

DETERMINANTS OF ENTREPRENEURIAL INTENTION OF WOMEN IN SRI LANKA

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ABSTRACT

In terms of the population that is economically active, Sri Lanka has one of the lowest proportions of women. Women entrepreneurs are individuals who put their own unique ideas into practice, coordinate and integrate numerous production factors, and run their companies while accepting the related risk. Women can increase their engagement in the labor force by being encouraged to become entrepreneurs and launch their own enterprises. Although they make up a small share of all employers today, women make up a tiny portion of those starting or running new businesses. Although there have been numerous studies conducted to examine the entrepreneurial intentions of academics, graduates, and students, little is known about the entrepreneurial intentions of women in the Sri Lankan environment. Further research is needed to address the issue of women being underutilized resources and to identify the elements that influence women's entrepreneurial intentions. As a result, the current study was conducted to identify the variables influencing women's entrepreneurial intentions in Sri Lanka in order to address the issue of the lack of female employers. The study was quantitative and cross-sectional in nature. 200 women were picked using a convenience selection method, and each received a structured questionnaire. The SPSS 23 tool was used to do a multiple regression analysis and calculate the Pearson correlation coefficient on the data set. Results revealed a significant inverse association between age, family background, and entrepreneurial inclination. The findings also showed a substantial positive association between women's ambition to start their own business and business experience, the need for more money, the want for security, the desire for status, self-efficacy, the inclination to take risks, and cultural attitudes. Women's entrepreneurial ambition was not shown to be statistically related to education, need for achievement, locus of control, inventiveness, social network, economic status, political procedures, or perceived amount of support. It can be concluded that, when women own their own businesses or work for themselves, their income levels are greater, which gives them more freedom to make their own decisions and a woman might have business goals without being a relative of an entrepreneur.

Keywords: Entrepreneurial Intention (EI), Women, Personality Traits, Contextual Factors, Motivational Factors

1. INTRODUCTION

1.1 Background of the Study

Women entrepreneurs are those who implement an original business idea, coordinate and integrate the many production components, and manage the company while taking on the associated risk (Chaudhary, 2017). By encouraging women to make more investments in the health, education, and general well-being of their families, fostering women's enterprises may also increase economic growth and decrease unemployment while enhancing the social, educational, and health status of women and their families (Attygale et al., 2014).

52% of Sri Lanka's population is made up of women, making them the majority. However, of Sri Lanka's 8.4 million economically engaged people, 71.9% of men and only 32% of women are men (Department of census and statistics, 2022). Sri Lanka has one of the lowest rates of female labor force participation, according to the United States Agency's International Development Assessment Report. The central areas have the smallest gender disparity in labor force participation, with women accounting for nearly 40% of economically active people in numerous districts (Department of census and statistics, 2022). Only 20.2% and 21.1% of the workforce, respectively, are women in Trincomalee (Department of Census and Statistics, 2020). For a number of reasons, including how much labor is employed in the economy, how it relates to wealth and poverty, and how it acts as a sign of women's economic empowerment, female labor force participation is crucial for an economy. Yet, because women make up the majority of Sri Lanka's population, there is a significant untapped pool of labor that might be utilised for the nation's development while simultaneously empowering the populace. One of the key answers to this problem is to encourage more women to join the labor force. One can encourage more women to join the workforce as "workers," and the other is to support them in becoming "employers" or "women entrepreneurs" in order to increase female labor force participation (Attygale et al., 2014).

Particularly in light of the COVID-19 problem, women entrepreneurs are essential to Sri Lanka's economy and to improving the standard of living for women in their communities. Although Sri Lanka has achieved gender parity in access to school, women's economic involvement in the labor force is much lower than that of men, according to Sri Lanka Export Development Board (EDB) - 2022. In Sri Lanka, the percentage of women who own formal small and medium-sized firms (SMEs) is low, and the majority of women find it difficult to move away from microscale, informal businesses. But as EDB goes on to explain, both the local and global economies are significantly influenced by women. They spend more money on their families than men do in areas like nutrition, health, and education, laying a solid foundation for their families' and communities' futures. Thus, empowering women economically opens up a variety of prospects for livelihood and economic development, particularly through their participation in entrepreneurship.

