Goal orientations and typology of women entrepreneurs: an empirical study in Gampaha district

Orientações de objetivos e tipologia de mulheres empreendedoras: um estudo empírico no distrito de Gampaha

Orientaciones de metas y tipología de mujeres emprendedoras: un estudio empírico en el distrito de Gampaha

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ABSTRACT
Despite making up more than half of the population in Sri Lanka, women's economic engagement is very low. Encouragement of their entrepreneurial endeavours would raise both their level of living and the economy. Knowing their goals, typologies, determinants of the typologies is useful in real-world situations given the growing significance of women entrepreneurs. The majority of studies on entrepreneurs in Sri Lanka, however, focus on men with little attention paid to women. This study examines goal orientations, typologies and determinants of the typologies of women entrepreneurs in Sri Lanka. Goal orientations were examined by using push and pull factors. Typologies were recognized based on Goffee and Scase model. Factors affecting on typologies were examined using multinomial logit model. The sample is 150 registered women entrepreneurs in Gampaha district. A simple random sampling method was adopt for the study. Primary data were collected using an interviewer administered questionnaire. It was done by direct interviews and telephone interviews. Result of the survey shows that insufficient family income is the main push factor for venturing into business. From pull factors, its hobby. There weren’t any radical women entrepreneurs in the sample. New typology was identified and named as “Conventional – Innovative”. Majority of the women
entrepreneurs are conventional followed by domestic. Least number of respondents belong to new typology. Education is significant with the Innovative typology and Conventional – Innovative typology. Age of the current business is significant with the domestic typology and Innovative typology. Marital status, Number of children, previous employment status is significant with none of the typologies. By conducting a similar study in other districts, we can find out whether there are radical women entrepreneurs in Sri Lanka or not. These findings may have immense value for promoting women's entrepreneurship in impoverished nations like Sri Lanka because there is no any similar research in Sri Lanka.

**Keywords:** goal orientations, typology, women entrepreneurs.

**RESUMO**

**Palavras-chave:** orientações para metas, tipologia, mulheres empreendedoras.

**RESUMEN**
En lo que respecta a la población de Sri Lanka, el compromiso económico de las mujeres es muy bajo. El fomento de sus iniciativas empresariales aumentaría tanto su nivel de vida como la economía. Conocer sus objetivos, tipologías y determinantes de las tipologías es útil en situaciones del mundo real dada la creciente importancia de las mujeres empresariales. Sin embargo, la mayoría de los estudios sobre empresarios en Sri Lanka se centran en los hombres y prestan poca atención a las mujeres. Este estudio examina las orientaciones de objetivos, las tipologías y los determinantes de las tipologías
de mujeres empresarias en Sri Lanka. Las orientaciones de objetivos se examinaron mediante el uso de factores de expulsión y atracción. Se reconocieron tipologías con base en el modelo de Goffee y Scase. Los factores que afectan las tipologías se examinaron utilizando un modelo logit multinomial. La muestra está formada por 150 mujeres empresarias registradas en el distrito de Gampaha. Para el estudio se adoptó un método de muestreo aleatorio simple. Los datos primarios se recopilaron mediante un cuestionario administrado por un entrevistador. Se realizó mediante entrevistas directas y entrevistas telefónicas. Los resultados de la encuesta muestran que los ingresos familiares insuficientes son el principal factor de impulso para emprender un negocio. Por factores de atracción, es un hobby. No había ninguna empresaria radical en la muestra. Se identificó una nueva tipología y se denominó “Convencional – Innovadora”. La mayoría de las mujeres empresarias son convencionales seguidas de las domésticas. El menor número de encuestados pertenece a la nueva tipología. La educación es significativa con la tipología Innovadora y la tipología Convencional – Innovadora. La antigüedad del negocio actual es significativa con la tipología doméstica y la tipología innovadora. Estado civil, número de hijos, situación laboral anterior es significativo sin ninguna de las tipologías. Realizando un estudio similar en otros distritos, podemos descubrir si hay mujeres empresarias radicales en Sri Lanka o no. Estos hallazgos pueden tener un inmenso valor para promover el espíritu empresarial de las mujeres en países empobrecidos como Sri Lanka porque no existe ninguna investigación similar en Sri Lanka.

