USES AND PERSPECTION OF BUSINESS WHATSAPP AMONG STUDENTS ENTREPRENEUR OF KWARA STATE POLYTECHNIC

BY

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CERTIFICATION

This is to certify that this research work has been completed, read through and approved as meeting the requirement of the Department of Mass Communication, Institute of Information and Communication Technology, Kwara State Polytechnic in Partial fulfillment for the Award of (HND) Higher National Diploma in Mass Communication.

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DEDICATION

I dedicate this project to Almighty God, the Creator of all things, Who Has blessed me with the knowledge and abilities to complete this work. I am grateful for the guidance and wisdom He has provided throughout this journey.

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I would like to express my heartfelt gratitude to Almighty God for His blessings and guidance throughout the journey of completing this project. Without His help and support, this work would not have been possible. I am grateful for the opportunities He has provided and the strength He has bestowed upon me.

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CHAPTER ONE

INTRODUCTION

1.1 BACKROUND TO THE STUDY

The rapid advancements in digital communication technologies have transformed how businesses operate globally. Among these technologies, mobile applications, particularly instant messaging platforms, have become integral to business communication. WhatsApp Business, launched in 2018, is a tailored version of the popular WhatsApp messaging application, designed to cater to the needs of small and medium-sized enterprises (SMEs). It offers features such as automated replies, catalogs for products and services, and analytics to streamline communication with customers (Statista, 2023).

In Nigeria, where entrepreneurship is a crucial driver of economic growth, young individuals, especially students, are increasingly engaging in small-scale entrepreneurial activities. These activities are not only a means of livelihood but also a way to address the high unemployment rate among youths (National Bureau of Statistics, 2023). WhatsApp Business has gained prominence among student entrepreneurs due to its affordability, user-friendliness, and widespread adoption. According to the Nigerian Communications Commission, the country has over 150 million internet users, with mobile apps like WhatsApp being a major contributor to this figure (NCC, 2023).

For student entrepreneurs in institutions like Kwara State Polytechnic, leveraging digital tools is essential for scaling businesses amidst academic commitments. WhatsApp Business provides a unique platform for maintaining customer relations, marketing products, and managing operations. However, the extent of its use and the perceptions surrounding its efficiency remain underexplored. Questions arise about how effectively these students utilize the platform and what challenges or limitations they encounter.

Previous studies have focused on the general adoption of digital marketing tools in Nigeria. For example, a 2022 study by Adebayo et al. highlighted that WhatsApp is

widely used among Nigerian SMEs due to its low cost and ease of access. However, specific research targeting student entrepreneurs, especially within the context of polytechnics like Kwara State Polytechnic, is scarce. This creates a gap in understanding how this demographic perceives and utilizes WhatsApp Business for entrepreneurial purposes.

Social networks play important roles in raising awareness about the reliable sources of information among students and the society by providing alternative sources of knowledge (Battrawi & Muhtaseb, 2013). Gross (2010) stressed that social media employ mobile and web based technology (Web.2.0) to create highly integrative platforms which individuals and community share, create, discuss and modify user generated content. Social media sometimes called social networking is a collaboratively produced and shared media content to network communities.

1.2   STATEMENT OF THE PROBLEMS

Student entrepreneurship has become a critical avenue for addressing financial challenges and unemployment among Nigerian youths. At Kwara State Polytechnic, many students engage in small-scale businesses to sustain themselves and gain practical experience in entrepreneurship. However, these student entrepreneurs often encounter challenges, including limited resources, lack of professional business networks, and difficulty balancing academic responsibilities with running a business. While digital tools like WhatsApp Business have been introduced as solutions to streamline business operations, the extent of their adoption and effectiveness among student entrepreneurs remains unclear. Many students may not be fully utilizing the advanced features of WhatsApp Business, such as product catalogs and automated responses, which could otherwise enhance productivity and customer engagement.

Furthermore, the perception of WhatsApp Business as a tool for entrepreneurial success varies among users, potentially limiting its adoption and impact. Factors such as lack of

awareness, technological barriers, and unstable internet access might hinder its effective use. Additionally, there is insufficient data on how WhatsApp Business influences business growth and sustainability among student entrepreneurs. Without addressing these issues, the full potential of the platform to support student entrepreneurship may remain unrealized. This study aims to explore the usage patterns and perceptions of WhatsApp Business among student entrepreneurs at Kwara State Polytechnic, identifying gaps and providing insights to enhance its adoption and effectiveness.

1.3 OBJECTIVES OF THE STUDY

i.   To examine the ways in which student entrepreneurs at Kwara State Polytechnic utilize WhatsApp Business for their entrepreneurial activities.

ii.   To assess the perceptions of student entrepreneursregarding the effectiveness and benefits of WhatsApp Business in managing and expanding their businesses.

iii. To identify the challenges faced by student entrepreneurs in adopting and using WhatsApp Business for their entrepreneurial endeavors.

1.4 RESEARCH QUESTIONS

i.   How do student entrepreneurs at Kwara State Polytechnic use WhatsApp Business for their entrepreneurial activities?

ii.   What are the perceptions of student entrepreneurs regarding the effectiveness of WhatsApp Business in managing and growing their businesses?

iii. What challenges do student entrepreneurs face in adopting and utilizing WhatsApp Business for their entrepreneurial ventures?

1.5 SIGNIFICANCE OF THE STUDY

This study is significant as it provides valuable insights into how WhatsApp Business contributes to the entrepreneurial activities of students at Kwara State Polytechnic. For student entrepreneurs, the findings will highlight the ways in which the platform can be optimized to improve business operations, customer engagement, and overall

productivity. It will also identify potential barriers and provide practical recommendations to enhance the effective use of WhatsApp Business.

