

IDOWU MOMOH ABAH

**IMPACT OF SOCIAL MEDIA MARKETING ON YOUTH UNEMPLOYMENT IN
NIGERIA**



**UNIVERSITY OF ALGARVE
FACULTY OF ECONOMICS**

2025

IDOWU MOMOH ABAH

IMPACT OF SOCIAL MEDIA MARKETING ON YOUTH UNEMPLOYMENT IN NIGERIA

Master in Management

Dissertation conducted under the supervision of:

Professor Doutor Pedro Gonalo Tenazinha Pimpão



University of Algarve

Faculty of Economics

2025

IMPACT OF SOCIAL MEDIA MARKETING ON YOUTH UNEMPLOYMENT IN NIGERIA

Work Authorship Declaration

I declare to be the author of this work, which is distinct. Writers and other works used are properly mentioned in the text and referenced.

Idowu Momoh Abah

.....

© Copyright: 2025 by Idowu Momoh Abah

The University of Algarve has the permission to use and make public this research work through both traditional print and digital forms, for Educational or Research purposes, non-commercial purposes provided credit is given to the researcher.

ACKNOWLEDGEMENT

I am most grateful to God Almighty, for seeing me through this master programme. I sincerely appreciate my supervisor, Professor Doutor Pedro Gonçalo Tenazinha Pimpão, who offered timely criticism and corrections that led me through the various stages of this project. I appreciate my foster mum, Mrs. Abiose Adeji, whose care I left my two years old son to pursue this dream. I also want to thank my husband and my son, Paul and Praise Abah, for standing by me all through this journey. To my siblings, my classmates and the new friends I made in the course of this program, I say thank you all.

ABSTRACT

This study examines the impact of social media marketing in addressing youth unemployment in Nigeria, which shows over 53 percent of young people are jobless despite high social media prevalence among them. Evident in the Diffusion of Innovations Theory and Social Capital Theory, the research explains how Nigerian youth leverage platforms such as Facebook, Instagram, and WhatsApp for entrepreneurship, skill development, and income generation. A descriptive survey design was used for collecting primary data from 73 Nigerian youths aged 18–35 engaged in social media marketing through purposive sampling. The findings reveal that 94.5 percent of respondents use social media daily for business, with e-commerce 47.8 percent, fashion 21.7 percent, and freelancing 18.8 percent as dominant sectors. However, some challenges hinder this progress like high internet costs confirmed by 56.2 percent of respondents, difficulty gaining audience reach is at 58.9 percent and online fraud with 35.6 percent. Notably, 88.9 percent reported acquiring new skills like content creation, digital advertising etc through social media marketing, though gaps persist in financial management only 29.2 percent. The study sheds light on policy failures, with 61.7 percent reporting insufficient governmental assistance. Key recommendations include the provision of reduced-price internet favored by 68.5 percent of respondents, youth-targeted grants 58.9 percent, and digital literacy programming (63 percent). The study highlights the ability of social media marketing in minimizing unemployment with 90.4 percent of respondents considering it as a durable option. But systemic hurdles - including patchy infrastructure and risks to cybersecurity - need to be addressed quickly. This study has empirically situated social media marketing in its context by adding to the literature on digital entrepreneurship and situating its association with youth empowerment in Nigeria. It requires the cooperation of multiple stakeholders in government, education, and the corporate world in maximizing the socioeconomic value of social media marketing. Longitudinal effects of policy interventions on Social media marketing-related job creation could be investigated in future studies.

RESUMO

Este estudo examina o impacto do marketing nas redes sociais no combate ao desemprego jovem na Nigéria, que mostra que mais de 53 por cento dos jovens estão desempregados, apesar da elevada prevalência das redes sociais entre eles. Evidente na Teoria da Difusão de Inovações e na Teoria do Capital Social, a investigação explica como os jovens nigerianos aproveitam plataformas como o Facebook, o Instagram e o WhatsApp para o empreendedorismo, o desenvolvimento de competências e a geração de rendimentos. Foi utilizado um modelo de inquérito descritivo para recolher dados primários de 73 jovens nigerianos com idades compreendidas entre os 18 e os 35 anos envolvidos no marketing nas redes sociais através de amostragem intencional. As conclusões revelam que 94,5 por cento dos inquiridos utilizam as redes sociais diariamente para negócios, com o comércio eletrónico 47,8 por cento, a moda 21,7 por cento e o freelancer 18,8 por cento como setores dominantes. No entanto, alguns desafios impedem este progresso, como os elevados custos da internet, confirmados por 56,2 por cento dos inquiridos, a dificuldade de chegar ao público, confirmada por 58,9 por cento, e as fraudes online, confirmadas por 35,6 por cento. Notavelmente, 88,9 por cento referiram ter adquirido novas competências, tais como a criação de conteúdos, publicidade digital, etc., através do marketing nas redes sociais, embora ainda existam lacunas na gestão financeira, apenas 29,2 por cento. O estudo esclarece as falhas políticas, com 61,7% a reportar assistência governamental insuficiente. As principais recomendações incluem o fornecimento de internet a preços reduzidos, favorecido por 68,5 por cento dos inquiridos, subsídios dirigidos aos jovens por 58,9 por cento e programação de literacia digital (63 por cento). O estudo destaca a capacidade do marketing nas redes sociais em minimizar o desemprego, com 90,4 por cento dos inquiridos a considerá-lo uma opção durável. Mas os obstáculos sistémicos - incluindo infraestruturas irregulares e riscos de cibersegurança - precisam de ser abordados rapidamente. Este estudo situou empiricamente o marketing das redes sociais no seu contexto, acrescentando à literatura sobre o empreendedorismo digital e situando a sua associação com o empoderamento dos jovens na Nigéria. É necessária a cooperação de diversas partes interessadas no governo, na educação e no mundo corporativo para maximizar o valor socioeconómico do marketing nas redes sociais. Os efeitos longitudinais das intervenções políticas na criação de emprego relacionados com o marketing nas redes sociais podem ser investigados em estudos futuros.

GENERAL INDEX

Acknowledgement	iv
Abstract	v
General Index	vii
Figures Index	ix
Tables Index	x

CHAPTER ONE: INTRODUCTION	1
1.1 Background of the Study	3
1.2 Statement of the Problem	4
1.3 Significance of the Study	5
1.4 Aim and Objectives of the Study	5
1.4.1 Aim of the Study	5
1.4.2 General Objective:	6
1.4.3 Specific Objectives	6
1.4.4 Research Questions:	6
CHAPTER TWO: LITERATURE REVIEW	7
2.1 Introduction	7
2.2 The Concept of Social Media Marketing	7
2.3 Social Media Utilisation Among Nigerian Youth	8
2.4 Challenges in Leveraging social media for Employment	9
2.5 Effectiveness of Social Media Marketing in Skill Development and Capacity Building	10
2.6 Theoretical Framework	12
2.6.1 Diffusion of Innovations Theory	12
2.6.2 Social Capital Theory	13
2.7 Research Gaps	14
2.8 Conclusion	15
CHAPTER FIVE: RESEARCH METHODOLOGY	16
3.1 Introduction	16
3.2 Research Design	16
3.3 Population of the Study	16

3.3.1	Sampling Technique	17
3.3.2	Sample Size Determination	17
3.4	Instrument for Data Collection	17
3.5	Method of Data Analysis.....	18
3.6	Ethical Considerations	18
3.7	Summary	19
CHAPTER 4.	Data Analysis, Interpretation And Findings.....	20
4.1.	Socio-Demographic Characteristics Of The Respondents	20
4.2.1	Utilization of Social Media for Marketing and Entrepreneurship	24
4.2.2	Social Media Platforms Used for Marketing or Business Purposes	25
4.3	Challenges Faced in Social Media Marketing	32
4.4	Effectiveness of Social Media Marketing in Skill Development	39
4.5.	Policy Recommendations	46
CHAPTER FIVE:	SUMMARY OF FINDINGS.....	50
5.1.	Discussion of Findings	50
5.2	Theoretical Implications of the Findings	52
5.3	Limitations of the Study	54
5.4	Future Research Directions	54
CHAPTER SIX -	CONCLUSION.....	55
References		57
APPENDIX		65

FIGURES INDEX

Chart 1: Showing the age distribution of the respondents	22
Chart 2: Showing the gender distribution of the respondents.....	23
Chart 3: Showing the distribution of the respondents by gender.....	25
Chart 4: Showing the distribution of the respondents by employment status.....	26
Chart 5: Showing the frequency of social media use.....	27
Chart 6: Showing the Social Media Platforms Used for Marketing or Business Purposes.....	31
Chart 7: Showing the type of business or service being promoted on social media.....	32
Chart 8: Showing the duration of social media use for marketing.....	34
Chart 9: Showing the Challenges Faced in Social Media Marketing.....	38
Chart 10: Showing the perception of the respondents on inadequate government support affecting youth participation in social media marketing.....	40
Chart 11: Showing the digital skill resources or training would help improve social media marketing success.....	42
Chart 12: Showing whether social media marketing help in acquiring new skills or not.....	44
Chart 13: Showing the digital skills acquired through social media.....	46
Chart 14: Showing the believe of the respondents on social media marketing binge a sustainable employment alternative for Nigerian youth.....	48
Chart 15: Showing how the success of social media marketing efforts is being measured.....	49
Chart 16: Showing how the Nigerian government can support youth engagement in social media entrepreneurship.....	52
Chart 17: Showing the perception of the respondents on social media marketing significantly reducing youth unemployment in Nigeria.....	54

TABLES INDEX

Table 1: What is your age range?.....	22
Table 2: What is your gender?	23
Table 3: What is your highest level of education?.....	24
Table 4: What is your current employment status?	25
Table 5: How often do you use social media?	27
Table 6a: Facebook.....	28
Table 6b: Instagram.....	28
Table 6c: Twitter.....	29
Table 6d: Tiktok.....	29
Table 6e: Whatsapp Business.....	30
Table 6f: LinkedIn.....	30
Table 7: What type of business or service do you promote on social media?.....	32
Table 8: How long have you been using social media for marketing?	33
Table 9a: High cost of internet and data.....	35
Table 9b: Difficulty in gaining audience reach/followers.....	35
Table 9c: Online fraud and scams.....	36
Table 9d: Poor online engagement from customers.....	36
Table 9e: Inconsistent platform algorithms affecting visibility.....	37
Table 9f: Lack of technical skills (graphic design, content creation, etc.)	37
Table 9g: Lack of funding for advertisements.....	37
Table 10: Do you feel that inadequate government support affects youth participation in social media marketing.....	39
Table 11: What resources or training would help improve your social media marketing success? Digital skills training (content creation, SEO, analytics)	41
Table 12: Has social media marketing helped you acquire new skills?	43
Table 13a: Content Creation (Graphic Design, Video Editing, etc.)	44
Table 13b: Digital Advertising (Facebook Ads, Google Ads, etc.)	45
Table 13c: Customer Relationship Management.....	45

Table 13d: Business and Financial Management.....	46
Table 14: Do you believe social media marketing can be a sustainable employment alternative for Nigerian youth?	47
Table 15: How do you measure the success of your social media marketing efforts?	48
Table 16a: Develop digital marketing training programs.....	50
Table 16b: Improve internet accessibility and affordability.....	50
Table 16c: Implement stricter online fraud protection policies.....	51
Table 16d: Provide financial grants or funding programs.....	51
Table 17: Do you think social media marketing can significantly reduce youth unemployment in Nigeria?	53

CHAPTER ONE: INTRODUCTION

Social media marketing is a strategy that utilizes various channels to engage the target market, including social media, websites, multimedia advertisements, online advertising, e-marketing, and communication modes such as opinion surveys, game enhancement, and mobile marketing (Garg et al., 2021). An increasing number of persons globally can use the Internet for various goods due to the extensive accessibility to broadband connections and advanced mobile technologies (Gur and Kulesza, 2024). Digital marketing encompasses many business methods that use digital technology to save expenses and enhance global organizations (Veleva and Tsvetanova, 2020). Moreover, social media marketing is an innovative marketing technique offering organizations new options.

Research indicates that digital advertising complements traditional media, including television and print media, to enhance marketing efficacy (Opara and Nna-Emmanuel, 2022). As digital platforms become more integrated into marketing strategies and daily life, digital marketing activities are proliferating and achieving greater success, as individuals increasingly prefer digital gadgets over physical storefronts (Opara and Nna-Emmanuel, 2022). Many young individuals maintain blogs to advertise their goods and services, which are available for public subscription (Mishra and Mahalik, 2017). Meanwhile, others have capitalized on the sponsored services of prominent social networking platforms such as YouTube to monetize their videos, with these platforms compensating them with a fixed amount contingent upon the volume of traffic they generate to their networks, websites, or YouTube channels.

The term "social media marketing" refers to the practice of advertising a company and its products or services via the use of social media platforms (Li et al., 2021). According to Omar and Atteya's (202) research, this kind of marketing may be considered a particular category of online marketing initiatives that are designed to supplement traditional web-based promotional techniques. These methods include email promotional newsletters and online advertising efforts. By operating as both a sector that creates employment opportunities and a platform that gives workers (users) the opportunity to explore creative types of labour that are more flexible, social media is having an effect on employment.

Opara and Nna-Emmanuel (2022) assert that the emergence of information and communications technology (ICT) enabled employment opportunities is becoming common as

nations globally endeavour to provide more equitable occupations with positive economic and social impacts for workers and society. Social media, facilitated by diverse ICTs, creates new professional prospects that may assist in addressing global unemployment.

The proliferation of social media has provided viewers with supplementary or alternative avenues for entertainment enjoyment. Wibowo et al. (2020) assert that viewers have identified a greater advantage in using social media for enjoyment instead of only sharing and exchanging information. Skit-brief comedic-sketches represent a subset of entertainment that has migrated from traditional broadcasting to social media platforms. They are often disseminated in audiovisual forms. The mass media entertains the public with humour. The objective of a comedy show is to elicit laughter and enjoyment from the audience via the presentation of amusing narratives, characters, and scenarios. Additional objectives may encompass functioning as a medium for societal reflection, enhancing awareness of social issues and offering solutions, convincing the audience, elucidating social and civic matters to foster societal engagement, promoting the creative arts, and identifying and advancing talents, (Budiman, 2021). Skits on social media were investigated by Ojomo and Sodeinde (2021) as a potential method for enhancing the entertainment experience of the audience. The purpose of this research was to investigate the influence that social media skits have on audience utilization, involvement, expectations, and the production of entertainment. At the same time, Ojomo and Sodeinde (2021) demonstrated that, in contrast to the experience of watching a broadcast, the audience interacts through social media skits, takes ownership of them, and even brings them into being. They develop connections in their environment, need new material, and impact the online profitability of content suppliers through their responses. The study indicated that online skit creators leverage this emerging field to launch or advance their comedic careers, increase their follower count, incorporate advertisements, promote educational entertainment, cooperate with celebrities, and address societal and practical concerns to engage viewers open to entertainment.

Additionally, Lee and Cho (2020) examined digital advertising as a more effective method for promoting companies' goods. The data indicate that, while conventional media advertising remains successful in promoting items, online advertising is more efficacious. The results suggest that marketers must effectively use increased digital advertising to target their clientele, especially the youth demographic.

1.1 Background of The Study

Nigeria's population exceeds 200 million, with over 34 percent being youths aged 15 to 34 (Unicef.org, 2020). Social media has been widely adopted in Nigeria, particularly among the youth, with platforms such as Facebook, Twitter, and Instagram gaining substantial popularity (Olaitan, 2021). The young unemployment rate in Nigeria now stands at around 53.4 percent (Nationalplanning.gov, 2024), which is unfortunate. Social media marketing might, therefore, be seen as a viable solution to this significant issue, with the ability to cultivate skills, establish enterprises, and generate employment among Nigerian young. The unemployment rate was 5.3 percent in the first quarter of 2024, marking a third straight rise since the second quarter of 2023 (National Bureau of Statistics, 2024). The underemployment rate decreased from 12.3 percent in the third quarter of 2023 to 10.6 percent in the first quarter of 2024. As anticipated, the unemployment proportion in metropolitan areas exceeded that of rural communities. As a result, Nigeria's misery index, which combines unemployment and inflation rates, increased to 36.9 percent in the first quarter of 2024 from 30.5 percent in the third quarter of 2023 (National Bureau of Statistics, 2024). Nigeria has one of the highest misery indices globally, with several Nigerians facing a cost-of-living problem and diminished buying power due to escalating inflation.

Furthermore, the unemployment rate was elevated among those with post-secondary education (9.0 percent) compared to those with secondary (6.9 percent) and elementary education (4.0 percent) (National Bureau of Statistics, 2024). This indicates a negative association between human capital development and unemployment, attributed to a potential mismatch between labour market entrants and industry labour demands. Consequently, several jobless individuals struggling to get employment may become disheartened in their job hunt, as seen by the increase in the out-of-labour force rate, which jumped to 3.6 percent in the first quarter of 2024 from 3.1 percent in the third quarter of 2023. The unemployment rate was also the greatest among post-secondary education graduates (National Bureau of Statistics, 2024). This emphasizes the need to reinvigorate the technical and vocational education and training program to support graduates and school dropouts. Unemployment was also more prevalent among the young, indicating that most are less involved in productive endeavours. This may account for the elevated percentage of those Not in Education, Employment, or Training (NEET), which increased to 14.4 percent in the first quarter of 2024 from 13.7 percent in the third quarter of 2023 (National Bureau of Statistics, 2024). Therefore, it is imperative to equip teenagers with valuable skills to mitigate the severity of social discontent. The elevated unemployment rate among Nigerian young, affecting 53.4 percent of

students, particularly those aged 15 to 34, is a significant concern. This issue must be resolved promptly (Nationalplanning.gov, 2024).

