

Impact of Social Media in the Growth and Development of Digital Entrepreneurship in Nigeria

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Abstract

Traditional entrepreneurship is regarded as the process of classifying and expending the prospects that are in the market, transforming the concepts into achievement, performing marketing undertakings to promote an innovativeness, harmonizing ideas and bearing risk and uncertainties that are involved in the business in order to strive for excellence. But, with advent and development of information and communication technology (ICT), the processes and functions performed gradually changed to what we now have as digital entrepreneurship that entrepreneurs use and are getting momentum with the use of social media. Digital entrepreneur is considered independent by accumulating of functionality through digital means, relying on Information and Communication Technologies (ICT) as well as digital media facilities to discover prospective clients. These facilities accord digital entrepreneur the chance to support their professional ethics outside the confined community using different social media platforms. Digital entrepreneurship encompasses online businesses that individuals create and run which combines business, market knowledge and network technology to reinvent traditional business practices through digitization, creation of a new venture, Transformation of Existing Business, Creating and use of Novel Digital Technologies. This is qualitative research which aims to examine the influence of social media in digital entrepreneurship. It was established in the research that most entrepreneurship fails due to lack of implementing innovative and novel technologies like the social media. The paper found out that those entrepreneurships that embrace the digital technologies succeeds and recommended the usage of social media for the development as well as growth of digital entrepreneurship in Nigeria.

Keywords: Entrepreneurs, Entrepreneurship, Digital Entrepreneurship, Social Media, Novel Technologies.

INTRODUCTION

Generally, entrepreneurship is a likely occurrence in businesses as it is considered part of business existence. It shows that business is healthy when there are entrepreneurial skills and managements adopted for changing and learning. (Diandra & Azmy, 2020). Hence, it will be favorable for every business organizations to recognize entrepreneurship, causes and categories of entrepreneurship, and capable to accomplish entrepreneurship. Innovations are the precise instrument of entrepreneurs, the means in which they adventure transformation as prospect for a diverse business and services (Diandra & Azmy, 2020).. It is proficient to be offered as a discipline, accomplished to be learned and experienced. Entrepreneurs need to search purposefully for the sources of innovation, the changes and their indicators that

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indicate opportunities for successful innovation. The innovation makes it possible to metamorphose to digital entrepreneurship (Drucker, 2000).

Information and communication technology has transformed quickly over the years, with a key growth that lead to development of Digital Entrepreneurship. The speed of transformation is fast-tracking. For instant, the growth of mobile technologies had played an indispensable part in influencing the influence of social media. Globally, mobile devices control in relations of time spent accessing internet. Digital Entrepreneurship helps meaningfully in economic setting and digital development performances as a component for invention to entrepreneurs. The digital technologies ensure that entrepreneurs make use of tactical techniques to improve their startups. Digital entrepreneurship complexly connects entrepreneurs across various platforms and provides them with several opportunities. According to (Nobanee & Dilshad, 2020) the emergence of this digital concept in enterprises has opened new doors for entrepreneurs to enter global markets with growth potential. Businesses and managers worldwide are supporting digital entrepreneurship as a probable clarification for creating employments opportunities throughout the measured rescue of the worldwide economies. This inventive usage of the technology aids in changing industries which previously are in existence in the business and also, concurrently, simplifying the development of novel enterprises (Nobanee & Dilshad, 2020). Digital tools have added in reforming outdated business organizations, procedures, and approaches to function in internationally competitive atmospheres. It takes essentially reformed industry in main industrialized economies.

Digital Entrepreneurship is a key factor for economic growth and also for reduction of unemployment (Siva and Vineela, 2018). In order to be a prosperous entrepreneur, it is important to comprehend all perceptions that are linked to entrepreneurship. In order to encounter the market rivalry and accomplish the business objective, each entrepreneur ought to be informed with the fluctuations that ensue in client's needs and inclinations in the market. Occasionally, it is essential to make use of specific contemporary digital technologies and software to connect with the clients and also to upsurge product assessment.