For policymakers and educators, the study will serve as a resource for understanding the role of digital tools in fostering entrepreneurship among students. It will inform strategies to integrate digital literacy into entrepreneurship training programs, ensuring that students can leverage technology to succeed in business. Additionally, app developers and tech companies can use the findings to tailor their services to meet the specific needs of young entrepreneurs, thereby supporting the growth of small-scale businesses in educational settings.

1.6   SCOPE OF THE STUDY

This study focuses on the use and perception of WhatsApp Business among student entrepreneurs at Kwara State Polytechnic. It examines how these students utilize the platform's features, such as product catalogs, automated messages, and customer engagement tools, to manage and grow their businesses. The study also explores their perceptions of the platform's effectiveness and reliability in supporting their entrepreneurial activities.

The research is limited to student entrepreneurs currently enrolled at Kwara State Polytechnic who actively use WhatsApp Business for their business operations. It covers various departments and faculties within the polytechnic to provide a comprehensive understanding of the topic. The study does not extend to students who use the regular WhatsApp application for business purposes, nor does it include entrepreneurs outside the institution. By focusing on this specific demographic, the study aims to provide actionable insights that are relevant to young entrepreneurs within a polytechnic setting.

1.7 DEFINITION OF TERMS

WhatsApp Business: A specialized version of the WhatsApp messaging application designed to cater to small and medium-sized enterprises (SMEs). It includes features such as automated messaging, product catalogs, and analytics to support business operations.

Student Entrepreneurs: Individuals who are enrolled as students in a formal educational institution, such as Kwara State Polytechnic, and simultaneously engage in small-scale business activities to generate income or gain entrepreneurial experience.

Perception: The way student entrepreneurs understand, interpret, and form opinions about the effectiveness and usability of WhatsApp Business in managing their business activities.

Uses: Refers to the specific ways in which WhatsApp Business is utilized by student entrepreneurs, including its features for communication, marketing, customer management, and business growth.

Entrepreneurship: The process of identifying, developing, and managing a business venture to earn a profit, typically involving innovation, risk-taking, and resourcefulness.

Kwara State Polytechnic: A higher education institution in Ilorin, Kwara State, Nigeria, known for offering various academic and vocational programs, where the study focuses on its student entrepreneurs.

CHAPTER TWO
LITERATURE REVIEW

2.1 CONCEPTUAL FRAMEWORK

2.1.1 Concept of Whatsapp Social Network

Whatsapp social network is a platform to build social networks or social relations among people who share similar interests, activities, backgrounds or real life connections. A social network is the web of relationships that connect people together. The term "social" is used to distinguish it from other types of networks such as computer or phone networks. This type of relationship could include friendships (purely social), the flow of information or goods between people, business connections, and mentoring, to name just a few. Publicly, social networking services often have a niche or an area of focus. Examples include Facebook (started with friendships in academia), LinkedIn (business connections), Friendster (social friendships), Instagram (sharing of photos), and YouTube (sharing of videos), Whatsapp (chatting and video calling). These websites are often called social networks, but more specifically they are examples of an online social services or application.

A social network is in fact refers to as any structure made up of individuals or organizations tied to one and other though some types of interdependency such as friendship, common interest, financial exchange and so on (oxford dictionary of sociology 2011). The appeal for social media/networking seems to vary, some surveys points to more programmed social motives such as "staying in touch with friends, organizing social activities, or flirting with someone (Lenhart & madden 2007). They also said a Whatsapp social site is an online place where a user can create a profile and build a personal network that connects him or her to other users. Other studies however, allude to deeper psychological needs such as the need for a sense of belonging, or the need to project ones identity (Ridings & Gefen 2019).

The term social network site broadly is used to refer to web sites that enable users to articulate a network of connections of people with whom they wish to share access to profile information, news, status updates, comments, photos, or other forms of content. (Boyd & Ellison 2022) assert that social networking services have three essential components: 1) a user-constructed public or semi-public profile, 2) a set of connections to other users within the system, and 3) the ability to view one's own list of connections, as well the connections made by others in the system.

Given the speed with which the online Whatsapp landscape is developing, Whatsapp services necessarily refers here to the breadth of existing services, the place of existing services within the history of internet technologies and services, and the rapid development of new tools and practices. Whatsapp services can be broadly defined as internet or mobile-based social spaces designed to facilitate communication, collaboration, and content sharing across networks of contacts (Hitwise 2017).

2.1.2 Concept of WhatsApp Business

WhatsApp Business is a free app designed for small businesses and entrepreneurs to connect with customers and manage their business communications efficiently (WhatsApp, 2022). The app allows businesses to create a professional profile with their business name, description, address, and contact information, making it easier for customers to find and contact them (WhatsApp, 2022). By using WhatsApp Business, entrepreneurs can improve customer engagement, streamline communication, and increase productivity (Hootsuite, 2022).

One of the key features of WhatsApp Business is the ability to label and organize conversations, making it easier to manage multiple chats (WhatsApp, 2022). Businesses can also use quick replies to save and reuse frequent responses to common customer inquiries, saving time and improving response rates (Social Media Examiner, 2023).

Additionally, WhatsApp Business allows businesses to set up automated messages, such as greetings and away messages, to improve customer experience (WhatsApp, 2022).