Despite the widespread use of social media platforms among the young, including Facebook, Twitter, and Instagram (Olaitan, 2021), the potential of social media marketing to provide job prospects remains untapped. Ekwueme and Okoro (2018) indicate that insufficient technological expertise is a significant obstacle to Internet marketing in Nigeria. The survey confirmed that although social media marketing processes seem straightforward, some complexities arise, such as copywriting, graphics, photography, and integrating social network accounts with websites for electronic payments (Eze et al., 2021). These are challenges that Internet marketers continue to face, particularly in Nigeria. Agbele et al. (2019) noted that several social media marketers exhibit inconsistency in their engagement on social media platforms. Such marketers do not provide stuff to their audience daily (Wies et al., 2023). Accordingly, Agbele et al. (2019) contend that a significant issue in social media marketing is the failure of marketers to engage with their audience; they neglect to respond to audience comments and seldom integrate their social media accounts with their primary website, thereby limiting the audience's access to further information regarding the promoted product or concept. Someone must oversee each network, address criticisms, respond to inquiries, and disseminate product information deemed beneficial by the consumer.

1.2 Statement of the Problem

The absence of employment opportunities in Nigeria has pressured the youth significantly. The majority of Nigeria's workforce is classed as youth. The Federal Republic of Nigeria (Agbele et al., 2019) officially defined childhood age range as 16 to 30 years. Some individuals see themselves as youthful, even at the age of 40. Budiman (2021) observed that in Nigeria, it is relatively uncommon for individuals, particularly males aged 40 to 45, to assert that they are youths. The notion of youth is thus relative. This study defines juveniles as individuals (male or female) aged below eighteen while between eighteen and thirty-five years are referred to as youth. United Nations population forecasts for 2020 indicate that around 43 percent of Nigeria's population consisted of children aged 0-14 years, 19 percent were aged 15-24 years, and roughly 62 percent were under 25. The forecast indicates that less than 5 percent are 60 years and older. Nigeria has a young demographic, with a median age of around 18 years, below the African and global averages of 20 and 29 years, respectively. Many youngsters in Nigeria who have attained working age are jobless.

According to Eze et al. (2021), small companies are vital to any economy since they may, among other things, provide their owners and employees with jobs. A country will be significantly impacted if they become extinct. Eze et al. (2021) evaluated the effectiveness of social media marketing. Gbandi and Iyamu (2022) stated that the majority of small companies in Nigeria use social media for the promotion of their goods and services. The majority of business owners confirmed the platform's efficacy in the workplace. Furthermore, the findings indicate that several company owners have excluded social media marketing from their promotional efforts.

Michael (2021) indicated that Nigerian youths represent a significant proportion of social media platform users. Greater focus should be made on social media marketing to establish job prospects. Notwithstanding the potential of social media marketing to cultivate skills, support enterprises, and generate employment for the young, there is a paucity of knowledge about the effectiveness of these opportunities in mitigating youth unemployment in Nigeria (Adeniran et al., 2020). This research vacuum necessitates an investigation of the influence of social media marketing on young unemployment in Nigeria. This research aims to identify significant results that might inform strategies and policies for using social media marketing to address elevated unemployment rates, especially among young people.

1.3 Significance of the Study

This study seeks to elucidate the impact of Social Media Marketing (SMM) as a research topic, focussing on how it can generate employment opportunities for Nigerian youth and promote business development and skill acquisition among them by analysing the effects of SMM. The research offers substantial insight into tackling Nigeria's persistent problem of youth unemployment. Similarly, the suggestions derived from the study may facilitate the formulation of effective governmental policies and programs aimed at using social media marketing to empower the young in the nation and stimulate economic growth.

1.4 Aim and Objectives of the Study

1.4.1 Aim of the Study

The research aims to investigate and evaluate the role of social media marketing in eradicating youth unemployment among the youth in Nigeria.

1.4.2 **General Objective:** To evaluate the effects of social media marketing on employment opportunities for Nigeria's youthful population.

1.4.3 **Specific Objectives**

1. To assess the extent to which Nigerian youth utilize social media platforms for marketing and entrepreneurial activities.
2. To identify the challenges Nigerian youth face in leveraging social media marketing for employment and income generation.
3. To determine the effectiveness of social media marketing strategies in facilitating skill development and capacity building among Nigerian youth.

1.4.4 **Research Questions:**

1. How active are Nigerian youths in social media marketing and entrepreneurial ventures??
2. What problems do Nigerian youths face when it comes to using social media marketing to obtain employment and other income-generating opportunities?
3. To what extent are social media marketing strategies helpful in enhancing Nigerian youths' skills development and human capacity?

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter thoroughly examines the literature pertinent to the study's aims and goals. The review examines the impact of social media marketing on mitigating young unemployment, specifically among Nigerian adolescents. The emphasis is on social media use trends, problems in using these platforms, and the efficacy of measures in promoting skill development and capacity building.

2.2 The Concept of Social Media Marketing

Facebook, Instagram, and WhatsApp have all had massive increases in user engagement throughout the last decade (Chen and Qasim, 2021). Popular brands utilise these channels to promote their wares, while regular people use them to talk to one another. Due to the proliferation of social media sites, many once-in-person gatherings have moved online (Rachmad, 2022). The ability to send and receive messages instantly has dramatically improved communication and the flow of information. As a result, businesses consider social media sites crucial tools for competing successfully online (Ebrahim, 2020). "social media marketing" describes advertising products, services, or events using social media platforms to reach a wider audience online. Many companies are now investigating the best ways to leverage community websites to build close-knit online communities around their brands, thanks to the explosion of such sites (Mason et al., 2021).

Promoting brand awareness activities and facilitating consumer-marketer communication are two of the primary goals of social media marketing (Hafez, 2021). Thus, Social Media Marketing is still considered a new marketing strategy, although it has little impact on intentions. Currently, most research on Social Media Marketing focuses on consumer behaviour, new approaches, content analysis, the benefits of user-generated content, and their role in building brand communities online (Ibrahim, 2022).

Over the years, the proliferation of various online applications and technology has dramatically altered human contact and opened up new avenues of communication (Tarsakoo and Charoensukmongkol, 2020). Since most people rely on social media to engage with brands, businesses have realised that sharing customer experiences and brand information is a fresh way to sell brands, made possible by the ubiquitous Internet and smartphones. As a result, creating online communities has been an enormous success. According to Wibowo et al. (2020), members

of social groups have a sense of belonging even when they do not physically meet. An online brand community is a group of people who buy products from a particular brand. According to Zollo et al. (2020), customers seek more than simply a way to buy items and services. They also want to build strong relationships with other customers and professionals. The market is impacted whenever customers participate in online communities, and a feeling of unity develops among them. So, businesses must determine what makes people want to join these communities (Suman et al., 2022).

Social media makes shared material, collaboration, and interaction possible (Chen et al., 2024). Social media use for communication is increasing among governmental institutions, business companies, and social networkers (Cheung et al., 2021). Government agencies and private companies promote their products and services on social media. With social media, businesses, events, media, and online resources can have more fluid linkages and exchanges, which may lead to more efficient and less expensive integrated marketing operations (Chen and Qasim, 2021).

2.3 Social Media Utilisation Among Nigerian Youth

Nigerian youth extensively use social media sites. These platforms provide avenues for marketing, networking, and entrepreneurship. Adolescents have developed an addiction to online interactions, asserting that social media facilitates connections with infrequently seen friends and enables the formation of new online friendships. They also contend that social media provides avenues for employment, business opportunities via LinkedIn, self-actualisation, significance, anticipation, notoriety, health-related concerns, and social well-being (Erhiguet et al., 2022). Social media offers effective educational avenues; students use it for e-learning, enhancing communication skills and learning capabilities.

Mbanaso et al. (2015) examined social networking service use among individuals aged 16 to 25 in Nigeria. Mbanaso et al. (2015) showed that 99 per cent of the participants had social media accounts, with 95.2 per cent using smartphones to access diverse social media sites. Nearly 46.4 per cent of those surveyed are highly likely to utilise social platforms over a week, and 26.8 per cent are classified as highly likely to engage with social networking services within the same period. Merely 0.7 per cent of those surveyed indicated a lack of use of social networking services within a week. Of twelve social media sites, Facebook emerged as the most used social networking site

at 91 per cent, next to WhatsApp at 87 per cent, while Tango rated lowest at 1 per cent, according to Mbanaso et al. (2015). The investigation indicates that social media likely significantly influences young individuals without restrictions, resulting in substantial diversions and privacy violations. In contrast, Ismail (2021) asserts that the fast integration of social media into youth's social and communication habits indicates its potential to improve their learning practices if effectively used and formalised to support pedagogy at secondary and postsecondary levels.

Olayemi (2022) indicates that 32 per cent of participants allocated around 15-30 minutes daily to social media, while 26 per cent dedicated above 30 minutes to 1 hour. Youth who spend excessive time on social media are likely to develop a detrimental addiction, resulting in a diminished focus on significant aspects of their life. Olayemi (2022) said that most youths spend fifteen to thirty minutes on social media during regular sessions. Young individuals use social media for many objectives. These encompass communication and interaction with friends, online education, company promotion and operations, entertainment, general networking, private messaging, picture uploads, online profiles, and locating friends online (Nkordeh et al., 2017). The investigation indicated that the youth perceive numerous advantages from social media, including its utility in research and learning, enhancement of connections with others, facilitation of religious activity sharing, encouragement of virtual meetings, support for cooperative and peer-to-peer learning, promotion of literacy skills, and a boost in confidence and well-being. This result aligns with the results of Baglari et al. (2020), who indicated that teenagers see social media as an efficient communication tool that facilitates rapid interaction with other users and the effortless exchange of information.

2.4 Challenges in Leveraging social media for Employment

Despite the available options, Nigerian youth have several challenges in efficiently marketing social media. Not many young individuals possess the technological skills to enhance their social media footprint. Digital literacy and skills are essential owing to the pervasive presence of information and communication technologies (ICTs) and their extensive applicability in all facets of human existence, according to Bello and Ajao (2024). Persons must gain digital skills to improve their quality of life and contribute to national growth. Bello and Ajao (2024) assert that most programs at universities, polytechnics, and analogous institutions impart fundamental and intermediate digital competencies to their learners. In contrast, the predominant focus of programs

at colleges of education is on arts and humanities, typically providing only rudimentary digital skills.

The expense of data in Nigeria continues to be exorbitant for many individuals. The Internet continues to be too expensive for the majority of Nigerians. Fixed-line broadband connections constitute, on average, 39 per cent of revenue, while mobile broadband bundles account for around 13 per cent. However, these statistics may not accurately reflect the magnitude of the situation (Boakye, 2019). In 2010, almost 80 per cent of Nigerians earned 2 dollars daily or less, equating to 730 dollars annually, a little over 50 per cent of the 2012 national average income of 1,440 dollars (Vitalis et al., 2025). Inexpensive Internet connection is increasingly unattainable for those living below the poverty line. In 2013, Nigeria was positioned 142nd out of 169 countries regarding the cost of fixed-broadband connections and 99th out of 126 countries for prepaid 500MB mobile broadband connections, reflecting the country's high broadband costs (Boakye, 2019). Nigeria has had significant advancements in ICT over the past years; the expansion of mobile telephony and substantial gains in international bandwidth from the arrival of new undersea cables have generated opportunities. Nonetheless, internet penetration rates are regrettably low, and costs are prohibitive, preventing the bulk of Nigerians from reaping the socio-economic advantages that broadband connection may provide.

Concerns such as fraud, hacking, and online fraud inhibit active engagement. Nigeria's fast digital growth is projected to create a financial deficit of 22 billion dollars for African cybersecurity, with Nigerian enterprises and institutions especially susceptible to inadequate security protocols (Ogene, 2024). The issue is exacerbated by insufficient regulatory enforcement, weak IT governance, and a scarcity of trained cybersecurity personnel. Over 90 per cent of African organisations lack fundamental cybersecurity practices, leaving them vulnerable to phishing, ransomware, and hacking threats. Cyber events in Nigeria result in anticipated yearly losses of 500 million dollars, affecting the economy and public confidence (Ogene, 2024).

2.5 Effectiveness of Social Media Marketing in Skill Development and Capacity Building

Social media marketing has several advantages for skill enhancement and capacity development (Yoganathan et al., 2021). Social networking enables interactions with mentors, clients, and colleagues. As digital media consumption increases among adolescents, organisations serving youth, particularly mentoring programs, must formulate policies that leverage the

advantages of social media while mitigating associated risks (Krisi and Nagar, 2023). Schwartz et al. (2017) analysed the application of digital media in formal mentorship networks. They explored correlations between digital media usage and coaching relationship attributes, alongside staff and mentor opinions regarding the impact of digital media on the course of mentoring. Findings suggested that while digital media is utilised, especially in interactions with older mentees, there is considerable disparity in program regulations about its application. The influence of digital media utilisation on the quality and duration of mentoring relationships was predominantly regarded by mentors and staff as neutral or positive, with digital media interaction between mentors and mentees correlating with enhanced relationship quality and longevity (Krause and Moore, 2022).

Social media enables youngsters to surpass regional limitations, linking them with global markets and partners. Lin (2022) delineates a classification of support services of social media: Information sharing denotes unidirectional information dissemination from government to citizens or from individuals and organisations to a broad audience in real time; social networking pertains to the interconnection of people and organisations, potentially transcending geographic boundaries for collaborative endeavours; citizen participation pertains to varying degrees of citizen empowerment that social media may augment; and communication is multifaceted, marked by multimodal, collaborative, and mass self-communication across diverse online public spheres, according to Lin (2022). Support services may facilitate various stages and sizes of cooperative planning. Social media have produced substantial donated data and novel relationships, such as disseminating and sharing instant messages, posting images, and user connectivity (Williamson and Ruming, 2019). They have facilitated real-time information distribution and established new communication, involvement, and networking avenues. In the past decade, a growing academic focus has been on social media's impact on urban governance and planning. Numerous emerging studies explain how social media increases engagement in most other nations for instance, Lin, 2018. In Western countries, China, and a range of other settings, social media functions as a powerful tool to survey public attitude, disseminate information, and promote citizen engagement with government (Alizadeh et al., 2020; Kowalik, 2021; Lin and Kant, 2021). Grassroots mechanisms enable the exposition and exchange of views between individuals, civil society organisations, and local communities, as well as enjoining joint efforts and social mobilisation (Alizadeh et al., 2019). They cover an extensive range of meaningful engagement, including

informing, consulting, involving, cooperating, and empowering individuals so they can influence the decision-making process (Pflughoeft and Schneider, 2020).

2.6 Theoretical Framework

The theoretical framework underpins this investigation as a scaffolding that builds a scale in which the influences of social media marketing on the employability of youth can be comprehended. The theoretical framework provides a basis for analysing the role of social media marketing on youth employment in Nigeria. This study is anchored on two fundamental theories: the theory of diffusion of innovations and the social capital theory. Such concepts are correct at the very core of understanding how the identified mechanisms through which social media marketing affects youth employment, skill development, and entrepreneurial progress in Nigeria.

2.6.1 Diffusion of Innovations Theory

This theory clarifies how new ideas and technologies are transferred within a social system. According to Dearing and Cox (2018), the Diffusion of Innovations Theory describes how new ideas, technologies, and behaviours spread within society over time. It divides adopters into innovators, early adopters, early majority, late majority, and laggards, according to their preparation for innovation, as Mo et al. (2021). This hypothesis is particularly relevant to understanding how Nigerian youths use social media platforms for marketing and business ventures. Social media platforms, such as Instagram, Twitter, and Facebook, are innovations that enable users to connect, market products, and develop companies (Acikgoz et al., 2023). This hypothesis is that the initial adopters of social media marketing in Nigeria are those youngsters who are generally tech-savvy and play a role or are influencers who showcase the benefits of such sites to make money and generate employment opportunities. Gradually, these innovations diffuse across more expansive sectors of the youth, thus changing their attitudes and promoting diffusion, according to Dunmade and Tella (2023). However, the diffusion process faces some issues.

The adoption rate is determined by factors such as access to technology (Nikou et al., 2022), digital literacy, and social attitudes (Yeşilyurt and Vezne, 2023). Nigerian adolescents face challenges such as insufficient internet infrastructure (Okpe, 2022), limited access to smartphones (Oshowole, 2024), and lack of training (Eze et al., 2021) in adopting social media marketing

methods. The theory provides a framework for investigating these barriers and exploring ways to enhance the use of social media as a tool for employment.

