

**IMPACT OF BUSINESS WHATSAPP IN PROMORING
YOUNG ENTREPRENEUR IN KWARA STATE
POLYTECHNIC**

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND TO THE STUDY

The advent of digital technologies has transformed the way businesses are conducted across the globe, and Nigeria is not an exception. Among the many innovations in mobile communication, WhatsApp Business has emerged as a significant tool for micro, small, and medium-sized enterprises (MSMEs). Designed by Meta (formerly Facebook) and launched in 2018, WhatsApp Business offers unique features such as business profiles, catalog displays, automated messaging, customer labeling, and quick replies. These features enable entrepreneurs to manage customer interactions more professionally and efficiently. According to Olumide and Umeh (2022), the app bridges the gap between traditional customer service and e-commerce by enabling real-time communication and information dissemination at virtually no cost. In developing contexts such as Nigeria, where young people are constantly exploring avenues to achieve economic independence amidst limited employment opportunities, WhatsApp Business provides a cost-effective and accessible digital platform for business growth.

Entrepreneurship, particularly youth entrepreneurship, has been identified as a critical engine for economic growth, innovation, and job creation. Chigunta (2002) defines youth entrepreneurship as the practical involvement of young people in the creation, organization, and management of business ventures. It reflects their ability to respond to economic challenges with innovative solutions. In the Nigerian context, the entrepreneurial drive among youths has been fueled by socioeconomic factors such as rising unemployment, inflation, and inadequate access to white-collar jobs. This trend is evident within tertiary institutions, where students often combine academics with micro-businesses to supplement their income and build future careers. Institutions like Kwara State Polytechnic in Ilorin, Kwara State, have become breeding grounds for young entrepreneurs who operate businesses in sectors such as fashion, food vending, beauty services, logistics, and digital marketing.

However, the success of these entrepreneurial activities is largely dependent on effective communication and marketing strategies. Traditional marketing channels are often expensive, time-consuming, or inaccessible to students who operate on tight budgets. In this regard, digital communication tools such as WhatsApp Business offer a practical alternative. The app's simplicity, accessibility, and integration with smartphone technology make it an ideal platform for

small-scale student entrepreneurs. According to Adeyemi (2023), WhatsApp Business enables a structured communication system through which entrepreneurs can categorize customers, promote new products, automate responses, and maintain consistent contact with buyers, all of which enhance customer satisfaction and loyalty. This form of digital engagement is particularly beneficial for student entrepreneurs who must juggle academic responsibilities with business demands.

WhatsApp Business plays a dual role as both a communication tool and a business management platform. Eze and Okonkwo (2020) note that the platform has evolved beyond mere messaging to serve as a "virtual storefront," especially for entrepreneurs operating in informal or semi-formal markets. Features such as product catalogs allow business owners to showcase items with photos, prices, and descriptions, creating a mobile-based shopping experience. Additionally, the "status" feature enables entrepreneurs to share promotions, updates, and customer testimonials, functioning similarly to digital advertisements. These tools are especially helpful to Kwara State Polytechnic students, many of whom operate businesses from their hostels or lecture rooms. They rely on such digital tools to reach peers, coursemates, and other potential customers within and outside the campus environment.

The growing adoption of WhatsApp Business by student entrepreneurs in Kwara State Polytechnic reflects the broader trend of mobile-based entrepreneurship among Nigerian youths. According to the Nigerian Communications Commission (2023), mobile phone penetration in Nigeria has surpassed 90%, with WhatsApp being one of the most used applications among the youth demographic. This mobile revolution has facilitated new patterns of entrepreneurial behavior that prioritize speed, accessibility, and personal interaction. Ibrahim and Ahmed (2022) assert that WhatsApp Business has democratized business communication by allowing even the smallest business owner to interact professionally with customers, regardless of their capital or technological expertise. For students with limited time and resources, this platform levels the playing field and enables business visibility without the need for a physical storefront or complex website.

Moreover, WhatsApp Business supports informal peer-to-peer marketing, a strategy that thrives in tightly-knit social networks like those found in polytechnic campuses. Students often share business contacts, forward status updates, or recommend vendors via direct messaging. This

creates a community-based marketing model that amplifies business reach through trusted networks. Okoro and Alabi (2021) observe that social messaging platforms like WhatsApp enhance interpersonal business credibility, as buyers are more likely to patronize businesses recommended by peers. Within the Kwara State Polytechnic environment, such interpersonal trust becomes a strong marketing currency that complements the functional features of WhatsApp Business.

While WhatsApp Business is not a comprehensive business solution on its own, it functions as a stepping stone for young entrepreneurs aspiring to scale their ventures. The app provides basic analytics such as message delivery rates and response frequency, helping users measure customer engagement and adjust communication strategies accordingly. As observed by Belch and Belch (2018), effective promotion involves clear, targeted, and measurable communication efforts that stimulate consumer interest and action. WhatsApp Business, in its capacity, supports these promotional efforts by creating direct lines of contact between sellers and consumers, thus fostering feedback loops and improving service delivery.

The growing dependence on WhatsApp Business by student entrepreneurs in tertiary institutions like Kwara State Polytechnic, Ilorin, reflects a wider trend toward digital entrepreneurship within Nigeria's informal economy. As these students strive to balance academic responsibilities with business ventures, WhatsApp Business serves as a valuable platform for managing customer interactions, promoting products and services, and sustaining relevance within their immediate social networks. Against this backdrop, this study aims to examine the impact of WhatsApp Business in promoting youth entrepreneurship among students of Kwara State Polytechnic.

1.2 STATEMENT OF THE PROBLEM

Entrepreneurship among youths, particularly students in tertiary institutions, has been increasingly fueled by digital platforms. WhatsApp Business, a tool developed by Meta (formerly Facebook), was designed to support small and medium enterprises (SMEs) through simplified customer interaction, catalog presentation, and real-time communication. While this platform has gained traction among young entrepreneurs in Nigeria, especially within institutions like Kwara State Polytechnic, there is growing concern that its potential is not being fully maximized or understood by the students who use it.

Despite the platform's innovative features such as automated messaging, status advertising, product catalogues, and business profiling many student entrepreneurs appear to use WhatsApp Business in a limited or informal way, primarily for chatting or casual sales communication (Adebayo & Bello, 2021). This underutilization points to a critical gap in digital entrepreneurship literacy among students. Akinola (2022) notes that while digital platforms can empower youths to overcome structural unemployment, their effectiveness is undermined when users are not adequately trained to deploy them for strategic business growth.

Furthermore, there is little empirical data measuring how the use of WhatsApp Business correlates with tangible business outcomes such as increased revenue, market reach, or brand identity among student-run enterprises. Most existing studies have focused on broader digital marketing tools (Okon & Chukwuemeka, 2020), leaving WhatsApp Business as a largely under-researched but widely used application in informal entrepreneurial activities. This lack of focused academic inquiry hinders the ability of institutional stakeholders to provide support frameworks tailored to student entrepreneurs leveraging such platforms.