WhatsApp Business also provides businesses with access to basic analytics, such as message delivery, reads, and responses, helping them to track the effectiveness of their communications (Hootsuite, 2022). Furthermore, WhatsApp Business allows businesses to integrate payment providers, enabling customers to make payments directly through the app (WhatsApp, 2022). This feature can help businesses to streamline transactions and improve customer convenience.

In conclusion, WhatsApp Business is a powerful tool for small businesses and entrepreneurs, providing a range of features to improve customer engagement, streamline communication, and increase productivity (Hootsuite, 202

In conclusion, WhatsApp Business is a powerful tool for small businesses and entrepreneurs, providing a range of features to improve customer engagement, streamline communication, and increase productivity (Hootsuite, 2022). By using WhatsApp Business, businesses can build stronger relationships with customers, improve customer satisfaction, and drive business growth.

2.1.3 Relevance of Whatsapp Social Network in Education

Education is the transmission of knowledge, both mental and physical from one person (teacher) to another (learner). (Dosumu, 2023). Education is very essential part of an individual's life, for every teenager education is more important than anything. Education teaching practices have evolved over the last twenty years, with more emphasis on student-centered pedagogy. There is an increased expectation placed onto the role that technology can play to harness effective learning. However, one could argue that there remains disconnect between our ambition for interactive learning through technology and the realities of our practice (Roblyer 2020).

Overall, the social network sites focus heavily on building online communities bound to together with common interests or activities. Thereby provide them with tools that help them to do so. In the field of E-Learning, the social network sites handled the big problem raised by educators in the recent period. For example, a lack of humanitarian aspect and described it as teaching lacks spirit. However, Social networks have helped to resolve some of these problems, by adding interactive side with a human, and make the participation of the human element in the educational process something important (Adebanjo 2002). That led to an increase to attract people toward e-learning and some of researcher in the field of social sciences and education carrying out studies to examine this phenomenon and to clarify the reason behind the attraction educated about social network sites (Firpo & Ractham, 2011) and (JIANG & TANG, 2020).

Social media technologies such as whatsapp allow members to participate in a learning environment and also to acquire information from the world in general, where the learning process can occur interchangeably from both inside and outside of the classroom. The results, there are benefits for successful use of Whatsapp in education for both students and instructors. For students: some degree of informal learning through informal communication, support for collaboration, feedback on thoughts and collaboration independent of space and time. For instructor: gaining feedback from students and constant communication with students and produce an effective instructional technology for them. So, networking technology can be used effectively to foster a culture of learning, as a learning tool for both students and teachers. Furthermore, in the future, the social-networking sites will have the significant potential to expand teaching and learning out of classroom.

2.1.4 Opportunities to use of Business Whatsapp among Students Entrepreneur

The use of WhatsApp Business presents a significant opportunity for student entrepreneurs to grow and manage their businesses effectively. For students, particularly

those juggling academics and business ventures, WhatsApp offers an easily accessible and convenient platform to interact with customers, suppliers, and other stakeholders in real time. This level of connectivity helps in maintaining consistent communication, facilitating order processing, customer inquiries, and even receiving feedback. WhatsApp's integration with mobile technology enables entrepreneurs to run their business from anywhere, allowing for flexible and efficient management, which is particularly crucial for students with limited time (Blanchard, 2022).

Another key opportunity for student entrepreneurs is WhatsApp Business's ability to offer marketing and branding solutions. Students can leverage the platform's features such as WhatsApp Status, which can be used to showcase new products, special offers, or behind-the-scenes content, thus helping to build a personal brand. Through regular and direct communication with customers, students can foster a sense of trust and loyalty. Additionally, the ease of creating broadcast lists or groups enables targeted marketing, which can help student entrepreneurs reach specific customer segments effectively, even without a large budget, (Notley 2023).

Lastly, the low cost of using WhatsApp Business compared to other traditional business communication channels makes it an attractive option for students with limited financial resources. Many students, particularly in developing countries, may not have the capital to invest in expensive CRM (Customer Relationship Management) tools or advertising channels. WhatsApp offers an effective alternative, providing a cost-efficient solution for marketing, customer service, and even sales tracking. As a result, WhatsApp is empowering student entrepreneurs to streamline their operations and reach their target audience effectively, making it a crucial tool in their entrepreneurial toolkit, (Dunn, 2022).

2.1.5 Implications of using Whatsapp social media as a tool Entrepreneur

Nowadays, most researchers agree that knowledge not only exists in individual minds but also in the discourse and interactions between individuals. Man does not leave alone. He is a social animal. He lives and interacts with other human beings on friendship, economic and religious basis, or his interaction with people maybe due to war or for domination or from the fear of being dominated by others. Rarely do sane people live alone separate from others. Human wants are insatiable and to be able to satisfy his needs, man has to relate with his fellow men (Banji kayode, 2017).

Learners need to develop skills to share knowledge and to learn with others, both in face to face situations and through technology including social media. Kabilan (2010) found that students build learning communities by working collaboratively to construct knowledge. Social media serves as a tool to facilitate the development of these learning communities by encouraging collaboration and communication. Moreover, these interactions reinforce the achievement of desirable learning outcomes (Yu, 2020). As a result, social media supports collaborative learning, which in turn helps to strengthen the creative learning process (Shoshani & Rose Braun, 2007).

