

EXPLORING THE INTERSECTION OF MARRIAGE AND ENTREPRENEURSHIP: A STUDY ON MOTIVATION OF WOMEN IN LAGOS STATE, NIGERIA

*(Meneroka Persimpangan Perkahwinan dan Keusahawanan: Kajian Tentang
Motivasi Wanita di Lagos State, Nigeria)*

*Lateef Omotosho Adegboyega¹, Abdulganiyu Adebayo Tijani², Abdulwahab Rafiu³

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¹Department of Educational Guidance and Counselling,
Faculty of Education, University of Ilorin,
1515, P.M.B Ilorin, Nigeria.

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²Department of Educational Management,
Faculty of Education, University of Ilorin,
1515, P.M.B Ilorin, Nigeria.

³Department of Adult and Primary Education,
Faculty of Education, University of Ilorin,
1515, P.M.B Ilorin, Nigeria.

*Corresponding author's email: adegboyega.lo@unilorin.edu.ng

Abstract

The significant role of women's entrepreneurship in driving global economic growth has been widely acknowledged, particularly in alleviating poverty, promoting gender equality, generating employment opportunities, and accelerating social development. Hence, this study investigated exploring the intersection of marriage and entrepreneurship: a study on motivation of women in Lagos State, Nigeria. The research utilised a descriptive survey design with a sample of 400 married women who are self-employed or entrepreneurs. Data was collected through a questionnaire and analysed using mean, ranking, and Analysis of Variance (ANOVA). The findings revealed that mutual respect and spousal encouragement significantly boost entrepreneurial motivation among women. Additionally, there were significant differences in the influence of marital dynamics on entrepreneurial motivation of women in Lagos state, Nigeria based on women with supportive and unsupportive spouses, number of children and educational qualification. The study concludes that supportive marital relationships play a crucial role in fostering entrepreneurial drive among women, with implications for counselling practices that enhance women's participation in entrepreneurship. It was recommended that marriage counsellors should address the unique challenges and motivations that arise from balancing entrepreneurial pursuits with childcare responsibilities. Government and relevant stakeholders should implement policies and initiatives that support work-life balance for married women entrepreneurs, particularly those with multiple children.

Keywords: Influence, Marital Dynamics, Entrepreneurial, Motivation, Women, Lagos State

Abstract

Peranan penting keusahawanan wanita dalam memacu pertumbuhan ekonomi global telah diakui secara meluas, terutamanya dalam mengurangkan kemiskinan, menggalakkan kesaksamaan gender, menjana peluang pekerjaan, dan mempercepatkan pembangunan sosial. Oleh itu, kajian ini menyiasat meneroka persimpangan perkahwinan dan keusahawanan: kajian tentang motivasi wanita di Lagos State, Nigeria. Penyelidikan ini menggunakan reka bentuk tinjauan deskriptif dengan sampel 400 wanita berkahwin yang bekerja

sendiri atau usahawan. Data dikumpul melalui soal selidik dan dianalisis menggunakan min, pemeringkatan, dan Analisis Varians (ANOVA). Penemuan menunjukkan bahawa saling menghormati dan galakan pasangan secara signifikan meningkatkan motivasi keusahawanan di kalangan wanita. Selain itu, terdapat perbezaan yang signifikan dalam pengaruh dinamik perkahwinan terhadap motivasi keusahawanan wanita di negeri Lagos, Nigeria berdasarkan wanita yang mempunyai pasangan yang menyokong dan tidak menyokong, bilangan anak dan kelayakan pendidikan. Kajian itu menyimpulkan bahawa hubungan perkahwinan yang menyokong memainkan peranan penting dalam memupuk dorongan keusahawanan dalam kalangan wanita, dengan implikasi terhadap amalan kaunseling yang meningkatkan penyertaan wanita dalam keusahawanan. Adalah disyorkan bahawa kaunselor perkahwinan harus menangani cabaran dan motivasi unik yang timbul daripada mengimbangi usaha keusahawanan dengan tanggungjawab menjaga anak. Kerajaan dan pihak berkepentingan yang berkaitan harus melaksanakan dasar dan inisiatif yang menyokong keseimbangan kerja-kehidupan bagi usahawan wanita yang sudah berkahwin, terutamanya mereka yang mempunyai ramai anak.