**Palabras clave:** orientaciones de objetivos, tipología, mujeres emprendedoras.

**1 INTRODUCTION**

**1.1 BACKGROUND OF THE STUDY**

Early day’s entrepreneurship has always associated with men and masculinity. But with the increasing number of women participation as owners and anchor persons in business has resulted the issue of gender in entrepreneurship. Later, gender entrepreneurship has widely been used to refer to women or female involvement in business (Adnan, 2004b). Since women entrepreneurship is a very famous phenomena in developed countries, there are large number of studies about this field. But there are very few studies that explore this phenomenon in a developing economy context and there is a need for research on women entrepreneurs in developing countries (Gundry et al., 2002, Goyal and Yadav, 2014).
1.2 PROBLEM IDENTIFICATION

Active participation of the women in Sri Lankan economy is very low. The current population in Sri Lanka is 21.60 million (country meters, 2022). Among the total population 10.94 million are women. Although women constitute more than half of the population in Sri Lanka, their active participation to the economy is only 33.9% (Department of Census and Statistics, 2021). As well as the number of females representing the employer category is about 0.8% of the total employed population in Sri Lanka (Department of Census and Statistics, 2021). The paucity of Sri Lankan women pursuing entrepreneurship, as well as the scarcity of successful women in this category, has had a direct impact on their contribution to the local economy. It has also resulted in a lack of research on their entrepreneurial orientation, limiting our understanding of their entrepreneurial orientation that contribute their typologies.

1.3 JUSTIFICATION

To increase the active participation of women in the economy, we can encourage the women entrepreneurship. Because Women entrepreneurship helps to reduce unemployment, creates job opportunities for people, and assists the government in increasing economic growth. Its financial contribution leads to social and human welfare, which creates value in society (IK mala et al., 2019). To encourage women entrepreneurship, there should be enough policies and programs related to this field. For that conducting researches relevant to women entrepreneurship is current requirement.

2 OBJECTIVES

2.1 GENERAL OBJECTIVE

To find out the goal orientations and different typology of women entrepreneurs in Sri Lanka.
2.2 SPECIFIC OBJECTIVES

To find out the goal orientations of women entrepreneurs in Sri Lanka
To find out the typology of women entrepreneurs in Sri Lanka
To find out the determinants of the typologies of women entrepreneurs in Sri Lanka

2.3 LITERATURE REVIEW

According to relevant areas such as economics, psychology, sociology, and others, popular scholars defined the term "entrepreneur" in various ways. Entrepreneurs, according to Cromie and Hayes (as cited in Zarina, Osman, 2007) are those who develop new firms that they own and control. According to Moore (as cited in Zarina, Osman, 2007) an entrepreneur is someone who actively participates in the decision-making and risk management of a company in which he or she has a majority stake. Begley (as cited in Zarina, Osman, 2007) attempted to separate entrepreneurs from managers (non-entrepreneurs) based on their founder status. Rather than focusing solely on ownership or founder status, Solynossy (as cited in Zarina, Osman, 2007) prioritized the person's involvement in the business, defining an entrepreneur as: (an) "individual who is actively goal orientations and typology of women entrepreneurs involved principal of the firm even if not maintaining a 100 percent ownership position". Adnan (as cited in Zarina, Osman, 2007) offers another definition of entrepreneur that incorporates the concepts of ownership, involvement, continuity, and growth: "individuals who actively form or run their own businesses and nurture them for growth and profitability". There have also been attempts to propose definitions for the term "female entrepreneur." For example, Lavoie (as cited in Zarina, Osman, 2007) defined a female entrepreneur as a business owner who takes the initiative to start a new endeavor, embraces the risks, financial, administrative, and social obligations that come with it, and is effectively in control of the day-to-day operation of the company. Buttner and Moore (as cited in Zarina, Osman, 2007) defined women entrepreneurs as individuals who started the business, owned at least half of it, and had a significant managerial role in it. Women entrepreneurs, according to Chu (as cited in Zarina, Osman, 2007) are female owner-managers who gain business ownership through their own creation, inheritance, or jointly founded with or without family
members, and must be actively involved in the firm. As previously said, there is no single
definition of women entrepreneurs, just as there is no single definition of entrepreneur.

