

“Emotion Driven or Brain Driven?”: A Study of Motives of Social Entrepreneurs In Sri Lanka Industry: A Review of Literature

Social
Entrepreneurs

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Abstract

There is a growth in research in entrepreneurship, but little is known about the process of social entrepreneurship. Social entrepreneurship is the process of creating value by combining resources in new ways intended to explore and exploit opportunities to create social value by stimulating social change. This research investigated the motives of social entrepreneurs in Sri Lanka. This research used a conceptual framework comprising of entrepreneurial self-efficacy and perceived feasibility to analyze the antecedents of social entrepreneurial intention in Sri Lanka. A randomly selected sample of 74 social entrepreneurs in Sri Lanka was analyzed using Partial Least Squares Structured Equation Modeling (PLS-SEM) method. Results indicate that 68% of the social entrepreneurs are male indicating the traditional gender bias which is common in business entrepreneurship also. Exploratory Factor Analysis (EFA) of social entrepreneurial intention indicated a four-factor loading pattern in contrast to the previous research. The four dimensions of entrepreneurial intention (EI) were named as Social-purpose EI, Profit-seeking EI, Psychological EI and Autonomy EI. This study empirically established that entrepreneurial self-efficacy and perceived feasibility have a significant positive influence on social entrepreneurial intention. Entrepreneurial self-efficacy and perceived feasibility together explained 39% of the variance in social entrepreneurial intention. The outcome of this research will enhance the understanding of social entrepreneurship behavior and will provide valuable insights for policy makers in Sri Lanka.

Keywords: Social entrepreneurship, Entrepreneurial intention, Entrepreneurial self-efficacy and Perceived feasibility.

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Introduction

Throughout history, entrepreneurs have contributed to solve social and environmental problems either directly or indirectly. Although the entrepreneurial ventures are initiated for fulfillment of economic objectives (i.e. profit), a majority of entrepreneurs nowadays contribute to social welfare through carefully planned CSR programs and adhering to ethical frameworks of business. Some entrepreneurs, however, apply their entrepreneurial capacity to pursue a social mission. In a general applying business minded, innovative methodologies to social problems and thereby solve those problems and make a social transformation is known as “Social entrepreneurship”. Social entrepreneurship was defined as “the process by which individuals, startups and entrepreneurs develop and fund solutions that directly address social issues”. (Peek, 2020).

Social entrepreneurship supports socially disadvantaged persons to overcome their unprivileged positions (Alvord et al. 2004), serves a mechanism for alleviation of poverty (Bornstein 2004), provides a resolution to discrimination in the labor market especially to less abled population and minority groups (Fairlie 2005). Many people separate their work and business from social motivations and altruism and social welfare, leaving the attendance to the latter factors after prioritizing work.

A continuous growth in research in entrepreneurship can be noted in literature, but little is known about the motivations of individual social entrepreneurs and their social entrepreneurial behavior (Tukamushaba, Orobia & George, 2011). Global Entrepreneurship Monitor (2015) assessed entrepreneur’s commitment to social cause using the statements “For my organization, generating value to society and the environment is more important than generating financial value for the company” and “Profits will be reinvested to serve the social or environmental purpose of my organization” in 1-5 scale. Prevalence of social entrepreneurial activity (as start-ups) as a percentage of adult population (18-64 years) across 58 countries was 3.2% (GEM, 2015). Also, there was a large variation in the percentage among the countries. Gender gap in social entrepreneurship is considerably less than the 2:1 gender gap in economic entrepreneurship. While informative, GEM (2015) does not provide much value to Sri Lankan social entrepreneurship research as Sri Lanka was not included in the survey.

Microfinance institutions are an example of social entrepreneurship. These organizations provide banking services to jobless or low-income individuals or groups that might otherwise be unable to obtain banking or finance services.

