

## IMPACT OF SPOUSAL SUPPORT ON BUSINESS SUCCESS AS EXPRESSED BY WOMEN IN LAGOS STATE, NIGERIA

*Impak Sokongan Pasangan Terhadap Kejayaan Perniagaan Seperti Yang Dinyatakan oleh Wanita di Negeri Lagos, Nigeria*

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### Abstract

This study investigates the impact of spousal support on the success of businesses owned by women in Lagos State, Nigeria. Utilizing a descriptive research design, data was collected from 400 respondents using structured questionnaires. The data collected were analysed with percentage, mean and standard deviation, and ANOVA. The hypotheses were tested at 0.05 alpha level. The findings of the study revealed that spousal support, particularly emotional and financial support, plays a significant positive role in the success of businesses owned by women in Lagos State, Nigeria, while other forms of support, including crisis, social, practical, moral and ethical, and intellectual supports, have a moderate positive impact. Additionally, the study revealed no significant differences in the perceived impact of spousal support on business success based on age, educational qualification, or number of children among women in Lagos State. Based on the findings, it was recommended that efforts should be made by counsellors to encourage spousal support in the areas of crisis, social, practical, moral, ethical, and intellectual support, to offer diverse forms of support to help entrepreneurs navigate challenges effectively.

**Keywords:** Spousal Support, Business Success, Women, Lagos State, Nigeria

### Abstrak

Kajian ini menyiasat kesan sokongan pasangan terhadap kejayaan perniagaan yang dimiliki oleh wanita di Lagos State, Nigeria. Menggunakan reka bentuk kajian deskriptif, data dikumpul daripada 400 responden menggunakan soal selidik berstruktur. Data yang dikumpul dianalisis dengan peratusan, min dan sisihan piawai, dan ANOVA. Hipotesis telah diuji pada tahap 0.05 alfa. Dapatan kajian mendedahkan bahawa sokongan pasangan, terutamanya sokongan emosi dan kewangan, memainkan peranan positif yang signifikan dalam kejayaan perniagaan yang dimiliki oleh wanita di Lagos State, Nigeria, manakala bentuk sokongan lain, termasuk krisis, sosial, praktikal, moral dan etika, dan sokongan intelektual, mempunyai kesan positif yang sederhana. Selain itu, kajian itu

*mendedahkan tiada perbezaan yang ketara dalam kesan sokongan pasangan terhadap kejayaan perniagaan berdasarkan umur, kelayakan pendidikan atau bilangan kanak-kanak dalam kalangan wanita di Lagos State. Berdasarkan penemuan, adalah disyorkan bahawa usaha perlu dilakukan oleh kaunselor untuk menggalakkan sokongan pasangan dalam bidang krisis, sosial, praktikal, moral, etika, dan sokongan intelektual, untuk menawarkan pelbagai bentuk sokongan untuk membantu usahawan mengharungi cabaran dengan berkesan.*

**Kata kunci:** Sokongan Pasangan, Kejayaan Perniagaan, Wanita, Negeri Lagos, Nigeria

## 1.0 INTRODUCTION

Businesses, especially family businesses represent a significant segment of the global economy, contributing to job creation, innovation, and economic stability. They account for approximately 80% of businesses worldwide, underscoring their critical role in various industries (Amubode, Rauf-Lawal, & Owodiong-Idomeko, 2016). A family business is typically defined as a commercial organization owned and operated by members of the same family, where family involvement significantly influences the strategic direction and decision-making processes of the enterprise (Aladejebi, 2020). These businesses can range from small enterprises to large corporations and operate across diverse sectors. One of the defining characteristics of family businesses is the interconnection between family dynamics and business operations, which can enhance collaboration, trust, and long-term commitment but also introduce potential challenges such as conflict, favoritism, and resistance to change (Ward, 2011).

In Nigeria, there are more than 50% of businesses that are family-owned enterprises (Abimbola, 2024). These businesses are integral to the country's economic framework, contributing significantly to employment and wealth creation. The economic impact of family businesses in Nigeria is profound. Collectively, they contribute nearly \$200 billion to the nation's economy annually (Oluwasakin, 2023). This substantial contribution underscores their importance in driving economic growth and development. Furthermore, family-owned businesses account for millions of jobs, highlighting their role in mitigating unemployment and fostering economic stability (Onyenucheya, 2023).

