

## **THE IMPACT OF SUBSTANCE ABUSE ON WOMEN ENTREPRENEURIAL SUCCESS AND HOUSEHOLD DYNAMICS IN KANO STATE NIGERIA**

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### **Abstract**

This study investigates the multifaceted Impact of Substance Abuse on Women Entrepreneurial Success and Household Dynamics in Kano State Nigeria. The research examines two key areas, entrepreneurial success and household economic dynamics. Utilizing a quantitative approach, data was collected through a survey of respondents in Kano State. A calculated Taro Yammani sample size of 400 respondents from eight metropolitan Local Government Areas (LGAs) of Kano Metropolis filled and returned 306 questionnaires. The study was anchored on differential association theory. The findings of the study revealed that: there was a strong perceived link between substance abuse and reduced entrepreneurial success, as well as a strong perception that substance abuse among women negatively affects household economics and overall well-being in Kano state Nigeria, Based on the study findings, it was recommended that, the state government should provide access to affordable and confidential substance abuse treatment services, as well as support groups and counselling tailored to the needs of women entrepreneurs, government should also formulate policy interventions to address the root causes of substance abuse among women, such as poverty, lack of education, and social inequality, this can be achieved through partnering with civil society organizations and adequate parental supervision.

**Keywords:** Substance abuse, household economic dynamic and wellbeing, women's entrepreneurial success.

### **Introduction**

Women entrepreneurship has gained significant attention in recent years as a crucial driver of economic growth and development, particularly in developing countries (Kelley et al., 2017). In Nigeria, women entrepreneurs play a vital role in the nation's economy, contributing to job creation, poverty reduction, and overall economic diversification (Adekola et al., 2015). However, these women face numerous challenges, including social, cultural, and economic barriers that can hinder their success and impact their household dynamics (Okafor & Mordi, 2010).

Kano State, located in northern Nigeria, has a rich entrepreneurial culture and a growing number of women-led businesses (Adamu et al., 2018). Despite this progress, the region faces unique challenges, including conservative social norms and limited access to resources for women entrepreneurs (Zakaria, 2001). One particularly concerning issue that has emerged in recent years is the impact of substance abuse on women entrepreneurs and their families in this region.

Substance abuse is a growing problem in Nigeria, affecting individuals across various socioeconomic backgrounds (United Nations Office on Drugs and Crime [UNODC], 2018). While many research studies have focused on the general population, there is limited understanding of how substance abuse specifically affects women entrepreneurs and their household dynamics, particularly in conservative regions like Kano State (Adamou et al., 2019).

The intersection of substance abuse, women entrepreneurship, and household dynamics present complex and understudied area of research. Substance abuse can have far-reaching consequences on an individual's personal and professional life, potentially impacting their ability to manage businesses effectively and maintain healthy family relationships (National Institute on Drug Abuse [NIDA], 2020). For women entrepreneurs in Kano State, who often balance business responsibilities with traditional family roles, the effects of substance abuse may be particularly pronounced. This study aims to address the gap in knowledge by examining the impact of substance abuse on women entrepreneurial success and household dynamics in Kano State, Nigeria. By investigating this issue, the research seeks to provide insights into the challenges faced by women entrepreneurs affected by substance abuse, the consequences for their businesses and families, and potential interventions to support these women and their communities.

Based on the foregoing, the study was guided by the following research objectives: to examine the relationship between substance abuse and the entrepreneurial success of women-owned businesses in Kano State, Nigeria, considering factors such as business performance, profitability, growth, decision-making abilities, financial management, and customer relationships; and to investigate the impact of substance abuse among women on household economic dynamics and well-being in Kano State, Nigeria, including household income levels, expenditure patterns, resource allocation, and overall financial stability. These objectives were further translated into null hypotheses as follows:

## **Literature Review**

### **Substance Abuse**

Substance abuse is the misuse of pharmacological drugs and use of psychoactive materials that exert their major effects on the brain resulting in sedation, stimulation or change in mood of an individual and modifies perception, cognition and general body metabolism (Haruna, Namadi, Dunkrah, Zamfara, and Dangiwa, 2018; Balogun, 2006; Odejide, 2000). Thus, a substance is being abused if it is deliberately used to induce physiological or psychological effects for a goal other than for therapeutic purpose (Obiechina and Isiguzo, 2016). It includes both chemicals and

drugs, such as non-prescribed cough mixture, gasoline, glue, codeine, among others (Obiechina and Isiguzo, 2016; Oliha, 2014).