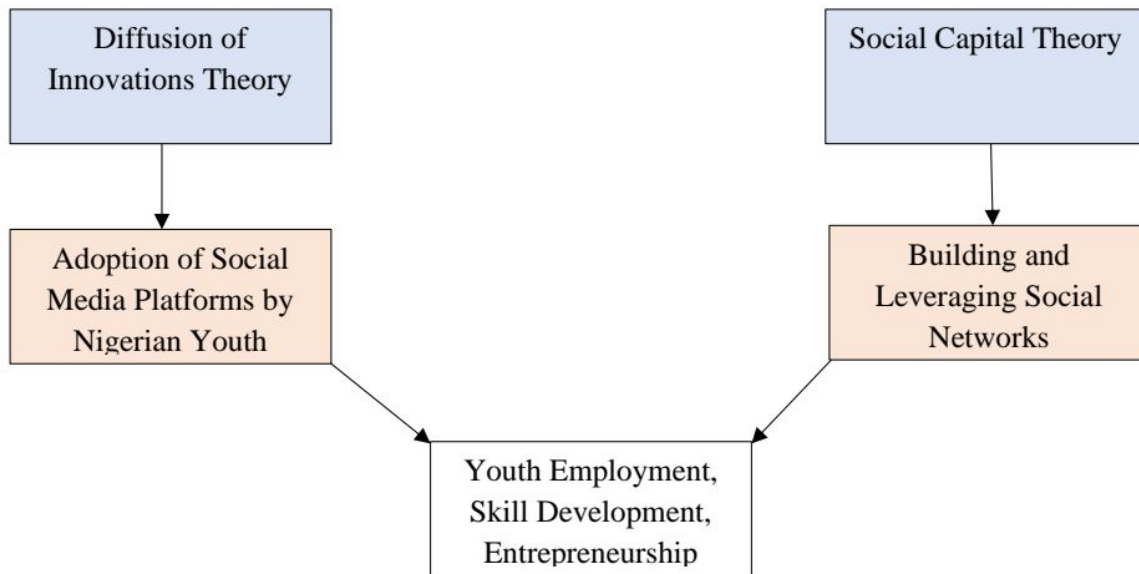
2.6.2 Social Capital Theory

The Social Capital Theory explains that social capital and connections are crucial in attaining economic and personal goals, as identified by Thomas and Gupta (2021). Filipovic and Arslanagic-Kalajdzic (2023) postulate that an individual can use social networks to access various resources, knowledge, and opportunities. Creating social capital through online networks can allow entrepreneurs to connect with people, reach out to potential customers, and work with other business owners.

Social media in Nigeria offers a place through which the youth acquire social capital since it extends their influence beyond territorial boundaries. Through the networks, young entrepreneurs portray their capabilities, showcase their products or services, and provide employment opportunities (Sharma et al., 2023). Instagram is a platform for creative professionals, like fashion designers and photographers, to display their work and secure clients (Klimenka, 2022). Likewise, LinkedIn connects job seekers with potential employers and career coaches (Ganapathy and Deepak, 2023).

Institutional barriers may hinder Nigerian youth from effectively using their social capital, such as a deficit of trust (Attah and Oche, 2021), inadequate mentoring, and the digital divide (Roberts and Lawanson, 2022). The Social Capital Theory explains these constraints and highlights the necessity of trust-building, cooperation, and equal access to digital resources.

Theoretical Framework



Integrating the Diffusion of Innovations Theory and the Social Capital Theory provides a comprehensive framework for analysing the impact of social media marketing on young employment. The former explains the adoption and use of social media as platforms for economic activity. At the same time, the latter focuses on the importance of relationships and networks in maximising the potential of these platforms. Collectively, the ideas emphasise the need to foster an environment that enriches digital literacy, infrastructural advancements, and supportive policies to empower Nigerian youths in the digital economy.

2.7 Research Gaps

Recent studies have documented that social media has become increasingly significant in business and marketing activities. Such works are represented by Eze et al. (2021), Dunmade and Tella (2023), Krisi and Nagar (2023), and Vitalis et al. (2025). However, there is limited attention to Nigerian youths' unique experiences and challenges in social media marketing. The influence of social media marketing on skill development and human capacity building remains to be ascertained. Finally, there is a lack of research on how social media can help reduce unemployment

among the youth in Nigeria. These gaps need to be addressed if policies and programs aimed at maximising the effectiveness of social media as a tool for youth empowerment are to be developed.

2.8 Summary

This chapter critically discussed some of the most significant literature on social media marketing and its contribution to alleviating youthful unemployment in Nigeria. It discussed the usage level of social media, problems encountered, and its impact on skills development. The succeeding chapter will elaborate on the methodology to fulfil the objectives and research questions

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the research methods applied during the study. Therein lies a detailed presentation of study design, data gathering methodologies, data analysis procedures, and ethical issues. The applied research is based on primary data, and they investigate the impact of social media marketing on young unemployment in Nigeria.

3.2 Research Design

The research makes use of a descriptive method to gauge the effect of social media marketing on career prospects for young people. Descriptive research depicts existing circumstances, with the researcher having no control over variables, as noted by Aggarwal and Ranganathan (2019). Descriptive studies are attempts to identify, describe, or understand what exists. This approach aims to shed light on modern issues through data collection, which enables describing the situation more fully than possible without this approach (Hakiki et al., 2023). According to Taherdoost (2022), descriptive research outlines a sample population's characteristics and/or behavioural pattern. Since there could be a tendency toward descriptive review of existent data where available, regarding patterns and relationships relevant to the study objectives, that descriptive approach best presents an in-depth analysis for using secondary data related to depicting in-depth ramifications between social media marketing and effects related to youthful employment in Nigeria.

3.3 Population of the Study

The population for this research comprises Nigerian youth aged between 18 and 35 years who are actively involved in social media marketing. This age range is consistent with the definitions of youth by both the African Union and Nigerian government. The target population includes young Nigerian entrepreneurs who run businesses, offer online freelance services, or promote products through social media platforms such as Instagram, WhatsApp, Facebook, Twitter (X), TikTok, and YouTube. Given the rise in online self-employment and content creation monetization in Nigeria, especially following the aftermath of the COVID-19 pandemic, youths constitute a significant and growing segment of digital marketers (Opara & Nna-Emmanuel, 2022). This demographic being the most affected by high unemployment rate in the country makes them a critical focus for understanding the intersection between social media and employment opportunities.

3.3.1 Sampling Technique

To ensure the relevance of data and in accordance with our objectives as stated, the study employed a purposive sampling technique. Purposive sampling involves selecting participants based on pre-defined criteria that align with the research objectives (Etikan et al., 2016). In this study, the inclusion criteria are stated below:

- i. Respondents must be within the age range of 18–35 years,
- ii. Respondent must currently use at least one social media platform for marketing or business purposes,
- iii. Respondent must be resident in Nigeria during the period of the study.

This sampling strategy ensured that all participants possessed firsthand experience in using social media for wealth generation. By focusing on respondents who are already active in digital entrepreneurship, the study was able to generate meaningful data about motivations, challenges, and the real-world impact of social media marketing on employment and social media skill development.

3.3.2 Sample Size Determination

A total of 73 valid responses were obtained and analyzed for this study. The sample size was determined based on feasibility and accessibility, rather than probabilistic formulas, due to the exploratory nature of the study. Although statistical generalization was not the aim, the diversity of the sample in terms of gender, education level and employment status were considered to capture a broad spectrum of experiences.

The decision was also influenced by practical considerations such as internet access, respondent availability, and time constraints. According to a previous literature (Martins et al., 2018), non-probability sampling methods are appropriate for exploratory research when access to the entire population is not feasible and the focus is on obtaining real depth rather than breadth.

3.4 Instrument for Data Collection

The study relied on a well-structured questionnaire as the primary data collection instrument. The questionnaire was designed based on the research questions and objectives, and it consisted of close-ended questions with some optional open-ended ones. The structured format ensured consistency in responses and allowed for a quantitative analysis.

The questionnaire was developed using Google Forms and distributed online through WhatsApp and Facebook groups, digital forums, and email lists targeting young entrepreneurs. This method was chosen due to its accessibility, cost-effectiveness, and the technology knowledge of the respondents. Data collection was carried out over a 4-week period with 73 respondents successfully completing the questionnaire as administered.

3.5 Method of Data Analysis

Since the study relied on quantitative primary data, descriptive statistical techniques were utilized using Microsoft Excel and SPSS statistical tool. Microsoft Excel was used to carry out the sorting and cleaning of the responses retrieved from Google forms and also for the graphical presentations of data while SPSS was used to show the frequency counts and percentage distributions.

These tools were used to identify patterns in social media usage, demographic variables, challenges faced, and perceived benefits to the youth population. For example, frequencies were used to show how many respondents used Instagram vs WhatsApp, while percentages indicated how many believed social media improved their employment opportunities.

This method enabled clear interpretation of the data and allowed for easy comparison across variables such as education level, gender, or region of residence. This approach aligns with recommendations from Kiger and Varpio (2020), who advocated for simple but robust methods in carrying out any survey-based studies.

3.6 Ethical Considerations

The study conforms with standard ethical research practices to ensure the rights to privacy, and dignity of all participants. Ethical issues were considered throughout the research process from the questionnaire design to data analysis and subsequent reporting.

The key ethical procedures included:

- i. **Informed Consent:** At the beginning of the online questionnaire, participants were provided with a clear statement explaining the purpose of the study, the voluntary nature of participation, and the estimated time as allocated. Only respondents who gave consent were allowed to proceed.

- ii. Anonymity and Confidentiality: The questionnaire did not request any personally identifiable information. Responses were stored securely and used solely for academic purposes.
- iii. Data Protection: All collected data were stored on password-protected systems accessible only to the researcher.

The study also acknowledged the limitations of online data collection, such as the potential exclusion of individuals without internet access, and reflected on these constraints in the final analysis.

3.7 Summary

This chapter has provided a detailed overview of the methodology used in this study. It outlined the use of a descriptive survey design, purposive sampling, and structured questionnaires to collect precise primary data from 73 Nigerian youths involved in social media marketing. The analytical approach focused on descriptive statistics, and ethical considerations were strictly observed throughout the research process. This methodology sets the foundation for presenting and interpreting the results in the subsequent chapter. The next chapter will analyse the collected data to assess how social media marketing influences youth employment, identify key challenges, and evaluate potential areas for future policy and capacity development.

CHAPTER 4. DATA ANALYSIS, INTERPRETATION AND FINDINGS

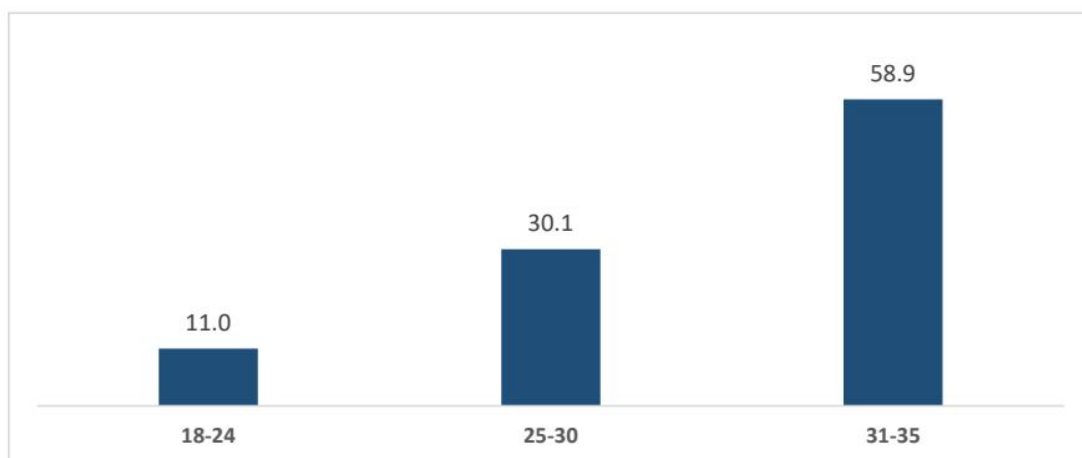
4.1. Socio-Demographic Characteristics Of The Respondents

The distribution of respondents across age categories on table 1 reveals a certain pattern with increasing representation in older age brackets. Specifically, the 18–24 age group comprises 11.0% of the sample, followed by a marked rise in the 25–30 age category, which accounts for 30.1%. The highest representation is observed in the 31–35 age group, making up 58.9% of the total respondents. This sequential increase suggests that participation in the study was predominantly from individuals in their early thirties, with diminishing representation among younger cohorts. The cumulative pattern indicates a strong tendency toward greater participation among older youth and early middle-aged individuals.

Table 1: What is your age range?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	8	11.0	11.0	11.0
	25-30	22	30.1	30.1	41.1
	31-35	43	58.9	58.9	100.0
	Total	73	100.0	100.0	

Chart 1: Showing the age distribution of the respondents

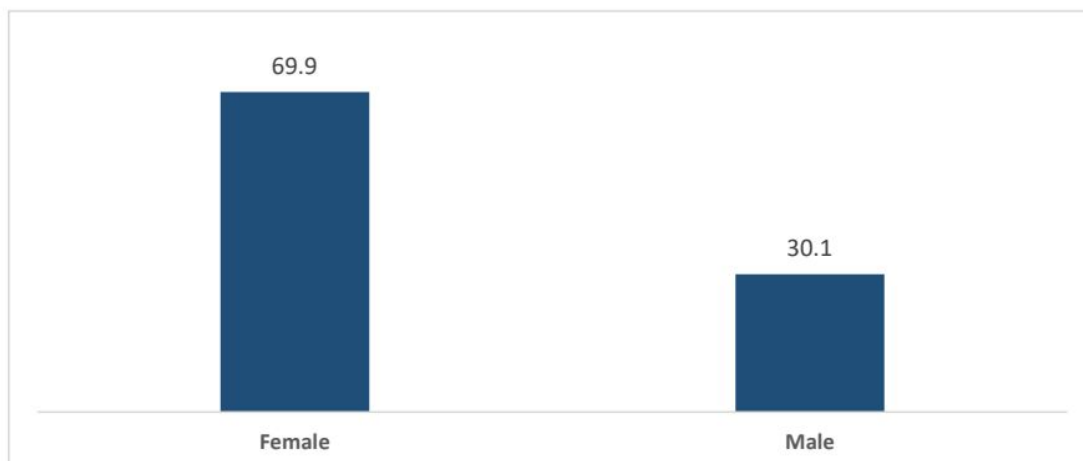


The gender distribution among respondents on table 2 shows a higher representation of females (69.9%) compared to males (30.1%). Although gender is a binary category in this dataset, the substantial difference between the two groups suggests that female respondents were more prevalent in the population surveyed. This distribution may indicate either a higher level of female participation or reflect the actual gender composition of the target group.

Table 2: What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	51	69.9	69.9	69.9
	Male	22	30.1	30.1	100.0
	Total	73	100.0	100.0	

Chart 2: Showing the gender distribution of the respondents



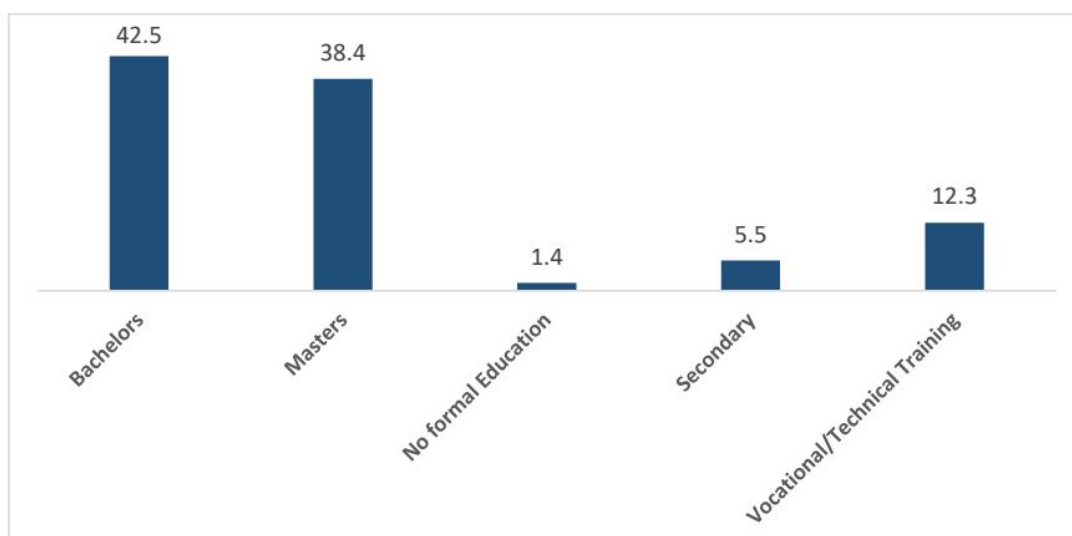
The distribution of educational attainment among respondents on table 3 reveals a descending pattern from higher to lower levels of education. A significant proportion of the participants hold a Bachelor's degree (42.5%), followed closely by those with a Master's degree (38.4%). These two categories combined account for over four-fifths of the sample, indicating that the respondent pool is largely composed of individuals with advanced academic qualifications. A gradual decrease is observed as one moves down the educational ladder, with 12.3% having received vocational or

technical training, followed by 5.5% who completed secondary education, and a minimal 1.4% reporting no formal education. This sequence suggests a strong concentration of respondents at the tertiary education level, with progressively fewer individuals in the lower educational categories.