Another pressing issue is the digital divide. While WhatsApp Business is accessible, many student entrepreneurs still face infrastructural and operational barriers, such as erratic internet connectivity, low smartphone penetration among customers, and limited knowledge of customer relationship management (Olowu & Egbewole, 2023). These challenges create a paradox: students are adopting digital tools for business, but without adequate support, such tools may not yield the desired impact.

In the context of Kwara State Polytechnic, a polytechnic known for producing skilled and entrepreneurial graduates, the lack of concrete evidence on the role of WhatsApp Business in promoting young entrepreneurs poses a problem. Without an informed understanding of how students are using this tool, it becomes difficult for educators, policymakers, or support agencies to design effective interventions that harness its full potential. Hence, this study becomes imperative in identifying not just the extent of WhatsApp Business usage, but also the depth of its impact on the entrepreneurial performance of students in Kwara State Polytechnic, Ilorin.

1.3 AIM AND OBJECTIVES OF THE STUDY

The primary aim of this study is to examine the impact of WhatsApp Business in promoting young entrepreneurs among students of Kwara State Polytechnic, Ilorin. However, to achieve the aim of the study, the following specific objectives are essential:

- i. To assess the extent to which students of Kwara State Polytechnic use WhatsApp Business for entrepreneurial purposes.
- ii. To examine the features of WhatsApp Business most commonly utilized by student entrepreneurs.
- iii. To evaluate the perceived benefits of WhatsApp Business in supporting student-run businesses.
- iv. To identify the challenges faced by student entrepreneurs in using WhatsApp Business as a business tool.

1.4 RESEARCH QUESTIONS

- i. To what extent do students of Kwara State Polytechnic use WhatsApp Business for entrepreneurial activities?
- ii. Which features of WhatsApp Business are most commonly utilized by student entrepreneurs?
- iii. What are the perceived benefits of using WhatsApp Business among student entrepreneurs?
- iv. What challenges do student entrepreneurs face in using WhatsApp Business as a business tool?

1.5 SIGNIFICANCE OF THE STUDY

This study will benefit student entrepreneurs. It will help them understand the full potential of WhatsApp Business, including underutilized features such as catalog creation, business profiling, and automated messaging. Through this understanding, student entrepreneurs will be better equipped to use the platform more strategically, which will, in turn, improve their business efficiency, customer relationships, and market visibility.

Furthermore, the results of the study will serve as a guide for educational institutions, especially Kwara State Polytechnic, in formulating entrepreneurship support programmes tailored toward digital innovation. Administrators and lecturers will be able to identify gaps in students' digital literacy and design training or workshops that enhance their capacity to manage businesses

through platforms like WhatsApp Business. The study will also contribute to the growing body of knowledge on digital entrepreneurship, particularly within the context of tertiary institutions in Nigeria.

Finally, the research will inspire a broader conversation around integrating digital tools into Nigeria's entrepreneurship curriculum. As more young people turn to mobile technologies for income generation, this study will underscore the importance of equipping them with the skills and knowledge to make the most of such tools, thereby fostering innovation, self-reliance, and sustainable economic growth.

1.6 SCOPE OF THE STUDY

Geographically, the study will be limited to Kwara State Polytechnic, and it will not extend to other higher institutions within or outside the state. The study will focus exclusively on investigating the use and impact of WhatsApp Business among young entrepreneurs who are students of Kwara State Polytechnic, Ilorin. The research will cover both full-time and part-time students who are actively engaged in any form of entrepreneurial activity within the institution.

The study will focus on the features of WhatsApp Business, such as automated messages, business profiles, catalog listings, and status updates, and how these features contribute to business performance and growth. It will not cover other social media or e-commerce platforms such as Instagram, Facebook Marketplace, or Jumia, except where necessary for comparative or explanatory purposes. Similarly, it will not include non-student entrepreneurs or staff of the polytechnic.

1.7 OPERATIONAL DEFINITION OF TERMS

- i. **Impact:** In this study, impact refers to the measurable influence or effect that the use of WhatsApp Business has on the entrepreneurial activities of students in Kwara State Polytechnic.
- ii. **Business WhatsApp:** Business WhatsApp (also known as WhatsApp Business) refers to the mobile application developed by Meta specifically for small and medium-sized enterprises. In this study, it is the version of WhatsApp used by student entrepreneurs to create business profiles, manage client communications, advertise goods/services, and handle customer interactions within the Kwara State Polytechnic environment.
- iii. **Promotion:** Promotion refers to the strategies and tools student entrepreneurs use to create awareness about their goods or services, attract customers, and boost sales. Within this

study, promotion will be understood through the use of WhatsApp Business features such as status updates, product catalogs, broadcast lists, and direct messaging for marketing.

- iv. **Young Entrepreneur:** Young entrepreneurs in this study refers to students of Kwara State Polytechnic, typically aged between 16 and 35, who engages in small or medium-scale business ventures alongside academic pursuits and uses WhatsApp Business to facilitate entrepreneurial operations.
- v. **Students:** Students in this context are individuals enrolled at Kwara State Polytechnic for National Diploma (ND) or Higher National Diploma (HND) programs, who are involved in business ventures and use WhatsApp Business as a support tool for entrepreneurship.
- vi. **Kwara State Polytechnic:** Kwara State Polytechnic is a tertiary institution located in Ilorin, Nigeria. In this study, it refers to the academic setting where the research will be conducted and includes students from various departments who are engaged in entrepreneurship.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter presents a comprehensive review of literature relevant to the study titled “Impact of WhatsApp Business in Promoting Young Entrepreneurs in Kwara State Polytechnic.” It explores previous scholarly works and empirical studies that have addressed similar or related topics. The review aims to provide a strong foundation for the present study by examining what has already been researched, identifying key concepts, highlighting theoretical perspectives, and revealing existing knowledge gaps that justify the need for further investigation.

The chapter will be organized into three major sections. The first section, Conceptual Framework, will focus on defining and clarifying the central concepts of the study. The second section, Theoretical Framework, will explore relevant theories that explain the relationship between digital tools and entrepreneurial development. The final section, Empirical Review, will analyze and discuss findings from previous studies that have investigated similar topics.

2.1 CONCEPTUAL FRAMEWORK

2.1.1 Overview of Business WhatsApp

In today’s rapidly evolving digital economy, mobile communication platforms have emerged as indispensable tools for business operations, especially among small-scale and youth-driven enterprises. One such platform that has garnered substantial attention is WhatsApp Business, an extension of the widely used WhatsApp Messenger developed by Meta. Designed specifically for entrepreneurs and small business owners, WhatsApp Business integrates essential commercial features that enable seamless communication, customer engagement, product promotion, and service delivery. In regions like Nigeria where digital infrastructure is still developing and formal business support systems are often limited, tools like WhatsApp Business offer a low-cost, flexible, and user-friendly solution to the challenges of modern entrepreneurship (Akanbi & Yusuf, 2021; Okon, 2020).