Many Nigerians, including those in the study are females aged between 19 to 35 years ignorantly depend on one form of substance or the other for their various daily activities including socio-emotional, educational, political, moral, etc. This causes cancer, injury to the brain, diminishing the life expectancy, death, chronic pain and other mental health problems (Oliha, 2014). Chronic use of substance like codeine, benyline could lead to physical dependence, rape, assault, murder and other deviant and criminal behaviours (Omadiohwoefe, 2010; Oshodin, 2004).

### **Household Economic Dynamics**

Household economic dynamics encompass a complex interplay of factors that shape a family's financial landscape. Household income levels and sources form the foundation of economic stability, with diversification of income streams often contributing to greater resilience (Dercon, 2002). These income sources may include formal employment, informal sector activities, remittances, and government support. In many developing countries, including Nigeria, the informal sector plays a crucial role in household income generation, particularly for women (Meagher, 2010).

### **Women's Entrepreneurial Success**

An overview of women entrepreneurship in Kano State, Nigeria reveals a vibrant but challenging landscape. Women entrepreneurs in this region often engage in a variety of sectors, including agriculture, small-scale manufacturing, and services (Zakaria, 2001). Their businesses frequently play a dual role of providing for their families and contributing to the local economy. A study by Yusuf (2013) found that women-owned businesses in Kano State contribute significantly to poverty reduction and economic development.

The determinants of entrepreneurial success among women-owned businesses in Kano State are multifaceted. Access to finance is often cited as a primary factor, with many women entrepreneurs facing difficulties in securing loans from formal financial institutions (Maina, 2018). Education and skills training also play a crucial role, with studies showing a positive correlation between educational attainment and business success among women entrepreneurs (Okafor & Mordi, 2010). Supportive policies, such as microcredit programs and business development services, have been shown to enhance women's entrepreneurial outcomes (Idris & Agbim, 2015). Cultural attitudes towards women in business also significantly influence success, with more progressive attitudes generally associated with better outcomes (Woldie & Adersua, 2004).

**H<sub>01</sub>:** There is no significant association between substance abuse and entrepreneurial success among women-owned businesses in Kano State, Nigeria.

**H<sub>02</sub>:** Substance abuse among women has no significant impact on household economic dynamics and well-being in Kano State, Nigeria.

**Empirical Review**

Johnson and Smith (2022) conducted a longitudinal study on the impact of substance abuse on women-owned small businesses in the United States. They found that businesses affected by substance abuse showed 30% lower profitability and 25% slower growth rates. Similarly, Lee and Wang (2023) explored the cognitive impact of substance abuse on entrepreneurial decision-making. Their mixed-method study revealed a 40% decrease in effective decision-making abilities among women entrepreneurs with alcohol abuse issues. In a related study, Patel and O'Connor (2021) investigated the relationship between substance abuse and resilience in women entrepreneurs in emerging economies. Their qualitative study discovered reduced resilience among entrepreneurs affected by substance abuse. Conversely, Chen and Brown (2022) examined social support as a moderator in the relationship between substance abuse and entrepreneurial success. They found that strong social support networks could reduce the negative impact of substance abuse on entrepreneurial success by up to 35%.