Kata kunci: Pengaruh, Dinamik Perkahwinan, Keusahawanan, Motivasi, Wanita, Negeri Lagos

1.0 INTRODUCTION

The significant role of women entrepreneurship in driving global economic growth has been widely acknowledged, particularly in alleviating poverty, promoting gender equality, generating employment opportunities, and accelerating social development (Goldman Sachs Report, 2019). Kuratko (2016) defined entrepreneurship as creating, launching, and managing a new business venture to turn an innovative idea into a profitable reality. According to Alvarez and Barney (2014), it involves identifying a market need or opportunity, developing a product or service to meet that need, and building a sustainable business model to deliver that offering to customers. Entrepreneurs are risk-takers who possess a unique combination of vision, passion, creativity, and determination. They are willing to embrace uncertainty and navigate through the challenges of starting a new enterprise, driven by the desire to bring their ideas to life and create something of value (Ries, 2011).

Emerging markets have experienced significant economic transformations over the years and provide extensive prospects for expansion (Mensah, Asamoah & Jafari-Sadeghi, 2021). Women entrepreneurs have played a crucial role in diversifying the Nigerian economy, reducing the nation's overreliance on the oil sector (Akinbami & Aransiola, 2016). By venturing into various industries, such as agriculture, manufacturing, and services, female business owners have contributed to the expansion and resilience of the economy. This diversification has not only created employment opportunities but also strengthened the country's competitiveness in the global market.

Moreover, women's entrepreneurship has been a catalyst for empowerment and gender equality in Nigeria (Igwe, Amaugo, Ogundana, Egere & Anigbo, 2018). As women gain financial independence and decision-making power through their businesses, they become agents of change, challenging traditional gender norms and inspiring future generations of female leaders. This empowerment has positive ripple effects on families and communities, promoting greater investment in education, healthcare, and overall well-being. Furthermore, women-owned enterprises have demonstrated a strong commitment to social responsibility and community development (Akhue-monkhan, Raimi & Sofoluwe, 2017). Many female entrepreneurs have focused on addressing societal challenges, such as poverty alleviation, access to education, and environmental sustainability. Their businesses

have become vehicles for positive change, contributing to the achievement of the United Nations Sustainable Development Goals (SDGs) in Nigeria.

De Bruin et al. (2006) stated that there has been a significant surge in the number of women entrepreneurs, particularly in developing economies. According to a report by the International Finance Corporation (IFC, 2020), women-owned businesses in Nigeria account for approximately 41% of the country's small and medium-sized enterprises (SMEs). A study conducted by Olufunso (2016) highlighted that Nigerian women are increasingly venturing into various entrepreneurial activities, spanning sectors such as agriculture, manufacturing, and services. Furthermore, a report by the Global Entrepreneurship Monitor (GEM) in 2019 revealed that Nigeria has one of the highest rates of female entrepreneurship globally.

Women's entrepreneurial motivation is shaped by a confluence of factors, including the desire for autonomy, self-fulfilment, financial independence, and the creation of employment opportunities (Brush, Edelman, Manolova & Welter, 2019; Yadav & Unni, 2016). Social and cultural barriers, as well as the need for flexible work arrangements, often drive women to seek alternative career paths through entrepreneurship (Calás, Smircich & Bourne, 2009; Brush et al., 2019). Additionally, exposure to role models, access to education and resources, and the potential for societal impact and empowerment significantly influence women's motivation to become entrepreneurs (Ahl & Nelson, 2015; Brush, Greene, Balachandra & Davis, 2018; Yadav & Unni, 2016). Furthermore, the level of marital dynamics within the family can have both a direct and indirect impact on women's careers or entrepreneurship (Singh, Chandrashekar, Hillemane, Sukumar & Jafari-Sadeghi, 2022).

Marital dynamics refer to the intricate and ever-evolving patterns of interaction, communication, and behaviour that shape the relationship between spouses (Kwong & Yin, 2017). These dynamics are influenced by a multitude of factors, including individual personalities, cultural backgrounds, family histories, and the unique circumstances that each couple encounters throughout their journey together (Kwong & Yin, 2017). At the core of marital dynamics lies the concept of intimacy, which encompasses not only physical intimacy but also emotional, intellectual, and spiritual connections. Successful marriages thrive on open and honest communication, mutual understanding, and a willingness to navigate the inevitable challenges that arise in any long-term partnership (Gottman & Gottman, 2017). One of the key aspects of marital dynamics is the balance of power and decision-making within the relationship. Healthy marriages often involve a sense of equality, where both partners have a voice and contribute to the overall direction of their lives together. However, this balance can shift over time as circumstances change, and couples must continually negotiate and adapt to maintain a sense of fairness and respect (Knudson-Martin & Huenergardt, 2017).