WhatsApp Business provides distinct functionalities that differentiate it from the regular version. These include the ability to create a dedicated business profile containing essential information such as business description, address, contact information, and operational hours. Additionally, the platform includes advanced tools such as catalogs for showcasing products, labels for organizing customer chats, quick replies for frequently asked questions, and automated

greeting or away messages, all of which are designed to facilitate faster, more professional interactions with clients (Eze & Olatunji, 2021). These tools allow young entrepreneurs especially students in institutions like Kwara State Polytechnic to operate efficiently, balancing their academic obligations with their entrepreneurial endeavors without the need for elaborate physical infrastructure or capital investment.

The catalog feature, for instance, transforms the WhatsApp interface into a virtual storefront where products or services can be visually displayed with prices and descriptions. This is crucial for student entrepreneurs who cannot afford physical shops or professional websites. Similarly, the broadcast feature allows business owners to send promotional messages to a large group of contacts simultaneously, maximizing outreach while reducing marketing costs. According to Nwankwo and Ezeh (2022), such real-time, mobile-based customer interaction helps to build brand loyalty and increases the visibility of emerging businesses in informal sectors, often making the difference between failure and sustainability for young entrepreneurs.

Moreover, WhatsApp Business supports two-way communication, allowing customers to ask questions, provide feedback, and place orders directly through chat, making transactions highly interactive and personalized. This fosters trust, which is vital in Nigeria's informal economy where formal dispute resolution mechanisms are often weak or unavailable. Ifeoma and Uche (2022) argue that this personalized approach enhances customer satisfaction and retention, helping new businesses grow organically through word-of-mouth and peer recommendation a crucial factor among the student population. In addition, the platform provides access to basic analytics, such as the number of messages sent, delivered, read, and received, offering entrepreneurs insights into engagement levels and customer behavior. Such data can be useful for tailoring marketing strategies and understanding market trends even in small-scale operations.

What sets WhatsApp Business apart in the Nigerian context is its compatibility with existing social habits and infrastructure. With over 90 million active internet users in Nigeria, and WhatsApp being the most popular messaging app, its Business version fits naturally into the everyday digital practices of Nigerian youths (Statista, 2023). Students, who often rely on their smartphones for social interaction, are already comfortable navigating the interface. Transitioning to the business version, therefore, requires minimal training or technical know-how. This

accessibility and affordability reduce the barriers to entry for student entrepreneurs, empowering them to test, refine, and scale their business ideas from their dormitories or lecture halls.

For tertiary institutions where entrepreneurship is increasingly encouraged as a strategy for youth empowerment and economic self-reliance, WhatsApp Business offers students a practical tool for gaining real-world business experience. The app allows them to build brand identity, handle client relations, and manage daily business operations in real time all through a single device. This aligns with observations by Afolabi and Salami (2021), who noted that digital tools like WhatsApp Business are transforming how young people in Africa participate in commerce, enabling them to become active contributors to the economy despite structural limitations.

2.1.2 Concept of Business Promotion

Business promotion refers to the broad set of marketing and communication strategies that businesses employ to make their products or services known to potential and existing customers. It is a deliberate effort aimed at informing, persuading, and influencing the target audience to take favorable action, such as making a purchase, requesting information, or developing a positive perception of a brand. Promotion is one of the key elements in the marketing mix Product, Price, Place, and Promotion and plays a pivotal role in ensuring a product or service achieves market visibility and acceptance (Kotler & Keller, 2016). In essence, it helps businesses reach their target markets and generate demand by using strategic messaging and media exposure.

As it is a central function of business promotion is communication, businesses must convey the value, uniqueness, and benefits of their offerings in a way that resonates with the needs and preferences of their intended audience. Promotional strategies are designed not only to capture attention but also to build consumer interest and prompt action. This communication can take many forms, including advertising through mass media, personal selling, public relations activities, direct marketing, or point-of-sale displays. According to Belch and Belch (2015), effective promotion helps bridge the gap between the company and its consumers by delivering relevant messages that inform, engage, and drive behavior.

Another critical aspect of business promotion is the creation of brand awareness and differentiation. In today's highly competitive and crowded markets, businesses face the challenge of standing out among numerous alternatives. Promotion enables companies to highlight their unique selling propositions (USPs), such as superior quality, better pricing, enhanced functionality,

or innovative design. Through creative and consistent promotional campaigns, companies can establish a distinct brand identity that positions them favorably in the minds of consumers. Aaker (1991) emphasizes that branding and promotional efforts work together to influence perception and build long-term customer loyalty.

Moreover, business promotion is not just a one-time activity but a continuous process that supports both short-term sales goals and long-term brand development. For new market entries or product launches, promotion helps introduce the product to the market, educate consumers on its benefits, and generate initial trial. For existing products, promotional strategies help sustain consumer interest, reinforce positive experiences, and encourage repeat purchases. Promotional campaigns may also be tailored to seasonal events, market trends, or special offers to stimulate demand at specific times. As noted by Pride and Ferrell (2014), businesses that invest consistently in promotional efforts are better positioned to adapt to market dynamics and consumer expectations.

Furthermore, business promotion serves as a valuable tool for maintaining customer relationships and fostering loyalty. Through mechanisms such as loyalty programs, customer engagement events, sponsorships, or promotional discounts, companies can continue to provide value to their customers beyond the point of purchase. This ongoing engagement strengthens customer satisfaction, increases the likelihood of referrals, and contributes to customer retention. Public relations, as part of promotional strategy, also helps shape public opinion and manage a company's reputation, especially during periods of crisis or organizational change.

In addition to its customer-facing benefits, promotion also impacts internal stakeholders by aligning marketing objectives with organizational goals. Effective promotional strategies help employees understand the company's vision and values, foster brand advocacy within the organization, and create a unified message across departments. Promotion also plays a role in influencing external stakeholders, such as investors and business partners, by showcasing the company's market strength and strategic direction.

2.1.3 Uses of WhatsApp Business for product and Service Promotion

WhatsApp Business has emerged as a powerful communication and marketing tool for promoting products and services, especially among small and medium enterprises (SMEs), startups, and young entrepreneurs. Designed specifically for business use, the application provides

a suite of features that enables businesses to maintain professional interactions with customers, enhance customer engagement, and streamline marketing communication. Its growing popularity is particularly evident in developing countries like Nigeria, where it provides an accessible, affordable, and efficient platform for product and service promotion (Adewuyi & Adebayo, 2022).