1.2 problem statement

There is evidence that the percentage of women launching or running new businesses in 2020 has fallen much more dramatically than the male counterpart, maybe because they have been more heavily burdened by the homework and homeschool that have followed the pandemic. Sri Lanka is not an exception to this, as shown by lower rates of female labor force participation and other evidence. The Department of Census and Statistics' statistics on job status by gender are shown in Figure 1.

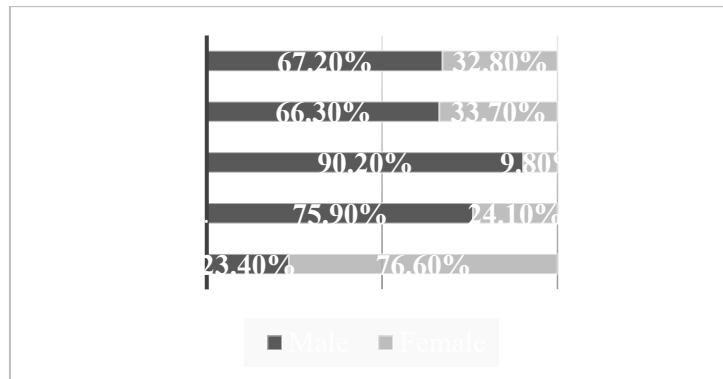


Figure 1: Job Status by Gender

Source: Labour Force Survey by Department of Census and Statistics – Annual Report 2020

Although while the rate at which women start new companies has recently dramatically outpaced the rate at which men start new businesses across the developing world, women still operate and manage much fewer businesses than men do. The biggest difficulties for women to establish and operate their own businesses include safety for women and gender-based violence, a lack of societal support, access to financial resources, a lack of training and knowledge, the work-family interface, a lack of society support, and legal restrictions and processes (Attygale et al., 2014). The entrepreneurial intention (EI) of academics, graduates, and students has been the subject of multiple research projects (Ebrahim and Schtt, 2014), (Farashah, 2015) however women's EI in the Sri Lankan context has received little attention. Due to Sri Lanka's ongoing struggles with rising unemployment rates, particularly among women, which heighten the need for women's empowerment, more research is needed to understand the elements that affect women's entrepreneurial intention. To address the issue of the majority of women being idle resources or unpaid family workers, it is imperative to uncover the factors of women's entrepreneurial intention. In order to address the issue of a lack of female employers, the current study was conducted to investigate the factors affecting women's employment in Sri Lanka.

2. LITERATURE REVIEW

2.1 *Theoretical Review*

2.1.1 *Theory of Planned Behaviour*

Three factors—attitudes toward the behavior (ATB), subjective norms (SN), and perceived behavioral control—determine a certain behavior. The theory of planned behavior (TPB) was developed by Ajzen in 1991. (PBC). These three variables have an impact on behaviour, which then has an impact on intention. The amount to which individuals have favorable or unfavorable attitudes about the results that the activity causes is referred to as ATB. SN is the term used to describe the perceived social pressure to engage in or refrain from the conduct. PBC relates to how easy or difficult an activity is considered to be, and it is assumed to reflect both prior experience and predicted constraints and barriers. Generally speaking, the bigger the perceived behavioural control and the more positive the attitude and subjective norm toward a conduct are, the stronger the individual's intention to partake in the action under discussion should be (Ajzen, 1991).

2.1.2 *Social Cognitive Career Theory*

Social Cognitive Career Theory (SCCT) includes three fundamental factors from general social cognitive theory: 1) self-efficacy, 2) outcome expectations, and 3) personal goals in order to conceptualize the human determinants of professional growth within the triadic causal framework. These three factors are regarded as the fundamental building blocks of professional growth and as important methods through which people can exercise their personal agency (Brown, 2002). Self-efficacy refers to people's views about their capacities to plan and carry out actions necessary to achieve specific sorts of performances, as stated by (Bandura, 1986), as referenced by (Brown, 2002). Personal ideas regarding the results or repercussions of taking certain actions are known as outcome expectations (Brown, 2002). Goals can be characterized as the decision to engage in a certain action or to influence a particular future outcome, according to Bandura (1986), as referenced by (Brown, 2002). By establishing personal goals, individuals can better organize, direct, and sustain their own behavior—even over exceptionally extended stretches without outside reinforcement. (Brown, 2002).