According to (Braune & Dana, 2021). digital technologies allow enormous reduction of transaction costs. As a result, traditional social interactions that take place in the entrepreneurial ecosystem are interrupted and a new landscape emerges. Digital entrepreneurship shows a vibrant role in enabling an entrepreneur to accomplish all the accomplishments precisely and efficiently. As this is the procedure of expending digital applications, this aids all entrepreneurs to upsurge the market significance for product and grow the business both locally and technically. ICT's capabilities are significant components of achievement in digital enterprise, it is imperative to know in what way it aids individuals to expand their business. Although, (Usman & Yusoff, 2023) Highlight that the whole world is revolving towards digitalization in all facets of accomplishments including businesses, which disturbs the growth of countries to some extent. But, current prospering in technological growth and development had resulted to numerous prospects for entrepreneurs, thus making digital entrepreneurship becoming more interesting. Despite the challenges that hindered it implementation, it also provides a better avenue for growth and development of many developing nation like Nigeria. Digital entrepreneurship must be considered as a vital instrument towards progressive economic growth and improvement. Mr Kashifu Abdullahi the DG, National Information Technology Development Agency, (NITDA) highlighted some of the peculiarities in Nigeria's digitization drive and its impact on the economy. Some of which includes the Novel technologies of social media, Artificial Intelligence (AI) Block chain technology as variables that can develop the GDP of the country

in the coming years. (Thisday newspaper, 2021) also emphasized that the digital innovation had helped in aiding the growth of digital technology by deepening digital inclusion in Nigeria.

Social media are computer implements that let users to share or interchange information, thoughts, pictures, videos and many more with each other over a specific network (Siddiqui and Singh, 2016.) These days, the social media had existed and provided significant part of people's lives from shop to e-mails, education and businesses. Social media played an imperative part in changing people's life style. These comprises social networking sites and blogs and make users effortlessly connect with one another by increasing visibility when used in promoting, advertising good and services by Digital entrepreneurs. Presently, about 100,000 tweets are sent, 684,478 pieces of content are shared on Facebook, 2 million search queries are made on Google, 48 hours of video are uploaded to YouTube, 3,600 photos are shared on Instagram, and 571 websites are created as stated by (Ethel, 2013). The beginning of social media has created a new background which positions novel network of personal connections. Businesses perceive vast opportunities and are eager to tap into the trend, Twitter, Facebook, and other social media display the combined opinion of users as collective opinion by (Li and Sakamoto, 2014). Moreover, Social media enables the distribution of thoughts and information over computer-generated networks. Facebook, Instagram, Twitter and YouTube are all social media types that cover a wide-ranging application that permit users to share content, interact online, and build communities. Over 4.7 billion users use social media, equivalent to approximately 60% of the population of the world. Today, social media messaging applications and platforms are the most frequently used websites globally. In 2023, 94.8% of users retrieved chat and messaging applications and websites, followed carefully by social platforms, at 94.6% of users. Search engine websites were following, with 81.8% of users accessing. Considering the top social media platform, the age of digital entrepreneurship is expanding the IT area has demonstrated to be a benefit for the diverse organization in their business development and upsurge in sales. Social Media Marketing Platforms have got enormous prospective to attract larger audience and help the business to increase brand awareness and also monitor the analytics as stated by (Agrawal and Trivedi, 2021) Facebook is the largest social media platform in the world with 2.96 billion users. At this juncture, the records for the greatest common social media websites as of January 2023; Facebook has about 2.96 billion users, YouTube has about 2.51 billion users, WhatsApp has about 2 billion users, Instagram has about 2 billion users, WeChat has about 1.31 billion users, TikTok has about 1.05 billion users, Facebook Messenger has about 931 million users, Douyin has about 715 million users, Telegram has about 700 million users and Snapchat has about 635 million users respectively.