One of the primary uses of WhatsApp Business in product and service promotion is direct communication with customers. The app enables businesses to engage in personalized chats, answer product inquiries in real-time, and provide after-sales support. This direct communication builds trust and fosters relationships between the business and its clients, a factor that is crucial in converting prospects into loyal customers. According to Shankar and Balasubramanian (2020), personalized messaging platforms like WhatsApp help businesses move closer to their target markets by removing traditional communication barriers.

Another significant use of WhatsApp Business is in product catalog display. The catalog feature allows businesses to upload images, prices, and descriptions of their products or services, making it easier for customers to browse offerings without leaving the app. This serves as a digital storefront, especially for small-scale entrepreneurs who may not have a website. Catalogs allow businesses to highlight featured products, launch new arrivals, or display seasonal offerings. It enhances product visibility and simplifies the decision-making process for customers (Oyelaran-Oyeyinka, 2021).

In addition to its catalog feature, WhatsApp Business supports broadcast messaging and group communication, which are essential tools for product and service promotion. With broadcast lists, businesses can send updates, promotional messages, discount notifications, and event announcements to multiple contacts simultaneously without compromising message personalization. This method of communication has been praised for its effectiveness in relationship marketing, as it keeps customers informed and engaged without appearing intrusive (Chatterjee & Kar, 2020). Furthermore, WhatsApp Business allows rich media formats—images, videos, voice notes, and PDFs—which enhance promotional messaging and increase customer engagement (Kapoor et al., 2018). These multimedia messages are particularly effective in capturing customer attention and enhancing the recall value of promotions.

The use of status updates is another innovative method businesses utilize to promote their offerings. This feature, similar to Instagram or Facebook stories, allows business owners to share

time-limited content such as limited-time offers, new arrivals, or customer testimonials. Research by Salimon, Yusoff, and Mohd-Salleh (2020) indicates that ephemeral content shared via status updates can stimulate urgency and drive immediate consumer action, which is beneficial in competitive markets. These updates create informal yet impactful marketing touchpoints that integrate seamlessly into users' everyday communication habits, making promotional efforts feel more organic.

Another crucial advantage of WhatsApp Business lies in its automated messaging tools, which include greeting messages, away messages, and quick replies. These tools enable businesses to maintain a professional presence, improve customer service responsiveness, and reduce communication gaps. According to Eze, Chinedu-Eze, and Bello (2021), automation tools in business messaging apps significantly enhance the customer experience by providing timely feedback and demonstrating attentiveness, especially for small businesses with limited manpower. Automation fosters consistency in service delivery and ensures that potential leads are not lost due to delayed responses.

Meanwhile, message insights and analytics provided by WhatsApp Business allow entrepreneurs to evaluate the performance of their communication strategies. The ability to monitor delivery rates, read receipts, and customer response times provides critical feedback for refining promotional tactics. As argued by Mishra and Kotkar (2021), data-driven decision-making in small businesses enhances marketing effectiveness by allowing entrepreneurs to focus on what works and eliminate ineffective communication patterns. These performance metrics support the development of tailored content, optimal posting schedules, and segmentation of customer interactions, ultimately improving return on investment in promotional efforts.

2.1.4 Concept of Young Entrepreneurship

The concept of young entrepreneurship encapsulates the process through which young individuals typically within the age range of 15 to 35 initiate, manage, and sustain business ventures with the goal of generating income, solving societal problems, and achieving economic independence. This demographic group is increasingly becoming the focal point of global entrepreneurship discourse due to its vast potential to contribute to innovation, employment generation, and national development (Schoof, 2006). Young entrepreneurs are often characterized by their creative thinking, adaptability to new technologies, and the ability to identify and exploit

emerging market opportunities, particularly within the informal and digital economies (ILO, 2015).

Young entrepreneurship is more than just starting a business; it involves the cultivation of entrepreneurial attitudes, skills, and values such as risk-taking, innovation, resilience, and problem-solving. These attributes are essential for navigating the challenges of the modern economic landscape. Chigunta (2002) emphasizes that youth entrepreneurship also provides psychological and social benefits by fostering a sense of purpose, self-worth, and empowerment among young people. It allows youth to shift from being job seekers to job creators, thereby playing a pivotal role in reducing unemployment and economic dependency.

In countries like Nigeria, where youth unemployment remains critically high, entrepreneurship has become a survival strategy as well as a pathway to upward social mobility. According to the National Bureau of Statistics (2021), over 40% of Nigerian youth are either unemployed or underemployed, necessitating the need for alternative economic avenues. Osibanjo et al. (2012) assert that entrepreneurship offers a realistic option for young Nigerians who, due to limited job opportunities, resort to self-employment in sectors such as agriculture, fashion, retail, entertainment, and ICT. These ventures are often low-cost and technology-enabled, making them accessible to youth with limited startup capital.

Furthermore, the rapid rise of digital tools and mobile technology has redefined how young people engage in entrepreneurship. Platforms such as WhatsApp Business, Instagram, and other mobile applications have lowered the entry barriers for business creation by providing free or low-cost marketing, communication, and customer service solutions. As observed by Adewuyi and Adebayo (2022), digital entrepreneurship is gaining momentum among Nigerian youth, with many leveraging WhatsApp Business to promote products, interact with customers, process orders, and build brand visibility. This shift reflects not just a change in business methods, but also in how entrepreneurship is conceptualized by the younger generation—dynamic, virtual, and socially connected.

However, despite their enthusiasm and creativity, young entrepreneurs often encounter significant challenges. These include limited access to finance, lack of mentorship, bureaucratic bottlenecks, insufficient business training, and social expectations that prioritize white-collar jobs over self-employment (Ndedi, 2009). Young women entrepreneurs, in particular, may face

additional barriers such as gender discrimination, mobility constraints, and cultural limitations. These obstacles highlight the need for supportive ecosystems that include entrepreneurship education, government support programs, business incubators, and access to digital infrastructure.

In addressing these challenges, many scholars and policy-makers advocate for the integration of entrepreneurship education into formal curricula at tertiary institutions. As Nwachukwu and Nwankwo (2010) suggest, entrepreneurial training should be practical, technologically integrated, and tailored to the realities of the youth population. Institutions like Kwara State Polytechnic, for example, have the potential to serve as incubators of entrepreneurial talent by equipping students with both theoretical knowledge and hands-on business skills. When combined with digital tools such as WhatsApp Business, these educational initiatives can greatly enhance entrepreneurial outcomes.

