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**MEDIA STRATEGIES AND PROMOTION  
OF YOUTH ENTREPRENEURSHIP  
AWARENESS IN NIGERIA**

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## ABSTRACT

*This study investigated Media Strategies and the Promotion of Youth Entrepreneurship Awareness in Nigeria, guided by three research questions and three hypotheses. Using a descriptive ex-post facto research design, purposive and snowballing sampling method, 127 youths were selected from all states in Nigeria and Abuja. A structured online questionnaire was designed using the Google Forms platform. Data was analyzed descriptively using Chi-Square to test hypotheses. Results show that youths employ digital media strategies. Traditional media helps in disseminating information that promotes entrepreneurship opportunities but digital media makes it more educative, accessible, and interesting. The greatest potentials of traditional media include; Established trust and Cultural relevance. The greatest challenges involve the slowness of releasing information and the Poor reading culture of today's Nigerian youths. The greatest potentials of digital media include Easy access and Cost-effectiveness. Its greatest challenges include; Limited access in rural areas, Lack of/Poor network, and Difficulty in verifying credible sources. There are significant differences in males' and females' opinions regarding strategies, roles, potentials, and challenges of media strategies. The study concludes that digital media are employed by youths, but the challenges prevent sole dependence on them for promoting entrepreneurship awareness. Recommendations cover, Gender-Inclusive Approaches, Improved Infrastructure, and Content Curricula Development.*

**Keywords:** Media-Traditional media; Digital Media; Strategies; Youth Entrepreneurship and Awareness

## INTRODUCTION:

### Background of the Study:

Youth entrepreneurship is a key driver of economic development and innovation, tackling issues like unemployment and poverty in Nigeria. The youth population and dynamic economic landscape in Nigeria make fostering entrepreneurial skills a national priority. This is because youths accumulate savings at a higher rate, facilitating further investment-led growth and development (UN 2023). Studies also have it that “a youthful and dynamic population brings fresh ideas and energy to the economy, as a compulsory subject fostering innovation and entrepreneurship” (UN 2023). Therefore, harnessing these positive outcomes can lead to accelerated economic growth and development and improve living standards in the country. There are several perceptions of Youth entrepreneurship, which can be summed as the transformation of one's creative and innovative ideas into useful ventures by young people for socio-economic reasons such as poverty and unemployment. The above concepts of youth entrepreneurship suggest its importance in economic growth and development in every nation. Aathis governs the introduction of Entrepreneurship Education in all secondary and tertiary institutions in Nigeria.

Youths have several definitions depending on perceptions. The UNESCO/ILO defined youths as people aged 15 to 32. To the UN-Habitat (Youth Fund), it is those aged 15-32. For the African Youth Charter, they are between 15 to 35 years. In Nigeria, the 2009 National Youth Policy chronologically defined youth as persons of age 18 to 35 years. Anaechie (2018) observed that youth in Nigeria includes citizens of the Federal Republic of Nigeria aged 18-35 years, while the National Bureau of Statistics identifies the Youth population in Nigeria from 15-35 years (Nigerian Youth SDGs 2024). Youths in this study, are regarded as young people who are still in school or out of school, including tertiary intuitions, and are still not economically engaged and or still searching for jobs. They are those vulnerable to the use of media strategies for promoting youth entrepreneurship in Nigeria.

There are two main types of media, traditional and digital. Traditional media refers to mass communication methods that were popular before the internet, such as print and broadcast media outlets that existed before the internet, including TV, radio, and billboards Print media. It includes newspapers, magazines, books, direct mail advertisements, and off-site signs. It is a one-way communication- information flow channel- the sender to the recipient without direct or immediate feedback (Indeed Editorial Team (2024) <https://www.indeed.com/career-advice/career-development/traditional-media-vs-digital-media#:~:text=>).

