

# The Application Of Social Media As A Tool For Entrepreneurship Development Among Youths In Higher Institutions In North Central Nigeria.

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## ABSTRACT

This research work provides information on the various entrepreneurial activities that can be practiced via the social media and how it is used as a tool for entrepreneurial development among Nigeria youths in the selected institutions of the North central states of Nigeria such as Niger, Kwara and Kogi. The specific objectives of the work are to (i) Determine student's attitude towards the use of social media for entrepreneurship development (ii) find out why students are obsessed with social media (iii) suggest how social media can be used to promote and develop entrepreneurship skills among Nigerian youths, especially students. The researchers involved the use of various data collection tools such as questionnaire, survey and observation. The author's position is that the application of social media just for social interaction, unproductive activities such as chatting, downloading music, movie, funny and pornographic videos by Nigeria youths are on the increase. Meanwhile, the research has shown that social media platforms for example **Whatsapp, Facebook, Twitter, Instagram Snapchat** and many more are presently used as an entrepreneurial development hub which is helping to generate employment for Nigerian youths, eradicate poverty, contributing to the growth of the economy.

The increase in the application of social media has triggered the changes in the ways entrepreneurs carry out their day-to-day activities which include marketing, recruiting and much more. Other studies on social media and entrepreneurship are relatively new and fragmented in their focus, however there is increasing interest from academia and practitioners for further research and investigation within this area. This study systematically reviews research carried out in the domain of social media and entrepreneurship Abdus-Samad, Mohammad, Naomi and Mercieca, (2019).

**Keywords:** Social Media, Entrepreneurship, Communication, Internet Network.

## INTRODUCTION

It is possible to describe an entrepreneur as a person who seeks profitable opportunities through social media and who initiates and manages a business within this social structure (Cicek. B, 2018). Social media, also known as 'user-generated communication', now represents a widespread source of information; changed the tools and techniques companies use to communicate, highlighting that data management is now up to customers (Mangold & Faulds 2009). They also point out that a study conducted by Cone (2008) (<http://www.coneinc.com>) shows that 93% of social media users believe that companies should be present on social media, and 85% of them think that companies should work with customers through -SNS. Companies have now entered the online community, providing direct links from their corporate websites to Facebook and Twitter, and using these tools to promote products and support the building of product communities (Kaplan & Haenlein 2010).

In addition, in 2013 Abrose & Catherine were able to discover that social media tools provide greater market access which has had a significant impact on small and medium scale enterprise

SME growth. On the other hand, the prices of products and innovations offered by the media have had very little impact on creating growth in SMEs. It has been shown that local barriers can be demolished through the use of social media tools. In addition, social media allows businesses to communicate more quickly and at a lower cost with customers and allows them to build a database that can be used to generate business leads that can translate into increased sales and thus boost SMEs. Research recommends that policy makers such as government should pay close attention to current trends in technology adoption by SMEs to come up with policies that promote innovative approaches to SME sector growth. Eileen and Rebecca in 2011 also revealed that Twitter is a small blogging platform that can make a significant increase in communication. We argue that Twitter-based communication can create active thinking, but that high levels of communication in this way can lead to effective outbreaks. We also point out that there is one factor, the perceived time of access, which predicts the level of social interaction with which an entrepreneur engages with Twitter. In addition, we suggest two factors that measure the effects of social media via Twitter. These things are social familiarity and adherence to social norms. The effects of our understanding of performance, social media, and the impact of social media platforms on business firms are being discussed. (2010 Elsevier). If you are accustomed to creating handmade art, art pieces, or articles of clothing and knitting, there may be an opportunity to showcase your products on social media. Instagram and Pinterest may seem like obvious places to hit, but Facebook, Twitter, and Google+ are also great channels for sharing visual media. If you have an Etsy account, you can direct your fans to check out your products there, and among the various channels, you have the opportunity to make a good living. Social media is a great place to keep track of your consulting business (Bjerke & Hultman, 2002). Social media is something that has changed the communication and communication of people around the world.