Another important aspect was explored by Rodriguez and Kim (2023), who studied the impact of substance abuse on innovation in women-led tech startups. Interestingly, they found that moderate substance use was associated with increased short-term creativity but decreased long-term innovation output. Focusing on networking behaviors, Thompson and García (2021) analyzed the relationship between alcohol use and networking among women entrepreneurs. Their social network analysis revealed that high alcohol use was linked to larger but less diverse and productive professional networks. In the realm of financial management, Nkomo and Patel (2022) investigated the impact of substance abuse on women-owned SMEs. They reported a significant 50% increase in poor financial decisions among businesses affected by substance abuse.

Addressing work-life balance, Larsson and Jones (2023) explored substance use as a coping mechanism for challenges faced by women entrepreneurs. Their phenomenological study highlighted substance use as a maladaptive coping strategy. On a more positive note, Fernández-Pérez and Alonso-Galicia (2021) examined the impact of overcoming substance abuse on entrepreneurial identity among women. They found that conquering addiction was associated with increased resilience and self-belief. Finally, Yassin and Chang (2022) evaluated the integration of substance abuse prevention into entrepreneurship education for women. Their pilot program showed promising results in increasing awareness and improving stress management skills.

Turning to household economic dynamics, Thompson et al. (2022) conducted a longitudinal study on the relationship between women's substance abuse and household income trajectories. They found that affected households experienced an average 25% reduction in total income over five years. In a similar vein, Patel and Nguyen (2023) surveyed households across urban and rural settings to examine the impact of women's substance abuse on poverty rates. They reported a 30% higher likelihood of households falling below the poverty line when affected by substance abuse. Complementing this research, Rodriguez and Kim (2021) analyzed the impact of

substance abuse on household expenditure patterns. They observed significant alterations in spending habits, with affected households allocating less to savings, investments, education, and healthcare.

Further exploring financial behaviors, Lee and Okonkwo (2022) investigated the relationship between substance abuse and spending patterns. Their mixed-methods study found that substance abuse was associated with more erratic and impulsive spending. A comprehensive analysis by Chen and Smith (2023) examined the impact of women's substance abuse on household financial distress. They reported that affected households were 45% more likely to experience severe financial distress and had lower rates of homeownership and retirement savings. Building on this, Fernández and Brown (2022) performed a longitudinal study on the cumulative effects of substance abuse on household financial stability. They observed increasing negative impacts on financial stability over time in affected households.

In an effort to identify moderating factors, Johnson and Yamaguchi (2023) conducted a meta-analysis of the relationship between substance abuse and household economic dynamics. They identified education level, social support networks, and access to healthcare as significant moderating factors. Exploring psychological aspects, Nkomo and Patel (2022) investigated the role of mental health in mediating the relationship between substance abuse and household economic outcomes. They found that mental health significantly mediated this relationship. Lastly, Thompson and García (2023) examined the role of financial literacy as a moderating factor in the economic impact of substance abuse. Their randomized controlled trial reported that financial literacy training reduced the negative economic impact of substance abuse by 35%.

### **Methodology**

The study employed a survey research design utilizing a five-point Likert scale questionnaire. To ensure the reliability and validity of the research instrument, the questionnaire was subjected to rigorous testing, including descriptive statistics and Cronbach's alpha reliability tests. The results of these tests are presented in the subsequent section. For the sample selection, the study area was stratified into four zones within Kano State, Nigeria. From each zone, two Local Government Areas (LGAs) were chosen, resulting in a total of eight LGAs: Dala, Kano Municipal, Bebeji, Karaye, Bichi, Rano, Gwarzo, and Dawakin Tofa. According to the National Bureau of Statistics (NBS, 2021), the estimated total population of the study area is two million, five hundred and fifty-two thousand (2,552,000).

Using Taro Yamane's (1973) formula, a sample size of 400 was determined to be appropriate for the study. Participants were then selected using a simple random sampling technique. The study aimed to empirically analyze The Impact of Substance Abuse on Women Entrepreneurial Success and Household Dynamics in Kano State, Nigeria. To achieve this objective, the researchers employed descriptive statistics for data analysis and utilized Z-statistics for hypothesis testing.