2.1.3 *Entrepreneurial Intention Model*

The Entrepreneurial Intention Model is the most well-known paradigm for the study of entrepreneurial behavior (EIM). Entrepreneurial self-efficacy, feasibility, perceived value, intention, and necessity are all considered EIM concept measures. Self-confidence in one's ability to succeed as an entrepreneur is referred to as entrepreneurial self-efficacy. Entrepreneurial viability refers to a potential entrepreneur's capacity to launch a profitable enterprise. Entrepreneurship's perceived value or desirability is determined by how much an individual believes their actions will ultimately benefit them. While need relates to how urgently a person thinks they must find a new job of any type, entrepreneurial intention is frequently seen as the intentional pursuit of establishing a new company (Lucas and Cooper, 2012).

2.2 Empirical Review

Despite the fact that self-efficacy and attitude are the most crucial elements in determining entrepreneurial intention, certain areas of educational reform that may provide greater results would be focused on boosting self-efficacy and attitude. (Linan, 2011). Entrepreneurial knowledge, self-efficacy, familial history, and educational background are all simultaneously impacted by entrepreneurial desire, according to research by (Hutasuhut, 2018). The study supports and expands on the notion of planned behavior and further came to the conclusion that entrepreneurship education, which increases entrepreneurial knowledge, skills might improve entrepreneurial intention. According to (Chaudhary, 2017), those who have a propensity for entrepreneurship are more creative, more self-assured, have an internal locus of control, and have a high tolerance for ambiguity. The same study's findings also highlighted the importance of education and family history in influencing entrepreneurial propensity. People's risk propensity, opportunity awareness, and especially their perceived talents all support their entrepreneurial desire. Demographics, particularly gender, have a significant impact on this entrepreneurial attitude since men are more likely than women to see themselves as capable, risk-takers, and opportunities-aware. The way that traditional culture fosters perceived capabilities more than secular-rationalistic culture and the way that self-expressionism fosters perceived capabilities and opportunity awareness more than materialistic culture are both examples of how cultural background influences people's entrepreneurial attitudes (Ebrahim and Schtt, 2014). Gender, academic standing, and family history are demographic characteristics that greatly influence the intention to pursue an entrepreneurial career (Kothari, 2013). According to survey results by (Kothari, 2013), female respondents are less likely than male respondents to intend to choose an entrepreneurial career, religion was not found to have an impact on entrepreneurial career intention, level of education or educational stream was not found to be significantly associated with entrepreneurial intention, and people with a solid financial foundation are more likely to intend to choose an entrepreneurial career. The study by (Ferreira et al., 2012) found that personal attitude, self-confidence, and the urge for achievement all have an impact on entrepreneurial intention. Additionally, perceived behavioral control is influenced by individual attitudes and subjective norms. According to the study, education and training should emphasize on human attitudes much more than imparting knowledge because the results could have a greater impact on the process of starting a firm and removing perceived hurdles to entrepreneurship.

In contrast to locus of control, job autonomy, and occupational challenge, (Yukongdi and Lopa's study, 2017) identified a strong positive influence of risk-taking inclination, need for achievement, and personality traits on intention to become an entrepreneur. Also, the findings showed that family background had a beneficial impact on an individual's intention to become an entrepreneur. Situational considerations did not have as much of an effect on the intention to become an entrepreneur as personality characteristics did (Yukongdi and Lopa, 2017). Self-efficacy and result expectations seem to be particularly significant cognitive factors

that precede emotional intelligence (Farashah, 2015). Individual beliefs such as self-efficacy, fear of failure, and role models have a positive and significant impact on women's emotional intelligence (EI), and women have a positive opinion of the opportunities around that can help them develop their EI. Moreover, sociocultural views such as career choice and news coverage in the public media have no bearing on EI among women while news coverage has a big and beneficial effect on EI. In other words, even while status and respect factors have a big and beneficial impact on their EIs, women do not typically pursue entrepreneurship as a vocation (Soomro, Memeon and Mirani, 2018). Age, education, and occupation are three demographic characteristics that have a detrimental impact on women's inclinations to start their own businesses (Soomro, Memeon, and Mirani, 2018). Personality qualities are the most important factor of business start-up ambitions, according to this literature review. On the other hand, contextual circumstances have the power to support or obstruct entrepreneurial activity, which has an impact on the cost-benefit analysis of starting a new business. The necessity for money and the desire for a higher social and professional position, according to Segumpan and Sahari as referenced by (Al-Harrasi et al., 2014), are the driving forces for business starts. Regarding personal background-related variables, education level, family business experience, and gender all significantly influence an individual's desire to start their own firm (Chaudhary, 2017).