When it comes to pushing social change through social entrepreneurship, literature identifies several categories of social entrepreneurship based on their motives, thinking pattern and scale of commitment (Parvez, 2017). Community Social Entrepreneur seeks to serve a smaller community limited to a small geographical area. The main directive concepts of community-based entrepreneurship include a collective approach, mutual trust, and institutional support that motivate people to engage in economic activity. Non-Profit Social Entrepreneur is focused on a sustainable business that benefits the members/society meaning they prioritize social well-being over traditional short-term business profit. These entrepreneurs reinvest profits back into the business to assist further expansion of services. Transformational Social

Entrepreneurs are concentrated on a business model that can meet the social needs that government and other businesses do not fulfill right now mainly because it is not profitable.

Ecosystem of social entrepreneurship is still at the infancy phase in Sri Lanka and awareness is also less. According to research done in Sri Lanka in 2018 titled “State of Social Enterprises in Sri Lanka” by British council in collaboration with Lanka Social Ventures and UN ESCAP, concept of Social Enterprise is novel to Sri Lanka. Work of many social entrepreneurs not been researched, investigated or documented. Social entrepreneurship is an under-researched phenomenon in Sri Lankan context. Further, Thomson Reuters Foundation listed best countries for social entrepreneurs in 2016. 44 countries were ranked, but Sri Lanka was not even included within those 44 countries (Thomson Returns Foundation, 2016). Thus, there persists a knowledge gap on the factors that clarify social entrepreneurial behavior in developing countries, and this knowledge gap is addressed in this research paper.

In 2021, Department of Census and Statistics and UNICEF, measured the Multidimensional Poverty Index (MPI) in Sri Lanka which measured three main dimensions of poverty namely Education, Health and Standard of living. As per the report, one out of every six people in Sri Lanka is multidimensionally poor and this rate is about 1 out of 2 in estate areas. 33% of children between 0-4 years old in Sri Lanka are multidimensionally poor and underweight. So, it can be observed that Sri Lankan past governments, not-for-profit-organizations (including NGOs), and conventional development aid (ADB, World Bank etc.) have failed to effectively minimize many social dilemmas or social issues. Therefore, the concept of social entrepreneurship drew the interest of Sri Lankan government and policy makers, with increasing support for this approach as a means of lessening social disadvantage.

In this background, it is necessary to get a characterization of intentions and catalysts of social entrepreneur activity in Sri Lanka. This research is designed to achieve the following research objectives.

1. Examine the intentions of social entrepreneurs in Sri Lanka.
2. Investigate the relationship between entrepreneurial self-efficacy, perceived feasibility and social entrepreneurial intention of social entrepreneurs in Sri Lanka.

Literature Review

Social Entrepreneurship and Social Entrepreneurial Intention (SEI)

Social entrepreneurs, endeavor to address various social problems and are more motivated to act on various societal issues such as access to education, rights of disabled population, unemployment, poverty, drug abuse, needs of minority groups, protect heritage and traditional industries, human rights and environmental pollution which may have negative impact on achieving sustainable development goals of any country. Therefore, it is crucial to explore and understand what factors affect an individual’s behavioral propensity and willingness to initiate social entrepreneurial activities as a method of creating socio-economic value.

Santos (2012) mentioned that 'Social entrepreneurship has profound implications in the economic system: creating new industries, validating new business models, and allocating

resources to neglected societal problems'. Shaw (2004) defines social entrepreneurship as “the work of community, voluntary and public organizations as well as private firms working for social rather than only profit objectives”.

Social entrepreneurship intentions have been studied in recent past extensively (Bacq & Lumpkin, 2021). A study by Germak and Robinson (2014) indicates that a combination of economic, social and personal factors contributes to social entrepreneurship. These include personal fulfillment and the satisfaction and prestige arising from non-monetary business. Boluk and Mottiar (2014), stated that complementary motivating factors in addition to social objectives consist of lifestyle interests and the desire for appreciation. In a study carried out in Israel, Yitshaki, Kropp and Honig (2022) concluded that social entrepreneurs are motivated by a combination of push and pull factors. Push factors arise from current unemployment status, family pressure, or his/her general dissatisfaction with their status quo. Pull factors such as the ambition to solve a social problem they had encountered in the past or need for achievement and recognition were also noted. Christopolous and Vogl (2015) also identified a diverse range of motivations among social entrepreneurs in UK. Thus, looking at the past research, it can be noted that social entrepreneurs whose start-up motivations are 100% for social welfare are rare or even non-existent. However, it must be noted that majority of past social entrepreneurship research is based on developed countries and the high individualistic culture of these countries may affect the outcome.

