

**THE IMPACT OF BUSINESS OWNERS' PERSONAL
CHARACTERISTICS ON THE ENTREPRENEURIAL
ORIENTATION**

**Special Reference with Vegetable Cultivation in Nuwara-Eliya
District**



By

DICKOVITA KANKANAMLAGE SANJEEWA PRASAD DICKOVITA

EU/IS/2009/COM/81

COM 1101

A Project Report

**submitted to the Faculty of Commerce and Management, Eastern University, Sri
Lanka as a partial fulfillment of the Degree of Bachelor of Commerce (B.Com)**



FCM1591



Project Report
Library - EUSL

**Department of Commerce
Faculty of Commerce and Management
Eastern University, Sri Lanka**

ABSTRACT

The objective of this study is to empirically investigate the impact of business owners' personal characteristics on the entrepreneurial orientation with special reference to vegetable cultivation in Nuwara-Eliya district. Data was collected through questionnaire from the samples of two hundred respondents by using convenience sampling method. Questionnaires were distributed among vegetable cultivators registered with Govijana Seva Centre in Nuwara-Eliya district. Descriptive statistics and correlation and regression analysis were used to measure the impact and relationship between the dependent (entrepreneurial orientation) and independent variables (business owners' personal characteristics).

There is a positive relationship between the dependent variable (entrepreneurial orientation) and independent variables (owners' personal characteristics) were found and the results of all hypotheses were in expected direction. Further business owners' personal characteristics have a great impact on the entrepreneurial orientation. The outcomes of the study may guide not only present entrepreneurs but also potential entrepreneurs, to formulate better decisions regarding their cultivation.

Key words: Personal Characteristics, Entrepreneurial Orientation, Vegetable Cultivation

TABLE OF CONTENTS

ACKNOWLEDGEMENT.....	I
ABSTRACT.....	II
LIST OF ABBREVIATIONS.....	III
TABLE OF CONTENTS.....	IV
LIST OF TABLES.....	IX
LIST OF FIGURES.....	XI

CHAPTER – 1: INTRODUCTION

1.1 Background of the Study.....	01
1.2 Problem Statement.....	03
1.3 Research Questions.....	04
1.4 Objectives of the Study.....	04
1.5 Significance of the Study.....	04
1.6 Scope of the Study.....	05
1.7 Limitations of the Study.....	05
1.8 Summary.....	06

CHAPTER – 2: LITERATURE REVIEW

2.1 Introduction.....	07
2.2 Entrepreneurship.....	07
2.2.1 Definitions of Entrepreneurs.....	10
2.3 Entrepreneur.....	11
2.4 Independent Variables.....	13
2.4.1 Learnable Characteristics.....	14
2.4.1.1 Need for Achievement.....	14
2.4.1.2 Creativity.....	16
2.4.1.3 Locus of Control.....	17
2.4.2 Ascribed Characteristics.....	18
2.4.2.1 Culture and Religion.....	18

2.4.2.2 Family Influence.....	18
2.5 Entrepreneurial Orientation.....	19
2.6 Vegetable Cultivation in Nuwara-Eliya District.....	20
2.7 Summary.....	22

CHAPTER - 3: CONCEPTUAL FRAMEWORK AND OPERATIONALIZATION

3.1 Introduction.....	23
3.2 Conceptualization.....	23
3.2.1 Independent Variables.....	24
3.2.1.1 Learnable Characteristics.....	24
3.2.1.2 Ascribed Characteristics.....	25
3.2.2 Dependent Variable.....	25
3.2.2.1 Entrepreneurial Orientation.....	25
3.3 Operationalization.....	26
3.4 Summary.....	27

CHAPTER – 4: METHODOLOGY

4.1 Introduction.....	28
4.2 Study Setting.....	28
4.3 Study Design.....	28
4.4 Time Horizon.....	29
4.5 Unit of Analysis.....	29
4.6 Study Population.....	29
4.7 Sampling.....	29
4.8 Sampling Technique.....	29
4.9 Method of Data Collection.....	30
4.9.1 Sources of Data.....	30
4.9.1.1 Primary Data.....	30
4.9.1.1.1 Questionnaire Development.....	30
4.9.1.2 Secondary Data.....	32
4.10 Method of Data Presentation.....	32
4.11 Methods of Measurements.....	32