2.2.1 Personality Traits

Self-efficacy - Perceived self-efficacy is described as people's perceptions of their capacity to achieve predetermined levels of performance that exert influence on life events and guide their thoughts, feelings, motivation, and actions (Bandura, 1994). Entrepreneurial self-efficacy has a significant positive correlation with entrepreneurial intention (Ayodele, 2013), (Hutasuhut, 2018), (Sarmin and Ashrafuzzaman, 2017). **Risk-taking propensity** – Refers to the propensity of an individual to reveal risk taking or risk avoidance when confronted with risk situations (Al-Harrasi, et al., 2014). Tendency of taking risk is statistically significant in determining the entrepreneurial intention and positively related (Uddin and Bose, 2012), (Shahzad et al., 2021), (Ebrahim and Schøtt, 2014), (Sarmin and Ashrafuzzaman, 2017). **Need for achievement** – Based on (McClelland, 1961) as cited by (Chaudhary, 2017) need for achievement is a personality trait associated with a desire to set and maintain higher standards of performance. Individuals with high need for achievement have a compelling drive to succeed. (Chaudhary, 2017). Need for achievement positively affects entrepreneurial intention (Ferreira et al., 2012), (Uddin and Bose, 2012), (Sarmin and Ashrafuzzaman, 2017).

Locus of control – Refers to an individual's perception of his/her ability to influence events in life (Al-Harrasi, et al., 2014). Locus of control has a significant positive correlation with entrepreneurial intention (Ayodele, 2013). **Innovativeness** – Defined as creating new products or new quality, creating new methods of production, getting into a new market, creating a new source of supply or creating new organization or structure in business (Al-Harrasi, et al., 2014). Being inventive and transforming

ideas into new company prospects is one of the fundamental demands placed on business owners (Chaudhary, 2017). Innovativeness enhances the entrepreneurial intention (Shahzad, et al., 2021). Autonomy – Autonomy simply refers to the freedom from external control or influence; independence. Autonomy is one of the fundamental drivers of entrepreneurship (Al-Harrasi, et al., 2014). Need for independence or autonomy is one of the motivations to start-up a business (Ismail, et al., 2012), (Kavitha Raman and Jayasingam, 2008), (Sarmin and Ashrafuzzaman, 2017).

2.2.2 Contextual Factors

Undermentioned contextual factors have a greater impact on individual's intention towards entrepreneurship (Al-Harrasi, et al., 2014); Cultural attitudes – Cultural attitudes in some societies interprets into primary socialization practices which promote entrepreneurial persons and these cultures are more likely to have more entrepreneurs than other cultures (Al-Harrasi, et al., 2014). People's entrepreneurial attitude is shaped by their cultural context (Ebrahim and Schøtt, 2014). Social networks – This factor has a greater impact on individual's intention towards entrepreneurship (Al-Harrasi, et al., 2014). Women entrepreneurs have been frequently found to pursue social goals like customer satisfaction (Kavitha Raman and Jayasingam, 2008). Economic situation – The current context of entrepreneurship is mainly shaped by economic mechanisms governed by actors in different economic sectors (Al-Harrasi, et al., 2014). Women entrepreneurial intention is shaped by their economic goals (Kavitha Raman and Jayasingam, 2008). Intention to start a business involves an economic assessment where expected costs and benefits of entrepreneurial career are being compared (Al-Harrasi, et al., 2014). Political mechanisms which are governed by actors in different sectors – Political role exert a significant and positive impact on the entrepreneurial intention (Al-Harrasi, et al., 2014). Perceived level of support – It is a critical factor in entrepreneurial attitude (Al-Harrasi, et al., 2014).