Goffee and Scase's approach of analysis is typology, which is used on a two-
dimensional basis: attachment to entrepreneurship and its principles (e.g., a relationship
to profit maximization) and attachment to traditional sex roles (the degree to which the
traditional female sex role is accepted). The researchers categorize female entrepreneurs
into four categories based on these dimensions: conventional, innovative, domestic, and
radical female entrepreneurs. Conventional female entrepreneurs are deeply invested in
both traditional sex roles and the concept of entrepreneurship. The obligations of the job
and the responsibilities of the home create tremendous conflicts for the majority of these
women. Before starting their own business, the majority of them worked in ordinary
employment. The primary motivation for starting a small businesswoman has been to
ensure their financial future. Hairdressing, meal services, cleaning companies, and small
bookkeeping and clerical offices are typical business categories for this group -
traditionally feminine industries. Innovative entrepreneurs were deeply entwined with the
concept of entrepreneurship, but not with traditional gender norms. The main objectives
were to expand the company and make a profit. The firm was the center of their lives for
these women, and entrepreneurship was viewed as a career. Because they saw their
opportunities for growth in government administration as restricted, the innovators
founded their businesses. They pursued personal and financial success in fields where
they could employ occupational skills learned via higher education (e.g., advertising,
marketing, public relations, consultancy, and interior design). Domestic female
entrepreneurs were only tangentially interested in the idea of entrepreneurship; their
primary concern was their family. This group differs from the others in that the majority
of its members work alone; only three had workers, and they were only part-time. When
the children were of school age, the business was usually started. The desire for self-
realization, personal liberty, and the application of creative abilities drove the decision to
become an entrepreneur. Husbands serve as financial consultants in the background. Art,
handicrafts, cosmetic care, and health food stores are examples of business industries.
Both dimensions were marginally related to radical female entrepreneurs. Women's
subordination was seen as a barrier that might be overcome through entrepreneurship.
These ladies saw the company as a social as well as a business entity. The idea was to
create an economic and social climate that would allow women to live a different lifestyle
while still providing services to other women. In contrast to the women in the inventive
group, who wanted to beat the men in their respective fields, they demanded independence from male wage ties and a break from patriarchal systems. The majority of radical female entrepreneurs were academically trained and worked in domains related to the women's movement's operational spheres: educational services, small industry, retail commerce, and publishing. (Goffee, 1985)

3 RESEARCH METHODOLOGY

3.1 THEORETICAL FRAMEWORKS

Goffee and Scase typological model is used for identifying different typologies. It is two-dimensional basis: attachment to entrepreneurship and its ideals (e.g. relationship to the maximization of profit) and attachment to traditional sex roles (the degree to which the traditional female sex role is accepted)
Table 1: Goffee and Scase typologies

<table>
<thead>
<tr>
<th>Attachment to entrepreneurial ideas</th>
<th>Attachment to conventional gender roles</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>High</td>
</tr>
<tr>
<td>Low</td>
<td>Low</td>
</tr>
<tr>
<td>Conventional</td>
<td>Innovative</td>
</tr>
<tr>
<td>Domestic</td>
<td>Radical</td>
</tr>
</tbody>
</table>

3.2 ANALYTICAL FRAMEWORK

Figure 2: Characteristics of the typologies

- Deeply invest in traditional sex roles and entrepreneurship.
- Before starting their businesses, majority of them worked in ordinary employment.
- Primary motivation is ensuring their financial future.
- Hair dressing, meal services, cleaning companies, small book keeping and clerical off

- Highly bound to the concept of entrepreneurship.
- Main objective is expand the company and make profit.
- The firm was the center of their lives and entrepreneurship is viewed as carrier.
- Advertising, marketing, public relations, consultancy and interior decorations are typical business categories.

Women entrepreneurs (150)

- Primary concern is their family.
- They do their business as part time work. Because husbands are the financial consultants of then family.
- Motives are self-realization, personal liberty, application of creative abilities.
- Business industries are art, handicrafts, cosmetic care and health food stores.

- Saw the company as a social as well as a business entity.
- Motive is to create an economic and social climate that would allow women to live a different life style while still providing services to other women.
- Majority are academically trained and worked in domains related to the women movement’s operational spheres.
- Industries are educational services, small industry, retail commerce and publishing.