Table 3: What is your highest level of education?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelors	31	42.5	42.5	42.5
	Masters	28	38.4	38.4	80.8
	No formal Education	1	1.4	1.4	82.2
	Secondary	4	5.5	5.5	87.7
	Vocational/Technical Training	9	12.3	12.3	100.0
	Total	73	100.0	100.0	

Chart 3: Showing the distribution of the respondents by gender

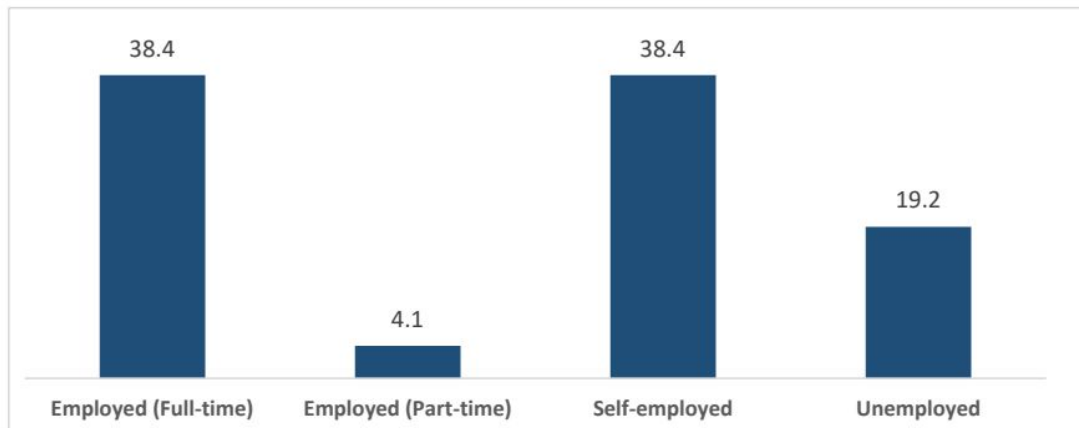


The employment status of respondents on table 4 presents a sequential distribution that begins with equal representation in full-time employment and self-employment, each accounting for 38.4% of the total sample. These two categories form the dominant portion of the labor force among respondents, indicating a balance between those engaged in structured employment and those pursuing independent economic activities. This is followed by 19.2% who reported being unemployed, reflecting a notable though smaller segment not currently engaged in income-generating work. The least represented category is part-time employment, comprising just 4.1% of the sample. The progression from full-time and self-employment through to unemployment and part-time work suggests a labor profile that leans strongly toward full economic engagement, with fewer respondents occupying more precarious employment positions.

Table 4: What is your current employment status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed (Full-time)	28	38.4	38.4	38.4
	Employed (Part-time)	3	4.1	4.1	42.5
	Self-employed	28	38.4	38.4	80.8
	Unemployed	14	19.2	19.2	100.0
	Total	73	100.0	100.0	

Chart 4: Showing the distribution of the respondents by employment status



4.2.1 Utilization of Social Media for Marketing and Entrepreneurship

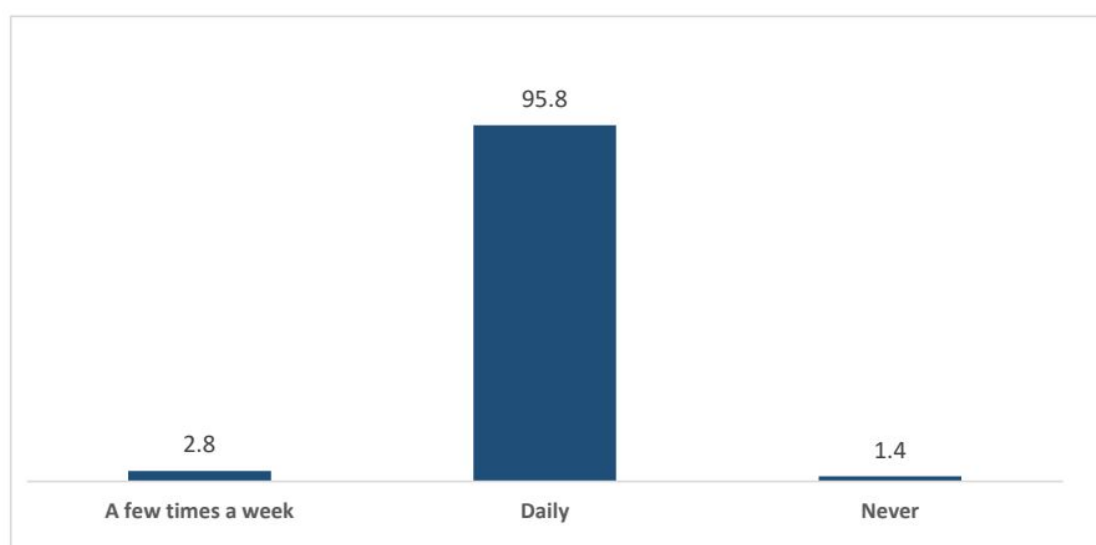
The data on table 5 shows that social media usage is highly prevalent among the respondents. Out of 72 valid respondents, 94.5% reported using social media daily, while only 2.8% uses it a few times a week. A negligible portion (1.4%) indicated they either never use social media or use it less frequently. This finding suggests that daily engagement with social platforms is the norm among the respondents, showing the growing reliance on social media for personal or business related interactions.

Table 5: How often do you use social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A few times a week	2	2.8	2.8	2.8
	Daily	69	95.8	95.8	98.6
	Never	1	1.4	1.4	100.0
	Total	72	100.0	100.0	
Missing	System	1	1.4		

Total	73		
-------	----	--	--

Chart 5: Showing the frequency of social media use



4.2.2 Social Media Platforms Used for Marketing or Business Purposes

This section explores the usage of various social media platforms for marketing or business activities among the survey respondents. The data on table 6a to 6f highlights which platforms are preferred for business purposes, along with the percentage of respondents who do or do not use them.

Facebook is used by 54.2% of respondents for marketing or business purposes. Despite the platform's high popularity, 45.8% of participants indicated that they do not use it for these activities.

Table 6a: Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	33	45.2	45.8	45.8
	Yes	39	53.4	54.2	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		

Instagram is another popular platform, with 55.6% of respondents using it for marketing or business. 44.4% of participants, however, do not use Instagram for these purposes.

Table 6b: Instagram

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	32	43.8	44.4	44.4
	Yes	40	54.8	55.6	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		

Twitter has the lowest usage rate among the platforms listed, with only 18.1% of respondents utilizing it for marketing or business. A significant majority, 81.9%, do not use Twitter for these purposes.

Table 6c: Twitter

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	59	80.8	81.9	81.9
	Yes	13	17.8	18.1	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		

TikTok is used by 23.6% of respondents for marketing or business purposes. Similar to Twitter, a majority (76.4%) do not use TikTok for these activities.

Table 6d: Tiktok

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	55	75.3	76.4	76.4
	Yes	17	23.3	23.6	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		

Total	73	100.0		
-------	----	-------	--	--

Whatsapp Business has a higher usage rate, with 70.8% of respondents using it for marketing or business purposes. 29.2% do not use this platform for such activities.

Table 6e: Whatsapp Business

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	21	28.8	29.2	29.2
	Yes	51	69.9	70.8	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		

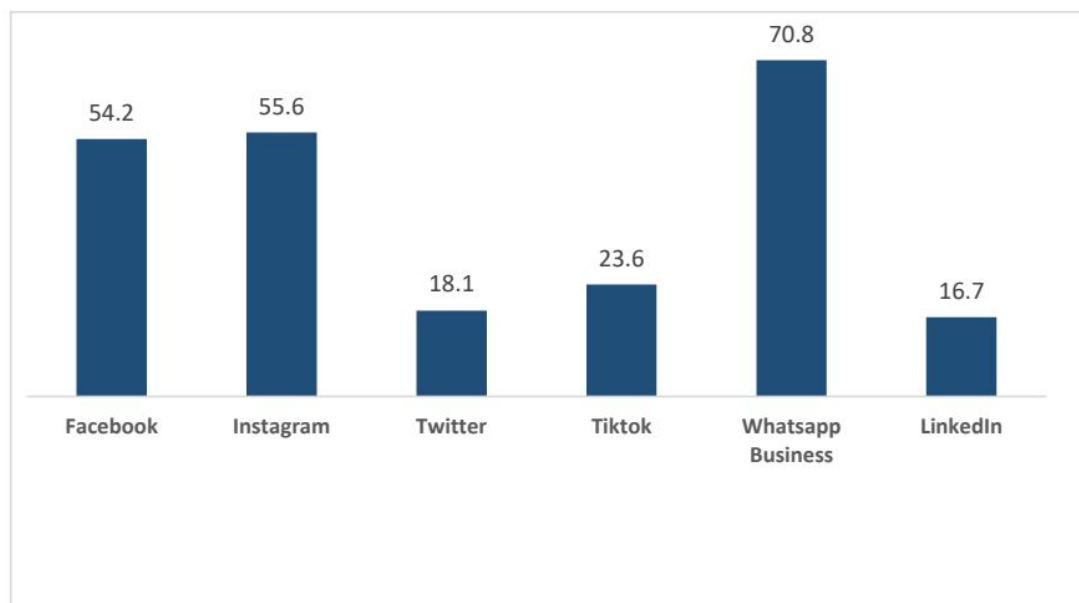
LinkedIn is the least used platform for marketing or business purposes, with only 16.7% of respondents indicating its use. 83.3% of participants do not use LinkedIn for marketing or business.

Table 6f: LinkedIn

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	60	82.2	83.3	83.3
	Yes	12	16.4	16.7	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		

Total	73	100.0		
-------	----	-------	--	--

Chart 6: Showing the Social Media Platforms Used for Marketing or Business Purposes



In conclusion, among the social media platforms considered, Facebook and Instagram are the most widely used, with over half of the respondents actively using them for marketing purposes. Whatsapp Business also shows a strong preference, with 70.8% of participants using it for business activities. On the other hand, platforms like Twitter, TikTok, and LinkedIn have significantly lower usage rates, indicating that while they may be popular for personal use, they are less frequently used for marketing or business-related purposes.

In table 7, it was revealed that the most promoted business type among respondents is e-commerce (buying and selling), representing 47.8% of the sample. This is followed by fashion/clothing (21.7%) and freelancing services like graphic design and writing (18.8%). Smaller proportions engage in digital marketing, beauty/cosmetics, and other services, each accounting for 5.8%. This suggests that social media is predominantly used to market tangible goods and creative services, due to the platforms' visual and interactive strengths.

Table 7: What type of business or service do you promote on social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Beauty/Cosmetics	4	5.5	5.8	5.8
	Digital Marketing	4	5.5	5.8	11.6
	E-commerce (Buying/Selling)	33	45.2	47.8	59.4
	Fashion/Clothing	15	20.5	21.7	81.2
	Freelancing (Graphic Design, Writing, etc.)	13	17.8	18.8	100.0
	Total	69	94.5	100.0	
Missing	System	4	5.5		
Total		73	100.0		

Chart 7: Showing the type of business or service being promoted on social media

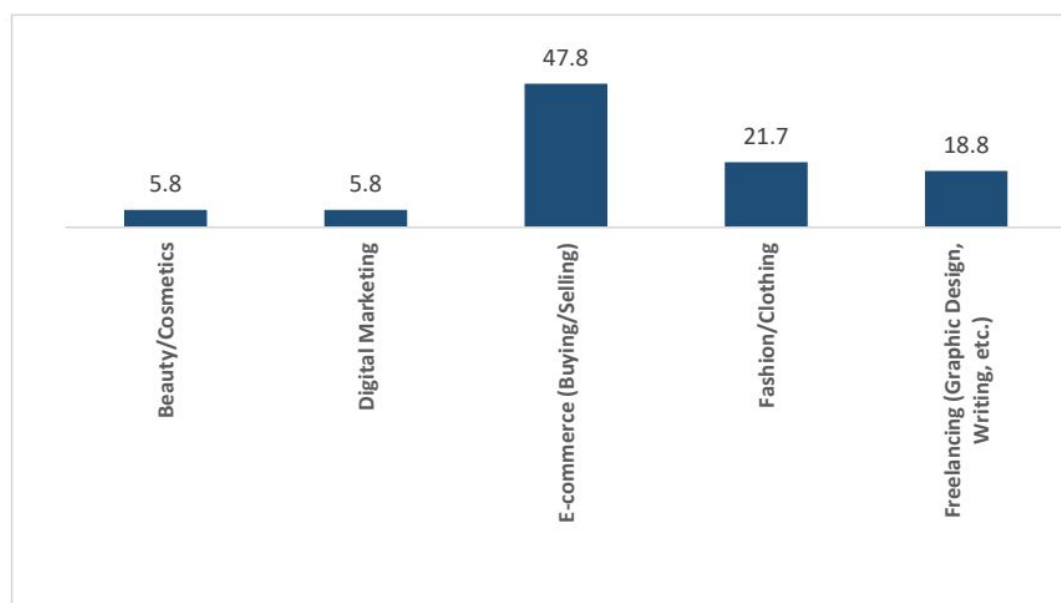
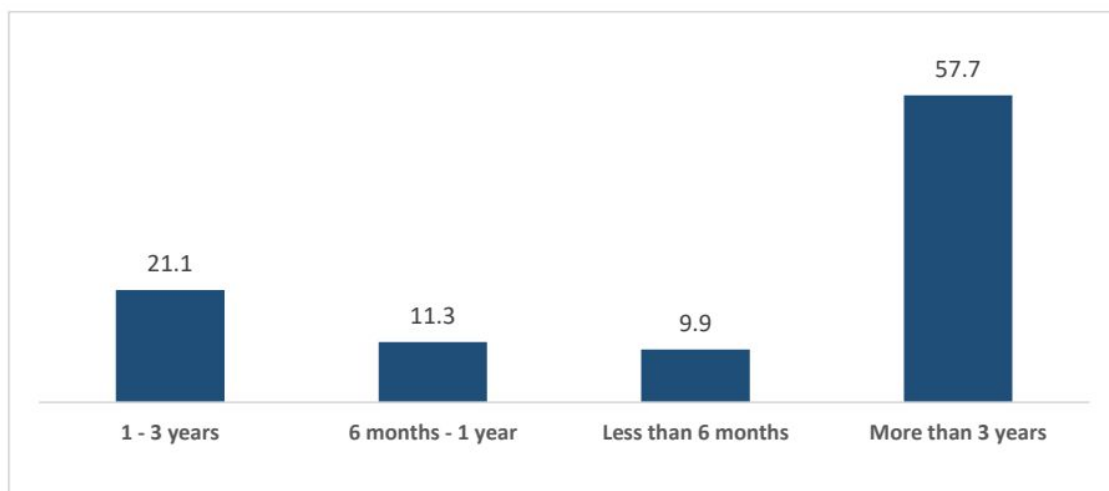


Table 8 shows that a majority of respondents (57.7%) have been using social media for marketing purposes for more than three years, indicating a mature and experienced user base. Others have been active for 1–3 years (21.1%), 6 months to 1 year (11.3%), and less than 6 months (9.9%). This distribution implies that while many users are well-acquainted with social media marketing, there is also a significant portion of relatively new adopters entering the space.

Table 8: How long have you been using social media for marketing?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - 3 years	15	20.5	21.1	21.1
	6 months - 1 year	8	11.0	11.3	32.4
	Less than 6 months	7	9.6	9.9	42.3
	More than 3 years	41	56.2	57.7	100.0
	Total	71	97.3	100.0	
Missing	System	2	2.7		
Total		73	100.0		

Chart 8: Showing the duration of social media use for marketing



4.3 Challenges Faced in Social Media Marketing

Social media has become an essential tool for youth entrepreneurs in Nigeria, offering a cost-effective means of reaching customers, promoting products, and building brands¹. However, while many young people are eager to harness the potential of platforms like Facebook, Instagram, and WhatsApp Business for marketing purposes, they encounter various challenges that hinder their effectiveness. Understanding these barriers is critical to evaluating the role of social media marketing in tackling youth unemployment. This section explores the common challenges faced by Nigerian youths in using social media for business, as reported by survey respondents.

A notable challenge reported by respondents is the high cost of internet and data. This issue was highlighted by 56.2% of participants, who indicated that expensive internet access limits their ability to effectively use social media platforms for marketing. The cost barrier is seen as a significant hurdle for many marketers, especially those with limited financial resources.