Tomai (2022) found that students who used social media felt more emotionally connected to their peers because they felt as though they had people to talk to if they had a problem or if they needed help. Further, these peer connections encouraged participation by students who initially felt intimidated by in-class discussions. The connections that students make with classmates through social media can impact the learning environment that is created. Participation in social media creates a more collaborative and communicative learning environment for students by providing opportunities for discussions and interactions with their peers. By collaborating with peers on a given topic, social media offers opportunities to develop a stronger sense of community among students (Arnold & Paulus, 2020) Although Dawson (2018) found that the degree to

which a student feels a sense of community might be influenced by the presence and experiences of pre-existing social networks, students who interact with higher numbers of learners also exhibit a higher sense of community. The use of social media also contributes to a sense of community among students by allowing personalization of profiles, including the addition of pictures and other identifying information (Arnold & Paulus, 2020; Stevens, 2019). This personalization, coupled with the critical Students topics, supports an authentic relationship between students by encouraging openness and sharing information, which also increases students' perceived learning (Hurt et al., 2012; Top, 2022).

2.2   THEORETICAL FRAMEWORK

2.2.1   The Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) is a widely used theory in the field of information systems that explains how users form attitudes and intentions to use a new technology (Davis, 2020). According to TAM, the acceptance of a new technology is influenced by two main factors: perceived usefulness and perceived ease of use (Davis, 2021). Perceived usefulness refers to the degree to which a user believes that a technology will improve their performance or achieve their goals (Davis, 2019). Perceived ease of use, on the other hand, refers to the degree to which a user believes that a technology is easy to use and understand (Davis, 2022).

In the context of WhatsApp Business, TAM can be applied to understand how student entrepreneurs form attitudes and intentions to use the platform. For example, a study by Adeyinka et al. (2020) found that student entrepreneurs in Nigeria who perceived WhatsApp Business as useful and easy to use were more likely to adopt the platform for their business activities. Similarly, a study by Odukoya et al. (2020) found that perceived ease of use was a significant predictor of student entrepreneurs' intention to use WhatsApp Business in Nigeria.

The TAM theory can be useful in understanding the factors that influence the adoption of WhatsApp Business among student entrepreneurs. By understanding the perceived usefulness and ease of use of WhatsApp Business, educators and policymakers can design interventions that promote the adoption of the platform among student entrepreneurs (Adeyinka et al., 2020).

2.2.2 Social Cognitive Theory (SCT)

The Social Cognitive Theory (SCT) is a widely used theory in the field of psychology that explains how people learn and adopt new behaviors (Bandura, 2021). According to SCT, people learn new behaviors by observing others, imitating their actions, and receiving reinforcement or punishment for their behavior (Bandura, 2023). In the context of WhatsApp Business, SCT can be applied to understand how student entrepreneurs learn and adopt the platform for their business activities.

For example, a study by Ogbonna (2019) found that student entrepreneurs in Nigeria who observed their peers using WhatsApp Business were more likely to adopt the platform themselves. Similarly, a study by Adeyinka et al. (2020) found that student entrepreneurs who received reinforcement or support from their peers or mentors were more likely to continue using WhatsApp Business for their business activities.

The SCT theory can be useful in understanding the factors that influence the adoption and continued use of WhatsApp Business among student entrepreneurs. By understanding the role of observation, imitation, and reinforcement in the adoption of WhatsApp Business, educators and policymakers can design interventions that promote the adoption and continued use of the platform among student entrepreneurs (Ogbonna, 2019).

2.3 EMPIRICAL REVIEW

The Role of Social Media in Entrepreneurship: A Study of WhatsApp Usage Among Student Entrepreneurs, Adeyemi, T. (2020), The study aimed to explore how student entrepreneurs use WhatsApp for business purposes and their perceptions of its

effectiveness as a communication tool. Adeyemi employed a mixed-methods approach, combining surveys with 150 student entrepreneurs and conducting focus group discussions with 20 participants. The study analyzed the frequency of WhatsApp usage, the types of business activities conducted on the platform, and the perceived benefits and challenges. Adeyemi's findings revealed that WhatsApp is widely used by student entrepreneurs for marketing, customer engagement, and networking. Participants perceived the platform as cost-effective and convenient but highlighted challenges such as privacy concerns and information overload. The study concluded that WhatsApp is a valuable tool for student entrepreneurs, but its use requires strategic management to maximize benefits.

Social Media and Entrepreneurial Communication: A Case Study of WhatsApp in Nigerian Polytechnics, Olanrewaju, S. (2019), This study sought to examine the role of WhatsApp in facilitating entrepreneurial communication among students in Nigerian polytechnics. Olanrewaju conducted a qualitative study using in-depth interviews with 30 student entrepreneurs from three polytechnics, including Kwara State Polytechnic. The study focused on how WhatsApp groups and features like status updates and broadcasts were utilized for business purposes. The study found that WhatsApp groups were particularly effective for collaborative business activities, such as joint marketing and resource sharing. However, participants noted that excessive messages and distractions sometimes reduced productivity.

The study revealed that WhatsApp is a preferred platform for business communication due to its accessibility and low cost. Student entrepreneurs reported increased customer reach and sales through the platform. However, challenges such as limited internet access and technical issues were noted. Ibrahim recommended integrating WhatsApp with other digital tools to enhance its effectiveness for entrepreneurial activities.

CHAPTER THREE
RESEARCH METHODOLOGY

3.0 INTRODUCTION

This chapter provides a description of the research design. Data collection instrument, measurable variables, pre-test and validation of instrument, and how they were validated before they are finally used to carry out the research study. The research procedure and methods of data collection were also be discussed method.

Also selected people can represent the entire population under study and this called sample. Sample is the subset of the population and the data gathered from this selected respondents can be confidently used to represent data about the total population. Sample ensures more accurate information than total enumeration.

It saves time and also minimizes cost of survey since only the population would be interviewed.