Siddiqui and Singh (2016) also highlighted the impacts of social media on numerous aspect including the businesses aspect that relates to Digital entrepreneurship. Social media is the novel technology in entrepreneurship that comprises business, organizations and trademarks which supports to generate news, make friends, connections and followers. Entrepreneurships most especially digital entrepreneurship makes use of social media in order to improve an organization's performance in many ways such as to achieve business purposes, growing annual sales of the organization. Social media offers advantage as a communication platform that enables two way communications. Businesses can be encouraged over numerous social networking websites. Numerous organizations stimulate their business by benevolent advertisement on the social media in order to fascinate customers. Clients can link and interrelate with business on a new peculiar level by making use of social media platforms. When organizations has a recognized trademark, social media might support the organization to improve a prevailing trademark and provide the business

more visibility. Social media helps organization making their strategy, decision in order to promote goods and services.

In Digital Entrepreneurship social media is an indispensable tool (Parveen et al, 2018). Businesses use the platform to discover and involve with customers, determine sales over marketing and advancement, measure customer inclinations, and deal with customer service and support. Social media's capability to accumulate information and aids businesses to fine-tune promotion campaigns and conduct market research. It aids companies endorse products and services as it empowers the delivery of directed, timely, and special sales and vouchers to probable customers. Additional, social media can support customer interactions through loyalty programs associated to social media. Furthermore, according to (Jones et al 2015) Social media applies the concept of targeted marketing and advertising; therefore, it creates maximum brand awareness among the target audience at less cost. It also diminishes operating costs and upsurges the profit edge of the business as well as impacting positively on business. Some of the impact of social media in digital entrepreneurship can be the Trademark Loyalty, Easy Communication, Increased Customer Power, Invite a larger Audience, Competition, Decreasing Marketing and Advertising Costs.

METHODOLOGY

Method of Data Collection

Entrepreneurs as well as digital enterprises were selected in the paper from different part of Nigeria; this is to ascertain the level of impact derived from using digital tools in general entrepreneurship. The data from the respondent was randomly selected and adopted descriptive statistics as method of analyzing the data obtained in Excel and used qualitative research design method. However, both secondary and primary data collection methods were used in order to examine the impact of social media in the digital entrepreneurship in Nigeria.

Research Design

The research used questionnaire and interview that targeted entrepreneurs using traditional methods of entrepreneurship and some others who are of digital concepts who uses social media tool in their organization, so as to examine the impact of the social media and in what way it help in the growth and development of Digital Entrepreneurship in Nigeria. Over two hundred questionnaires were administered online and offline. Whereas, about one hundred and fifty seven 157 responded and returned. The sample size adopted is 100.

RESULTS AND DISCUSSION

As stated above, the study adopted qualitative approach and make use of descriptive statistics in order to evaluate the target audience responses in ascertaining the impact of social media in Digital Entrepreneurship. It is therefore no doubt that most people spent averagely three (3) and half (1/2) hours using social media in a day (Figure1) below:

Time spent using Social Media in a day?		
Response Hour/Minutes	Frequency	Percentage
1	17	17%
2	36	36%
3	11	11%
4	3	3%
5	9	9%
6	11	11%
7	13	13%
Total	100	100%

Mean	$\bar{x} = \frac{x_1 f_1 + x_2 f_2 + \dots + x_k f_k}{n}$
	$\bar{x} = \frac{(1*17)+(2*36)+(3*11)+(4*3)+(5*9)+(6*11)+(7*13)}{100}$
	$\bar{x} = \frac{336}{100}$
	$\bar{x} = 3.36$
Median	3
Mode	11

Figure 1. Analysis for time spent accessing social media per day

It is also vibrant here that most of the respondents who participated in the study had no social media handles. Only 35% of the respondents had social media handle. Although, we targeted many respondents but only few were able to send their responses on time as indicated in Figure 2

