate how gender, labour market conditions, human capital, demographic and socio-economic status characteristics of youth looking for work in Kenya influence their search methods options. The findings from the study indicate that majority of the young people in Kenya preferred enquiring at workplaces compared to other job search methods. The level of education was a significant factor for the youth in determining the choice of method used when seeking for work. Gender, age and access to information were significant factors associated with waiting at a street-side over inquiring at workplaces. The youth aged 20-24 was also a significant factor associated with registering at employment agencies. This insights into the search behavior for employment of Kenyan youth can therefore, inform job assistance policies, programs and interventions aimed at improving youth employment outcomes.

CHAPTER ONE: INTRODUCTION

1.1 Background

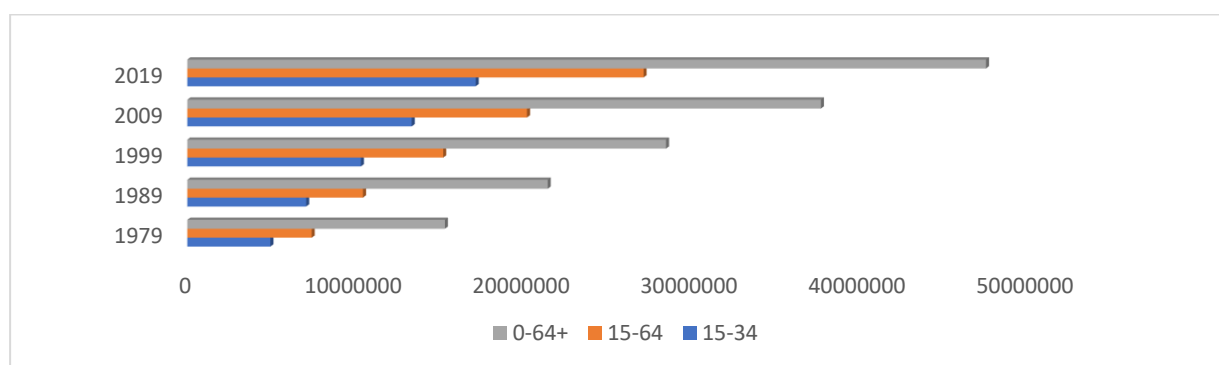
Youth employment continues to be a priority in the development agenda not only in Africa as a region but globally through the Sustainable Development Goals (SDGs, 2030). The SDGs acknowledge youth unemployment to be a major global concern thus priority has been given for countries to enhance labour market participation of young people through skills development, access to full and productive employment and reducing the proportion of youths in unemployment (UN DESA., 2022).

The ILO estimates world unemployment rate at 5.8% and the LFPR at 59.7% in 2022. The global youth unemployment is more than three times the adult rate, estimated at 15.6 percent in 2021 and 12.7 percent in Africa, indicating the tough situations young men and women endure in the labour market. In 2022, the LFPR for the youth aged between 15-24 in Africa region was 43.9 percent compared to 40.1 percent globally. The young males had higher labour force participation rates at 46.9 percent than the young females at 40.9 percent. Youth employment to population ratio in Africa was higher at 38.3 percent compared to global estimates at 34.1 percent with the young male at 41.1 percent higher than that of the females at 35.4 percent (ILO, 2023).

The young persons aged between 15 to 35 years are found mostly in Africa, estimated to be more than 400 million young men and women. To harness the potential of Africa's youthful demographic dividend, the African Union (AU) is implementing several youth development policies. These include the AU Agenda, the AYC, YDPA, and the MDYE. These policies recognize the critical role of participation of young persons in the labourforce and have clearly outlined the strategic interventions on promoting youth employment and skills revolution (Africa Union, 2023).

Kenya has a young population and labour force. The population of youth (aged 15-34) in Kenya was slightly below five million in year 1979 rising to slightly over seventeen million in year 2019 as illustrated in Figure 1. In 1979, the youth were 57.9 percent of the working –age-population of close to 7.5 million. By year 2019, young persons were 63 percent of the total working-age population of approximately 27 million.

Figure 1.1: Trends in Age composition of Working-Age Population, from 1979 to 2019



Source: Author (2023), Data from KPHC, 2019 Report

Distribution of Kenya's Labour Force (15-64) by Activity Status from 1989-2019

Labour force increased significantly from 7.8 million in 1989 to 19.8 million persons in 2019 as shown in Table 1.1. The labourforce and persons employed are higher amidst the male compared to females, while unemployment rate is higher among the female. However, in 2019 the male had a higher unemployment rate of 15.4% in comparison with the females at 12%. The number of total employed persons has significantly increased reaching 17 million in 2019 reflecting the growing number of working-age (15-64) population shown in Figure 1.1. Unemployment rates keep on fluctuating throughout the years despite the constant increase in employment, in 2019 the country recorded a high unemployment rate of 13.7% compared to 9.7% in 2009 and 6.5% in 1989.

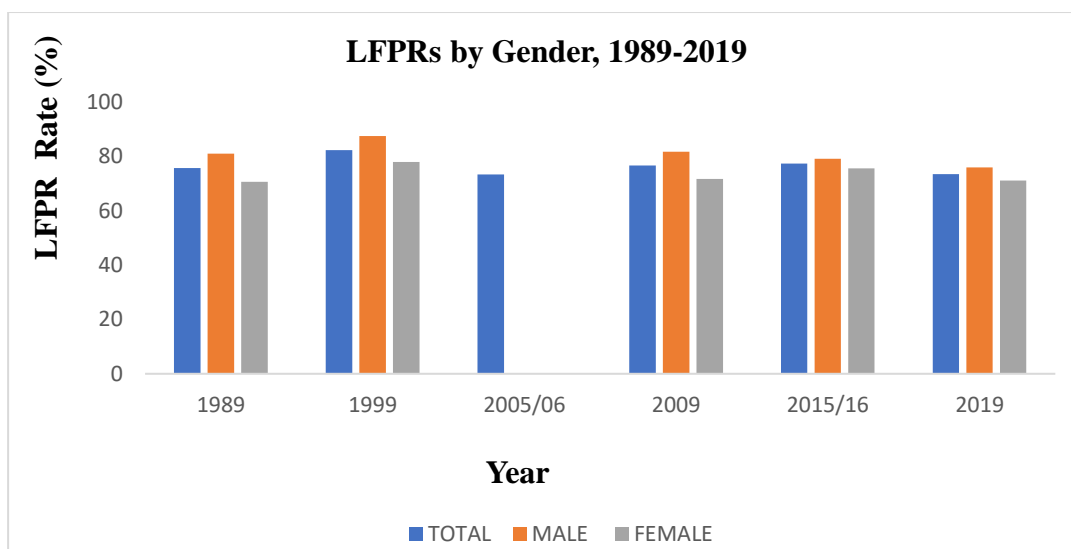
Table 1.1: Trends in Labour Force, Employment and Unemployment by Gender from 1989 to 2019

		1989	1999	2005/06	2009	2015/16	2019
Labour Force (000,000)	Total	7.8	12.4	14.6	15.8	19.3	19.8
	Male	4.1	6.4		8.2	9.7	10
	Female	3.7	6		7.5	9.6	9.7
Employed (000,000)	Total	7.3	11.1	12.7	14.2	17.9	17
	Male	3.8	5.8		7.4	9.2	8.5
	Female	3.5	5.3		6.8	8.7	8.6
Unemployed (000,000)	Total	0.5	1.3	1.9	1.5	1.4	2.7
	Male	6.5	0.5		0.8	0.5	1.5
	Female	6.6	0.7		0.7	0.9	1.2
Unemployment rates (%)	Total	6.5	10.1	13.1	9.7	7.4	13.7
	Male	6.5	8.4		9.9	5.2	15.4
	Female	6.6	11.9		9.4	9.4	12

Source: Author (2023), Data from the KNBS Labour Force Reports 1989-2019

LFPR estimates the proportion of the population aged 15 to 65 years, that is actively engaged in a specific labour market, either employed or searching for work (KNBS, 2019). The statistics from the KNBS labour force reports illustrated in Figure 1.2. indicate that since 1989 to 2019, Labour Force Participation Rates in the country has been constantly above 70%, with the male recording a higher LFPR compared to the total LFPR and that of the females throughout the years.