2.2.3 Motivational Factors

Need for more income – Desire to earn money and the lack of appropriate job opportunities are the key motivators to start-up a business (Al-Harrasi, et al., 2014). Monetary return and the need to stabilize the family financially tend to motivate women to become entrepreneurs (Kavitha Raman and Jayasingam, 2008). Desire for security – Entrepreneurs are motivated to start-up their own business to provide security for themselves and their families (Al-Harrasi, et al., 2014). Desire for status – It has been argued in the literature that entrepreneurs' social status may be considered as a factor to initiate a business (Al-Harrasi, et al., 2014). Socio-economic status has a significant positive correlation with entrepreneurial intention (Ayodele, 2013), (Soomro, et al., 2018).

2.2.4 Personal Factors

Age – Although it has been found in the literature that age is not a significant determinant to start-up a business, there are findings that successful entrepreneurs are

relatively young (Al-Harrasi, et al., 2014). Gender – It is traditionally assumed that men have higher inclination to entrepreneurship than women (Al-Harrasi, et al., 2014). Gender significantly affects the entrepreneurial career intention (Kothari, 2013), (Thrikawala, 2011). Education - Education and entrepreneurial training has more significance and importance in enhancing entrepreneurial activities and those with limited education are rarely participating in these activities (Al-Harrasi, et al., 2014). Education particularly the entrepreneurial education is statistically significant in determining the entrepreneurial intention and positively related (Uddin and Bose, 2012), (Liñán, 2011), (Hutasuhut, 2018), (Kavitha Raman and Jayasingam, 2008), (Sarmin and Ashrafuzzaman, 2017). Family background – Self-employed parents are most likely to influence their family members to start-up their own business as a family support (Al-Harrasi, et al., 2014). Family background significantly affects the entrepreneurial career intention (Kothari, 2013), (Chaudhary, 2017), Hutasuhut, 2018). Business experience – Individuals with prior business experience have higher entrepreneurial intention than those without such experience (Al-Harrasi, et al., 2014). Entrepreneurs are found to be well equipped with work experience in comparison to non-entrepreneurs (Kavitha Raman and Jayasingam, 2008), Thrikawala, 2011).

2.3 Empirical gap

While there is little research on measuring gender discrepancies in entrepreneurial intention, the majority of scholarly studies in a developing setting concentrate on the entrepreneurial intents of professors, undergraduates, and students. However, there is a research gap in articles that are specifically focused on women's entrepreneurial intention, especially in the Sri Lankan context given that women make up the majority of the population there but regrettably, Sri Lanka has one of the lowest participation rates of women in economic activities, that means Sri Lanka should not miss out on the opportunity to garner the support of women on its way toward economic development. Sri Lanka shouldn't pass up the chance to enlist the aid of women in its efforts to grow its economy. Therefore, the current study aims to fill the vacuum in research on factors influencing women's entrepreneurial intention in order to inform decisions on entrepreneurship policy aimed at promoting women's entrepreneurship.

3. METHODOLOGY

The study is a cross-sectional study and best aligns with a quantitative analysis. The sample, which consisted of 200 females (based on the population) and was chosen using a convenience sampling technique, was representative of Sri Lankan women. To collect data, a structured questionnaire was created as the main tool. Using SPSS version 23.0, data was predominantly measured using a 5-point Likert scale. Data was partially gathered via a Google Forms-designed online questionnaire, and invitations to the survey were distributed via social media (Facebook/WhatsApp) and emails because of their higher response rates. Social media gave the researcher access to women from all around Sri Lanka and from different demographic and geographic backgrounds, demonstrating the greater generalizability. To reach rural women who

do not use social media, a portion of the questionnaires were also mailed to females in paper form. The data set was analyzed using multiple regression and correlation in SPSS version 23.

Following conceptual framework can be build up based on the independent and depended variables which has been identified through literature review.

