

The Impact of Counselling Services on The Psychological Well- Being of Married Female Entrepreneurs in Ilorin Metropolis

Busayo Omolade AJIBOLA

Department of Educational Guidance and Counselling,
Faculty of Education,
University of Ilorin, Ilorin, Kwara State.
ajibola.bo@unilorin.edu.ng

Adeola Aminat ODEBODE

Department of Educational Guidance and Counselling,
Faculty of Education
University of Ilorin, Ilorin, Kwara State.
odebode.aa@unilorin.edu.ng

Abstract

This study investigated the impact of counselling services on the psychological well-being of Married female entrepreneurs in Ilorin Metropolis thus, the descriptive research design was adopted. The researcher employed the qualitative approach to understand the why and how the research questions. The researcher employed this approach over the quantitative approach to have a deeper understanding of the experiences and perceptions of married female entrepreneurs. A total of 12 married female entrepreneurs were selected through the purposive sampling technique. The researcher conducted semi-structured interviews to gather in-depth insights into participants' experiences with counselling services. The researcher employed thematic analysis to identify patterns, themes, and categories within the interview data. The information given by the entrepreneurs was coded systematically, using both deductive and inductive approaches to capture both predetermined and emergent themes. The results revealed that counselling services have a positive impact on the psychological wellbeing of married female Entrepreneurs in Ilorin Metropolis. Based on the findings, it was recommended that married female entrepreneurs should access counselling services to further promote their psychological well-being.

Keywords: Counselling services, Psychological well-being, Married Female Entrepreneurs

Introduction

Counselling is an helping profession that assist individuals to understand self, their issues, their surroundings and to help them develop the necessary skills and challenges to overcome obstacles and accomplish things they were unable to do. The primary goal is to facilitate personal growth, development and well-being of an individual. Counsellors are trained professional that offer their clients a private, secure and supportive environment to talk about their issues, explore how they feel and get an understanding of their thoughts and actions. The term counselling

generally refers to the process of meeting the needs of everyone in several areas or development, such as academic, career and personal-social. According to Herman (2019), The purpose of guidance and counselling services is to assist people with psychological issues in changing their behaviour on their own will, enabling them to make informed decisions going forward and to make sense of their thoughts, perceptions, attitudes and objectives.

The American Counselling Association (ACA, 2020) defines Counselling as a professional relationship that helps individuals, families and groups reach their goals for education, career growth, mental health and wellness. It comprises utilizing concepts, techniques and procedures from psychotherapy, counselling and developmental theory. Counselling according to Larson (2016) is an enlightened method by which counsellors assist clients by encouraging personal development, progress and constructive transformation via self-understanding trainings. During a counselling session, the client and the counsellor usually collaborate and engage in active listening, empathy and understanding. Through dialogue, reflection and exploration, clients can create goals, acquire perspective, create coping mechanisms and transform their lives for the better.

The professional field of guidance and counselling offers a wide range of programmes and services designed to help people better understand their own and other people's needs and well-being and develop the skills to make necessary adjustments. Several components of positive psychological functioning, such as self-acceptance, positive relationships with others, autonomy, environmental mastery, a sense of purpose in life and personal development are combined to form psychological well-being (Ryff & Singer, 2018).

The term psychological well-being refers to a person's general emotional and mental health. It is a state of thriving and flourishing rather than only the absence of mental illness. It entails feeling of content and purposeful in life, interacting successfully in all spheres of life and experiencing happy emotions. Positive mental health and functioning, which includes the ability to manage obstacles in life, work efficiently, and give back to society, are referred to as psychological well-being (World Health Organization, 2014). It includes a person's emotional, cognitive and social facets of life and is frequently related to a feeling of fulfilment and purpose. Counsellors assist clients in addressing concerns pertaining to relationships, professional advancement, substance abuse, mental health, and life challenges, they help individuals, groups and societies achieve their goals and improve their well-being (Larson, 2016).

