

**“A STUDY OF IMPACT ON ENTREPRENEURIAL  
CHARACTERISTICS OF RETAILERS ON BUSINESS  
SUCCESS IN BATTICALOA DISTRICT”**

**NAGENDRAN KOKULATHAS**

**1798**



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**DEPARTMENT OF COMMERCE  
FACULTY OF COMMERCE AND MANAGEMENT  
EASTERN UNIVERSITY, SRI LANKA**

**2016**

## Abstract

Every society and every successful company has key individuals, or entrepreneurs, with the ability to identify opportunities and who have the ability to obtain the resources (economic, technical, and human) necessary to satisfy new needs, and better satisfy existing needs. Entrepreneurship is a process undertaken by an entrepreneur to augment his business interests. It is an exercise involving innovation and creativity that will go towards establishing his or her enterprise. Given the growing importance of entrepreneurship, there is practical value in being able to identify entrepreneurial characteristics. The characteristics most frequently associated with the success of the entrepreneurs are innovation, creativity, and persistence, self -confident, positive attitude, problem solving, need for independence, and enjoy taking risks. Success refers to the achievement of goals and objectives in any sector of human life.

Hence, there is need to identify the impact of entrepreneur characteristic on entrepreneur success. For that in this study self-efficacy, tolerance for ambiguity and need for achievement are taken as entrepreneur characteristic and independent variable. Entrepreneur success is taken as dependent variable. A cross-sectional survey using structured questionnaire was used to collect data from 110 entrepreneurs in Batticaloa District and all the items in the independent and dependent variables were tested through reliability test to ensure the consistency of the scale. Univariate analysis was carried out and the results show entrepreneurs have high level of self-efficacy, tolerance for ambiguity and need for achievement and also entrepreneur success. The multi regression analysis was carried out and the result indicated that self-efficacy and need for achievement are significantly and positively impact on entrepreneur success but tolerance for ambiguity not significantly but positively related to entrepreneur success.

**Keywords:** Self-Efficacy, Tolerance for Ambiguity, Need for Achievement,  
Entrepreneur Success

## Table of Contents

Acknowledgement	I
Abstract	II
Table of Contents	III
List of Tables and Figure	III
List of Abbreviation	X

### **Chapter -1 Introduction1-7**

1.1 Background of the Study	1
1.2 Research Problem	2
1.3 Research Questions	3
1.4 Objectives of the Study	4
1.5 Significance of the Study	4
1.6 Scope of the Study	5
1.7 Organization of Chapters	6
1.8 Chapter Summary	7

### **Chapter -2 Literature Review8-19**

2.1 Introduction	8
2.2 Introduction to Entrepreneurs	8
2.2.1 Entrepreneurship	9
2.3 Characteristics of Entrepreneurs	9
2.3.1 Self-Efficacy	10
2.3.1.1 Theories of Self-Efficacy	11
2.3.1.2 Measurement of Self-Efficacy	12
2.3.1.3 Definitions to Key Indicators of Self-Efficacy	12
2.3.2 Ambiguity of Tolerance	14
2.3.2.1Definitions to Key Indicators of Ambiguity of Tolerance	14

2.3.3 Need for Achievement	16
2.4 Success of Entrepreneurs	18
2.5 Chapter Summary	19
<b>Chapter -3 Conceptualization and Operationalization</b>	<b>20-23</b>
3.1 Introduction	20
3.2 Conceptualization	20
3.2.1 Conceptual Framework	20
3.3 Self –Efficacy	21
3.4 Tolerance for Ambiguity	21
3.5 Need for Achievement	21
3.6 Operationalization	22
3.7 Chapter Summary	23
<b>Chapter -4 Methodology</b>	<b>24-31</b>
4.1 Introduction	24
4.2 Research Approach and Purpose of the Study	24
4.3 Extent of Researcher Interference with the Study	24
4.4 Study Setting	25
4.5 Unit of Analysis	25
4.6 Sample Size, Methods and Framework	25
4.7 Time Horizon	25
4.8 Methods of Data Collection	26
4.8.1 Questionnaire Design	26
4.9 Methods of Data Analysis and Data Evaluation	27
4.9.1 Reliability and Validity Analysis	27
4.9.1.1 Decision criteria for Reliability Analysis	27
4.9.2 Univariate Analysis	28
4.9.2.1 Decision Criteria for Univariate Analysis	28
4.9.3 Bivariate Analysis	28
4.9.3.1 The Correlation Analysis	29

4.9.3.2 Simple Linear and Multiple Regression Analysis	30
4.9.3.3 Cross Tabulation Analysis	30
4.10 Chapter Summary	30

## **Chapter -5 Data Presentation and Analysis32-61**

5.1 Introduction	32
5.2 Analysis of Data Reliability	32
5.3 Analysis of Respondents Profile	33
5.3.1 Gender Distribution	34
5.3.2 Age Distribution	34
5.3.3 Educational Distribution	35
5.3.4 Distribution of Retail Owners	35
5.3.5 Distribution of Business	36
5.3.6 Distribution of Experience	36
5.4 Data Presentation and Analysis of Research Objectives	36
5.4.1 Analysis of Objective One	37
5.4.2 Analysis of Objective Two	38
5.4.3 Analysis of Objective Three	39
5.4.4 Analysis of Objective Four	41
5.4.5 Analysis of Objective Five	42
5.4.6 Analysis of Objective Six	44
5.4.7 Analysis of Objective Seven	48
5.5 Chapter Summary	60

## **Chapter -6 Discussion of Findings**

**62-73**

6.1 Introduction	62
6.2 Discussion of Respondents Information	62
6.3 Research Information	63
6.3.1 Discussion -Objective One	64
6.3.2 Discussion - Objective Two	64
6.3.4 Discussion – Objective Three	64
6.3.5 Discussion of fourth objective	65
6.3.6 Discussion of five objective	66



6.3.7	Discussion - Objective six	67
6.3.8	Discussion - Objective seven	68
6.4	Chapter Summary	73

## **Chapter -7 Conclusions and Recommendations74-79**

7.1	Introduction	74
7.2	Conclusionsof the Research Objectives	74
7.2.1	Conclusion for Objective One	75
7.2.2	Conclusion for Objective Two	76
7.2.3	Conclusion for Objective Three	76
7.2.4	Conclusion for Objective Four	76
7.2.5	Conclusion for Objective Five	77
7.2.6	Conclusion for Objective six	77
7.2.7	Conclusion for Objective seven	77
7.3	Contributions of this Study	78
7.4	Recommendations	78
7.5	Limitations of the Study	79

## **References**

## **Appendix-01 Questionnaire**