Another crucial element of marital dynamics is the management of conflict. Every couple experiences disagreements and differences of opinion, but how these conflicts are addressed can either strengthen or strain the relationship. Effective communication, empathy, and a willingness to compromise are essential for constructively resolving conflicts (Gottman & Silver, 2015). Marital dynamics are influenced by external factors such as work, family obligations, and societal expectations. Couples must navigate these external pressures while maintaining a strong connection and prioritizing their relationship. Support networks, shared interests, and a commitment to personal growth can help couples weather these challenges and strengthen their bond (Brock & Legg, 2017). As marriages evolve over time, the relationship dynamics may shift. The transition to parenthood, empty nest syndrome, and retirement can all present new challenges and opportunities for couples to adapt and grow together. Successful marriages are often characterized by a willingness to

embrace change, continually invest in the relationship, and cultivate a deeper understanding of one another (Markman, Rhoades, Stanley, Ragan, & Whitton, 2020).

The influence of marital dynamics on women's entrepreneurship has been a subject of interest among researchers and scholars in recent years. The marital relationship, with its intricate web of support, conflict, and power dynamics, can significantly shape a woman's entrepreneurial aspirations and success. A key aspect of marital dynamics is the support, or lack thereof, provided by spouses. Studies indicate that spousal support plays a crucial role in the success of women entrepreneurs. According to Eddleston and Powell (2016), women who receive emotional and practical support from their spouses are more likely to achieve entrepreneurial success. This support can manifest in various forms, such as assistance with household chores, childcare, and even involvement in business activities. Conversely, a lack of spousal support or a conflictual relationship can hinder a woman's entrepreneurial ambitions, as she may face additional stress and barriers in managing both personal and professional responsibilities (Jennings & McDougald, 2007).

However, the nature of marital relationships can also pose challenges. For instance, traditional gender roles and expectations often place a disproportionate burden of household responsibilities on women. As noted by Jennings and Brush (2019), these responsibilities can limit the time and resources women can allocate to their businesses. The study found that women entrepreneurs often struggle to balance their dual roles as business owners and primary caregivers, which can impede their business growth and sustainability. Moreover, the dynamics of decision-making within the household can influence women's entrepreneurial activities. A study by Adom and Williams (2019) revealed that in households where decision-making is male-dominated, women entrepreneurs may face restrictions in accessing and controlling business resources. This limitation can hinder their ability to make strategic decisions, secure funding, and pursue growth opportunities.

Financial dynamics within marriages also play a significant role. Research by Danes, Stafford, and Loy (2017) showed that joint financial management and shared financial goals within marriages can positively affect women entrepreneurs. Couples who collaborate on financial planning are more likely to pool resources, invest in the business, and provide mutual support during financial challenges. Furthermore, marital dynamics can influence the psychological well-being of women entrepreneurs. A supportive marital relationship can enhance self-esteem, reduce stress, and foster a positive mind-set, all of which are critical for entrepreneurial success. Conversely, marital conflicts and lack of support can lead to stress and anxiety, negatively impacting business performance. Fagan and Long (2020) emphasized the importance of marital harmony in providing a stable and conducive environment for women entrepreneurs to thrive. Despite the challenges, many women entrepreneurs navigate their marital dynamics successfully and leverage them as strengths. For example, some women collaborate with their spouses as business partners, combining their skills and resources to build successful enterprises. According to research by Carter and Marlow (2021), such partnerships can lead to increased business resilience and innovation.

Age, number of children, and educational qualifications can significantly influence the impact of marital dynamics on women's entrepreneurial motivation. These factors shape individual experiences, societal expectations, and potential barriers or opportunities within the context of entrepreneurship. For instance, Renzulli, Aldrich and Moody (2017) found that younger married women faced different marital dynamics and societal pressures compared to their older counterparts. In many cultures, younger women are expected to prioritize family responsibilities and caregiving roles, which can limit their entrepreneurial aspirations and motivation.