However, social media is nothing new - it has been emerging from the very beginning of human communication. In recent times, social media has had a profound effect on many forms of social media, and it has also had an impact on business. Training sessions can be run over Skype, so this is definitely an opportunity to make money without leaving home. (Stitalaskshmi, Doriane, Jonelle and Tom 2011). Consultation can be beneficial, so remember to be modest and realistic about the amount of time and effort you put forth. This strategy can also work in partnership with marketing information products, as those looking for your advice are more likely to be interested in e-books and courses. Building a popular YouTube channel can be a daunting task. But if you already have a following, or are determined to build your audience, joining the YouTube Partner Program to make money with advertising might be a way to explore. There are well-known YouTube content creators who have made a lot of money with this program, but they are the ones who are different from what the law does. It can take a lot of time, strategy and great luck to make money on YouTube. However, this is a good thing to keep in mind about advertising in general. Unless you already get a lot of views and clicks, you won't make a lot of money with them. Involvement in social media will help to strengthen entrepreneurial product knowledge to support product development. The company is more attractive to customers, as well as current and potential employees, if it has a well-designed brand name. As a result, social media will help build a good reputation for business planning. By using social media the company can often reinforce the brand name. Customers meet a product right while using the product or services and when interacting with the company

(Carraher, Parnell, and Sullivan, 2006). Shein, Wilson and Keelan also noted in their review of the literature on social media use that the public health report reported that in addition to the rapid growing popularity of online platforms such as Facebook, Twitter, and YouTube, new data also

suggested that organizations could boost trust and trust through social media. In this age of information technology, social media is believed to be the fastest way to grow any business due to the way it has transformed business and communication around the world. It turned out to be very expensive. As quoted by Drent (2012) in his thesis report that Puhakka (2006) states that human communication is open. Social interaction is based on the identification of the most important opportunities. As a positive result of the use of social media in practice, it has already been confirmed by research conducted by fishermen and Reuber (2011).

They also explained that the use of effective entrepreneurial thinking processes can enhance the performance of new businesses.

The Internet is currently experiencing a rapid growth rate, all thanks to social media (Facebook, 700 million members; Twitter, 145 million members; an average global average of 5'30 hours per web user used on social media every day) And you should note that Cristiano Ronaldo is the most followed person on facebook with 122 million followers and the most followed on instagram. For this he is more popular than his football club Juventus FC and Bacerlona FC as of 2020. These social networks not only change the way people use the web (Qualman, 2009), but also challenge the way entrepreneurs and executives do business (Postman, 2009). communities such as small and large businesses, clubs, academia, nonprofits, religions, and all spheres of government. Major firms are well aware of the huge opportunities offered by these platforms: be it on MySpace, Facebook or YouTube, brands everywhere (Mangold and Faulds, 2009). As it has also been stated that according to Hill (1997) as stated in: Ardichvilli, Cardozo & Ray (2000), entrepreneurial networks are important in recognizing opportunities, moreover the importance was acknowledged by Ardichvili et al. (2000), who also held the view that social networks are one of the factors influencing the main process of acceptance of opportunities. He also pointed out that Fischer &

Reuber (2011) also acknowledged that in order for entrepreneurs to respond to complex business issues, it is possible for entrepreneurs to engage with other people to discuss their options in order to reach a decision and partnership, Fischer & Reuber (2011). Much more. Park, Sung & Im (2017), according to their position, "social media has an impact on trade opportunities" reported that social media is a very important part of business practices. They provide entrepreneurs with a platform for business growth and product development. They are of the opinion that the use of cognition theory that focuses on how certain things such as the awareness of prior knowledge and social media does not affect two aspects of opportunity: That is the acquisition and construction of businesses.

## **MATERIAL & METHODOLOGY**

The research design is a research framework for finding answers to research questions (Kothari, 2009).

A simple random sample was used. After the items were selected, specific responders were described using a simple random random sampling process. This satisfies the mathematical rule of thumb, which states that if a sample is randomly selected, on average it will have the same human characteristics and structure (Kothari, 2009).

This is a descriptive research project with components that include the use of a questionnaire.