4.12	Methods of Data Analysis and Evaluation.....	33
4.12.1	Univariate Analysis.....	33
4.12.1.1	Descriptive Statistics.....	33
4.12.1.1.1	Mean.....	34
4.12.1.1.2	Standard Deviation.....	34
4.12.2	Bivariate Analysis.....	35
4.12.2.1	Correlation Analysis.....	35
4.12.2.1.1	Hypothesis for Correlation Analysis.....	36
4.12.2.2	Regression Analysis.....	37
4.13	Summary.....	38

CHAPTER – 5: DATA PRESENTATION AND ANALYSIS

5.1	Introduction.....	39
5.2	Reliability Test.....	39
5.3	Analysis and Evaluation of Personal Information.....	40
5.3.1	Frequency Distribution Analysis of Respondents by their Personal Information.....	40
5.3.1.1	Ethnicity Distribution.....	40
5.3.1.2	Gender Distribution.....	41
5.3.1.3	Age Distribution.....	42
5.3.1.4	Marital Status Distribution.....	43
5.3.1.5	Family Size Distribution.....	44
5.3.1.6	Educational Level Distribution.....	45
5.3.1.7	Experience Distribution.....	46
5.4	Analysis and Evaluation of Research Information.....	47
5.4.1	Univariate Analysis.....	47
5.4.1.1	Descriptive Analysis of Learnable Characteristics.....	47
5.4.1.2	Descriptive Analysis of Ascribed Characteristics.....	50
5.4.2	Bivariate Analysis.....	52
5.4.2.1	Correlation Analysis.....	52
5.4.2.1.1	Correlation Analysis of Learnable Characteristics.....	52

5.4.2.1.1.1	Relationship between Need for Achievement and EO	52
5.4.2.1.1.2	Relationship between Creativity and EO	54
5.4.2.1.1.3	Relationship between Locus of Control and EO	55
5.4.2.1.2	Correlation Analysis of Ascribed Characteristics	57
5.4.2.1.2.1	Relationship between Culture and Religion and EO	57
5.4.2.1.2.2	Relationship between Family Influence and EO	58
5.4.2.2	Simple Regression Analysis	60
5.4.2.2.1	Regression Analysis for Impact of Learnable Characteristics on EO	61
5.4.2.2.1.1	Regression Analysis for Impact of Need for Achievement on EO	61
5.4.2.2.1.2	Regression Analysis for Impact of creativity on EO	62
5.4.2.2.1.3	Regression Analysis for Impact of Locus of Control on EO	63
5.4.2.2.2	Regression Analysis for Impact of Ascribed Characteristics on EO	64
5.4.2.2.2.1	Regression Analysis for Impact of Culture and Religion on EO	64
5.4.2.2.2.2	Regression Analysis for Impact of Family Influence on EO	65
5.5	Summary	66

CHAPTER – 6: DISCUSSION

6.1	Introduction	67
6.2	Discussion on Research Variables	67
6.2.1	Business Owners' Personal Characteristics	67

6.2.1.1 Learnable Characteristics	67
6.2.1.2 Ascribed Characteristics.....	67
6.3 Discussion on the Relationship between Learnable Characteristics and EO.....	68
6.3.1 Discussion on the Relationship between Need for Achievement and EO	68
6.3.2 Discussion on the Relationship between Creativity and EO.....	69
6.3.3 Discussion on the Relationship between Locus of Control and EO.....	71
6.4 Discussion on the Relationship between Ascribed Characteristics and EO	72
6.4.1 Discussion on the Relationship between Culture and Religion and EO.....	72
6.4.2 Discussion on the Relationship between Family Influence and EO	73
6.5 Summary	74

CHAPTER – 7: CONCLUSIONS AND RECOMMENDATIONS

7.1 Introduction	75
7.2 Conclusions	75
7.3 Recommendations	76
7.4 Summary	77

REFERENCES.....	78
-----------------	----

APPENDICES

Appendix I: Data Collected for the Study	85
Appendix II: The Output of the Analysis	95