

**IMPACT OF SOCIAL NETWORKING SITES USAGE ON
ENTERPRENEURIAL INTENTION AMONG UNDERGRADUATES AND
GRADUATES OF EASTERN UNIVERSITY, SRI LANKA**



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ABSTRACT

The analyzed data has discussed throughout this study. The univariate and bivariate analysis used to find out the level of variables and find out relationship between social network sites and entrepreneurial intention among the graduates and undergraduates selected in Eastern University, Sri Lanka with the mediating roles of entrepreneurial passion, entrepreneurial self-efficacy, and opportunity recognition. This chapter discussed frequency for personal information and descriptive statistic correlation and linear regression for research information. According to the data it was found that there is a positive relationship between social network sites and entrepreneurial intention and the entrepreneurial passion, entrepreneurial self-efficacy, and opportunity recognition functioning as a mediators between the independent and dependent variable.

Using a structured questionnaire the data was collected from 312 undergraduates and graduates of Eastern University, Sri Lanka. And the collected data was analyzed by using descriptive statistics, correlation, mediating analyses.

According to the data it was found that there is a positive relationship between social network sites and entrepreneurial intention and the entrepreneurial passion, entrepreneurial self-efficacy, and opportunity recognition functioning as a mediators between the social network sites and entrepreneurial intention.

Keywords: Social network sites, Entrepreneurial passion, Entrepreneurial self-efficacy, Opportunity recognition, and Entrepreneurial intention.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	I
ABSTRACT	II
TABLE OF CONTENTS.....	III
LIST OF TABLES	VI
LIST OF FIGURES	IX
LIST OF EQUATIONS	X
LIST OF ABBREVIATION	XI
Chapter-1.....	1
INTRODUCTION.....	1
1.1 Background of Study	1
1.2 Problem Statement.....	3
1.3 Research Questions.....	5
1.4 Research Objectives.....	6
1.4 Significance of study.....	6
1.6 Scope of the Study	7
1.7The Organization of Chapters	7
1.8 Chapter Summary	8
Chapter-2.....	9
LITERATURE REVIEW	9
2.1 Introduction	9
2.2 Social Networking Sites.....	9
2.3 Entrepreneurial Passion.....	12

2.4. Entrepreneurial Self-Efficacy	13
2.5 Entrepreneurial Opportunity Recognition	15
2. 6 Entrepreneurial Intentions	19
2.7 Chapter Summary	22
Chapter-3.....	23
CONCEPTUALIZATION AND OPERATIONALIZATION	23
3.1 Introduction	23

3.2 Conceptualization	23
3.2.2 Social network	24
3.2.3 Entrepreneurial intention.....	24
3.2.4 Passion	25
3.2.5 Entrepreneurial Self-Efficacy	25
3.2.6 Entrepreneurial Opportunity Recognition	25
3.3 Operationalization	26
3.4 Chapter Summary	27
Chapter-4.....	28
RESEARCH METHODOLOGY	28
4.1 Introduction	28
4.2 Research Philosophy	28
4.3 Research Approach.....	29
4.4 Research Strategy	29
4.5 Time Horizons	29
4.6 Study Settings	30
4.7 Research Design	30
4.8 Sampling	30
4.9 Method of Data Collection	31
4.10 Questionnaire Formation.....	32
4.11 Data Presentation, Analysis and Evaluation	33
4.12 Bivariate Analysis.....	36
4.13 Chapter Summary	39
Chapter-5.....	40
DATA PRESENTATION AND ANALYSIS	40
5.1 Introduction	40
5.2 Analysis of Reliability	40

5.3 Personal Information.....	41
5.4 Research Information.....	50
5.4.1 Mean and Standard Deviation social network sites, entrepreneurial passion, entrepreneurial self-efficacy, opportunity recognition, entrepreneurial intention in Eastern university of Sri Lanka	50
5.4.2 Correlation between social network sites, entrepreneurial passion, entrepreneurial self-efficacy, opportunity recognition, entrepreneurial intention in Eastern university of Sri Lanka	52
5.4.3.2 Mediation Analysis	59

5.5 Testing Hypotheses.....	70
5.6 Chapter Summary	76
Chapter-6.....	77
FINDINGS AND DISCUSSION	77
6.1 Introduction	77
6.2 Respondents Profile	77
6.3 Discussion of Research Information.....	82
6.5 Chapter Summary	91
Chapter-7.....	92
CONCLUSION AND RECOMMENDATIONS.....	92
7.1 Introduction	92
7.2 Conclusion.....	92
7.3 Recommendations	94
7.4 Limitations of the Study.....	94
Reference	96
Appendix-1.....	102