### Data Analysis

Out of the four hundred (400) copies of questionnaires distributed, three hundred and six (306) were properly filled and returned giving a response rate of 77%. These returned copies were coded and used for the analysis; hence all analyses were conducted using the 306 valid responses.

**Table 1.0: Question one: What is the association between substance abuse and entrepreneurial success among women-owned businesses in Kano State?**

S/N	Statement	SD%	D%	N%	A%	SA%
1.	How strongly do you agree with the statement "Substance abuse negatively impacts the overall performance of women-owned businesses?"	0.0	10.0	20.0	24.4	45.5
2.	How much do you agree with the statement: "Women business owners who struggle with substance abuse experience slower business growth compared to those who do not."	0.0	25.0	15.0	25.5	34.5
3.	How strongly do you agree that substance abuse impairs the decision-making abilities of women entrepreneurs?	0.0	10.0	20.0	24.4	45.5
4.	To what extent do you agree with the statement: "Substance abuse leads to poor financial management practices in women-owned businesses."	5.5	20.3	5.4	8.5	60.3
5.	How much do you agree with the statement: "Substance abuse adversely affects the ability of women entrepreneurs to maintain good customer relationships."	9.0	5.7	0.0	20.5	70.5

**Source: Field Survey, 2024; Computed with SPSS 25**

The data presented in Table 1.0 showed a significant majority (69.9%) agree or strongly agree that substance abuse negatively impacts the overall performance of women-owned businesses, only 10% disagree, and none strongly disagree, indicating a consensus that substance abuse has a detrimental effect on business performance and a moderate proportion (20%) remain neutral, suggesting some uncertainty or variability in experiences.

A combined total of 60% agree or strongly agree that substance abuse leads to slower business growth. However, 25% disagree, and a significant portion (15%) are neutral, indicating mixed opinions or varied experiences regarding the impact on business growth. No respondents strongly disagree, underscoring the belief in the negative impact of substance abuse, though not as strongly as in other areas.

Similar to the overall business performance, a substantial majority (69.9%) agree or strongly agree that substance abuse impairs decision-making abilities. Only 10% disagree, and none strongly disagree, which highlights a strong consensus on the negative impact. 20% neutrality reflects some degree of uncertainty or lack of clear evidence in some cases.

The highest percentage of strong agreement (60.3%) suggests that substance abuse is perceived to significantly lead to poor financial management practices. The combined agreement (A+SA) is 68.8%, indicating a strong perception of negative impact. A notable portion (20.3%) disagree, and a small percentage (5.4%) remain neutral, indicating that while the majority view is clear, there are differing experiences.

Lastly, the strongest agreement overall was seen here, with 70.5% strongly agreeing that substance abuse adversely affects customer relationships. Combined agreement (A+SA) is 91%, which is highly significant and indicates a clear consensus. Very few disagree (5.7%) or strongly disagree (9%), and no neutral responses were recorded, underscoring a widespread belief in the negative impact on customer relationships.

**Table 1.2: Question Two: How does substance abuse among women in Kano State affect household economic dynamics and well-being?**

S/N	Statement	SD%	D%	N%	A%	SA%
1.	To what extent do you agree that substance abuse among women negatively affects household expenditure patterns (e.g., spending on essential vs. non-essential items)?	9.0	5.7	0.0	20.5	70.5
2.	How much do you agree with the statement: "Substance abuse among women leads to poor resource allocation within the household (e.g., misallocation of funds, neglect of important expenses)?"	5.5	20.3	5.4	8.5	60.3
3.	How strongly do you agree that substance abuse among women undermines the overall financial stability of the household?	0.0	4.5	0.0	25.0	70.5
4.	How much do you agree with the statement: "Substance abuse among women leads to increased healthcare expenses for the household?"	7.4	13.4	2.9	55.8	20.5
5.	How strongly do you agree that substance abuse among women negatively affects social relationships within the household (e.g., increased conflicts, reduced cohesion)?	5.5	8.5	5.4	20.3	60.3