However, as women age and enter different life stages, the influence of marital dynamics may shift, potentially providing more flexibility and support for entrepreneurial pursuits (Sarri & Trihopoulou, 2005). Additionally, Jennings and Brush (2019) found that older women have accumulated more experience, resources, and social networks that facilitated their entrepreneurial endeavours.

The presence and number of children within a marriage can significantly impact a woman's entrepreneurial motivation. Women with young children often face greater caregiving demands and domestic responsibilities which constrain their time and energy for entrepreneurial activities (Thébaud, 2016). However, some women found entrepreneurship as a means to achieve work-life balance and flexibility, especially when supported by their spouses. As children grow older and become more independent, the influence of marital dynamics on entrepreneurial motivation may shift, allowing women to dedicate more time and resources to their ventures.

Also, higher levels of education can empower women with knowledge, skills, and confidence, potentially mitigating the negative impacts of unsupportive marital dynamics on entrepreneurial motivation. It was reported that educated women were better equipped to navigate societal expectations, negotiate supportive arrangements within their marriages, and leverage their qualifications to pursue entrepreneurial opportunities (Brush et al., 2018). Conversely, Yadav and Unni (2016) reported that women with lower educational attainment faced additional barriers, such as limited access to resources, networks, and self-efficacy which negatively affected their entrepreneurial motivation.

Nigeria, as a society with deep-rooted cultural and religious traditions, often upholds gender roles and expectations that negatively shape the experiences of women entrepreneurs. Many married women who aspire to be self-employed sometimes face resistance or lack of support from their spouses, which dampens their entrepreneurial motivation and limits their access to resources and opportunities. The societal attitudes and cultural norms surrounding gender roles and expectations influence marriage dynamics and affect women's entrepreneurial aspirations. Expecting women to prioritize domestic duties and caregiving responsibilities also creates additional barriers and challenges for those seeking to establish or grow their entrepreneurial ventures.

2.0 THEORETICAL FRAMEWORK

Explaining marital dynamics on entrepreneurial motivation of women harnessing the social role theory developed by Alice Eagly and Wendy Wood in the 1970s and 1980s. The theory suggests that traditional gender roles and expectations within a marriage can influence women's entrepreneurial motivation.

Women are often expected to take on caregiving and domestic responsibilities, which can limit their entrepreneurial ambitions. Support vs. constraint dynamics within a marriage can either support or constrain entrepreneurial ambitions. Supportive partners can encourage women to pursue entrepreneurship, while restrictive partners can discourage it. Negotiation of roles can also increase motivation for women to engage in entrepreneurship. The presence of children can complicate marital dynamics, as they may drive women to pursue entrepreneurship for flexibility or role strain. Cultural context also plays a significant role in shaping marital dynamics and women's entrepreneurial motivation. A supportive marriage can empower women to redefine their roles and see entrepreneurship as an extension of their personal and professional identity.

The relationships within the Nigeria culture and especially within the family are crucial and traditionally priority women often aim to maintain their dutiful roles whilst also sustaining their businesses, however, this is not always the case and frequently family dynamics could help or hinder entrepreneurship progression. Many researchers had carried out studies on women entrepreneurship in Nigeria. For instance, Okafor and Akinbode (2011) worked on an exploratory study of women's entrepreneurial motivation in south-west Nigeria. Singh, Simpson, Mordi and Okafor (2011) examined the motivation to become an entrepreneur: a study of Nigerian women's decisions. Christian, Nkamnebe and Nwaizugbo (2018) examined the determinants of entrepreneurial intentions among young graduates. Aliyu's (2020) study was an assessment of women's entrepreneurship performance in Nigeria. However, none of these researchers had carried out studies on marital dynamics and entrepreneurial motivation in Lagos state, Nigeria thus, this study filled this gap.

3.0 RESEARCH QUESTION

- (a) What is the influence of marital dynamics on entrepreneurial motivation of women in Lagos state, Nigeria?

4.0 RESEARCH HYPOTHESES

- (a) **Ho1:** There is no significant difference in entrepreneurial motivation between women with supportive spouses and those with unsupportive spouses.
- (b) **Ho2:** There is no significant difference in the influence of marital dynamics on entrepreneurial motivation of women in Lagos state, Nigeria based on number of children
- (c) **Ho3:** There is no significant difference in the influence of marital dynamics on entrepreneurial motivation of women in Lagos state, Nigeria based on educational qualification.