Sundin (2011) presented a counter argument stating that not only social enterprises but also conventional entrepreneurial ventures are also based on social intentions to some extent and that demarcation of social intentions and business intentions are vague. After studying 395 articles in top ranked journals, concluded that social entrepreneurship as a construct remains unclear and its unique features are not yet studied adequately (Saebi, Foss & Linder, 2019). A study of Ruskin, Seymour and Webster (2016) suggest that passion and frustration are personal antecedents of social entrepreneurial motivation, whereas sympathy and empathy are emotional antecedents of social entrepreneurship. This is consistent with assumptions that social entrepreneurs endeavour to help others and achieve personal fulfillment. Desire for personal achievement, recognition and frustration in current situation seem to be common and overlapping areas of antecedents in both economic and social entrepreneurship (Sahasranamam & Nandakumar, 2020).

Entrepreneurial Self-efficacy

According to many researchers of entrepreneurship, there is a lack of understanding of the factors that influence the intentions of those considering entrepreneurship as their career choice. Entrepreneurial self-efficacy (ESE), which is factor related to personal attributes of the entrepreneur, seems to be a particularly important antecedent to start-up intentions (Barbosa, Gerhardt, & Kickul, 2007). Simply stated, ESE is “a construct that measures a person’s belief in their ability to successfully launch an entrepreneurial venture” (Barbosa et. al., 2007). “Self-efficacy” is a parsimonious measure of the entrepreneur’s self-confidence that they can successfully realize the tasks in a specific domain (Bandura, 1982). Measures of entrepreneurial self-efficacy (ESE) specify a series of tasks that the entrepreneur is likely to encounter during the

entrepreneurial process. In contrast Rawhouser, Cummings and Newbert (2019) argued that self-confidence did not have a significant impact on social venture success.

The theory of planned behavior (Ajzen, 1991) suggests that perceived desirability of an action and the perceived feasibility of that action determine the formation of intention. The same approach can be adopted for entrepreneurial intention also. Perceived feasibility arises out of the self-perception that they can complete the tasks successfully associated with the behavior.

So according to theory of planned behavior, social entrepreneur's forethink about their ability to successfully accomplish the social entrepreneurship task.

Application of "perceived feasibility" component of theory of planned behavior must be applied with caution for social entrepreneurship. While lack of competency or self-confidence in business is a major concern for economic entrepreneurs, social entrepreneurs may pay less attention to it or discount it (Douglas & Prentice, 2019). Based on the assumption that that they would get support external parties and government, most social entrepreneurs proceed in their social entrepreneurship initiative mainly driven by their pro-social mindset and passion to assist disadvantaged people. In a case study which analyzes start-up motives of coastal shrimp farmers in Sri Lanka, Galappaththi, Galappaththi and Kodithuwakku (2017) found supportive outcomes for above mentioned claim in Sri Lankan context.

The following hypotheses arising out of the above literature review and research objectives were tested.

H1: There is a significant positive relationship between entrepreneurial self-efficacy and social entrepreneurial intention of social entrepreneurs in Sri Lanka

H2: There is a significant positive relationship between perceived feasibility and social entrepreneurial intention of social entrepreneurs in Sri Lanka

Methodology

Conceptual Framework

This epistemology of the study is positivistic and quantitative research approach was adopted where primary data were collected using survey questionnaires. Survey questionnaire was developed based on measures used in previous recent and related studies. Entrepreneurial self-efficacy and Perceived Feasibility were the independent variable and Social Entrepreneurial Intention was the dependent variable.

