

**FACTORS IMPACT ON SUCCESS OF MUMPRENEURS IN SRI  
LANKA:  
A QUALITATIVE STUDY BASED ON KALUTARA DISTRICT**

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**FACTORS IMPACT ON SUCCESS OF MUMPRENEURS IN SRI LANKA:**

**A QUALITATIVE STUDY BASED ON KALUTARA DISTRICT**

A Thesis Submitted to The Faculty of Management Studies,  
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Bachelors of Science (Honours) in Business Management

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## ABSTRACT

### FACTORS IMPACT ON SUCCESS OF MUMPRENEURS IN SRI LANKA:

#### A QUALITATIVE STUDY BASED ON KALUTARA DISTRICT

As a sub group of female entrepreneurship “Mumpreneurship”, offering vast benefits with self-employment while caring babies. This exploratory study aims to identify external and internal factors that impact on lacking mumpreneurs. Researchers could realize the importance of mumprenurship to the development of the economy as a developing context which showing a low trend. Belonging to the ant-positivism philosophy and inductive approach this study considered as a qualitative study, which had been used nine (9) semi structured interviews to collect data as face to face conversations and telephonic conversations with nine (9) mumpreneurs in Kalutara District to acquire their own experiences. As a novelty concept, the researcher selected very important causes that impact on lacking Mumpreneurship with the help of previous studies, experts’ knowledge and suggestions of active participants. In order to that, researcher could interpret; Motivational Factors, Challenges and Personal Qualities as findings. The researcher attempted to present a report which useful to Divisional Secretariat Office in Kalutara as a relative institution of entrepreneurship background. Further, showing the path for future studies as conducting the quantitative side of this investigated scope in near future with successful end.

**Keywords:** *Mumpreneurship, Motivational Factors, Challenges, and Personal Qualities*

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## **LIST OF ABBREVIATIONS**

DCS	-	Department of Census and Statistics
GEM	-	Global Entrepreneurship Monitor
SL	-	Sri Lanka

## **CHAPTER ONE INTRODUCTION**

### **1.1 Background of Study**

Same as developed countries, developing countries are also starting to consider creating an economic environment for business opportunities. According to the Department of Census and Statistics (2018), Sri Lanka is an emerging and developing economy in Asia as showing the ratios of growth of GDP 5%, 4.5%, 3.3%, and 3% in 2015, 2016, 2017, and 2018 respectively. There was a reduction in the growth rate of GDP in Sri Lanka throughout the latest few years. This indicates the low level of development in the Sri Lankan economy. Not only that, as a developing economy, but there are also so many obstacles such as; unemployment, poverty, and so on. When determining the population and unemployment level, there were increasing patterns as per the investigation of the Department of Census and Statistics (DCS), (2018).

To solve the issues which are being encountered by our economy, there should be encouraged innovations, improvements, and developments as a dynamic and developing economy and new ways, methods should be considered to develop and change the entire world as workable strategies. As a better option, the self-employment was playing an amazing role in employing innovations and job creation while contributing to economic growth as well as social development positively (Baron & Shane, 2008). Self-employer is the person who works in their own business, professional practice, or farm to achieve a profit with or without subordinates (Eurostat, 2009). And promoting self-employment would be produced favorable economic consequences while reducing unemployment, helping people to acquire a more balanced lifestyle (Gabaldon et al., 2015).

Therefore, innovations and self-employment are capable to change the entire world. Baron and Shane (2008) defined that self-employment would be the engine of economic growth and even entrepreneurship has come from innovative business ideas based on self-employment while showing similar meanings. As a popular and famous term regarding the concepts of self-employment, entrepreneurship is playing a major role in economic growth. This had involved the ability to identify business opportunities and create the products which match customers and the capacity to develop, organize and manage a business venture along with any of the risks to make a profit (Khan & Rowlands, 2017). Further, entrepreneurship is defined as the aim of creating new markets and innovations, serving money producing, providing a solution for unemployment, and contributing to economic growth. There are similarities between entrepreneurship, self-employment, and starting a new business. Those concepts are more famous as career choices (van Gelderen et al., 2008) and therefore this might be considered as an alternative career choice all over the world (Schwarz et al., 2009).

The concept of entrepreneurship had some subdivisions; Internal Entrepreneurship, Societal Entrepreneurship, Green or Sustainable Entrepreneurship and, Female/Women Entrepreneurship. Among them; Female (women) entrepreneurship might be considered as a fundamental area that applicable to the Sri Lankan context due to a higher rate of the female population (51.6%) than male (48.4%) as per the DCS (2018). Not only that, according to DCS (2018), the unemployment rate of females (7.1%) of Sri Lanka is higher than the unemployment rate of males (3.0%) while showing a way to move self-employment regarding females. According to that, an economy should be able to raise its growth by using a largely female population in an optimum manner while enhancing its national revenue. Thus, people have identical encouragement for becoming entrepreneurs, regardless of their gender, and showing the gender equality (Cromie, 1987 as cited in Khan & Rowlands, 2017). Since the 21<sup>st</sup> century, the status of females in Sri Lanka had been changed as a result of industrialization and urbanization, spasmodic mobility, and social legislation. Gradually, most of the females are going for higher education, technical and professional education and their proportion in the workforce had also been increased. With such spread of education and awareness, ladies had to shift from the kitchen and other related household duties toward non-traditional upper level of duties; while some relate to more emotional, flexible, and independence in their work life. When considering new business creation

(entrepreneurship), women play a significant role; while improving social and economic interest consequently (Kickul et al., 2008). According to Mari et al., (2016) as per the Global Entrepreneurship Monitor (GEM), (2007), more than one-third of entrepreneurs are women, and Female Entrepreneurship had been recognized by governments around the world as the key growth sector in the period of the global economic recession. Moreover, there is an improved interest in starting a business among females until they raise kids and the women entrepreneurs without children may vary from their counterparts who have children (Khan & Rowlands, 2017).

Though they are more specified regarding having children or not, mumpreneurs were subjected to similar gender stereotypes as women entrepreneurs (Khan & Rowlands, 2017). Therefore, the subgroup of women entrepreneurs with children distinguishes from all women entrepreneurs and that kind of women entrepreneurs can be called mumpreneurs (Khan & Rowlands, 2017). Mumpreneurs mean a person who discovers and exploits new business opportunities within a geographical context that is combined with motherhood and ownership of the business (Ekinsmyth, 2011). And also, who can be defined as mums who move from traditional employment to operate and owning a new business to fit with as a mother and an earner by the experience of pregnancy or having children (Lewis et al., 2015). Moreover, pregnant mothers and single mothers who are separated from their marriages due to various causes can be considered as mumpreneurs including womanhood, motherhood, and entrepreneurship (Esnard, 2016). Thus, findings had suggested that these single mothers also try to create ongoing strategies that can serve the interests of their ventures and their kids. According to the investigation results about the self-employed women in Spain with children who had aged ten years or younger should be considered as mumpreneurs (Gabaldon et al., 2015). So the researcher defines and selects the group of mumpreneurs based on such conditions related to Kalutara District, Sri Lanka as; the mumpreneurs are the subgroup of women entrepreneurs combining motherhood, women hood, and entrepreneurship with experience of pregnancy or having children who have below 18 years. Because in Sri Lanka, as per the DCS (2018), the below 18 years population is considered a dependable population as children.

Mumpreneurship is one of the most interesting concepts, as an activity has quickly grown globally in the past decade, enabled by new ICTs with popular websites as 'MumpreneurUK', 'Mumsclub' (Ekinsmyth, 2014). In addition to that home-based



technologies were opening up new potential for work-life balance. According to the findings of Ekinsmyth (2014), this fascinated concept referred to a new phase in feminism within the male-oriented environment; but, women who were comfortable enough to say that they can work and able to become mums within the dynamic environment. The fact that getting married and having kids result in more non-traditional career paths for ladies when the fewer alternative career paths for men (Biemann et al., 2012). This also referred that the boundary less career between the life-stage and career transition in the female; and, especially that life-stage related events of motherhood relative to the transition from corporate employment to self-employment (Lewis et al., 2015). Thus, women initially resigned from their jobs to get away from them and on-time care for children, and their own identity that the women have constructed to control their home and business life (Lewis et al., 2015) as an effective strategy. Thus, mumpreneurs have often motivated to run away from traditional forms of employment in the belief that it will be easier to achieve the work-life balance as they desired (Richomme-Huet et al., 2013). Moving from corporate life to entrepreneurship is presented as a means of overcoming the role conflict encountered by working mothers. Work-life balance can be considered as an equilibrium between family and work and in the case of working mothers could be able to take care of kids (Gabaldon et al., 2015). The mothering expectations and career expectations can be strong and that might between being at home for their children while also having a successful career. And feelings of being overwhelmed to continue to take primary responsibility for home and family while working (Duberley & Carrigan, 2012). Consequently, they have generated income for their families while managing career and motherhood.

Not only that, the women, who started a business after having babies are strongly encouraged by independence as active members of the economic system. Therefore, they propose the incorporation of “family-driven business” is a better strategy to overcome work-life conflicts (Foley et al., 2018). Not only that, only the father/breadwinner of the family cannot build a strong economy for the family. Hence, the mother also has a big responsibility to push the family income up. To achieve that success mumpreneurs are a good solution. Based on that, the researcher carefully focuses on the concept of mumpreneurs. Knowledge regarding the causes which predict the intention of entrepreneurs was essential as the behaviour of entrepreneurs’

is the result of entrepreneurial intention and remains the requirement of such knowledge within the local setting (Koea et al., 2012). Therefore, the researcher attempted to apply this relation for this study as both concepts (entrepreneurs and mumpreneurs) have substantial meanings. Thus, the researcher had turned to pay the attention to investigate mumpreneurs with strong pieces of evidence based on existing knowledge by finding the research gap as follows.

## **1.2 Research Problem**

In Sri Lanka, the female population is higher than males when considering the investigations of DCS (2018). Thus, the females can provide their contribution to economic growth in Sri Lanka than males even they are bounded with household bonds especially kids. Therefore, most mothers refuse to contribute to economic growth due to various causes while having such kind of capacity. Since Sri Lanka is a developing country, it needs more contributions from every party to go towards development. If women can contribute to this journey, it will solve many issues in the country and their families as well.

Even though, there has a massive significance of mumpreneurs as a developing country in Sri Lanka. There was a lower level of enthusiasm regarding this concept while the developed countries had been owning better focus. According to that, under the contextual gap, the researcher could be able to identify that there was a very low number of studies were done in Sri Lanka as a developing country regarding mumpreneurs. Most importantly, this concept has not been well tested in a local setting and only covered about the women entrepreneurship and related concepts such as; the impact of women entrepreneurs and business development (Jayawardane, 2016) and under that researchers attempted to focus about challenges faced by women entrepreneurs and their contribution which relevant to business development in Sri Lanka (Surangi & Ranwala, 2018). Further, researchers could identify and analyze the factors that affect the entrepreneurial intentions of undergraduates in Sri Lanka ( Madhavika , 2019). Not only that, identify factors contributing to women's entrepreneurial success in Sri Lanka ( Ranasinghe, 2008). Understanding the motivations and obstacles faced by female entrepreneurs (Tariq, 2018) is also another women entrepreneurship-related study. However, researchers in developed countries such as New Zealand (Khan & Rowlands, 2017), Italy (Mari et al., 2016), UK (Duberley & Carrigan, 2012), USA (Ekinsmyth, 2014), Spain (Gabaldon et al., 2015) and Australia ( Archer , 2019); have conducted

very famous studies about mumpreneurs. Though there is a huge impact, the less volume of studies were done by Sri Lanka regarding this concept and it indicates the contextual gap relevant to that specific area.

Based on the findings, there was a lot of countries mentioned by the researcher above, had investigated a little cluster of studies relevant to that fascinated concept. Not only that, but this area will also be offered a good opportunity for personal, familial, and professional development. The existing literature also said that there was limited qualitative analysis than quantitative ones proposing and measuring parameters for work-life success for mothers who engaging self-employment (Gabaldon et al., 2015). In addition to that, there were a few levels of qualitative studies even in many developed countries regarding the mumpreneurs such as the social constructionist understanding of mumpreneurs (Surangi & Ranwala, 2018) and the impact of women entrepreneurs and business development (Jayawardane, 2016). Hence, still there is a considerable high-level requirement to investigate regarding mumpreneurs among women entrepreneurs relevant to the Sri Lankan context due to the unavailability of knowledge. Hence, there was a major scarcity regarding mumpreneurs and potential mumpreneurs in qualitative nature worldwide.

Accordingly, the researcher conducted a pilot survey to identify and justify the practical gap based on five divisions in the Kalutara District to prove the low level of mumpreneurs (behaviour). According to the “Theory of Planned Behavior,” the nature of the behavior might be impacted as a result of the nature of intention. To do that, firstly researcher gathered actual count of entrepreneurs in 5 divisions within the Kalutara District from the Divisional Secretariat Office in Kalutara based on convenience sampling.

Table 1.1: Registered entrepreneurs in 5 Divisions of Kalutara District

<b>Division</b>	<b>No: Entrepreneurs</b>
<b>Kalutara</b>	842
<b>Mathugama</b>	559
<b>Panadura</b>	614
<b>Bandaragama</b>	415
<b>Millaniya</b>	99

Source: Divisional Secretariat Office - Kalutara (2020)

Then, researcher attempts to identify the number of mumpreneurs, the researcher distributed open-ended questionnaires (as per the Appendix A-1) to 5 divisions relevant to the Divisional Secretariat Office in Kalutara by applying convenience sampling. The questionnaires would be distributed to the 100 respondents personally who participated in the general meeting of the Women Association in Divisional Secretariat Office in Kalutara as active members and their responses and answers may differentiate on specific issues regarding the topic. Below table 1.2.2. shows the results of a pilot survey conducted by the researcher.

Table 1.2: Comparison of mumpreneurs in 5 divisions of Kalutara District

<b>Division</b>	<b>No: Mumpreneurs</b>	<b>% of Mumpreneurs</b>
<b>Kalutara</b>	20	2.37
<b>Mathugama</b>	17	3.04
<b>Panadura</b>	18	2.93
<b>Bandaragama</b>	10	2.41
<b>Millaniya</b>	9	9.09

Source: Preliminary Survey (2020)

As per the table 1.2.2, there was a less representation of mumpreneurs (when comparing with the count of registered entrepreneurs in five selected divisions in Kalutara District). So to justify the research problem, the researcher had applied questionnaires as the proof of practical gap. Although the expected area is not covered due to COVID 19 pandemic situation. Hence, these findings were showed the lacking mumpreneurs while providing a hint that has a low intention to become mumpreneurs.