Characteristic of Young Entrepreneurship

- i. **Innovativeness:** Young entrepreneurs are typically creative and open to new ideas. They often challenge conventional methods and develop unique solutions to existing problems. Chigunta (2002)
- ii. **Tech-Savviness:** They have a natural affinity for technology and are adept at using digital tools such as WhatsApp Business, social media platforms, and mobile apps to run and promote their ventures. Adewuyi & Adebayo (2022)
- iii. **Risk-Taking Propensity:** Youths are more willing to take calculated risks, motivated by ambition, optimism, and a desire to achieve success early in life. Schoof (2006)
- iv. **Adaptability and Flexibility:** Young entrepreneurs are often highly adaptive to changing trends, customer demands, and technological advancements, making them quick to pivot when necessary. ILO (2015)
- v. **Resourcefulness:** Due to limited financial access, they are known for maximizing minimal resources, often using personal savings, family support, or peer funding to start and grow their businesses. Nwachukwu & Nwankwo (2010)

- vi. **Drive for Independence and Economic Empowerment:** Many young entrepreneurs are motivated by a desire to become financially self-sufficient, avoid unemployment, and support their families and communities. Chigunta (2002)
- vii. **Social Consciousness:** Young entrepreneurs, especially those exposed to higher education, often embed ethical and socially responsible practices into their businesses, such as sustainability and gender equality. ILO (2015)

2.1.6 Concept of Digital Entrepreneurship

Digital entrepreneurship is a contemporary form of entrepreneurship that leverages the internet, digital platforms, and technological tools to identify opportunities, create value, and deliver products or services to a global or niche audience. Unlike traditional entrepreneurship, which often requires significant startup capital and physical infrastructure, digital entrepreneurship is characterized by its agility, low entry barriers, and dependence on digital innovation. It encompasses activities such as launching online businesses, developing mobile applications, managing social media enterprises, or operating e-commerce stores.

Nambisan (2017) defines digital entrepreneurship as "entrepreneurship that is facilitated by digital technologies to create and operate business ventures in innovative ways." This includes not only digital products and services but also the use of digital tools to manage marketing, customer relationships, logistics, and finances. As such, the concept extends beyond technology startups to encompass a wide range of businesses that use digital infrastructure in any capacity.

The rise of digital entrepreneurship can be attributed to the proliferation of smartphones, affordable internet access, and the increasing digitization of consumer behavior. According to Hull et al. (2007), digital entrepreneurship enables entrepreneurs to reach wider markets with fewer resources and reduced geographical limitations. It provides flexibility in business operations, real-time data analysis for decision-making, and immediate feedback from customers via digital platforms such as WhatsApp Business, Instagram, Facebook, and TikTok.

Young entrepreneurs, especially in developing countries like Nigeria, are finding digital entrepreneurship appealing because it provides practical solutions to structural challenges such as unemployment, lack of startup capital, and infrastructural deficits. Eze et al. (2019) observe that Nigerian youths have increasingly embraced digital entrepreneurship to address the unemployment

crisis by monetizing their skills, creativity, and networks through digital platforms. The widespread use of mobile phones and social media among youths provides a fertile ground for such enterprises.

These ventures range from selling fashion items and electronics to offering services like graphics design, photography, catering, and event planning. WhatsApp Business enables them to maintain customer interaction, broadcast promotional messages, and track sales, all within a user-friendly mobile interface. The platform also offers features like catalogs, automated responses, and business profiles that legitimize their operations and foster customer trust. Digital entrepreneurship also redefines the traditional value chain. As noted by Le Dinh, Vu, and Ayayi (2018), it transforms how businesses interact with customers, how value is created and delivered, and how innovation occurs. Instead of the conventional linear business model, digital entrepreneurship fosters a more dynamic, interactive, and iterative process that thrives on constant feedback, user participation, and fast innovation cycles.

Furthermore, digital entrepreneurship is not confined to the tech sector. Entrepreneurs in agriculture, fashion, education, health, and other industries are digitizing their business processes. Chalmers et al. (2020) argue that digital entrepreneurship is an inclusive model of entrepreneurship that transcends industry lines, making it possible for individuals with minimal technical backgrounds to launch and sustain viable digital ventures.

However, digital entrepreneurship is not without its challenges. Issues such as digital literacy, cybersecurity, unstable internet access, and regulatory constraints can limit its effectiveness, especially in developing economies. Despite these challenges, the opportunities presented by digital entrepreneurship continue to attract a new generation of entrepreneurs who value flexibility, innovation, and connectivity.

From an academic standpoint, digital entrepreneurship is a growing field of inquiry as scholars explore its implications for economic development, job creation, and digital transformation. Sahut et al. (2021) emphasize that governments and educational institutions have a role to play in nurturing digital entrepreneurship by providing supportive policies, digital training, and startup funding initiatives.

2.1.7 Business WhatsApp as Entrepreneurial Tool

The emergence of digital communication platforms has reshaped the entrepreneurial landscape, particularly for small and medium-sized enterprises (SMEs) and young entrepreneurs in developing economies. Among these platforms, WhatsApp Business has gained prominence as a vital tool for entrepreneurial activities due to its accessibility, affordability, and multifunctional capabilities. As an extension of the widely used WhatsApp Messenger, WhatsApp Business is specifically designed to cater to the needs of micro and small-scale entrepreneurs by enabling them to communicate effectively with customers, showcase products and services, and manage their business engagements efficiently.

According to Olokundun et al. (2018), digital communication platforms serve as enablers of entrepreneurial innovation, especially among youth entrepreneurs. WhatsApp Business aligns with this by offering essential features such as business profiles, automated messaging, product catalogs, labels for customer segmentation, and broadcast messaging. These tools help small-scale entrepreneurs to maintain professionalism, build brand identity, and keep customer interactions organized and timely. For student entrepreneurs in institutions like Kwara State Polytechnic, these features are particularly valuable as they allow seamless integration of business with academic commitments.

The product catalog function, for example, allows entrepreneurs to display their goods and services in a structured format, eliminating the need for customers to request prices and descriptions manually. As noted by Akanbi and Akinbode (2020), such visibility enhances product accessibility and creates a virtual storefront that simulates a traditional business environment. In regions where many youths lack access to capital-intensive business tools, WhatsApp Business presents a low-cost alternative to setting up and managing retail operations.

In terms of customer engagement, WhatsApp Business provides an avenue for two-way communication, which is crucial for building trust and loyalty. Kaplan and Haenlein (2010) emphasize the importance of interactive communication in building brand-consumer relationships in the digital age. With tools such as quick replies, away messages, and greeting texts, business owners are able to maintain prompt communication, respond to inquiries, and provide real-time updates on orders or promotions. This responsiveness enhances customer satisfaction and encourages repeat patronage.

Moreover, WhatsApp Business supports digital marketing strategies through status updates and broadcast messaging, which are often used for promotions, testimonials, flash sales, and special announcements. According to Laudon and Traver (2020), digital platforms that offer personalized and real-time customer engagement contribute significantly to customer acquisition and retention. This positions WhatsApp Business not just as a communication app, but as a robust marketing channel for microenterprises.