Population and Sample

Population of the study is all social entrepreneurs in Sri Lanka. The sampling frame used for this study is the list prepared by Lanka Social Ventures (Lanka Social Ventures; ESCAPE, 2018). The total population is estimated to be around 500 as can be seen in the figure 1. Most of the Sri Lankan Social enterprises spread in manufacturing sector. There are 125 social enterprises in Gampaha, Colombo and Kalutara districts altogether.

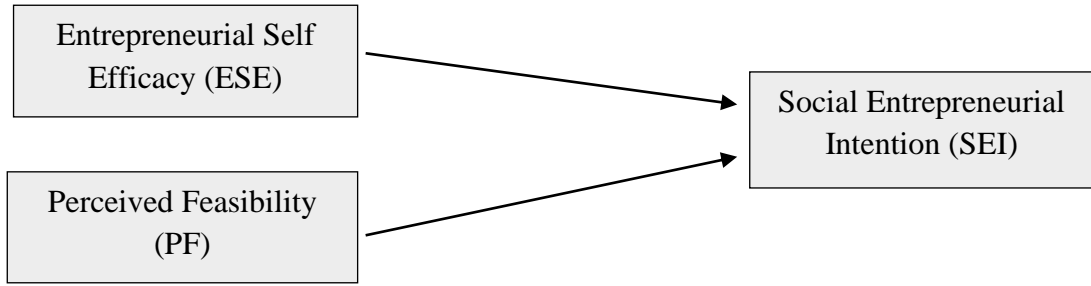


Figure 1. Conceptual Framework of the Research

Population and Sample

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The required sample size depends on number of factors including homogeneity of sampling unit, confidence, precision, statistical power, analytical procedure, cost, time and personnel. As per Krejcie and Morgan (1970), a sample of 217 is adequate. For this research, due to its limitations, the desired sample size was 130. A simple random sampling method was adopted in selecting the respondent from the sample frame.



Figure 2. Distribution of Social Enterprises in Sri Lanka

Questionnaire Development and Data Collection

Entrepreneurial Self-efficacy’ refers to “the extent to which people believe they have the capabilities to positively affect desired outcomes”. ESE is considered as a multi-dimensional construct. Barton, Schaefer and Canavati (2018) refined the scales developed by Chen, Green, and Crick (1998), Linan and Chen (2009) and Wach and Wojciechowski (2016). The scale of Barton et. al., (2018) was adopted to measure entrepreneurial self-efficacy in this research. Some items which were on 7-point scale originally, were converted to 5 point scale.

Although, many validated scales are available for measurement of entrepreneurial intention (Lee, Wong, Foo, & Leung, 2011), it would be unsuitable to use those in this study of social entrepreneurship. Since the major aim of social entrepreneurship is to provide social welfare, it is logical to infer that social entrepreneurship intention will be a different construct. Liñán and Fayolle (2015) states that prior measures of social entrepreneurship intention are very rare. Mair and Noboa (2006) developed a scale which utilizes the theory of planned behavior. In this scale, perceived desirability was using measured empathy, moral obligation and perceived desirability was measured using social entrepreneurial self-efficacy and perceived availability of social support. Hockerts (2017) added prior experience with social problems as another dimension of social entrepreneurship intention. The social entrepreneurial intention scale developed by Douglas and Prentice (2019) was selected for this research as it is recent and widely used in contemporary research. This scale was developed scale refining of a previous scale developed by Douglas (2013). Table 1 summarizes the variables and scales used for measurement

Table 1. Scales of Measurement

Variable	Source of the Measurement Scale	Num of Items in the Scale
Entrepreneurial Self-Efficacy	Barton, Schaefer and Canavati (2018)	7
Perceived Feasibility	Kruger’s (1993) and two items developed by author based on concept of Douglas & Prentice (2019) (i.e. 1. I am confidence that my formal and informal education will support me to run the new venture 2. The government and community will support me if need arises)	4
Social entrepreneurial intention	Douglas and Prentice (2019) [developed by refining Douglas (2013) scale]	15

Source: Author’s compilation

Although the scales are selected based on priori basis, before the actual distribution of questionnaires, a pilot study was conducted to determine the understanding of the items. Ten (10) social entrepreneurs were selected based on convenience basis for this pilot study. This was to ensure that the items in the questionnaire will be understood by the targeted group.