Digital media, known as new media, is a two-way communication, where recipients can provide immediate feedback. It involves online platforms, including email, social media, websites, and video streaming. Digital media has increased substantially, over the years presenting many attractive features that benefit the youth. For instance, digital media strategies tend to be more cost-effective and easier to handle, thus making the youths more engrossed in it than the traditional media (Egunjobi, 2022)

Although traditional and digital media have many differences, is beneficial to use both methods to reach target audiences. Media platforms, traditional and digital, shape societal perceptions, spread information, and promote entrepreneurial ventures. With the rapid evolution of digital technologies, youths are increasingly using online platforms to access business resources and networks. However, traditional media remains relevant in Nigeria today, especially in communities with limited access to digital tools. The role of media in shaping entrepreneurial landscapes has gained attention in developing countries, particularly Nigeria, where youth unemployment is rising. Traditional media, including television, radio, and print, has historically been crucial in disseminating information, but digital media has transformed the way information is shared and consumed, offering new opportunities for engagement and outreach. Morah & Omojola (2022), observed that while both could be competition with each other, traditional and digital media can work together to increase to enhance youth entrepreneurship. Therefore, both traditional and digital media provide diversity for youth entrepreneurship in Nigeria. This is why this study is interested in exploring Media strategies (Traditional and Digital) and the promotion of youth entrepreneurship in Nigeria. It will also test if there is a significant difference between them about youth entrepreneurship in Nigeria.

Many studies abound on media strategies and youth entrepreneurship. African Union in its 2020 Policy Brief, 'Promoting Youth Entrepreneurship in Africa', examined the policies promoting youth entrepreneurship in Africa, focusing on legal frameworks, education, and ecosystem development. Chidiebere et al. (2020) emphasized the importance of youth empowerment through entrepreneurship in Nigeria and the Sub-Saharan African region. Young individuals are crucial to global economic progress, contributing to employment, income generation, and social change. Supportive government policies and infrastructure are needed to empower youth and stimulate economic growth. Okoli and Okoli (2013) conducted an empirical literature review on entrepreneurship training for Nigerian youths, recommending equipping them with knowledge, skills, and support to navigate challenges. Opportunities in youth entrepreneurship include the widespread adoption of technology, Nigeria's diverse consumer base, and social innovation in healthcare and education. Non-Governmental Organizations (NGOs), private philanthropists, and mentorship programs also offer financial aid, guidance, and networking opportunities (Erundu & Erundu, 2023). The above authors simply based their studies on youth entrepreneurship, with no focus on Media strategies

However, Mohd and Mohd (2020), in a more related study, 'Social media: A catalyst for entrepreneurship and marketing', explored how social media acts as a tool for entrepreneurship and marketing, particularly for small and medium enterprises. This study examined digital media's role in promoting entrepreneurship, aligning it to assess digital media's contribution to youth entrepreneurship. However, it lacks focus on traditional media and the Nigerian context. More relevant studies from the home sector include Egunjobi (2022), which explores the potential need and benefits inherent in the use of social media as an instrument for creating entrepreneurs and generating employment amongst youths in Nigeria given the high youth unemployment rate. This paper addressed both social media and youth entrepreneurship but not the traditional and digital media and their roles, and strategies in promoting youth entrepreneurship, as well as potentials and challenges for youth entrepreneurship in Nigeria as in this study.

Morah & Omojola (2022), is another closely related study, but it examined the use of social media platforms (Facebook and Whatsapp) and how they support the growth of Small and Medium Scale Enterprises (SMEs) Lagos and Onitsha, unlike this study that focused generally on media strategies and promotion of youth entrepreneurship in Nigeria and oy Nigeria in general.

Guanah & Okowa-Nwaebi (2022) investigated the experiences and perceptions of Delta State youth on the variables that affect their decision to become entrepreneurs, among other objectives. The basic framework of this study was on motivation theory analyzes how social media and motivation can boost youth's participation in entrepreneurship programs. The current study though very similar in many perspectives is based on traditional and digital media, their roles, in promoting youth entrepreneurship as well as potentials and challenges for youth entrepreneurship in Nigeria as in this study.