Figure 1.2: Labour Force Participation Rates by Gender from 1989 to 2019



Source: Author (2023), Data from the KNBS Labour Force Reports 1989-2019

Distribution between the Working-Age (15-64) Population and the Youth (15-34) by Activity Status from 2019-2022

From 2019, the KNBS has been releasing labour statistics through the Quarterly Labour Force Surveys (QLFS) as indicated in details as Annex 1. As shown in Table 1.2 and figure 1.1, the youth are most represented in the labourforce in Kenya. The rate of unemployment is higher among the youth (nearly twice) compared to the total employable age population , in Quarter Four (Q4) of 2022 the youth recorded unemployment rate of 8.5% in comparison to 4.9% of the total labour force. Labor Force Participation Rates among the youth is lower with an average of 56% compared to LFPR of 67.5% among the total working-age population. The segment of the Youth NEET was 21.5% in Q4 of 2021 decreasing to 19% in Q4 of 2022, while persons aged 20 – 24 years continue registering high proportions of youth NEET approximated at 27.5%. (KNBS, QLFR 2022).

Labour underutilization is the mismatch between demand and supply of labour, due to an unfulfilled need for decent employment among jobseekers, as indicated in Table 1.2 labour underutilization in Kenya is relatively high with youth being most underutilized.

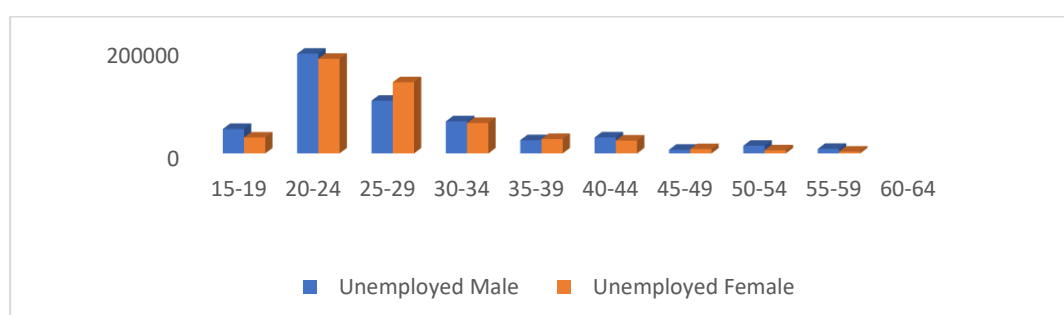
Table 1.2: Comparison of Activity Status between the Working Age-Population and Youth from 2019 to 2022

	Q4 (Oct-Dec. 2019)		Q4(Oct-Dec. 2020)		Q4 (Oct-Dec. 2021)		Q3(July-Sept. 2022)		Q4(Oct-Dec. 2022)	
Age Cohorts	15-64	15-34	15-64	15-34	15-64	15-34	15-64	15-34	15-64	15-34
Population (000,000)	27.1	17.1	27.8	17.6	28.3	17.9	28.9	18.3	29.1	18.3
Labour Force (000,000)	19	10.3	19.1	10.1	18.7	9.5	19.1	9.4	19.4	10
Employed (000,000)	18.1	9.5	18.1	9.3	17.6	8.6	18.1	8.6	18.4	9.2
Unemployed (000,000)	0.93	0.8	1	0.8	1.1	0.9	1	0.8	0.9	0.8
Rate of unemployment (%)	4.9	7.5	5.4	7.7	5.6	8.9	5.3	8.7	4.9	8.5
Long-term rate of unemployment (%)	2.2	3.5	2.8	4.1	3.4	5.9	2.2	3.7	3.2	5.7
Not in LabourForce/ Inactive (000,000)	8.1	6.9	8.7	7.5	9.6	8.4	9.8	8.6	9.7	8.4
LabourForce Participation Rate (%)	70.2	63.1	68.7	57.6	66.1	53.3	66	51.6	66.7	54.5
Labour Underutilization (%)	7.9	10	13.5	15.8	11.5	14.8	10.4	17.5	9	13.6
NEET Rate						21.5		20.3		19

Source: Author (2023), Data from the KNBS Quarterly Labour Force Reports 2019-2022

The young persons between the age 20-34 years’ experience higher rates of unemployment than the remaining labourforce as indicated in figure 1.3, showing that the largest proportion of unemployed youths in Kenya is among those of age of 20-29 years.

Figure 1.3: Distribution of unemployed persons by gender in 2021



Source: Author (2023), Data from KNBS Quarterly Labour Force Surveys, (2021)

To address the high youth unemployment rates, the Government of Kenya has created various institutional, legal, and policy frameworks and initiatives. The most recent is KYDP (2019) indicating the Government commitment in promoting sustainable development through a more inclusive and equitable approach (GoK, 2019). The Policy provides an inclusive framework for

harnessing the potential of the young in their participation in the development and growth of the country.

1.1.2 Job Search Initiatives in Kenya

The process of searching for a job has been aided by the internet (Suvankulov et al., 2012; Kuhn). According to Pew Research Center survey conducted in early 2015, 54 percent of job seekers use the internet. Posting open positions online is also simpler and less expensive for employers. Internet-based technology is also used to assess a person's qualities and match them with the most likely suitable job that is currently open (Mugambi, 2022). In Kenya, 15 percent of job seekers use social media sites like LinkedIn, Fuzu, and Brighter Monday to share information about them and look for opportunities that fit their needs (Nyaata, 2021). Due to the internet, it is now significantly cheaper to obtain information about jobs and complete the application process (Marí-Klose, 2020).

The National Employment Authority (NEA) was established in 2016 through the NEA Act (2016) to provide public employment services. The NEA has 28 county employment offices. So, 19 counties do not have such offices. The mandate of NEA include; the registration and placement of job seekers, provision of vocational guidance and counseling, the dissemination of job openings, internships, the management of labour migration among others (NEA ACT, 2016). To this end, it has developed the NEA Integrated Management System (NEAIMS) to ease access to public employment services.

The Kenya Labour Market Information System (KLMIS), was established in 2014 under the Ministry responsible for Labour and Social Protection with the technical assistance from the World Bank. KLMIS is a web-based portal whose purpose to ease access to and ensure quality of LMI to help different labor market actors use evidence in decision making, by serving as labour market intelligence/observatory that provide information on the supply of and demand for skills and on career prospects (KLMIS, 2022). Such information is crucial for addressing skill gaps and mismatches, and therefore for reducing structural unemployment and raising productivity of Kenyan workers. Key Labor Market Indicators have been developed to provide information that is relevant and useful for main labor market actors, especially students (prospective workers), jobseekers, workers as well as education and training institutions and public employment services (KLMIS, 2022).

The KYEOP, is another effort to address the difficulties young people face when looking for work (Menya, 2020). In partnership with the Government of Kenya, training providers and employers training and work experience were provided to 70,000 targeted youths in 17 counties.

Although KYEOP targeted unemployed youth with high school qualification or lower, majority of applicants were university graduates (Menya, 2020). Another initiative by the Government of Kenya, is the Ajira Digital Project. The project aims to facilitate job searching for youth in addition provide the young people with soft skills and an introduction to accessible digital online work, especially for those who have not been in a stable employment facility (KYDP, 2019).

There are labour market interventions by GoK and NGOs aimed at special population groups. Persons with disabilities (PWDs) are supported in to search for jobs by the NCPWD in collaboration with the Innovation-to-Inclusion (i2i) program. This is done through a digital platform that promotes career growth for PWDs. The platform offers PWDs the chance to learn useful skills and discover jobs that suit their personality.

1.2 Research Problem Statement

According to the ILO, the young men and women are the majority in Africa's population in comparison with the rest of the world with over 400 million youths aged between 15 and 35 years. (ILO, 2023). Kenya has a young population where youth aged between 15-34 is slightly over seventeen million. The youth represent 63 percent of the working age population of approximately 27 million people. The LabourForce has significantly increased by 153.8%, approximately 7.8 million in 1989 to 19.8 million persons in 2019. The number of total employed persons has significantly increased reaching 19.1 million in 2019. The rates in unemployment keep on fluctuating throughout the years despite the constant increase in employment, in 2019 the country recorded a high unemployment rate of 13.7% compared to 9.7% in 2009 and 6.5% in 1989 ((KNBS Economic Survey, 2023).

Unemployment and labour underutilization rates among the youth continue to be a major challenge in the country, where unemployment rate is nearly twice compared to the working age population. In 2022, unemployment rate of the youth was 8.5% compared to 4.9% of the total labour force. Labor Force Participation Rates among the youth is lower with an average of 56% compared to LFPR of 67.5% among the total working-age population. The rate of the Youth NEET was 21.5% in 2021, while those aged 20 – 24 years recorded the highest proportion of young men and women NEET reaching 27.5% (KNBS, 2022).

