



INFORMATION TECHNOLOGY AND SOCIAL MEDIA ENTREPRENEURSHIP

¹Evelyn Ezekiel & ²Abiodun Oderinde

¹Department of Business Administration and Management, Federal Polytechnic, Ilaro, Ogun State.

²Department of Accountancy, The Federal Polytechnic, Ilaro, Ogun State.

evelyn.ezekiel@federalpolyilaro.edu.ng; abel.oderinde@federalpolytechnic.edu.ng

Abstract

Information Technology is one of the foundation blocks of the modern society. The aim of the study was to access the influence of information technology on social media entrepreneurship in Ilaro, Ogun State. The research design adopted for the study is a cross-sectional survey research design. The population of the study included social media oriented SMEs in Ilaro, Ogun State amounting to a total of four hundred (400) SMEs. The study adopted Taro Yamane sampling technique. The sample size for the study includes two hundred (200) social media oriented SMEs who make use of the internet for their businesses. Data were analyzed using regression analysis. Findings showed that internet technologies, broadcasting technologies and telephony technologies all have a positive significant relationship with social media entrepreneurship in Ilaro, Ogun State. The study recommended that social media oriented entrepreneurs and SMEs at large should further widen their knowledge in information technology and take advantage of the same. Furthermore, government should develop and strengthen the entrepreneurial background in computer technology, which is communication and information networks, and provide easy access to these networks.

Keywords: Broadcasting technology, Information technology, Internet technologies, Social media, entrepreneurship

Introduction

Information technology (ICT) has been growing vast since the introduction of the internet. The internet is described as one of the main drivers of entrepreneurship (Gyaase & Audrey, 2014). Social media entrepreneurship is a new trend that has changed how the business environment functions. Businesses are able to achieve access to internet resources and online spotlight that were otherwise not accessible to them. It has also helped businesses to increase their worthiness, promote strategic partnerships and enlarge their contact with customers and suppliers (Okiyi, Okeya, & Awobamise, 2019). It has become important for business owners and marketers to register their presence on the social media which also work as a communication and marketing tool for business growth. IT has been defined as form of technology that are used to transmit, process, store, create, display, share or exchange information by electronic means. It includes not only traditional technologies like radio and television, but also modern ones like cellular phones, computer and network, hardware and software, satellite systems etc as well as the various services and applications associated with them, such as videoconferencing (Manzoor & Hamid, 2021). The internet helps send, share, or transfer information and data over different internet protocols (IP) in a network to serve billions of users worldwide (Suleiman, Surajo, & Matinja, 2020). Information Technology (IT) consists of a broad range of technical tools and services used to develop, archive, interact, disseminate, and handle information. IT has more recently been used to describe the convergence of several technologies and the use of common transmission lines carrying very diverse data and communication types and formats. Information and communication technologies (IT) play a significant role in majority of the aspects of modern society. IT has changed the ways of communication, information seeking, work culture, business establishments and how we manage our social lives. Internet technologies are the technologies that allow users to access information and communication over the world wide web. Broadcasting technologies are technologies that enables the distribution of audio and video signals to a dispersed audience at the same time. Telephony technologies aid the deployment of telecommunication services for the purpose of electronic transmission of voice, fax, or data between parties.

Social Media or Web 2.0 (Kadam & Ayurekar, 2014) is a new phenomenon that is defining the way entrepreneurs behave in the market place. As of today, the number of social media platforms includes social networks, private social networks, blogs, and micro-blogs (Shabbi Chazi & Mehmood, 2016). These platforms assist entrepreneurs and businesses to achieve better access to a wider audience. It also helps them to be in-tuned with their varying customer wants and needs, creatively collapsing time and space between production and delivery of products and services, together with better engagement between prospective customers and their businesses (Jagongo & Kinyua, 2013). Kim, Kim, and Shim, (2009) sees social media as websites that allow people to create online communities and aid sharing contents created by users. In other words, social media is the sum of the content produced by its own mass.



These contents can be produced by different means as well as being different things of every kind. Social media entrepreneur is a person who seeks lucrative opportunities through social media and who starts and manages a business within this social structure. It is observed these entrepreneurs markets products or services within social media platforms, as well as making money through the content which they produce. Entrance barriers are very low for social media. This makes it possible for young and aspiring entrepreneurs to scale their businesses with social media platforms without huge marketing capital. This confirms that social media offers a fitting environment for entrepreneurial activities. The reasons for low barriers are fewer regulations, low costs, and market opportunities (Khajeheian, 2013).

This study is guided by Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB). Technology Acceptance Model (TAM) is basically about how users of technology ultimately accept and use a particular technology. Davis (1989) posited the causal relationships involving system design features, perceived usefulness, perceived ease of use, attitude toward using and actual usage behaviour. He argues that when users are presented with a novel technology, the choice about how and when to use it is contingent upon perceived usefulness and perceived ease of use. Theory of Planned Behavior (TPB) extends to perceived behavioural control to further verify the intention and behaviour. TPB adds that behaviour is a function of behavioural intention. Three factors that are pertinent include attitude, subjective norm and perceived behavioural control. Ajzen (1991) posits that attitude, subjective norms and perceived behavioural control predict behavioural intentions. Thus, TPB has been used in studies related to the understanding of individual acceptance and usage of technologies (Harrison, Mykytyn, & Riemenschneider, 1997). Therefore, these same variables are crucial in studies related to the use of technologies like social media.