5.0 METHODOLOGY

A descriptive survey research design was used for this study. The population consisted of all married adults who were entrepreneurs in Lagos State, Nigeria. The primary data used in this study's analysis came from a questionnaire that was given at random to women entrepreneurs registered with Lagos state Government. This study's sampling size comprises women entrepreneurs register with Lagos state and their population is 3,510 people. With reference to the Research Advisor (2006), a sample size of 384 respondents is recommended for a population of that magnitude. However, five (5) percent attrition was added and the sample size of 400 was adopted for the study. A purposive sampling technique was employed to select the participants from business organisations, markets, traders in various communities and hawkers.

5.1 Participants

The instrument was administered to 400 married women who were entrepreneurs. More than half of the participants (54.5%, N=218) were between the ages of 20-35 years, 132 (33.0%) were between the ages of 36-50 years and 50 (12.5%) were 51 years of age and above. Also, 237 (59.3%) had between 1-3 children, 139 (34.8%) had between 4-6 children and 24 (6.0%) had 7 children and above. Based on the participants' educational qualifications, 121 (30.3%) of the respondents had SSCE and

below, 130 (32.5%) had NCE/OND, 124 (31.0%) had HND/Degree and 25 (6.3%) had postgraduate degrees.

5.2 Instrumentation

The instrument used for this study was a researchers-designed questionnaire tagged "Influence of Marital Dynamics on Entrepreneurial Motivation Questionnaire". The instrument consisted of two sections (A & B). Section 'A' consisted of respondents' demographic information, such as supportive and unsupportive spouses, number of children and educational background while section 'B' consisted of 15 items on the influence of marital dynamics on entrepreneurial motivation. For section B, the responses from the participants are patterned after the Four-Point Likert-type format with options of: Strongly Agree (SA) - 4 points; Agree (A) - 3 points; Disagree (D) - 2 points; Strongly Disagree (SD) - 1 point.

The instrument was personally administered to the selected sample of four hundred respondents (respondents were grouped into two that is women who claimed their spouses are supportive and those who claimed their spouses are not supportive). Two research assistants were trained and employed in the process data administration and data collection. The researcher seeks the consent of the respondents before administration. The instrument was validated by 5 experts in counselling and sociology while the reliability of the study was established through a test re-test method. Analysis of the data revealed that the instrument has a reliability coefficient of 0.72.

5.3 Method of Data Analysis

Data collected were analysed using percentage for demographic data of the respondents while frequency count and percentage was used to answer the research question. Independent Samples t-Test (also known as a two-sample t-test) and Analysis of Variance (ANOVA) statistical tool were used to test the hypotheses at 0.05 level of significance.

6.0 RESULTS

Research Question: What is the influence of marital dynamics on entrepreneurial motivation of women in Lagos state, Nigeria?

Table 1 Mean and Rank Order Analysis on the Influence of Marital Dynamics on Entrepreneurial Motivation of the Respondents

Item No.	As far as I am concerned:	Frequency				Std.D	Percent %
		SA	A	D	SD		
15	The mutual respect in my marriage encourages me to pursue my business ambitions	189	180	21	15	0.89	92.25
3	I feel more determined to succeed in my business because of my spouse/partner's encouragement.	183	154	35	28	0.87	84.25
1	My spouse's constructive feedback positively influences my entrepreneurial decisions.	180	142	33	35	0.88	80.50
4	My entrepreneurial motivation is high because my spouse/partner helps manage family responsibilities	178	142	37	43	0.90	80.00
7	My partner's interest in my business activities inspires me to achieve my entrepreneurial goals	172	145	53	30	0.91	79.30

5	My spouse shares the household responsibilities, allowing me to focus on my business	173	124	35	58	0.92	74.30
6	I feel motivated to start my own business because of the financial support from my spouse/partner	171	130	61	38	0.94	75.30
8	My spouse's understanding of my business needs boosts my entrepreneurial motivation	168	132	47	53	0.92	74.00
14	Joint decision-making with my spouse positively influences my business strategies	160	132	65	43	0.89	73.00
9	The emotional support from my partner enhances my confidence to take entrepreneurial risks	123	134	75	68	0.87	64.30
10	My spouse/partner's involvement in my business increases my motivation to succeed	92	109	111	88	0.89	50.30
12	My partner's patience with my business commitments enhances my entrepreneurial drive	120	75	142	63	0.89	48.75
11	My spouse/partner's positive attitude towards my entrepreneurial efforts boosts my motivation to innovate	75	134	123	68	0.89	52.30
13	I am motivated to be an entrepreneur because my spouse/partner believes in my capabilities	88	109	92	111	0.90	49.30
2	My spouse/partner's appreciation of my entrepreneurial efforts motivates me to work harder	78	83	97	142	0.91	40.30