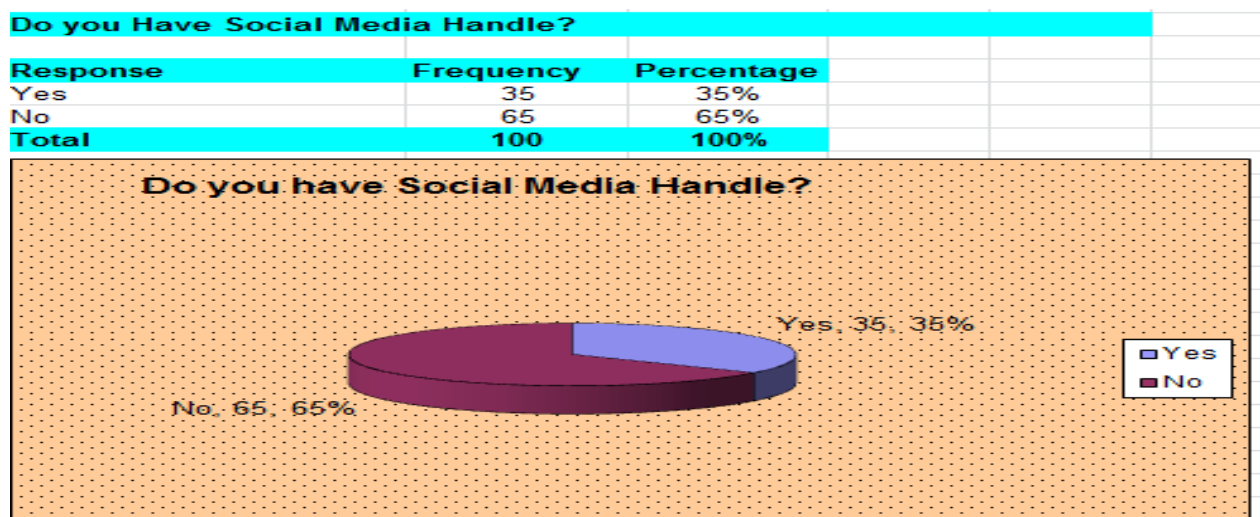


Figure 2. Responses of the respondents to the possession of social media handles

The usage of social media platforms barriers, as many users use it for different purposes as indicated in the Figure 3