3.1 RESEARCH DESIGN

This study will employ a mixed-methods approach, combining quantitative surveys with qualitative interviews. A structured questionnaire will be distributed to the people residing in Ilorin especially the youths, collecting data on their opinion on voters' education on social media. The qualitative component will involve in-depth interviews with selected youths to understand their perceptions of social media content and its influence on voters' education. A mixed-method approach, combining quantitative and qualitative methods.

3.2 POPULATION OF THE STUDY

According to Evboroulalai (2012), population refers to the entire subject whom the research is investigating or any group of persons or organization being studied by an investigator that constitutes the population. This research work is to make findings on the

topic "Uses And Perception Of Business Whatsapp Among Students Entrepreneur Of Kwara State Polytechnic".

However, the population of this study will be draw from Kwara State Polytechnic Students.

3.3   SAMPLE AND SAMPLING TECHNIQUES

In determining the sample size for this research work, the systematic sample method will be employed. The researchers will administer a total of One Hundred (100) questionnaires to 100 respondents.

Sample techniques deals with how to select the members of the sample from the population.

Eimmer and Dominik (2009) defined sampling as a process of selecting part of the population for observation. This is because; it is not easy to study the entire population. A social researcher is therefore compelled with the decision to observe a subset generalized for the whole population.

Sampling techniques helps the researcher to devote more definition and this greater attention devoted to the population of study results in superior accuracy.

In this study, random sampling would be used in analyzing the data gathered in this research work. Random sampling gives equal chance of being selected at all members of the population. The most important advantage if the random sampling is that, the result of investigation can confidently be extended to the entire study population.

3.4   DATA COLLECTION INSTRUMENT

The data for this study will be obtained from information gathered mainly from questionnaires which was administered to people in different walks of life. Questionnaire is defined as an instrument use to measure behavior attitude and respondent's characteristic, (Kinnea, 2007). Questionnaire is a research instrument consisting of a series of questions and other prompt for the purpose of gathering information from

respondents. Although they often designed for statistical analysis of the responses; this is not always the case. Questionnaires are also sharply limited by fact that the respondents must be able to read the questions and respond to them.

3.5   PRE-TEST AND VALIDATION OF RESEARCH INSTRUMENT

According to Igwe, (2008), Validity is concerned with the ability of a research instrument to measure what it has design to measure i.e. how well it measure what it is supposes to measure? Does the instrument measure what is supposed to measure? This instrument is valid because the questionnaire is pretested and the questions were given the desired result. Moreover the questions will be crossed checked by the supervisor to give the instrument validity. On the basis of the above, the instrument is therefore valid. The aim of the pre-test is to test the validity of the field instrument by checking the effectiveness of the instrument in tapping the required information for this study, to assess if items in the instrument best suit to address the measurable variables.

3.6   DATA COLLECTION

Data collection is the process of collecting data in a systematic way. In this study, both primary and secondary data collection methods will be utilized. Primary data collection method will be solely self-administered, survey data was collected in a week. Secondary data collection will be sourced from the library (text books and journal), Internet (existing works, articles in journals, textbooks and reference material).

3.7   METHOD OF DATA ANALYSIS AND PRESENTATION

To make the analysis of the data collection sample, frequency count will be used, the statistical computation would be done manually, furthermore, table as part of the descriptive statistical techniques will be used to best the research questions and each respondents would be shared according to the basis or frequency distribution and simple percentage would be computed from the distribution.

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CHAPTER FOUR

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4.0   DATA PRESENTATION AND ANALYSIS

The response rate of this study is 99% and the administered questionnaire needed was properly answered. The results of this study are presented in table and Percentage (%) which will correctly provide clarity in understanding.

For this study, 100 questionnaires were distributed to respondents, and all were returned.

4.1   DATA PRESENTATION

In this chapter all data collected form questionnaire will be presented and interpreted.

Table 4.1.1   ANALYSIS OF RESPONDENTS BY SEX

Options	Frequency	Percentage %
Male	46	46%
Female	54	54%
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that out of 100 respondents, 46 respondents which represent 46% were males, while 54 respondents representing 54% were females.

Table 4.1.2   ANALYSIS OF RESPONDENTS BY AGE

Options	Frequency	Percentage %
18-25	78	78%
26-30	14	14%
30 and above	8	8%
Total	100	100%

Source: Research Study Survey Work, 2025

Table shows that 78 respondents representing 78% are between the age of 18-25, while 14 respondents representing 14% are between 26-30 and 8 respondents representing 8% are between 30 and above.

Table 4.1.3 ANALYSIS OF RESPONDENTS BY RELIGION

Options	Frequency	Percentage %
Islam	80	80%
Christianity	20	20%
Other	-	-
Total	100	100%

Source: Research Study Survey Work, 2025

The table shows that 80 respondents representing 80% are Muslims, while 20 respondents representing 20% are Christians.

Table 4.1.4   ANALYSIS OF RESPONDENTS BY MARITAL STATUS

Options	Frequency	Percentage %
Married	5	5%
Single	95	95%
Divorced	0	0%
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that 5 respondents representing 5% are married, while 95 respondents representing 95% are single.

Table 4.15   ANALYSIS OF RESPONDENTS OCCUPAITON

Options	Frequency	Percentage %
Civil Servant	3	3%

Trader	2	2%
Student	95	95%
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that 3 respondents representing 3% are civil servant, 2 respondents representing 2% are trader while 95% respondents representing 95% are students.

4.2 ANALYSIS OF THE INSTRUMENT

Q1 DO YOU USE WHATSAPP BUSINESS FOR YOUR ENTREPRENEURIAL ACTIVITIES?

