

Impact of Barriers to Entrepreneurial Intention among Females in Male-Dominated Industries: A Study in Gampaha District of Sri Lanka

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Abstract

This study investigates how barriers affect women's entrepreneurial intention in traditionally male-dominated industries in the Gampaha district. With a focus on industries including construction, engineering, manufacturing, tourism, fishing and aquaculture, technical services, automotive, and transportation. Gampaha is one of Sri Lanka's most important industrial centres and has a huge female population. However, there are still big differences between men and women when it comes to starting businesses because of deep-rooted social norms, poor institutions, and industrial impediments. The study investigated the impact of four major independent variables using a structured quantitative approach: psychological factors, industry perceptions, institutional frameworks and societal and cultural perceptions. A sample of 100 females who are already engaged in male-dominated industries in the Gampaha district; this is achieved by using the non-probability convenience sampling technique approach due to resource and time constraints. The data is collected using a physical questionnaire form, and analysis is done using SPSS software. The data was collected through a well-structured questionnaire and analysed through regression analysis, reliability analysis, validity analysis, descriptive analysis, and correlation analysis of data analysis mainly used in this study. Findings revealed that all barriers of psychological factors, industry perceptions, institutional frameworks and societal and cultural perceptions are significantly affected by the entrepreneurial intention. In order to encourage greater female participation in male-dominated fields, the study emphasises the necessity of focused legislative initiatives, enhanced institutional support, and cultural changes. These results lay the groundwork for future studies and policymaking in comparable socioeconomic contexts and add to the larger conversation on gender-inclusive entrepreneurship.

Keywords: entrepreneurial intention, industry perceptions, institutional frameworks, psychological factors, societal and cultural perceptions