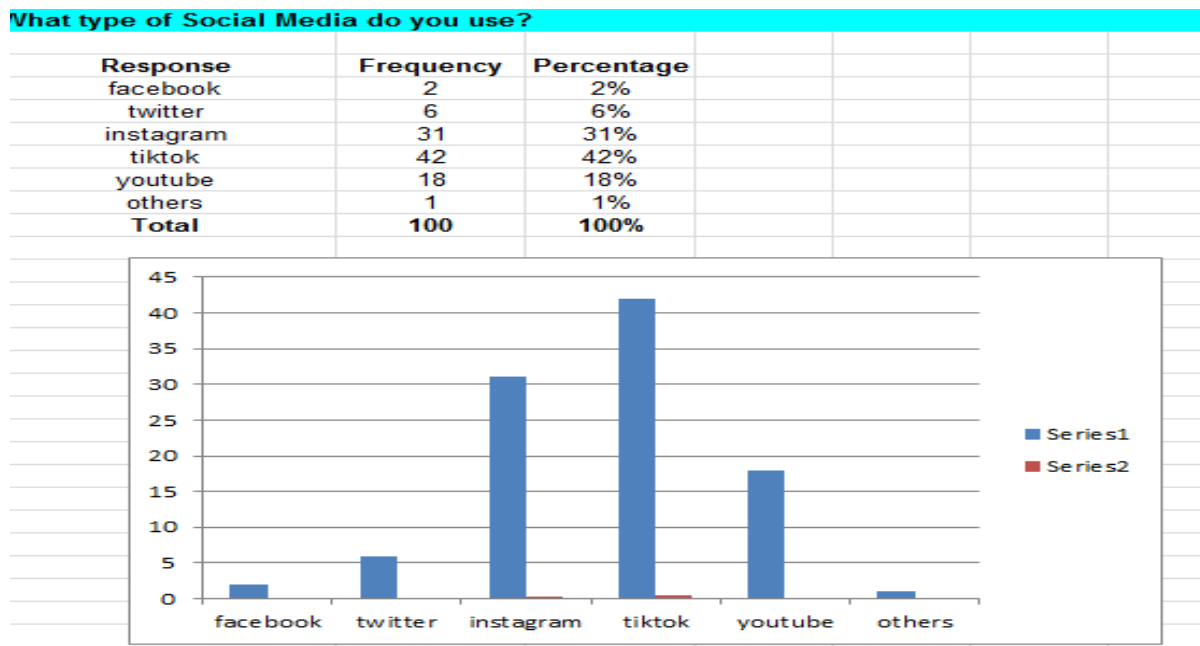


Figure 3. Different types of Social Media

Figure 4 below shows that users make use of social media so often in such a way that Digital entrepreneurs can make use of those indices as an advantage to showcase their goods and services. This will result in targeting many audience/customers thereby increasing visibility and maximizing profit while making use of the social media platforms.

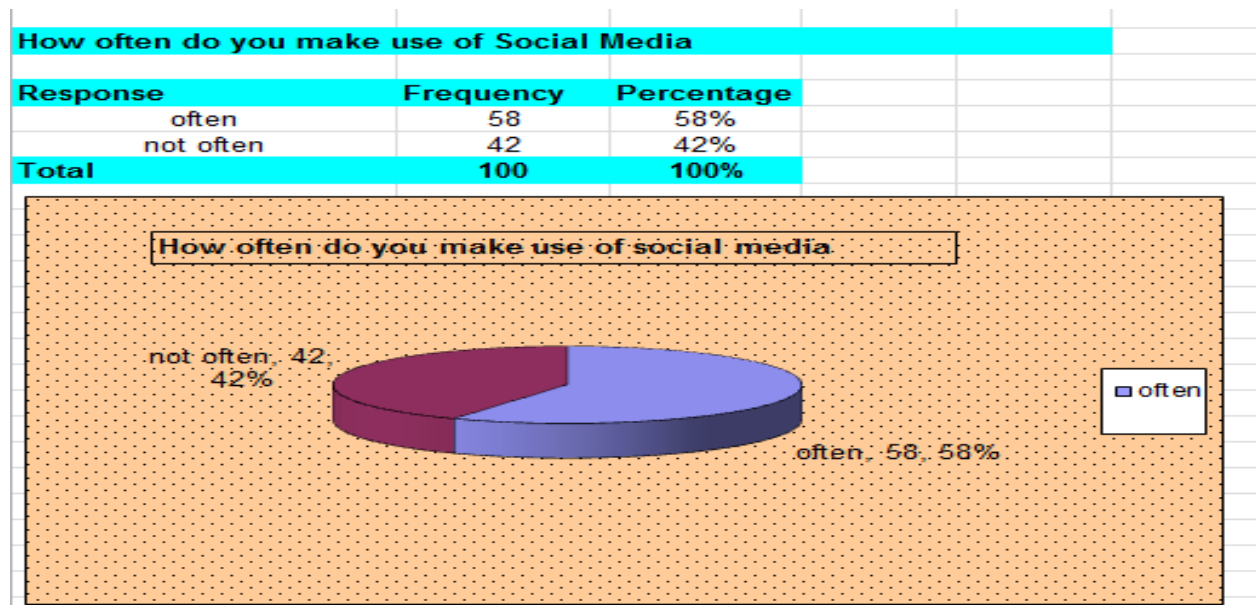


Figure 4. Usage of Social Media

Figure 5 below shows responses from respondents on how they think social media have impacted on the digital entrepreneurship generally.