Family businesses in Nigeria encounter several challenges that impede their sustainability and growth. A predominant issue is inadequate succession planning. Many family-owned enterprises struggle to transition leadership to subsequent generations, leading to disputes and, in some cases, business failure. Research indicates that only a minority of these businesses have formalized and communicated succession strategies, exacerbating the risk of collapse upon the founder's exit (Okeah, 2024). Governance and management deficiencies further undermine the success of family businesses. The absence of clear governance structures and professional management practices can result in operational inefficiencies and internal conflicts. A survey revealed that over half of Nigerian family businesses lack formal governance frameworks, which are essential for effective decision-making and conflict resolution (Egbomeade, 2023).

Additionally, limited access to finance poses a significant barrier. Family businesses often find it challenging to secure external funding due to perceived risks and lack of formal structures, hindering their capacity to expand and innovate. This financial constraint is a critical concern, as it limits the ability of these enterprises to invest in new technologies and market opportunities (West, 2019). Cultural factors also play a role in the challenges faced by family businesses. In Nigeria's diverse cultural

landscape, varying beliefs and traditions can influence business operations and succession decisions, sometimes leading to conflicts that affect business continuity (Okeah, 2024).

A family business system is particularly arranged; all undertakings must be done reliably because one positive characteristic of family ventures is their short chain in decision-making, which anchors the fast execution of goals (Danes, Lee, Stafford & Heck, 2014). The culture and process of planning strategies in a family company never come to an end, there has to be consistent acclimation to changes. Family business visionaries trust that with a solid family and legitimate management of strategies they can guarantee accomplishment of the goals. Solid spousal responsibility can be advantageous and encourage the achievement of a business owned by a family (Danes et al, 2014). Therefore, solid spousal support can be advantageous and encourage the achievement of a business owned by a family.

Spousal support, as a multifaceted construct, is a critical factor in the entrepreneurial journey, influencing the trajectory of business success. Emotional support from a spouse, which encompasses encouragement, understanding, and empathy, plays an essential role in bolstering the resilience of entrepreneurs. This type of support is vital in helping entrepreneurs cope with the challenges and setbacks commonly encountered in business. Studies show that when entrepreneurs feel emotionally supported by their spouses, they are more likely to demonstrate perseverance and remain motivated despite difficulties (Feeney, 2020; Kluemper & DeGroot, 2019; Ziegler et al., 2021). This emotional fortitude is essential for overcoming the inevitable stresses that come with managing a business, such as financial pressures or unexpected setbacks. Research suggests that emotional support can even influence entrepreneurs' decision-making processes, fostering a mindset that is more open to risk-taking and creative problem-solving (Feeney, 2020; Smith & Smith, 2020; Ziegler et al., 2021). Thus, a supportive partner's emotional backing is integral to the mental and emotional well-being of entrepreneurs, shaping their ability to sustain long-term business success.

Financial support from a spouse provides entrepreneurs with a crucial buffer against the financial uncertainties that often accompany entrepreneurship. This support can manifest as direct monetary contributions, shared financial responsibilities, or the provision of resources that mitigate the financial burden of business ownership. In a study by Gudmunson et al. (2009), it was highlighted that entrepreneurs who receive financial support from their spouses are less likely to experience financial strain, allowing them to focus more effectively on growing their businesses. Furthermore, financial support can reduce the entrepreneur's stress about business sustainability, enhancing their capacity for risk management and innovation (Besser & Miller, 2018; Morris et al., 2019; Schilling, 2016). Spouses who contribute financially also play a key role in ensuring that entrepreneurs can meet operational costs, reinvest in their businesses, or weather periods of low revenue. This aspect of spousal support helps balance the financial pressures associated with entrepreneurship, which are often exacerbated by the lack of a predictable income stream (Besser & Miller, 2018; Morris et al., 2019; Schilling, 2016). Therefore, financial support strengthens the financial foundation of a business, which is essential for sustained growth and stability.