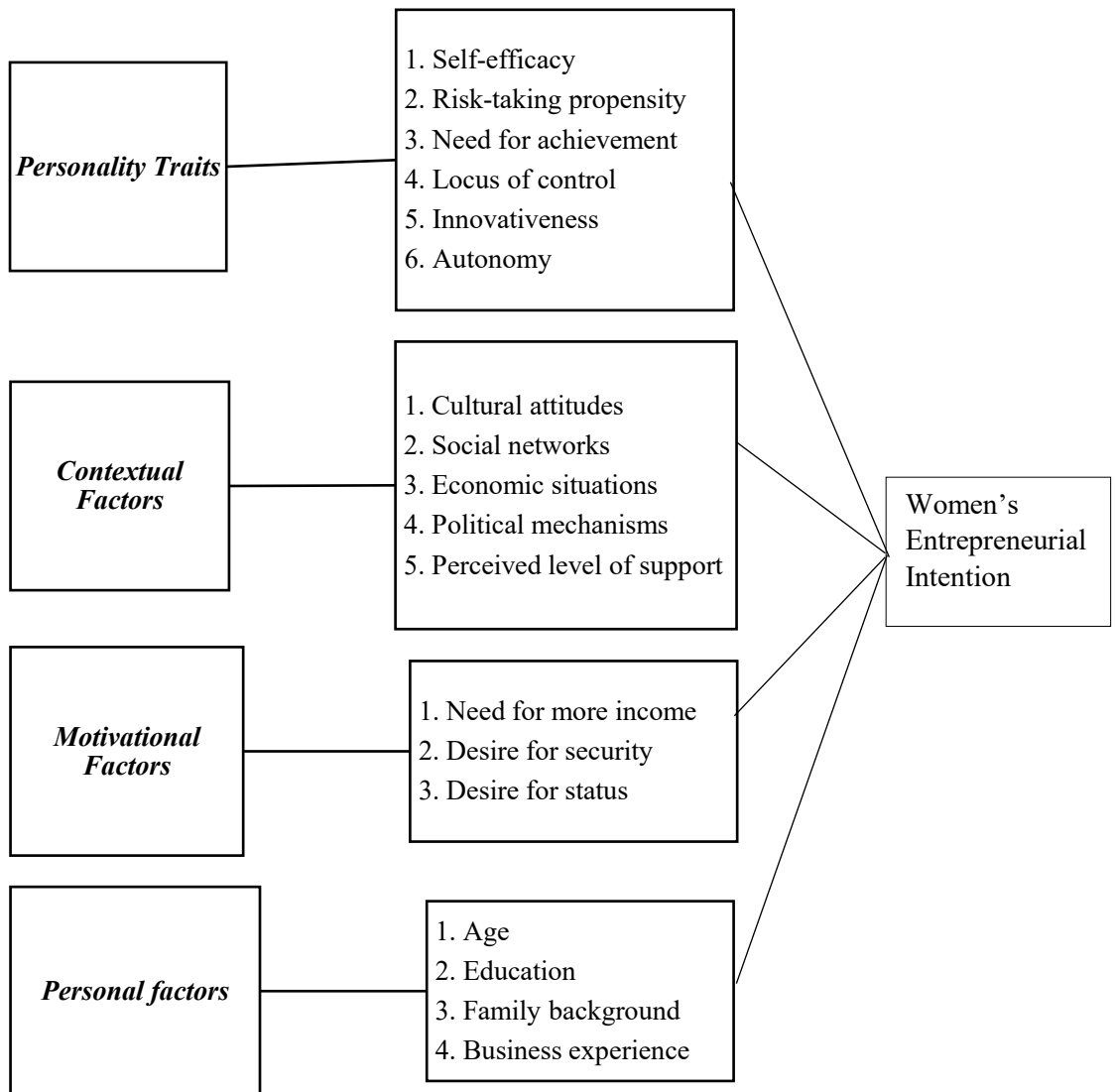


Figure 2: Conceptualization

Source: Author developed, 2022

Based on the above conceptual framework following hypotheses can be identified.

Personality Traits

H1: There is a significant positive relationship between self-efficacy and women entrepreneurial intention.

H2: There is a significant positive relationship between risk-taking propensity and women entrepreneurial intention.

H3: There is a significant positive relationship between need for achievement and women entrepreneurial intention.

H4: There is a significant positive relationship between locus of control and women entrepreneurial intention.

H5: There is a significant positive relationship between innovativeness and women entrepreneurial intention.

H6: There is a significant positive relationship between women's autonomy and women entrepreneurial intention.

Contextual Factors

H7: There is a significant positive relationship between cultural attitudes and women entrepreneurial intention.

H8: There is a significant positive relationship between social networks and women entrepreneurial intention.

H9: There is a significant positive relationship between economic goals of women and women entrepreneurial intention.

H10: There is a significant positive relationship between political role and women entrepreneurial intention.

H11: There is a significant positive relationship between perceived support and women entrepreneurial intention.