After identifying typologies, Categorical analysis is done. From the results, conclusions can be given for the goal orientations, educational level, entrepreneur’s age, marital status, number of children, previous employment status and business age like factors. To find out the statistical significance between typologies and above factors multinominal logistic regression is applied using STATA software. Conceptual framework for multinominal logistic regression is given below.

3.3 CONCEPTUAL FRAMEWORK

![Conceptual framework diagram](Source: Compiled by the author)

3.4 VARIABLES

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>Measuring scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Typology</td>
<td>Sum of Likert scale scores</td>
</tr>
<tr>
<td></td>
<td>1 – Strongly disagree, 2 – Disagree, 3 – Neither agree nor disagree, 4 – Agree, 5 – Strongly agree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Independent variables</th>
<th>Measuring scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Age</td>
<td>Categories (2 – 5 yrs, 6 – 9yrs, 10 – 13yrs, 14 – 17yrs, More than 17yrs)</td>
</tr>
<tr>
<td>Education level</td>
<td>Categories (Below O/L, O/L A/L, Diploma, Degree, Postgraduate)</td>
</tr>
<tr>
<td>Marital status</td>
<td>Categories (Single, Married, Divorced, Widowed)</td>
</tr>
</tbody>
</table>
3.5 LOCATION OF THE STUDY

This research was conducted to identify the Goal orientations, typologies and factors affecting the typologies of women entrepreneurs in Gampaha district. Therefore, study location is Gampaha district. Registered women entrepreneurs in Gampaha district have been selected as the population of the study.

3.6 SAMPLING

Two sampling techniques were used. Cluster sampling and systematic simple random sampling. Among 13 divisional secretariats in Gampaha district, 8 divisional secretariats were selected using cluster sampling. 150 registered women entrepreneurs were selected from 8 divisional secretariats by using systematic simple random sampling.

![Figure 4: Sampling procedure](Source: Compiled by the author)
3.7 QUESTIONNAIRE DEVELOPMENT

The questionnaire was prepared in English and consisted mainly of three parts. The first part was consisted of questions regarding the demographic profile of the respondents which included questions related to respondent’s age, educational level, marital status, number of children, and lastly their previous employment status.

The second part of the questionnaire was consisted of questions related to goal orientations of women entrepreneurs. Goal orientations were categorized as push factors and pull factors. Respondents were asked to select only one factor among ten factors.

Third part of the questionnaire was mainly consisted of four sections. First section was included the five questions related to conventional female entrepreneurs. Second section was included five questions related to innovative entrepreneurs. There were six questions in the third section related to domestic entrepreneurs and last section was consisted of five questions related to radical women entrepreneurs. At the end of the third part of the questionnaire was asked future plans and additional comments.

3.8 DATA COLLECTION

After completing the pilot survey, the field survey was conducted to collect the required information from the women entrepreneurs was taken using the questionnaire. The study employed primary data collection. Each respondent was asked the same questions, in the same order and therefore ensuring consistency, comparability and reliability. 50 respondents were directly interviewed and rest of the respondents (100) were interviewed through the telephone due to the fuel crisis in the country.

3.9 DATA ANALYSIS

This study contains both descriptive analysis and econometric analysis. According to McDaniel and Gates (2001), Descriptive analysis involves a process of transforming a mass of raw data in to tables, charts with frequency distribution and percentage, which are vital part of making sense of the data. Microsoft excel software package 2013 was used for the descriptive analysis. To find out the determinants of the typologies, econometrics analysis was done. The econometric model is multinominal logit model and
software package is Statistical Software for Data Science (STATA) 2016. Before the regression analysis, correlation matrix was taken to see the multicolinearity issues among the independent variables.

4 RESULTS AND DISCUSSION

4.1 DESCRIPTIVE ANALYSIS

Socio – demographic factors and business-related factors could have an impact on goal orientations and typologies of women entrepreneurs. Therefore, entrepreneur’s age, education level, marital status, number of children, previous employment status was evaluated and presented as charts. As a business related factor age of the business was evaluated and presented as a chart.

