

**THE IMPACT OF OWNERS' PERSONAL CHARACTERISTICS  
ON THE ENTREPRENEURIAL ORIENTATION WITH  
SPECIAL REFERENCE TO PHONE SHOP BUSINESS IN  
HAMBANTOTA DISTRICT**

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## ABSTRACT

The purpose of this study is to investigate the influence of personal characteristics of the entrepreneurs on entrepreneur orientation of Mobile phone and accessories business of Hamabantota District, Sri Lanka and then to suggest a new framework in this regard. The personal characteristics include need for achievement, Commitment and determination, Leadership, Self Confidence, and Tolerance of uncertainty. This study uses a questionnaire based technique to conduct the study and limited only for the Hambantota District.

This study design allowed for the inclusion of qualitative and quantitative data in terms of frequencies, or means or standard deviations that are necessary for the descriptive studies. The data has converted into numerical indices and statistical analysis techniques were employed to generalize findings from a sample of respondents to a population. Descriptive statistics, correlation and regression were formulated in order to come up with findings related to the research problem.

As per the study, five variables indicated a moderate level of impact on entrepreneurial orientation those are need for achievement, commitment and determination, leadership, self-confidence, tolerance of uncertainty.

The review of studies has revealed the moderate relationship between the personal characteristics of the entrepreneurial orientation. Based on the existing studies, a new theoretical framework has been proposed in this paper to study the impact of some selected personal characteristics of entrepreneurs on their orientation. This new proposed model might be helpful in providing the useful insights regarding the impact of understudy factors on the entrepreneurial orientation and will improve our understanding regarding the most influential factors.

The implication of the finding is a personal characteristic significantly influence entrepreneurial orientation. Therefore that is very important to mobile phone shop owners for enhance the entrepreneurial orientation.

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