Majority of women enter the business world for various reasons without clearly stating their goals or attitudes. Some people choose to start a business due to many factors such as time, opportunity and resources available. Most of them are unable to articulate or understand why they want to start such a business. Some people might not understand the proper mindset for the company's success or how to address problems when things start to go wrong. According to Onongha (2015), the term entrepreneurial attitude refers to a multifaceted notion that includes four essential aspects of personality: the need for achievement, personal control over behaviour, innovation and self-esteem. When the opposite occurs, the female needs to be guided through guidance and counselling services on how to do them as well as manage herself and her circumstances.

According to Jacquie (2023), the challenges facing married female entrepreneurship include: access to funding, gender bias, limited access to networks, lack of role models, societal expectations, market bias and self-confidence. Married female entrepreneurs often face obstacles while trying to secure funding for their businesses, compared to their male counterparts, Female entrepreneurs have a lower chance of obtaining company loans or venture capital funding. They frequently find it difficult to strike a balance between the demands of running a business and their personal and family obligations, especially if they have children.

Also, developing a professional network is essential for business success, but female may not have as much access to networks as men do, which can limit their chances of partnering, receiving mentorship and growing their businesses especially if they are married. Married female entrepreneurs face additional pressure from societal expectations and cultural norms which makes it difficult for them to achieve their entrepreneurial goals without being judged or criticized. Another challenge facing married female entrepreneurs is market bias, female-owned businesses may encounter difficulties breaking into a particular markets or sectors of the economy and certain industries may be less welcoming to female entrepreneurs and Self-confidence which can prevent them from taking chances and pursuing their entrepreneurial aspiration.

Gibson and Mitchell (2015) stated that Counselling services focus on a person's thoughts, feelings and emotional dispositions toward himself and his circumstances. In order to help people, reach their full potential and lead normal, well-adjusted lives, counselling services primarily focus on helping an individual understand themselves and the world around them. Counselling services is a professional relationship which enables a wide range of people, married or single, families,

and groups to achieve their goals for their mental health, wellness, education and careers. It addresses issues related to education, empowerment, vocation, society and the individual. Counsellors only practice what they are experts in. These services are presented by Ogunmola (2017) as information services, placement services, appraisal services, vocational guidance services, counselling services, referral services, orientation services, evaluation, follow-up, consultancy and research services.

According to Nwaokolo (2019), Counselling services can have positive impact on the psychological well-being of married female entrepreneurs in the following ways, running a business can be stressful and married female entrepreneurs often face unique challenges. Counselling provide the female entrepreneurs with effective stress management techniques to cope with the demands of entrepreneurship. It assists them in setting priorities for both their personal and professional lives, improving their work-life harmony. This in turn has the potential to reduce stress and enhance general wellbeing. Another benefits of counselling services are self-confidence and self-esteem, Counselling can assist married female entrepreneurs in enhancing their self-esteem and confidence, which will help them face the difficulties of entrepreneurship with more resilience. Counselling can equip married female entrepreneurs to develop their problem-solving skills so they can deal with challenges and setbacks more effectively. It can assist married female entrepreneurs in strengthening their relationships with partners, staff and clients, which will enhance their psychological health and boost their business outcomes. Prevention of burnout such as, setting limits, assigning responsibilities, and practicing self-care, counselling can assist married female entrepreneurs in identifying the warning symptoms of burnout and taking preventative measures. Thus, this study investigated the impact of counselling services on the psychological well-being of married female entrepreneurs in Ilorin Metropolis.

Statement of the Problem

The importance of counselling services in entrepreneurship cannot be underestimated considering various interventions embedded in the programme. Counselling services offers a wide range of programmes and services designed to help people better understand their own self and other people's needs and well-being and develop the skills necessary to make adjustments. As people go through various stages of life and come in contact with issues, obstacles and conflict situations, many married female entrepreneurs face enormous challenges; such as time constraints, marital demands, weak financial base or poor economic situation, lack of support, rising social

pressure, lack of access to funding, gender bias, limited access to networks, lack of role models, societal expectations, market bias, lack of self-confidence and a poor psychological disposition. Female suffers sexual harassment at work, in public and private settings, in such situations, the woman becomes miserable or unhappy, this calls for counselling in the family or home. Hellenell (2017) conducted research on guidance and counselling for the entrepreneurial skills of women in developing countries. The researcher found that guidance and counselling are effective tools for handling issues with people. It is assumed that by providing guidance and counselling, women would learn skills and tactics that will help them effectively manage people, their businesses, their own time, and their families, as well as do all the other necessary tasks to become and maintain entrepreneurs.

