

**THE IMPACT OF OWNERS PERSONAL CHARACTERISTICS ON THE  
ENTREPRENEURIAL ORIENTATION A SPECIAL REFERENCE TO  
APPAREL INDUSTRY IN MATHARA**

**BY**

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## ABSTRACT

This study essentially focuses to find out impact of owners personal characteristics on the entrepreneurial orientation a special reference to apparel industry in Mathara. Totally 50 questionnaire have issued to apparel industry owners who residing in various part of above divisional secretarial areas on random sampling basis.

Method of analysis specifically considered univariate analysis and bivariate analysis. The results are illustrated by tables, pie charts and bar charts. Based on the value indicated in the questionnaire, mean value is lying in the range between 1 to 5, which is strongly disagree to strongly agree with 5 scale measures. Correlation and regression analysis use to find impact.

In this research, the researcher concluded about clarify the research findings, the key result of the study show a moderate positive relationship between owners' personal characteristics & entrepreneurial orientation. after that the researcher formed a final conclusion and recommendation to apparel industry owners.

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