

**ENTREPRENEURIAL CHARACTERISTICS OF  
MICRO CREDIT BENEFICIARIES IN THE  
BATTICALOA DISTRICT**



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## ABSTRACT

This study attempted to identify entrepreneurial characteristics of micro credit beneficiaries in the Batticaloa District. The study examined only six entrepreneurial characteristics of entrepreneurs. These entrepreneurial characteristics are opportunity seeking, creativity and innovativeness, risk taking, goal setting, self-confidence and commitment to the work.

The objective of this study was to determine find out the entrepreneurial characteristics of micro credit beneficiaries. The population of the study will be all the entrepreneurs in Batticaloa District. A sample of 100 entrepreneurs will be selected using random sampling method for the study purpose. For these purpose about 100 questionnaires were distributed among sample. The research questions were developed based on research questions, research objectives, and this will be the base for research process.

Descriptive statistics and other analyze methods were formulated in order to come with finding related to the research problem. Frequency analysis was used to understand the sample profile and descriptive statistics were used to investigate the entrepreneurial characteristics among the micro credit beneficiaries.

The result of the study showed that influence level of success factors of the micro credit beneficiaries in the Batticaloa district is high, as well as each of the variables opportunity seeking, creativity and innovativeness, risk taking, goal setting, self-confidence and commitment to the work also in high level. There is no different in influence level of overall success factors by age, gender, civil status, educational level, type of business, period of entrepreneurship, monthly income level, no of employees and micro credit information.

The study found that mean, standard deviation between entrepreneur's related characters and success of business is significant. There is a positive relationship between relationship of variables and business success. Therefore some suggestions have been provided at end of the research improve the above variables and success of business holders in Batticaloa District.

## List of Contents

	Page no
Acknowledgement	i
Abstract	ii
List of Contents	iii
List of Tables	x
List of Figures	xiii
<b>CHAPTER ONE</b>	
<b>INTRODUCTION</b>	1-5
1.1 Background of the Study	1
1.2 Problem Statement	3
1.3 Research Questions	3
1.4 Objective of the Study	4
1.5 Significant of the Study	4
1.6 Scope of the Study	4
1.7 Limitation of the Study	5
1.8 Assumptions of the Study	5
1.9 Summary	5
<b>CHAPTER TWO</b>	
<b>LITERATURE REVIEW</b>	6-12
2.1 Introduction	6
2.2 Entrepreneurship	6
2.3 Entrepreneur	7
2.4 The Entrepreneurial Process	7
2.4.1. Taking the Opportunity	8
2.4.2. Business Plan	8
2.4.3. Resource the Venture and Take Action	8

2.5 Characteristics of a Successful Entrepreneur	8
2.5.1 Disciplined	8
2.5.2 Confidence	8
2.5.3 Open Minded	9
2.5.4 Self-starter	9
2.5.5 Competitive	9
2.5.6 Creativity	9
2.5.7 Determination	9
2.5.8 Strong People Skill	9
2.5.9 Strong Work Ethic	9
2.5.10 Passion	10
2.6 Entrepreneurial Qualities	10
2.6.1 Achievement Motivation	10
2.6.2 Need for Autonomy	10
2.6.3 Creativity	11
2.6.4 Initiative	11
2.6.5 Risk Taking	11
2.6.6 Opportunity Seeking	11
2.6.7 Goal Setting	11
2.6.8 Internal Locus of Control	12
2.6.9 Persistence	12
2.7 Importance of Entrepreneurs	12
2.8 Entrepreneurial Characteristics	13
2.8.1 Opportunity Seeking	13
2.8.2 Creativity and Innovativeness	13