However, mothers are moving away from entrepreneurship in Sri Lanka as per the evidence gathered. Hence, the researcher is interested in searching for this problem related to mumpreneurs in Kalutara District, Sri Lanka. Accordingly, by considering all information, the researcher could derive the research problem as follows,

**What internal and external factors influence on success of mumpreneurs in Kalutara District in Sri L?**

Given this gap as empirical analysis, this study aims at pushing further investigations of the mothering and entrepreneurship intertwinement by specifically addressing the following research questions.

### **1.3 Research Questions**

Based on the number of entrepreneurs and mumpreneurs (as per the practical gap) there had a low number of mumpreneurs. There might be some internal and external factors that impact on lacking mumpreneurs and accordingly below research questions were derived based on the research problem with the help of factors which were founded by previous researches. Based on previous studies the reasons for lacking mumpreneurs might be relevant to the success to become mumpreneurs also. Under that, researcher could unpack the gap or research problem very smoothly. The research questions based on the research gap are as follows:

RQ 1: What are the motivational factors impact on success of mumpreneurs in Sri Lanka?

RQ 2: What are the challenges faced by mumpreneurs in Sri Lanka?

RQ 3: What are the personal qualities which impact on success of mumpreneurs in Sri Lanka?

There might be connection on lacking mumpreneurs as the research gap with the focused research problem. According to the above research questions, we can obtain below research objectives.

### **1.4 Research Objectives**

Based on the above limitations, this study has been attempted to fill up the above-mentioned gaps by focusing on the following research objectives:

RO 1: To identify the motivational factors impact on success of mumpreneurs in Sri Lanka.

RO 2: To determine the challenges faced by mumpreneurs in Sri Lanka.

RO 3: To investigate the personal qualities which impact on success of mumpreneurs in Sri Lanka.

As per the research objectives, the researcher requires to aware about actions for enhance the success of mumpreneurs through motivational factors and personal qualities of mumpreneurs while identifying and controlling current challenges that have to face them. Because, this study attempts to enhancing their success through these factors while gaining a better solution for lacking mumprenurs.

### **1.5 Significance of the study**

The practical significance regarding this research can be considered as the results will donate clear guidance to encourage Sri Lankan mumpreneurs as a developing country. To that, the researcher tries to enhance the awareness of officials or relative institutions that relate to entrepreneurs about enhancing actions of mumpreneurs. In addition to that, attempt to enhance this group of people by developing their personal qualities as mumpreneurs. In addition to that, the researcher tries to enhance the awareness of policymakers and government decision-makers in Sri Lanka to conduct favorable rules and regulations which could encourage and enhance mumpreneurs. Sri Lankan mumpreneurs encounter several challenges, as an economy has to pay attention to control them to foster mumpreneurs in Sri Lanka. Further, this study could also help all mumpreneurs to carry on their self-employment while providing a better contribution to the development of the Sri Lankan economy.

Apart from that, the students could be able to gain better knowledge and practice in this economic and social movement as a fruitful, innovative idea through offering an efficient solution for the economic and social barriers. The current stream of literature could be added value to the theme of mumpreneurship because Sri Lankan literature is still not dedicated to addressing mumpreneurs. Hence, the researcher provides a huge contribution to fill the gap. The contextual significance will be intertwined by showing ways to future researchers for further investigations due to a lack of studies regarding mumpreneurs in the Sri Lankan context.

### **1.6 Limitations**

When conducting this study the researcher had to face various kinds of obstacles due to uncontrollable reasons. Therefore, the researcher had to gather data as a preliminary survey to justify the research gap based on 5 divisions among the 14 divisions within Kalutara District. In the beginning, the researcher decided to distribute a preliminary survey to 7 divisions within Kalutara District. But, due to COVID 19, the pandemic situation had to release 2 divisions because they had been locked down at that time.

Collecting data by providing questionnaires was not a method as a face to face conversation. Thus, the researcher decided to use semi-structured interviews to collect data as a final survey. To that, the researcher conducted 5 telephonic conversation and 4 face to face conversation. And data collection through telephonic conversation was not an appropriate way. Because that method does not give clear voice, have to pay

considerable cost and time, could not complete as expected. But as COVID 19 pandemic, the researcher could not contact respondents physically. Therefore, the researcher might not be able to share and evaluate the emotional situation of such respondents in that particular time, to gain better sentiment regarding this fascinated concept.

### **1.7 Chapter Organization**

The chapter one offers a clear explanation of the background of the nature of mumpreneurs, problem identification. The relevant research questions, the research objectives that aim to realize and the research problem also showing through this chapter. Practical and academic significance of the study, and the limitations which had to face throughout this study are presenting. Next, chapter two “Literature Review” which consisted of the literature review that including the different views from various perspectives of researchers, and this will provide more understanding of the existing knowledge about the key topics that relate to this study. They are; Self-employment and Entrepreneurship, Mumpreneurship, as a sub group of Women Entrepreneurship, Factors impact on Mumpreneurship, Challenges Faced by Mumpreneurs, Motivations for being mumpreneurs and Personal Traits of mumpreneurs. Then gradually, the third chapter “Research Methodology” provides the methodology which including research paradigm, research approach, research strategy, research type, research techniques, and procedures, quality of the research, population, and sample with sufficient descriptions. Thereafter, as the fourth chapter “Analysis and Discussion” which following these mentioned chapters. It describes the way or procedure of analysis interview results as a systematic presentation with sufficient evidence. Later, the final chapter “Conclusion” presents the findings which founded by the researcher, the conclusion of the entire study, theoretical and practical implications, recommendations, and future directions that offer to interesting parties of this study.

### **1.8 Chapter Summary**

This chapter presents the background of the concept of “Mumprenurship”, problem identification of the current study as the contextual, practical and empirical gaps. There are three research questions and relevant three research objectives. Finally, offers practical and academic significance of the study, limitations and chapter organization of this study.

## **CHAPTER TWO LITERATURE REVIEW**

### **2.1 Introduction**

This chapter provides an overview of the present literature in the frame of the presented research problem. This chapter aims to offer strong literature based on this research study by reviewing literature in the order of self-employment, entrepreneurship, women entrepreneurship, mumpreneurship, factors impact on lacking mumprenuship and finally, the literature gap is presented.

### **2.2 Self-employment and Entrepreneurship**

As an economy, there were many kinds of positive and negative impacts related to lifestyles. Among them, negatives should be solved through creative and innovative options or strategies. Under that, the unemployment (negative consequence) can be reduced by facilitating self-employment as a strategy through offering positive economic consequences, as well as achieving a more balanced lifestyle and the social change (Gabaldon et al., 2015).

Therefore, the self-employment might be a workable strategy to handle mentioned unnecessary situations by starting a business (van Gelderen et al., 2008). The entrepreneurship and self-employment had been promoted the same meanings by achieving positive results as the engines of the economic growth. (Baron & Shane, 2008). As an entrepreneur or self-employer of an economy, a person had contributed to economic growth and social development through creating jobs, creating new business opportunities, etc (Baron & Shane, 2008).



Further, an “entrepreneur, is one who creates a new business in the face of risk and uncertainty to achieving profit and growth by identifying significant opportunities and assembling the necessary resources to capitalize on them” (Zimmerer et al., 2007, p. 5). Other than that, “Entrepreneurs might seem like special persons who achieve things which have been some special inner quality that most of the others cannot achieve” (Gartner, 1989, p. 58). “Traits and characteristics of entrepreneurs have described entrepreneurship as a phenomenon since the entrepreneur ‘causes’ entrepreneurship” (Carland et al., 2002, p. 154). There are local studies further, according to that researchers could identify and analyze the factors that affect the entrepreneurial intentions of undergraduates in Sri Lanka ( Madhavika , 2019).

Hence, government policymakers had aimed to gain above aspirations through promoting self-employment for both males and females (Gabaldon et al., 2015). Because, self-employment has offered considerable opportunities for all over the world, without concerning any personal separations.

### **2.3 Mumpreneurship, as a sub group of Women Entrepreneurship**

There are studies about the relationship between gender and the entrepreneurial intention (Camelo-Ordaz et al., 2016) due to women had shown significant influence on entrepreneurship and consequently contributing to social and economic growth. Thus, the context of entrepreneurship might be depending on gender (male or female) influence which was an interesting perspective that had been decided by the institutional and societal forces (Welter, 2011). As a developing context, this concept more applicable due to the high female population and the high female unemployment rate of Sri Lanka. As per the findings of Mari et al., (2016), the Global Entrepreneurship Monitor (2010), had been shown that an estimated 126 million women start-up businesses and this might be considered as the strong practical applicability in the real world. However, research on Female Entrepreneurship began to spread from 1990 (Jennings & Brush, 2013). Also recently, scholars had advocated the requirement to focus a descriptive knowledge of female entrepreneurship and its uniqueness (Mari et al., 2016).

There had arguments that males were primarily motivated by economic factors, while females were represented to achieve a balance between their professional role and household duties (Kamberidou, 2013). When developing relations, ladies had viewed

their businesses as interconnected systems of their relationships due to the difficulties related to females. Therefore, interconnected systems of their relationships also more valuable instead of a separate economic point within the society and family resources for females than male entrepreneurs (Jennings & Brush, 2013). By using synergies of the work-family dual-career role, women entrepreneurs tend to retain satisfaction of work and family balance, while entrepreneurs (male) attempt to nurture the same satisfaction by obtaining support from home (Eddleston & Powell, 2012, p. 513). On the other hand, the professional and household roles should have the proper balance as well as the flexibility and emotional nature of women (Perez-Perez & Avilés-Hernández, 2016). In the modern world, women entrepreneurship was represented the crucial economic hand while, guiding researchers towards their investigations relating to a deeper understanding of women firms' activities, characteristics of women business owners' and so on (Mari et al., 2016).

Not only that, based on the nature of women's life, after their marriage could be classified as the intertwining of motherhood and entrepreneurship (Lewis et al., 2015). The subgroup of women entrepreneurs having children are distinguished from female entrepreneurs who have not children (Khan & Rowlands, 2017). As a woman, when becoming a mother, while continuing self-employment they might desire to be like as more than just a housewife (Duberley & Carrigan, 2013) with allowing to raise household income also. As per the infancy phenomenon; Mumpreneurship, these women should be considered as mumpreneurs, and family-related incentives were belonging to that group of women with children (Khan & Rowlands, 2017). According to the investigation results about the self-employed women in Spain with children who had aged ten years or younger should be spent more time than other females who seek to work more hours than salaried workers (Gabaldon et al., 2015).

Due to the novelty of this concept, there was an essential requirement for theoretical development regarding that phenomenon (Khan & Rowlands, 2017). Identifying business opportunities regarding motherhood which much more essential to start up a new venture (Ekinsmyth, 2011) and this might be the most influential to the intention of self-employed mothers who are contemplating starting a firm or business. In addition to that, there were a few levels of qualitative studies even in many developed countries regarding the mumpreneurs (Surangi & Ranwala, 2018) and the impact of women entrepreneurs (Jayawardane, 2016).

## **2.4 Factors impact on Mumpreneurship**

Scholars had agreed to the nature of the entrepreneurs, who are not born, only can make and train; so as, it is essential to investigate the determinants or items which were required to make or train as entrepreneurs (Koea et al., 2012). Because, the mumpreneurs are the subgroup of women entrepreneurs (Khan & Rowlands, 2017) and women entrepreneurs are the one category of all entrepreneurs, thus above findings might apply to mumpreneurs as well as entrepreneurs. Hence, there has been an enormous requirement to investigate the determinants or factors for success of mumpreneurs or becoming mumprenurs. Not only that, identify factors contributing to women's entrepreneurial success in Sri Lanka (Ranasinghe, 2008) as per the local findings.

To be a mumpreneur, the scholars' findings were offered important views and related information which are very difficult to gather while giving guidance to potential mumpreneurs as well as current practicing mumpreneurs. Those findings also relevant to mumpreneurs of other Western and Asian contexts internationally despite the key study belonging to New Zealand (Khan & Rowlands, 2017). Thereafter, the researcher attempted to focus on the internal and external factors to impact on success of mumpreneurs with the help of previous studies that had been done by various contexts using many methods. Such as; challenges faced by mumpreneurs, time, motivations to start a business, family support and, work-life balance mechanism, resource acquisition, networking. Current literature was described three main areas; flexibility and self-employment, measuring work-life balance, and time as instruments to analyze the success of self-employment (Gabaldon et al., 2015).

## **2.5 Challenges faced by Mumpreneurs**

Similar to many developed countries and all developing countries, the female had to face various barriers during their entrepreneurial aspirations, that might not be experienced by their male group (Khan & Rowlands, 2017). The women entrepreneurs have to face challenges that are specific to their gender while the society was maintaining a rigid myth which the basic role of women tied to touch the household duties while, their counterparts are the family bread earners (Branches & Elliot, 2016). Researchers attempted to focus about challenges faced by women entrepreneurs and their contribution which relevant to business development in Sri Lanka (Surangi & Ranwala, 2018) according to local context. Therefore, this condition might be applied

to the mumpreneurs also due to all mumpreneurs were within the group of female entrepreneurs. Under that there were various challenges; Some of them (mumpreneurs) had predicted that it is difficult to continue previous professional responsibilities relating to their career after having kids (Lewis et al., 2015), as they have to serve fully as parents. Work-family conflicts can be defined as a simultaneous gap from an irrelevant or hardly relevant situation which an individual has to satisfy his or her work and household duties (Greenhaus & Beutell, 1985). As a consequence, the female might focus on entrepreneurship as the most appropriate option to achieve a more balanced life between their career and family life rather than traditional paid career life (Mari et al., 2016). By considering such things, the researcher had focused that selected mechanisms to balance both lives with the special relationship between outcomes of the venture and family situation as one of the substantial options regarding women's business encouragement. Even as a traditional employer or a self-employed, female had to get the experience of such work-family role conflict as women entrepreneurs, they have the opportunity to get merits such as; flexible working hours, job-sharing, part-time work, telework, direct provision of care-giving, and health benefits (Mari et al., 2016). According to the investigation results, the most influential determinant for mumpreneurs is motivation or encouragement to achieve a flexible work-life balance (Richomme-Huet et al., 2013).

Human, Social and Financial barriers as attitude related barriers and structural barriers might be influenced to the way toward mumpreneurs' self-employment at a considerable level (Henry et al., 2017). Especially women have unable to secure external other financial streams to their self-employment and had to limit to their savings with the little business knowledge (Nel et al., 2010) and they had not preferred to disclose such information, detrimental factors on their self-businesses. So, the expanding of such firms would not occur (Duberley & Carrigan, 2013). According to the point of some female, there was an influential demerit to be a mumpreneur apart from the traditional employment; that was the lacking confidence to external funding and secure them within the early period of the venture (Khan & Rowlands, 2017).