A well-structured questionnaire was used to obtain specific information for students of various government institutions of higher learning in North central such as Federal Polytechnic Offa, Kwara State, University of Ilorin, Kwara State, Kwara State University Malete, Kwara State, Federal University of Technology, Niger State, Federal Polytechnic Bida , Niger State and Kogi State Polytechnic. This is so that the research can be documented in more detail. To get their

views on the use of these types of social media to promote their individual talent in various areas for example Music, Communication Technology, Art skills etc. The data generated was analyzed over time by selected experts using a descriptive statistical tool such as the Statistical Package of Social Science (SPSS) which is a software package used for rational and statistical analysis that has been compiled.

A closer look at social media by some of the students we interacted with also demonstrates the significant use of the ICT tool for business purposes especially the WHATSAPP status. The use of this direct viewing method is called ethnography testing conducted on the communication forums of selected students. As also adopted by Walid, Fatim-Zohra, Annabelle (2012) the method of ethnography was adopted for six weeks in the same research work. This method of advanced research and long-term observation applies to online ethnography using it as a data source (Denzin and Lincoln, 1994; Kozinets, 2002). According to Fuller et al. (2007), there are four steps in developing the ethnography method:

- a. Find research objectives and public profile
- b. Identify and select communities
- c. Data collection
- d. Analyze details and interpret results.

Therefore, we have closely monitored several social networks (e.g., WhatsApp, Facebook, Twitter, LinkedIn, etc.) and SME blogs to analyze their practices.

## **Discussion**

363 Young Nigerian student from the North central geo-political zone comprising of Niger, Kwara and Kogi state. Where recruited for the study from the following higher institution of learning. Federal Polytechnic Offa, Kwara State, University of Ilorin, Kwara State, Kwara State

University Malete, Kwara State, Federal University of Technology Mina, Niger State, Federal Polytechnic Bida, Niger State and Kogi State Polytechnic. Making a total of 500 data collection tool was administered to the student out which only 363 was correctly filled and returned. These were collated and analyzed. The result showed that majority of 67.2% fall between the age group of <25 years. 6.6% of the respondent had no formal education and 61.9% had tertiary education. More than 90% of the respondents are Student while 6.6% are Skilled labourers. There are 59.8% male respondents and 40.2% female. This finding is keeping with the cultural practice of the African nations where the practice of male preference gives room for males to be educated and female to stay at home to attend to house chores. 80.7% of the respondents were Yoruba speaking **Nigeria**, 6.9% Igbo, 12.4% Hausa. This finding is not out of place since the majority of the institutions where the study was carried out were kwara, Kogi and Niger states which is predominantly a Yoruba and Hausa speaking state. The effect of social media on entrepreneurship development on students and which has also contributed to their current obsession with social media. When students were asked how social media has impacted on their sales and demand. The table shows that 142 which is 43.2% strongly agreed, 114 which represent 32.4% agreed and just 19 which is just 5.2% strongly disagree. When asked if their business has presence on all social media.

The research analysis table shows that 84 which is 23.1% strongly agreed, 118 which represent 32.5% agreed and just 19 which is just 5.2% strongly disagree. When asked if their business has presence on all social media. The table shows that 142 which is 43.2% strongly agreed, 114 which represent 32.4% agreed and just 19 which is just 5.2% strongly disagree.



## **CHOISE OF SOCIAL MEDIA AND USEAGE**

The research also shows the choice of social media among Nigeria youth and the result shows that facebook has the highest patronage for entrepreneurship purpose with 44.12 percent followed by Whatsapp with 42.76 percent, while Twitter and Snap chart have 7.325 and 3.748 percent respectively. All these social media platforms are the most popular among Nigeria youths. From my personal observation these are the most patronized social media especially Facebook and Whatsapp that are used to post pictures of goods and service and even video to showcase their goods and service.

## **SOCIAL MEDIA USE / INFLUENCE ON THE PURCHASE OF GOODS AND SERVICE**

When asked about their knowledge of products and services gotten from social media, 78.2% strongly agreed and agreed respectively and just 7.7% disagreed and strongly disagreed.

On negative and positive perception is formed before buying products and service via social media, 76.6% strongly agreed and agreed respectively While just 7.4% disagreed and strongly disagreed.