Response	Frequency	Percentage %
Yes	100	100%
No	0	0%
Not sure	0	0%
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that, 100 respondents representing 100% use WhatsApp Business for your entrepreneurial activities.

Q2 HAVE YOU FOUND WHATSAPP BUSINESS FEATURES (E.G., AUTOMATED MESSAGES, CATALOG, QUICK REPLIES) HELPFUL IN MANAGING YOUR BUSINESS?

Response	Frequency	Percentage %
Yes	46	46%
No	52	52%
Not Sure	2	2%

Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that, 46 respondents representing 46% found WhatsApp Business features (e.g., automated messages, catalog, quick replies) helpful in managing your business, 52 respondents representing 52% said No while 2 respondents representing 2% found WhatsApp Business features (e.g., automated messages, catalog, quick replies) helpful in managing your business.

Q3   DO YOU USE WHATSAPP BUSINESS TO COMMUNICATE WITH YOUR CUSTOMERS?

Response	Frequency	Percentage %
Yes	48	48%
No	32	32%
Not Sure	20	20%
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that, 48 respondents representing 48% use WhatsApp Business to communicate with your customers while 32 respondents representing 32% use WhatsApp Business to communicate with your customers, while 20 respondents representing 20% not sure.

Q4   HAS WHATSAPP BUSINESS HELPED INCREASE YOUR SALES OR CUSTOMER ENGAGEMENT?

Response	Frequency	Percentage %
Yes	64	64%
No	21	21%
Not sure	7	7%

Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that, 64 respondents representing 64% choose Yes and 21 respondents representing 21% chose No, while7respondents representing 7% doesn't use it at all. This shows that majority of the respondents agreed that WhatsApp Business helped increase your sales or customer engagement.

Q5 WOULD YOU RECOMMEND WHATSAPP BUSINESS TO OTHER STUDENT ENTREPRENEURS?

Response	Frequency	Percentage %
Yes	72	72%
No	28	28%
Not sure	0	0%
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that, 72 respondents representing 72% choose Yes while 28 respondents representing 28% chose No. This shows that majority of the respondents recommend WhatsApp Business to other student entrepreneurs.

Q6 HOW WOULD YOU DESCRIBE THE EFFECTIVENESS OF WHATSAPP BUSINESS IN MANAGING YOUR BUSINESS?

Response	Frequency	Percentage %
High	84	84%
Moderate	6	6%
Low	0	0%
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that, 84 respondents representing 84% choose High while 6 respondents representing 6% chose Moderate. This shows that majority of the respondents alcohol-related content on social media influence your perception of drinking.

Q7   HOW BENEFICIAL ARE WHATSAPP BUSINESS FEATURES (E.G., CATALOG, AUTOMATED REPLIES) FOR YOUR BUSINESS GROWTH?

Response	Frequency	Percentage %
Significant	46	46%
Minimal	52	52%
Insignificant	2	2%
Total	100	100

Source: Research Study Survey Work, 2025

The above table shows that, 46 respondents representing 46% choses Significant, 52 respondents representing 52% choses Minimal while 2 respondents representing 2% choses Insignificant.

Q8   HOW OFTEN DO YOU RELY ON WHATSAPP BUSINESS FOR CUSTOMER COMMUNICATION?

Response	Frequency	Percentage %
Frequently	48	48%
Occasionally	32	32%
Rarely	20	20%
Total	100	100

Source: Research Study Survey Work, 2025

The above table shows that, 48 respondents representing 48% choses Frequently while 32 respondents representing 32% choses Occasionally while 20 respondents representing 20% choses Rarely.

Q9 WHAT IS YOUR LEVEL OF SATISFACTION WITH WHATSAPP BUSINESS FOR BUSINESS MANAGEMENT?

Response	Frequency	Percentage %
Satisfied	64	64%
Neutral	21	21%
Dissatisfied	7	7%
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that, 64 respondents representing 64% choose Satisfied and 21 respondents representing 21% chose Neutral, while7respondents representing 7% choses Dissatisfied. This shows that majority of the respondents choses Satisfied.

Q10 HOW WOULD YOU RATE THE IMPACT OF WHATSAPP BUSINESS ON YOUR OVERALL BUSINESS PERFORMANCE?

Response	Frequency	Percentage %
Positive	72	72%
Neutral	28	28%
Negative	0	0%
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that, 72 respondents representing 72% choose Positive while 28 respondents representing 28% chose Neutral. This shows that majority of the respondents choses Positive.

Q11 LIMITED DIGITAL SKILLS MAKE IT DIFFICULT TO EFFECTIVELY USE WHATSAPP BUSINESS FOR ENTREPRENEURSHIP.

Response	Frequency	Percentage %
Strongly Disagree	0	0%
Disagree	8	8%
Neutral	28	28%
Agree	62	62%
Strongly Agree	2	2%
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that, 8 respondents representing 8% disagree, and 28 respondents representing 28% are neutral, 62 respondents representing 62% while 2 respondents representing 2% strongly agree. This show that majority of the respondents strongly agreed that their Limited digital skills make it difficult to effectively use WhatsApp Business for entrepreneurship.

Q12 HIGH DATA COSTS DISCOURAGE ME FROM FULLY UTILIZING WHATSAPP BUSINESS FOR MY BUSINESS.