The fathers of the "family production theory", Becker (1965) and Lancaster (1966) as cited in (Becker & Lancaster, 2014) indicated that time rather than income was the principal scarce resource; therefore, this fact might be considered as the basic indicator

which could be applied as a developed or developing country in a similar view. Time is a basic element that was limited (there are only 24 hours in a day) and non-reproducible and time factor could be added with economic factors (income or revenue) on regular basis (Gabaldon et al., 2015). Due to other necessities, the most influential barrier that faced by mumpreneurs is time, regardless the number of hours they had to allocate on their self-employment; thus, mumpreneurs must be best with efficient in time management to fulfill all of the family responsibilities and career objectives apart from caring their children (Khan & Rowlands, 2017). According to the American context, self-employed women had to spend the low level of time which related to employable activities and the more time for child-care activities, especially after their marriages, while the male has to face the opposite; by showing time has the substantial right regarding lifestyle pattern and family (Gabaldon et al., 2015). As a result of that, mumpreneurs attempted to move from traditional employment with the mind to achieve the work-life balance as they desired easily (Richomme-Huet et al., 2013), through removing some limitations which should have to prevent them with the respect of their family. Mumpreneurs had to compete with their tasks within a limited time and these females were pushed to achieve more productive goals within the childfree time effectively and efficiently (Duberley & Carrigan, 2013).

The self-owned business or self-employment can influence families by changing their members' norms, attitudes, and values; conversely, the outcomes and processes of business or venture have been influenced by resources, norms, attitudes and values, and the family system (Mari et al., 2016). When considering the inherited firms or ventures, especially female who had a low level of social relations might be more valuable to act as a self-employed than their male counterparts due to knowledge and skills could be transferred to their concatenation to the concatenation (Welsh et al., 2014). In addition to that, the researcher could able to identify that family-related factors could impact women businesses' performances in special regard with the Italian context, not only considering the Southern European context but also regard with other Western and Eastern economies (Mari et al., 2016).

When considering resource acquisition was linked to a major challenge for women rather than men (Khan & Rowlands, 2017). Moreover, when comparing males, family resources were much more essential for female colleagues due to failures for developing and maintaining strong relations with outsiders of the family (Powell &

Eddleston, 2013). As mumpreneurs, they had to face more barriers to build up connections with other self-employers or businessmen to run up their economic activities (Nel et al., 2010) and the growth of social media and the Internet facilities had corporate to establish networks easier for such female to connect with other mumpreneurs while developing relations with the clients also.

## **2.6 Motivations for being Mumpreneurs**

The encouragement of women entrepreneurs without kids might differ from their counterparts who have children (Khan & Rowlands, 2017) when discussing their families. When considering women's motivations to become entrepreneurs (women entrepreneurs), there were some academic studies more than men due to achieve a more flexible solution that maintaining the balance between work and family life (McGowan et al., 2012) even though less attention for mumpreneurs.

## **2.7 Personal Traits of Mumpreneurs**

Entrepreneurial skill level, preparation for professionally related activities which had been impacted for the success of their business positively regardless of nations. Thus, the same as developed contexts, even developing contexts also might be applied that fact to evaluate potential mumpreneurs' intention due to relevancy. An entrepreneurial trait which has to promote the enthusiasm to maintain the self-employment with a positive attitude. As well as all business owners, hardworking mumpreneurs were incredibly motivated to succeed. Specifically, scholars confirmed the requirement to investigate factors that directly affect women firms' activities by converting from women entrepreneurship studies while strongly considering the characteristics of female business owners'.

Moreover, the literature had been considered more on three main characteristics of Mumpreneurship; identity (interconnection between the role of a mother and an entrepreneur), motivation (encouragement to attain work-life balance), and opportunity recognition (opportunities linked with the experience of having children); as mumpreneurs, identity relate to motivation, that turn to action or the recognition of opportunities (Richomme-Huet et al., 2013).

## **2.8 Chapter Summary**

In this chapter, the researcher describes the clear preface of previous literature regarding the flow of this study. According to that, the introduction of this chapter, self-

employment and entrepreneurship as substantial concepts, mumprenurship is a sub group of women entrepreneurship, factors impact on success of mumpreneurs, challenges faced by mumpreneurs, motivational factors of mumpreneurs and personal traits of mumprenurs are included in this chapter with the evidence of previous literature.

## **CHAPTER THREE RESEARCH METHODOLOGY**

### **3.1 Introduction**

This chapter explains the research methodology with the aim of explain the way which was applied by the researcher to conduct this study while combining real world experiences. Therefore, Research Methodology is the most crucial part of the study due to its servers and delivers key components as a systematic procedure relevant to investigating a study. Based on “Onion Structure”, this chapter focuses on the systematic presentation to solve the research problem and this has been discussed on research paradigm, research methodology, research approach, research purpose, research strategy, quality of the study, sources of data, research techniques and procedures to collect and analyse data. Further, it was consisted design of the questionnaire, the population gradually.

### **3.2 Overview of Methodology**

#### **3.2.1 Research Philosophy**

According to Saunders et al., (2008) there are some research philosophies as positivism and anti-positivism based on the investigating studies. Among them, this is related to the anti-positivism (social constructionism) philosophy or research paradigm because of the subjectivist nature based on the attitude of humans. This is not an objectivist nature. Therefore, this knowledge relating to the multiple realities. Hence, people could describe something in different ways. The flexibility and complexity of real experiences based on each participant were considered in this investigation by using potential mumpreneurs in Kalutara District. As an entering layer of the onion structure, this was



expressed the unique view of the researcher by expressing their perspective regarding the real world.

### **3.2.2 Research Methodology**

When considering the research methodology, mainly among three types of methodologies; qualitative researchers are focusing more on the behaviour of humans concerning body language, attitude, opinions, and feelings, etc rather than numerical values. Hence, this study is also related to the internal and external factors that impact on success of mumpreneurs in Kalutara District. To that, the qualitative methodology had been selected by the researcher due to considering the real-world experiences as human beings by using semi structured interviews. And also this study not deal with any calculations or numerical values to analysing collected data basically and deal with real experiences of respondents who represented Kalutara District in SL.

### **3.2.3 Research Approach**

As a result of selecting a qualitative research method, this research had been adapted to an inductive approach because this is qualitative research. So, this is going to explore the new knowledge of the existing body of knowledge with the dynamic and complex responses of the participants. Not only that, but the participant's viewpoint is also most crucial in this section due to this was formulated and built up new theories with describing, explaining, interpreting collected textual data regarding qualitative nature. When considering the qualitative side, this had been relevant to explore or create knowledge, explain and justify new knowledge challenging the traditional belief of absolute truth, and as qualitative studies were highly developing inductive reasoning (Williams, 2007). This can be considered as a holistic approach and focused on the high involvement of real-world and actual experiences (Creswell, 1994).

### **3.2.4 Research Purpose**

There are some research types based on the nature of inquiry which relevant to the investigating study; exploratory, explanatory, and descriptive researches. Among them, after focusing on the research approach, the researcher decided to filter this study as an exploratory study. Because this study has explored the factors of the discussed research problem. Further, the researcher had attempted to investigate not only the phenomenon, the discussed research questions, and research objectives as the research purpose. To explore the investigating study, the researcher had to apply a suitable research strategy to accomplish research objectives.

### **3.2.5 Research Strategy**

In addition to considering the research purpose, the qualitative method can be explaining as an appropriate model that had been allowed to identify the depth of the selected situation. There were many kinds of research types belonging inductive associated methodologies; case study, ethnography study, phenomenological study, grounded theory study, and, survey. Among the various types of research strategies, the survey is the most appropriate strategy which the researcher had selected to achieve the discussed research objectives efficiently and effectively. As a qualitative study, there were some research strategies, even though this selected one is the most suitable strategy to accomplish the mentioned research objectives effectively. According to Saunders et al., (2008), the survey can be used as an appropriate method when conducting semi-structured interviews for collecting data. Further, through this technique, the researcher had attempted to express verbal, visual, behavioral styles, themes, and biases while providing an opportunity to understand traits regarding human communication. Thereafter, as a researcher, should pay the attention to the respective research method gradually.

### **3.2.6 Quality of the Research**

As per the qualitative study, the internal and external factors were identified by the researcher as a result of semi-structured interviews. Not applying any calculations relating to those factors. The researcher founded that factors by using the coding procedures and identifying such factors as axial codes according to the perception of the researcher. So as a qualitative study, the quality of the research is depended on the perception of the researcher. There are some conditions;

The purpose of this study is to explore the internal and external factors that impact on success of mumpreneurs in Kalutara District in SL. Thus as the researcher's perspective, this purpose could be identified by anyone easily. And also the researcher conducted this study with powerful and sound literature while applying rich methodology or design as a result of searching and finding much literature. When considering the replicability, the current study's findings will directly impact the essence of other related studies within the same scope as the researcher's point of view. Not only that, the findings of the current study, were purely dependent on the real experiences of mumpreneurs in the selected sample. Researcher collected data through semi-structured interviews and the relevant interview guide and related logical methods

were developed through well-published knowledge of some resource persons and participating in the respondents actively while representing generalization.

### **3.3 Source of Data**

#### **3.3.1 Primary Data**

According to the flow of this study, the data is the most important section. The primary data are the main one data type which use to follow this study.

*Primary data* is information gathered specifically for the research objectives at hand (Bums & Bush, 2005). In this study, the researcher gathered data through semi-structured interviews from nine respondents based on Kalutara District can be considered as the primary data, because that also the first-hand information from participants.

#### **3.4 Sampling Method**

The researcher conducted semi-structured interview questionnaires by using a purposive sampling technique. That means the purposive or expert sample is a type of nonprobability sample with nine (9) semi-structured interviews special regard with the Kalutara District based on nine (9) participants who might be mumpreneurs with the help of resource persons to contact them. The main aim of this purposive sampling is to produce a sample that can be logically assumed to be representative of the population. According to the above reasons, the researcher had decided to use this sampling technique for this investigation by applying suitable data collection methods. In order to that, researcher selected 9 respondents based on three main conditions. They are; who registered their continuing self-employment, who have below 18 years children and who continued their business 2 or more years. Therefore the researcher selected purposive sampling technique as the sampling method of this study.

#### **3.5 Data Collection Method**

In this study, there is one way of gathering primary data by conducting semi-structured interviews. As well, primary data have been referred to as first-hand information or data that are obtained originally by the researcher on the variables of interest for the specific purpose of the study (Seekaran & Bougie, 2009).

Hence, the researcher used 5 semi-structured interviews via telephone, and the rest of the 4 interviews had been conducted as face to face semi-structured interviews. All the nine (9) participants were mumpreneurs who practicing their self-employment as

active players in Kalutara District. Because to get the real experiences and ideas about motivations, challenges and personal qualities researcher decided to engage existing mumpreneurs rather others (potential or former mumpreneurs). Because they have the experiences due to their maturity, continuity, active engagement. To complete such procedure, there was used an interview guide (as per Appendix-A 2) based on previous research studies and the opinions of resources persons to conduct mentioned semi structured interviews properly. The interview questionnaires were based on the study conducted in New Zealand as Mumpreneurs in New Zealand (Khan & Rowlands, 2017) and the guidance and opinions of resource persons too. All questionnaires were divided into three main research questions while keeping a few as basic details. After arranging and finalizing the interview guide, researcher conducted interviews via telephone (5) and as face to face (4) while keeping audio records for each respondents separately. Very firstly, wished them while introducing the researcher and purpose of this study. And asked questions in a very respectable manner. All respondents provided answers as their maximum and some of them (4 respondents) could be meet as face to face conversation while sharing their body languages and emotional variations too. Rest of 5 respondents provided their contribution via telephone with a few terrible. However, all of respondents contributed with their self-satisfaction. Not only that, researcher had to maintain each interviews as record format which consisted about 35 in maximum with the full consent of respondents.

After gathering data, the researcher had to analyse them by using an appropriate analysis method to achieve research objectives.

### **3.6 Data Analysis Method**

After collecting data, the researcher expects to use the Content Analysis for applied to analyze collected data through semi-structured interviews. Therefore, content analysis is the most appropriate strategy the researcher had selected to achieve the discussed research objectives efficiently and effectively due to that study deal with the profiles or contents of humans. This might be considered as “a detailed and systematic examination of the contents of a particular body of materials to identify patterns, themes, or biases” (Leedy & Ormrod, 2001, p. 155). All 9 interviews were included 5 telephone interviews and 4 face to face interviews. When considering the interview procedure, the researcher could keep audio records for each interview either over the

telephone or face to face. And also by using such audio records, there were reproduced as a written format as transcribed papers respectively in word documents (as per Appendix-B). Thereafter, the researcher arranged them into coding sheets (as per Appendix – C) by using excel sheets for each interview. After completing all codes, the researcher could identify the open codes which were common to all interviews. By using them, axial codes were identified according to the open codes to summarize all coding process. There were identified 66 initial (open) codes through this gathered data. They were divided main three research questions by using major three colours which representing three main research questions while grouping such codes as axial codes that relevant to main three factors which connect with research questions. After this complex coded procedure and categorization, the researcher had turned to interpret them in a systematic view with identifying internal (personal qualities) and external (motivational factors and challenges) factors.

### **3.8 Chapter Summary**

This chapter provides a systematic presentation of the flow of this investigation. To that, anti-positivism as the research philosophy, qualitative research methodology, the inductive research approach, research purpose is exploratory, survey research strategy, quality of the study, sources of data, sampling technique is purposive sampling, data collection method is semi structured interviews and content analysis as the data analysis procedure as a systematic process with real experiences of the researcher. Further, these items are presented basis of rationale of selecting respondents within the research context.

## CHAPTER FOUR ANALYSIS AND DISCUSSION

### 4.1 Introduction to the Chapter

This chapter states the data analysis of the study conducted based on the data gathered from semi-structured interviews. And the discussion is given in the latter part of this chapter.

### 4.2 Data Analysis

As the most important data collection method, which is applied by the researcher to accomplish the final essence of this study can be considered as semi-structured interviews. To that, the researcher had conducted nine (9) semi-structured interviews; four (4) of them had conducted as face to face and remain five (5) was conducted over the telephone. All the participants (9) were existing mumpreneurs who complete the main three conditions: having below 18 years children, having register the business and continuing business from 2 or more years. The basic introduction of the nine respondents are showing briefly.

Table 4.1: Basic details of nine (9) respondents

Name (Mrs.)	Maturity	Interview Type	Business Type
M.D. Lakmali Gunathilaka	4 years	Face to face	Handloom items
W.W.Mallika Damayanthi	2 years	Face to face	Homemade spices
G.Wasantha Deepani	3 years	Telephonic	Carpets
S.Chamari Darshika	12 years	Face to face	Beauty cultural
E.A.Mihiri Kanchana Perera	15 years	Face to face	Beauty cultural
M.L.Nayana Roshani	13 years	Telephonic	Flower planting
K.Nimali Dalsi Kumari	5 years	Telephonic	Local food items
A.Dilka Geethani Silva	8 years	Telephonic	Printing
H.D.Duleni Amarasingha	2 years	Telephonic	Ayurveda treats

Source: Preliminary Survey (2020)

As per the Table 4.1, all the participants were connected by the main coordinator of the Women Association at the Divisional Secretariat Office, Kalutara District through

their connections. All of the participants had been registered as small business owners in the Divisional Secretariat Office in Kalutara and have below eighteen (18) years children while continuing their self-businesses 2 or more years too.