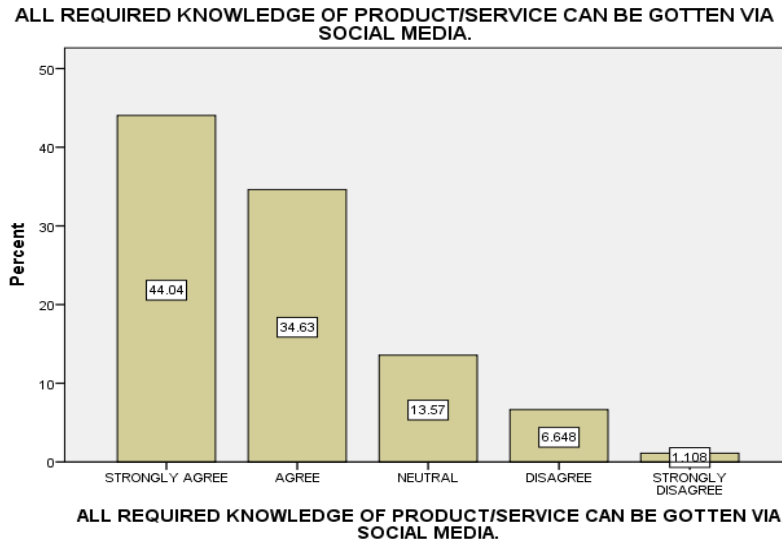


Figure 1

More so, when asked if they see more advert on social media than TV and radio, 80.7% strongly agreed and agreed respectively and just a fraction of 8.8% disagreed and strongly disagreed. In addition, when asked if Social media can influence a change of their intending purchase. 62.9% strongly agreed and agreed respectively and just a fraction of 11.9% disagreed and strongly disagreed.

Finally, to mention a few, when asked about their obsession with social media, 46.8% strongly agreed and agreed respectively and just a fraction of 19% disagreed and strongly disagreed.

From the above, the researcher is of the opinion that social has significant influence on the purchase of goods and service by Nigeria youth.

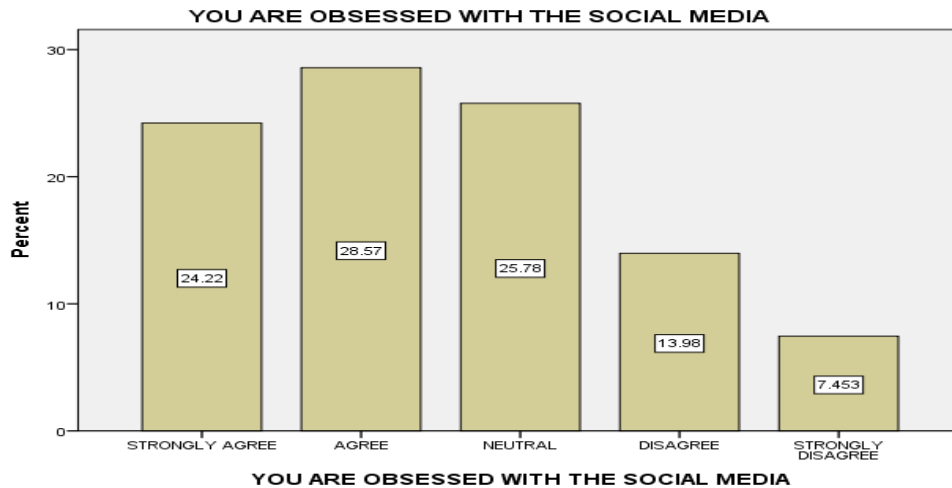


Figure 2

### 5.1.2 ENTREPRENEURSHIP

Social media has increased the productivities, sales and service of students that are already into one social media marketing of their small business like Music, comedy, sale of men and women shoes and hand bag, shirts and trousers by posting pictures of the products and uploading their movies and songs. 142 i.e 34.2% strongly agree and 114 which is 31.4% agreed while 33 and 19 which is 8.8% and 5.2% respectively disagreed and strongly disagree which shows that social

media has so much entrepreneurial impact on student or Nigeria youths in the selected area.