Table 9a: High cost of internet and data

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	32	43.8	43.8	43.8
	Yes	41	56.2	56.2	100.0

¹ Wies, S., Bleier, A. and Edeling, A., 2023. Finding goldilocks influencers: How follower count drives social media engagement. *Journal of Marketing*, 87(3), pp.383-405. <https://doi.org/10.1177/00222429221125131>

	Total	73	100.0	100.0	
--	-------	----	-------	-------	--

Another common challenge is the difficulty in gaining audience reach or followers. 58.9% of respondents identified this as a major issue. Building and expanding a follower base is critical for successful social media marketing, but many struggle to grow their audiences due to the competitive nature of social media platforms and the complexities of audience engagement.

Table 9b: Difficulty in gaining audience reach/followers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	30	41.1	41.1	41.1
	Yes	43	58.9	58.9	100.0
	Total	73	100.0	100.0	

Online fraud and scams affect 35.6% of respondents. While not as widespread as some of the other challenges, the risk of encountering fraudulent activities remains a concern for a portion of marketers. This challenge can impact trust and credibility, which are essential for maintaining a strong presence on social media platforms.

Table 9c: Online fraud and scams

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	47	64.4	64.4	64.4
	Yes	26	35.6	35.6	100.0
	Total	73	100.0	100.0	

Poor online engagement from customers is another challenge faced by 35.6% of respondents. Many marketers find it difficult to generate meaningful interactions with their audience, which can

affect the success of their campaigns. The lack of engagement can result in missed opportunities for relationship-building and brand loyalty.

Table 9d: Poor online engagement from customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	47	64.4	64.4	64.4
	Yes	26	35.6	35.6	100.0
	Total	73	100.0	100.0	

Inconsistent platform algorithms that affect content visibility were flagged by 23.3% of respondents. Changes to how content is ranked or displayed can drastically impact the reach of social media posts. This unpredictability makes it harder for marketers to ensure their content is seen by their target audience, adding an extra layer of complexity to social media marketing strategies.

Table 9e: Inconsistent platform algorithms affecting visibility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	56	76.7	76.7	76.7
	Yes	17	23.3	23.3	100.0
	Total	73	100.0	100.0	

A smaller percentage, 12.3%, reported a lack of technical skills in areas such as graphic design and content creation. While this is not a major barrier for most, it does pose a challenge for some who may not have access to the necessary expertise to create visually appealing and engaging content.

Table 9f: Lack of technical skills (graphic design, content creation, etc.)

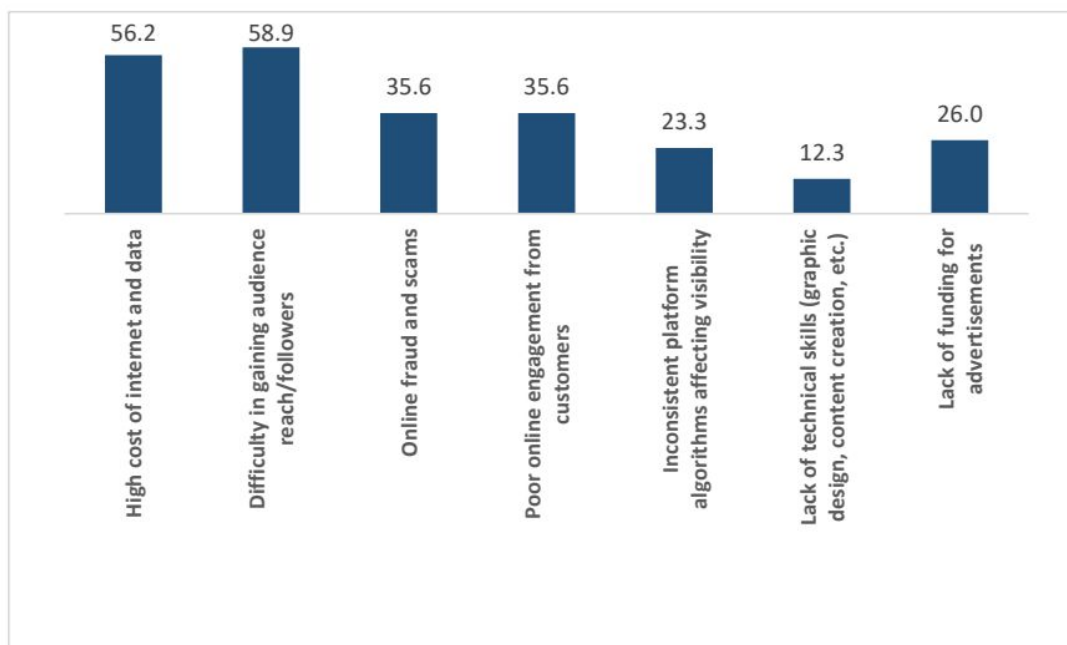
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	64	87.7	87.7	87.7
	Yes	9	12.3	12.3	100.0
	Total	73	100.0	100.0	

Finally, 26.0% of respondents highlighted the lack of funding for advertisements as a challenge. Budget constraints can limit the ability to run paid ad campaigns, which are often necessary to reach a broader audience and drive sales. This financial barrier restricts the marketing potential of some businesses and individuals.

Table 9g: Lack of funding for advertisements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	54	74.0	74.0	74.0
	Yes	19	26.0	26.0	100.0
	Total	73	100.0	100.0	

Chart 9: Showing the Challenges Faced in Social Media Marketing



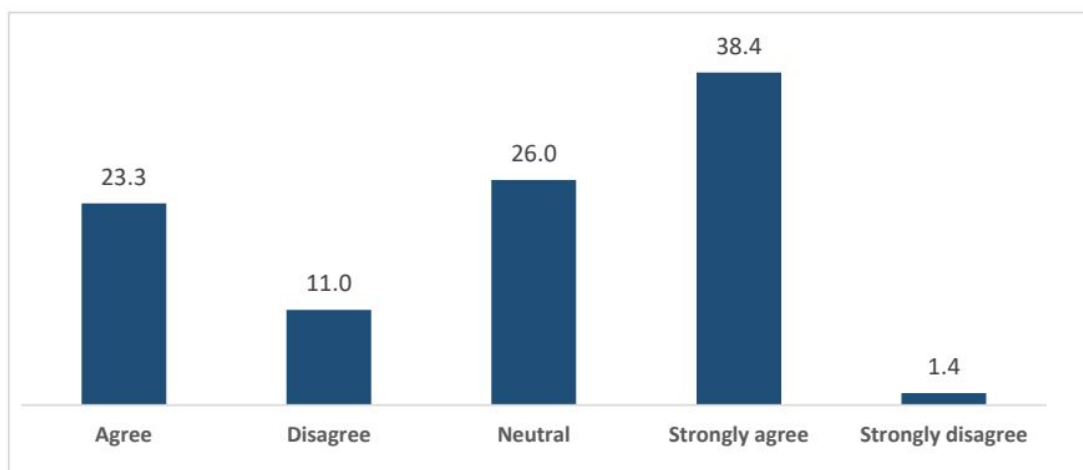
In conclusion, the findings reveal that although social media presents huge opportunities for youth entrepreneurship in Nigeria, its effectiveness is significantly limited by a number of challenges. The most pressing issues include the high cost of internet and data, difficulty in growing a social media following, and exposure to online fraud. Additionally, poor customer engagement, limited funding for advertisements, and lack of technical skills further constrain the impact of digital marketing efforts. These challenges highlight the need for targeted interventions such as affordable internet access, digital marketing training, and financial support for young entrepreneurs to fully leverage social media as a tool for employment creation.

The survey result in the table 10 shows that the majority of respondents believe inadequate government support has an impact on youth participation in social media marketing. 38.4% of the respondents strongly agreed, while 23.3% agreed, bringing the total of those who perceive government support as inadequate to 61.7%. This demonstrates a significant concern among youth for the lack of support in terms of policy, funding, or other forms of assistance that could facilitate greater participation in social media marketing. On the other hand, 11.0% of respondents disagreed with this notion, while 26.0% remained neutral, reflecting some level of uncertainty or indifference on the issue. Only a very small proportion, 1.4%, strongly disagreed, suggesting that the overall sentiment is leaning towards a need for improved government engagement with youth in the digital marketing space.

Table 10: Do you feel that inadequate government support affects youth participation in social media marketing?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	17	23.3	23.3	23.3
	Disagree	8	11.0	11.0	34.2
	Neutral	19	26.0	26.0	60.3
	Strongly agree	28	38.4	38.4	98.6
	Strongly disagree	1	1.4	1.4	100.0
	Total	73	100.0	100.0	

Chart 10: Showing the perception of the respondents on inadequate government support affecting youth participation in social media marketing



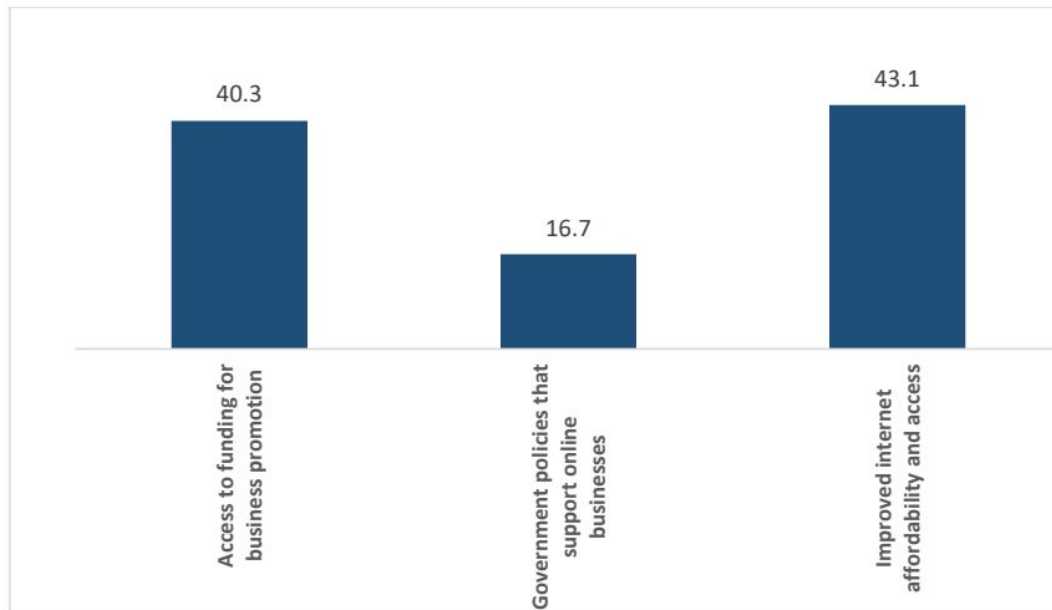
When asked about the resources or training that would help improve social media marketing success, the responses highlighted key areas of need for the youth involved in social media marketing on table 11. The most significant response was improved internet affordability and access, which was chosen by 43.1% of participants. This reflects the primary concern about the

cost and accessibility of reliable internet, which is crucial for effective social media engagement and marketing. Following this, 40.3% of respondents identified access to funding for business promotion as a critical resource. This indicates that many youth marketers feel financial constraints limit their ability to invest in their marketing efforts, particularly in paid advertisements or business growth activities. Additionally, 16.7% of respondents pointed to the need for government policies that support online businesses, showing that a sizable portion of participants recognize the importance of supportive public policies to create a more favorable environment for digital businesses.

Table 11: What resources or training would help improve your social media marketing success? Digital skills training (content creation, SEO, analytics)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Access to funding for business promotion	29	39.7	40.3	40.3
	Government policies that support online businesses	12	16.4	16.7	56.9
	Improved internet affordability and access	31	42.5	43.1	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		

Chart 11: Showing the digital skill resources or training would help improve social media marketing success



4.4 Effectiveness of Social Media Marketing in Skill Development

In addition to enhancing visibility and market reach, social media marketing has proven to be a powerful tool for skill development² among young entrepreneurs. As digital platforms evolve, they present opportunities not only for promoting products and services but also for acquiring practical competencies that are essential in today's business environment. This section explores how engagement with social media marketing contributes to the development of new skills among youth in Nigeria.

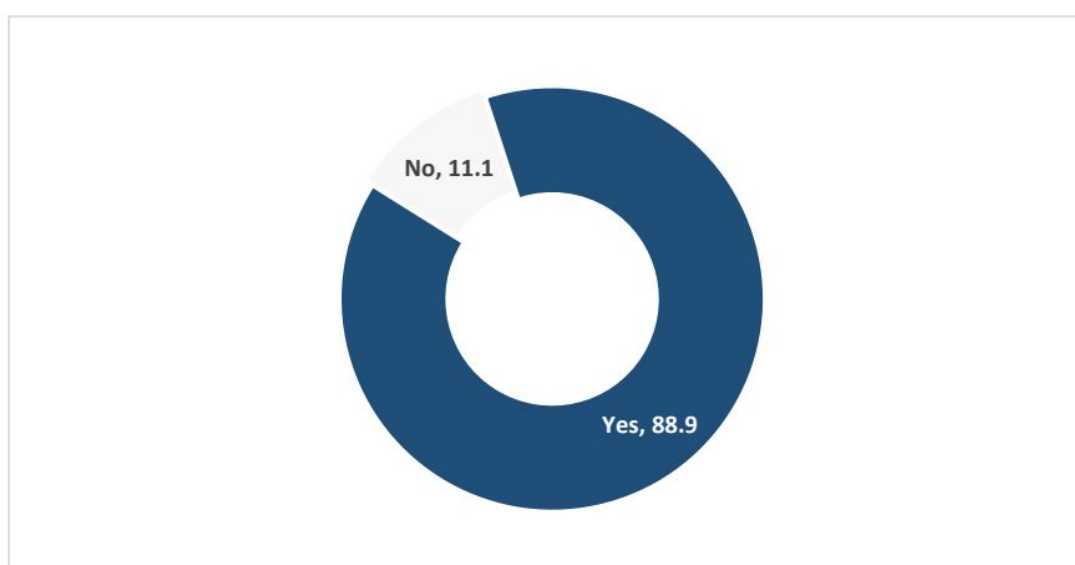
Table 12 examines whether social media marketing has contributed to acquiring new skills. Among the 72 valid respondents, the majority (88.9%) affirmed that it has helped them acquire new skills while only 11.0% disagreed. Overall, the results suggest that social media marketing is regarded as an effective means of skill development by most participants.

² Sharma, A., Bhatnagar, J., Jaiswal, M. and Thite, M., 2023. Enterprise social media and organizational learning capability: mediated moderation effect of social capital and informal learning. *Journal of Enterprise Information Management*, 36(2), pp.528-552.

Table 12: Has social media marketing helped you acquire new skills?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	8	11.0	11.1	11.1
	Yes	64	87.7	88.9	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		

Chart 12: Showing whether social media marketing help in acquiring new skills or not



The data reveals that 40.3% of respondents that have acquired new skills have developed skills in content creation, such as graphic design and video editing, through social media marketing, while 59.7% have not. This indicates that while content creation is important for some individuals, it may not be as widespread among all respondents that have acquired new skills.

Table 13a: Content Creation (Graphic Design, Video Editing, etc.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	43	58.9	59.7	59.7
	Yes	29	39.7	40.3	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		

In the case of digital advertising, 34.7% of respondents that have acquired new skills have developed skills in platforms like Facebook Ads and Google Ads, while 65.3% have not. This suggests that a significant number of individuals that have acquired new skills have not delved into paid advertising campaigns through social media marketing.

Table 13b: Digital Advertising (Facebook Ads, Google Ads, etc.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	47	64.4	65.3	65.3
	Yes	25	34.2	34.7	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		

It was revealed in the table 13c that 52.8% of respondents that have acquired new skills have developed skills in customer relationship management (CRM), which is essential for engaging and

maintaining relationships with customers via social media platforms. On the other hand, 47.2% have not gained these skills, indicating that CRM may not be as universally prioritized.

Table 13c: Customer Relationship Management

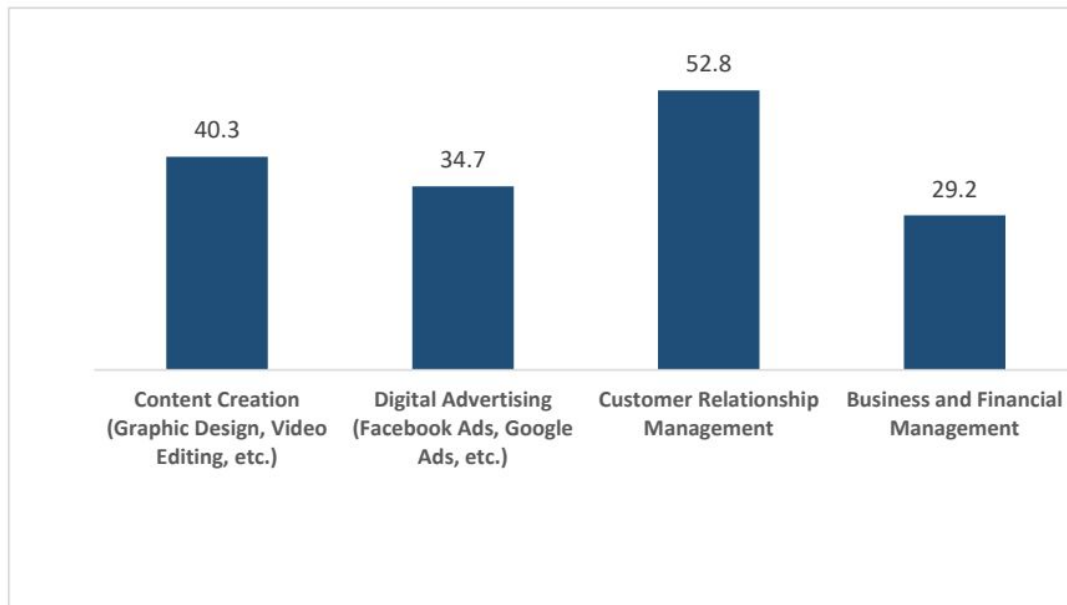
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	34	46.6	47.2	47.2
	Yes	38	52.1	52.8	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		

Only 29.2% of respondents that have acquired new skills have developed business and financial management skills related to social media marketing, whereas 70.8% have not. This suggests that while some individuals that have acquired new skills might focus on business aspects through social media, it is less common for others to do so.

