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The Role of Counselling for Family and Community Support in Promoting Entrepreneurial for National Development in Nigeria

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Abstract

The study focuses on the role of counselling for family and community support in promoting entrepreneurial for national development in Nigeria. The role of counselling in providing family and community support to promote entrepreneurship for national development is a multifaceted and increasingly relevant topic, especially in the context of economic growth and development, social stability, and individual empowerment. Two research questions were raised in the study. Qualitative and quantitative survey using ex-post facto design was employed in the study. The total population of study comprised of 1500 participants. The sample used for this study is 300 participants in the study area. The sampling procedure used was the stratified random sampling technique. This was done by dividing the total population into smaller groups known as strata and taking random samples from each group (15 groups containing 100 each). A self structured instrument titled "Role of Counselling for Family and Community Support Questionnaire - RCFCSQ" validated and its reliability equally determined via a pilot study using test re-test reliability technique with a coefficient index of 0.86 was used. The researcher administered a total of 300 questionnaire to randomly selected participants in the study area. Mean scores, standard deviation and coefficient of determination using 2.50 as benchmark to provide answers to the research questions. Pearson Product Moment Statistics was used to test the hypotheses at 0.05 level of significance. In



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conclusion, the study established that counselling for family and community support plays a pivotal role in promoting entrepreneurship for national development in Nigeria by fostering a supportive environment, counselling can help build family and community members to become entrepreneurs which in turn increase national development. It therefore recommended that government, policy-makers, educational institutions should integrate counselling into entrepreneurship programs. Provide counsellors with training and resources to support entrepreneurs. Establish community-based counselling services, leveraging local resources and networks to support entrepreneurs.

Keywords:

Counselling, Community, Entrepreneurial, National Development, Nigeria.

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Introduction

The importance of counselling in facilitating family and community support for entrepreneurship, which in turn drives national development, is a complex and increasingly pertinent issue, particularly concerning economic growth, social stability, and individual empowerment (Arogundade, 2021). Entrepreneurship is recognized as a vital engine for individual empowerment and national development, fostering job creation, innovation, wealth accumulation, and the enhancement of living standards. However, entrepreneurs often encounter numerous challenges, such as financial uncertainties, emotional strain, stress, societal expectations, and limited resources, which can hinder their success. In this context, counselling especially within family and community settings serve as an essential support system to nurture the entrepreneurial spirit and bolster their contributions to national advancement (Ogechukwu and Latinwo, 2020).

Entrepreneurship plays a critical role in economic development by promoting innovation, creating jobs, and boosting a nation's competitiveness in the global landscape. It mobilizes resources, fosters self-sufficiency, and diminishes reliance on traditional job markets, which is particularly vital in nations grappling with high unemployment or economic stagnation (Garba, 2020). National development, therefore, comprises not only economic growth (as reflected in metrics like GDP and per capita income) but also social progress, including poverty alleviation, improved living conditions, and individual/community resilience. Despite its promise, entrepreneurship entails inherent risks and demands. Entrepreneurs frequently or sometimes experience feelings of isolation, unpredictability, and difficulties in balancing work and life, potentially leading to burnout or the abandonment of their businesses. For national development to capitalize on entrepreneurship, a supportive ecosystem must be established, one that includes not only financial and infrastructural assistance but also emotional and social support. This is where family and community frameworks, bolstered by counselling, become instrumental (Awogbenle and Iwuamadi, 2021).

The relationship between counselling, family/community support, and national development can be seen in the ripple effect generated by successful entrepreneurship. When entrepreneurs succeed, they not only create jobs but also invigorate local economies and enhance tax revenues, all of which contribute to national growth. Additionally, families and communities that are empowered through counselling actively engage in this process, fostering a culture of innovation and self-sufficiency that aligns with national development objectives. In developing countries, where formal support mechanisms such as government funding or business incubators may be scarce, family and community structures frequently fill this void. Counselling improves the effectiveness of these informal networks, ensuring they deliver sustainable support instead of mere temporary assistance. For instance, a counseled family that comprehends the long-term advantages of an entrepreneurial venture is more inclined to invest in it, while a community educated through counselling about economic diversification may support local startups, significantly enhancing their impact (Arogundade, 2021).

Statement to the Problem

Entrepreneurship is widely acknowledged as a key driver of national development, fostering economic growth, job creation, and social progress. However, the success of entrepreneurs is heavily influenced by the support they receive from their immediate environments—namely, their families and communities. While these social structures can provide critical emotional, financial, and practical backing, they often lack the capacity to fully address the psychological and strategic challenges entrepreneurs face, such as stress, fear of failure, work-life balance conflicts, and societal resistance to innovation. This gap is particularly pronounced in contexts where formal entrepreneurial support systems, such as government programs or business incubators, are limited or inaccessible, leaving families and communities as the primary pillars of support.