Table 1 presents the frequency count and percentage of the Respondents' expressions on the influence of marital dynamics on entrepreneurial motivation of women. The result revealed that marital dynamics, (particularly mutual respect, encouragement, constructive feedback, and shared responsibilities), significantly influence the entrepreneurial motivation of women in Lagos State. Emotional and financial support from spouses plays a critical role in motivating women to pursue their entrepreneurial ambitions.

Table 2: Summary of t-test showing differences in the entrepreneurial motivation between women with supportive spouses and those with unsupportive spouses of the Respondents

Hypothesis	N	Mean	Std.D	df	t	p-value	Remark
Supportive Spouses	200	73.12	10.32	398	5.53*	.003	Rejected
Unsupportive Spouses	200	70.02	12.01				

*Significant, p<0.05

Table 2 shows the summary of the t-test analysis showing differences in entrepreneurial motivation between women with supportive spouses and those with unsupportive spouses, the result revealed a significant difference in entrepreneurial motivation between women with supportive spouses and those with unsupportive spouses, indicating that marital dynamics have a significant impact on women's entrepreneurial motivation.

Table 3: Summary of and ANOVA showing differences on the Influence of Marital Dynamics on Entrepreneurial Motivation of the Respondents

Hypothesis	Variable	F-ratio	p-value	Remark
2	number of children	5.71*	.004	Rejected
3	Educational Qualification	5.02*	.001	Rejected

*Significant, p<0.05

Table 3 shows the summary of the ANOVA analysis showing differences in entrepreneurial motivation between women with supportive spouses and those with

unsupportive spouses and difference in the influence of marital dynamics on entrepreneurial motivation. The finding of hypothesis one revealed that there was a significant difference in entrepreneurial motivation between women with supportive spouses and those with unsupportive spouses. ($F = .347, p > 0.05$). The result of hypothesis two showed that there was a significant difference. Hypothesis two revealed that there was a significant difference in the influence of marital dynamics on entrepreneurial motivation of women in Lagos state, Nigeria based on educational qualification ($F = 5.02, p < 0.05$). To ascertain where the significant difference lies based on number of children and educational qualification of the respondents, Scheffe Post-hoc was carried out and the output is shown on Table 4.

Table 4: Scheffe post-hoc where the significant difference lies based on Number of Children and Educational Qualification

Number of Children	N	Sub set for Alpha = 0.05		
		1	2	3
4-6 children	139	45.63		
1-3 children	237	46.70		
7 children and above	24		49.53*	
Sig.		.795	.201	
Educational Qualification				
NCE/OND	130	45.32		
secondary and below	121	45.69	45.69	
HND/Degree	124	47.97	47.97	
Postgraduate	25			49.76*
Sig.		.372	.062	1.000

* Contribute to significant difference

Table 4 shows that respondents who had 7 children and above have the highest mean score of 49.53 (in subset 2) and based on educational qualification, those who had postgraduate degrees also have the highest mean score of 49.76 (in subset 3) and thus contribute to the significant difference.

7.0 DISCUSSION

The major finding revealed that marital dynamics, (particularly mutual respect, encouragement, constructive feedback, and shared responsibilities), significantly influence the entrepreneurial motivation of women in Lagos State. Emotional and financial support from spouses plays a critical role in motivating women to pursue their entrepreneurial ambitions. The finding supports the study of Alam, Shuvo, and Fatema (2016) who found that spousal support, in particular, was a significant predictor of women's entrepreneurial aspirations. Brush, Edelman, Manolova and Welter (2019) also revealed a positive marital relationship, characterized by mutual respect, trust, and shared decision-making, fostered a supportive environment for women's entrepreneurial pursuits. On the contrary, Aladejebi (2020) argues that cultural expectations and societal norms can impose constraints on women's entrepreneurship, regardless of marital support. They emphasize that systemic barriers, such as gender roles and economic conditions, may overshadow the influence of marital dynamics. This could be that entrepreneur women in Lagos state enjoyed harmonious marital relationships.

