

ANALYSIS THE FACTORS INFLUENCING WOMEN'S START-UP INVESTMENT DECISIONS IN THE MATALE DISTRICT

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ABSTRACT

This study examines the factors that influence women's startup investment decisions in Matale District. The research problem centers on the limited knowledge of how specific variables, such as education and experience, supportive networks, family factors, financial resources, and new technology influence women's start-up investment decisions. A quantitative research methodology was employed to collect data from 355 female investors in Matale District using structured questionnaires. The findings reveal that education and a strong relationship suggest that higher levels of education and more relevant experience contribute significantly to more favorable startup investment decisions. Supportive networks are more likely to make positive start-up investment decisions. Although they are smaller, financial resources positively influence women's investment decisions. Family factors and new technology have a significantly favorable influence on women's startup investment decisions. The study concludes by suggesting policy interventions and community-based strategies to empower women in Matale District, aiming to foster a more supportive environment for female entrepreneurs.

Keywords: Education and experience, family factors, financial resources, investment decisions, supportive network