Table 13d: Business and Financial Management

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	51	69.9	70.8	70.8
	Yes	21	28.8	29.2	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		

Chart 13: Showing the digital skills acquired through social media



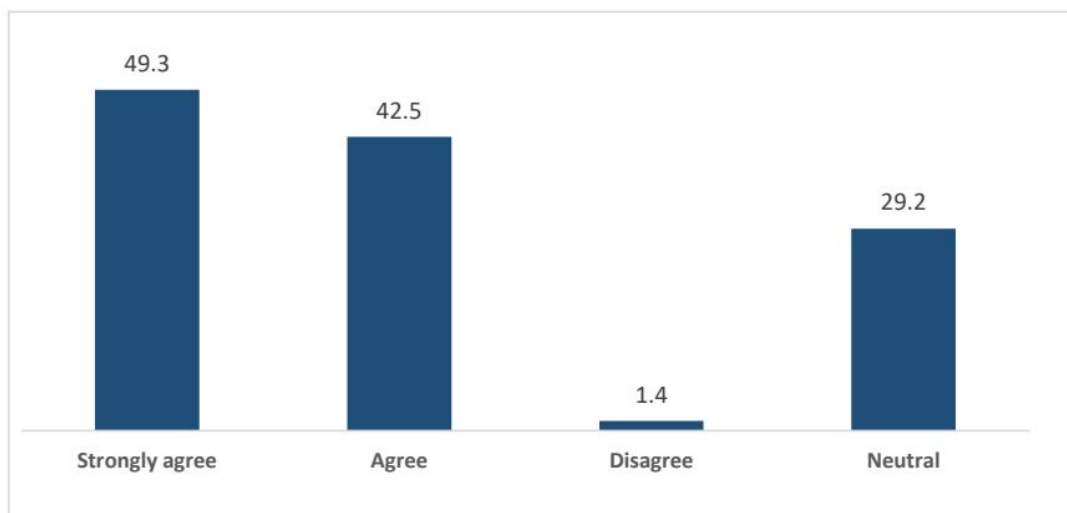
In conclusion, the findings highlight that social media marketing significantly contributes to skill acquisition among youth entrepreneurs. A vast majority (88.9%) of respondents acknowledged gaining new skills through their social media marketing efforts. These include content creation (40.3%), customer relationship management (52.8%), and digital advertising (34.7%). However, areas such as business and financial management remain underdeveloped, with only 29.2% reporting growth in this domain. These results suggest that while social media serves as a valuable platform for learning, there is a need for structured training and support to maximize skill development across all critical areas of entrepreneurship.

The data from the table 14 reveals a strong belief among respondents that social media marketing can serve as a sustainable employment alternative for Nigerian youth. A combined total of 91.8% of participants either agree (42.5%) or strongly agree (49.3%) with this statement, indicating that the majority see social media marketing as a viable career path. Only 1.4% disagree, while 6.8% are neutral, suggesting general optimism about the potential of social media marketing for youth employment in Nigeria.

Table 14: Do you believe social media marketing can be a sustainable employment alternative for Nigerian youth?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	31	42.5	42.5	42.5
	Disagree	1	1.4	1.4	43.8
	Neutral	5	6.8	6.8	50.7
	Strongly agree	36	49.3	49.3	100.0
	Total	73	100.0	100.0	

Chart 14: Showing the believe of the respondents on social media marketing bing a sustainable employment alternative for Nigerian youth



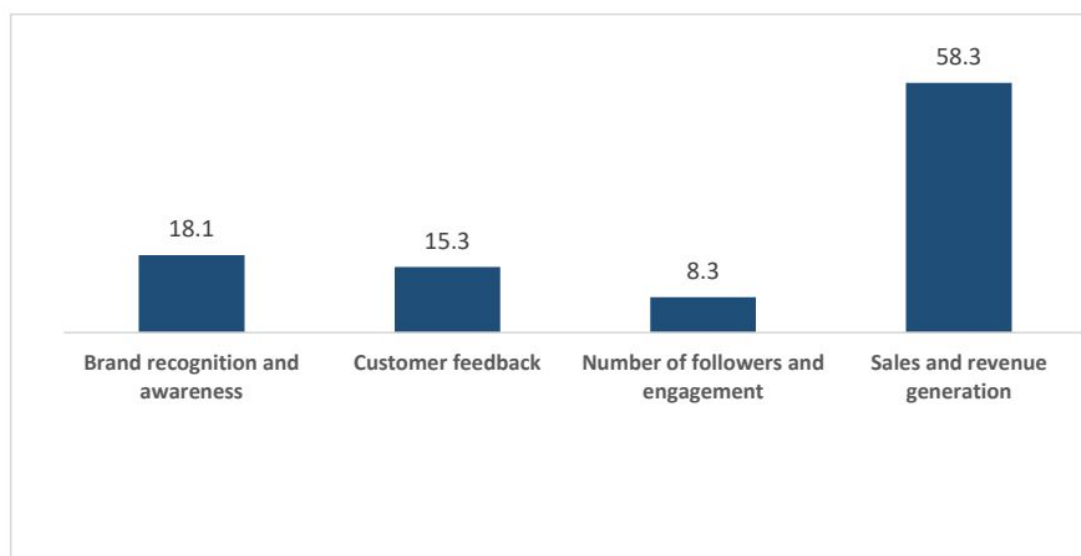
In the table 15, respondents identify the key metrics they use to measure the success of their social media marketing efforts. The overwhelming majority (58.3%) prioritize Sales and revenue generation as the primary indicator of success. Other important measures include Brand recognition and awareness (18.1%), Customer feedback (15.3%), and Number of followers and

engagement (8.3%). This indicates that while financial outcomes are crucial, respondents also consider brand visibility and customer interactions as important factors in determining the effectiveness of their marketing strategies.

Table 15: How do you measure the success of your social media marketing efforts?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand recognition and awareness	13	17.8	18.1	18.1
	Customer feedback	11	15.1	15.3	33.3
	Number of followers and engagement	6	8.2	8.3	41.7
	Sales and revenue generation	42	57.5	58.3	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		

Chart 15: Showing how the success of social media marketing efforts is being measured



4.5. Policy Recommendations

With the increasing relevance of social media in modern business, especially among youth entrepreneurs,³ it becomes imperative to assess the policy environment that can foster its growth. This section presents key policy recommendations based on respondents' views on how the Nigerian government can support youth engagement in social media entrepreneurship. These recommendations aim to address skill development gaps, infrastructure challenges, and financial barriers that hinder digital enterprise among the youth.

Table 16a indicates that 63 percent of respondents believe that the Nigerian government should play a role in developing digital marketing training programs to support youth social media entrepreneurship, while 37 percent disagree. This suggests that a majority of respondents see the value in the government providing digital marketing training as a necessary resource for youth success in social media entrepreneurship.

³ Vitalis, P.O., Aondover, E.M., Ogunbola, O., Onyejelem, T.E. and Ridwan, M., 2025. Accessing Digital Divide and Implications in Nigeria: The Media Dimension. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 8(1), pp.1-12. <https://doi.org/10.33258/birci.v8i1.8017>

Table 16a: Develop digital marketing training programs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	27	37.0	37.0	37.0
	Yes	46	63.0	63.0	100.0
	Total	73	100.0	100.0	

In terms of improving internet accessibility and affordability, table 16b shows that 68.5% of respondents are in favor of the government taking action to make the internet more affordable and accessible, while 31.5% do not believe it is necessary. This shows a strong consensus that better internet services are critical to supporting youth social media entrepreneurship.

Table 16b: Improve internet accessibility and affordability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	23	31.5	31.5	31.5
	Yes	50	68.5	68.5	100.0
	Total	73	100.0	100.0	

When it comes to online fraud protection, table 16c shows that 47.9% of respondents believe that the government should implement stricter policies, whereas 52.1% feel this is not necessary. This shows a relatively divided view on the importance of fraud protection policies in fostering youth entrepreneurship, with a slight majority leaning toward the view that it may not be essential.

Table 16c: Implement stricter online fraud protection policies

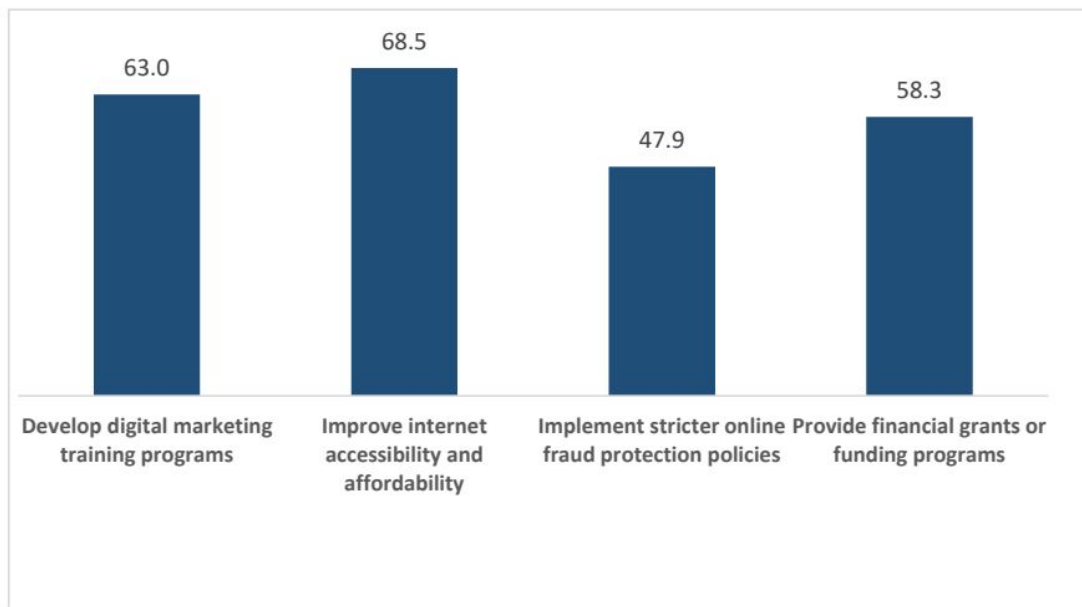
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	38	52.1	52.1	52.1
	Yes	35	47.9	47.9	100.0
	Total	73	100.0	100.0	

Regarding financial support, table 16d shows that 58.9% of respondents are in favor of the government providing financial grants or funding programs for youth social media entrepreneurs, while 41.1% do not believe this support is necessary. The majority opinion suggests that financial grants are seen as an important way for the government to assist youth in building their social media businesses.

Table 16d: Provide financial grants or funding programs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	30	41.1	41.1	41.1
	Yes	43	58.9	58.9	100.0
	Total	73	100.0	100.0	

Chart 16: Showing how the Nigerian government can support youth engagement in social media entrepreneurship



In summary, the findings show the need for government intervention in nurturing the social media entrepreneurship ecosystem. A majority of respondents support the development of digital marketing training programs (63 percent) and the improvement of internet accessibility and affordability (68.5 percent) as vital steps toward empowering youth. Financial support through grants also received considerable backing (58.9 percent).

A large majority of the respondents, 90.4 percent, believe that social media marketing can significantly reduce youth unemployment in Nigeria as shown on table 17. In contrast, only 9.6 percent of respondents disagree with this statement, indicating a strong belief in the potential of social media marketing as a tool for addressing youth unemployment.

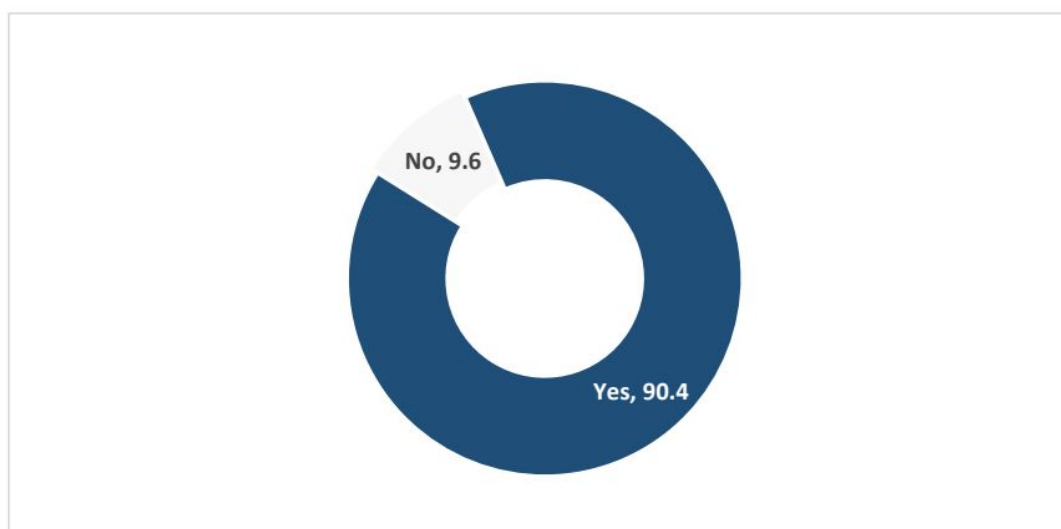
Table 17: Do you think social media marketing can significantly reduce youth unemployment in Nigeria?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	7	9.6	9.6	9.6

Yes	66	90.4	90.4	100.0
Total	73	100.0	100.0	

While opinions were divided on stricter online fraud protection policies, there is overwhelming agreement (90.4 percent) that social media marketing has the potential to significantly reduce youth unemployment in Nigeria. These insights reflect a call for targeted policy actions to harness the full potential of youth-driven digital entrepreneurship.

Chart 17: Showing the perception of the respondents on social media marketing significantly reducing youth unemployment in Nigeria



CHAPTER FIVE: SUMMARY OF FINDINGS

5.1. Discussion of Findings

This study explored the impact of social media marketing in addressing youth unemployment in Nigeria through three key research questions. The findings revealed a significant engagement in social media marketing among Nigerian youth, alongside constant challenges that may hinder its full potential as an employment solution.

i. Youth Engagement in Social Media Marketing

The study found that Nigerian youth are highly active in maximizing social media for entrepreneurial activities. An overwhelming 94.5% of respondents acknowledged using social media daily for business purposes, with WhatsApp Business (70.8%), Instagram (55.6%), and Facebook (54.2%) emerging as the most popular social media platforms. This general adoption reflects the growing recognition of digital platforms as profitable space for income generation. E-commerce dominated the business outfits at 47.8%, followed by fashion/clothing with 21.7% and freelancing services representing 18.8% of the respondents. These findings align with global trends where digital marketplaces lower entry barriers for small businesses. It was also discovered that 57.7% of respondents had been using social media marketing for over three years, indicating a long-term reliance on these platforms for engagement. However, only 9.9% were relative newcomers which means they have been using social media marketing for less than six months, suggesting that social media marketing has become an established income source rather than an emerging trend among Nigerian youth.

ii. Challenges in Leveraging Social Media Marketing

Despite high engagement levels, respondents faced some barriers that limited their success. The most obvious challenge was the relatively high cost of internet data, as supported by 56.2% of participants. With Nigeria having some of the highest data prices in Africa, this financial burden seems to restrict consistent online presence and digital media business growth. Another major challenge was gaining audience reach, with 58.9% struggling to expand their follower base due to constantly changing social media platform algorithms that favor paid content over organic ones. Cybersecurity risks also emerged as a significant concern, with 35.6% of respondents experiencing some form of online fraud, including fake buyers and payment scams. Additionally, 35.6% reported poor customer engagement, indicating difficulties in creating content that sustains audience interest. These challenges collectively undermine the potential of social media marketing as a reliable employment alternative, particularly for youth with limited financial and logistics resources.

iii. Skill Development and Employment Potential

The study revealed that social media marketing serves as both an income source and a platform for skill acquisition. A significant number of respondents i.e 88.9% of respondents reported gaining valuable skills through their social media activities, including customer relationship

management which accounts for 52.8%, content creation is 40.3%, and digital advertising with 34.7%. Acquiring these skills seeks to enhance the employability of youths in Nigeria's growing digital economy. However, only 29.2% developed financial management skills, revealing a critical gap in entrepreneurial education. 90.4% of participants viewed social media marketing as a viable employment alternative, with 58.3% measuring success through sales revenue earned. This underscores the transformative potential of social media marketing, though it also highlights the need for structured training to help youth grow their businesses beyond subsistence levels.