4.2 SUMMARY OF THE SOCIO DEMOGRAPHIC CHARACTERISTICS OF RESPONDENT

Figure 5: Age distribution of women entrepreneurs

(Source: data collected through the questionnaire by the authors)
Figure 6: Education level of women entrepreneurs

(Source: data collected through the questionnaire by the authors)

Figure 7: Marital status

(Source: data collected through the questionnaire by the authors)
Figure 8: Number of children

- **None**: 4% (6)
- **One**: 18% (27)
- **Two**: 37% (55)
- **Three**: 19% (29)
- **Four**: 22% (33)

(Source: data collected through the questionnaire by the authors)

Figure 9: Previous employment status

- **Yes**: 68% (102)
- **No**: 32% (48)

(Source: data collected through the questionnaire by the authors)
4.3 BUSINESS RELATED FACTORS

Figure 10: Age of the current business

(Source: data collected through the questionnaire by the authors)

4.4 GOAL ORIENTATIONS

Figure 11: Goal orientations (Pull factors)

(Source: data collected through the questionnaire by the authors)
4.5 TYPOLOGIES

Figure 12: Goal orientations (Push factors)

Goal orientations

<table>
<thead>
<tr>
<th>Push factors</th>
<th>Goal orientation</th>
<th>Insufficient family income</th>
<th>earn a additional income for family</th>
<th>obligation to continue family business</th>
<th>to balance business and family life</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of women entrepreneurs</td>
<td>69% (103)</td>
<td>8% (12)</td>
<td>18% (27)</td>
<td>5% (8)</td>
<td>0</td>
</tr>
</tbody>
</table>

(Source: data collected through the questionnaire by the authors)

Figure 13: Typology of women entrepreneurs

Typology of Women Entrepreneurs

- Conventional: 69% (103)
- Innovative: 18% (27)
- Domestic: 8% (12)
- Conventional & Innovative: 5% (8)

(Source: data collected through the questionnaire by the authors)
There were no any radical women entrepreneurs in the sample. A new typology who has the same sum of likert scale scores for the conventional typology and innovative typology was identified. We can see a relationship between goal orientation and the typologies. The goal orientation of most of the women entrepreneurs is insufficient family income. Insufficient family income is also the motive of the conventional typology, where the majority of women entrepreneurs belong. The goal of getting second place is as a hobby. In domestic typology, which is the second highest typology, the goal is hobby. Definitely there is a relationship between the goal orientations and the typologies.

4.6 REGRESSION ANALYSIS

<table>
<thead>
<tr>
<th></th>
<th>Age of the business</th>
<th>Education</th>
<th>Married</th>
<th>Divorced</th>
<th>Single</th>
<th>No of children</th>
<th>Had a job</th>
<th>Typology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age of the business</td>
<td>1.0000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>-0.0563</td>
<td>1.0000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>0.0789</td>
<td>-0.2638</td>
<td>1.0000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Divorced</td>
<td>0.1516</td>
<td>-0.0840</td>
<td>-0.2599</td>
<td>1.0000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single</td>
<td>-0.1077</td>
<td>0.3625</td>
<td>-0.8516</td>
<td>-0.0443</td>
<td>1.0000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No of children</td>
<td>0.0634</td>
<td>-0.3623</td>
<td>0.5089</td>
<td>0.0366</td>
<td>-0.5717</td>
<td>1.0000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Had a job</td>
<td>0.0422</td>
<td>0.0409</td>
<td>0.0767</td>
<td>-0.0449</td>
<td>-0.0395</td>
<td>-0.0472</td>
<td>1.0000</td>
<td></td>
</tr>
<tr>
<td>Typology</td>
<td>-0.1574</td>
<td>0.1726</td>
<td>-0.2417</td>
<td>-0.0536</td>
<td>0.3262</td>
<td>-0.1724</td>
<td>-0.0245</td>
<td>1.0000</td>
</tr>
</tbody>
</table>

(Source: data collected through the questionnaire by the authors)

Since there is no value more than 0.8, Multicolinearity issue doesn’t exist between independent variables. No any changes need to be done.

4.7 OVERALL MODEL FIT

Number of observations = 150
LR chi2(21) = 53.31
prob>chi2 = 0.0001
Pseudo R2 = 0.1921
Log likelihood = -112.12064

Since p value is less than 0.01, my overall model is statistically significant at 1% significance level. It fits significantly better than a model with no predictors. Logistic
regression does not have an equivalent to the R – squared that is found in OLS regression; however, many people have tried to come up with one. There are a wide variety of pseudo R square statistics. Because this statistic does not mean what R square means in OLS regression (the proportion of variance explained by the predictors).