A total of 130 survey questionnaires were distributed using both online and physical methods. Questionnaires prepared using Google Forms facility were distributed through email. Some questionnaires were also physically presented to the entrepreneur at the workplace. Respondents were promised anonymity for themselves and their organization, together with a guarantee of the confidentiality of data they provided. The final response count is a total of 74 observations (A response rate of 57%).

The theoretical framework and its hypothesis were tested using SPSS-statistical software package (version 20) and SMARTPLS.

Results

Demographic Profile

There are 74 usable questionnaires from respondents for this study. The demographic characteristics were analyzed by descriptive statistics by computing percentage of each group.

Analysis of demographic characteristics indicates that male social entrepreneurs still outnumber the female social entrepreneurs in Sri Lanka. This is in contrary with the statement of GEM (2015) “The gender gap in social entrepreneurial activity is significantly smaller”. Social entrepreneurship is frequently linked with young and aggressive change-agents who are idealistic in nature or concerned about environment. This seems to be true in Sri Lankan context as majority of social entrepreneurs are from 20-40 years range.

Table 2. Demographic Characteristics

Variable		Percentage (%)
Gender	Male	81
	Female	19
Education Level	Had A/L	93
	Had Vocational Qualification	6
	Had Degree or Postgraduate	24
Age	20-26 years	65
	27-33 years	13
	34-40 years	7
	More than 40 years	15

Source: Author’s compilation

Factor Analysis of Social Entrepreneurial Intention Scale

Since the selected social entrepreneurship intention scale had only few applications in previous research, it was necessary to do a factor analysis and investigate underlying dimensions. In the original scale, three factors emerged in EFA and these factors were named as Social-purpose EI, Psychic-income EI and Profit-seeking EI (Douglas and Prentice, 2019).

For this research, EFA procedure was used as recommended by Churchill (1979). EFA stipulates procedures for determining an appropriate number of factors and the pattern of factor loadings primarily from the data. Principal Components Analysis (PCA) was undertaken with Varimax (orthogonal) rotation which was employed for interpretation of the factor matrices under investigation (Hair, Ringle, & Sarstedt. 2011).

Sampling adequacy was tested using Kaiser-Meyer-Olkin (KMO) statistic. Bartlett test of sphericity was evaluated for each construct. Minimum necessary factor loadings were decided from the table provided by Hair, Ringle, & Sarstedt (2011). In order to retain a specific item measuring specific constructs the items had to exhibit two criteria: (a) a factor loading greater than 0.50 on a single factor and (b) cross-loading less than 0.45 on any other factor.

Table 3. Factor Loadings for Different Social Entrepreneurial Intentions (SEI)

Please rate how likely it is that your venture would allow you to:	Factor 1	Factor 2	Factor 3	Factor 4
Gain great satisfaction because you are helping others who are in need				
Solve social and economic problems that cause others to suffer				
Help poor people get enough food, clothing, shelter, and medical assistance				
Serve as a volunteer to help people who have social and/or economic problems				
Help underprivileged people achieve what they are unable to achieve on their own				
Pursue a high-risk opportunity that has the possibility of very high profits				
Grow the firm to be very large and profitable				
Pursue profit maximization above all other objectives				
Become a major, globally recognized start-up				
Generate adequate profits over many years				
Locate the business at a place that suits your personal preferences and known community				
Create a business around your personal hobbies or special interests or to protect heritage				
Enjoy the lifestyle and benefits of an independent business owner				
Have great flexibility to decide your work hours, your product lines, and so on				

Source: Author's estimation

Despite the expected three factor loading pattern, the results indicated 4 factor loading. Factor 1 and Factor 2 matches with the same loading pattern of Douglas and Prentice (2019) and therefore can be named as Social-purpose EI and Profit-seeking EI. Factor 3 is named psychological EI and Factor 4 is named as Autonomy EI. Therefore, the EFA reveals that SEI is comprised of four dimensions in Sri Lankan context.