Purpose of the Study

The study investigated the impact of counselling services on the psychological well-being of Married Female Entrepreneurs in Ilorin Metropolis, Nigeria. The study also examined the influence of marital status, religion and educational qualification on the perception of respondents on the impact of counselling services on the psychological well-being of married female entrepreneurs.

Research Question

What impact do counselling services have on the psychological well-being of Married Female entrepreneurs in Ilorin Metropolis?

Methodology

This study focused on the impact of counselling services on the psychological well-being of married female entrepreneurs in Ilorin Metropolis thus, the descriptive research design was adopted. The researcher employed the qualitative approach in order to understand the why and how the research questions. The researcher employed this approach over the quantitative approach so as to have a deeper understanding of the experiences and perceptions of married female entrepreneurs. The population of this study comprised all married female entrepreneurs in Ilorin Metropolis, while the target population consisted of literate married female entrepreneurs. As at the time of this study, there is no specific figure of married female entrepreneurs in Ilorin metropolis. The researcher utilized the purposive sampling technique to select 50 participants, who were married female entrepreneurs and who are also literate in Ilorin Metropolis; using, this

technique ensured diversity in business sectors and experiences. Out of the 50 participants, the simple random sampling technique was employed to select 12 married female entrepreneurs who partook in the interview.

The researcher conducted semi-structured interviews to gather in-depth insights into participants' experiences with counselling services. Prior the interviews, the researcher identified 50 literate married female entrepreneurs in Ilorin metropolis and exposed them to counselling services. The concept of counselling was discussed. The researcher created enough avenues for the participants to express their concerns and they were supported using counselling strategies. This procedure lasted for 12 weeks after which the semi-interview was conducted face to face. The interview guide consisted of five open ended questions that could prompt the participants to express their mind extensively. The purpose of the interview was explained to the participants and were assured that they are free to quit their participation anytime they wish.

The researcher had the consent of all participants having guaranteed them confidentiality and voluntary participation. The participants gave their consent before tape recording the interview. Abiding by ethical rules of research, anonymity and privacy were maintained throughout the study, especially when reporting the findings. The researcher employed thematic analysis to identify patterns, themes, and categories within the interview data. Utilize thematic analysis to identify recurring themes and patterns in the interview transcripts. The information given by the entrepreneurs were coded systematically, using both deductive and inductive approaches to capture both predetermined and emergent themes. The coding framework was collaboratively developed with three research experts to ensure consistency and reliability in analysis.

Results

The study explored the impact of counselling services on the psychological well-being of married female entrepreneurs in Ilorin Metropolis. Twelve literate married female entrepreneurs were interviewed and their expressions were as follows:

Participant 1, 43 years, Phd holder, Islam

What can you say about counselling?

'I can say that counselling is a helping profession, a service that is meant to support individuals to help people solve their problems'.

With your understanding of counselling, how can you describe the role of counselling in our communities?

‘Oh! With my understanding of counselling, counselling performs different roles as it provides support for the young and old, for the married and the unmarried, for the employed and unemployed and even female to be empowered. It performs the roles of succor provider to people who are undergoing one challenge or another that I know. It is meant to support business owners like me’.

In what ways have counselling services impacted on your perception of business?

‘Thank you very much ma. Counselling has impacted me in a way that I have been able to view my business in different manner. Before, I know about counselling, I use to think that I don’t have anything other than buying and selling but I now realize that I am as important to this society as medical doctor. I now see that with my business, I am able to contribute my own part to the development of the society’.

With counselling, how do you feel about your business?

‘I feel great, uh! I feel great in the sense that I know this business is mine and I’m able to meet the needs of my community members and with counselling, I am able to render my services paying attention to how my customers feel. So, because of this, I feel very fulfil’.