Practical support provided by a spouse is equally important in facilitating entrepreneurial success. Practical support refers to assistance with daily tasks, such as managing household responsibilities, which enables entrepreneurs to allocate more time and energy toward their business endeavors. By alleviating domestic burdens, a spouse can help create an environment that fosters productivity and focus for the entrepreneur. According to Kossek et al. (2020), entrepreneurs who receive practical

support are more likely to maintain a healthy work-life balance, which is crucial for preventing burnout and sustaining long-term business success. This type of support also enables entrepreneurs to pursue opportunities for business expansion and networking without being overwhelmed by personal responsibilities (Kluemper & DeGroot, 2019; Kossek et al., 2020; Ziegler et al., 2021). In addition, the division of household duties can increase the entrepreneur's overall well-being, as it reduces the mental and physical toll that managing both business and home can take (Kossek et al., 2020; Kluemper & DeGroot, 2019; Ziegler et al., 2021). Welsh Kaciak and Shamah (2018) found that spousal support was consistently rated as one of the most critical success factors by women entrepreneurs across different age groups. Similarly, Nikina, Shelton, and LeLoarne (2015) demonstrated that emotional and practical support from spouses significantly contributed to women entrepreneurs' business success, regardless of their age or stage in life.

The impact of spousal support on business success can vary significantly based on factors such as age, educational qualifications, nature of occupation, and the number of children. These factors shape how women perceive and experience the support provided by their spouses, influencing their entrepreneurial outcomes. For instance, Feeney (2020) affirmed that younger women entrepreneurs may have a greater need for emotional support as they are likely to face more significant challenges in balancing family responsibilities with the demands of a growing business. Younger entrepreneurs are also more likely to be in the early stages of their careers, where the need for financial backing and encouragement is paramount (Morris et al., 2019). Older women, on the other hand, may be more established in their business ventures, and their perception of spousal support could shift more towards practical support, such as shared household responsibilities or helping with administrative tasks (Kossek et al., 2020). Additionally, older women entrepreneurs may have a stronger sense of self-efficacy, making them less reliant on emotional or financial support from their spouses compared to younger women (Feeney, 2020; Kluemper & DeGroot, 2019). Age also affects women's ability to take on risks and innovate in their businesses, with older women being more cautious but relying on spousal support to maintain stability rather than seeking new ventures (Ziegler et al., 2021).

Highly educated women may have the knowledge and skills to navigate business challenges independently, potentially reducing their reliance on spousal financial support (Morris et al., 2019). However, they may still value emotional and practical support to maintain a healthy work-life balance, as the demands of managing a business often require more than just intellectual capability (Kossek et al., 2020). For instance, educated women in professional or technical fields may have a higher expectation of spousal involvement in decision-making processes and may seek partners who offer both intellectual and emotional support (Besser & Miller, 2018). On the other hand, women with lower levels of education may be more reliant on their spouses for financial stability and may perceive spousal support as a necessity for maintaining their entrepreneurial activities (Kluemper & DeGroot, 2019). The educational background, therefore, determines the type of support needed; whether it is more financial or emotional, and how women entrepreneurs perceive their spouse's involvement in business activities.

The nature of a woman's occupation also influences how she expresses the importance of spousal support in her entrepreneurial success. Women in high-demand occupations, such as technology, medicine, or law, may experience greater stress due to the long hours and high stakes involved, thus increasing their need for emotional and practical support from their spouses (Feeney, 2020). Women in such occupations are often required to juggle intense work schedules with family responsibilities, leading to a greater need for practical support, such as assistance with

childcare or household management (Kossek et al., 2020). In contrast, women in less demanding occupations or those working from home may have more flexibility, reducing the need for extensive spousal involvement (Morris et al., 2019). Women entrepreneurs in creative industries or service sectors may also have different support needs, with a stronger emphasis on emotional support, as the entrepreneurial process in these fields often involves uncertainty, rejection, and the need for constant motivation (Besser & Miller, 2018). Therefore, the nature of an occupation directly correlates with the type and amount of spousal support needed to sustain business operations.

The number of children a woman has can significantly affect how spousal support is perceived and its impact on business success. Women with young children may experience higher levels of stress and fatigue due to the dual responsibilities of parenting and entrepreneurship. In these cases, practical support from a spouse, such as help with childcare or household duties, becomes critical to reducing personal strain and enabling women to focus on their business activities (Ziegler et al., 2021). Kossek et al. (2020) reported that women with multiple children often rely more on their spouse's emotional and practical support to maintain a balance between family and business responsibilities. In contrast, women with older children or no children may have fewer family-related obligations, enabling them to allocate more time and energy to their business ventures without the same level of spousal support (Feeney, 2020). Furthermore, women who are primary caregivers of children may experience more emotional strain, making them more likely to seek financial and emotional support from their spouses (Kluemper & DeGroot, 2019). The number of children, therefore, influences the nature and intensity of the spousal support needed to achieve business success.