Counselling has the potential to bridge this gap by equipping families and communities with the tools to offer effective, sustainable support to entrepreneurs. It can address emotional strain within families, align expectations, and foster resilience, while also cultivating a community culture that values and encourages entrepreneurial ventures. Despite its promise, the role of counselling in strengthening family and community support for entrepreneurship remains underexplored and underutilized.\

Purpose of the Study

1. To investigate the role of counselling for family in promoting entrepreneurial for national development in Nigeria
2. To examine the role of counselling for community support in promoting entrepreneurial for national development in Nigeria.

Research Questions

The following research questions were raised in the study:

1. What is the role of counselling for family in promoting entrepreneurial for national development in Nigeria?

2. What is the role of counselling for community support in promoting entrepreneurial for national development in Nigeria?

Hypotheses

H₀₁: There is no significant relationship on the role of counselling in promoting national development in Nigeria

H₀₂: There is no significant relationship on the role of counselling for community support in promoting entrepreneurial for national development in Nigeria.

Review

Theoretical Framework

The theoretical framework of this study is anchored on Social Cognitive Theory propounded by Albert Bandura (1977) Social Cognitive Theory is a psychological theory that explains how people learn and develop behaviors through observing others, imitating their actions and reinforcing their own behavior. People learn from entrepreneurial role models, such as successful entrepreneurs, mentors or teachers who demonstrate entrepreneurial behavior and attitudes. They observe the experience of entrepreneurs, including their successes and failures, which influence their own entrepreneurial behavior. This theory helps families understand and support entrepreneurial endeavors, while it foster community involvement and participation in entrepreneurship development initiatives.

The Role of Counselling Family for Entrepreneurship

The family is frequently the primary support system for entrepreneurs, offering emotional backing, financial aid (like initial funding or loans), and practical help (such as labor or childcare). Nevertheless, family relationships can also pose difficulties, including a lack of awareness about the risks of entrepreneurship, pressure to choose stable jobs, or conflicts that may hinder entrepreneurial efforts (Adeola, 2023). Family counselling can tackle issues related to the entrepreneurial mindset by promoting understanding, aligning expectations, and strengthening resilience among family members to handle the uncertainties of entrepreneurship. Such counselling can give families the skills to provide constructive support rather than criticism, helping entrepreneurs stay motivated and focused. For example, it can assist families in managing the financial pressures of starting a business or the emotional impact of failure, transforming potential setbacks into chances for growth and collaboration (Okoro, 2022).

According to John (2020), family counselling is instrumental in fostering entrepreneurship and contributing to national development in various ways. It encourages family members to cultivate an entrepreneurial mindset, promoting innovation, risk-taking, and self-reliance /sufficiency. Counselling helps strengthen family bonds, creating a nurturing environment that supports entrepreneurial activities. It can also equip family members with crucial business skills like planning, financial management, and marketing skills. In a similar vein,

Omoshola (2021) opines that counselling can assist families in resolving conflicts that may arise when working together in a business, ensuring personal relationships remain intact while also helping them develop resilience and adaptability as vital traits for overcoming entrepreneurial challenges.

Additionally, counselling can link families to essential resources, networks, and mentorship opportunities to enhance their entrepreneurial journey. It aids family members in managing their business and personal responsibilities, ensuring a healthy work-life balance. Also, Counselling can inspire a culture of innovation and creativity within families, encouraging the generation of new ideas and solutions. Ultimately, it helps families create a lasting legacy through their entrepreneurial ventures, contributing positively to national development (Okoro, 2022).

The Role of Counselling for Community Support and Entrepreneurship

According to Adeola, (2023) beyond familial support, the larger community also plays a crucial role in the success of entrepreneurs. Communities offer networks, mentorship, access to local markets, and a sense of belonging, all of which can enhance an entrepreneur's confidence and resources. In various cultures, community norms and values significantly influence attitudes toward risk and innovation, either encouraging or hindering entrepreneurial activities. For instance, in collectivist societies, gaining community approval may be vital for individuals to embark on new ventures, while in individualistic cultures, support may come in the form of encouragement or sharing resources among peers (Okafor & Mordi, 2021).

On the other hand, communities can exhibit skepticism or resistance to entrepreneurial ventures, especially in rural or traditional contexts where such activities may contradict established practices. To address this, community counselling initiatives can increase awareness of the advantages of entrepreneurship, nurture an innovative culture, and establish support systems like peer counselling and entrepreneurial workshops. These initiatives may create an environment where entrepreneurs feel socially validated and practically supported (Ogundele, 2017).