In the Nigerian context, WhatsApp is one of the most used social messaging platforms due to its data efficiency and widespread mobile penetration. As highlighted by Chukwu and Uzoma (2021), young entrepreneurs in Nigeria increasingly adopt WhatsApp Business due to its localized usability and minimal technological barrier, enabling even non-tech-savvy individuals to use the platform for business purposes. For Kwara State Polytechnic students, whose resources may be limited, this tool offers an accessible and effective way to initiate, promote, and manage entrepreneurial ventures without the need for elaborate digital infrastructure.

Furthermore, the integration of payment and delivery logistics into WhatsApp Business via third-party tools and plugins is expanding its utility as a full-scale business management platform. Entrepreneurs can now take orders, confirm payments, and arrange for deliveries—all within the application. As Nguyen and Waring (2022) argue, such all-in-one platforms reduce operational friction and empower small-scale entrepreneurs to compete in dynamic digital markets.

Nevertheless, the use of WhatsApp Business as an entrepreneurial tool is not without limitations. Issues such as data privacy, message overload, and limited analytics functionalities have been identified by scholars like Ali, Salleh, and Hassan (2021) as barriers to scaling up businesses through such platforms. Despite these limitations, the advantages it offers especially for emerging entrepreneurs make it a powerful digital tool for business promotion and customer engagement.

2.1.8 Challenges of Business WhatsApp among Young Entrepreneurs

While WhatsApp Business presents several opportunities for young entrepreneurs particularly in low-resource settings like Nigeria its usage is not without challenges. These challenges can hinder effective communication, business growth, and sustainability for student entrepreneurs, such as those in Kwara State Polytechnic. As digital entrepreneurship continues to

evolve, understanding these limitations is crucial for optimizing the use of WhatsApp Business in entrepreneurial ventures.

One major challenge is limited functionality and scalability. Unlike advanced e-commerce platforms, WhatsApp Business offers only basic business tools such as product catalogs, auto-replies, and broadcast messaging. It lacks robust analytics, inventory management systems, and CRM (Customer Relationship Management) tools, which are essential for scaling up business operations. According to Ali, Salleh, and Hassan (2021), the simplicity of the app, while useful for beginners, becomes a constraint when entrepreneurs try to expand or professionalize their operations. Without built-in sales analytics, entrepreneurs find it difficult to assess performance metrics such as conversion rates, customer lifetime value, or campaign effectiveness.

Another issue is information overload and customer management. Young entrepreneurs often find it difficult to manage multiple customer inquiries, complaints, and follow-ups simultaneously. WhatsApp Business allows only one user per account, making it impossible to delegate responsibilities in a growing business. Chukwu and Uzoma (2021) note that the inability to assign multiple administrators or access the app from multiple devices limits its effectiveness in team-based or collaborative enterprises. This is particularly burdensome for student entrepreneurs who must juggle academic responsibilities alongside their business activities.

Additionally, data privacy and security concerns pose significant risks. Since WhatsApp messages are end-to-end encrypted, there is a misconception that business data is entirely secure. However, issues such as account hacking, impersonation, and phishing attacks have been reported, especially when personal numbers are linked to business accounts. According to Olowookere and Bello (2022), many young entrepreneurs lack digital literacy and cybersecurity awareness, making them vulnerable to scams, loss of customer data, or even reputational damage.

Network dependency and inconsistent internet access are also notable challenges, particularly in developing countries like Nigeria. WhatsApp Business is internet-dependent, and poor connectivity can interrupt business operations. Akanbi and Akinbode (2020) observe that entrepreneurs in rural or semi-urban areas experience communication breakdowns due to poor mobile network coverage, thereby affecting their ability to respond promptly to customer inquiries or process orders efficiently.

Moreover, limited payment integration is another obstacle. While some third-party services offer payment solutions linked to WhatsApp, the app itself does not have built-in payment features in many countries, including Nigeria. This complicates the process of closing sales, receiving payment, and ensuring transaction security. As highlighted by Nguyen and Waring (2022), this gap forces entrepreneurs to rely on external platforms, which can lead to customer dissatisfaction and inefficiencies in transaction tracking.

Another psychological or behavioral challenge is over-dependence on informal language and unprofessional communication styles. Young entrepreneurs, especially students, may lack the professional tone required for business communication. WhatsApp, being a casual messaging platform, can blur the line between formal and informal interactions, which may reduce the perceived credibility of the entrepreneur. Kaplan and Haenlein (2010) argue that digital communication should strike a balance between informality and professionalism to sustain consumer trust and loyalty.

Lastly, there is the issue of brand saturation and competition. As WhatsApp Business becomes increasingly popular, the platform is flooded with similar businesses offering identical products or services, particularly in fashion, cosmetics, and food delivery. This makes it difficult for young entrepreneurs to stand out. Olokundun et al. (2018) note that brand differentiation in saturated digital platforms requires strategic branding and content marketing skills that many young entrepreneurs may not yet possess.

2.2 THEORETICAL FRAMEWORK

The theoretical framework of this study is based on the tenets of Uses and Gratification Theory and Diffusion of Innovation Theory:

2.2.1 Uses and Gratification Theory

The Uses and Gratifications Theory (UGT) is a foundational framework in media and communication studies that emphasizes the role of the audience as an active participant in the media consumption process. Initially developed in the 1940s and significantly advanced by Katz, Blumler, and Gurevitch (1974), the theory departs from traditional media effects models by focusing not on what media do to people, but rather on what people do with media. According to the theory, media users are goal-oriented and actively seek out media platforms that satisfy specific needs such as entertainment, information acquisition, personal identity, social integration, and

escapism. The key assumption is that audiences are not passive consumers but are capable of evaluating and selecting media content that aligns with their desires and motivations (McQuail, 2010).

UGT has evolved over the decades, especially with the advent of digital and interactive technologies. It has become particularly relevant in studying how individuals use social media platforms and mobile applications. In the digital era, platforms like WhatsApp Business offer multifaceted features that fulfill a variety of user needs, including real-time communication, product and service promotion, customer engagement, and marketing. According to Stafford, Stafford, and Schkade (2004), the shift to interactive media demands a new understanding of media use, one that highlights control, interactivity, and customization characteristics central to platforms such as WhatsApp Business. This reflects a broader transition from passive media consumption to active and purposeful media engagement.

In the context of the present study, which focuses on student entrepreneurs in Kwara State Polytechnic, UGT is particularly useful in examining the motivations behind their adoption of WhatsApp Business as a business tool. Many of these young entrepreneurs manage small-scale businesses while pursuing their education, and they often seek media tools that are cost-effective, accessible, and multifunctional. WhatsApp Business satisfies these needs by offering business-friendly features such as catalog displays, automatic replies, labels for organizing contacts, broadcast messaging, and status updates for advertisement purposes. These features are aligned with the gratifications young entrepreneurs seek especially in areas like promotion, customer retention, and real-time interaction.

