

**FACTORS AFFECTING TO ENTREPRENEURIAL INTENTION OF  
BUSSINESS UNDERGRADUATES WITH SPECIAL REFERENCE  
TO EASTERN UNIVERSITY SRI LANKA AND UNIVERSITY OF  
KELANIYA**



**By**

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## ABSTRACT

Students' entrepreneurial intentions may be affected by various factors. Entrepreneurial intention is found to determine students' willingness to engage in entrepreneurial behavior in the future. The main objective of this study is to understand and identify how the attitude toward the behavior, subjective norm, and perceived behavioral control, entrepreneurship education and personality traits affect the entrepreneurial intention of business undergraduates.

The primary data of this study was gathered by distributing 200 survey questionnaires to respondents at Eastern University Sri Lanka and the University of Kelaniya. The convenience sampling technique was used in this research. The Cronbach's Alpha Reliability test which can ensure the high-reliability result was conducted on every variable.

Pearson Correlation Coefficient and Multiple Linear Regression Analysis were conducted in this study to observe independent variables (i.e. attitude toward the behavior, subjective norm, entrepreneurship education, and personality traits). All the variables have a significant relationship with entrepreneurial intention.

The discussion of the findings, implications of the study, limitations and recommendations for future research are discussed in the end of the study.

**Keywords:** Entrepreneurial Intention, Attitude Toward the Behavior, Subjective Norm, Perceived Behavioral Control, Entrepreneurship Education, Personality Traits.

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