Omeje, Jidefor & Ugwu (2020) focused only on youth empowerment and entrepreneurship in Nigeria and its implication for economic diversification. Nwankwor, Odanwu, Osarosee, and Arumede's (2024) paper was on social media entrepreneurship and youth unemployment reduction in River State, Nigeria, and not necessarily on entrepreneurship. Shrilekha & Sharmin (2022) focused on strategies of social media marketing and its impact on small businesses and not particularly on entrepreneurship. The above studies present a significant lacuna which this study will fill by focusing on media strategies and the promotion of youth entrepreneurship in Nigeria.

### Statement of the Problem:

Entrepreneurship is a dynamic process that allows an individual with a vision to venture into a business, for the generation and execution of innovative ideas and solutions, which can transform the individual and the society. It is in the realization of this fact that the Nigerian government introduced compulsory Entrepreneurship education in all secondary schools and tertiary institutions. However, studies Chiaha, Agu, Edikpa, and Okoro (2016a); Chiaha, Edikpa, Abella, and Chiaha (2016b); Chiaha, Agu, Eberendu and Chiaha (2016c); Ubogu. (2023); Okeke and Edikpa (2014); Okon (2021). Ekwesianya, Wordah & Ekine (2013). Agu, Nwokolo, Ezeanwu, Ogbuakanne, Nwokolom & Onyedika (2022) and the researchers and experience have shown that school and university graduates still roam the streets in search of jobs.

Entrepreneurship education in schools has not yielded the desired result in Nigeria. This seems to justify the reason for this study which seeks alternative means of promoting youth entrepreneurship in Nigeria through media strategies. Specifically, the study will address the following objectives:

1. Identify traditional and digital media strategies employed in shaping entrepreneurial awareness among Nigerian youths.
2. Find out the roles of digital media strategies in promoting youth entrepreneurship in Nigeria.
3. Investigate the potentials and challenges of traditional and digital media platforms for youth entrepreneurship in Nigeria.

### **Research Questions:**

The following research questions guide this study.

1. What traditional and digital media strategies are employed in shaping entrepreneurial awareness among Nigerian youths?
2. What are the roles do digital and media media strategies in promoting youth entrepreneurship in Nigeria?
3. What are the potentials and challenges in utilizing traditional and digital media platforms for youth entrepreneurship in Nigeria?

### **Hypotheses**

The study tested the following hypotheses at a 0.05 level of significance.

**HO<sub>1</sub>:** There is no significant difference between the media strategies employed by male and female youths in shaping entrepreneurial awareness among Nigerian youths.

**HO<sub>2</sub>:** There is no significant difference in the opinions of male and female youths regarding the roles traditional and digital media strategies play in promoting youth entrepreneurship in Nigeria.

**HO<sub>3</sub>:** There is no significant difference in the opinions of male and female respondents regarding the potential and challenges in utilizing traditional and digital media platforms for youth entrepreneurship development in Nigeria.

## **METHODOLOGY**

### **Research Design:**

A descriptive ex-post facto research design was adopted for this study, in that the youths used for this study were those conversant with the use of traditional and digital media strategies as data was gathered via online surveys.

### **Study of Area**

The study was conducted nationwide through several online platforms to cover as many youths as possible across Nigeria. The study ensured diversity in terms of geographic location and media access by employing online surveys to reach a wide range of participants. Nigeria has 36 states including Abuja. It is a country with diverse cultures and religious affiliations. However, the interesting thing is that no culture or religion in Nigeria is against the use of traditional or digital media.

### **Population of the Study**

The target population is Nigerian youths, in or out of school or university. The Nigerian population is estimated to be 230 million with 70% being youths between Nigerians.

### **Sample and Sampling Technique**

Using a non-probability convenience sample technique, involving the snowballing method, a sample size of 300 youths that use traditional and digital platforms in promoting their entrepreneurship skills were targeted from the 36 states and Abuja using accidental, purposive, and snowballing sampling methods. An online survey Monkey was disseminated across several digital channels, such as youth works, entrepreneurship forums, and social media.