As a flow of the interviews, the researcher introduced herself and explained the basic and clear explanation and expectation which wanted to obtain from the respondents regarding the investigating study. When conducting 8-9 interviews researcher had identified that there had no additional information relevant to the investigating area of mumpreneurs. All the nine (9) interviews were audio recorded with the full agreement of each respondents by the researcher. After completing the recordings, the researcher transcribed them into the written format by using word documents for each interview and saved them as separate word files as displayed in the appendix B. Thereafter, the data from each of them were coded by the researcher through excel sheets for each transcribes for each interview respectively. According to the coding procedure, initially create initial or open codes with the help of statements given by the respondents. After completing all open codes for each transcribes, the researcher attempted to identify the axial codes to summarize all gathered data by placing categories which were matched to open codes as per the appendix C. After that the researcher builds up a coding table (Table 4.2) including open codes items and codes numbers and evidence or the statements which provided by the respondents with the aim of further analysis.

Table 3.2: Codes Summary of the Interviews

Code	Code Name	Code	Code Name
C1	Occasionally Engaging Employees	C34	Increasing Work Load
C2	Continuing Own Business Place	C35	Ownself Encouragement
C3	Over 2 or More Year Experience	C36	Creating Business Ideas
C4	Availability < 10 Year Children	C37	Better Future Planning
C5	Hobby / Entertainment	C38	Already Engaged Employees
C6	Guiding / Helping Parties	C39	Non-Availability >10 Year Children
C7	Helpful / Closeness Roles	C40	Previous Employment Experiences
C8	Availability of Income increments	C41	Losing Orders / Demand
C9	Household Financial Stability	C42	Considerable Impact-Word of Mouth
C10	Develop Additional Properties	C43	Previous Job Exposure

C11	Quality Issues	C44	Accept Relevant/Rejecting Useless
C12	Financially Unbalanced Life Style	C45	Creating Own Brand / Image
C13	Experiences of Stigma	C46	Emergent Orders
C14	Experiences of Hurdles	C47	Fully Covered Professionals
C15	Utilizing Personal Savings/Invests	C48	Quick Learning through Seeing
C16	Profit Earning Barriers	C49	Creating New Designing
C17	Less involvement	C50	Protecting Customers' Trustfulness
C18	Time Issues	C51	Missing Closeness Family Parties
C19	Insufficient Education / Practices	C52	Create Customer Delightfulness
C20	Face to Face Competitors' Challenge	C53	Professional Level Experiences
C21	Unable to Full-Time Employment	C54	Attracting Customers
C22	Effective Time Management	C55	Expand the Self-Employment
C23	Grab Things at Once	C56	Insufficient Time
C24	Energy to Balance Daily Duties	C57	Indirectly Influence on Demand
C25	Acceptance of Negative Feedback	C58	Not Wasting Recourses
C26	Impacting Weakness	C59	Continuing Another Business Place
C27	Not Engaging Employees	C60	Self-Strength to go Forward
C28	Win from Income Barriers	C61	Build-up New Property
C29	Influencing Natural Hazards	C62	Seek to Take Personal Orders
C30	Influencing Health Issues	C63	Seek to Offer Job Opportunities
C31	Applying Loans/Other Bounding	C64	Expensive Raw Materials
C32	Daily Saving Problem	C65	Returning Products
C33	More Hours than previous	C66	Negative Comments

Source: (Primary Data, 2020)

According to Table 4.2, the researcher identified that the 66 factors which impact mumpreneurs in Sri Lanka as per the data gathered from nine (9) semi-structured interviews.



As per Table, 4.2 had shown the output which was gathered as the essence of the coding procedure. When analyzing the factors that impact mumpreneurs, mainly can be divided into three categories. Such as; Motivational Factors, Challengers, and Personal Qualities. They can be considered as three main research questions also. All 66 codes are categorized into axial codes as the later step of semi structured interviews analysis process. To do that researcher applied three major colors to represent three main research questions.

Table 4.3: Results of analysis based on RQs

Research Questions	Axial Codes
Motivational Factors	Vision
	Supportive Roles
	Prior Experiences
	Motherhood
	Income without Husbands
	Interest
	Seek to Companionship
Challenges	Financial Issues
	Health Issue of Children
	Lack of Contribution
	Time Management Issues
	Market Issues
	Natural Issues
	Aloneness with kids
	Production Issues
	Mumpreneurs' Stigma or Hurdles
Personal Qualities	Creativity
	Marketing Sense
	Sacrificing as a Mother
	Eager To Learn
	Enthusiastic
	Self Confidence

Source: (Primary Data, 2020)

According to the Table 4.3 there are 7 motivational factors, 9 challenges and 6 personal qualities can be considered as the results of the analysis process. Thus the researcher attempts to explain each categorizes that relevant to three research questions separately.

#### **4.2.1 Motivational Factors**

There was the exploratory study was providing an overview of support systems, resources, and policy initiatives to prevent the daily basis challenges in the New Zealand context (Khan & Rowlands, 2017). And three main areas to analyze the success of self-employment as: flexibility and self-employment, measuring work-life balance and time as per Spain (Gabaldon et al., 2015). Financial support, moral support, training requirements can be considered as the motivational factors of mumpreneurs in Islamabad (Tariq, 2018) when finding the previous studies. According to the results of gathered data, the main encouragement or motivations could be identified as; Vision, Supportive Roles, Prior Experiences, Motherhood, Income without Husbands, Interest, and Seek to Companionship. Those might be considered as external factors or motivations that impact to success of mumpreneurs.

##### **Having a Vision**

Among the interviews, most of the mumpreneurs had been encouraged to be mumpreneurs due to their vision, which will be the ultimate goal to be realized during their future business path. According to the interview results, all the participants stated their visions respectively. Though, Participant #5 mentioned that her main motivation is her vision which is to create her brand or image in customers heart as follows;

*...I would like to maintain my service by protecting better quality while saving the image within the heart of my customers up to the decline of this business as my beginning. (Participant, #5)*

In addition to that, some had visions about their future development in their business way by adding properties to the success of their business. Therefore, Participant #4 perceived that her main encouragement is arranging her business place to continue her self-employment forever.

*...I have a serious goal to startup a new shop as the beauty salon close to my home to maintain this business because I already continuing this on a small scale within my home. (Participant, #4)*

And Participant #1 also mentioned her vision which will be added properties to the self-venture also.

*...Most prefer to develop this business by joining some members and machines while providing quality products to the market as a strong self-employed / I hope to join my husband to this venture and we plan to buy a vehicle to support our own business. (Participant #1)*

Here, the researcher identified that participants 1 and 4 stated that they consider adding additional properties to their businesses as their vision.

### **Getting Supportive Roles**

As another motivational factor, to be mumpreneurs; the researcher could identify that the getting contribution of supportive roles. Because that was impacted to be mumpreneurs for most participants. Among them, Participant #6 stated that guiding and helping parties were played a major role as supportive roles when considering motivational factors to be a mumpreneur. Her experiences as follows;

*...The person who turned me on the path of flower planting and flower committee was the main character within my business life. Initially, my father was a farmer and provided qualified experiences for my business. Not only that, Govijana Committee and Cultivation Association were provided their fullest contribution to start up this self-venture. (Participant #6)*

Apart from that, Participant #2 described her experiences to be mumpreneurs. As per the statement of her, the main supportive role was helpful and closeness parties.

*...My husband and my 3 children always provide their contribution. The husband always provides the raw materials for my business and he supports to grind them and pack them. Daughters always help me for drying them and prepare pots and watering flower plants. Apart from that, neighbors and relations were encouraged me to develop and maintain this self-venture as loyal customers. (Participant #2)*

According to her views, but not only about her, but also others mentioned that family support and related parties' support was the more influential motivation for mumpreneurs. Because most of them are living their homes and that pushing encouragement was very important to their success.

## **Having Prior Experiences**

Everyone should have sufficient practices to do or complete a certain duty. So as a mumpreneur, a person should have previous experiences regarding her respective business field. Therefore, that can be considered as an influential motivational factor. This situation can be identified with the help of this real scenario.

Participant #5 had mentioned that her long time experiences were impacted to be a kind of mumpreneur. Her full-time experience was 15 years (before her marriage). So that period is more than 2 or more years. She shared her maturity as follows;

*...The friends who providing chances to work their salons and related persons about many years before my marriage. And also during this period, I employed another salon which belongs to my friends. I'm the only person who maintains a salon in this area for a long time, about 15 years (Participant #5)*

That participant was the most experienced person among all other respondents as per the interview results.

In addition to that, another character; Participant #3 stated that her previous employment experiences could be the most influential motivator that impacts mumpreneurs apart from others. She shared her experiences as follows;

*...I previously worked as a manager in Sanasa Bank at Kuda Waskaduwa for about 11 years. And also I got full exposure from courses of AG Office. They provided their fullest corporation as their maximum with their blessing also due to my former membership. I could get considerable exposure from training sessions and courses that were conducted by Sanasa Committee and other committees after my resignation. (Participant #3)*

According to her views, previous employment exposure also a well suitable motivation for mumpreneurs as a positive external impact.

## **Being a Mother**

All of the interviews were mumpreneurs. Therefore, they mentioned that motherhood was the main influential thing that impacts to mumpreneurs. So, they identified as that reason is the motivation for mumpreneurs. They mentioned that, as they had below 10 years of children they decided to do self-employment rather than joining other jobs. In previous studies had mentioned that most of the mumpreneurs were encouraged to

move from traditional occupations to self-own business to achieve a balanced work-life (Richomme-Huet et al., 2013).

Among all of them one person; Participant #3 shared her views.

*...I decided to resign from my job due to my child started to go to school. Because in my life, the main goal is to develop the educational side of my daughter. Then I decided to start up a new business as self-employment while looking after my daughter within my home. (Participant #3)*

While occurring such incidents, some of the mother entrepreneurs said that as they hadn't below 10-year children, they had the opportunity and freedom to start up self-employment as mumpreneurs. In such a situation, Participant #2 mentioned this;

*... not any challenges about my daughters to start this business, Because three of them are at a good understandable level, so they never disturb me, and I also do not miss their things as well. They are doing their works by themselves while help to me. So, they were not impacted in a harmful way. (Participant #2)*

### **Achieving Income without Depending Husbands**

Everyone had to do any employment to raise their income or growth while spending a better lifestyle. So, as mumpreneurs would be motivated to start up new businesses due to income or growth increments without depending their husbands. Among the conducted semi-structured interviews, some party mentioned that they required to win from the income barriers which had been faced by them. Like this was stated by Participant #7;

*...Due to any problems relating to our income after violating my husband, I had the goal to earn considerable income during my free time as a solution for our income problem. I required to claim the scarcity of their father's shelter as a mother as my maximum because when his violation, my daughter had only 2 years. (Participant #7)*

Among all interviews, this was the most income without the involvement of their husbands that impacted the situation rather than others.

Not only that, but some of them also are motivated to be mumpreneurs due to maintaining their household financial stability as a support to their counterparties. In such kind of situation can be identified as follows which mentioned by Participant #9;

*...I had the goal to release our loans which relating to banks and other neighbors. I could be able to provide my contribution to my husband as my maximum to spending our lives happily while releasing huge loans that we had to claim. (Participant #9).*

### **Encouraging due to Interest**

As the most essential motivational factor, the researcher could be able to introduce the interest. Hence, that kind of mumpreneurs' motivational factor to become mumpreneurs was following their unlimited personal desire to accomplish family balance (Khan & Rowlands, 2017).

That means the hobby or entertainment might be considered as the most powerful encouragement to mumpreneurs to do their role. Participant #1 specially mentioned her ideas as the results of interviews with the following statement.

*...I think that is one of my habits while involving to get benefits and relaxing my mind. I often visit the Nugasevana program every day regarding the handloom bags, pockets, and through my mobile phone, I always visit videos relevant to this field, because that area is my favorite path. (Participant #1)*

Among the entire results, Participant #1 stated her ideas relating to hobby or interest than other descriptively.

### **Seek to Companionship with Others**

As per the motivational factors, the researcher mentioned that seek to companionship with others apart from the above-mentioned things. Under that, basically; occasionally, engaging employees to self-business is a more important motivation for mumpreneurs. Because they have the external encouragement to do the business activities when they had face any busy. That situation mentioned by Participant #1 can be identified with the help of her views as of this.

*...Still conducting with myself and if any large order I join another two girls. They were very helpful for me as seasonal employees. (Participant #1)*

In addition to that, not the engagement of any employees is also a motivational factor. Because, as a self-employers, mumpreneurs might be dislike to take any responsibility relating to the employment of other parties, when a starting period of her business. Thus, Participant #7 mentioned that situation might be impacted by a mumpreneur as a motivational factor.

*...I doing this by myself. I had to claim the all household duties with myself due to missing my husband. Therefore, I cannot divide any consideration for external employees at this level. (Participant #7)*

#### **4.2.2 Challenges**

As challenges faced by mumpreneurs, these barriers were identified by the researcher after the coding procedure. They are; Financial Issues, Health Issues of Children, Lack of Contribution, Time Management Issues, Market Issues, Natural Issues, Aloneness with Kids, Production Issues, and Mumpreneurs' Stigma or Hurdles. When the researcher was going through the previous studies about that area, could be able to find that time and growth, finance, stigma and family support, motivations to start a business, work-life balance mechanism as the key challenges that had to face by mumpreneurs in a developed country (Khan & Rowlands, 2017). There were main challenges faced by women entrepreneurs in Sri Lanka as inadequate resources, management issues, technology (Jayawardane, 2016). Lack of appropriate knowledge, resource constraints, stereotypes, balancing work and life, limited networking opportunities can be considered as challenges faced by Australian mumpreneurs (Nel et al., 2010). Also the main challenges that faced Islamabad mumpreneurs were: absence of significant government support and credit facilities (Tariq, 2018). However, the identified challenges are described with real experiences as follows:

##### **Having Financial Issues**

As humans, we all have problems. Among them, financial issues can be identified as a burning issue that had to face by mumpreneurs as others. Most mumpreneurs had a lack of strength to save money in their starting era due to the unavailability of external funds (Khan & Rowlands, 2017). According to the interview results, some participants stated that they had to spend a financially unbalanced lifestyle. Therefore, Participant #9, Participant #7, and Participant #6 identified as, that was a barrier that had to face as mumpreneurs. The below statement shows that clearly with one of the statements among them.

