KEY DETERMINANTS OF ENTREPRENEURIAL INTENTION OF SCHOOL LEAVERS (AFTER O/L) IN DEHIATTAKANDIYA DIVISION IN AMPARA DISTRICT

LIBRARY
0 8 DEC 2023
EUSL, SRI LANKA

By

NANAYAKKARAGE IRESHIKA DILANI WIJESINGHE

REGISTRATION NO: EU/IS/2017/MS/056

INDEX NO: MS 2016

FCM2822
Project Report
Library - EUSL

A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirement for the Degree of Bachelor of Business Administration (BBA).

DEPARTMENT OF MANAGEMENT

FACULTY OF COMMERCE AND MANAGEMNET

EASTERN UNIVERSITY - SRI LANKA.

2023

ABSTRACT

Entrepreneurs are more important for Sri Lanka as a developing country. The study was to identify the key determinants of entrepreneurial intention of school leavers (After O/L) in Dehiattakandiya division in Ampara district. Therefore, this study will facilitate to identify the key determinants of entrepreneurial intention of school leavers (After O/L). Thus, the study objectives are to identify the levels of perceived support, entrepreneurial intention, entrepreneurial attitude and perceived behavioral control, to identify the relationships among perceived support, entrepreneurial intention, entrepreneurial attitude and perceived behavioral control, and to identify whether entrepreneurial attitude and perceived behavioral control mediates the relationship between perceived support and entrepreneurial intention among the school leavers(After O/L) .

The study accompanies with quantitative research approach. The study used primary data as well as secondary data. A structured questionnaire was used as the method of data collection, and the questionnaire included 33 questions with five-point Likert scale ranging from strongly disagree to strongly agree. In this study, the researcher attempts to highlight the field study among a sample of 233 school leavers (After O/L) in Dehiattakandiya division in Ampara district. A convenience sampling technique was used to make the method of sampling framework. Collected data were analyzed using SPSS 25.0 analysis.

The data were measured using descriptive statistics, correlation and regression analysis. In this study, the statistical tools that used to analyze the levels of variables are mean and SD values, while relationships were measured by Pearson coefficients and linear regressions for further mediation analyses. Moreover, the result shows significant positive associations among all the variables.

Key words: Perceived Support, Entrepreneurial Intention, Entrepreneurial Attitude and Perceived Behavioral Control

TABLE OF CONTENT

ACKNOWLEDGEMENT i

ABSTRACT ii

TABLE OF CONTENT iii

LIST OF TABLES vii

LIST OF FIGURES ix

LIST OF ABBREVIATIONS x

CHAPTER-1 1

INTRODUCTION 1

1.1 Background of the Study 1

1.2 Problem Statement / Research Gap 2

1.3 Research Questions 3

1.4 Research Objectives 3

1.5 Significance of the Study 4

1.6 Scope of the Study 5

1.7 Chapter Organization 5

1.8 Chapter Summary 6

CHAPTER-2 7

LITERATURE REVIEW 7

2.1 Introduction 7

2.2 Entrepreneurship 7

2.3 School Leavers in After O/L 7

2.4 Entrepreneurial Intention 8

2.5 Perceived Support 9

2.5.1 Educational Support 9

2.5.2 Relational Support 10

2.5.3 Structural Support 10

2.6 Entrepreneurial Attitude 11

2.7 Perceived Behavioral Control 12

2.8 Relationship between Perceived Support and Entrepreneurial Attitude 12

2.9 Relationship between Perceived Support and Perceived Behavioral Control 14

2.10 Mediation of Entrepreneurial Attitude 14

2.11 Mediation of Perceived Behavioral Control 15
2.12 Chapter Summery 15
CHAPTER-3 17
CONCEPTUALIZATION AND OPERATIONALIZATION 17
3.1 Introduction 17
3.2 Conceptual Framework 17
3.3 Definitions of Variables 18
3.3.1 Entrepreneurial Intention (EI) 18
3.3.2 Entrepreneurial Attitude (EA) 19
3.3.3 Perceived Behavioral Control (PBC) 19
3.3.4 Perceived Support (PS) 19
3.4 Operationalization 21
3.5 Hypothesis 22
3.6 Chapter Summary 23
CHAPTER-4 24
RESEARCH METHODOLOGY 24
4.1 Introduction 24
4.2 Research Philosophy 24
4.3 Research Approach 25
4.4 Research Strategy 26
4.5 Methodological Choice 27
4.6 Time Horizon 27
4.7 Research Site / Area Selection 27
4.8 Population of the Study 27
4.9 Sampling Technique/Method 28
4.10 Sampling Framework and Sample Size 28
4.11 Method of Data Collection and Source 29
4.11.1 Primary Data 29
4.11.2 Secondary Data 29
4.12 Research Instrument 30
4.13 Source of Measurement 31
4.13.1 Method of Measurement on Personal Information 31
4.13.2 Method of Measurement on Research Information 32
4.14 The Pilot Study 32

4.15 Reliability Test 33
4.16 Unit of Data Analysis 34
4.17 Methods of Data Analysis 35
4.17.1 Methods of Data Analysis for First Objective 35
4.17.2 Methods of Data Analysis for Second Objective 35
4.17.3 Methods of Data Analysis for Third Objective 35
4.18 Method of Data Evaluation 36
4.18.1 Univariate Analysis (Descriptive Statistics) 36
4.18.2 Correlation Studies 37
4.18.3 Regression Analysis 38
4.18.4 Mediating Analysis 39
4.18.5 Hypothesis Testing 41
4.19 Data Presentation 42
4.19.1 Data Presentation for Personal Information 42
4.19.2 Data Presentation for Research Information 43
4.20 Ethical Consideration 44
4.21 Chapter Summary 44
CHAPTER-5 45
DATA ANALYSIS AND PRESENTATION 45
5.1 Introduction 45
5.2 Test of Reliability 45
5.2.1 Analysis of Reliability for the Instruments 46
5.3 Data Presentation 47
5.3.1 Data Presentation for Personal Information 47
5.3.2 Data Presentation for Research Information 51
5.3.3 Testing Hypotheses 71
5.4 Chapter Summary 79
CHAPTER-6 81
FINDING AND DISCUSSION 81
6.1 Introduction 81
6.2 Personal Information 81
6.2.1 Gender 81
6.2.2 Residence 81
6.2.3 Family background 82

6.2.4 Parent occupation 82
6.2.5 In which year you study O/L 82
6.2.6 Your present status 82
6.3 Research Information 83
6.3.1 First Objective 83
6.3.2 Second Objective 85
6.3.3 Third Objective 88
6.3.4 Hypothesis Testing 90
6.4 Chapter Summary 93
CHAPTER-7 95
CONCLUSIONS AND RECOMMENXATIONS 95
7.1 Introductions 95
7.2 Conclusions 95
7.2.1 First Objective of the Study 95
7.2.2 Second Objective of the Study 96
7.2.3 Third Objective of the Study 96
7.3 Contribution of the Study 97
7.4 Recommendations 98
7.5 Limitations of the study 98
7.6 Future Research Direction 99
REFERENCES 100
APPENDIX 01 : Questionnaire Used for the Study 108
APPENDIXTURE 02: The Output of the Data Analyses 116