



**AN EMPIRICAL STUDY ON UNDERSTANDING THE  
IMPACTS OF START-UP MOTIVES IN  
ENTREPRENEURIAL PERFORMANCE AMONG  
SMALL AND MEDIUM SCALE ENTREPRENEURS  
(WITH SPECIAL REFERENCE TO AMPARA  
DISTRICT)**

THIS DISSERTATION IS SUBMITTED AS A PARTIAL  
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## ABSTRACT

SMEs play major role in the economy of a country, especially in GDP of the country. Therefore, Entrepreneurs are the backbone of the economy of developing countries and they ensure the well-being of their families and support their society through delivering job opportunities. This study aimed to investigate the relationship among motive factors and the Entrepreneurial Performance of small and medium scale business ventures in Ampara District. The research design was descriptive survey method where it sought to obtain information that describes existing phenomena by asking individuals about their perceptions, attitude, behavior, or values. Primary data were collected through structured questionnaires. The collected data was analyzed using inferential statistics, descriptive analysis, Correlation coefficient analysis and regression test. A sample of 98 entrepreneurs who were engaged with their own start-ups was drawn using systematic random sampling method. Then the researcher pre-processed the data to eliminate unwanted and unrelated data which could have been contradictory or ambiguous for the study. Moreover, the researcher developed a coding scheme by creating codes and scales from the responses which were then summarized and analyzed. The findings reveal that every entrepreneur is motivated by a combination of pull and push motives at the early stage and, in the growth stage, majorly they have motivated with pull motives. Accordingly, practical implications and avenues for future researches are highlighted. The study would benefit stakeholders since it provides information that can be used for policy formulation. The study would be a source of reference material for future researchers on other related topics and it would assist other academicians who undertake related topic for their studies.

**Key Words:** Entrepreneurs, Start-up Motives, Push Motives, Pull Motives, Entrepreneurial Performance.