Reliability Test

Table 4 below summarizes the reliability test of all measures after factor analysis has been done (all items of Compatibility factor were eliminated). As shown, the Cronbach alphas of the measures were all comfortably above the lower limit of acceptability that is $\alpha \geq .7$.

Table 4. Summary of Reliability Coefficients for All the Variables in the Study

Variables	Number of items	Reliability
Dependent Variable (s)		
• Social Entrepreneurial Intention (SEI)	15	.861
Independent Variable (s)		
• Entrepreneurial Self Efficacy (ESE)	7	.799
• Perceived Feasibility (PF)	4	.935

Source: Author's computation

The histogram plots indicate that although the data is not perfectly normal, there is no serious violation of the normal distribution assumption.

Multicollinearity was tested for IVs by observing VIF values for all IVs as seen in Table 5. All VIF values are less than 5 and close to 1.

Table 5. Results of Multicollinearity Tests

Collinearity Statistics	
Construct	VIF
ESE	1.806
PF	1.441

Source: Author's computation

Analysis of Data Using PLS-SEM (SMARTPLS)

Minimum factor component loadings of 0.50 or higher are normally considered significant for outer measurement model (Chin 1998). All the indicators of the outer measurement model of this research fulfilled this criterion of minimum 0.5.

Fornell and Larcker (1981) stated that if Average Variance Extracted (AVE) is greater than 0.5 that is a necessary and sufficient condition for convergent validity of the instrument. As seen from Table 6, all AVEs are above 0.5 for the constructs.

Table 6. AVE for the Constructs

Variable	Num of items	AVE
ESE	7	0.7657
PF	4	0.8076
SEI	15	0.7807

Source: Author's computation

The number of bootstrap samples was set to 500 to run the SMARTPLS program.

Table 7. Summary of Structural Model Testing

Hypothesis	Path	Path Coefficient	Standard Error	t statistics	Significance
H1	ESE>SEI	0.4341	0.0577	7.668	Significant
H2	PF>SEI	0.4810	0.0981	4.575	Significant

Source: Author's computation

R² is also called the coefficient of determination because it assesses the proportion (which is converted to percentage by multiplying by 100) of the variance of the endogenous construct that can be explained by its predictor constructs (Hair et al., 2014). Falk and Miller (1992) suggest 0.10 as a threshold to identify a minimum level of prediction that can be practical significance.

Table 8. Summary of Coefficient of Determination Values for the Structural Model

Endogenous Latent Variable	R ²
SEI	38.9

Source: Author's computation

Entrepreneurial self-efficacy and Perceived Feasibility accounts for 38.9% of the variance of Internationalization Intention. This is a substantial significance in explaining the dependent variable.

Discussion and Recommendations

There is a call for more comparative research efforts in social entrepreneurship (Terjesen, Hessels & Li, 2016). Research in 58 countries indicate that there is a wide variation in rates and patterns of social entrepreneurship across economies (GEM, 2015). So this research will contribute to the ongoing studies around the world to understand the phenomenon of social entrepreneurship.

Results indicate that perceived feasibility and entrepreneurial self-efficacy influence SEI considerably. Therefore, steps must be taken to promote confidence in starting and managing a business among young generation. Promoting risk-taking, proactive and innovative behavior must be reinforced from primary and secondary education (Perera, Mudalige and Liyanage, 2011). The students must also be made to be aware of and be sensitive to social concerns in their community. Socialization programs, short term assignments on community problems, humanity projects and seminars and workshops involving “role models in social entrepreneurship” can be embedded in the school curriculum (Jayath & Mudalige, 2019). Combination of entrepreneurship education and socialization programs with community will lay the foundation for successful social entrepreneurs in future.