The high unemployment and labour underutilization remains a critical area of policy concern for the Government of Kenya, with the youth aged 18-25 years bearing the greatest burden of unemployment as majority of them are NEET. These particular age-cohort are at risk because they are neither improving their future employability nor gaining work experience thus exposing them to the danger of being shut out of the labour market and excluded in society, and are likely

to be caught in poverty trap making them vulnerable to radicalization and violent extremist activities. Further, the country has inadequate available decent jobs to absorb the increasing number of youths graduating from education and training institutions each year (Labour and Employment Sector Plan, 2023-2027).

The Government of Kenya is implementing various mechanisms to facilitate creation of a million new jobs every year through spurring economic growth and tapping into potential sectors such as the digital and the creative economy (BETA, 2022-2027). The ML&SP is promoting access to employment opportunities through Labour Migration to countries of destination. This is being driven through signing of bilateral labour agreements, targeted skills development programmes and registration of Private Recruitment Agencies who facilitate job-matching and placement (National Policy on Labour Migration, 2023). Therefore, with the on-going employment promotion strategies by the Government of Kenya, reduction in unemployment and labour underutilization will partly depend on how efficient the matching of jobseekers with employment opportunities is. The Unemployed youth through their search effort and methods to use can to a great extent influence effectiveness of the matching process. However, empirical evidence on youth job search behaviour is lacking.

1.3 Research Questions

This research was guided by the following research questions:

- i. What was the incidence of job search methods among the youth in Kenya?
- ii. What were the individual, household and locational characteristics associated with choice of different methods of job search among the youth in Kenya?

1.4 Research Objectives

1.4.1 Main Objective

The main objective of this research was to investigate the incidence and determinants of job search methods among the youth in Kenya.

1.4.2 Specific Objectives

This study had the following specific objectives.

- i. To determine the incidence of methods used by Kenyan youth in search of employment.
- ii. To identify demographic and socioeconomic factors associated with use of different job search methods among Kenyan youth.

- iii. To draw implications for youth labour market programs on job search in Kenya.

1.5 Significance of the Study

Efficient matching of job-searching youth with vacancies is essential to the operation of the labor market. The study outcomes indicated the social, geographical and demographic aspects that predict the choice of methods used by young people in Kenya when looking for employment.

The study's findings served as a foundation for evidence-based policy interventions to reduce youth unemployment in Kenya. By understanding the prevalent job search channels and the factors influencing their use, policymakers can design targeted programs that align with the preferences and constraints of young job seekers. This, in turn, increases the effectiveness of policy initiatives and enhances their impact on youth employment outcomes.

Policymakers and organizations must allocate resources efficiently to address pressing issues like youth unemployment in a resource-constrained environment. With insights from this study, decision-makers can channel resources towards the most effective job search channels, ensuring that interventions are directed where they can have the greatest impact on connecting youth with suitable employment opportunities.

Understanding the job search channels preferred by youth and the determinants behind these choices can help address the mismatch between available jobs and the skills possessed by young job seekers. By aligning job search strategies with the job market demands, young individuals can make better-informed decisions about skill development and training, thus reducing the overall skills gap.

A thorough analysis of job search channels can contribute to a more efficient labor market. Matching job seekers with suitable vacancies promptly benefits both employers and employees. The study can pave the way for smoother labor market operations by identifying barriers and facilitators to efficient job matching.

1.6 Outline of the Research Paper

The rest of the research paper was organized into chapters. Chapter two discussed the literature review for the study. It considered both the theoretical review and the empirical review of the study. Chapter three discussed the research methodology. Chapter Four provided an in-depth discussion of the research findings and empirical results. Chapter Five discussed the conclusion and recommendations from the Study.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter entailed literature from scholars and researchers that connect to labour markets and how they influenced job search. Lastly, an overview of the empirical literature was discussed in brief.

2.1.1 The Concept of Job Search

Job search encompasses all activities that encourage residents to seek employment by identifying job opportunities, applying for jobs, and attending job interviews (Nivorozhkin, 2006). The concept of job search is part of job-search theory, which incorporates a person's economic judgments to consider employment opportunities accorded to them as well as finding a job and their remunerations expectations (Green et al., 2011).

Job search may be due to discontentment in the present job or, by virtue, being unemployed. Unemployment may occur because of termination from previous employment, no renewal of job contracts, or the need to change jobs (Van Hoof et al., 2021). The job search process aims to match job seekers with appropriate job openings (Ceniza-Levine & Thanasoulis-Cerrachio, 2011). Thus, high preference in the job search is a consequence of high rate, especially by the high number of graduates who complete studies every year.

Tymon (2013) posits that job search is mainly due to data asymmetry/imperfection and uncertainty, which usually exists in the labour market. To that end, the job qualifications for those seeking jobs must coincide with the minimum requirements of a real work environment offered by employers. Therefore, it is vital that when looking for job openings job seekers gets acquainted with the data concerning the job offers available and the best technique to apply in job search. This is because a job seeker can manipulate the result of the search through the smartness used in finding jobs vis a vis the strategies available.

Once a worker decides to search for a job, the next decision is about the focus they put in doing so. This entails the number of hours they put in job search as well as their consistency in sending applications to different hiring firms (Faberman et al., 2020).

2.1.2 Choice of job search method

Traditionally, job hunt was classified into looking for formal and informal jobs. White collar or formal jobs are accessed through various advertisement platforms like publications, periodicals, personal contacts and digitally through the Internet. The latter means is achieved mainly through referrals by close associates either close friends or family. Job search can alternatively be classified as 'active' or 'passive,' with the former implying greater action than the latter (Okafor, 2011).

During the process of job search, the applicants collect information regarding the jobs they are interested in then proceed to strategize on the best methodology they are going to apply to succeed. The probability on whether the search for a job is going to succeed or not is dependent on the determination put in applications as well as using various channels. Job search is likened to fishing as knowing where many jobs are situated is key in landing a job faster compared to those hunting in areas with limited openings (Osberg, 1993). The latest form of job search is through use of internet which can match employers and employees from different scopes within a very short period of time. Rees (1966) noted that it's easier to get a job through referrals than any other method. The author further reiterated that it takes minimal time to obtain informal jobs than formal ones. It's also vital to note that informal jobs are less costly as the costs associated with advertising are eliminated due to the fact that referrals are the main form of advertisement. The main assumption is that individuals can only refer people with similar or close characteristics to theirs hence reducing the chances of firm incurring costs on screening new employees (Fernandez et al., 2000).

Developed nations have a public employment office whose main aim is to link workers particularly those looking for formal jobs to their potential employers. This is important especially to those who don't have contact persons or people to connect them to job openings. The services are usually free of charge and the state job provider functions as a bridge between employees and employers in many instances. However, it has been noted that those jobs obtained through the state provider are characterized by low remunerations and low rate of offer acceptance by job seekers (Blau & Robins, 1990; Holzer, 1988; Osberg, 1993). Subsequently, majority of job seekers view these state corporations for matching them with potential employers as bureaucratic. Some countries have suggested that in order to address the above issue, they have brought private sector on board to help achieve their target which is to match employees with potential employers (Martin & Grubb, 2001).

Job seekers who have no clue on the exact level of remuneration may as well attain employment by going directly to the employers without connections required. This is achieved through “blind” application which sometimes bear fruits. According to Kahn and Low, (1990), in order to circumnavigate the issue of low remunerations as well as offer rejections, many prefer getting jobs through referrals. The internet has opened up numerous methods of job search in recent years which are faster and more efficient (Kuhn & Skuterud, 2004). Furthermore, it gives applicants the liberty of choosing which jobs are closer or meets their wage expectations hence reducing the number of offer rejections.

The quest for employment among the youth, understanding the incidence and determinants of job search methods is crucial. Holzer (1988) sheds light on this subject, revealing insights that can empower unemployed youth in their pursuit of meaningful work. The incidence of job search methods refers to the frequency with which individuals utilize different methods to search for employment opportunities. In other words, it is a measure of how job seekers go about finding job openings and applying for positions. Job search methods can vary widely and may include approaches such as submitting online applications, networking, attending job fairs, using recruitment agencies, and directly contacting companies. Determinants of job search methods pertain to factors that influence an individual's choice of specific approaches. These determinants include educational attainment, prior work experience, geographic location, personal preferences, and available resources. By understanding these determinants and their impact on job search behaviour, unemployed youth can make informed decisions about which methods are most likely to yield positive outcomes.