As a married female entrepreneur, how have counselling services impacted the way you are handling your business?

‘Hmmm! Well! You know we are in a society that often looks down on women believing that women do not have a lot to offer. Even in this my shop and business, when I get male customer, they usually want to treat me like a lesser being but with my exposure to counselling, I am able to deal with that without being angry, now I am also able to handle my business better more pleasantly, I am happy about this, so far so good, I have been able to handle my business better than I use to’.

Participant 2, 29years, HND holder, Christian

What can you say about counselling?

‘Counselling is a professional relationship between counsellor and clients. It helps an individual to understand themselves’.

With your understanding of counselling, how can you describe the role of counselling in our communities?

‘With my understanding of counselling services, counselling is like a tool since it provides support and directs people in many areas of their personal and professional lives, making it easier for members of the community to function well and live in harmony’.

In what ways have counselling services impacted your perception of business?

‘My understanding of business has greatly improved, thanks to counselling services. These understandings have improved not only the way I operate my business, and also my own personal growth and my achievement as an entrepreneur’.

With counselling, how do you feel about your business?

‘Thank you very much ma. The way I feel about my business has changed a lot. To tell you the truth, before I do things the way I want without minding anyone but now I feel more open to learn a new things and growing my business by listening to helpful criticism and feedback from my customers’.

As a married female entrepreneur, how have counselling services impacted the way you are handling your business?

‘My business is my life and I can do anything to make it successful, when you came here to tell us about what counselling is all about, I was very doubtful but now I can boldly say that I am so happy for giving you chance that day to tell us about counselling because I have gained a lot from your training. Now, I can tackle general demands from both male and female and I can face any challenges that comes my way without looking down on myself as a female entrepreneur’.

Participant 3, 37 years, BSc. holder, Christian

What can you say about counselling?

‘Counselling is a way whereby the counsellor and the client will meet to discuss about client’s problems, So sorry counsellor, not problems but concerns. Like me, I am a client and you are a counsellor and I want to say again that counselling according to what you told us can help us to understand ourselves and our world that is everything about us’.

With your understanding of counselling, how can you describe the role of counselling in our communities?

'To my understanding, our community is where we live and do our business, the roles of counselling are many and if I begin to mention them, we will not leave this place lolz, it helps the community to avoid crisis, help the family that are troubled, teach our leaders especially political leaders to take care of the masses, help each and every one of us to carry out our duties effectively without problems and so on'.

In what ways have counselling services impacted your perception of business?

'The way I perceived my business because of counselling has changed, I see my business as my own and I have promised myself that I am going to improve on my business and take it to a higher level'.

With counselling, how do you feel about your business?

'I feel great and I thank God that my business is moving fine because I have learnt so many things through counselling and also my orientations have changed a lot about how I see things and feel about my business'.

As a married female entrepreneur, how has counselling services impacted the way you are handling your business?

'You know is not easy to be a married female entrepreneur especially in the society where we find ourselves, a lot has happened as a married female entrepreneur, but one I realized is that since I learnt about counselling services, it has helped me a lot and I am handling my business in such a way that the way I interact with my customers have changed a lot'.

Participant 4, 48years, BSc. holder, Christian

What can you say about counselling?

'To cut the long story short, counselling is a way of helping people by a professional counsellor to understand themselves and their world'.

With your understanding of counselling, how can you describe the role of counselling in our communities?

'The roles of counselling are many such as the issue of family, community disputes, academics and also helping anyone in choosing career and so on'.

In what ways have counselling services impacted your perception of business?

'It has always been my dream to have my personal business, now that I have it and with the counselling training services I have obtained, I am good to take my business to higher ground. So help me God'.

With counselling, how do you feel about your business?

'Counselling has really helped me with my business and I feel really good about it'.

As a married female entrepreneur, how has counselling services impacted the way you are handling your business?

'Just recently after the last time you came, I employed a new person to my shop and I really took my time in putting her through all the work we do, how she should go about it, how to build a new customer base and how she would develop positive relationship with the other staff unlike before, that I would be threatening my new staff instead of putting them through'.