Empirical studies support the relevance of UGT to digital entrepreneurship. Quan-Haase and Young (2010) noted that students use social platforms primarily for maintaining relationships, acquiring useful information, and promoting activities or services. Similarly, Whiting and Williams (2013) demonstrated that people use platforms like WhatsApp, Instagram, and Facebook not only for leisure but also for instrumental purposes like self-promotion, business outreach, and customer service. This aligns with the current study's focus on how WhatsApp Business enables students to simultaneously engage in academic and entrepreneurial pursuits through strategic communication and marketing.

2.2.2 Diffusion of Innovation Theory

The Diffusion of Innovation Theory (DOI), propounded by Everett Rogers (1962), explains how new ideas, technologies, or practices spread within a social system over time. Rogers defined diffusion as “the process by which an innovation is communicated through certain channels over time among the members of a social system.” The theory is widely used to understand how technological innovations are adopted, particularly within the fields of communication, marketing, education, and entrepreneurship. The core assumption of DOI is that adoption of an innovation does not happen instantaneously but through a process involving awareness, interest, evaluation, trial, and adoption (Rogers, 2003).

According to Rogers, five categories of adopters emerge in the innovation diffusion process: innovators, early adopters, early majority, late majority, and laggards. Each group adopts innovations at different times based on their openness to change, access to information, and social influence. Furthermore, DOI outlines five key attributes that influence adoption: relative advantage, compatibility, complexity, trialability, and observability. These characteristics help determine how quickly or slowly an innovation will be accepted in a community or organization (Rogers, 2003; Sahin, 2006).

In the context of this study, the Diffusion of Innovation Theory provides a useful lens to explore how Business WhatsApp is adopted by young student entrepreneurs at Kwara State Polytechnic. Business WhatsApp, an extension of the traditional WhatsApp Messenger, provides tools such as business profiles, automated messages, product catalogs, and labels that help entrepreneurs streamline customer interactions and product promotion. For many young entrepreneurs, this innovation represents a low-cost and efficient solution for digital marketing and enterprise management.

The relative advantage of Business WhatsApp lies in its accessibility and ease of integration into daily communication routines, especially among young Nigerians already familiar with WhatsApp. Its compatibility with students’ mobile habits and informal economic activities makes it a practical tool for business engagement. The low complexity of the app’s features, coupled with the ability to experiment and test its business functionalities without significant risk (trialability), further facilitates adoption. Additionally, the visible benefits through customer

feedback and increased engagement (observability) encourage other students to adopt the platform for their entrepreneurial ventures.

Recent studies have shown that mobile applications like WhatsApp are increasingly being used by young entrepreneurs for business visibility and customer service (Adewumi & Jimoh, 2021; Chukwuere & Chukwuere, 2017). The gradual adoption of Business WhatsApp among students illustrates the diffusion process at work—starting with early adopters and gradually influencing peers within the institution.

2.3 EMPIRICAL REVIEW

Adewumi and Jimoh (2021), in their study titled “Social Media Usage and Digital Entrepreneurship Development among Nigerian Youth,” investigated the transformative role social media platforms play in facilitating entrepreneurial development among young Nigerians. The primary objective was to determine how digital tools especially WhatsApp Business enhance youth-led business operations. Using a quantitative research design, data was collected through structured questionnaires administered to 300 youth entrepreneurs across Lagos, Oyo, and Kwara States. The study found that WhatsApp Business significantly contributed to business growth by streamlining communication, reducing operational costs, improving customer service, and providing an accessible means of advertisement. Respondents noted that features such as product catalogs, auto-reply messages, and broadcast lists enabled them to manage customer relationships more efficiently. The authors concluded that the use of WhatsApp Business has democratized access to entrepreneurship for many Nigerian youths, enabling even those with minimal resources to build and maintain business ventures. This study is highly relevant to the current research as it provides a clear linkage between social media usage and entrepreneurial growth, especially within the context of a region (Kwara) similar to the current focus. The findings support the idea that Business WhatsApp has become an indispensable digital tool for young entrepreneurs in tertiary institutions like Kwara State Polytechnic.

Eze and Chinedu (2020) authored a closely related study titled “WhatsApp as a Tool for Enhancing Youth Entrepreneurial Development in Tertiary Institutions in Nigeria.” Their research sought to explore how student entrepreneurs use WhatsApp to support business initiatives alongside their academic pursuits. The study adopted a mixed-method research approach, combining quantitative surveys with in-depth interviews. Data was collected from 200 student

entrepreneurs drawn from federal and state universities and polytechnics. The results revealed that WhatsApp Business was predominantly used for direct product promotion, personalized customer engagement, peer-to-peer marketing, and real-time transaction processing. Respondents emphasized the flexibility and immediacy of the platform, noting its low data consumption and simplicity as key advantages. Additionally, the study discovered that student entrepreneurs were able to manage their dual roles more effectively by leveraging WhatsApp's automation and broadcast features. The authors concluded that WhatsApp Business offers student entrepreneurs a unique opportunity to blend academic life with business success without the high capital requirements typical of traditional businesses. This research is pertinent to the current study as it reinforces the practicality and adaptability of Business WhatsApp for student entrepreneurs operating within an educational environment like Kwara State Polytechnic.

Musa and Abdulraheem (2022) conducted a regional study titled "Digital Platforms and Youth Entrepreneurship in Kwara State: A Focus on Mobile-Based Applications." Their research aimed to evaluate the effectiveness of mobile digital platforms, including WhatsApp Business, in promoting entrepreneurial ventures among young people in Kwara State. The study used a cross-sectional survey design, distributing questionnaires to 150 youth entrepreneurs operating in Ilorin metropolis. According to the findings, WhatsApp Business emerged as the most utilized platform for business communication, especially in building customer loyalty, tracking orders, and advertising products at zero cost. The respondents reported using features such as status updates, chat labels, and product catalogs to maintain a consistent digital storefront. However, the study also highlighted some challenges such as poor network connectivity, limited digital literacy, and privacy concerns, which sometimes hindered optimal utilization. The researchers concluded that mobile-based platforms like WhatsApp Business represent a low-barrier entry point into entrepreneurship for many Kwara youths. This research is particularly relevant to the current study, as it directly involves the same geographical location and target demographic, thus offering empirical validation for the impact of WhatsApp Business on the entrepreneurial ecosystem in Kwara State Polytechnic.