Adeyeye and Ohunoyon (2019) investigated the influence of social networks on media firm's growth focusing on Facebook, LinkedIn and Twitter based on social exchange theory. Three null hypotheses were developed and tested at 95% confidence level. The population frame consists of 100 staffs of the marketing department from 10 registered media organizations in the context. A census based method was used for sample selection due to the small size of the population. Primary data was collected through the survey monkey and analyzed with the descriptive and inferential statistics. The analysis of results reveals that LinkedIn and Twitter contribute statistically, positively and significantly to media firms' growth in Minna, while Facebook does not. Jagongo and Kinyua (2013) carried out a study on the social media and entrepreneurship growth. The study focused on establishing the effect of social media on the growth of SMEs in Nairobi. This was done by determining the effect of social media on the market access, customer relationship management, innovativeness and pricing of products of SMEs in Nairobi. The study used descriptive research design. Questionnaires were administered on 246 SMEs in Nairobi, with the respondents being either the owners or managers. Cluster sampling was used to divide the population of interest and then simple random probability sampling technique was used to further identify the specific businesses to be used for the study. Both quantitative and qualitative data was collected and then analyzed using SPSS. The study established that social media tools offer greater market accessibility and CRM which in turn have a significant impact on the growth of SMEs.

The use of social media by small businesses is an important but under-researched area. With the development and availability information and communication technology tools, the capacity of small businesses to grow significantly has become a very real possibility. IT provides leverage for SMEs because it has created mechanisms for attaining sustainable competitive advantage. The proper understanding of information and communication technology has yet to be fully achieved. The study sought to bridge the gap for entrepreneurs to understand how IT are able to transform and grow their businesses in terms of usage as marketing and communication tools, and how they can tap into the dynamism and potentials IT. It is against this background that the study hoped to establish the effect of IT social media entrepreneurship. The aim of the study is to access the influence of information and communication technology on social media entrepreneurship in Ilaro, Ogun State. The specific objectives are; to determine the relationship between internet technologies and social media entrepreneurship in Ilaro, Ogun State, to establish the relationship between broadcasting technologies and social media entrepreneurship in Ilaro, Ogun State, and to determine the relationship between telephony technologies and social media entrepreneurship in Ilaro, Ogun State.

The research hypotheses for the study are stated as follows:

- Ho₁: There is no significant relationship between internet technologies and social media entrepreneurship in Ilaro, Ogun State.
- Ho₂: There is no significant relationship between broadcasting technologies and social media entrepreneurship in Ilaro, Ogun State.

H₀₃: There is no significant relationship between telephony technologies and social media entrepreneurship in Ilaro, Ogun State.

The study borders on information technology and social media entrepreneurship in Ilaro, Ogun State. The study is a cross-sectional study, limited in scope to 2022 and delimited to Ilaro, Ogun State.

2 METHODOLOGY

The research design adopted for the study is a cross-sectional survey research design. This is considered appropriate for the study as it enables obtaining data from respondents with the aid of questionnaires. The population of the study includes social media oriented SMEs in Ilaro, Ogun State amounting to a total of four hundred (400) SMEs. Given that the population is known and finite, the researcher uses the Yamane (1967) formula for estimating sample size for the study.

$$n = \frac{N}{1 + (\alpha^2 N)}$$

Where n=sample size, N=population size, $\alpha=0.05$ (error term or level of significance).

Given an average total population of 400 SMEs, the sample size is derived as follows:

$$n = \frac{400}{1 + (0.05^2 \cdot 496)}$$

$$n = 200$$

A sample size of 200 was used for the study. Two hundred (200) copies of the questionnaire were distributed to selected entrepreneurs and all were retrieved. The questionnaire instrument was divided into two sections. Section A captures demographic characteristics; Section B captures the variables of interest.

Table 2.1 Cronbach's Alpha Constructs

S/N	Variables	Items	Cronbach's Alpha Value
1	Social Media Entrepreneurship	4	0.850
2	Internet technologies	4	0.725
3	Broadcasting technologies	4	0.742
4	Telephony technologies	4	0.706

Source: Researcher's Computation (2022)

Model Specification

The ordinary least square (OLS) method was employed as the estimation technique which was adapted from the model of Gujarati (2004). The functional relationship between the dependent and independent variable is as follows;

$$SMET = f (INT, BRDT, TELT,) \quad 3.1$$

This is further expressed as follows;

$$SMET_i = \beta_0 + \beta_1 INT_i + \beta_2 BRDT_i + \beta_3 TELT_i + e \quad 3.2$$

Where:

SMET = Social Media Entrepreneurship

β_1 to β_3 = Coefficients of variables

INT = Internet Technologies

BRDT = Broadcasting Technologies

TELT = Telephony Technologies

e = Error term

The expected a priori signs are: $\beta_1 > 0, \beta_2 > 0, \beta_3 > 0$.

