Personality Type Preferences in Relation to Psychological Career Resources: An Exploratory Study among Managerial Staff in the Western Cape Fast Food Industry

**Abstract**

The study explored the relationship between individuals’ personality preferences (as measured by the Myers-Briggs Type Indicator, Form MM and their psychological career resources (as measured by the Psychological Career Resources Inventory) and whether the personality types differed significantly in terms of their psychological career resources. Both scales have proven reliability and validity in the SA, multi-cultural context.

The participants were a non-probability sample (N = 81) of managerial-level staff from five fast food franchise restaurants in the Western Cape, South Africa. The sample comprised predominantly female and black participants.

A cross-sectional design and quantitative statistical procedures were used to analyze the data. The dominant personality types were ESFJ and ISTJ. The Introverted and Extroverted personality type preferences were significantly associated with the participants’ psychological career resources. The ANCOVA results revealed that ISTJ, ESFJ, ESTJ and ISFP personality types differed significantly regarding their career preferences for career continuity/progress and need for career growth/development, their self/other skills and social connectivity.

The results of the study contribute valuable new insights that may provide information for career development interventions aimed at enhancing the career well-being of managerial staff in the fast food industry. Helping managerial staff understand how the introverted and extraverted attitude and their personality preferences influence their demonstration of the psychological career resources is imperative for their career well-being in the high-stress fast food service environment.

**Background**

The shortage of managerial skills in the South African context has led to a renewed focus on the psychological factors that influence their career development and retention. Fast food restaurants are regarded as a harsh environment that places a high level of stress on the managers. The ISFP type were significantly associated with the participants’ psychological career resources.

**Problem investigated**

Despite progress being made in understanding the role of personality in individuals’ career development, there is presently a dearth of research on the link between managerial staff personality preferences and psychological career resources in the South African fast food restaurant industry.

**Conceptualisation**

**Personality Preferences (Meyers & Myers, 2003)**

Being based on the Jungian theory of opposing poles, the MBTI theory is a psychological or personality type sort individuals according to their type preferences on four dichotomous traits and eight personality preferences. The MBTI is used in a wide variety of applications.

**Psychological Career Resources (Coetzee, 2008; 2014)**

Individuals’ psychological career resources empower them to be proactive agents in their career development and to create and sustain employability. Individuals need to develop career capacities along five facets of psychological career resources.

**Research Procedure**

Ethical clearance to conduct the study was obtained from the Research Ethics Committee of the institution involved. Permission to conduct the survey was obtained from the relevant fast food restaurant. The purpose of the survey was explained to all the participants. Participants were informed that the results would be used for research purposes only. Anonymity and confidentiality were assured and assured.

**Results**

The results of the study contribute valuable new insights that may provide information for career development interventions aimed at enhancing the career well-being of managerial staff in the fast food industry. Helping managerial staff understand how the introverted and extraverted attitude and their personality preferences influence their demonstration of the psychological career resources is imperative for their career well-being in the high-stress fast food service environment.

**Limitations of Study and Future Research**

**Limitations**

Limited to a sample of participants - the findings cannot be generalized to other industry contexts.

**Future research**

Replication studies with broader samples across various socio-economic sections.