Source: Field Survey, 2024; Computed with SPSS 25

The data presented in Table 1.1 above revealed that a significant majority (91%) agree or strongly agree that substance abuse negatively affects household expenditure patterns. A small proportion (14.7%) disagree or strongly disagree, indicating a general consensus on the negative impact. The absence of neutral responses suggests clear opinions on this issue. A combined total of 68.8% agree or strongly agree that substance abuse leads to poor resource allocation within the household, a notable portion (25.8%) disagree or strongly disagree, and 5.4% remain neutral, indicating some variability in perceptions and experiences. A vast majority (95.5%) agree or strongly agree that substance abuse undermines the overall financial stability of the household, only 4.5% disagree, and no respondents strongly disagree or are neutral, indicating a strong consensus on this negative impact. A majority (76.3%) agree or strongly agree that substance abuse leads to increased healthcare expenses for the household. A notable portion (20.8%) disagree or strongly disagree, and a small percentage (2.9%) remain neutral, indicating varied experiences with the impact on healthcare expenses. Lastly, a substantial majority (80.6%) agree or strongly agree that substance abuse negatively affects social relationships within the household, a smaller portion (14%) disagree or strongly disagree, and 5.4% remain neutral, reflecting some variability in perceptions.

**Hypothesis One**

The first hypothesis of the study is restated as follow:

**H<sub>01</sub>:** Substance abuse is not significantly related to entrepreneurial success among women-owned businesses in Kano State.

S/N	Statement	SD%	D%	N%	A%	SA%
1.	How strongly do you agree with the statement "Substance abuse negatively impacts the overall performance of women-owned businesses?"	0.0	10.0	20.0	24.4	45.5

$$p^{\wedge} = \frac{24.4+45.5}{100} = 0.698$$

$$Z = \frac{0.698 - 0.5}{\sqrt{0.5(1 - 0.5)}} = 6.33$$

Since 6.33 > 1.96, we reject the null hypothesis H<sub>0</sub> and conclude that Substance abuse is significantly related to entrepreneurial success among women-owned businesses in Kano State.



**Hypothesis Two**

This hypothesis is restated in the null form as follow:

**H<sub>02</sub>:** Substance abuse among women in Kano State does not significantly affect household economic dynamics and well-being.

S/N	Statement	SD%	D%	N%	A%	SA%
1.	To what extent do you agree that substance abuse among women negatively affects household expenditure patterns (e.g., spending on essential vs. non-essential items)?	9.0	5.7	0.0	20.5	70.5

$$p^{\wedge} = \frac{20.5 + 70.5}{100} = 0.91$$

$$Z = \frac{0.91 - 0.5}{\sqrt{0.5(1 - 0.5)}} = 14.36$$

Since 14.36 > 1.96, we reject the null hypothesis *H<sub>0</sub>* and conclude that substance abuse among women in Kano State significantly affects household economic dynamics and well-being.

$$p^{\wedge} = \frac{33.3 + 26.2}{100} = 0.595$$

$$Z = \frac{0.685 - 0.5}{\sqrt{0.5(1 - 0.5)}} = 3.33$$

Since 3.33 > 1.96, we reject the null hypothesis *H<sub>0</sub>* and conclude that substance abuse has a significant impact on income generation and financial independence among women in Kano State.

**Discussion**

The findings from the study highlight the severe perceived negative impact of substance abuse on the entrepreneurial success of women-owned businesses in Kano State. The data indicates an overwhelming consensus among respondents that substance abuse poses significant challenges to key aspects of running a successful business, particularly in the areas of customer relationships and financial management. The fact that over 90% of respondents perceive substance abuse as having a significant negative effect on customer relationships is alarming. In any business, maintaining strong relationships with customers is paramount for generating revenue, fostering loyalty, and ensuring long-term sustainability. Substance abuse can undermine these crucial relationships through various mechanisms, such as impaired judgment, unreliable service delivery, or neglect of customer needs. This perception suggests that substance abuse could

severely hamper the ability of women entrepreneurs to attract and retain a loyal customer base, which is often a key driver of business success.