Table 4: STATA output

<table>
<thead>
<tr>
<th>Variables</th>
<th>Coefficient</th>
<th>P values</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Conventional &amp; Innovative</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age of the current business</td>
<td>-0.0490243</td>
<td>0.450</td>
</tr>
<tr>
<td>Edu</td>
<td>1.372198</td>
<td>0.003***</td>
</tr>
<tr>
<td>Ms1</td>
<td>14.20982</td>
<td>0.996</td>
</tr>
<tr>
<td>Ms2</td>
<td>0.68117</td>
<td>1.000</td>
</tr>
<tr>
<td>Ms3</td>
<td>-0.9576174</td>
<td>1.000</td>
</tr>
<tr>
<td>No of children</td>
<td>0.3066629</td>
<td>0.468</td>
</tr>
<tr>
<td>Had a job</td>
<td>-0.3296976</td>
<td>0.730</td>
</tr>
<tr>
<td><strong>Base outcome</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Conventional</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age of the current business</td>
<td>0.0655575</td>
<td>0.046**</td>
</tr>
<tr>
<td>Edu</td>
<td>1.014903</td>
<td>0.005***</td>
</tr>
<tr>
<td>Ms1</td>
<td>14.0908</td>
<td>0.995</td>
</tr>
<tr>
<td>Ms2</td>
<td>-0.4023898</td>
<td>1.000</td>
</tr>
<tr>
<td>Ms3</td>
<td>14.44388</td>
<td>0.995</td>
</tr>
<tr>
<td>No of children</td>
<td>-0.1997313</td>
<td>0.604</td>
</tr>
<tr>
<td>Had a job</td>
<td>-0.377787</td>
<td>0.599</td>
</tr>
<tr>
<td><strong>Innovative</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age of the current business</td>
<td>-0.1979044</td>
<td>0.020**</td>
</tr>
<tr>
<td>Edu</td>
<td>0.3632196</td>
<td>0.180</td>
</tr>
<tr>
<td>Ms1</td>
<td>14.81865</td>
<td>0.993</td>
</tr>
<tr>
<td>Ms2</td>
<td>2.603252</td>
<td>0.999</td>
</tr>
<tr>
<td>Ms3</td>
<td>16.45926</td>
<td>0.992</td>
</tr>
<tr>
<td>No of children</td>
<td>0.1744501</td>
<td>0.545</td>
</tr>
<tr>
<td>Had a job</td>
<td>0.0829777</td>
<td>0.875</td>
</tr>
</tbody>
</table>

(Source: data collected through the questionnaire by the authors)

sEdu – Education
Ms1 – Married
Ms2 – Divorced
Ms3 – Single
Had a job – Had a job before start the business

1% significant level (0.01) - ***
5% significant level (0.05) - **
10% significant level (0.1) - *
Education is significant at 1% significant level with the Conventional & Innovative typology. A one unit increase in the variable education is associated with a 1.372198 increase in the relative log odds of being in Conventional & Innovative typology VS. Conventional typology when all other variables held constant.

Age of the current business is significant at 5% significant level with the Innovative typology. A one unit increase in the variable Age of the current business is associated with a 0.065575 increase in the relative log odds of being in Innovative typology VS. Conventional typology when all other variables held constant.

Increase in the relative log odds of being in Innovative typology VS. Conventional typology when all other variables held constant.

Education is significant at 1% significant level with the innovative typology. A one unit increase in the variable education is associated with a 1.014903 increase in the relative log odds of being in Innovative typology VS. Conventional typology when all other variables held constant.

Age of the current business is significant at 5% significant level with the domestic typology. A one unit increase in the variable Age of the current business is associated with a 0.197904 decrease in the relative log odds of being in Domestic typology VS. Conventional typology when all other variables held constant.

Age of the current business is significant at 5% significant level with the domestic typology. A one unit increase in the variable Age of the current business is associated with a 0.197904 decrease in the relative log odds of being in Domestic typology VS. Conventional typology when all other variables held constant.