Arogundade (2021) noted that community counselling can significantly promote entrepreneurship for national development by equipping community members with essential skills, knowledge, and attitudes that encourage self-reliance and innovation. It motivates active participation in entrepreneurial efforts, fosters collective ownership and responsibility, and helps members leverage local resources such as funding, mentorship, and networking opportunities. Additionally, it teaches coping strategies and stress management techniques, enhancing resilience amidst entrepreneurial challenges.

Similarly, Akporhono (2022) emphasized that counselling can bolster community-based entrepreneurship efforts, including cooperative businesses, social enterprises, and community land trusts. It can cultivate a culture of community-driven innovation, empowering residents to find solutions to local issues. Counselling can also facilitate partnerships and

collaborations among community members, organizations, and institutions, creating a supportive ecosystem for entrepreneurship and education as a whole (Eboh & Agamugoro, 2024). Furthermore, it can connect members to funding opportunities, business incubators, and other crucial resources for achieving entrepreneurial success.

Methodology

Qualitative and quantitative survey using *Ex-post facto* design was employed in this study. The sample used for this study is 300 participants in the study area. The total population of study comprised of 1500 participants. The sampling procedure used was the stratified random sampling technique. This was done by dividing the total population into smaller groups known as strata and taking random samples from each group (15 groups containing 100 each). A self structured instrument titled “Role of Counselling for Family and Community Support Questionnaire - RCFCSQ” validated and its reliability equally determined via a pilot study using test re-test reliability technique with a coefficient index of 0.86 was used. The researcher administered a total of 300 questionnaire to randomly selected participants in the study area. Mean scores, standard deviation and coefficient of determination using 2.50 as benchmark to provide answers to the research questions. Pearson Product Moment Statistics was used to test the hypotheses at 0.05 level of significance.

Hypotheses Testing

Table 1: Pearson “r” on The Role of Counselling Family for Entrepreneurship

Variables	N	X	r-Cal.	r-Crit.	Level of Sign	Decision
Role of Counselling Family	300	0.80	1.83	0.68	0.05	Significant
Entrepreneurship for national development		0.85				

Data in table 1 revealed Pearson product moment correlation coefficient analysis on the role of counselling for family in promoting entrepreneurial for national development. The mean was 0.80 and 0.85. The calculated r - value was 1.83 while the critical r-table value was 0.68 at 0.05 level of significance. Since the calculated r - value was greater than the critical r-table value, the null hypothesis is rejected.

Table 2: Pearson “r” on The Role of Counselling for Community Support and Entrepreneurship

Variables	N	X	r-Cal.	r-Crit.	Level of Sign	Decision
Role of Counselling for Community Support	300	2.78	1.92	2.96	0.05	Not

Entrepreneurship for national development		2.94				Significant
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Data in table 2 revealed Pearson product moment correlation coefficient analysis on the role of counselling for community support in promoting entrepreneurial for national development. The mean was 2.78 and 2.94. The calculated r - value was 1.92 while the critical r-table value was 2.96 at 0.05 level of significance. Since the calculated r - value was lesser than the critical r-table value, the null hypothesis is retained.

Discussion of Findings

This study outcome revealed the role of counselling for family in promoting entrepreneurial for national development in Nigeria. This is in line with Okoro (2022) who posited that counselling within the family context can address entrepreneurial mindset issues by fostering mutual understanding, aligning expectations, and building resilience among family members to cope with the uncertainties of entrepreneurship. Family counselling can equip relatives with the tools to offer constructive support rather than criticism, helping entrepreneurs maintain motivation and focus. For instance, counselling can help families navigate the financial stress of a startup phase or the emotional toll of failure, turning potential obstacles into opportunities for growth and collaboration.

It explores the role of counselling for community support in promoting entrepreneurial for national development in Nigeria. This is in line with Arogundade (2021) who noted that counselling for community support can play a significant role in promoting entrepreneurship for national development in several ways; it can empower community members to develop skills, knowledge, and attitudes necessary for entrepreneurship, fostering a culture of self-reliance and innovation. It encourage community members to participate in entrepreneurial activities, promoting collective ownership and responsibility. It helps community members identify and mobilize local resources, such as funding, mentorship, and networking opportunities. Also, it can equip community members with coping strategies and stress management techniques, promoting resilience in the face of entrepreneurial challenges.

Conclusion

In conclusion, counselling for family and community support plays a pivotal role in promoting entrepreneurship for national development in Nigeria by fostering a supportive environment, counselling can help build family and community members to become entrepreneurs which in turn increase national development. Counselling promotes entrepreneurial mindset by encouraging creativity, innovation and risk-taking among family and community members.

Recommendations

It therefore recommended that government, policy-makers, educational institutions should integrate counselling into entrepreneurship programs. Provide counsellors with training and

resources to support entrepreneurs. Establish community-based counselling services, leveraging local resources and networks to support entrepreneurs. Foster partnerships between counsellors, entrepreneurs, government agencies and private sector organizations to promote entrepreneurship and national development.

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