## 2.0 STATEMENT OF THE PROBLEM

Family business involves various challenges and pressures, including the need to secure funding, establish a market presence, manage operations, and navigate economic uncertainties. These challenges often demand a significant amount of time, energy, and focus, which can lead to personal stress and strain on family dynamics. Among the various factors that influence the success of a business, the role of a supportive spouse has emerged as a key area of interest. As it was established by different researchers (Feeney, 2020; Kossek et al., 2020; Kluemper & DeGroot, 2019) spouses who provide emotional, financial, and practical support are integral in reducing the burden of family business. However, not all family-owned businesses have the privilege of such support, and the lack of it may impact the overall success of their ventures.

Studies such as Kiogora (2018) examined the role of spouse support in the success of family-owned businesses in Meru County, The finding of this study showed that the provision of physical capital support, social capital support, and management support by spouse influenced the success of family-owned businesses in Meru County. Aladejebi (2020) examined copreneurs: the impact of spousal relationships on business success in Nigeria. The findings revealed that the majority of the copreneurs benefitted greatly from their business relationship in terms of perceived success, financial performance, growth performance, and shared dreams. Despite the findings of the previous researchers, there is a gap in research regarding the specific ways in which spousal support, or the lack thereof, directly influences the success of a business. Existing literature provides a broad understanding of the importance of social support networks, but few studies delve deeply into how spousal

supports affect business success in Nigeria. This study filled this gap and investigated the impact of spousal support on business success as expressed by women in Lagos state, Nigeria.

### 3.0 RESEARCH QUESTION

What is the impact of spousal support on business success as expressed by women in Lagos state, Nigeria?

### 4.0 RESEARCH HYPOTHESES

- a) There is no significant difference in the impact of spousal support on business success as expressed by women in Lagos state, Nigeria based on age.
- b) There is no significant difference in the impact of spousal support on business success as expressed by women in Lagos state, Nigeria based on educational qualification.
- c) There is no significant difference in the impact of spousal support on business success as expressed by women in Lagos state, Nigeria based on number of children.

### 5.0 MATERIALS AND METHODS

The study adopted the descriptive research design. The population consisted of all business women in Lagos State which is estimated at 5.78 million (Statista, 2024), while the target population was business women selected across the three senatorial districts of Lagos State. Given the large size of the target population, it is not feasible to study the entire group of 5.78 million business women. Instead, a representative sample was drawn to ensure manageable data collection and analysis while maintaining the reliability and validity of the findings. For this study, a sample size of 400 married women was selected, based on standard sampling formulas for populations exceeding 1 million and considering a margin of error of 5% and a confidence level of 95%. The sample was selected using a simple random sampling technique. The sample was selected from various market places and different streets in ten out of twenty Local Government Areas in Lagos State.

The main instrument for data collection was a questionnaire entitled "Impact of Spousal Support on Business Success Questionnaire" (ISSBSQ) which consisted of two parts. The first part consisted of three demographic variables; age, educational qualification, and number of children while the second part contained 49 items which were divided into seven sections they include emotional, financial, practical, social, intellectual, moral and ethical, and crisis supports. Each section has seven items. The content validity of the instrument was established through experts' review, and the test re-test method of reliability was adopted to achieve the reliability coefficient of 0.83.

The data collected was analysed descriptively, using frequent count and percentage scores to present the demographic variable of the respondents while the aggregate mean score was used to answer research question one. For research question one, any support that has an aggregate mean score of 1.00-2.00 was considered a low impact, 2.01-3.00 was a moderately positive impact while 3.01-4.00 was considered a high positive impact. An inferential statistics of Analysis of Variance

(ANOVA) statistics was used to test the null three research hypotheses. The hypotheses were tested at 0.05 level of significance.

## 6.0 RESULTS

Table 1.0 presents the distribution of demographic data for 400 respondents, focusing on their age educational qualification, and number of children. The age distribution shows that respondents who were between 31-45 years participated more in this study (N = 172) with a rate of 43.0%), a total of 163 (40.8%) were 46 years of age and above while 65 (16.3%) were between 18-35 years of age. The educational qualification data shows a diverse range of education levels among the respondents. The largest group (38.0%) holds a first-degree or HND. Those with SSCE and below form the second-largest group at 28.5%, closely followed by those with NCE/OND at 27.0%. Postgraduate degree holders represent the smallest group at 6.5%. Based on the number of children, 40% (N=160) of the respondents have between 3-4 children, 35.8% (N=143) have 5 or more children while those who have between 1-2 children constituted 24.3% (N=97).