Chukwuere and Chukwuere (2017) explored a similar theme in a South African context with their study titled "The Impact of Social Media on Entrepreneurship: A Case of South African Youth." The objective of their study was to examine the influence of social media platforms,

especially WhatsApp, on entrepreneurial activities among young individuals. Using a qualitative method, the researchers conducted semi-structured interviews with 30 young entrepreneurs across Johannesburg and Pretoria. The study found that WhatsApp was widely used for marketing, client management, and order processing due to its instant messaging features and multimedia capabilities. Entrepreneurs noted that they could quickly share product images, receive orders, and even close sales within minutes all through the WhatsApp interface. Additionally, they reported that customer relationships were easier to manage due to the personal nature of WhatsApp communication. The authors concluded that WhatsApp not only serves as a communication tool but also functions as a business enabler that enhances agility and visibility in a highly competitive market. Although conducted in a different country, this study provides useful comparative insights. Its relevance to the current research lies in its demonstration of WhatsApp's versatility and efficiency as a business tool for young entrepreneurs, reaffirming its growing importance across different socio-economic and educational contexts, including those in Kwara State Polytechnic.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter deals with the various means and procedures employed in the process of data and information gathering. The study is carried out following some logical steps that will facilitate the achievement of the research goals and to explain the methods of study employed in this research work. Furthermore, the plan, structure and strategy of investigation conceived to obtain answer to the research questions are organized under the following headings: Research design, Target population, Sample and sampling technique, Instrumentation, Validity and reliability, Sources of data, Method of analysis.

3.1 Research Design

According to Cooper and Schindler (2006), research design is the strategy for study and the plan by which the strategy is to be carried out specifying the methods and the procedure for the data collection, measurement, and analysis of data. The selection certain research design in a given study should be based upon the problem of interest, resources available, the skills and training of the researcher, and the audience for the research. (Tashakkori & Creswell, 2007).

The researcher adopts survey research design, because it is a type of design where a group of people can be studied by collecting information from them. More so, this type of design specifies how the researchers' data would be collected and analyzed. Therefore, the study design uses data collection instrument like questionnaire. So the researcher adopted it in other to assist her collect her primary data.

3.2 Population of the Study

According to Oloyede & Adejare (2012), "population can be referred to as living or non-living things; it may be people, animals or things that the study is essentially carried out to investigate". Mugenda and Mugenda (2013), explained that the target population should have some observable characteristics to which the researcher intend to make a sweeping statement about the study results. The definition clarifies issues about the sample of the investigation is not homogeneous.

The population of this study covers students in Kwara State Polytechnic, Ilorin. The total population of students in Kwara State Polytechnic, Ilorin is estimated to 35,000. The institution

has five institutes (Institute of Information and Communication Technology: [IICT], Institute of Finance and Management Studies: [IFMS], Institute of Applied Sciences: [IAS], Institute of Environmental Studies: [IES], Institute of Technology: [IOT]) and thirty-three (33) departments. Hence, the target population of this study will be limited to students in selected department in the institution.

3.3 Sample Size and Sampling Technique

Sample is a section or part of an entire population of people or things which are studied to obtain information about the research variables. It implies a proportion which was taken as a representative of the whole population and which conclusions are made on them based on the data which they give and was taken to be peculiar to all members of the whole population (Maduene, 2010). Krejcie and Morgan (1970) sample size table was used to arrive at the sample size of this research work. Hence, the sample size of this study is 100.

According to Mugenda and Mugenda (2003), sampling is the process of selecting a few cases in order to provide information that can be used to make judgment about a much larger number of cases. This simply means that while sample is the number of respondents that will be selected to represent the entire population of study, sampling simply refers to the selection process (Denscombe, 2003).

This study will employ multi-stage sampling technique in a bid to ensure that selection of the respondents is done effectively. Multistage sampling is a sampling method that divides the population into groups (or clusters) for conducting research (Mill 2014). It is a complex form of cluster sampling, sometimes, also known as multistage cluster sampling. During this sampling method, significant clusters of the selected people are split into sub-groups at various stages to make it simpler for primary data collection.

At stage one, systematic sampling technique will be used to select three (3) institutes from the list of five (5) institutes in Kwara State Polytechnic. This led to the selection of Institute of Information and Communication Technology, Institute of Finance and Management Studies and institute of Applied Sciences.

At stage two, simple random sampling technique will be used to select two (2) departments from each of the three selected institutes in Kwara State Polytechnic. At stage three, convenient

sampling technique will be used to select respondents from each of the two selected departments in the three institutes.

Using the above-stated multi-stage techniques, the sampling of respondents in this study will thus be orchestrated in the following order:

In the Institute of Information of Communication Technology (IICT), Mass Communication Department and Computer Science department will be selected. 20 respondents will be sampled in the former while 20 respondents in the latter. In the Institute of Finance and Management Studies (IFMS), Marketing department and Public Administration department will be selected. 20 respondents will be sampled in the former while 15 respondents in the latter. In the Institute of Applied Sciences (IAS), Science Laboratory Technology department and Hospitality department will be selected. 10 respondents will be sampled in the former while 5 respondents in the latter.

3.4 Research Instrument

A Research Instrument is a tool used to collect, measure, and analyze data related to a researcher's interests. A closed-ended questionnaire will be adopted as instrument for data collection in this study.

Saul Mcleod [2015] defined questionnaire as a research instrument consisting of a series of questions for the purpose of gathering information from respondents. The questionnaire will be divided into three (3) parts. Part A conceptualized on introduction and familiarity of respondents to the topic understudy, part B contain items designed to obtain data on the research topic while part C sought the demographic profile of the respondents.

3.5 Validity and Reliability of the Instrument

A study is reliable when repeated measurement of the same material results in similar decision or conclusion, winner and Dominick (2013:156). To ascertain the validity of the instrument, expert validity will be employed. Hence, the researcher's supervisor who is a communication expert, will scrutinize the instrument to ensure that it is valid and credible for measurement. In this way the questionnaire will be tested for coherence, ability to elicit responses comprehensibility and consistency, suggestion and corrections affected by the supervisor made it valid.

Pilot study will be conducted in ascertaining the reliability of the instrument. A pre-test of 10 copies (5%) of the questionnaire will be designed and administered to sampled 10 respondents in a place outside the study area but has the same characteristics with the study area. Data collected will be analyzed using the ChronbachApha.

3.6 Method of Administration of the Research Instrument

Method of administration of instrument data collection are techniques and procedures used to gather information for research purposes. These methods can range from simple self-reported surveys to more complex experiments and can involve either quantitative or qualitative approaches to data gathering (Creswell J. W., 2013).

In this study, the research instrument (questionnaire) will be prepared and administered by the researchers to respondents in their various locations. This is to ensure proper monitoring recovery.

3.7 Method of Data Analysis

Data Analysis is the process of systematically applying statistical and/or logical techniques to describe and illustrate, condense and recap, and evaluate data. In terms of quantitative research approach, the data analysis method also follows a quantified approach whereby raw numeric data is statistically analyzed for making sense of the data and its comprehension unlike in research, which follows a qualitative research approach.

Qualitative research approaches usually adopt an un-statistical approach for the analysis of the data since the data collected could hardly be quantified. The approach these types of research follow usually involves interpretation. The data collected in this study will be analyzed descriptively with the aid of table chart.