2.2 Theoretical Review

Social Network Theory (SNT) is a theory that focuses on explaining the relationships and patterns of interactions among individuals living in a social group. The theory notes that all social groups are characterized by mutual independence and interpersonal interaction between members (Reinders, 2011). It contends that the social structure determines the pattern of interaction and relationship among individuals within the social group (Sih, Hanser, & McHugh, 2009). It is a generic theory that has been developed by different personalities. Jacob Moreno made the earliest contribution towards the development of this theory after he developed the first sociogram in the 1930s. This theory is applied in numerous social science disciplines, including psychology, business, and development studies.

In 1973, Gronovetter applied the social network theory to examine how people look for jobs. According to Gronovetter (1973), a person’s network comprises two groups of people: friends and acquaintances. Friends refer to people who have very strong ties to the person, while

acquaintances are people with whom the person has weak ties. In his research, Gronovetter (1973) found that a person who relies on acquaintances to obtain information about jobs is more likely to find employment than a person who depends on friends. He explained that a network of acquaintances is easy to develop; hence, they reduce the time and path lengths for securing employment. Furthermore, friendship ties take long to develop as individuals in this network gauge each other's intentions as well as develop common norms, values, and expectations. Consequently, friendship networks tend to be small and compact when compared to the network of acquaintances.

Gronovetter (1983) also argues that acquaintances ties act as bridges between people's friendship networks. These connections link one friendship network to another creating large social systems that grant a person access to information from distant parts. They provide individuals with resources that are outside their friendship circle. A person with few acquaintances tends to form social systems that are fragmented and incoherent, separated by geography and ethnicity, and spread ideas slowly. However, Gronovetter's work does not imply that friendship ties are not useful.

In fact, Gee et al. (2017) found that in closed societies with large income inequality, friendship ties matter more than acquaintances when seeking job. Older adults have higher chances of a larger network of acquaintances than youth by virtue of their experiences, which explains why older adults find it easier to secure employment when compared to youths (Barnett, 2011). Even among the youths, the networks of friends vary from one person to the next. Some youths have greater networks of acquaintances than others. Youths with strong acquaintance connections have higher probability of landing jobs compared to the ones with weak connections. Information, referrals, access to hidden opportunities, social capital, and cultural influences provided by a person's network can shape their decisions on how to approach their job search effectively and efficiently.

The Human Capital Theory (HCT) was developed in 1960 as an advancement of work pioneered by Theodore Schultz and Gary Becker. In their articles, Schultz (1961) and Becker (1962) argued that investing in human capital leads to greater economic productivity. Prior to the development of this theory, economic productivity was largely viewed as a function of physical assets such as land and equipment. Human capital generally refers to skills, knowledge, abilities, and experiences possessed by an individual that are essential to economic production. The role of formal education in human capital development is largely emphasized in Becker (1962), where it was found that, on average, individuals with higher education levels had higher incomes than their counterparts with lower education. On the other hand, human capital can be created through

informal experiences. The theory also claims that it is possible for a person to create human capital when he or she is involved in exchanges that lead to the transfer of skills and capabilities.

According to Schultz (1961), some forms of human capital, such as athletic talent, are not acquired but are rather transferred through genes. However, these innate abilities must also be identified and nurtured to translate into economic output. Generally, youth from high socioeconomic backgrounds have higher chances of getting college education and higher compared to those from poor background. Youth from families with high socio-economic status are more likely to develop human capital because they are more likely to interact constantly with highly skilled and educated people. Some families tend to involve children in their family businesses at an early age, giving them an upper hand when it comes to the acquisition of competencies and experiences that are requisite to securing employment, especially self-employment.

HCT reiterates that there exists a direct correlation linking education and skills to employability and consequently economic development. This theory is vital when analyzing youth unemployment in Kenya as majority of them are fresh from school and lack skills desired by many employers, explaining the main reason as to why most face unemployment particularly in developing nations in the Sub African region like Kenya.

Therefore, Human Capital Theory predicts that individuals will select job search methods based on their skills, education, experience, and personal attributes. The theory emphasizes the importance of matching one's human capital to the chosen method to augment the likelihood of getting suitable employment and advancing in the career.

2.3 Empirical Literature Review

Holzer (1988) analysed various levels of methodology applied in job seeking youths in the USA. A sample of no enrolled and none listed young males (age 16 through 23) was taken from the 1981 panel data from the National Longitudinal Survey (NLS) data and was analyzed using OLS and probit. The finding revealed that the main factors in establishing the methodology preferred by different individuals was dependent on the costs associated with it as well as the speed of receiving a response regarding the jobs applied for. It further revealed that the most popular method in job seeking is through referrals. Additionally, the researcher established that through this method, there are few offers rejections accounting for over 65 percent of main channel among the youth.

Blau and Robins (1990) carried out a study on the relationship linking job search options to their results insisting on the importance of separation between those employed and unemployed. The study results revealed that various job search methods bear varied fruits on the job search. It further revealed that although different job search methodology yields different results, the main difference is the time lag between finding new jobs. Weber and Mahringer (2008) carried out research to establish the relationship linking job search options among youth in Austria. The results show that different methods used by the youth in searching for employment and their success was dependent on the level of education as well as skill set. The research further shows that in the informal sector, the above-mentioned factors are not much important as they can gain experience and skills on job.

Osberg (1993) analysed the impact of different strategies used in public sector job search methodology. The study utilized data collected for a 7-year period (1981-9586) where it revealed that methods of looking for jobs are affected by different economic cyclical. This implies that when there is economic boom and many firms are hiring, the methods applied are different from those used during economic downturns and firms are downsizing. The study of job-search strategies within specific economic contexts is crucial for understanding how individuals adapt to changing conditions. Works by Kuhn and Skuterud (2004) have highlighted the impact of economic downturns and shifting industry demands on the efficacy of different search methods. Given the emphasis on the early 1980s in Osberg's study, it is relevant to consider the job-search behaviour of youth. Studies by Holzer (1988) have shown that youth face distinct hurdles in job search owing to limited experience and networks, potentially leading to the exploration of unconventional search methods.

Caliendo et al. (2011) examines the impact of social networks in the labour markets for search of employment. Their analogy shows people with varied network for their job search have higher probability of attaining new jobs and the levels of remuneration as well.

The study by Guillemyn and Horemans (2023) delves into the job search behaviour of older individuals and examines whether age-related differences impact the size and effectiveness of networks when securing employment. Feldman and Ng (2007) explored how age influences individuals' job search strategies, taking into consideration factors such as motivation, experience, and perception of job opportunities. Furlong and Cartmel (2007) highlighted that older job seekers face distinct challenges, including potential gaps in skills and networks. Given that social networks can be pivotal in job search, it is pertinent to explore whether older individuals require larger networks to achieve comparable outcomes to younger job seekers.

Research by Feldman and Bolino (2000) suggested that older workers might rely more on internal networks.

Wahba and Zenou's study (2005) investigates the complex interplay between methods of searching for jobs, spatial density and social networks within the context of Egypt. The study applied time data series to analyse study variables where the study results revealed that those who have a large network of connection have a greater chance of getting employment than their counterparts who have less. Granovetter (1973) reiterated that friends who have weak relation to the job seekers are likely to assist them in landing employment than close relatives to the job seekers. Mouw (2003) carried out similar research where the study findings revealed there exists no correlations among the study variables.

Schaer and Leibbrandt (2006) study examines factors impacting search for work strategies in the context of the Khayelitsha and Mitchell's Plain regions in South Africa. The study utilized logit model to analyse the various job search techniques in increasing job seeker chance of getting a job. The researchers reiterated that, there exists various demographic factors influencing the chances of job seeker in getting a job. It further revealed that males are more aggressive in job seeking compared to their female counterparts. The method used in job search varies from one household to the other; when one member uses social network, its likely other will follow suit and use the same.

Regarding gender, study by Sacky and Osei (2006) analysed the probability of male and female job seekers in informal methods. The study findings revealed that the latter is more likely to use informal techniques which is contradictory to Garcia and Nicodemo (2013) study which established that there is no correlation among study variables. Garcia and Nicodemo (2013), carried out a study to establish whether the neighborhood has an impact on job seekers probability of success in landing a job. The study shows existence of an inverse correlation among the variables under observation.

Wambugu et al. (2012) studied the behaviour of job search personnel in Kenya. The multinomial logit model was applied in the analysis. The results showed that 83.15% of active job seekers prefer referrals to land jobs. Lastly, the study showed that the job search channels used were influenced by demographic factors.