2.8.3 Risk Taking	14
2.8.4 Goal Setting	15
2.8.5 Self-confident	15
2.8.6 Commitment to the Work	16
2.9 Entrepreneurial Characteristics and Its Levels	16
2.10 Summary	17
<b>CHAPTER THREE</b>	
CONCEPTUALIZATION AND OPERATIONALIZATION	18-21
3.1 Introduction	18
3.2 Conceptualization	18
3.3 Characteristics of Entrepreneurs	18
3.3.1 Opportunity Seeking	19
3.3.2 Creativity and Innovativeness	19
3.3.3 Risk Taking	19
3.3.4 Goal Setting	20
3.3.5 Self-Confidence	20
3.3.6 Commitment to the Work	20
3.4 Operationalization	20
3.5 Summary	21
<b>CHAPTER FOUR</b>	
METHODOLOGY	22-27
4.1 Introduction	22
4.2 Study Setting, Design, Method of Survey	22
4.3 Sample	23
4.4 Method of Data Collection	23

4.4.1 General Data	24
4.4.2 Research Data	24
4.5 Method of Data Presentation	25
4.6 Method of Data Analysis	26
4.7 Method of Data Evaluation	26
4.8 Summary	27
<b>CHAPTER FIVE</b>	
<b>DATA PRESENTATION AND ANALYSIS</b>	<b>28-50</b>
5.1 Introduction	28
5.2 Reliability Analysis	28
5.3 General Information	28
5.3.1 Age	29
5.3.2 Gender	29
5.3.3 Civil status	30
5.3.4 Educational Level	30
5.3.5 Type of Business	31
5.3.6 Period of Entrepreneurship	31
5.3.7 Monthly Income Level	32
5.3.8 No of employees in the business	33
5.3.9 Micro Credit Information	34
5.3.9.1 Amount of Micro Credit	34
5.3.9.2 Institution	35
5.4 Frequency Distribution Analysis	36
5.4.1 Opportunity Seeking	36

5.4.2 Creativity and Innovativeness	36
5.4.3 Risk Taking	37
5.4.4 Goal Setting	37
5.4.5 Self-confidence	38
5.4.6 Commitment to the Work	38
5.5 Level of Entrepreneurial Characteristics	39
5.5.1 Opportunity Seeking	40
5.5.2 Creativity and Innovativeness	40
5.5.3 Risk Taking	41
5.5.4 Goal Setting	42
5.5.5 Self-Confidence	43
5.5.6 Commitment to the Work	44
5.5.7 Level of overall Entrepreneurial Characteristic	45
5.6 Cross Tabulation Test	45
5.6.1 Age	46
5.6.2 Gender	46
5.6.3 Civil status	47
5.6.4 Educational Level	47
5.6.5 Type of Business	48
5.6.6 Period of Entrepreneurship	48
5.6.7 Monthly Income Level	49
5.6.8 No of employees in the business	49
5.6.9.1 Amount of Micro Credit	50
5.6.10.2 Institution	50
5.7 Summary	51

## CHAPTER SIX

DISCUSSION	52-58
6.1 Introduction	52
6.2 Discussion on General Data	52
6.2.1 Age of Entrepreneurs	52
6.2.2 Gender of Entrepreneurs	52
6.2.3 Civil Status of Entrepreneurs	52
6.2.4 Educational Level of Entrepreneurs	53
6.2.5 Type of Business	53
6.2.6 Period of Entrepreneurship	53
6.2.7 Monthly income level of entrepreneurs	54
6.2.8 No of employees in the business	54
6.2.9.1 Loan amount	54
6.2.9.2 Institution	54
6.3 Discussion on Research Data	55
6.3.1 Opportunity Seeking	55
6.3.2 Creativity and Innovativeness	55
6.3.3 Risk Taking	56
6.3.4 Goal setting	57
6.3.5 Self-confidence	57
6.3.6 Commitment to the Work	58
6.3.7 Overall Characteristics	58
6.4 Summary	58



## CHAPTER SEVEN

CONCLUSION AND RECOMENDATION	59-62
7.1 Introduction	59
7.2 Conclusion	59
7.3 Recommendation	60
7.4 Limitation of the Study	61
6.5 Implication of the Study	62
6.6 Summary	62
Reference	XIII
Appendix	XVI