Table 1.0 Distribution of the Respondents' Demographic Data

Variable		Frequency	Percentage
Age	18-30 years	65	16.3
	31-45 years	172	43.0
	46 years and above	163	40.8
	Total	400	100
Educational Qualification	SSCE and below	114	28.5
	NCE/OND	108	27.0
	First degree/HND	152	38.0
	Postgraduate	26	6.5
	Total	400	100
Number of Children	1-2	97	24.3
	3-4	160	40.0
	5 and more	143	35.8
	Total	400	100

Source: Author's Fieldwork (2024)

### 6.1 Research Question One: What is the impact of spousal support on business success as expressed by women in Lagos state, Nigeria?

Table 2.0 presents that the spousal supports, that is spousal emotional and financial supports as expressed by women in Lagos state had mean scores of 3.38 and 3.33 respectively have a high positive impact while crisis, social, practical, moral and ethical, and intellectual support as expressed by women in Lagos state had mean scores of 2.90, 2.80, 2.73, 2.65 and 2.57 respectively were found to have moderate impact. The general average mean score also revealed a 2.90 mean score which is also moderate. Since the mean value falls between the benchmark of 3.01-4.00 and 2.01-3.00, this means that spousal supports such as emotional and financial support have a high positive impact on business success while crisis, social, practical, moral and ethical, and intellectual supports have moderate impact on business success.

Table 2.0 Mean and Standard Deviation of the Respondents' Expressions on the Impact of Spousal Support

Spousal Support	N	Mean	Std. Deviation	Decision
Emotional Support	400	3.38	0.235	High
Financial Support	400	3.33	0.334	High



Crisis Support	400	2.90	0.461	Moderate
Social Support	400	2.80	0.500	Moderate
Practical Support	400	2.73	0.582	Moderate
Moral and Ethical Support	400	2.65	0.442	Moderate
Intellectual Support	400	2.57	0.594	Moderate
Average Mean		2.90	0.449	Moderate

Source: Author's Fieldwork (2024)

Table 3.0 Summary of ANOVA showing differences in the Respondents' Expressions on the Impact of Spousal Support on Business Success across Age, Educational Qualification, and Number of Children

Hypothesis	Variable	F-ratio	p-value	Remark
1	Age	.062	.940	Not Rejected
2	Educational Qualification	.271	.846	Not Rejected
3	Number of Children	.076	.927	Not Rejected

Source: Author's Fieldwork (2024)

Table 3.0 shows the summary of the ANOVA analysis showing differences in the respondents' expressions on the impact of spousal support on business success across age, educational qualification, and number of children. The finding of hypothesis one revealed that there was no significant difference in the impact of spousal support on business success as expressed by women in Lagos state, Nigeria based on age ( $F = .062, p > 0.05$ ). The result of hypothesis two shows that there was no significant difference in the impact of spousal support on business success as expressed by women in Lagos state, Nigeria based on educational qualification ( $F = .271, p > 0.05$ ). The result of hypothesis three shows that there was no significant difference in the impact of spousal support on business success as expressed by women in Lagos state, Nigeria based on number of children ( $F = .076, p > 0.05$ ). This implies that all the three null hypotheses were not rejected.

## 7.0 DISCUSSION

The finding of the study revealed that spousal emotional and financial supports have a high positive impact on business success while crisis, social, practical, moral and ethical, and intellectual supports have moderate positive impact on business success. The finding suggests that emotional and financial support play a significant role in enhancing business success when compared with other factors. The finding is in tandem with the studies of Ziegler et al. (2021), Feeney (2020), Kluemper and DeGroot (2019) who asserted that spousal emotional support is very vital in helping entrepreneurs cope with the challenges and setbacks commonly encountered in business. Feeney (2020) reported that an entrepreneur who receives emotional support from a spouse demonstrates perseverance and remains motivated despite difficulties. The finding aligns with the study of Kiogora (2018) who found that the provision of physical capital support, social capital support, and management support by spouses influenced the success of family-owned businesses in Meru County. Similarly, Craft, Seal, and Paredes (2015) demonstrated that entrepreneurs with access to spousal financial support maintain business growth and stability during challenging periods. The finding also corroborates the finding of Cruz, Justo, and De Castro (2018) who found that emotional and moral support from spouses helps entrepreneurs maintain motivation and resilience during challenging times, while practical support in managing household responsibilities enables entrepreneurs to dedicate more time to their businesses.