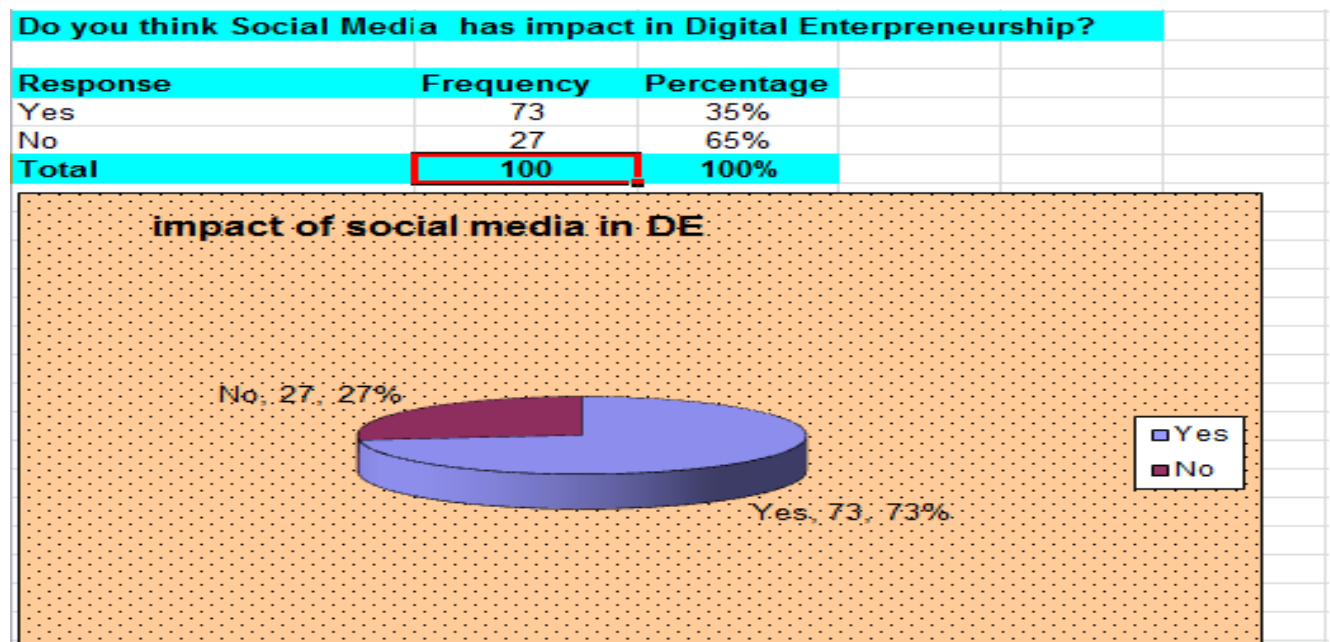


Figure 5 Social media Impact

The result findings above, shows respondents spent averagely 3 hours using internet/social media in an unproductive way, were some have no social media handles at all, tiktok and instagram are mostly used by the respondents. While other respondents attest to using the technology so often. Although, some of the respondents had agreed social media has had a major impact on digital entrepreneurship in a number of ways. Based on the existing literature in comparison with the findings in this research; in promoting goods and services digital entrepreneurs use social media to run advertising campaigns, promote their products and services, and generate leads. These platforms of Social media offer a variety of advertising options; in building customer relationships also helps to interact with customers on a personal level. This can help to build trust and loyalty, which as result can lead to increased sales at the same time help in gathering feedback from customers. Looking at that from the existing literature, it can be said all those traditional entrepreneurs may not have the benefits associated to the novel technology. However, in the research findings, it is evident that social media has had a positive impact on digital entrepreneurship. It has made it easier for entrepreneurs to reach a global audience, build relationships with customers, promote their products and services, conduct market research, build a brand, and learn from other entrepreneurs. Overall, social media is an essential tool for any digital entrepreneur. By using social media effectively, you can reach a global audience, build relationships with customers, promote your products and services, and grow your business.

CONCLUSION

In conclusion, Entrepreneurships be it traditional or digital entrepreneurship plays an important role in the growth and development of any developing nations. Digital entrepreneurship and social media relates the perception of targeted promotion and advertising; thus, it generates maximum trademark cognizance among the target audience at a smaller amount of money as discovered in the paper. Some of the impact of social media in digital entrepreneurship can be the trademark loyalty, Easy communication, and Improved Customer Power, Attract a larger Audience, Competition, Reducing Marketing as well as Promotional Costs. The research is limited to entrepreneurs and recommended for entrepreneurs to adopt the social media tool in their businesses in order to accelerate growth and development.

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