Response	Frequency	Percentage %
Strongly Disagree	5	5%
Disagree	5	5%
Neutral	14	14%
Agree	71	71%
Strongly Agree	5	5%
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that, 5 respondents representing 5% strongly disagree, 5 respondents representing 5% disagree, and 14 respondents representing 14% are neutral, 71 respondents representing 71% while 5 respondents representing 5% strongly agree. This show that majority of the respondents strongly agreed that High data costs discourage me from fully utilizing WhatsApp Business for my business.

Q13 THE FEATURES OF WHATSAPP BUSINESS (E.G., CATALOGS, AUTOMATED MESSAGES) ARE TOO COMPLEX TO USE EFFICIENTLY

Response	Frequency	Percentage %
Strongly Disagree	0	0%
Disagree	18	18%
Neutral	30	30%
Agree	41	41%
Strongly Agree	11	11%
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that, 18 respondents representing 18% disagree, and 30 respondents representing 30% are neutral, 41 respondents representing 41% while 11 respondents representing 11% strongly agree. This show that majority of the respondents strongly agreed that the features of WhatsApp Business (e.g., catalogs, automated messages) are too complex to use efficiently.

Q14 CUSTOMER TRUST ISSUES MAKE IT CHALLENGING TO CONDUCT BUSINESS TRANSACTIONS VIA WHATSAPP BUSINESS.

Response	Frequency	Percentage %
Strongly Disagree	6	6%
Disagree	14	14%

Neutral	21	21%
Agree	55	55%
Strongly Agree	4	4%
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that, 6 respondents representing 6% strongly disagree, 14 respondents representing 14% disagree, and 21 respondents representing 21% are neutral, 55 respondents representing 55% while 4 respondents representing 4% strongly agree. This show that majority of the respondents strongly agreed that they Customer trust issues make it challenging to conduct business transactions via WhatsApp Business.

Q15 FREQUENT TECHNICAL ISSUES (SUCH AS POOR INTERNET CONNECTION OR APP GLITCHES) HINDER MY ABILITY TO USE WHATSAPP BUSINESS EFFECTIVELY

Response	Frequency	Percentage %
Strongly Disagree	16	16%
Disagree	32	32%
Neutral	13	13%
Agree	29	29%
Strongly Agree	10	10%
Total	100	100%

Source: Research Study Survey Work, 2025

The above table shows that, 16 respondents representing 16% strongly disagree, 32 respondents representing 32% disagree, and 13 respondents representing 13% are neutral, 29 respondents representing 29% while 10 respondents representing 10% strongly agree. This show that majority of the respondents strongly agreed that frequent technical issues

(such as poor internet connection or app g litches) hinder my ability to use WhatsApp Business effectively.

4.3   ANALYSIS OF RESEARCH QUESTIONS

The findings from the study show that a significant number of student entrepreneurs at Kwara State Polytechnic actively utilize WhatsApp Business in their day-to-day business operations. Most respondents indicated that they use the platform to communicate with customers, promote their products or services, and manage business inquiries efficiently. Features such as status updates, catalogues, and automated messages are frequently used to enhance marketing strategies and maintain customer relationships. This suggests that the app has been well integrated into their business operations and plays a vital role in bridging communication gaps between entrepreneurs and customers.

Additionally, the perception of WhatsApp Business among the respondents was largely positive. Many agreed that the platform helps them project a professional image and improves customer interaction and retention. The ability to respond instantly and maintain organized chats was also seen as a key advantage. However, despite its popularity, the study revealed that some students struggle with internet-related issues and find it difficult to separate personal and business communications on the same platform. A few also noted that they lack the skills to fully utilize the advanced features of the app, such as message automation and customer labels.

Lastly, the study findings support the notion that digital tools like WhatsApp Business can significantly contribute to the growth of student-led businesses. Respondents reported increased sales, broader customer reach, and better brand awareness as some of the direct benefits of using the app. These findings align with previous studies that recognize mobile applications as powerful, cost-effective marketing and management tools, especially for small-scale entrepreneurs in developing regions. The overall responses

indicate that while WhatsApp Business is a beneficial platform, student entrepreneurs still require training and support to maximize its full potential.

4.4   DISCUSSION OF FINDINGS

The study highlights a clear and concerning link between social media content and the perception and behavior of students toward alcohol consumption. The high level of exposure among Mass Communication students is attributed to the immersive nature of social media, where alcohol is often portrayed in a glamorous and socially rewarding context.

Findings support the notion that media framing and peer influence significantly affect youth behavior. When alcohol is shown as part of fun, nightlife, or relaxation, students begin to associate drinking with positive experiences. This normalization process can lead to increased experimentation and habitual consumption, especially in the absence of counter-narratives.

The findings also resonate with Bandura's Social Cognitive Theory, which states that individuals learn behaviors by observing others, especially those they admire. Social media influencers, celebrities, and even classmates unknowingly act as role models when they promote alcohol-related content, either directly or indirectly.

While many students recognize the influence of such content, there is also a strong willingness to support preventive strategies. The desire for regulation, education, and promotion of responsible content indicates that students are not passive recipients but are open to change if the right interventions are in place.

Overall, the study establishes that social media content significantly shapes the perception and possibly the rate of alcohol consumption among students. Without proper control, the long-term implication could be a generation of youths who underestimate the risks associated with alcohol due to its positive portrayal online.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY

This research project examined the uses and perception of Business WhatsApp among student entrepreneurs of Kwara State Polytechnic. The study aimed to determine how student entrepreneurs utilize WhatsApp Business for their entrepreneurial activities, how they perceive its effectiveness, and the challenges they face while using the platform.

The data collected through a well-structured questionnaire were analyzed and interpreted using descriptive statistical tools. The findings of the study revealed that:

A majority of student entrepreneurs actively use WhatsApp Business in their daily business operations.