Participant 5, 42years, M.Ed. holder, Islam

What can you say about counselling?

'Counselling is a process of listening to someone and giving that person advice about their problems or concerns. The person giving advice must be a professional, we also have different types of counselling like, marital, academic, career, mental health etc'.

With your understanding of counselling, how can you describe the roles of counselling in our communities?

'Counselling provides a positive role in the lives of individuals, families in the communities and our leaders. It helps those that are troubled and need solutions especially in the community such as difficult life situations like the death of a loved ones, family going through challenges, divorce, natural or manmade disasters, problems in school, those that loss their jobs etc and the business people like me'.

In what ways have counselling services impacted your perception of business?

'My perception about my business has changed. Prior to learning about counselling, I used to see myself as a mere trader, I don't know there is much to offer my society apart from being a mere trader but now I can see myself as an entrepreneur who is needed in the society'

With counselling, how do you feel about your business?

'I am so glad that my business is doing fine after I learnt what counselling is all about. So, Counsellor, I feel great and excited about that'.

As a married female entrepreneur, how have counselling services impacted the way you are handling your business?

'As a married female entrepreneur. You know, it has always been a struggle to navigate between the business and the home front and this can be very difficult to overcome because people expect so much from us and at the same time, looking down on us. But with the help of counselling services which I have learnt now, I have been able to handle everything without endanger the other. I have been able to overcome the challenges I'm facing in running my businesses and I have also improved on it'.

Participant 6, 40years, M.sc holder, Christian

What can you say about counselling?

'What I can say about counselling is not much, my understanding about counselling is that Counselling is a helping relationship between a professional counsellor and a client.'

With your understanding of counselling, how can you describe the roles of counselling in our communities?

'The roles of counsellor are many, Counsellor help in so many ways such as providing counselling session for people that needs it, they work with families, individual and many more etc'.

In what ways have counselling services impacted your perception of business?

'Counselling services has impacted my perception about my business in such a way that it has improve my business success, it helps me to improve on my employee wellbeing and I have taken their welfare seriously because I have realized that their contributions are very important to the growth of the business, and also I have been able to achieve better business results from every angle'.

With counselling, how do you feel about your business?

'I feel excited about my business now and I'm happy because before I reached where I am now, it takes the grace of God. In a nutshell counsellor, I feel great'.

As a married female entrepreneur, how has counselling services impacted the way you are handling your business?

'Hmmm, when I started my business, I faced a lot of criticism especially from family and friends because of the kind of business I do, as you can see, I was told that I was doing a male business'.

and from then I felt dejected but now, there is nothing of such again, I can face any challenges and problems that comes my way’.

Participant 7, 45years, B.Sc. holder, Islam

What can you say about counselling?

‘Counselling, as you said, can assist an individual in better understanding who we are and our world. It is also a way of assisting others by the counsellor to find solutions to their problems’.

With your understanding of counselling, how can you describe the roles of counselling in our communities?

‘Counselling provides support for business owner like me and others too by helping us make effective interpersonal relationship, improve our communication with others in the community. It supports the people who are undergoing one challenge or another’.

In what ways have counselling services impacted your perception of business?

‘Counselling services have been really helpful in improving my understanding of business. These insights have enhanced not only how I run my business but also my personal development and entrepreneurial success’.

With counselling, how do you feel about your business?

‘I feel great and happy about my business because it has been my source of joy since I learnt about counselling services’.

As a married female entrepreneur, how have counselling services impacted the way you are handling your business?

‘As a married female entrepreneur, counselling has really helped me to navigate between my business and home front. With counselling, I can be anything I want to be and achieve in life’.

Participant 8, 39years, M.sc holder, Christian

What can you say about counselling?

‘Counselling is an art of helping another person by the counsellor to understand their world and themselves in order to achieve purpose on earth’.

With your understanding of counselling, how can you describe the roles of counselling in our communities?

'The roles of counselling are enormous, it helps an individual to understand him/herself and their world, to achieve purpose on earth and become useful to him/herself and also support those in need'.

In what ways have counselling services impacted your perception of business?