The number of entrepreneurs who are currently leading any kind of initiative that has a social, environmental or community objective is on the rise in Sri Lanka (Galappaththi et. al., 2017). Well-planned policies are required to promote and support social initiatives (Ruskin, Seymour & Webster, 2016). Firstly, a national survey is required to identify and document such social ventures. Then it is necessary to motivate the social entrepreneurs to measure their impact in both financial and non-financial indicators. The pressure to measure impact is driven by society, impact investors and other stakeholders who are concerned about social impact and want to ensure that the social entrepreneurs deliver on their promises. This will help in developing financial support arrangement for social entrepreneurship.

In order to promote social entrepreneurship in Sri Lanka, entrepreneurs must be supported with seed funding. Start-up owners typically rely on personal funding, support of relatives and friends and bank loans as sources of funding. A key funding challenge for social entrepreneurs lies in their focus on social goals than economic goals, which does not line up with the interests of traditional forms of credit and there is huge pressure from family and relatives when the returns are not in terms of monetary value. The financial support provider needs to understand the vision and mission of social entrepreneur and should endorse that vision and mission to give funds. Evaluation of business plans which justify Return on Investment (ROI) or NPV become little or no use in this scenario. With respect to policy implications, policymakers must educate the potential social entrepreneurs about different types of finance, including impact investing and crowdfunding, which seem to cater to the needs of social entrepreneurs more than traditional sources (GEM, 2015). Also, policymakers need to initiate a social entrepreneurship development scheme via state banks and other micro-finance institutions, which identifies potential and viable social, or community entrepreneurship initiatives and a funding scheme which releases funds with attainment of social goals.

As per limitations, the findings of this research may not generalize to other countries because there is a large variation in social entrepreneurship patterns (GEM, 2015). Since the sample frame used in this research is not updated recently, the results may not accurately predict the thinking pattern of contemporary social entrepreneurs. Another limitation is that only SE listed in the sample frame (Lanka Social ventures) is selected which not a recently updated or comprehensive sample frames is.

Some previous conceptual studies indicate that individuals may form SEI despite having a very low self-efficacy in management and business mainly because they believe community will

redress their management and business knowledge deficiencies. So, there is a large knowledge gap in this area for theory development and empirical work in social entrepreneurship in future.

Exploratory Factor Analysis (EFA) of social entrepreneurial intention indicated a four-factor loading pattern in contrast to the previous research. So this research achieved the objective of examining the intentions of social entrepreneurs in Sri Lankan context.

Conclusion

There is a growth in research in entrepreneurship, but little is known about the process of social entrepreneurship. Social entrepreneurship is the process of creating value by combining resources in new ways intended to explore and exploit opportunities to create social value by stimulating social change or meeting social needs. This research investigated the motives of social entrepreneurs in Sri Lanka. This research used a conceptual framework comprising of entrepreneurial self-efficacy and perceived feasibility to analyze the antecedents of social entrepreneurial intention in Sri Lanka. A randomly selected sample of 74 social entrepreneurs in Sri Lanka was analyzed using Partial Least Squares Structured Equation Modelling (PLS-SEM) method. Results indicate that 81% of the social entrepreneurs are male indicating the traditional gender bias which is common in business entrepreneurship also. Exploratory Factor Analysis (EFA) of social entrepreneurial intention indicated a four-factor loading pattern in contrast to the previous research. The four dimensions of entrepreneurial intention (EI) were named as Social-purpose EI, Profit-seeking EI, Psychological EI and Autonomy EI. This study empirically established that entrepreneurial self-efficacy and perceived feasibility have a significant positive influence on social entrepreneurial intention. Entrepreneurial self-efficacy and perceived feasibility together explained 39% of the variance in social entrepreneurial intention. The outcome of this research will enhance the understanding of social entrepreneurship behavior and will provide valuable insights for policy makers in Sri Lanka.

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