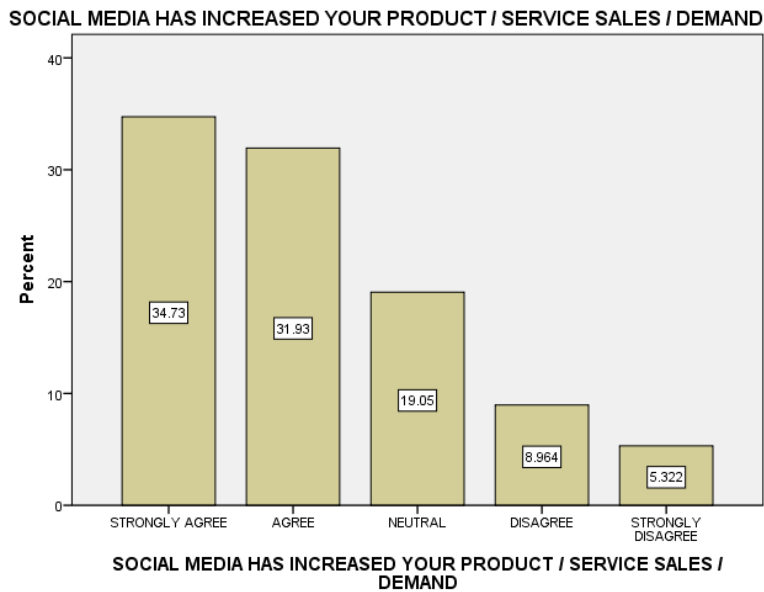
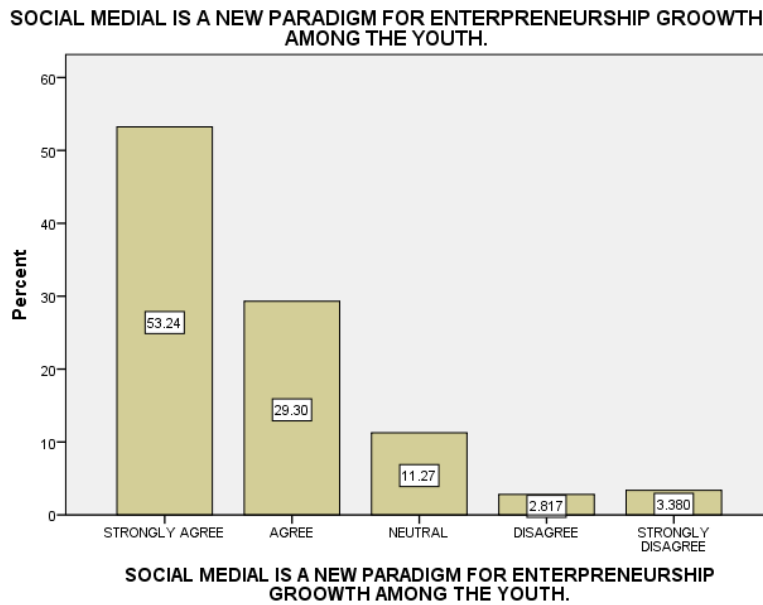


Figure 3

They agreed that their small businesses have presence on most social media platform. They also support the use of social media to promote their business and provide customer service.

Finally 189 representing 52.1 % strongly agreed, 104 representing 28.7% agreed while a fraction 10 and 12 representing 2.8% and 3.3% disagree and strongly disagreed respectively. That social media is a new paradigm for entrepreneurship growth among the youth.



**Figure 4**

## CONCLUSION

The study explored the extent to which Social Media as a Tool can be used to Promote Entrepreneurial Development among Nigerian Youths in higher institutions of leaning in the North central geo-political State. 363 students from Federal Polytechnic Offa, Kwara State, University of Ilorin, Kwara State, Kwara State University Malete, Kwara State, Federal University of Technology Mina, Niger State, Federal Polytechnic Bida, Niger State and Kogi State Polytechnic. Data were collected using a pre-tested interview administered questionnaire to ensure validity and reliability of the instrument. A cross sectional descriptive study design was utilized in conducting the study. Data were analyzed using Statistical package for social sciences [SPSS] version 20. Results were put in tables and graphs. The results showed that most students in the selected areas are using social media effectively and positively for entrepreneurial purposes.