*...Could not allocate at least one rupee as saving purpose. We had to build our house and repay the loans and cover other consumptions through the only income from my husband and myself. (Participant #9)*

Another someone that mean, Participant #6 and Participant #7 said that they had many financial issues to arrange the funding to start up a business as mumpreneurs. Thus initial funding was a very influential challenge rather than others (Khan & Rowlands, 2017). That's mean the initial capital was founded through many obstacles. Because a mother might not have any additional funds to use that kind of situation. Thus, they had to face with huge troubles with applying loans and other bounding like this;

*...I usually applied for a loan from the bank to get the initial tools and related raw materials due to the unavailability of enough savings to start this venture after missing my husband. (Participant #7)*

And

*...I kept as pawning my all jewelry to get a considerable income. (Participant #6)*

As described by both participants #7 and #6; the initial funding is a much more influential thing that impacts mumpreneurs as a challenge.

### **Health Issues of Children**

Another main barrier that had to face as a mumpreneur, children's health issues. According to the responses of the interview influence of health issues could be a considerable challenge that had to face by a mumpreneur. That is not an individual health impact that might be a health problem of a family member or a closeness party of mumpreneurs especially about her children. Thus this can be considered as a challenge or a negative external impact. According to Participant #4 and Participant #2, the health issues were impacted by their Mumpreneurship like this. Among the most influential incident is shown below;

*...It may be sick of a family member specially my kids. So, I have to postpone my orders in this case. But not in emergent cases while I have to assign that order to a responsible party with taking the risk of losing that customer. (Participant #4)*

That is represented the health problems of her kids are very influential challenge that have to face her during her self-employment.

### **Lack of Contribution**

On the other hand, nature of involvement or contribution might be influenced as a challenge for mumpreneurs. Because mothers cannot fully engage with business



without considering kids and household duties. Under that, the main problem is less involvement. When considering that, lacking or limited involvement can be influenced as a challenge for mumpreneurs during their way as mumpreneurs. As per Participant #1, her experiences shared like this:

*...At the moment altogether I spend about 5 or 6 hours per day while doing my household duties and lower than the previous schedule due to my daughter's studies. (Participant #1)*

As mentioned previously, other parties unable to engage full-time employment to their business activities due to their household responsibilities. That also might be a considerable challenge that had to face by mumpreneurs during their way. This statement clearly shows that situation with the example of Participant #8.

*...At that time my oldest employee look after the business duties with my father on behalf of me due to my son's duties. For this reason, I usually not involved business duties as full-time employment. (Participant #8)*

### **Time Management Issues**

As mentioned previously, time is a thing that had been struggled to complete the daily duties each day while requesting a huge demand for time management (Duberley & Carrigan, 2012). As the most powerful challenge can be considered as the time. Therefore, as a mother time management is a more challenging situation while balancing house and business. Under that, insufficient time is considered as the main issue that had to face mumpreneurs than others. Because they must have the proper timing arrangements for an effective mumpreneur.

Among them, effective time management is a considerable item that wanted to mumpreneurs under the energetic background. That also identified through Participant #1's interview results as follows;

*...I balanced my time among all my duties without any rush and fruitfully balance the time. I divided the entire works with limited time. Sometimes I spend my free time also. And I participated in my children's duties. So, I spend my time as a balanced schedule. (Participant #1)*

Other than that, as per the results of interviews, Participant #4 shows that there was a statement was stated as like this;

*...I could balance the time relevant to business activities and children's activities and focus on the education of children as an important thing. I think that I have the patient, mind balancing, stress management, and related things also. (Participant #4)*

Because time management is a considerable challenge and this statement clearly shows that than other comments.

### **Having Market Issues**

When discussing the issues relating to the market, the researcher could be able to identify some main barriers. Among them, as problematic situations; indirect influence on demand can be described with relevant real experiences as examples of interview results. According to that, Participant #6 explained that the challenge which belongs to indirect influence on-demand than other respondents like this.

*...Some of them, attacked me to some extent not directly but indirectly. They sold the fertilizers at a lower cost than me and this caused to decrease in my demand than them. (Participant #6)*

Then, another person; Participant #5 who had to face the considerable impact of word of mouth as the main marketing challenge as mumpreneurs.

*...I'm the only person who maintains a salon in this area my prices were also very cheap than others some competitors dislike to my prices. (Participant #5)*

### **Impact of Natural Issues**

As per the human who living within the natural environment, all people have to face natural issues. But especially, as mumpreneurs, they had to face natural hazards when continuing their business within their homes even. So that can be considered as the main challenge which had to face mumpreneurs during their self-employment. Some participants had to face that kind of incident as Participant #6 and Participant #3. That shows by the below statement;

*...COVID 19 pandemic situation and emergent flood situations could be able to damage my self-venture at a considerable level. The entire shop room was damaged due to the flood victim with all the materials and fabrics. (Participant #6)*

*...The most impacted situation is flood damage which was destroyed our dream and COVID 19 was another incident which was influenced the self-venture in a harmful manner. (Participant #3)*

According to the above two participants: #6 and #3 had to face such barriers as a considerable level. Therefore, it can be concluded that there is an impact from natural hazards to success of mumpreneurs as a challenge.

### **Loneliness with kids**

Every person might have individual barriers when playing a role as a person within society. According to the interview results gathered by the researcher, identified something like the main influential personal barrier that had to face as mumpreneurs.

Among them, missing closeness parties within the family can be considered as a more influential thing as a human being. As a mumpreneurs, missing and violation of husband and aloneness with kids is an influential barrier. That situation was stated by this statement with an example of Participant #7:

*...Violating my husband was a much worst experience. When his violation, my daughter had only 2 years and some people said and created unethical and unnecessary words due to my courage and my alone life with my younger age without my husband also. (Participant #7)*

There were some related challenges. But, as per the researcher's point of view above incident is the most influential one.

### **Having Production Issues**

When continuing business or self-employment, everyone had to argue with production-related barriers. Under that, the researcher attempted to identify the most influential production issues which had focused through conducted interviews.

As per the responses of such interviews, Quality issues might be a challengeable situation that had to face mumpreneurs. This occasion was clearly explained by this example statement belongs to Participant #1;

*...some is said that the quality of products is poor, some raw materials are not at a standard level. And also I felt that I was cheated by the seller who sold the fabrics with lower quality. (Participant #1)*

According to her experiences, she had to face such a barrier at a considerable level. Therefore, it can be concluded that this barrier or challenge can impact mumpreneurs as well.

The other identified major production-related challenge was expensive raw materials. That was a major influential production issue that had to claim by mumpreneurs. As a result of conducted interviews with relevant to Participant #9 than others. This situation was stated as follows;

*...prices of ingredients were increased recently. So, I had the problem to mark selling price than previously. Therefore, I had to remain the current price to stay this market forward. (Participant #9)*

### **Attacks of Mumpreneurs' Stigma or Hurdles**

As a changing environment, the society had to face some kind of unexpected situations as threats which were occurred automatically. Those might come from the government, society, or any other associations. According to this gathered data, there were two main kinds of threats that had come as stigma or hurdles.

On the side of stigma, there were many negative comments received from external society. Stigma had been faced by mumpreneurs than other mothers, due to they were not employed in a traditional occupation (Khan & Rowlands, 2017). And mostly that might be received from other mothers to mumpreneurs also. According to this study, Participant #7 shows the practical situations relevant to these areas as follows;

*...Someone had certain doubts about my role with doing my self-employment while asking about my things as over-actors making huge trouble to me and my freedom. (Participant #7)*

Not only considering stigma, but there might be hurdles also could be able to influence the way from mothers or women entrepreneurs up to be mumpreneurs. So, hurdles might be any barrier or threat that passed from the government or any other external association. As examples, government taxes, burning charges, environmental policies, political influences and etc. can be identified as hurdles. As per the results of the interviews, Participant #5 stated that incident with these experiences;

*...I had to obey some rules and regulations that were assigned from the government because some beauty cultural instruments and beauticians' behavior was not the proper manner in previous years. That's why I also had to obey such rules. (Participant #5)*

### **4.2.3 Personal Qualities**

As internal motivations, there were some specific things within individuals as existing mumpreneurs. Those can be considered as Personal Qualities hold to be a mumpreneur. According to that, Creativity, Marketing Sense, Sacrificing as a Mother, Eager to Learn, Enthusiastic, and Self-Confidence could be identified as such things. There were identified main competencies should have women entrepreneurs in SL as: Interpersonal competencies, human relations competencies, entrepreneurial competencies, managerial competencies (Jayawardane, 2016). Apart from that, there were three main characteristics of mumpreneurs in France, such as; identity, motivation, opportunity recognition (Richomme-Huet et al., 2013). In addition to that, balancing work and life, sense of achievement, satisfaction with oneself, increasing income, gaining respect to equalize gender imbalance, and becoming independent was founded as unique traits of being mumpreneurs in Australia (Nel et al., 2010) as the main findings that relating to personal qualities that hold by mumpreneurs as per previous studies.

#### **Being Creativity**

As a self-employed, there should be applied creativity skills to start, develop, and sustain the self-employment. Creativity is the more powerful personal quality, which is required a mumpreneur as a party who seeks to be an effective mumpreneur.

There were many areas; among them according to the interview results creating business ideas is an essential thing. Own business ideas are a huge strength for an entrepreneur. So, on the side of mumpreneur creating own business ideas is the essential personal quality that should have as a mumpreneur. This statement stated that with the references of Participant #2 descriptively;

*...Special ability to encourage me and both business ideas were created by me. I am able to saw clothes, flower planting, preparing sweetmeats, and selecting the business opportunity by using them by myself. (Participant #2)*

Another area that is related to creativity personal quality, is creating new designing. As a mumpreneur, a person should have the strength to make any innovative decisions. As

per the interview participants' perceptions, there was a considerable impact through creating new designs. According to that Participant #4 provides her experiences for that situation that can be identified through this example.

*...I design and create new models relating to clothes and cakes. And also I can do that kind of designing work after only seen it at once in any place. (Participant #4)*

### **Having Marketing Sense**

Within the business world, the marketing sense is the most powerful and influential element. Thus, as a mumpreneur, should be applied to survive and develop in their market while earning a considerable income. Because the customer is the most important party who control the entire market.

Among the marketing sense related items, creating customer delightfulness is a very rear and more valuable thing as a self-employer. That means, the highest satisfaction level of a customer's mind. Hence, if a self-employed mother could be able to reach that level, she could win that relevant customer forever. That situation might be shown as follows with comments of Participant #5;

*...the ability to plan my daily work schedule able to satisfy my customers without any hurting and providing my maximum service to see similar faces after getting my service from each customer forever without hurting anyone with satisfying customer's hearts and minds as my maximum. (Participant #5)*

Another influential element, which related to marketing sense as a mumpreneur. That is attracting customers' trustfulness with an honest mind. By applying such a thing, mumpreneurs can achieve the market during their starting or entering the period. So, that also a considerable personal quality that should have mumpreneurs with the following case study statement relevant to Participant #5.

*...I attracting customers' minds while providing the service at a lower cost than others. So most of them come to me, again and again, to get their requirements through my services at a reasonable cost than others. (Participant #5)*

### **Sacrificing as a Mother**

As a person who plays a role with motherhood and entrepreneur should have much energy to balance both roles. Thus, sacrificing as a mother might be the most valuable

unique personal quality as a mumpreneur. That is not only time balancing, another lot of things should be added to be a sacrificing character. Such as; quick response, activeness, on-time work, balancing dual role and etc.

Thus, Participant #6 explained about her sacrificing experiences as below.

*...I had to miss my household duties due to emergent orders and exhibitions and I had to sacrifice my freedom and sleep. (Participant #6)*

Especially, the researcher attempted to describe the requirement to spend a long time than previous with the huge workload as the results of gathered interviews. It shows as follows with the example of Participant #2;

*...due to the increasing workload, I had to utilize more hours than previous to complete within the limited schedule as my maximum. (Participant #2)*

There was another important element as sacrificing to balance daily duties. This part is also covered the defining of sacrificing concept. Because that has the all-around things related to sacrificing related things.

### **Eager to Learn**

An entrepreneurial mother should have willing or desire to learn external things, which means adding qualifications and other required learnings. Therefore, as a person who interesting to learn might be a special personal quality as a mumpreneur. Under this area, the previous job exposure can be considered as an appearance that shows the quality of eagerness to learn. Because by using the exposure of previous job experiences a person can apply the same procedures to relevant business duties as previous learning. Participant #3 mentioned that idea with her experiences.

*...Actually, my previous occupation was very useful. I previously worked as a manager in Sanasa Bank at Kuda Waskaduwa for about 11 years and I got the full exposure from courses of AG Office and I participated in some workshops like “Diviyata Saviya” and also I completely sewing clothes nowadays within my shop. (Participant #3)*

Professional-level experiences were also another considerable element related to willingness to learn personal quality. That also a better qualification that should be completed by a mumpreneur as her exposure. This situation was clearly stated by Participant #5 through this statement well.

*...I completely covered the Diploma in Beauty Cultural Section participated in courses in bridle dressing, training sessions in ribbon embroider, cross sewing operations, cake arts sessions, and related workshops. (Participant #5)*

### **Having Enthusiasm**

When considering the self-employer, she should have sufficient enthusiasm. That means, having or showing great excitement and interest to continue a certain thing continuous basis. That is the most powerful personal quality which should have as a mumpreneur to start, maintain, develop, and sustain respective self-employment.

According to the responses of semi-structured interviews, under the enthusiastic categorization, there were some parts. Among them, own self-encouragement is a more important thing as a person to start a new venture. Because there should have sufficient encouragement to do that kind of situation. This example shows that relating to Participant #2:

*...An entrepreneur should have the ability to encourage himself or herself to stand up in his or her mind. So, I have a clear and pointed vision and mission due to my encouragement. (Participant #2)*

Another personal quality, which founded through semi-structured interviews. That is quick learning through seeing. That also a specific quality, should have to maintain a person who as mumpreneurs. Because active learning with a clear mind is most influence the success of any venture or business. This reason also was mentioned by Participant #4 as follows in the real world.

*...I can do work after only seen it at once / I believe that an entrepreneur should have the ability to learn and grab the learning himself as an active person quickly. (Participant #4).*

### **Having Self-Confidence**

As a self-employed, the self-confidence might be the essential personal quality which must have to drive self-employment through many kinds of risks. I have such a kind of quality, the respective person could be able to start, build, and grow, maintain her self-employment within the changing environment without any hesitant. The following statement showing that case as a practical proof.



*...I have the special strength to claim my violence. I could be able to recover my mind to stand up without any helpers during my life up to now. And I have the skills regarding preparing tasty meals, making and decorating bags, sewing operations, especially manage my household duties while balancing business activities as a good housewife without any shelter. (Participant #7)*

Hence, this example is related to Participant #7. But she is not the only person who has such quality. Some of the participants also have that. But, as the researcher's point of view that was the most influential situation.