2.4 Overview of the Literature

It was evident that most studies have analyzed various demographic factors that influence job search among job seekers. There was an indication that educational attainment was a crucial factor that largely dictated the choice of search for job channel employed in searching for work

among various groups of job searchers. Equally, the extent of social network ties was critical in influencing the frequency with which an individual can easily get a work opportunity. To that end, this current study endeavored to look at varied factors that determined job search among the youth in Kenya by incorporating other factors that many studies fall short of by focusing solely on job search channel employed in searching for work among youth in Kenya.

Despite the existing literature, there were still several research gaps that needed to be addressed, especially on determinants of job search methods amidst the youth. This was due to the fact that job search may not be homogenous and different population groups may behave differently, thus heterogeneity in job search behaviour. Moreover, there was a need to explore the role of non-traditional job search channels, such as social media, in the job search process, as there was limited data among the youth. Additionally, there was need to investigate the long-term implications beyond the scope of the study on various channels used by youth in searching for work, including those with disabilities employment outcomes.

Although Holzer (1988) reiterated why referrals are vital in job search, it doesn't come out clear on whether this method gives a job seeker higher chance of landing a job or not. The reason as to why this method is more popular among job seekers is because its less costly and ensures the reputation of the hiring company is kept intact as the employee of a firm referring someone it means they have close or similar character. Furthermore, the neighborhoods with high level of employed individual is likely to experience low levels of unemployment as information flow from the employed to unemployed regarding job openings.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter entailed; the model, data selection variables, data analysis techniques and diagnostic tests which were applied in the study.

3.2 The model

The research aimed at investigating the demographic as well as the influence of choices applied by job seeker youth in Kenya. Multinomial logit model was preferred to analyse the study variables. The model was preferred due to its ability to be used where the study has more than two groups. The categories are; $\pi_1, \pi_2, \dots, \pi_J$ where $\pi_1 + \pi_2 + \dots + \pi_J = 1$.

Consider an individual youth i whose utility of using job search method j is given by

$$U_{ij} = V_{ij} + \varepsilon_{ij} \quad (1)$$

where V_{ij} is a deterministic component, and ε_{ij} is the unobservable random component. The functional form of the deterministic component of utility function is specified as $V_{ij} = X_i' \beta_j$. The utility function can be written as

$$U_{ij} = X_i' \beta_j + \varepsilon_{ij}, \quad j=1, \dots, J \quad (2)$$

Where X is a vector of individual and household attributes such as education level, gender and location, β represents vectors of unknown parameters to be estimated and ε is defined as in equation (1).

It was assumed that a young person will chose job search method j if it yield the highest utility, that is, if $U_{ij} > \max U_{in}$ where n is the set of job search methods. The probability that the i th youth chooses the job search method j is:

$$P_{ij} = \Pr[U_{ij} > U_{in}; j \neq n, n = 1, \dots, J] \quad (3)$$

This study considered choice among four job search methods thus, $j=1, 2, \dots, 4$. The search methods are dependent variables. Therefore, the model of job search methods:

$$P_{ij} = \frac{\exp(X_i' \beta_j)}{1 + \sum_{j=1}^4 \exp(X_i' \beta_j)}, \text{ for } j = 1, 2, 3, 4 \quad (4)$$

Where P_{ij} is the probability of the alternative that individual i is observed to choose from the j set of choices 1,2,3 and 4. The Probability of being in the reference group was given as follows:

$$P_{i0} = \frac{1}{1 + \sum_{j=1}^4 \exp(X_i' \beta_j)}, \text{ for } j = 0 \quad (5)$$

The natural logarithm of combining equations (4) and (5) gave the estimated equation as suggested by (Greene, 2012) as follows:

$$\log \frac{P_{ij}}{P_{i0}} = X_i'(\beta_j - \beta_0) \quad (6)$$

The equation modeled the log odds of choosing job search method j over the reference category j' , given the values of the explanatory variables X_i . The coefficients $\beta_1, \beta_2, \dots, \beta_k$ represented the change in the log odds of choosing method j for a one-unit change in the corresponding explanatory variable X_i , holding all other variables constant. The intercepts α_j represented the baseline log odds of choosing method j , which are specific to each job search method. The explanatory variables used in the model were location (1=rural, 0=urban), age-group (1=15-19, 1=20-24, 1=25-29, 1=30-34, and 1=35 and above and 0 if others), search duration (1=1-24 months, 0=25+ months), education level (1=primary, 1=secondary, 1=vocational, 1=university and 0 if others), access to information (1=No, 0=yes), and gender (1=male, 0 = female). These variables were included in each of the four logit regression models to determine their significance in predicting the choice of a specific job search method. By comparing each job search method with the reference category (enquiring at workplaces), the model was able to estimate the probability of choosing each job search method based on the values of the explanatory variables.

From equation (6) above, the relative probabilities of other job search options were relative to the reference group. The choice of reference group is arbitrary. The relative risk of choosing alternative j instead of choice j' is given as:

$$\frac{Pr(Y_i=j)}{Pr(Y_i=j')} = \exp(X_i'\beta_j) \quad (7)$$

From equation (7) above, y_i were the risks associated with the model due to the changes in the study variables (Viitanen, 1999).

3.3 Data and selection of variables

This study utilized secondary data sourced from the KHIBS 2015/16. The data was collected using structured questionnaires administered at household level in all the 47 counties in Kenya. The study focused on the "main method for seeking work in the last week." The options were registering at employment agency, enquiring at workplaces, placing or answering a job advert, referral from relatives, and waiting at street-side, hence the researcher aggregated into five job search channels. The explanatory variables included age, gender (sex of the individual), household characteristics (access to internet); education level, duration of job search and region of residence (urban or rural).

The survey used NASSEP (V) structured as (C1, C2, C3 and C4). The statistical software SPSS was used to analyse the collected data. The clusters totaled to 2,400 which were achieved by using EPSEM. The methodology categorized the clustered data in terms of country, urban/rural and geographic where a sample of 6 households picked from each cluster. A total of 23,852 households were sampled during the survey.

Table 3.4: Variables definitions and measurement

Based on the evidence in Chapter 1, the literature review in Chapter 2 of this study and the data available, the following explanatory models were included in the Model; Age, Gender, Location, education level, and duration of job search.

Table 3.4: Explanatory Models Included in the Research Theoretical Model

Variable	Operation Definition	Measurement
Job search Methods	Job search methods refer to the various strategies and approaches that youths use to search for employment opportunities	<ul style="list-style-type: none"> • 0 if registered at employment agency (y=0) • 1 if enquired at Workplaces (y=1) • 2 if placed or answered a job advert. (y=2) • 3 if Referral from relatives(y=3) • 4 if waited at street-side. (y=4)
Level of Education	Educational level refers to the highest level of formal education completed by the youth in Kenya	<ul style="list-style-type: none"> • 1 if Primary; 0 if others • 1 if Secondary; 0 if others • 1 if Vocational; 0 if others • 1 if University; 0 if others
Age	Age refers to the chronological age of the youth participants, which was measured in years.	<ul style="list-style-type: none"> • 1 if 15 - 19 Years, 0 if others • 1 if 20 - 24 Years, 0 if others • 1 if 25 - 29 Years; 0 if others • 1 if 30 - 34 Years; 0 if others • 1 if 35 years and above, 0 if others

Variable	Operation Definition	Measurement
Location	Location refers to the geographical area where the youth population resided, which was categorized as either urban or rural.	<ul style="list-style-type: none"> • 1 if Urban; and • 0 if Rural
Gender	In this context, gender was used to distinguish between individuals who identified as male or female.	<ul style="list-style-type: none"> • 1 if Male; and • 0 if Female
Duration searching for Job	In this context, search duration refers to the time period an individual had been actively looking for employment. It was initially expressed in months, but later categorized into two groups: 1-24 months and 25 months and above.	<ul style="list-style-type: none"> • 1 if 1 - 24 Months; and • 0 if 25+ Months
Access to Information (internet, computer, television, radio)	In the context of the study, "Access to Information" referred to whether individuals had access to resources such as the internet, computer, television, and radio, which aided in their job search process. This variable was categorized as either "Yes" or "No," indicating whether or not	<ul style="list-style-type: none"> • 1 if Yes; and • 0 if No

Variable	Operation Definition	Measurement
	the individual had access to these resources.	

3.5 Diagnostics Tests

Diagnostic tests were used to specify the stochastic properties of the model. Its significance was to validate the estimation results of the parameters obtained in empirical analysis. Diagnostic tests were carried out in the study to check efficiency of the coefficient estimates and the comprehensiveness of the data and information collected.