Table 5: Parameter estimates

<table>
<thead>
<tr>
<th>Explanatory variables</th>
<th>Dy/dx Conventional &amp; Innovative</th>
<th>Dy/dx Conventional</th>
<th>Dy/dx Innovative</th>
<th>Dy/dx Domestic</th>
<th>P values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age of the current business</td>
<td>.0008705</td>
<td>.0182876</td>
<td>.0074089</td>
<td>-.0248261</td>
<td>0.745</td>
</tr>
<tr>
<td>Conventional &amp; Innovative</td>
<td>.0528673</td>
<td>-1.245482</td>
<td>.0534625</td>
<td>.0182184</td>
<td>0.014</td>
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<tr>
<td>Conventional</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.000</td>
</tr>
<tr>
<td>Innovative</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.017</td>
</tr>
<tr>
<td>Domestic</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.536</td>
</tr>
<tr>
<td>edu</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ms1</td>
<td>.4317837</td>
<td>-2.556731</td>
<td>.6294784</td>
<td>1.495469</td>
<td></td>
</tr>
<tr>
<td>Conventional</td>
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<td></td>
<td></td>
<td></td>
<td>0.998</td>
</tr>
<tr>
<td>Innovative</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.991</td>
</tr>
<tr>
<td>Domestic</td>
<td></td>
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<td></td>
<td></td>
<td>0.997</td>
</tr>
<tr>
<td>Ms2</td>
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<td>-.2625825</td>
<td>-.0675483</td>
<td>.3196538</td>
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<tr>
<td>Conventional</td>
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<td></td>
<td></td>
<td>1.000</td>
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<tr>
<td>Innovative</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.999</td>
</tr>
<tr>
<td>Domestic</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.999</td>
</tr>
<tr>
<td>Ms3</td>
<td>-.2669449</td>
<td>-2.270844</td>
<td>.7150207</td>
<td>1.822768</td>
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<tr>
<td>Conventional</td>
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<td></td>
<td></td>
<td>0.999</td>
</tr>
<tr>
<td>Innovative</td>
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<td></td>
<td></td>
<td></td>
<td>0.992</td>
</tr>
<tr>
<td>Domestic</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.997</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.993</td>
</tr>
</tbody>
</table>
### Table 1: No of children

<table>
<thead>
<tr>
<th>No of children</th>
<th>Conventional &amp; Innovative</th>
<th>Conventional</th>
<th>Innovative</th>
<th>Domestic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic</td>
<td>0.0134276</td>
<td>0.472</td>
<td>0.652</td>
<td>0.489</td>
</tr>
<tr>
<td>Innovative</td>
<td>-0.0177574</td>
<td></td>
<td>0.535</td>
<td></td>
</tr>
<tr>
<td>Conventional &amp; Innovative</td>
<td>-0.0173174</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Domestic</td>
<td>0.0216472</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Source: data collected through the questionnaire by the authors)

The change in probability for one level increase in education increases 5.29 percentage point for the typology Conventional & Innovative. The change in probability for one level increase in education increases 5.35 percentage point for the typology Innovative.

The change in probability for one year increase in Age of the current business increases 0.74 percentage point for the typology Innovative. The change in probability for one year increase in age of the current business is increases 2.48 percentage point for the typology domestic.

### 5 CONCLUSION

Most of the women have started their businesses due to the insufficient family income. Low family income is pushed women towards the business start-ups. Since there is no any other option, whether they want to or not, they have to start a business. Second reason is as a hobby. It is pulled the women towards the businesses. But desire to be independent, Innovativeness like goals are very less among Sri Lankan women entrepreneurs. It’s better to conduct workshops, programs to improve the innovativeness among women entrepreneurs in Sri Lanka.

When consider the typologies, we cannot rank it as best to worst. But identifying typologies also help to implement some policies and programs related to women entrepreneurship. Only from this sample, it is impossible to say that there are no radical women entrepreneurs in Sri Lanka. If we take samples from other districts, we can come to a conclusion about the radical women entrepreneurs as well as new typology.

Everybody thinks marital status, number of children, previous employment status is affected to the women entrepreneurs. But with these findings, above factors are significant with none of the typologies. Education is significant with Innovative typology
and Conventional & Innovative typology. There is a positive relationship. Age of the current business is significant with the Innovative typology and there is a positive relationship. Age of the current business is significant with the domestic typology and there is a negative relationship.
REFERENCES


