

**THE INVESTMENT BEHAVIOUR OF ENTREPRENEURS IN
SMALL SCALE INDUSTRY IN GALLE**

By



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EU/IS/2012/COM/96

COM 1596

A Project Report

submitted to the faculty of Commerce and Management, Eastern University, Sri Lanka as a partial fulfillment of the requirement of the Degree of Bachelor of Commerce Honours (BComHons)



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ABSTRACT

This study investigates the investment behaviour of entrepreneurs in small scale industry in Galle. Main objective of the study is to find out how the entrepreneurs in Small Scale Industry in Galle make investment decisions. Data were collected from hundred (100) Small Scale Enterprises owners from nine divisional secretaries in Galle district. A questionnaire was the main instrument of data collection and descriptive statistics was used for analysis. The study focuses through five variables namely: Investment type, Investment size, Investment period, Investment analysis and Perceived risk to the descriptive analysis, level of investment behaviour of entrepreneurs in Small Scale Industry in Galle. According to the independent sample t test and ANOVA test analysis, level of investment behaviour of entrepreneurs does not vary with the gender, age, and civil status. But, there are significant differences regarding level of investment behavioural variables among education level and type of business. Therefore, in order to improve the level of investment behaviour of entrepreneurs, the recommendations are given to improve the knowledge regarding to investment behaviour of entrepreneurs in Small Scale Industry in Galle District.

Keywords: Investment type, Investment size, Investment period, Investment analysis, Perceived risk

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