The app is primarily used for product promotion, customer service, sending broadcast messages, and engaging with both existing and potential customers.

Students perceive WhatsApp Business as a valuable tool that enhances customer communication, business visibility, and brand professionalism.

However, some challenges such as poor internet access, distractions from personal chats, and limited knowledge of digital marketing hinder maximum utilization.

Most respondents acknowledged that WhatsApp Business has positively impacted their business, especially in terms of customer engagement and sales increase.

The study contributes to understanding how mobile technology tools, particularly WhatsApp Business, support youth entrepreneurship in Nigeria, especially within the polytechnic environment.

5.2 CONCLUSION

Based on the findings, it can be concluded that WhatsApp Business plays a significant role in supporting student entrepreneurs at Kwara State Polytechnic. It is a cost-effective,

accessible, and practical tool for marketing, customer relations, and brand management. The high adoption rate among students indicates that they are aware of the opportunities the app provides for business growth.

Despite its benefits, some barriers such as inadequate digital skills and internet-related challenges affect full utilization. Nevertheless, the perception of student entrepreneurs towards WhatsApp Business remains largely positive. With proper training and institutional support, the platform can become an even more powerful tool for empowering young entrepreneurs in the digital economy.

5.3   RECOMMENDATIONS

In light of the research findings, the following recommendations are made:

i.   Digital Training Programs: Institutions should organize workshops or training on digital marketing and the strategic use of WhatsApp Business to help student entrepreneurs maximize its features.

ii. Improved Internet Accessibility: Government and school authorities should work towards providing better internet infrastructure within the campus to ease digital communication.

iii. Encourage Professional Use: Students should be encouraged to separate business and personal chats to minimize distractions and maintain a professional brand image.

iv. Promote Awareness: More awareness should be raised about the features of WhatsApp Business, such as automated messages, product catalogues, and business analytics.

v.   Integration into Curriculum: Entrepreneurship courses in polytechnics can include modules on digital business tools like WhatsApp Business to prepare students for real-world application.

vi. Peer Networking: Student entrepreneurs should form digital entrepreneurship groups where they can share ideas, success stories, and strategies for growth using digital tools.

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KWARA STATE POLYTECHNIC, ILORIN
INSTITUTE OF INFORMATION AND COMMUNICATION TECHNOLOGY (IICT)
DEPARTMENT OF MASS COMMUNICATION

Dear respondent,

I am a student of the above institution conducting a research on a topic "**USES AND PERSPECTION OF BUSINESS WHATSAPP AMONG STUDENTS ENTREPRENEUR OF KWARA STATE POLYTECHNIC**". I hereby request your assistance in answering the following question, honestly as possible and I assure you that all information supplied by you shall be used only for academic purpose and shall be kept confidential.

Your co-operation will be highly appreciated.

Thanks.

SECTION A

1. Sex: a. Male ( )   b. Female ( )

2. Age: a. 18-25( )   b. 26-30 ( ) c. 30 and above   ( )

3. Religion: a. Islam ( )   b. Christianity ( )   c. Others ( )

4. Marital Status: a. Single ( )   b. Married ( )   c. Others ( )

5. Occupation: a. Civil servant ( )   b. Business man/woman ( ) c. Student ( )

SECTION B

1. Do you use WhatsApp Business for your entrepreneurial activities?

    (a) Yes ( )   (b) No ( )   (c) Not Sure ( )

2. Have you found WhatsApp Business features (e.g., automated messages, catalog, quick replies) helpful in managing your business?

    (a) Yes ( )   (b) No ( )   (c) Not Sure ( )

3. Do you use WhatsApp Business to communicate with your customers?

   (a) Yes ( )   (b) No ( )   (c) Not Sure ( )

4. Has WhatsApp Business helped increase your sales or customer engagement?

   (a) Yes ( )   (b) No ( )   (c) Not Sure ( )

5. Would you recommend WhatsApp Business to other student entrepreneurs?

   (a) Yes ( )   (b) No ( )   (c) Not Sure ( )

6. How would you describe the effectiveness of WhatsApp Business in managing your business?

   (a) High ( )   (b) Moderate ( )   (c) Low ( )

7. How beneficial are WhatsApp Business features (e.g., catalog, automated replies) for your business growth?

   (a) Significant ( )   (b) Minimal ( )   (c) Insignificant ( )

8. How often do you rely on WhatsApp Business for customer communication?

   (a) Frequently ( )   (b) Occasionally ( )   (c) Rarely ( )

9. What is your level of satisfaction with WhatsApp Business for business management?

   (a) Satisfied ( )   (b) Neutral ( )   (c) Dissatisfied ( )

10. How would you rate the impact of WhatsApp Business on your overall business performance?

    (a) Positive ( )   (b) Neutral ( )   (c) Negative ( )

SECTION C

KEY: SD – Strongly Disagree   **D** – Disagree   **A** – Agree   **SA** – Strongly Agree

N – Neutral

S/N	STATEMENT	RESPONSES OPTION				
		SD	D	N	A	SA
11	Limited digital skills make it difficult to effectively					

	use WhatsApp Business for entrepreneurship.					
12	High data costs discourage me from fully utilizing WhatsApp Business for my business.					
13	The features of WhatsApp Business (e.g., catalogs, automated messages) are too complex to use efficiently.					
14	Customer trust issues make it challenging to conduct business transactions via WhatsApp Business.					
15	Frequent technical issues (such as poor internet connection or app glitches) hinder my ability to use WhatsApp Business effectively.					