Therefore, according to the real-world examples, the researcher could be able to identify that motivational factors, challenges as external factors, and personal qualities as internal factors that impact on success of mumpreneurs in Sri Lanka based on selected geographical area.

#### **4.3 Discussion**

The purpose of the study is to identify the internal and external factors that impact on success of mumpreneurs in Sri Lanka based on Kalutara District. To that, as the researcher developed objectives as; to identify the motivational factors impact on success of mumpreneurs in Sri Lanka, to determine the challenges faced by mumpreneurs in Sri Lanka and, to investigate the personal qualities that hold by success mumpreneurs in Sri Lanka based on Kalutara District. To identify the uniqueness of the study is the key purpose of this section. Under the above mentioned three objectives and main three factors, there are some sub factors as findings. Throughout them, researcher could identify the unique things which are differ from previous findings.

According to the motivational factors for mumpreneurs in New Zealand, introduced the overview of motivational factors as support systems, resources, and policy initiatives to reject the challenges that had to face them (Khan & Rowlands, 2017). Not only that, but some motivational factors founded by an exploratory study was conducted by Islamabad. They are financial support, moral support and they focused that they required training requirements and workshops for their skill development and growth of their ventures (Tariq, 2018). And three main areas to analyze the success of self-employment as: flexibility and self-employment, measuring work-life balance and time as per Spain (Gabaldon et al., 2015). But, according to the current study, the researcher

attempted to identify that Vision, Supportive Roles, Prior Experiences, Motherhood, Income without Husbands Involvement, Interest, and Seek to Companionship with others as motivational factors that encouraged existing mumpreneurs after conducting semi-structured interviews in the Sri Lankan context. Thus, there are some additional motivations identified by the researcher than New Zealand contexts as; Motherhood, Income without Husbands Involvement and Seek to Companionship. Therefore, the current study could cover a vast area rather than others.

As per the exploratory study conducted in New Zealand, they found that challenges faced by mumpreneurs; as time, growth, finance, stigma, and achieving a family balance. Further, the Islamabad context founded that the absence of significant government support and credit facilities were the main causes of low growth and low entrepreneurial expansion (Tariq, 2018). Moreover, starting ventures with a lack of appropriate knowledge, resource constraints, stereotypes, balancing work and life, and limited networking opportunities were the challenges faced by Australian mumpreneurs (Nel et al., 2010). Apart from that, there were low studies relevant to the challenges faced by mumpreneurs. But, there were some studies relating to obstacles faced by women entrepreneurs. There were main challenges faced by women entrepreneurs in Sri Lanka as inadequate resources, management issues, technology (Jayawardane, 2016). When considering that, according to the current study had introduced the affecting challenges that had to face and overcome as mumpreneurs as Financial Issues, Health Issues of Children, Lack of Contribution, Time Management Issues, Market Issues, Natural Issues, Aloneness with Kids, Production Issues, and Mumpreneurs' Stigma or Hurdles. According to the challenges side, there is some considerable area that was covered by this current study than other previous studies also. These are mentioned as Health Issues of Children, Aloneness with Kids and Mumpreneurs' Stigma or Hurdles that very unique to mumpreneurs than others.

According to the Australian context, balancing work and life, a sense of achievement and satisfaction with oneself, increasing income, gaining respect to equalize gender imbalance, and becoming independent (Nel et al., 2010) as considered as the uniqueness of being a mumpreneur. There were identified main competencies should have women entrepreneurs in SL as: Interpersonal competencies, human relations competencies, entrepreneurial competencies, managerial competencies (Jayawardane, 2016). Apart from that, there were three main characteristics of mumpreneurs in France, such as;

identity, motivation, opportunity recognition (Richomme-Huet et al., 2013). Hence, by showing the same nature of these items, in this current study, the researcher could identify about the personal qualities that hold by mumpreneurs as; Creativity, Marketing Sense, Sacrificing as a Mother, Eager to Learn, Enthusiastic and Self Confidence after getting results of the semi-structured interviews in Sri Lanka as a developing country. Therefore, in the current study have many additional personal qualities apart from the founded results through previous studies. Under that Sacrificing as mothers can be considered as the unique finding of this study relevant to mumpreneurs. Therefore, there is a considerable difference between the personal qualities which owned by mumpreneurs in current studies and previous studies.

As the results of content analysis, it can be concluded that the researcher could identify 7 motivational factors, 9 challenges, and 5 personal qualities as mentioned above respectively. Though there were many studies in other countries, there is a considerable difference between them with the findings of this study.

#### **4.4 Chapter Summary**

This chapter presented the analyzing procedure of gathered data of this study through semi-structured interview results analysis and findings. The latter part clearly describes the discussion of this study with the findings of the past studies. Not only previous findings, the current findings and the uniqueness of the investigated study also presented with the sound justifications properly. As a study this section provides the ultimate value of the investigation while comparing other findings also.

## **CHAPTER FIVE CONCLUSION**

### **5.1 Introduction**

This chapter presents the conclusion of the entire study. The key findings that relevant to each research questions as main three factors that impact on success of mumpreneurs in Kalutara District, theoretical and practical implications of the study, recommendations that can apply based on this study and future directions for the interested parties to further investigations are the things that included within this chapter.

### **5.2 Conclusion**

According to that, the researcher conducted nine (9) semi-structured interviews by nine (9) respondents in Kalutara District who were mumpreneurs and carrying their self-employment as active and authorized players. The interviews were conducted as 5 telephonic discussions and 4 face to face discussions. After conducting these semi-structured interviews, the researcher could get 66 factors that impact to mumpreneurs in Sri Lanka. As the major findings of this study, these all factors were grouped into 3 main parts as; Motivational Factors that impact to success of mumpreneurs, Challenges that had to face mumpreneurs, and Personal Qualities which hold to success of mumpreneurs.

The major objective of this study is to investigate internal (Personal Qualities) and external factors (Motivational Factors and Challenges) that impact to success of mumpreneurs in Sri Lanka. As a result of researcher could identify 7 motivational factors, 9 challenges, and 6 personal qualities to success of mumpreneurs in Sri Lanka based on Kalutara District. Those findings are shown clearly as a summary figure.

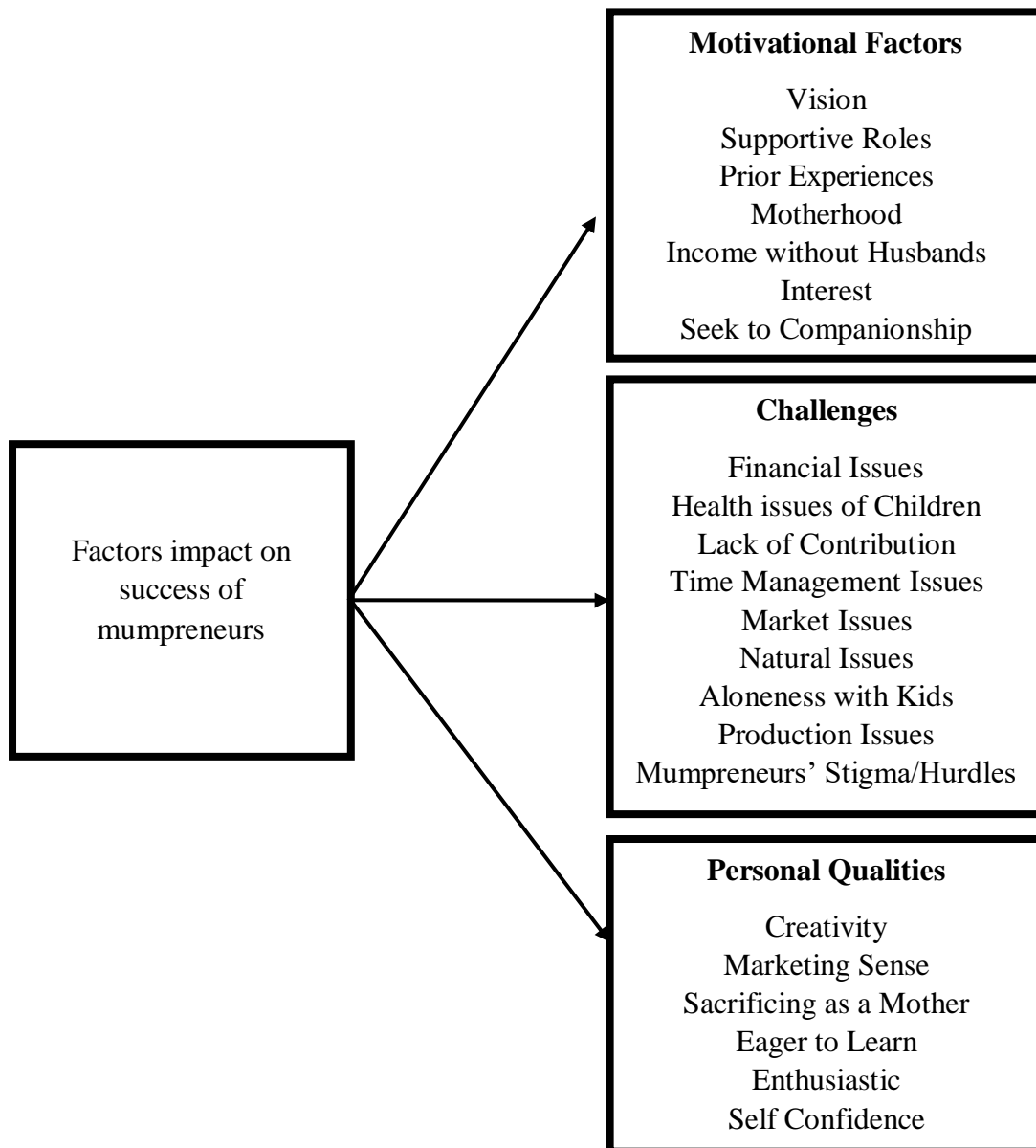


Figure 5. 1 Summary of Findings

Source: (Primary Data, 2020)

As per the figure 5.1, the researcher identified major factors as motivational factors (external factors) that impact on success of mumpreneurs in Kalutara District based on one of research objective as to identify the motivational factors for success of mumpreneurs in Kalutara District. Under that the 7 items; vision, supportive roles, prior experiences, motherhood, income without husband's involvement, interest, and seek to companionship with others. Apart from that, when considering the challenges (external factors) that faced by mumpreneurs in Kalutara District there were 9 types of challenges identified relevant to another research objective as to identify the challenges faced by

mumpreneurs in Klautara District. They are financial issues, health issues of children, lack of contribution, time management issues, market issues, natural issues, aloneness with kids, production issues, and mumprenurs' stigma or hurdles. Not only that, creativity, marketing sense, sacrificing as a mother, eager to learn, enthusiastic, and self-confidence can be considered as personal qualities with the aim of identifying personal qualities (internal factors) that hold on success of mumpreneurs in Kalutara District. Moreover, the researcher investigated that all participants were mumpreneurs and had considered challenges than other rest of the two determinants (motivational factors and personal qualities). However, the main three factors that impact mumpreneurs are shown as a clear view in the below figure.

### **5.3 Implications**

#### **5.3.1 Theoretical Implications**

When focusing the academic significance, the researcher wishes to contribute to the pool of knowledge regarding mumpreneurs through the results of the current study. There is a huge gap relating to lacking mumpreneurs. Because that area was not covered as the area of women entrepreneurs. Hence, the researcher contributes to the body of knowledge as her full utilization. Moreover, as a novel area within the entrepreneurial environment, the researcher wishes to introduce the significance of this new knowledge to the academic environment to conduct more advanced studies based on that. Apart from that, the students could be able to gain better knowledge and practices for the economic and social barriers as a fruitful, innovative idea through offering an efficient solution.

#### **5.3.2 Practical Implications**

The practical significance regarding this research can be considered as the study will donate clear guidance to encourage Sri Lankan mumpreneurs as a developing country. It is required to create and identify motivational factors to motivate mumpreneurs as well. According to that, officials or relative institutions could be advised about the enhancing actions to improve mumpreneurs by enhancing and encouraging their personal qualities towards their success. As Sri Lankan mumpreneurs encounter several challenges, the economy has to pay considerable attention to control particular challenges to foster the mumpreneurs in Sri Lanka. Further, the researcher tried to enhance the awareness of policymakers and government decision-makers in Sri Lanka

to conduct favorable rules and regulations which could encourage and enhance mumpreneurs while controlling their challenges in some extent.

#### **5.4 Recommendations**

As the government should assign favourable rules and regulations while offering a suitable environment that comfortable to start up self-employment within Sri Lanka as mumpreneurs who move from their traditional employment to self-businesses to achieve family balance. Further, as the responsible officials and related institutions should conduct special awareness sessions to mumpreneurs and potential mumpreneurs as personal programs, provide better motivation, and try to reduce challenges. According to the view of universities, despite the majority entrance are female students, the majority of unemployment also females. Therefore, as universities, they should focus to utilize female undergraduates to become entrepreneurs by providing better knowledge, motivation, and support to enhance personal qualities which relevant to that. As a result of the analysis and findings of this research, the researcher will present or hand over the practical report to official or related institutions which relevant to small businesses.

#### **5.5 Directions for Future Researchers**

Although, there were some qualitative studies while allocating less effort to quantitative studies. So, the researcher had present the new path for future investigators that should follow as a quantitative way through these identified factors regarding mumpreneurs in Sri Lanka. Therefore, they have the opportunity to apply these investigated three main factors as inputs of the quantitative way. And they can measure the influence of these factors to the success of mumpreneurs in Kalutara District. But, still, there were requirements for qualitative studies as well in an innovative view further. As future studies, there should expand the sample size which far from the limited district or without limiting any geographical area. And might be applied the same theory for different parties that related to mumpreneurs; as potential or former mumpreneurs without depending only existing mumpreneurs. Apart from the motivations, challenges, and personal qualities, there should be investigated trends and new strategies relevant to mumpreneurs as further studies and investigations.

## **5.6 Chapter Summary**

As the essence of the investigation this chapter presents the key findings as a detailed summary which is relevant to each main research objectives in verbally and graphically. Further, the researcher offers the practical and theoretical implications separately as the main aim of an effective study. Because there should be implications that contribute to the academic and practical environment. In addition to that, this study provides the recommendations to the society based on the findings through a project report to Divisional Secretariat Office in Kalutara while showing some directions to universities' population in Sri Lanka as a substantial investigation. Not only that, as an exploratory study, this shows the new paths to future investigators to conduct their future investigations as well.