'Counselling services such as orientation, information, consultancy, referral etc. I hope I am right counsellor, helping individual understand themselves and the world around them. Counselling services has impacted my perception of my business because before now I use to feel tired and complained about body pains but now I have realized that I need to take my mental wellness so serious to avoid breakdown'.

With counselling, how do you feel about your business?

'With counselling, I now feel great about my business and if I have to choose this business of mine again, I will gladly do'.

As a married female entrepreneur, how have counselling services impacted the way you are handling your business?

'Hmmm as a married female entrepreneur, counselling services has really impacted the way I handled my business in so many ways, with my exposure to counselling, I am able to deal with so many things without being angry especially things that concerns my business, unlike before, I am happy about this, so far so good, I have been able to handle my business better than I used to.

Participant 9, 28years, B.A holder, Christian

What can you say about counselling?

'Counselling is an helping relationship, it is also a process of listening to an individual and helping that individual solve their problems or concerns in a professional way'.

With your understanding of counselling, how can you describe the roles of counselling in our communities?

'Counselling perform a lot of roles in our communities, with my understanding of counselling, it helps the members of the community to understand each other and make them come together to achieve a common goal, even looking at the counselling types, one can see that it covers every aspect of human life'.

In what ways have counselling services impacted your perception of business?

'Thank you counsellor, before I know what counselling is all about, I used to look down on myself that my business is not that big because I am still new in this business but now that I have understanding of counselling, I will make sure that I will face any challenges that confronts me and there is no going back in this business'.

With counselling, how do you feel about your business?

'I feel great and happy that I came across you and to also have a great understanding of what counselling is all about'.

As a married female entrepreneur, how has counselling services impacted the way you are handling your business?

'It's not easy to be a married female entrepreneur especially when you are single, I faced a lot of issues especially from male counter path. They will look down on you, and we also face sexual harassment in our day to day activities, but with the help of counselling services, I have been able to handle this without any drama'.

Participant 10, 27years, B.Ed. holder, Islam

What can you say about counselling?

'Counselling is a professional relationship that aims to help individuals or groups explore and resolve personal, social, academic, career or psychological challenges. The primary goal is to facilitate personal growth, development and well-being of an individual'.

With your understanding of counselling, how can you describe the roles of counselling in our communities?

'To my understanding, counselling roles are many because it helps the members of the community to come together as one and achieve a common goal. It is useful to everyone no matter the gender, age or status'.

In what ways have counselling services impacted your perception of business?

'With counselling services, my perception about my business has really changed from being an ordinary seller to an entrepreneur and to understand how I will navigate between my life aspirations and things around me'.

With counselling, how do you feel about your business?

'I feel good about my business and it gives me joy'.

As a married female entrepreneur, how has counselling services impacted the way you are handling your business?

'You know, married female entrepreneur faces a lot challenges out there whether you are married or not, you will always face the issue of gender bias and sexual harassment, but with counselling services I have been able to apply what I have learnt to use'.

Participant 11, 30years, B.Sc. holder, Islam

What can you say about counselling?

'Counselling is the helping relationship between a counsellor and client or counsellee. Counselling involves helping people make needed changes in the ways they think, feel and behave'.

With your understanding of counselling, how can you describe the roles of counselling in our communities?

'Counselling empowers various people, families and groups to accomplish mental health, wellness, education and career goals of an individual or in the communities, Counsellor, you can see that counselling covers all aspects of human life'.

In what ways have counselling services impacted your perception of business?

'My perception about my business has really changed since I underwent counselling training because I see this business of mine as if my life depended on it, I can communicate effectively with my staff and customers. I have been able to work more on my anger especially when someone insults me or prices my goods less below the market price, counsellor, if I continue mentioning the impact of counselling in my business, we will not leave here'.

With counselling, how do you feel about your business?

'Feeling great about my business now is an understatement, but I feel elated'.

As a married female entrepreneur, how have counselling services impacted the way you are handling your business?

'As a married female entrepreneur, we face a lot challenges running our businesses which make us to be stressful especially those of us with families often struggle to balance the demands of running a business with personal and family responsibilities. It has not been easy. But with counselling, I have been able to face all these challenges without being stress out'.