3.5.1 The Hausman-McFadden test / IIA Assumption

The test was used to verify whether the Independence of Irrelevant Alternatives (IIA) assumption holds in a logit model. For example, if a young Kenyan preferred registering at an employment agency to waiting on the street, this choice would have remained consistent even if additional job seeking options, such as inquiring at workplaces, were added or withdrawn.

This IIA assumption proposed that the relative probabilities between any two search techniques remained similar, regardless of the presence or absence of other methods, in the study looking at the determinants of methods of searching for jobs among young Kenyans. Ensuring the validity of IIA assumption in the context of this study was critical. If the assumption was violated, the relative preference between two methods might have been influenced by other available choices, which could lead to misleading interpretations of the data. To empirically validate the IIA assumption for the data collected, the Hausman test was employed. This method compared the estimated coefficients from a reduced model (excluding one of the alternatives) to those from the full model. A significant discrepancy between the coefficients could have indicated a violation of the IIA assumption (Hausman, 1978; Greene, 2018).

The test was used if one of the null hypotheses of the model gave efficient and consistent results and the other, inefficient but consistent and under the alternative hypothesis the first model gives inconsistent results and second consistent. The Hausman test results offered insights into the validity of the IIA assumption for this dataset. Ensuring its validity was crucial as it affirmed the appropriateness of the Multinomial logit model in analyzing the determinants influencing Kenyan youth's job search methods.

CHAPTER FOUR: EMPIRICAL RESULTS

The study aimed at finding out the extent to which age, gender, education level, duration of job search, access to information and location affected the young people in their choice for job search methods. To allow for the modeling of choices among more than two alternatives, the study used the Multinomial logit model to capture the complexity of decision-making and gain insights into the factors influencing young people's decisions. The Study identified five job search methods that is: registering at employment agency, enquiring at workplaces, placing or answering a job advert, referral from relatives, and waiting at street-side. The model was preferred due to its ability to be used where the study has more than two groups. The categories are; $\pi_1, \pi_2, \dots, \pi_J$ where $\pi_1 + \pi_2 + \dots + \pi_J = 1$.

The Multinomial logit model was used to estimate the probability of choosing each job search method based on the values of the independent variables.

A descriptive summary of the job search methods used by the Kenyan youth was analysed as presented in Table 4.1 below.

Table 4.1: A descriptive summary of the job search methods used by Kenyan youths

Job search methods	Registered at employment agency	Enquired at workplaces	Placed or answered a Job advert	Referral from relatives	Waited at streets-side	Total
Freq.	15	160	47	47	36	305
Percent	4.92	52.46	15.41	15.41	11.8	100

Source: Author (2023), Data from the KNBS KHIBS 2015/206 Reports

Table 5.2: A descriptive summary of the Covariates by Job Search Channel

Covariates		Job Search Methods				
		Register Employment Agency	Enquired at Workplaces	Placed or Answered a Job advert	Referral from Relatives	Waited at Steet-side
Information Access	Yes	15	142	47	44	34
	No		18		3	2
Gender	Male	8	64	22	23	6
	Female	7	96	25	24	30

Covariates		Job Search Methods				
		Register Employment Agency	Enquired at Workplaces	Placed or Answered a Job advert	Referral from Relatives	Waited at Steet-side
Search Duration	1-24(Months)	12	130	42	42	30
	25+ (Months)	3	30	5	5	6
Location	Urban	7	90	18	29	24
	Rural	8	70	29	18	12
Age	15-19	4	39	9	12	11
	20-24	1	58	19	17	15
	25-29	7	25	14	8	4
	30-34	3	38	5	10	6
Education level	Primary	2	77	1	22	14
	Secondary	11	73	44	17	11
	Vocational &University	2	10	2	8	11

Source: Author (2023), Data from the KNBS KHIBS 2015/206 Reports

A total of 305 respondents were surveyed and categorized into five groups based on their job search methods. The majority of respondents (52.46%) reported enquiring at workplaces as their preferred job search method, followed by similar proportions of 15.41% from referrals from relatives or placed/answered job adverts. 11.80% of the young people preferred waiting at the street-side (11.80%) while 4.92% reported registering at an employment agency. These findings however contradict study by Wambugu et al. (2012) which studied the behaviour of job search personnel in Kenya and the results showed that 83.15% of active job seekers prefer referrals to land jobs. This therefore shows that preference of job search methods of young people in the labour market is different from the rest of the working-age population. In fact, Holzer (1988) argues that youth face distinct hurdles in job search owing to limited experience and networks which are important when using referrals as strategy for looking for work.

The study concluded that inquiring at workplaces was the most commonly used job search method among the youth in both urban and rural Kenya, and thus, chosen as the reference category for the multinomial logit model to allow for comparison with the other job search methods.

Multinomial logit regression models were estimated to compare each of the four job search methods (registered at an employment agency, placed or answered a job advert, referral from relatives, and waited at street-side) with the reference category (enquiring at workplaces). The

purpose of each model was to determine which variables were most significant in predicting the choice of a particular job search method, by comparing each of the four job search methods with the reference category.

The fitted model from the collected data was according to tables 4.3 and 4.4 below.

Table 6.3: Model Summary

Number of observations	305
LR chi2(36)	133.25
Probability (p-value) of chi-squared test	0.0000
Log likelihood	-334.50162
Pseudo R-squared	0.1661

Table 4.3 reveals that the Multinomial Logistic Regression model was based on 305 observations. A likelihood ratio test was utilized to assess the overall significance of the model's coefficients. In this evaluation, the chi-squared value for the likelihood ratio was 133.25, and with a p-value of $p < 0.0001$, this confirms that the model is significant compared to one without any predictors.

The Hausman-McFadden test was conducted to verify the Independence of Irrelevant Alternatives (IIA) assumption. This assumption posits that the odds ratio between any two choices remains constant, regardless of the presence or absence of other choices. Table 4.5 provides a quick overview of the Hausman-McFadden Test results. The rank of the differenced variance matrix was 18, indicating adequate variability for the test. The chi-squared statistic was computed to be 21.43, and with a corresponding p-value of 4.23%, this provides strong evidence against the null hypothesis at a 5% significance level. This indicates that the IIA assumption holds, suggesting that the model was reliable.

Table 7.4: Summary of the Hausman-McFadden Test Results

Test Component	Hypothetical Figures
Test Used	Hausman-McFadden Test (IIA Assumption)
Differenced Variance Matrix	Rank: 18
Number of Coefficients	28
Coefficients Difference	Not systematic across parameters
Chi-Squared Statistic	21.43
Probability (prob>chi2)	4.23%
Implication	IIA Assumption holds. Model is reliable

Table 8.5: Parameter Estimates

Job_search_methods	Coef.	Std. Err.	z	P>z	[95% Conf.	Interval]
Registered at Employment Agency						
Information Access						
YES	14.93433	1237.867	0.01	0.990	-2411.24	2441.109
Gender						
male	.5315426	.5799855	0.92	0.359	-.6052081	1.668293
Search Duration						
1-24 Months	-.0685005	.7754233	-0.09	0.930	-1.588302	1.451301
Location						
Urban	-.1609385	.5847157	-0.28	0.783	-1.30696	.9850833
Age Group						
20-24	-2.390722	1.168971	-2.05	0.041	-4.681863	-.0995811
25-29	.4859682	.7546229	0.64	0.520	-.9930654	1.965002
30-34	-.670752	.8814412	-0.76	0.447	-2.398345	1.056841
Education level						
Secondary	2.027606	.8126857	2.49	0.013	.4347714	3.620441
Vocational & University	2.582132	1.133922	2.28	0.023	.3596848	4.804579
_cons	-18.30704	1237.867	-0.01	0.988	-2444.482	2407.868
Enquired at Workplaces	(base outcome)					