The data generated from questionnaire were analyzed using regression analysis.

3 RESULTS

Table 3.1 Frequency Table for Demographic Variables

Categories	Items	Frequency	%
Gender	Male	92	46
	Female	108	54
	Total	200	100
Age	18-25	41	21
	26-35	61	30
	36-45	53	27
	46 and above	45	22
	Total	200	100
Marital Status	Single	54	27
	Married	146	73
	Total	200	100
Education	WASSCE/SSCE	11	12.8
	OND/NCE	70	22.8
	HND/BSc.	73	29.4
	Master's Degree	17	17.8
	Other	29	17.2
	Total	200	100

Source: Researcher's field work (2022)

Data Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.986a	.973	.972	.09552	.973	844.963	4	95	.000	2.115

a. Predictors: (Constant), Internet Technologies, Broadcasting Technologies, Telephony Technologies

b. Dependent Variable: Social Media Entrepreneurship

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.030	.036		.812	.419
1 Internet Technologies	.214	.070	.226	3.042	.003
Broadcasting Technologies	.124	.032	.128	3.856	.000
Telephony Technologies	.666	.046	.650	14.353	.000

a. Dependent Variable: Social Media Entrepreneurship

From the regression output above, the coefficient of determination also called R-square (R^2) stood at 0.973, this means that the independent variables (predictors) predicts customer patronage by 97.3% efficiency. The model can be said to have high predictive power. Furthermore, the Durbin Watson of 2.115 denotes an absence of auto-correlation. The regression model is as follows;

$$SMET_{\square} = 0.030 + 0.226 INT_{\square} + 0.128BRDT_{\square} + 0.650TELT_{\square} + e_{\square}$$

Hypotheses Testing

H_{01} : States that there is no significant relationship between internet technologies and social media entrepreneurship in Ilaro, Ogun State. From the regression output, the p-value of Internet Technologies is 0.003. At



0.05 level of significance, the null hypothesis is rejected and it is concluded that there is a significant relationship between internet technologies and social media entrepreneurship in Ilaro, Ogun State.

Ho₂: States that there is no significant relationship between broadcasting technologies and social media entrepreneurship in Ilaro, Ogun State. From the regression output, the p-value of broadcasting Technologies is 0.000. At 0.05 level of significance, the null hypothesis is rejected and it is concluded that there is a significant relationship between broadcasting technologies and social media entrepreneurship in Ilaro, Ogun State

Ho₃: States that there is no significant relationship between telephony technologies and social media entrepreneurship in Ilaro, Ogun State. From the regression output, the p-value of telephony technologies is 0.000. At 0.05 level of significance, the null hypothesis is rejected and it is concluded that there is a significant relationship between telephony technologies and social media entrepreneurship. in Ilaro, Ogun State.

4 Discussion

The coefficient of determination (R^2) is 0.973, this means that the independent variables (predictors) predicts social media entrepreneurship by 97.3%. The model can be said to have high predictive power. Durbin Watson of 2.115 denotes an absence of auto-correlation. The independent variables such as Internet Technologies, Broadcasting Technologies, Telephony Technologies are all consistent with theory ($\beta_1 > 0$, $\beta_2 > 0$, $\beta_3 > 0$). Therefore, an increase in internet technologies, broadcasting technologies, and telephony technologies will lead to an increase in social media entrepreneurship. This is in line with the study of Agongo and Kinyua (2013). The p-value of Internet Technologies is 0.003. At 0.05 level of significance, we reject the null hypothesis and conclude that there is a positive significant relationship between internet technologies and social media entrepreneurship. The p-value of broadcasting Technologies is 0.000. At 0.05 level of significance, we reject the null hypothesis and conclude that there is a positive significant relationship between broadcasting technologies and social media entrepreneurship. The p-value of telephony technologies is 0.000. At 0.05 level of significance, we reject the null hypothesis and conclude that there is a positive significant relationship between telephony technologies and social media entrepreneurship.

5 Conclusion

It is evident from the analysis above that the selected dimensions of information technology such as internet technologies, broadcasting technologies and telephony technologies all have a positive significant relationship with social media entrepreneurship in Ilaro, Ogun State. The study of Agongo and Kinyua (2013) further lends credence where it was established that social media tools offer greater market accessibility and CRM which in turn have a significant impact on the growth of SMEs. The development of technology is a foundation for social media entrepreneurship. The study recommends that social media oriented entrepreneurs and SMEs at large should further widen their knowledge in information technology and take advantage of the same. Furthermore, government should develop and strengthen the entrepreneurial background in computer technology, which is communication and information networks, and provide easy access to these networks while developing and developing the use of networks, as well as design and evaluate rules and regulations.

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