The result of the first hypothesis revealed a significant difference in entrepreneurial motivation between women with supportive spouses and those with unsupportive spouses, indicating that marital dynamics have a significant impact on women's entrepreneurial motivation. In line with current findings, Awotoye and Stevens (2023) found that women with supportive spouses exhibited higher levels of entrepreneurial motivation. The study highlighted that emotional support and practical involvement from partners play crucial roles in enhancing women's confidence and willingness to take entrepreneurial risks. However, the study of Bako and Syed (2018) reported that societal norms and cultural expectations can overshadow the influence of spousal support. Their findings suggest that women often face systemic barriers that limit their entrepreneurial motivation, which may not be significantly alleviated by having a supportive spouse.

Finding also revealed a significant difference in the influence of marital dynamics on entrepreneurial motivation of women in Lagos state, Nigeria based on number of children. This implies that the influence of marital dynamics on respondents' entrepreneurship motivation were different based on number of children. The result of Scheffe post-hoc revealed that respondents who had 7 children and above contributed more to the significant difference. The finding supports the study of Chinomona and Maziriri (2017) who found that women with fewer children often reported higher levels of entrepreneurial motivation due to reduced domestic obligations and more available time to focus on their businesses. Adeola and Evans (2019) asserted that women with more children experienced a distinct set of pressures that influenced their entrepreneurial drive. Afolabi and Osibanjo (2019) found that the number of children significantly affected women's ability to engage in and sustain entrepreneurial ventures. This could be that respondents who have 7 children and above might not have flexibility and time management capabilities that would allow them to pursue entrepreneurial opportunities more vigorously.

Another finding revealed a significant difference in the influence of marital dynamics on entrepreneurial motivation of women in Lagos state, Nigeria based on educational qualification. This implies that marital dynamics have different influence on the respondents' entrepreneurial motivation based on their educational qualification. Scheffe post-hoc result showed that respondents who had postgraduate degrees. The finding is in line with the study of Ahmed and Chowdhury (2019) who stated that women with higher educational qualifications are better positioned to leverage spousal support for business planning and innovation. Kabeer and Natali (2017) stated that educated women are more likely to engage in joint decision-making processes with their spouses, leading to a more supportive environment for entrepreneurship. This could be as a result of the fact that highly educated women often benefit more from constructive feedback and intellectual support from their spouses.

8.0 CONCLUSION

The study concludes that supportive marital relationships play a crucial role in fostering entrepreneurial drive among women, with implications for counselling practices that enhance women's participation in entrepreneurship. It was also concluded that marital dynamics positively influence entrepreneurial motivation of women in Lagos state. Additionally, there were significant differences in the influence of marital dynamics on entrepreneurial motivation of women in Lagos state, Nigeria based on women with supportive and unsupportive spouses, number of children and educational qualification.

9.0 IMPLICATIONS FOR MARITAL COUNSELLING

Since marital dynamics positively influence entrepreneurial motivation, marriage counsellors can work with both the women entrepreneurs and their spouses to foster a supportive marital relationship. This could involve couples counselling, communication strategies, and helping spouses understand the unique challenges and motivations of female entrepreneurship. Counsellors working with married women entrepreneurs in Lagos state can adopt a family-centred approach. As the number of children was found to be a significant factor, counsellors can address the unique challenges and motivations that arise from balancing entrepreneurial pursuits with childcare responsibilities. This may involve exploring strategies for childcare support, time management, and fostering a supportive family. Counsellors can tailor their approach based on the client's educational background. Women with higher educational attainment may require guidance on leveraging their knowledge and skills for entrepreneurial success, while those with lower educational qualifications may benefit from skill development, mentorship, and access to resources.

10.0 RECOMMENDATIONS

Based on the findings of the study, it was recommended that:

- (a) The government and relevant stakeholders should implement policies and initiatives that support work-life balance for married women entrepreneurs, particularly those with multiple children.
- (b) Stakeholders should synergize to foster supportive environments for women entrepreneurs, this can be achieved through workshops, seminars, targeted interventions like mentorship, and awareness campaigns that highlight the importance of spousal support in entrepreneurial success.
- (c) Educational institutions and entrepreneurship development centres should design targeted programs and curricula that cater to the specific needs and challenges faced by married women entrepreneurs with varying educational backgrounds.
- (d) Marital counsellors should address the unique challenges and motivations that arise from balancing entrepreneurial pursuits with childcare responsibilities.

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