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**APPENDIX**

**Appendix A-1: Pilot Survey Questionnaire**

**සමීක්ෂණ ජර්ණාවලිය**

ශ්‍රී ලංකා සර්වමුච්ච ගවේෂණ කොමසාරිස්වරයාගේ නායක මණ්ඩලය විසින් සිදුකළ  
 නායක මණ්ඩලයේ වාර්ෂික වාර්තාව IV වර්ෂ 1 රටපාලන ක්‍රමලේඛන  
 කොමිෂන්වලින්. රටපාලන ක්‍රමලේඛන වලට අදාළව පවතින ප්‍රධාන ප්‍රශ්න  
 කර "වාර්තාව"

විදේශීය නිවැරදි වාර්තාවක් සිටි යනවන් ජර්ණාවලියක් වාර්තාවක්  
 මගින්  
 රටපාලන ක්‍රමලේඛනවලට අදාළව රටපාලන ක්‍රමලේඛනවලට අදාළව සිටි  
 වාර්තාවක් මගින්.

වාර්තාවක් මගින් රටපාලන ක්‍රමලේඛනවලට අදාළව රටපාලන ක්‍රමලේඛන  
 පරීක්ෂණ වලට අදාළව රටපාලන ක්‍රමලේඛනවලට අදාළව රටපාලන ක්‍රමලේඛන  
 වාර්තාවක් මගින් රටපාලන ක්‍රමලේඛනවලට අදාළව රටපාලන ක්‍රමලේඛන

**ප්‍රශ්න වලට**

රටපාලන ක්‍රමලේඛනවලට අදාළව රටපාලන ක්‍රමලේඛනවලට අදාළව රටපාලන ක්‍රමලේඛන

1. කා  
.....
2. විශ්ලේෂණ  
.....
3. දුම එක රටපාලන  
.....
4. ප්‍රධාන ස.  
.....
5. විශ්ලේෂණ ක්‍රමලේඛන (රටපාලන ක්‍රමලේඛන)  
.....
6. විශ්ලේෂණ ක්‍රමලේඛන (ප්‍රධාන විශ්ලේෂණ ක්‍රමලේඛන)  
.....
7. විශ්ලේෂණ ක්‍රමලේඛන  
.....

**කොටසක වටපිටාව**

සර්වමුච්ච ගවේෂණ කොමිෂන්වලින්. වාර්තාවක්) × (

01. වාර්තාවක් මගින්
- |                          |                |                          |                |
|--------------------------|----------------|--------------------------|----------------|
| <input type="checkbox"/> | <b>25 - 16</b> | <input type="checkbox"/> | <b>26 - 35</b> |
| <input type="checkbox"/> | 36 - 45        | <input type="checkbox"/> | 46 - 55        |

02. විශ්ලේෂණ ක්‍රමලේඛන ගවේෂණ /



ශ්‍රී ලංකා



ඊශ්‍රායීලය

03. ආදායම / පුළුල්

ආදායම

පුළුල්

04. විද්‍යාත්මක සිටිමේ කාලය විද්‍යාත්මක සේවයේ කාලය

විද්‍යාත්මක 05 - 01

විද්‍යාත්මක 01

විද්‍යාත්මක 10 - 06

විද්‍යාත්මක 11

05. විද්‍යාත්මක ක / විද්‍යාත්මක රැකියාවේ වෘත්තීය සහතික (කොටස) හෝ පසු දී

විද්‍යාත්මක 01

විද්‍යාත්මක 05 - 01

විද්‍යාත්මක 10 - 06

විද්‍යාත්මක 11

06. විද්‍යාත්මක රැකියාවේ?

ඔව්

නැත

07. ඔහු මීට පෙර විද්‍යාත්මක විද්‍යාත්මක විද්‍යාත්මක විද්‍යාත්මක ම නිසේ?

ඔව්

නැත

08. විද්‍යාත්මක කාලය

විද්‍යාත්මක විද්‍යාත්මක

විද්‍යාත්මක විද්‍යාත්මක

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MBA/ PHD

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## **Appendix A-2: Interview Guide**

### **Interview Schedule**

#### **Qualitative Study – Mumpreneurship**

**Conducted by M.A.D.Sewwandi (14/MS/260)**

**Date:**

**Location:**

**Interview Code:**

**Time:**

**From:**

**To:**

**Respondent Name and Code:**

**Contact no. of Respondent:**

#### **Objectives of conducting Interviews:**

- 1: To identify the motivational factors that impact on mumpreneur in Sri Lanka.
- 2: To determine the challenges faced by mumpreneurs in Sri Lanka.
- 3: To investigate the specific personal owned to mumpreneur in Sri Lanka.

#### **Interview Questions:**

1. Can you please provide me some information on your background?
2. Can you provide details on the business you run?
3. Do you have any employees?
4. What are the goods that you sell?
5. Where do you sell your products?
6. When did you start your venture?
7. How many children do you have?
  - a. What are their ages at present?
  - b. What are their ages when start your business?

#### **Influential Factors (Motivators)**

8. What motivated you to start your venture?
9. Did anyone encourage you to start this venture?
10. Does anyone support you to carry out your tasks?
  - a. What is there relationship to you?
  - b. What actions do they undertake in order to support you?



11. What were your goals when you initially start the business?
12. Did you get enough income to the family before starting this business?
13. What's the nature of support you get from your family?
14. Is there any influence from your educational background to be a mumpreneur?
15. What are your goals for the future?

### **Challenges**

16. What type of challenges that you had to face?
  - a. Initially, did you have any difficulties in combining your work with your family life?
  - b. Have you faced any stigma in your role?
  - c. Are there any hurdles you face in daily basis in your role?
  - d. How did you initially fund your venture?
    - a. Did you face any barriers in securing funding?
    - b. Do you face any barriers now in securing funding?
  - e. How many hours do you estimate that you would spend on your business in a typical week?
    - a. How many hours do you normally fit in the business per day?
    - b. Are you working more hours than you were initially? What added difficulties has this brought?
  - f. How did you claim your educational background on this situation?
  - g. What's the nature of threats coming from competitors?
17. How do you balance your business and family works?

### **Specific Personal Qualities**

18. What are your special qualities which impact to be an entrepreneur?
19. What are your strengths?
20. How do you balance your business and personal life?
21. What are the specific qualities required a person to be a mumpreneurs? Do you have those?
22. How did you overcome the challenges of Mumpreneurship?
23. Did you believe that your strengths or weaknesses will be impact the success of your self-employment?

**Thank you very much for your fullest corporation.**

## **Appendix B : Transcription Paper**

Interviewee (Chamari): Hello!

Interviewer (Dumeesha): Hello, Is this Mrs. Chamari?

Interviewee (Chamari): Yes,

Interviewer (Dumeesha): Good Evening Miss. I am Dumeesha final year undergraduate of Sabaragamuwa University of Sri Lanka and who following the research about Mumpreneurs. I could be able to gather your contact details from Mrs. Dinushi who works in AG Office in Kalutara District. I called to conduct my interview by asking some questions from you, so miss are you busy now?

Interviewee (Chamari): No miss, I can do now.

Interviewer (Dumeesha): I'm conducting my research to know the nature of Mumpreneurs in Sri Lanka. So you also considered as a Mumpreneur who completed the conditions regarding my definitions of mumpreneurs. Shall we start?

Interviewee (Chamari): Okay miss.

Interviewer (Dumeesha): Can you please provide me some information on your background? Specially your name and basic things.

Interviewee (Chamari): I can. My name is S. Chamari Darshika and I'm 38 years old. I'm married and my husband is working in a private office. I have three children. I live in Mawala. I got my education up to A/Ls.

Interviewer (Dumeesha): Okay. Can you provide details on the business you run?

Interviewee (Chamari): Okay. I'm holding the self-employment relating to sewing clothes while continuing a beauty center with preparing cake arrangements.

Interviewer (Dumeesha): What are the goods that you sell?

Interviewee (Chamari): Ready-made garments, decorating sarees, bride dressing, wedding cakes and birthday cakes.

Interviewer (Dumeesha): Shall I know do you have any employees?

Interviewee (Chamari): Not yet miss. Already I'm continuing this with myself.

Interviewer (Dumeesha): Where do you sell your products? Are you used any shop or no?

Interviewee (Chamari): Actually, I did my business in my house.

Interviewer (Dumeesha): Fine, When did you start your venture?

Interviewee (Chamari): Mm... I was continuing this self-employment before my marriage. It's about 2005.

Interviewer: You mentioned that you have 3 children.

(Dumeesha): Could I know the ages of your children?

Interviewee (Chamari): Yah sure. The eldest son has 12 years, middle son has 7 years old and youngest daughter has 4 years.

Interviewer: Mm... What motivated you to start your venture? That's mean what (Dumeesha): thing was encouraged you to do that kind of business?

Interviewee (Chamari): Mm... I think the initial motivation is my mother. Firstly, I started this business as a hobby with the guidance and help of my mother. Because, she always sew clothes but not as a large scale, so I think the ability was passed from her to me. So, I preferred to start this business. After that, I didn't go to a new job and I wanted to develop this venture well. Because after having babies I hadn't time to another job no, that's why I developed this as my maximum while looking after my babies. Now, income problems and related things had been focused this business.

Interviewer (Dumeesha): That's good. By the way, did anyone encourage you to start this venture apart from above encouragements?

Interviewee (Chamari): Especially I should mention about my husband. He always encouraged me to continue this self-employment. From starting date up to now, they actively supported me to develop this business. Not only that, the neighbors and relations were encouraged me to develop and maintain this self-venture as loyal customers

Interviewer (Dumeesha): Does anyone support you to carry out your tasks within your family? What is there relationship to you? What actions do they undertake in order to support you?

Interviewee (Chamari): Yes, of course, my husband always provides the raw materials and helps to distribute the demand on time and he supports to household duties sometimes by looking after babies or preparing meals as well in his maximum.

Interviewer (Dumeesha): That means, he is actively participating to your business related activities. Isn't it?

Interviewee (Chamari): Actually yes.

Interviewer (Dumeesha): When you started a business, you may have some goals and objectives. So what were your goals when you initially start the business?

Interviewee (Chamari): Mm... the main thing which I want to realize that I want to build up my own image or profile without going outside while providing quality products with earning enough income as well.

Interviewer (Dumeesha): Is that so, There may be not enough previous income than current situation. So, did you get enough income to the family before starting this business?

Interviewee (Chamari): Actually no, There are many more obstacles relating to income side.

Interviewer (Dumeesha): Okay, are there any influence from your educational background to be a mumpreneur?

Interviewee (Chamari): Yes, I already completed up to A/Ls. This part actually impact to my entrepreneurial journey up to now.

Apart from that, in my A/Ls we had to complete arranging assignments relating to wool decorations, sewing operations, adjusting emergent situations, etc. So all of them were helped to develop my business up to this level.

Interviewer (Dumeesha): Okay, I think now you may have any vision or long term goal. If so, what are your goals for the future?

Interviewee (Chamari): Actually I have the serious goal to startup a new shop as the beauty salon close to my home to maintain this business because I already continuing

this in a small scale. Seriously I want to build up at a certain level than now.

Interviewer  
(Dumeesha): When you continuing that business activities, there may be some challengeable incidents. If so, what type of challenges that you had to face?

Interviewee (Chamari): Really, mm... mostly maintaining self –employment with the studies of children is much harder situation. Because the educational background of children is focused to a housewife as a mother. I already employing within my home. So, I have the responsibility to their studies than my husband. Not only that I have to consider my business duties as well. Therefore, I have to face that challenge with limited time and emergent orders.

Did you have any kind of experience as a challenge apart from above when considering household duties with business duties?

Mm... In this kind of situations, my husband and my kids always help me to balance them as their maximum.

Interviewer  
(Dumeesha):

Interviewee (Chamari):

Interviewer  
(Dumeesha): Initially, did you have any difficulties in combining your work with your family life? If so, what are they?

Interviewee (Chamari): Sometimes they may be occur.

It may be a sick of a family member or myself. So, I have to postpone my orders in this case. But not in emergent cases. If I have to postpone that kind of a case I have to assign that order to a responsible party with taking the risk of losing that customer.

Had any mistakes when balancing business duties while handling childrens' duties?

Interviewer  
(Dumeesha):

Mm... actually I try my maximum to balance both side with the help of my husband.

Interviewee (Chamari):

Interviewer  
(Dumeesha): In your opinion, while continuing this self-business have you faced any stigma in your role?

Interviewee (Chamari): Never, according to my point of view I haven't any experience regarding that kind of incident yet.

Interviewer  
(Dumeesha): Well, are there any hurdles you face in daily basis in your role from government or any other external party?

Interviewee (Chamari): No miss. I only have encouragements to improve this. Not experiencing any hurdles.



Interviewer (Dumeesha): Okay. That's fine. How did you initially fund to start your venture?

Interviewee (Chamari): I usually applied my personal savings. Because I'm the only girl in my family. My parents saved the investment on behalf of me. So I got the permission and guidance of them to utilize that investment to start this business as the initial fund. Because applying loans was very rigid procedure. That's why I turned to this section.

Interviewer (Dumeesha): Did you face any barriers in securing funding? I mean, when we allocating money, we should have a plan. So, what is your experience?

Interviewee (Chamari): After some years, I had to apply a bank loan also. Then I started to maintain a bank account to show the transparency of my transaction procedure. From this loan I added some additional things to my business. Such as some furniture, things related to make ups, cake decoration items and etc.

Interviewer (Dumeesha): Ok, there is a positive impact. Now do you face any barriers now in securing funding or do you have any plan to secure your income from this business?

Interviewee (Chamari): Actually, When I earned from my service as an order or wedding or any other, I usually allocate money in three sets; such as to household things, my expenses relating to respective order and my personal

purposes. Other than that, I maintaining a bank account to deposit the saved money from each order while repaying the loan.

In your opinion, how many hours do you estimate that you would spend on your business per day?

Interviewer  
(Dumeesha):

Interviewee (Chamari): I think... mm..... at the emergent case about 8 or 10 hours per day. Sometimes it may be 14 or 12 hours.

However, usually I spend 8 hours per day.

Interviewer  
(Dumeesha):

Are you working more hours than you were initially? What added difficulties has this brought?

Interviewee (Chamari): Actually, yes. I spent more time than previous now a days. So, I have to face some difficulties due to my youngest daughter has only 4 years.

However, my husband claim that some extent.

Interviewer  
(Dumeesha):

How did you claim your educational background on this situation? Had you follow any professional courses regarding that field?

Interviewee (Chamari): I completely covered the Diploma in Beauty Cultural Section. And also, participated courses in bridle dressing, training sessions in ribbon embroider, cross sewing operations, cake arts sessions and related

workshops as well. So I believe that those things may influence the success of my business.

Interviewer (Dumeesha): What's the nature of threats coming from competitors who compete with your products in the market?

Interviewee (Chamari): No, I don't have any problem still.

Interviewer (Dumeesha): How do you balance your business and family works? As an example from starting time of the day.