Similarly, the perception that substance abuse negatively affects financial management, as reported by 68.8% of respondents, is concerning. Effective financial management is the backbone of any successful business venture, as it involves activities such as budgeting, cash flow management, and making sound investment decisions. Substance abuse can impair cognitive functioning, decision-making abilities, and financial discipline, leading to poor financial management practices that can ultimately jeopardize the viability of a business.

While there is some variability in perceptions regarding the impact of substance abuse on business growth and overall performance, the general consensus aligns with the notion that substance abuse detrimentally affects women's entrepreneurial success across several key dimensions. The study's findings that substance abuse is significantly related to entrepreneurial success among women-owned businesses in Kano State further solidifies the importance of addressing this issue. This statistically significant relationship suggests that substance abuse is not just a perceived barrier but a tangible factor that can hinder the growth and success of women-owned businesses. The implications of this finding are far-reaching, as entrepreneurship is often touted as a path toward economic empowerment and self-sufficiency for women, particularly in developing regions. Women-owned businesses not only contribute to economic growth and job creation but also serve as catalysts for social change and gender equality. When substance abuse undermines the success of these businesses, it can have ripple effects on the broader community, perpetuating gender disparities and limiting women's ability to achieve financial independence and self-determination.

Lastly, study's findings regarding the perceived negative impact of substance abuse among women on household economic dynamics and well-being in Kano State are concerning and highlight the far-reaching consequences of this issue. The fact that the study found a statistically significant negative impact further underscores the gravity of the situation and the need for concerted efforts to address it. The overwhelming perception that substance abuse significantly affects household expenditure patterns and overall financial stability is particularly alarming. When over 90% and 95.5% of respondents, respectively, believe that substance abuse has a significant negative impact on these crucial aspects of household economics, it suggests a widespread and deeply rooted problem. Household expenditure patterns and financial stability are fundamental to the overall well-being and economic security of families. Substance abuse can disrupt these patterns through various mechanisms, such as diverting limited resources towards acquiring and consuming substances, impaired decision-making regarding spending and budgeting, and potential loss of income due to employment challenges. This disruption can lead to financial instability, which can have cascading effects on the household's ability to meet basic needs, access healthcare, and invest in education or other long-term goals. The strong consensus on the negative impacts of substance abuse on resource allocation and social relationships within

households is also concerning. Effective resource allocation is crucial for ensuring that household resources are directed towards the most pressing needs and priorities. Substance abuse can distort these priorities, leading to inefficient or detrimental allocation of resources. Additionally, the strain on social relationships within the household can have severe consequences for family cohesion, support systems, and overall well-being.

The varied responses regarding the impact of substance abuse on healthcare expenses suggest that different households may have varying experiences or levels of access to healthcare services. However, it is crucial to recognize that substance abuse can directly or indirectly increase healthcare costs for households, either through the need for treatment or through the exacerbation of other health issues due to the effects of substance abuse.

### **Conclusion and Recommendations**

The primary objective of this study was to investigate the impact of substance abuse on women entrepreneurial success and household dynamics in Kano State, Nigeria. After a thorough analysis of the data collected for each specific objective, the findings consistently demonstrate that substance abuse has a significant negative impact on women's household economic dynamics and overall well-being in the study area. Based on these findings, the study concludes that substance abuse poses a substantial barrier to women's entrepreneurial success and household dynamics in Kano State, Nigeria. This underscores the urgent need for comprehensive and coordinated efforts to address this issue.

In light of these conclusions, the following recommendations are proposed: First, the regional government should implement community-based substance abuse prevention and treatment programs that specifically target women and take into account the unique cultural and socio-economic contexts of households in Kano State. Second, there should be access to affordable and confidential substance abuse treatment services, as well as support groups and counseling tailored to the needs of women entrepreneurs. Finally, the regional government should formulate policy interventions to address the root causes of substance abuse among women, such as poverty, lack of education, and social inequality, which can be achieved through partnerships with civil society organizations.

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