More so, Social media has come to the rescue of young startups in business and it has gradually increased their sales, demand and profitability. Youtube , Instagram, Facebook, Whatsapp , Twitter and more have made significant impact on all business both small and big enterprises. From personal observation, you will agree with me that Nigeria musicians and movie makers now make more money on the number of times their music and movies are watched or downloaded online. This has encouraged more youths to be inspired to leave all negative use of internet and embraced this new trend to make money via these social media plat forms. It was observed that this is one of the reasons why students and youths are obsessed with social media and not just for communication and socialization. Just like the TV stations, Radio stations, news paper and other businesses have their presence on major social media platforms which have tremendously increased their outreach and customer base, the students also agreed to have their businesses present on all the social media platforms. According to Nakara et al (2012) in their research where they opined that their research has also several managerial implications. It underlines the risks that SMEs face if they do not use social media 'strategically', such as a loss of control or a decrease in e-reputation. It then makes some recommendations to small business owner-managers, especially in the tourism industry with its high number of very small businesses. These businesses need to target their social media carefully, determine the resources and competencies that they will need (internal and/or external), prepare to have a regular and sustainable presence on their chosen social media channels and pay close attention to keeping their data secure. First future work can be done on how social media can bring about trust for new start up business in Nigeria, according to Gruber (2004) and Kraus et al. (2010), one of the key marketing challenges for new ventures is building enough trust to win over their first customers, as their products or services are as yet unknown to the public.

Thus, a future perspective would be to determine to what extent the use of social media can enhance customer trust in young firms, while still keeping costs down with respect to the limited financial resources Nakara et al (2012).

It was also discovered that social media do change the perspectives of youth/ students on their decision on the type of goods and services. As if they see a musician or movie actor or actress post do affect the type of design, colour, style and fashion.

## **RECOMMENDATIONS:**

### **GOVERNMENT AND CORPORATE BODIES**

Government should come up with policies to reduce the cost of internet or data service via the Nigeria Communication Commission (NCC). This will enable more subscribers, students or Nigeria youths to be able to apply the social media for their various positive engagements such as entrepreneurial activities. This concur with Jagongo & Kinyua (2013) in their study which recommends that the policy makers who include the Kenya government ministries and agencies such as the Ministry of Trade, Ministry of Finance, Ministry of Information and Communication Commission of Kenya to come up with favorable internet surfing rates and e-business policies to encourage the technological adoption that would grow the SME industry. It is further recommended that the Government of Kenya offer funding to enable SMEs adopt the necessary technology to advance this sector that makes a substantial contribution to the GDP of Kenya annually.

Investors should focus on helping Nigeria youths/students and SMEs tap the potential that comes with social media through training and technology to advance this sector that makes a substantial contribution to the GDP of Nigeria annually.

Government should ensure that mobile phones, laptop computers and other smart device prices are subsidized and also rewarding students and youths that grow their businesses by taking advantage of social media in their operations.

Schools should be encouraged to adopt policies such that social media can be part of their curriculum. Entrepreneurship development centre in tertiary institutions should also adopt the use of this tool for Entrepreneurial Development among Students for example creating a central place with little or no fee within school buildings that they can use free internet only for the development of their entrepreneurship skills. Other initiatives to educate students should be developed to instruct them on ways of using the social medial for economic development. e.g. relevant lesions. As it has been adopted by local and international TV stations with special program for social media which has attracted large number of viewers.

Parents should also control the use of social media by their children by ensuring they use them positively, most especially for their studies, research and also entrepreneurship development. Since social media has become a part of our lives that we cannot run away from but to make best use of it in areas such as marketing which is cheaper and faster in reaching out to the public. This fact could be supported by the literature which indicates that marketing is regarded as one of the keys to the survival, development and success of small and/or new ventures (Kraus et al., 2010; Carson and McCartan, 1995).

In my personal opinion, social media and its positive usage should be part of our school curriculum, so as to train our students on how to use it for entrepreneurial activities.

Finally, the telecommunication companies should also come up with training programs for all Nigerian youths on how to make money legally via all these social media platforms and this will enable them contribute to the society and also make money.



Because the more people using their network the more money they make. It will also contribute meaningfully to the GDP of Nigeria.

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