Motivational Factors

H12: There is a significant positive relationship between need for more income and women entrepreneurial intention.

H13: There is a significant positive relationship between desire for security and women entrepreneurial intention.

H14: There is a significant positive relationship between desire for status and women entrepreneurial intention.

Personal Factors

H15: There is a significant negative relationship between age and women entrepreneurial intention.

H16: There is a significant positive relationship between educational level and women entrepreneurial intention.

H17: There is a significant positive relationship between the family background and women entrepreneurial intention.

H18: There is a significant positive relationship between business experience and women entrepreneurial intention.

4. RESULTS AND DISCUSSION

4.1 Correlation analysis

The correlation matrix as shown on Table 1 revealed a significant positive relationship between each independent variables and the dependent variable.

Table 1: Correlations

Correlation Matrix	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
1.Entrepreneurial Intention	1	-.206**	.487**	.488**	.167**	.831**	.718**	.716**	.893**	.859**	.806**	.475**	.735**	.353**	.623**	.437**	.722**	.490**	.285**
2.Age	-	1	.285**	-.033	.308**	-.117	.126	-.113	-	-.080	-.121	.101	-.100	.071	-.043	-	.093	.196**	.051
3.Business Experience	.487**	.285**	1	.535**	.385**	.417**	.387**	.353**	.401**	.455**	.384**	.476**	.391**	.436**	.336**	.261**	.465**	.461**	.504**
4.Education	.488**	-.033	.535**	1	.246**	.408**	.441**	.161**	.504**	.431**	.438**	.324**	.350**	.203**	.261**	.137**	.345**	.413**	.200**
5.Family Background	.167**	.308**	.385**	.246**	1	.186**	.291**	.271**	.161**	.274**	.390**	.123	.251**	.352**	.292**	.082	.308**	.082	.236**
6.Need for more Income	.831**	-.117	.417**	.408**	.186**	1	.780**	.675**	.785**	.774**	.730**	.396**	.707**	.324**	.479**	.288**	.692**	.501**	.181**
7.Desire for Security	.718**	.126*	.387**	.441**	.291**	.780**	1	.514**	.673**	.711**	.664**	.308**	.672**	.264**	.414**	.175**	.703**	.546**	.116
8.Desire for Status	.716**	-.113	.353**	.161*	.271**	.675**	.514**	1	.685**	.666**	.694**	.377**	.626**	.436**	.580**	.252**	.622**	.418**	.257**
9.Self-efficacy	.893**	-	.401**	.504**	.161*	.785**	.673**	.685**	1	.771**	.788**	.368**	.659**	.324**	.537**	.435**	.703**	.445**	.196**
10.Risk Taking Propensity	.859**	-.080	.455**	.431**	.274**	.774**	.711**	.666**	.771**	1	.865**	.480**	.730**	.414**	.608**	.382**	.740**	.557**	.260**

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Table 2: Regression Results

Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-.919	.188		-4.896	.000
	Age	-.049	.023	-.060	-2.143	.033
	Business Experience	.120	.035	.116	3.433	.001
	Education	.029	.038	.024	.766	.444
	Family Background	-.080	.026	-.094	-3.085	.002
	Need for more Income	.129	.050	.109	2.568	.011
	Desire for Security	.105	.048	.089	2.205	.028
	Desire for Status	.105	.050	.080	2.123	.035
	Self-efficacy	.401	.057	.358	7.095	.000
	Risk Taking Propensity	.289	.057	.257	5.112	.000
	Need for Achievement	.005	.068	.004	.076	.939
	Locus of Control	.047	.043	.036	1.111	.268
	Innovativeness	.076	.040	.063	1.885	.061
	Autonomy	-.076	.036	-.062	-2.113	.036
	Cultural Attitudes	.151	.050	.098	3.037	.003
	Social Network	.003	.028	.003	.104	.918
	Economic Situation	.001	.054	.000	.012	.990
	Political Mechanisms	-.055	.035	-.049	-1.599	.111
	Perceived level of Support	.041	.035	.030	1.201	.231

Source: Author developed, 2022

The multicollinearity diagnostic test revealed that the tolerance value for each independent variable is not less than .10, therefore the multicollinearity assumption is not violated. This is further supported by the VIF value for each independent variable which is well below the cut-off of 10 as suggested by (Pallant, 2013).