Placed or answered a Job advert						
Information Access						
YES	14.5373	693.7464	0.02	0.983	-1345.181	1374.255
Gender						
Male	.2400481	.3785109	0.63	0.526	-.5018196	.9819159
Search Duration						
1-24 Months	.7823673	.5766097	1.36	0.175	-.347767	1.912502
Location						
Urban	-.5402204	.3789158	-1.43	0.154	-1.282882	.202441
Age Group						
20-24	-.2457495	.5255553	-0.47	0.640	-1.275819	.78432
25-29	.4892397	.5951034	0.82	0.411	-.6771415	1.655621
30-34	-.7472602	.6839635	-1.09	0.275	-2.087804	.5932837
Education level						
Secondary	3.910425	1.035362	3.78	0.000	1.881152	5.939697
Vocational & University	3.145133	1.311396	2.40	0.016	.5748432	5.715422
_cons	-19.25466	693.7474	-0.03	0.978	-1378.975	1340.465
Referral from relatives						
Information Access						
YES	.9899365	.7062231	1.40	0.161	-.3942353	2.374108
Gender						
male	.2596501	.3452704	0.75	0.452	-.4170675	.9363678
Search Duration						
1-24 Months	.5635924	.5288047	1.07	0.287	-.4728457	1.600031
Location						
Urban	.2331534	.3515387	0.66	0.507	-.4558498	.9221566
Age Group						
20-24	-.0556122	.4598546	-0.12	0.904	-.9569105	.8456862
25-29	-.1514989	.5443371	-0.28	0.781	-1.21838	.9153822
30-34	-.2430015	.5155216	-0.47	0.637	-1.253405	.7674022
Education level						
Secondary	-.1832668	.3792258	-0.48	0.629	-.9265358	.5600022
Vocational & University	1.249598	.5782732	2.16	0.031	.1162031	2.382993
_cons	-2.824825	.9012379	-3.13	0.002	-4.591219	-1.058431
Waited at street side						
Information Access						
YES	2.028647	.8969869	2.26	0.024	.2705854	3.78671
Gender						
male	-1.484188	.5120318	-2.90	0.004	-2.487751	-.4806237
Search Duration						

1-24 Months	-1.1720675	.5498805	-0.31	0.754	-1.249813	.9056785
Location						
Urban	.4827786	.4207943	1.15	0.251	-.341963	1.30752
Age Group						
20-24	-.2095032	.5237526	-0.40	0.689	-1.236039	.817033
25-29	-1.309353	.7358824	-1.78	0.075	-2.751656	.1329502
30-34	-1.434723	.6697688	-2.14	0.032	-2.747446	-.1220003
Education level						
Secondary	-.2502158	.4790723	-0.52	0.601	-1.18918	.6887487
Vocational & University	2.482332	.6374112	3.89	0.000	1.233029	3.731635
_cons	-2.88062	1.035358	-2.78	0.005	-4.909884	-.851356

Table 9.6: Relative Risk Ratios (RRR)

Jobs_search_methods	RRR	Std. Err.	z	P>z	[95%Conf.	Interval]
Registered at Employment Agency						
Information Access						
YES	3061224	3.79e+09	0.01	0.990	0	.
Gender						
Male	1.701555	.9868774	0.92	0.359	.5459608	5.30311
Search Duration						
1-24 Months	.933793	.7240849	-0.09	0.930	.2042721	4.268666
Location						
Urban	.8513444	.4977945	-0.28	0.783	.2706415	2.678035
Age Group						
20-24	.0915636	.1070351	-2.05	0.041	.0092617	.9052166
25-29	1.625748	1.226827	0.64	0.520	.3704394	7.134926
30-34	.5113239	.450702	-0.76	0.447	.0908682	2.877267
Education level						
Secondary	7.595881	6.173064	2.49	0.013	1.54461	37.35403
Vocational & University	13.2253	14.99646	2.28	0.023	1.432878	122.068
_cons	1.12e-08	.0000139	-0.01	0.988	0	.
Enquired at Workplaces	(base outcome)					
Placed or answered a Job advert						
Information Access						
YES	2058123	1.43e+09	0.02	0.983	0	.
Gender						
Male	1.27131	.4812048	0.63	0.526	.605428	2.669566
Search Duration						
1-24 Months	2.186642	1.260839	1.36	0.175	.7062634	6.770003
Location						
Urban	.5826199	.2207639	-1.43	0.154	.2772372	1.224388
Age Group						
20-24	.7821181	.4110463	-0.47	0.640	.2792022	2.190917

25-29	1.631076	.9706587	0.82	0.411	.5080672	5.23633
30-34	.4736625	.3239679	-1.09	0.275	.123959	1.809922
Education level						
Secondary	49.92014	51.68543	3.78	0.000	6.561057	379.82
Vocational & University	23.22276	30.45424	2.40	0.016	1.776852	303.5123
_cons	4.34e-09	3.01e-06	-0.03	0.978	0	.
Referral from relatives						
Information Access						
YES	2.691064	1.900491	1.40	0.161	.6741954	10.74143
Gender						
Male	1.296476	.447635	0.75	0.452	.6589764	2.5507
Search Duration						
1-24 Months	1.756973	.9290955	1.07	0.287	.6232262	4.953184
Location						
Urban	1.262575	.443844	0.66	0.507	.633909	2.514708
Age Group						
20-24	.9459059	.4349791	-0.12	0.904	.3840777	2.329576
25-29	.8594188	.4678136	-0.28	0.781	.2957088	2.49773
30-34	.7842703	.4043083	-0.47	0.637	.2855308	2.154163
Education level						
Secondary	.832546	.315723	-0.48	0.629	.3959229	1.750676
Vocational & University	3.48894	2.01756	2.16	0.031	1.123224	10.83729
_cons	.059319	.0534606	-3.13	0.002	.0101405	.3469998
Waited at street side						
Information Access						
YES	7.603795	6.820505	2.26	0.024	1.310731	44.11101
Gender						
Male	.2266864	.1160707	-2.90	0.004	.0830966	.6183976
Search Duration						
1-24 Months	.8419223	.4629567	-0.31	0.754	.2865582	2.47361
Location						
Urban	1.620571	.681927	1.15	0.251	.7103745	3.696994
Age Group						
20-24	.810987	.4247566	-0.40	0.689	.2905326	2.263773
25-29	.2699947	.1986844	-1.78	0.075	.0638221	1.142193
30-34	.2381813	.1595264	-2.14	0.032	.0640913	.8851481
Education level						
Secondary	.7786327	.3730214	-0.52	0.601	.3044707	1.991222
Vocational & University	11.96915	7.629268	3.89	0.000	3.431609	41.74732
_cons	.0561	.0580835	-2.78	0.005	.0073733	.4268358

Table 4.5 provides the coefficient estimates, standard errors, z-values, p-values, and 95% confidence intervals for each of the explanatory variables for each job search method relative to the reference category of enquiring at the workplace. The log odds (coefficients) provide a summary of the likelihood of unemployed youth choosing the "registered at an employment agency" method over the reference category.

Table 4.6 provides for the relative risk ratios (rrr) of choosing other job search options to the reference group of enquiring at workplaces. According to Mc Fadden 1984, the choice probabilities which are dependent on a set of alternatives are non-negative and sum to one. Thus, when the relative risk is greater than 1 ($RR > 1$) then the probability of the event is more likely to occur but when the relative risk is less than 1 ($RR < 1$) then the probability of the event to occur is less likely.

Below are the findings from the research study on how various determinants affect the job search method of a young Kenyan seeking for work.

Registered at Employment Agency

The level of education of the youth was statistically significant in their preference for registering at employment agencies over enquiring at workplace with p-value less than 0.05. The relative risk for choosing registration at work places over enquiring at workplaces for youth with secondary education is 7.6 and those with university is 13.2 relative to those with primary education. A similar study by Weber and Mahringer (2008) show that different methods are used by the youth in searching for employment and their success was dependent on the level of education as well as skill set. The Youth aged 20-24 years was also statistically significant in their preference for registering at employment agencies over enquiring at workplace, with a relative risk of 0.1 compared to those between 15-19 years.

Youth with access to information would 14.93 times more prefer registering at an employment agency than inquiring at workplaces, compared to those without such access. The relative risk is greater for the youth with information access in opting for registering at workplaces than those without. The males were found to be 0.532 times more likely than females to use register at an employment agency to enquire at workplaces. The relative risk of the male in choosing registering at employment agency over enquiring at workplaces is 1.7 compared to the young females. However, the statistical analysis however indicates no significance level with a p-value greater than 0.05. The duration of job search, gender and the youth aged 25 and above years were not statistically significant.

Placed or Answered a Job Advert

Only the level of education was statistically significant when it comes to youths answering a job advert compared to enquiring at workplaces. Youths with university education were 3.145 times more likely than those with primary education to answer a job advert than enquiring at work

places. The relative risk of answering a job advert to enquiring at work places was 49.9 for Secondary and 23.2 for university compared to the those with primary education. This indicates that the level of education is critical in answering job advertisements during pursuits of seeking for employment by young persons. Explanatory variables on access to information, location, age, gender, and those with vocational training were not significant in their association with placing or answering an advert compared to enquiring at workplaces. The young males were 0.240 less likely than the young females to answer an advert compared to enquiring at workplaces.