iv. Comparative Analysis with Existing Literature

These findings are in line with previous research conducted on similar topics while adding new insights. The high adoption rates are similar to Mbanaso et al.'s (2015) findings about Nigerian youth's social media usage. Although this study reveals that such engagement has progressed over time from social networking to income generation. The infrastructure challenges align with Boakye's (2019) work on Africa's digital divide but provide specific Nigerian data on how this affects youth entrepreneurship. The skill development findings support Yoganathan et al.'s (2021) global research on social media marketing's role in youth employability while showing clear local gaps in financial literacy

5.2 Theoretical Implications of the Findings

The empirical findings of this study carry significant theoretical implications, particularly when examined through the lenses of Diffusion of Innovations Theory and Social Capital Theory. These theoretical frameworks help explain both the successes and limitations observed in Nigerian youth's engagement with social media marketing as an employment solution.

i. Diffusion of Innovations Theory Perspective

The adoption of social media marketing among Nigerian youth strongly supports Rogers' Diffusion of Innovations Theory. The study reveals a clear pattern of technology adoption where early adopters (tech-savvy urban youth) demonstrated the viability of social media marketing, creating a ripple effect that encouraged wider participation. This also aligns with Dearing and Cox's (2018) assertion that observable success accelerates innovation diffusion. However, the theory's assumption of relatively equal access to innovations is challenged by Nigeria's digital divide between the urban and rural dwellers. While 94.5% of respondents used social media marketing

daily, this sample predominantly represented urban, educated youth with smartphone access which is a privilege not shared by their rural counterparts. This difference suggests the need to modify traditional diffusion models to account for infrastructural inequalities in developing contexts. The theory's categorization of adopters also proves relevant. The 57.7% of long-term users (3+ years) represent the **early majority** who helped normalize social media marketing, while newer adopters which is 9.9% of the respondents constitute the **late majority** who joined only after seeing proven results as achieved by the early adopters of this concept. Noticeably, the near absence of "laggards" in our sample may reflect how economic necessity in Nigeria's high-unemployment environment compels even reluctant individuals to adopt digital income strategies.

ii. Social Capital Theory Implications

The findings present convincing evidence for Social Capital Theory's relevance in digital entrepreneurship. Youth who took advantage of strong online networks (e.g., influencer collaborations, WhatsApp business groups) reported greater success, supporting Putnam's (2000) emphasis on social connections as economic resources. The 52.8% who developed customer relationship management skills essentially built a lasting and successful social capital through direct client interactions, while the 34.7% mastering digital advertising cultivated bridging capital to access new markets. However, the theory's optimistic view of social networks is complicated by the 35.6% fraud rate, which leaves a huge dent on this theory. This also reveals how weak institutional frameworks can transform social capital into vulnerability, as trust-based digital transactions have recently become avenues for user exploitation. The limited financial management skills 29.2% further suggest that without formal financial systems, social capital alone cannot ensure the continuous sustainability of these businesses.

iii. Policy Implications from Theoretical Frameworks

These theoretical insights generate specific policy recommendations. From a diffusion perspective, targeted future interventions should focus on:

- 1) Subsidizing technology access to accelerate adoption among lagging groups
- 2) Creating local digital literacy programs that caters to regional differences
- 3) Developing infrastructure to reduce urban-rural digital divides

The social capital lens suggests:

- 1) Creating peer-learning networks through structured mentorship programs
- 2) Implementing digital trust mechanisms (e.g., verified seller certifications)
- 3) Integrating financial education with social media marketing training to strengthen both human and social capital

5.3 Limitations of the Study

Like any other research work, the following limitations could be pointed out from this study:

This study was only able to gather 73 responses which is relatively small and may not fully represent the diverse population of Nigerian youth that use social media for digital entrepreneurial activities at the time of this research. Also, the purposive sampling technique employed in the study, though useful for targeting specific groups, but it may limit the inclusiveness of all the relevant age groups in the findings.

Descriptive and cross-sectional design, were used to generate data at a single point in time. This method may not establish causal relationships or track long-term trends in social media marketing's impact on employment in the country.

The respondents also seems to be accustomed to using popular platforms such as WhatsApp, Instagram, and Facebook and did not include emerging social media platforms like Telegram, Snapchat, Threads.

5.4 Future Research Directions

Future researchers could use a different approach like the longitudinal approach to examine how social media marketing impacts youth unemployment over a period of time, including stability of income levels, business scale and how effective policy interventions are on youths involve in social media marketing.

Expanding the sample to include more rural participants, a balanced gender representation, and also considering diverse socioeconomic backgrounds would provide a more comprehensive understanding of barriers and opportunities. Combining quantitative surveys with qualitative interviews or focus groups could uncover deeper insights into challenges like fraud, algorithmic biases, and the obvious emotional toll of digital entrepreneurship

Future researchers could also study strategies to significantly reducing online fraud, such as verified seller certifications or platform-based security protocols, to build trust in social media marketplaces.(e.g Facebook Marketplace and instagram).

CHAPTER SIX - CONCLUSION

Conclusion

This study shows that while social media marketing offers a promising pathway to reducing youth unemployment in Nigeria, its effectiveness is constrained by infrastructural, financial, and educational limitations. To fully harness its potential, a multi-stakeholder approach is required. The government must invest in affordable internet access, cybersecurity, and entrepreneurial training, while private sector partnerships can provide funding and mentorship opportunities. Educational institutions should integrate digital marketing and financial management into curricula to prepare students for the evolving job market. By addressing these challenges, Nigeria can unlock the full economic potential of its youth, transforming social media from a mere communication tool into a powerful engine for employment and national development.

This study has also shown that social media marketing holds an important potential as a tool for reducing youth unemployment in Nigeria. The findings revealed that Nigerian youths are actively leveraging social media platforms for business purposes. The high engagement rates explains the central role of digital platforms in modern business moves. However despite these potentials, the social media marketing industry in Nigeria faces major challenges including high internet costs, constraints in audience reach and cybersecurity risks which hinders its full economic impact on the Nigeria economy.

This study also highlights the dual roles of social media both as a credible business platform and also as a learning environment. Majority of the respondents reported acquiring valuable and important skills such as digital advertising, content creation and customer relationship management among others through their online activities. There is still a strong demand for government intervention with respondents calling for improved internet affordability, financial support and government policies that safeguards the online business space.

Finally, the findings agrees that social media marketing can serve as a sustainable alternative to the traditional employment model that has been used in times past and it can benefit

Nigerian youths greatly. However achieving the growth and development of this potential require coordinated efforts from policy makers, educational institutions, government institutions and private sectors as major players in driving this as a longtime solution to reducing unemployment in Nigeria. Investments in digital infrastructures, youth focused funding programs and comprehensive training initiatives are important to creating a safe environment for digital entrepreneurship to be fully functional and beneficial to the youths involved and also the government. By addressing these barriers, Nigeria can harness the transformative power of social media to combat unemployment, encourage innovation and drive economic growth in these digital age.

This study contributes to the growing discourse on digital solutions to unemployment, offering actionable and implementable insights for stakeholders committed to youth empowerment. Further research could explore the long-term economic impact of social media entrepreneurship and the effectiveness of policy interventions in enhancing digital inclusion for Nigerian youths.

REFERENCES

- Acikgoz, F., Elwalda, A. and De Oliveira, M.J., 2023. Curiosity on cutting-edge technology via theory of planned behavior and diffusion of innovation theory. *International Journal of Information Management Data Insights*, 3(1), p.100152. <https://doi.org/10.1016/j.jiimei.2022.100152>
- Agbele, J.D., Akasa, M.T., Igyuve, A.L. and Akpede, K.S., 2019. An analysis of social media marketing in Nigeria. *East Africa Journal of Education, Humanities and Literature*, 2(1), pp.1-9.
- Aggarwal, R. and Ranganathan, P., 2019. Study designs: Part 2—descriptive studies. *Perspectives in clinical research*, 10(1), pp.34-36.
- Alizadeh, T., Sarkar, S. and Burgoyne, S., 2019. Capturing citizen voice online: Enabling smart participatory local government. *Cities*, 95, p.102400. <https://doi.org/10.1016/j.cities.2019.102400>
- Alizadeh, T., Sarkar, S., Burgoyne, S., Elton-Pym, A. and Dowling, R., 2020. Enabling Smart Participatory Local Government. *Smart and Sustainable Cities and Buildings*, pp.187-203.
- Attah, P. and Oche, I.O., 2021. Youth Unemployment and Social Disintegration in Nigeria: Exploring Pathways to Economic Empowerment and Social Cohesion. https://ijhssm.org/issue_dcp/Youth%20Unemployment%20and%20Social%20Disintegration%20in%20Nigeria%20Exploring%20Pathways%20to%20Economic%20Empowerment%20and%20Social%20Cohesion.pdf
- Baglari, H., Sharma, M.K., Marimuthu, P. and Suma, N., 2020. Pattern of social media use among youth: Implication for social media literacy. *Mental Health Addiction Research*, 5, pp.1-5.
- Baldwin, J.R., Pingault, J.B., Schoeler, T., Sallis, H.M. and Munafò, M.R., 2022. Protecting against researcher bias in secondary data analysis: challenges and potential solutions. *European Journal of Epidemiology*, 37(1), pp.1-10. <https://doi.org/10.1007/s10654-021-00839-0>
- Bello, O. and Ajao, A.O., 2024. Digital Literacy and Skills Development in Nigeria: Policies, Barriers and Recommendations. *Journal of African Innovation and Advanced Studies*. <https://africanscholarpub.com/ajaias/article/view/262>

- Boakye, K. (2019). *NIGERIA: HOW AFRICA'S LARGEST ECONOMY IS PRIORITISING AFFORDABLE INTERNET*. Alliance for Affordable Internet. https://a4ai.org/wp-content/uploads/2014/07/Nigeria-Case-Study_FINAL.pdf
- Braun, V. and Clarke, V., 2023. Toward good practice in thematic analysis: Avoiding common problems and becoming a knowing researcher. *International journal of transgender health*, 24(1), pp.1-6. <https://doi.org/10.1080/26895269.2022.2129597>
- Budiman, S., 2021. The effect of social media on brand image and brand loyalty in generation Y. *The Journal of Asian Finance, Economics and Business*, 8(3), pp.1339-1347.
- Chen, X. and Qasim, H., 2021. Does E-Brand experience matter in the consumer market? Explaining the impact of social media marketing activities on consumer-based brand equity and love. *Journal of Consumer Behaviour*, 20(5), pp.1065-1077. <https://doi.org/10.1002/cb.1915>
- Chen, Y., Chen, L. and Pan, Y., 2024. Social media influencer endorsement: the conditional effects of product attribute description in sponsored influencer videos. *Journal of Marketing Management*, pp.1-29. <https://doi.org/10.1080/0267257X.2024.2305748>
- Cheung, M.L., Pires, G.D., Rosenberger III, P.J., Leung, W.K. and Ting, H., 2021. Investigating the role of social media marketing on value co-creation and engagement: An empirical study in China and Hong Kong. *Australasian Marketing Journal*, 29(2), pp.118-131. <https://doi.org/10.1016/j.ausmj.2020.03.006>
- Dearing, J.W. and Cox, J.G., 2018. Diffusion of innovations theory, principles, and practice. *Health affairs*, 37(2), pp.183-190. <https://doi.org/10.1377/hlthaff.2017.1104>
- Dunmade, A.O. and Tella, A., 2023. Social Media Use and its Implications on Cyberethical Behaviour in Nigeria: Perspectives of Generation Z Girls. *Journal of Cyberspace Studies*, 7(1), pp.23-44. <https://nbn-resolving.org/urn:nbn:de:0168-ss0ar-92263-3>
- Dunn, S.L., Arslanian-Engoren, C., DeKoekkoek, T., Jadack, R. and Scott, L.D., 2015. Secondary data analysis as an efficient and effective approach to nursing research. *Western journal of nursing research*, 37(10), pp.1295-1307. <https://doi.org/10.1177/0193945915570042>
- Ebrahim, R.S., 2020. The role of trust in understanding the impact of social media marketing on brand equity and brand loyalty. *Journal of Relationship Marketing*, 19(4), pp.287-308. <https://doi.org/10.1080/15332667.2019.1705742>
- Ekwueme, A.C. and Okoro, N., 2018. Analysis of the use of social media advertising among selected online businesses in Nigeria. *International Journal of International Relations, Media and Mass Communication Studies*, 4(2), pp.28-43.
- Erhiegeke, A.W., Esimone, C.C. and Ugoo-Okonkwo, I.A., 2022. Social media and its influence on 21st century Nigerian youths: the popular music reality. *International Journal of Research in Humanities and social studies*, 9(5), pp.15-22.

- Etikan, I., Musa, S.A., & Alkassim, R.S. (2016). Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1-4.
- Eze, I.F., Ruhode, E. and Iwu, C., 2021. The effectiveness of social media marketing. a case of Lagos Nigeria. *UNIE Business Research*, 10(2), pp.255-271.
- Eze, S.C., Awa, H.O., Chinedu-Eze, V.C. and Bello, A.O., 2021. Demographic determinants of mobile marketing technology adoption by small and medium enterprises (SMEs) in Ekiti State, Nigeria. *Humanities and Social Sciences Communications*, 8(1), pp.1-11. <https://doi.org/10.1057/s41599-021-00762-5>
- Filipovic, J. and Arslanagic-Kalajdzic, M., 2023. Social capital theory perspective on the role of academic social networking sites. *Journal of Business Research*, 166, p.114119. <https://doi.org/10.1016/j.jbusres.2023.114119>
- Fleischer, N.J. and Khalil, A., 2024. Limitations and recommendations for use of secondary data analysis in pediatric research. *Children's health care*, 53(4), pp.488-504. <https://doi.org/10.1080/02739615.2023.2279064>
- Ganapathy, D. and Deepak, S., 2023, January. A study on reskilling and networking on LinkedIn on employee recruitment success and career advancement. In *International Conference on Economics, Business and Sustainability* (pp. 248-256). Singapore: Springer Nature Singapore.
- Garg, M., Bansal, A. and Single, K., 2021. Impact of Digital Marketing on Consumer Decision Making. *International Journal for Scientific Research & Development*, 8(3), pp.213-218.
- Gbandi, E.C. and Iyamu, G.O., 2022. The effect of social media marketing on the growth of business: evidence from selected Small and Medium Enterprises (SMEs) in Benin City, Nigeria. *Journal of Enterprise and Development (JED)*, 4(1), pp.77-98. <https://journal.uinmataram.ac.id/index.php/jed>
- Gur, B.A. and Kulesza, J., 2024. Equitable access to satellite broadband services: Challenges and opportunities for developing countries. *Telecommunications Policy*, p.102731. <https://doi.org/10.1016/j.telpol.2024.102731>
- Hafez, M., 2021. The impact of social media marketing activities on brand equity in the banking sector in Bangladesh: the mediating role of brand love and brand trust. *International Journal of Bank Marketing*, 39(7), pp.1353-1376.
- Hakiki, M., Budiman, R.D.A., Firdaus, M. and Astiti, A.D., 2023. The Influence Of Internship Experience And Career Guidance On Student Work Readiness: A Quantitative Descriptive Research Study. *Jurnal Inovasi Pendidikan Dan Teknologi Informasi (JIPTI)*, 4(2), pp.123-133. <https://doi.org/10.52060/pti.v4i2.1398>
- Ibrahim, B., 2022. Social media marketing activities and brand loyalty: A meta-analysis examination. *Journal of Promotion Management*, 28(1), pp.60-90. <https://doi.org/10.1080/10496491.2021.1955080>

- Ismail, A., 2021. Impact of social media on teenagers: Nigerian experience. *Journal of Media & Management, SRC/JMM-159*. DOI: [doi. org/10.47363/JMM/2021 \(3\), 134](https://doi.org/10.47363/JMM/2021(3),134). <https://www.academia.edu/download/83153605/20213134.pdf>
- Jing, X., Patel, V.L., Cimino, J.J., Shubbrook, J.H., Zhou, Y., Liu, C. and De Lacalle, S., 2022. The roles of a secondary data analytics tool and experience in scientific hypothesis generation in clinical research: protocol for a mixed methods study. *JMIR Research Protocols, 11*(7), p.e39414. <https://doi.org/10.2196/39414>
- Kelly, M.M., Martin-Peters, T. and Farber, J.S., 2024. Secondary Data Analysis: Using existing data to answer new questions. *Journal of Pediatric Health Care*. <https://doi.org/10.1016/j.pedhc.2024.03.005>
- Kiger, M.E., & Varpio, L. (2020). Thematic analysis of qualitative data: AMEE Guide No. 131. *Medical Teacher, 42*(8), 846-854.
- Klimenka, A., 2022. Professional photographers and their use of Instagram: How Instagram influences professional photographers' mindsets and contribute to their rethinking of creative practices.
- Kowalik, K., 2021. Social media as a distribution of emotions, not participation. Polish exploratory study in the EU smart city communication context. *Cities, 108*, p.102995. <https://doi.org/10.1016/j.cities.2020.102995>
- Krause, A.J. and Moore, S.Y., 2022. Creating an online peer-to-peer mentoring program: Promoting student relationships, engagement, and satisfaction during the era of COVID-19. *College Teaching, 70*(3), pp.296-308. <https://doi.org/10.1080/87567555.2021.1925624>
- Krisi, M. and Nagar, R., 2023. The effect of peer mentoring on mentors themselves: A case study of college students. *International Journal of Disability, Development and Education, 70*(5), pp.803-815. <https://doi.org/10.1080/1034912X.2021.1910934>
- Kumara, A.S., 2022. Researching with Secondary Data: A brief overview of possibilities and limitations from the viewpoint of social research. <https://mpira.ub.uni-muenchen.de/112639/MPRA>
- Lee, H. and Cho, C.H., 2020. Digital advertising: present and future prospects. *International Journal of Advertising, 39*(3), pp.332-341.
- Li, F., Larimo, J. and Leonidou, L.C., 2021. Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science, 49*, pp.51-70.
- Lin, Y. and Kant, S., 2021. Using social media for citizen participation: Contexts, empowerment, and inclusion. *Sustainability, 13*(12), p.6635. <https://doi.org/10.3390/su13126635>
- Lin, Y., 2018. A comparison of selected Western and Chinese smart governance: The application of ICT in governmental management, participation and