Results of the regression analysis indicated that, age is significantly negatively related to entrepreneurial intention ($\beta = -.049$, $p < 0.05$). Further, there is a significant negative relationship between entrepreneurial intention and family background ($\beta = -.080$, $p < 0.05$) and autonomy ($\beta = -.076$, $p < 0.05$). Regression results concluded a significant positive relationship between entrepreneurial intention of women and business experience ($\beta = .120$, $p < 0.05$), need for more income ($\beta = .129$, $p < 0.05$), desire for security ($\beta = .105$, $p < 0.05$), desire for status ($\beta = .105$, $p < 0.05$), self-efficacy ($\beta = .401$, $p < 0.05$), risk-taking propensity ($\beta = .289$, $p < 0.05$) and cultural attitudes ($\beta = .151$, $p < 0.05$). Education, need for achievement, locus of control, innovativeness, social network, economic situation, political mechanisms and perceived level of support were not found to have a statistically significant relationship between entrepreneurial intention of women.

5. CONCLUSION & IMPLICATIONS

Personality Traits

The Social Cognitive Theory's self-efficacy determinant and risk-taking tendency are positively correlated with entrepreneurial intention (Ayodele, 2013), (Hutasuhut, 2018). The variables self-efficacy and inclination for taking risks are those that theoretically and practically go in the same direction. Risk-takers frequently have faith in their expertise and skills. Women, on the other hand, appear to be risk-averse. Programs should be put in place to encourage women's willingness to take risks as a means of achieving their business goals. The findings of (Ismail et al., 2012), (Kavitha Raman and Jayasingam, 2008), (Sarmin and Ashrafuzzaman, 2017) are at odds with the notion that autonomy and entrepreneurial purpose are related. So, a woman's ambition to start her own business will be higher the less freedom she has from outside control or influence. This might be because women are more able to make independent decisions when they are entrepreneurs or self-employed because their income levels are higher.

Contextual Factors

Cultural attitudes are the only contextual variable that has been demonstrated to significantly positively relate to women's intention to become entrepreneurs. The results are in agreement with (Ebrahim and Schtt, 2014), (Al-Harrasi, et al., 2014). Women in Sri Lanka have an entrepreneurial mindset that is consistent with their cultural values. The lower rates of participation of women in economic activities in Sri Lanka suggest that women are more suited to play the position of homemaker. This prevents women from pursuing their entrepreneurial goals. Men and women should both be aware of how crucial it is for women to contribute to economic development. Political, social, and economic factors have little impact on women's intentions to start their own businesses. This may be because women are already

prepared to accept the political and economic problems since they cannot wait for the economy to recover because Sri Lanka has experienced persistent economic and political instability for decades.

Motivational Factors

The three found motivational factors—the need for more money, the want for security, and the desire for status—are all highly correlated with the intention to start a business. Sri Lankan women confront a variety of difficulties. The percentage of women who are heavily responsible for their families has dramatically increased in Sri Lankan society. As a result, they have a strong drive to pursue entrepreneurial endeavors like small businesses or self-employment in order to provide their families with a higher income and greater stability. Status is more likely to favorably influence entrepreneurial intention in women than in men because women are more motivated by socioeconomic position (Soomro, et al., 2018), (Ayodele, 2013).

Personal Factors

It was found that younger women are more likely than older women to have an entrepreneurial mindset (Al-Harrasi, Al-Zadjali, and Al-Salti, 2014). This might be because younger women have easier access to resources and outside assistance than older women do. Entrepreneurial intention is not significantly influenced by education in business and entrepreneurship. Those who have adequate business expertise, however, are more inclined to launch their own enterprises. This is demonstrated by the positive correlation between self-efficacy and entrepreneurial intention, which results from women's increased confidence in their business knowledge and skills after gaining prior experience.

Also, it was discovered that women are more likely to launch a new firm if they come from a non-entrepreneurial familial background. The results contradict (Al-Harrasi, et al., 2014). Hence, it is important to underline that a woman does not need to be an entrepreneur's cousin in order to have entrepreneurial intentions.

As the suggestions for future researches, it can be concluded that, future researches can use another independent variable which has not discussed under this research study. Furthermore, the research study's findings will be useful as a reference source for future researchers interested in studying the Determinants of Entrepreneurial Intention of Women in Sri Lanka.

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