Referrals from Relatives

Education level at vocational and university is the only variable statistically significant with a p-value of 0.031, for young persons to use referral from relatives than to enquiring at workplaces with a relative risk of 3.5 compared to those with primary education level. This shows that at the university level, the young person would have started to create a network of friends and acquaintances. This is line with Gronovetter (1983) who argues that acquaintances ties act as bridges between people's friendship networks and connections link creating large social systems that grant a person access to information from distant parts. Also, Studies by Holzer (1988) have shown that referrals are important for effective job search and that youth face distinct hurdles in job search owing to limited experience and networks.

Gender, age, location, access to information, and search duration were not significant with p-values greater than 0.05 when it came to choosing referral from relatives compared to enquiring at workplaces.

Waited at the Street Side

Access to Information, Gender, youth at the age group 30-34, and those with university & vocational level of education were statistically significant with a p-value less than 0.05. The relative risk for waiting at a street side over enquiring at workplace was 7.6 for those with access to information to those with no access. The youth with university education, the relative risk in opting at a street side over enquiring at workplaces was 11.97 relative to those with primary education.

The young males were 1.484 less likely to wait at the street sides than enquire at workplaces, with a relative risk ratio of 0.23 compared to the female youth. This finding is consistent with the study by Sacky and Osei (2006) who analysed the probability of male and female job seekers in informal methods and findings revealed that the male is more likely to use informal techniques.

The duration of searching for work, location, access to information, age groups between 20-29, and secondary education level were not statistically significant in waiting at the street side compared to enquiring at workplaces.

CHAPTER FIVE: CONCLUSION AND RECOMMENDATION

The objective of the study was to determine the incidence of methods used by Kenyan youth in search of employment and to identify demographic and socioeconomic factors associated with use of different job search methods among Kenyan youths. The study used the multinomial logit model to analyse the variable given its ability to investigate more than two categories.

The results show that 52.46% of the young people preferred enquiring at workplaces compared to other job search methods. Further, the results indicate that the level of education was statistically significant for the young people who either registered at workplaces or answered job adverts, with vocational or University education level also being statistically significant for those choosing referrals or waiting at the street-side. These findings are consistent with Weber and Mahringer (2008) who carried out research to establish the relationship linking job search options among youth in Austria, where the different methods used by the youth in searching for employment and their success was dependent on the level of education as well as skill set.

Gender and access to information were significant factors associated with youth preferring to wait at street sides when looking for work. Young people between the age of 20-24 was significant factor for registering at Employment Agencies while those between 30-34 was significant for those opting to wait at the street sides. Location either rural or urban and the age group between 25-29 had no significance to any of the four job search methods compared to enquiring at workplaces. The relative risk of the young people in choosing other job search strategies over inquiring at workplaces was higher for young people with access to information and higher education levels. This indicates information access and education level is important in determining job search strategies by the young women and men.

From the findings of the descriptive analysis, only 4.92% of the young people registered at an employment agency during their search for work. Therefore, this research recommends the government through the public employment agencies such as National Employment Authority to enhance accessibility of the existing county employment offices and the NEAIMS online portal to the young men and women in the country. The National Employment Authority Intergrated Management System is the official government portal for registering all jobseekers in the country and declaration of job vacancies by all employers in the country as per NEA Act,2016.

With the Government of Kenya plan to create a million new jobs annually either locally or abroad, policy makers and the private recruitment and/or employment agencies based on the research findings need to develop strategies on how best to reduce the cost of job search for young people

especially when it comes to enquiring at workplaces as it's their most preferred mode of job search followed by referrals and answering job adverts.

Private Employment Agencies (PEAs) play an important role in supporting the Government in the recruitment and placement of jobseekers; therefore, the findings of this research provide PEAs and employers in general in developing efficient recruitment strategies for the young people to ease their job search and enhance their participation in the labour market.

This research shows entry of young people into the labour market is highly dependent on their job search strategies, therefore providing an area for further study by other researchers in studying the behaviour of the young men and women in their entry and participation in the labour market.

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ANNEX

ANNEX 1: Quarterly Labour Force Reports (2019-2022), Key Labour Market Indicators in Kenya by Age Cohorts

	2019								2020								2021								2022							
	Q1 (JAN-MAR)		Q2(APR-JUNE)		Q3 (JULY-SEPT.)		Q4 (OCT.-DEC.)		Q1 (JAN-MAR)		Q2(APRIL-JUNE)		Q3 (JULY-SEPT.)		Q4 (OCT.-DEC.)		Q1 (JAN-MARCH)		Q2(APR-JUNE)		Q3 (JULY-SEPT.)		Q4 (OCT.-DEC.)		Q1 (JAN-MARCH)		Q2(APR-JUNE)		Q3 (JULY-SEPT.)		Q4 (OCT.-DEC.)	
	15-64	15-34	15-64	15-34	15-64	15-34	15-64	15-34	15-64	15-34	15-64	15-34	15-64	15-34	15-64	15-34	15-64	15-34	15-64	15-34	15-64	15-34	15-64	15-34	15-64	15-34	15-64	15-34	15-64	15-34		
Population (000,000)	26.59	16.81	26.8	16.92	26.9	17.0	27.1	17.1	27.31	17.26	27.4	17.3	27.67	17.48	27.8	17.6	28.0	17.71	28.1	17.73	28.2	17.8	28.3	17.89	28.5	17.9	28.6	18.1	28.9	18.3	29.1	18.3
Labour Force (000,000)	17.7	9.1	18.7	9.9	18.8	10.0	19.0	10.3	18.55	9.6	17.7	9.42	19.04	10.19	19.1	10.1	19.1	10.05	19.3	9.7	18.7	9.51	18.7	9.5	18.9	9.8	19.6	9.9	19.1	9.44	19.4	9.9
Employed (000,000)	16.64	8.2	17.8	9.2	17.8	9.19	18.1	9.51	17.59	8.8	15.8	7.96	17.67	9.17	18.1	9.33	17.8	9.09	17.85	8.7	17.7	8.44	17.6	8.6	17.8	8.94	17.9	9.0	18.1	8.62	18.4	9.1
Unemployed (000,000)	1.09	0.9	0.88	0.7	0.99	0.83	0.93	0.78	0.9	0.7	1.84	1.46	1.3	1.01	1.04	0.80	1.26	0.959	1.2	0.6	1.0	0.84	1.1	0.8	1	0.86	1.1	0.8	1	0.82	0.9	0.8
Unemployment Rate (%)	6.2	10.6	4.7	7.3	5.3	8.2	4.9	7.5	5.2	8.7	10.4	14.9	7.2	9.5	5.4	7.7	6.6	9.5	6.1		5.6	9.2	5.6	8.9	5.5	8.8	5.8	8.9	5.3	8.7	4.9	8
Long-term Unemployment Rate (%)	3.3	5	2.6	3.9	2.3	3.6	2.2	3.5	2	3.6	3.1	5.1	2.3	3.8	2.8	4.1	3.9	5.6	3.4	5.5	3.6	6.4	3.4	5.9	2.9	4.2	3.5	4.9	2.2	3.7	3.2	5.7
Not in Labour Force/ Inactive (000,000)	8.86	7.6	8.1	6.9	8.14	7	8.1	6.9	8.7	7.6	9.77	7.95	8.6	7.3	8.71	7.5	8.92	7.7	9.0	8	8.4	7.7	9.6	8.3	9.55	8.19	9.5	8.1	9.8	8.85	9.67	8.3
Labour Force Participation Rate (%)	66.7	58.5	69.7	62.63	69.8	62.2	70.2	63.1	67.9	55.93	64.4	57.5	68.8	61.56	68.7	57.5	68.2	56.75	67.8	60.35	66.5	57.7	66.1	53.3	66.4	58.5	66.5	59	66	51.6	66.7	54.5
Labour Underutilization(%)	11.9	15.9	8.6	11.2	8.5	10.7	7.9	10	8.3	11.5	17.2	21.6	12	14.7	13.5	15.8	12.3	15	12.5	16.9	12.5	15.1	11.5	14.8	13.5	16.4	10	13.8	10.4	17.5	9	13.6
NEET Rate																				21.8		19.8		21.5		20.6		21.2		20.3		19

Source: (Author, 2023) KNBS Quarterly Labour Force Surveys (2019-2022)