Interviewee (Chamari): I usually get up at 3.00 a.m. in the morning and complete the whole duties in my kitchen. If holding school I complete my sons' duties prior to others. If not holding schools like these days I assigned duties for them and I clean the home and compound while washing the clothes. Thereafter, I'm continuing my business duties. Then I allocate my time to this self-business related activities while providing my attention regarding the studies of kids and husband.

Then after lunch, I ready for the afternoon activities while providing my service to my loyal customers. Next up to dinner, I ready to next day activities while arranging work schedule. However, I usually get my sleep at 9.30 p.m or 10.00 p.m.

Interviewer (Dumeesha): What are your special qualities which impact to be an entrepreneur in your opinion?

Interviewee (Chamari): Mm... I have the ability to do a work after only seen it at once. I believe that an entrepreneur should have the ability to encourage himself or herself. Then we all can do such kind of things. So I could get more experiences through my unlimited preference for learning new things.

Interviewer (Dumeesha): That's good. As you mentioned the nature of your life with your children what are your strengths?

Interviewee (Chamari): Yes, of course. I think I have the special ability and need to complete each work which I started. Most important thing is this business idea was created by me. And I am continuing this business very interesting manner. Apart from that, I also could be able to sawing clothes, preparing and decorating cakes, bridle dressing. I think the most important thing is selecting the business opportunity like this. This also a huge success in my life. And I should mention that the encouragement of my mother and husband is also a huge strength in my entrepreneurial life.

Interviewer (Dumeesha): What are the specific qualities required a person to be a mumpreneur? Do you have those?

Interviewee (Chamari): According to my point of view, as a mother who continuing the self-employment should balance the time relevant to business activities and children activities. In addition to that, should focus about the education

of children as an important thing. Specially should have the patient, mind balancing, stress management, and related things.

And I think that I have such qualities to play this kind of a role.

Interviewer (Dumeesha): If so, as a mumpreneurs how did you overcome the challenges of Mumpreneurship?

Interviewee (Chamari): I think that I have the ability to balancing my household duties and business related duties. I protect the trustfulness regarding the customers forever while providing the service for my family special regards with my children's' education. As a mother, everything regard to her kids so, should be balanced with both side. Not only for money, should have the enjoyable life with family.

Interviewer (Dumeesha): Already we discussed about strengths. Did you believe that your strengths or weaknesses will be impact the success of your self-employment? As an example did you have experiences regarding your weaknesses in your business life?

Interviewee (Chamari): Actually sometimes, I over thinking about my family. That kind of situations may be my weakness in my business life. Apart from that, I didn't have any experiences relating to my weaknesses in this business.

But I believe that strengths as well as weaknesses will be impacted to the business activities in a considerable level positively and negatively. So, we have to consider on that.

Interviewer  
(Dumeesha): Okay. That's enough to my investigation and thank you very much miss for your kind and trustful answering about your business life. I got lot of things from that. Your all dreams may be truth immediately.

Interviewee (Chamari): Okay miss. Thank you also.

### Appendix C: Coding Table

Code	Code Name	Evidence
C1	Occasionally Engaging Employees	“Conducting with myself and If any large order I join another two girls” (Participant #1)
C2	Continuing Own Business Place	“In a separate shop as a salon as my own property” (Participant #5 )
C3	Over 2 or More Year Experience	“Before marriage, starting from 2007” (Participant #5 )
C4	Availability < 10 Year Children	“Three children: Elder son : 12 years, Middle son : 7years and Younger daughter : 4 years” (Participant #4 )
C5	Hobby / Entertainment	“Mm... I think that is one of my habits while involving to get benefits and relaxing my mind” (Participant #1)
C6	Guiding / Helping Parties	“The person who turned me at the path of flower planting and flower committee / Govijana Committee and Cultivation Association were provided their fullest contribution” (Participant #6)
C7	Helpful / Closeness Roles	“My husband and my 3 children/Neighbors and relations were encouraged me to develop and maintain this self-venture as loyal customers/Govijana Committee, Sarwodhaya, Sanasa Committees are always provide their fullest cooperation” (Participant #2 )
C8	Availability of Income increments	“Due to any problems relating to our income after violating my husband” (Participant #7)

C9	Household Financial Stability	“I had a lot of income problems with my family” (Participant #9 )
C10	Develop Additional Properties	“I have the serious goal to startup a new shop as the beauty salon close to my home to maintain this business because I already continuing this in a small scale within my home.” (Participant #4)
C11	Quality Issues	“Really, mm... some are said that the quality of products are poor, some raw materials are not in a standard level / I was cheated by seller who sold the fabrics with lower quality”(Participant #1)
C12	Financially Unbalanced Life Style	“Couldn’t allocate at least one rupee as saving purpose / had to build our house and repay the loans and cover other consumptions through the only income from my husband” (Participant #1)
C13	Experiences of Stigma	“Someone had certain doubts about my role with doing my self-employment / asked about my personal things as over actors huge trouble to me and my freedom” (Participant #7)
C14	Experiences of Hurdles	“I had to obey some rules and regulation that assigned from government, because some beauty cultural instrument and beauticians' behaviour was not proper manner in previous years. That’s why I also had to obey such rules.” (Participant #5)
C15	Utilizing Personal Savings/Invests	“I usually applied my personal savings and I’m the only girl in my family. My



		parents saved the investment on behalf of me” (Participant #4)
C16	Profit Earning Barriers	“prices of ingredients were increased recently and I had the problem to mark a selling price than previous. I had to remain the current price to stay this market forward” (Participant #9)
C17	Less involvement	“At the moment altogether I spend about 5 or 6 hours per day while doing my household duties / but lower than previous time schedule due to my daughters studies” (Participant #1 )
C18	Time Issues	“At that time my oldest employee look after the business duties with my father on behalf of me.” (Participant #8)
C19	Insufficient Education / Practices	“I missed my career advancement due to discourage of my family at the beginning of this business I also hadn’t any idea or effort to continue or develop such opportunity.” (Participant #6)
C20	Face to Face Competitors' Challenge	“Some competitors tried to start new business opportunities which was better than me Not blaming or challenging” (Participant #7)
C21	Unable to Full Time Employment	“At the moment altogether I spend about 5 or 6 hours per day while doing my household duties / but lower than previous time schedule due to my daughters studies/ time from 9.00 am to 7.00 pm. usually I spend 8 hours per day..” (Participant #5)

C22	Effective Time Management	“I divided the entire works with the limited time. Some time I spend my free time also. And I participated to my children’s duties. So, I spend my time as a balanced schedule” (Participant #1)
C23	Grab Things at Once	“I have the ability to do something only seeing that thing. So it is a special thing that I have from my birth I could be able to plan or create something as an attractive manner.” (Participant #8)
C24	Energy to Balance Daily Duties	“should balance the time relevant to business activities and children activities and should focus about the education of children as an important thing while have the patient, mind balancing, stress management, and related things.” (Participant #4)
C25	Acceptance Negative Feedback	“I utilized the negative feedback as an advices of my business./ My daughters always encouraged me and provided advices as they can. / they helped me to stand up again and reset my mind and heart / I understand my weak points and arranged particular solutions for that. / I can select the relevant and suitable raw materials with a logical thinking” (Participant #1)
C26	Impacting Weakness	“I missed my career advancement due to discourage of my family at the beginning of this business

		I also hadn't any idea or effort to continue or develop such opportunity." (Participant #6 )
C27	Not Engaging Employees	"I doing this by myself" (Participant #2)
C28	Win from Income Barriers	"I had the goal to earn considerable income during my free time as a solution our income problem I required to claim the scarcity of father's shelter as a mother as my maximum." (Participant #7)
C29	Influencing Natural Hazards	"The most impacted situation is flood damage which was destroyed our dream / COVID 19 was another incident which was influenced the self-venture in a harmful manner" (Participant #3)
C30	Influencing Health Issues	"May be a sick of a family member or myself" (Participant #2)
C31	Applying Loans/Other Bounding	"Applied a loan from Govijana Samithiya and other related committees / with a lowest interest than other financial companies." (Participant #2)
C32	Daily Saving Problem	"Couldn't allocate at least one rupee as saving purpose / had to build our house and repay the loans and cover other consumptions through the only income from my husband" (Participant #1)
C33	More Hours than previous	"An emergent case about 8 or 10 hours per day. Sometimes it may be 14 or 12 hours. Usually I spend 8 hours per day." (Participant #4 )

C34	Increasing Work Load	“About 5 or 6 hours per day (More hours than previous) due to increasing work load” (Participant #2)
C35	Own self Encouragement	“An entrepreneur should have the ability to encourage himself or herself / stand up in his or her mind / clear and pointed vision and mission due to my encouragement” (Participant #2)
C36	Creating Business Ideas	“Special ability to encourage myself and the both business ideas was created by me / able to sawing clothes, flower planting, preparing sweetmeats / selecting the business opportunity” (Participant #2)
C37	Better Future Planning	“Ability to balancing my household duties and business related duties / Plan and ready raw materials to complete orders before rainy season” (Participant #2)
C38	Already Engaged Employees	“I contacted 4 members for my business” (Participant #8)
C39	Non-Availability >10 Year Children	“not any challenges about my daughters to start this business, Because three of them are in a good understandable level, so they never disturb me, and I also not miss their things as well. They are doing their works by themselves while help to me. So, they were not impacted in a harmful way.” (Participant #2)
C40	Previous Employment Experiences	“I decided to complete beauty cultural course and related courses. And also during this period I employed another

		salons which belongs to my friends” (Participant #5)
C41	Losing Orders / Demand	“Some of them, attacked me to some extent not directly but indirectly / They sold the fertilizers at a lower cost than me /This caused to decrease of my demand than them.” (Participant #6)
C42	Considerable Impact -Word of Mouth	“I’m the only person who maintaining a salon in this area my prices were also very cheap than others some competitors dislike to my prices” (Participant #5)
C43	Previous Job Exposure	“I previously worked as a manager in Sanasa Bank at Kuda Waskaduwa about 11 years. And also I got the full exposure from courses of AG Office. They provided their fullest corporation as their maximum with their blessing also due to my former membership. I could get a considerable exposure from training sessions and courses was conducted by Sanasa Committee and other committees after my resignation” (Participant #3)
C44	Accept Relevant/Rejecting Useless	“I don’t consider other useless words and whatever things which comes as harmful items / By accepting good things and rejecting others I fully manage the challenges and all things as a balanced person” (Participant #3)
C45	Creating Own Brand / Image	“I would like to maintain my service with protecting better quality while saving heart of my customers up to

		decline of this business as my beginning.” (Participant #5)
C46	Emergent Orders	“But I had to face COVID 19 pandemic situation / I had to miss my household duties due to emergent orders, because we got an agreement with DSI in Kalapugama” (Participant #8)
C47	Fully Covered Professionals	“I already completed up to A/Ls in my A/Ls we had to complete arranging assignments relating to wool decorations, sewing operations, adjusting emergent situations, etc. / I completely covered the Diploma in Beauty Cultural Section participated courses in bridle dressing, training sessions in ribbon embroider, cross sewing operations, cake arts sessions and related workshops” (Participant #4)
C48	Quick Learning through Seeing	“I have the ability to do a work after only seen it at once / I believe that an entrepreneur should have the ability to learn and grab the learning himself as an active person quickly.” (Participant #4)
C49	Creating New Designing	“I have the ability to do a work after only seen it at once. I believe that an entrepreneur should have the ability to encourage himself / my mother and husband is also a huge strength in my entrepreneurial life. / I design and create new models relating to clothes and cakes” (Participant #4)

C50	Protecting Customers' Trustfulness	<p>“I protect the trustfulness regarding the customers forever while providing the service for my family special regards with my children’s’ education. I protect the trustfulness regarding the customers forever while providing the service with lower cost than others.”</p> <p>(Participant #4)</p>
C51	Missing Closeness Family Parties	<p>“Violating my husband when his violation, my daughter had only 2 years / some of people said and created unethical and unnecessary words due to my courage and my alone life with my younger age without my husband”</p> <p>(Participant #7)</p>
C52	Create Customer Delightfulness	<p>“the ability to plan my daily work schedule able to satisfy my customers without any hurting and providing my maximum service.</p> <p>similar face after getting my service from each customers / special strength was my father, my husband and specially my daughter” (Participant #5)</p>
C53	Professional Level Experiences	<p>“The friends who providing chances to work their salons and related persons about many years before my marriage. And also during this period I employed another salons which belongs to my friends. I’m the only person who maintaining a salon in this area for a long time, about 15 years” (Participant #5 )</p>

C54	Attracting Customers	<p>“Ability to balancing my household duties and business related duties / I attracting the customers' mind while providing the service with lower cost than others. So most of them come to me again and again to get their requirements through my services at a reasonable cost than others.”</p> <p>(Participant #5)</p>
C55	Expand the Self-Employment	<p>“I have a serious goal to develop this venture in future. Mostly there might be reach this business up to export level in future” (Participant #6)</p>
C56	Insufficient Time	<p>“I had to miss my household duties due to emergent orders and exhibitions / I had to sacrifice my freedom and sleep / I hadn't enough money to sustain latest and special facilities for my business” (Participant #6 )</p>
C57	Indirectly Influence on Demand	<p>“Some of them, attacked me to some extent not directly but indirectly / They sold the fertilizers at a lower cost than me /This caused to decrease of my demand than them” (Participant #6)</p>
C58	Not Wasting Recourses	<p>“I only doing things that I able to do with my ability or skills / I didn't consider all the things which were told by others</p> <p>Sometimes my kids provided new suggestions to improve my business / as a mother should not utilize her valuable and limited time for useless</p>



		words or activities. Because time is the most limited thing” (Participant # 7)
C59	Continuing Another Business Place	“I did my business at a shop in Kalutara town. But due to COVID 19 in these days I continuing within my home” (Participant #7)
C60	Self-Strength to go Forward	“My father/ My husband and my trustful labours. My skills relating to this industry / huge courage, good effort to achieve something, strong and permanent, not over thinking, self-confidence about myself” (Participant # )
C61	Build-up New Property	“” (Participant #9)
C62	Seek to Take Personal Orders	“haven’t a serious goal to develop this venture in future by taking personal orders rather than DSI Mostly there might be closed this business in future for DSI” (Participant #8)
C63	Seek to Offer Job Opportunities	“I require to open my own shop to continue my business and I prefer to offer job opportunities for others” (Participant # 9)
C64	Expensive Raw Materials	“some hurting from shops which I distributed my products as word of mouth. / prices of ingredients were increased recently. I had the problem to mark a selling price than previous I had to remain the current price to stay this market forward” (Participant #9)
C65	Returning Back Products	“I had to bring the remaining items in the evening back to home

		Sometimes I received negative comments and I added some good things from that to my business duties” (Participant #9)
C66	Negative Comments	“someone tell about negative points but majority provide good comments” (Participant #9)