Participant 12, 30years, M.Ed. holder, Christian

What can you say about counselling?

'I can state categorically say that counselling is a helping profession, a service that is designed to assist people in finding solutions to their problems'.

With your understanding of counselling, how can you describe the roles of counselling in our communities?

'According to my understanding of counselling services, counselling helps people in many aspects of their personal and professional lives by offering guidance and support, which facilitates good and effective living among community members. It also helps people in the community to identify people who are going through one crises or the other and give them the necessary assistance'.

In what ways have counselling services impacted your perception of business?

'Counselling services have had a significant impact on how I view my business. It has improved my business's achievement and helped me to improve my employee welfare and also how to improve on my customer base. Additionally, I have been able to see things in different ways'.

With counselling, how do you feel about your business?

'I feel good and happy and I thank God for participating in this counselling training'.

As a married female entrepreneur, how have counselling services impacted the way you are handling your business?

'We married female entrepreneur, at times struggle with low self-esteem which prevents us from taking chances and going after our entrepreneurial dreams. There was a time I need funding for the expansion of my and it was not forthcoming because I am a female and I decided to let it go, but with the help of counselling, I have been able to build my self-confidence in handling my business in a positive way, I even went back to lending institution where I had been rejected to make a new request and to God be the glory, I have been given the loan'.

Discussion of Findings

The study revealed that there was positive impact of counselling services on the psychological well-being of married female entrepreneurs in Ilorin Metropolis. These findings corroborate Nwaokolo (2019) who reported impact of counselling services on the psychological well-being of married female entrepreneurs to include stress management, work-life balance, self-confidence and self-esteem, problem-solving skills, relationship management and burnout prevention.

Majority of the participants understands the primary goals of counselling is all about which is to facilitate personal growth, development, and well-being. There lies a connection between this finding theme and Gibson and Mitchell (2015) who stated that counselling services focus on a person's thoughts, feelings and emotional dispositions toward oneself and circumstances.

Most of the participants could describe the roles of counselling in their communities with their understanding of what counselling is all about. This is in line with Larson (2016) who stated that counsellors assist clients in addressing concerns about relationships, professional advancement, substance abuse, mental health, and life challenges, they help individuals, groups and societies achieve their goals and improve their well-being.

Participants reacted the same way to how counselling services impacted their perception of business in the interviews for this study. This is in tandem with Herman (2019), The purpose of guidance and counselling services is to assist people with psychological issues in changing their behaviour of their own will, enabling them to make informed decisions going forward and to make sense of their thoughts, perceptions, attitudes and objectives.

In this study, the participants felt good and elated about their businesses because of counselling and this supports the findings of Gibson and Mitchell (2015) who stated that Counselling services help people reach their full potential and lead normal, well-adjusted lives, counselling services primarily focus on helping the individual understand themselves and the world around them. Counselling services is a professional relationship which enables a wide range of people, married or single, families and groups to achieve their goals for their mental health, wellness, education and careers.

As a married female entrepreneur, counselling services impacted the way they handled their business. This supports the study of Nwaokolo (2019) which stated that counselling services assist female entrepreneurs in strengthening their relationships with partners, staff and clients, which will enhance their psychological health and boost their business outcomes and prevent burnout such as setting limits, assigning responsibilities and practising self-care, counselling services also assist married female entrepreneurs in identifying the warning symptoms of burnout and taking preventative measures.

Conclusion

Based on the findings, it was concluded from the findings of this study that the impact of counselling services on the psychological well-being of Married Female Entrepreneurs in Ilorin Metropolis was positive.

Recommendation

Married female entrepreneurs are encouraged to improve their attitude towards counselling services by consulting a professional counsellor when needs be. Government must provide adequate infrastructure to support married female entrepreneurs. Community members should endeavour to cultivate a positive attitude towards counselling services. Married female entrepreneurs should be assisted with funding of their businesses and also, and Entrepreneurs should seek the services of counsellors before commencing their business, and then interact with them from time to time.

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