Another finding revealed that there was no significant difference in the impact of spousal support on business success as expressed by women in Lagos state, Nigeria based on age. This finding suggests that the impact of spousal support on business success among women does not vary significantly across different age groups. In other words, regardless of whether a woman is younger or older, the level of support provided by a spouse influences her business outcomes in a relatively consistent manner. This could be that spousal support may address universal challenges faced by women entrepreneurs, such as work-life balance, societal expectations, or access to resources, which do not diminish with age. The finding is in line with the study of Welsh Kaciak and Shamah (2018) who found that spousal support was consistently rated as one of the most critical success factors by women entrepreneurs across different age groups. Similarly, Nikina, Shelton, and LeLoarne (2015) demonstrated that emotional and practical support from spouses significantly contributed to women entrepreneurs' business success, regardless of their age or stage in life.

Finding further revealed that there was no significant difference in the impact of spousal support on business success as expressed by women in Lagos state, Nigeria based on educational qualification. This implies that spousal support contributes positively to women's entrepreneurial success irrespective of their educational background. One reason for this finding may be the inherent nature of spousal support as a relational and emotional factor, which is not necessarily tied to educational attainment. The finding supports the study of Adisa, Abdulraheem, and Mordi (2014) who found that spousal support significantly influenced the performance of women entrepreneurs in Nigeria irrespective of educational background. Ibrahim and Masud (2018) also reported a positive correlation between spousal support and business performance remained consistent across different educational levels among women entrepreneurs in West Africa.

Another finding revealed that there was no significant difference in the impact of spousal support on business success as expressed by women in Lagos state, Nigeria based on number of children. This suggests that regardless of whether women have few or many children, the level and effectiveness of support from their spouses in their entrepreneurial ventures remain consistent. This could be because, in many urban areas like Lagos, there is growing awareness of the importance of shared responsibilities in the household. This might lead to a more equitable division of duties, thereby neutralizing the impact of the number of children on the perception of spousal support. The finding relates to the study of Ajayi et al. (2021) who found that the perception of married adults on the impact of spousal support on entrepreneurial success among women was not different irrespective of family size.

## 8.0 CONCLUSION

The findings of the study concluded that spousal support, particularly emotional and financial support, plays a significant positive role in the success of businesses owned by women in Lagos State, Nigeria, while other forms of support, including crisis, social, practical, moral and ethical, and intellectual supports, have a moderate positive impact. Additionally, the study revealed no significant differences in the perceived impact of spousal support on business success based on age, educational qualification, and number of children among business women in Lagos State. This underscores the universal importance of spousal support across diverse demographic groups in enhancing business outcomes for women.

## 9.0 IMPLICATIONS FOR COUNSELLING PRACTICES

The findings of this study have implications for counselling practices. Counsellors working with entrepreneurial couples should emphasize the importance of emotional and financial support as these have the highest positive impact on business success. Workshops or sessions could focus on strengthening communication, empathy, and financial planning skills between spouses. Practical, moral, ethical, and intellectual supports, though moderately impactful, should not be overlooked. Counselling programmes can help couples understand how to integrate these forms of support effectively into their relationships, promoting a well-rounded supportive environment. The findings that age, educational qualification, and the number of children do not significantly alter the impact of spousal support suggest that counseling approaches can remain consistent across these demographics. Counsellors can focus on universal strategies to enhance spousal support without needing to heavily customize these factors.

## 10.0 RECOMMENDATIONS

Based on the findings, the following recommendations were made:

- a) Since emotional and financial support were found to have a high positive impact on business success, it is crucial to encourage spouses to provide these types of support. Awareness campaigns, workshops, or community programs can emphasize the value of these supports in achieving business goals.
- b) Efforts should be made by counsellors to encourage spousal support in the areas of crisis, social, practical, moral, ethical, and intellectual support, to offer diverse forms of support to help entrepreneurs navigate challenges effectively.
- c) Government agencies, NGOs, and community organizations should provide resources and training for spouses of entrepreneurs to educate them on how to be more supportive partners, particularly in areas like crisis, social, practical, moral, ethical, and intellectual support.

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