

Personal Demographic Factors and their Influence on Entrepreneurial Intention : A Case in Srilanka

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Abstract

This Study presents a new model of personal demographic factors and entrepreneurial intention among undergraduates. Quantitative approach was utilized in this study; the survey instrument in the form of close-ended questionnaire was developed for the purpose of collecting the main data for the study. The study was limited to Management undergraduates in Jaffna University, Sri Lanka. Therefore, Stratified proportionate sampling method was adopted to select respondents. Independent sample one-way Anova (f-test) and independent sample t-test (t-test) were used to identify the significant mean difference between the levels of Entrepreneurial intention across the personal demographic factors. Based on the finding, both male and female management undergraduates have approximately same level of entrepreneurial intention respectively 4.316 & 4.253. And also business experience holders among management undergraduates have the highest level of entrepreneurial intention than the management undergraduates who have not the business experience as expected. In addition, Undergraduates who are in second year; third year, first semester; third year, second semester; final year have the same level of entrepreneurial intention approximately. Finally, we

recommend to the government, non government organization, financial institutions, educators, and policy makers to give the motivations in terms of financial and marketing aids. And also, industrial training should be given to the undergraduates to enhance the practical knowledge in the industrial cultural.