- collaboration. *Telecommunications policy*, 42(10), pp.800-809.
<https://doi.org/10.1016/j.telpol.2018.07.003>
- Lin, Y., 2022. Social media for collaborative planning: A typology of support functions and challenges. *Cities*, 125, p.103641. <https://doi.org/10.1016/j.cities.2022.103641>
- Martins, F.S., da Cunha, J.A.C. and Serra, F.A.R., 2018. Secondary data in research—uses and opportunities. *PODIUM sport, leisure and tourism review*, 7(3), pp.I-IV.
<https://doi.org/10.5585/podium.v7i3.316>
- Mason, A.N., Narcum, J. and Mason, K., 2021. Social media marketing gains importance after Covid-19. *Cogent Business & Management*, 8(1), p.1870797.
<https://doi.org/10.1080/23311975.2020.1870797>
- Mbanaso, U.M., Dandaura, E.S., Ezech, G.N. and Iwuchukwu, U.C., 2015, November. The use of social networking service among Nigerian youths between ages 16 and 25 years. In *2015 International Conference on Cyberspace (CYBER-Abuja)* (pp. 14-21). IEEE.
- Michael, O.P., 2021. Mobilizing Nigerian youths for active political engagements through social media: Examining the veracity of Facebook and WhatsApp in the 2019 general elections. *Ianna Journal of Interdisciplinary Studies*, 3(1), pp.16-27.
- Mishra, A. and Mahalik, D., 2017. Impact of Online-advertising on consumers. *International Journal of Advanced Research*, 5(6), pp.1935-1939.
- Mo, P.K.H., Luo, S., Wang, S., Zhao, J., Zhang, G., Li, L., Li, L., Xie, L. and Lau, J.T., 2021. Intention to receive the COVID-19 vaccination in China: application of the diffusion of innovations theory and the moderating role of openness to experience. *Vaccines*, 9(2), p.129. <https://doi.org/10.3390/vaccines9020129>
- National Bureau of Statistics. (2024). *Nigeria Labour Force Statistics Report Q1 2024*. <https://nigerianstat.gov.ng/download/1241562>
- Nationalplanning.gov. (2024). *FG inaugurates committee to tackle increasing youth unemployment in Nigeria*. Budget and National Planning Arm. <https://nationalplanning.gov.ng/fg-inaugurates-committee-to-tackle-increasing-youth-unemployment-in-nigeria/>
- Nikou, S., De Reuver, M. and Mahboob Kanafi, M., 2022. Workplace literacy skills—how information and digital literacy affect adoption of digital technology. *Journal of Documentation*, 78(7), pp.371-391.
- Nkordeh, N., Oni, O., Olowononi, F. and Bob-Manuel, I., 2017, October. Impact of Social Media on The Reading Culture of Nigerian Youths; Is the Social Media platform providing an Alternative Source of Education?. In *Proceedings of the World Congress on Engineering and Computer Science* (Vol. 1, pp. 25-27).
https://www.iaeng.org/publication/WCECS2017/WCECS2017_pp223-226.pdf

- Ogene, F. (2024). Cybersecurity and IT governance challenges in Nigeria: Strategic investment needs and the path forward for a resilient digital economy. *International Journal of Computer Applications*, 186(55), 41-46. <https://doi.org/10.5120/ijca2024924275>
- Ojomo, O. and Sodeinde, O.A., 2021. Social media skits: Reshaping the entertainment experience of broadcast audience. *Sage Open*, 11(3), p.21582440211032176.
- Okorie, G.N., Udeh, C.A., Adaga, E.M., DaraOjimba, O.D. and Oriekhoe, O.I., 2024. Ethical considerations in data collection and analysis: a review: investigating ethical practices and challenges in modern data collection and analysis. *International Journal of Applied Research in Social Sciences*, 6(1), pp.1-22. <https://doi.org/10.51594/ijarss.v6i1.688>
- Okpe, S.O., 2022. *Challenges Impoverished People in Sub-Saharan Africa Experience in the Adoption of Technology* (Doctoral dissertation, Colorado Technical University).
- Olayemi, O.M., 2022. Perceived Influence of Social Media Usage Among Youth: A Survey Abstract. *Open Journal for Information Technology*, 5(2), p.41. <https://doi.org/10.32591/coas.ojit.0502.01041o>
- Omar, A.M. and Atteya, N., 2020. The impact of digital marketing on consumer buying decision process in the Egyptian market. *International Journal of Business and Management*, 15(7), p.120.
- Opara, D.N. and Nna-Emmanuel, S., 2022. Technopreneurship and Unemployment amongst Nigerian Youths in a Pandemic Era. *Nigerian Academy of Management Journal*, 17(1), pp.169-177.
- Oshowole, S.A., 2024. *Barriers Impacting the Integration of Classroom Technology in Primary Schools in Lagos, Nigeria* (Doctoral dissertation, Saint Leo University).
- Pflughoeft, B.R. and Schneider, I.E., 2020. Social media as E-participation: Can a multiple hierarchy stratification perspective predict public interest?. *Government Information Quarterly*, 37(1), p.101422. <https://doi.org/10.1016/j.giq.2019.101422>
- Rachmad, Y.E., 2022. Social Media Marketing Mediated Changes In Consumer Behavior From E-Commerce To Social Commerce. *International Journal of Economics and Management Research*, 1(3), pp.227-242. <https://doi.org/10.55606/ijemr.v1i3.152>
- Roberts, R.E. and Lawanson, T., 2022. Interrogating the Social Capital of Internally Displaced Persons in Nigerian Cities. In *The Palgrave Handbook of Global Social Change* (pp. 1-23). Cham: Springer International Publishing.
- Schwartz, S.E., Rhodes, J.E., Liang, B., Sánchez, B., Spencer, R., Kremer, S. and Kanchewa, S., 2017. Mentoring in the digital age: Social media use in adult–youth relationships. *Children and Youth Services Review*, 47, pp.205-213. <https://doi.org/10.1016/j.childyouth.2014.09.004>

- Sharma, A., Bhatnagar, J., Jaiswal, M. and Thite, M., 2023. Enterprise social media and organizational learning capability: mediated moderation effect of social capital and informal learning. *Journal of Enterprise Information Management*, 36(2), pp.528-552.
- Suman, C., Chaudhary, R.S., Saha, S. and Bhattacharyya, P., 2022. An attention based multi-modal gender identification system for social media users. *Multimedia Tools and Applications*, pp.1-23.
- Taherdoost, H., 2021. Data collection methods and tools for research; a step-by-step guide to choose data collection technique for academic and business research projects. *International Journal of Academic Research in Management (IJARM)*, 10(1), pp.10-38.
- Taherdoost, H., 2022. What are different research approaches? Comprehensive Review of Qualitative, quantitative, and mixed method research, their applications, types, and limitations. *Journal of Management Science & Engineering Research*, 5(1), pp.53-63.
- Tarsakoo, P. and Charoensukmongkol, P., 2020. Dimensions of social media marketing capabilities and their contribution to business performance of firms in Thailand. *Journal of Asia Business Studies*, 14(4), pp.441-461.
- Thomas, A. and Gupta, V., 2021. Social capital theory, social exchange theory, social cognitive theory, financial literacy, and the role of knowledge sharing as a moderator in enhancing financial well-being: from bibliometric analysis to a conceptual framework model. *Frontiers in Psychology*, 12, p.664638. <https://doi.org/10.3389/fpsyg.2021.664638>
- Varma, P., Nijjer, S., Sood, K., Grima, S. and Rupeika-Apoga, R., 2022. Thematic analysis of financial technology (Fintech) influence on the banking industry. *Risks*, 10(10), p.186. <https://doi.org/10.3390/risks10100186>
- Veleva, S.S. and Tsvetanova, A.I., 2020, September. Characteristics of the digital marketing advantages and disadvantages. In *IOP Conference Series: Materials Science and Engineering* (Vol. 940, No. 1, p. 012065). IOP Publishing. <https://iopscience.iop.org/article/10.1088/1757-899X/940/1/012065/meta>
- Vitalis, P.O., Aondover, E.M., Ogunbola, O., Onyejelem, T.E. and Ridwan, M., 2025. Accessing Digital Divide and Implications in Nigeria: The Media Dimension. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 8(1), pp.1-12. <https://doi.org/10.33258/birci.v8i1.8017>
- Wibowo, A., Chen, S.C., Wiangin, U., Ma, Y. and Ruangkanjanases, A., 2020. Customer behavior as an outcome of social media marketing: The role of social media marketing activity and customer experience. *Sustainability*, 13(1), p.189.
- Wibowo, A., Chen, S.C., Wiangin, U., Ma, Y. and Ruangkanjanases, A., 2020. Customer behavior as an outcome of social media marketing: The role of social media marketing activity and customer experience. *Sustainability*, 13(1), p.189. <https://doi.org/10.3390/su13010189>

- Wibowo, A., Chen, S.C., Wiangin, U., Ma, Y. and Ruangkanjanases, A., 2020. Customer behavior as an outcome of social media marketing: The role of social media marketing activity and customer experience. *Sustainability*, 13(1), p.189.
- Wies, S., Bleier, A. and Edeling, A., 2023. Finding goldilocks influencers: How follower count drives social media engagement. *Journal of Marketing*, 87(3), pp.383-405. <https://doi.org/10.1177/00222429221125131>
- Williamson, W. and Ruming, K., 2019. Urban renewal and public participation in Sydney: Unpacking social media strategies and use for contesting consensus. *Urban Policy and Research*. <https://doi.org/10.1080/08111146.2019.1585340>
- Yeşilyurt, E. and Vezne, R., 2023. Digital literacy, technological literacy, and internet literacy as predictors of attitude toward applying computer-supported education. *Education and Information Technologies*, 28(8), pp.9885-9911. <https://doi.org/10.1007/s10639-022-11311-1>
- Yoganathan, V., Osburg, V.S. and Bartikowski, B., 2021. Building better employer brands through employee social media competence and online social capital. *Psychology & Marketing*, 38(3), pp.524-536. <https://doi.org/10.1002/mar.21451>
- Yuen, S. and Tang, G., 2023. Instagram and social capital: youth activism in a networked movement. *Social Movement Studies*, 22(5-6), pp.706-727. <https://doi.org/10.1080/14742837.2021.2011189>
- Zetterstrom, S. and Waernbaum, I., 2022. Selection bias and multiple inclusion criteria in observational studies. *Epidemiologic Methods*, 11(1), p.20220108. <https://doi.org/10.1515/em-2022-0108>
- Zollo, L., Filieri, R., Rialti, R. and Yoon, S., 2020. Unpacking the relationship between social media marketing and brand equity: The mediating role of consumers' benefits and experience. *Journal of Business research*, 117, pp.256-267. <https://doi.org/10.1016/j.jbusres.2020.05.001>

APPENDIX

Questionnaire on Google

Forms.....72Impact Of Social Media
Marketing on Youth Unemployment in Nigeria

This research seeks to determine how Nigerian youths use social media to market

entrepreneurial ventures and job hunting. This includes the challenges they encounter, the competencies they develop, and the merits of using online marketplaces to tackle the issue of unemployment. The aim equally finds the required policies and support systems that may be helpful. Your answers will assist in evaluating the impact of social media on economic Empowerment and the recommendations on how the youths participate in e-commercial ventures.

* Indicates required question

Research Participation Consent Form

I understand that my participation in this research is

voluntary. The study examines how Nigerian youths use social media for marketing entrepreneurial ventures and job hunting.

By participating, I agree to:

Complete a questionnaire about my social media usage, marketing experiences, and employment status

Provide honest answers to all questions

- Allow my anonymized data to be used for research purposes

I understand that:

My personal information will remain confidential

I can withdraw from the study at any time without penalty

The findings may be published in academic journals or presented at conference

This research has been approved by the Universities' Ethics Committee.

For questions, contact researcher.

Tick (✓) where appropriate *

Check all that apply.

☐ I consent

☐ I dont consent

Section A: Demographic Information

Tick (✓) where appropriate

What is your age range? *

Mark only one oval.

☐ 18-24

☐ 25-30

☐ 31-35

What is your gender? *

Mark only one oval.

☐ Male ☐ Female ☐ Other

What is your highest level of education? *

Mark only one oval.

- ☐ Primary ☐ Secondary
☐ Vocational/Technical Training ☐ Bachelors
☐ Masters ☐ Doctorate
☐ No formal Education

What is your current employment status? *

Mark only one oval.

- ☐ Employed (Full-time) ☐ Employed (Part-time) ☐ Self-employed
☐ Unemployed

Section B: Utilization of Social Media for Marketing and Entrepreneurship

Tick (✓) where appropriate

How often do you use social media?

Mark only one oval.

- ☐ Daily
☐ A few times a week ☐ Rarely
☐ Never

Which social media platforms do you use for marketing or business purposes? (Select all that apply)

Check all that apply.

☐ Facebook ☐ Instagram ☐ Twitter ☐ TikTok

☐ WhatsApp Business ☐ LinkedIn

What type of business or service do you promote on social media?

Mark only one oval.

☐ Fashion/Clothing ☐ Beauty/Cosmetics ☐ Digital Marketing

☐ Freelancing (Graphic Design, Writing, etc.) ☐ E-commerce (Buying/Selling)

How long have you been using social media for marketing?

Mark only one oval.

☐ Less than 6 months ☐ 6 months - 1 year

☐ 1 - 3 years

☐ More than 3 years

Have you received any income from social media marketing?

Mark only one oval.

☐ Yes ☐ No

Section C: Challenges Faced in Social Media Marketing

Tick (✓) where appropriate

What are the main challenges you face in using social media for marketing? (Select all that apply)

Check all that apply.

- ☐ High cost of internet and data
- ☐ Difficulty in gaining audience reach/followers
- ☐ Lack of technical skills (graphic design, content creation, etc.) ☐ Online fraud and scams
- ☐ Poor online engagement from customers
- ☐ Inconsistent platform algorithms affecting visibility ☐ Lack of funding for advertisements

Do you feel that inadequate government support affects youth participation in social media marketing?

Mark only one oval.

☐ Strongly agree ☐ Agree

☐ Neutral ☐ Disagree

☐ Strongly disagree

What resources or training would help improve your social media marketing success?

Digital skills training (content creation, SEO, analytics)

Mark only one oval.

☐ Access to funding for business promotion

☐ Government policies that support online businesses ☐ Improved internet affordability and access

Section D: Effectiveness of Social Media Marketing in Skill Development

Tick (✓) where appropriate

Has social media marketing helped you acquire new skills?

Mark only one oval.

☐ Yes ☐ No

If yes, which skills have you developed through social media marketing? (Select all that apply)

Check all that apply.

☐ Content Creation (Graphic Design, Video Editing, etc.) ☐ Digital Advertising (Facebook Ads, Google Ads, etc.) ☐ Customer Relationship Management

☐ Business and Financial Management

Do you believe social media marketing can be a sustainable employment alternative for Nigerian youth?

Mark only one oval.

☐ Strongly agree ☐ Agree

☐ Neutral ☐ Disagree

☐ Strongly disagree

How do you measure the success of your social media marketing efforts?

Mark only one oval.

☐ Number of followers and engagement ☐ Sales and revenue generation

☐ Brand recognition and awareness ☐ Customer feedback

Section E: Policy Recommendations

Tick (✓) where appropriate

What role do you think the Nigerian government should play in supporting youth social media entrepreneurship? (Select all that apply)

Check all that apply.

☐ Provide financial grants or funding programs ☐ Develop digital marketing training programs ☐

Improve internet accessibility and affordability

☐ Implement stricter online fraud protection policies

Do you think social media marketing can significantly reduce youth unemployment in Nigeria?

Mark only one oval. ☐ Yes ☐ No

What policy recommendations would you suggest to encourage youth participation in social media marketing?

This content is neither created nor endorsed by Google.

Google Forms