### **Instrument for Data Collection:**

A structured online questionnaire designed using platforms like Google Forms was used. The questionnaire has two sections: Demographic Information including; Age, gender, educational level, occupation, and location. Section B consists of 37 items designed on a 4-point Likert-type scale and response pattern of Strongly Agree; Agree; Disagree; Strongly Disagree, weighted 4, 3, 2, and 1 respectively.

### **Validation of the Instrument:**

The instrument was face-validated by three experts in Research methodology, business administration, and Entrepreneurship. They determined the correctness of the instrument and ensured that it would measure what it intended to measure. Their guidance led to the final instrument.

**Reliability of the Instrument:** This was determined after a trial testing of the instrument among Ghanaian youths using an online survey method. The internal consistency of the instrument was determined using the Cronbach Alpha method that yielded 0.76 for clusters I to iii, which made the instrument considered reliable enough for the study.

**Method of Data Collection:** Data was collected online using Survey Monkey. The contacts of the youths were collected through the snowballing method. Data collection took two weeks. In the end, 127 youths (70 males and 57 females) participated in the study.

**Method of Data Analysis:** A descriptive method was used, while Chi-Square statistics was applied in testing the hypotheses.

## **RESULTS AND DISCUSSIONS:**

**Results** will be presented in line with the research questions and hypotheses.

**Fig 1:**  
**Demographic Information of the Respondents**

<b>V a r i a b l e</b>	<b>F r e q u e n c y</b>	<b>P e r c e n t a g e ( % )</b>
<b>A g e</b>		
23-27 years	63	49.6
28-32 years	43	33.9
18-22 years	14	11.0
33-35 years	7	5.5
<b>Total</b>	<b>127</b>	<b>100.0</b>
<b>G e n d e r</b>		
Male	70	55.1
Female	57	44.9
<b>Total</b>	<b>127</b>	<b>100.0</b>
<b>H i g h e s t l e v e l o f E d u c a t i o n</b>		
Higher National Dip 77 (HND)/Bachelor's De		60.6
Postgraduate Degree 36		28.3
Secondary S 7		5.5
Certificate		
National Diploma (NI 7		5.5
<b>Total</b>	<b>127</b>	<b>100.0</b>
<b>O c c u p a t i o n</b>		
Employed	71	55.9
Self-employed	35	27.6
Student	14	11.0
Unemployed	7	5.5
<b>Total</b>	<b>127</b>	<b>100.0</b>

Figure 1 shows the demographic information of the respondents. The variables indicate that the 127 respondents ages range between 23 (49.6%) and 35(5.5%) consisting of 70 (55.1%) males and 57(44.9%) females. The figure also indicates that the respondents' highest level of education ranges from 77 (60.6%) HND/Bachelor Degree holders and seven (5.5%) ND and Secondary school Certificate holders each. The figure further displays the occupation of the respondents to include 71 (55.9) employed youths, 35 (27.6) Self-employed, 14 (11%) students, and 7 (5.5%) unemployed youths.

**RQ One:** *What media strategies (traditional and digital) are employed in shaping entrepreneurial awareness among Nigerian youths?*

**Table 1:**

**Media Strategies (Traditional and digital), employed in shaping entrepreneurial awareness among Nigerian youths.**

S/N	Items	Male (M) = 70			Female (F) = 57			(MF) Total = 127		
	CLUSTER I:	x	SD	Dec	x	SD	Dec	X	SD	Dec
1	Television (Traditional)	2.50	1.03	A	2.39	1.00	NA	2.45	1.01	NA
2	Radio (Traditional)	2.50	0.93	A	2.25	0.66	NA	2.39	0.83	NA
3	Newspapers (Traditional)	2.10	0.71	NA	1.88	0.60	NA	2.00	0.67	NA
4	Social media (e.g., Facebook, Instagram, Twitter, LinkedIn (Digital)	3.90	0.30	A	3.51	0.71	A	3.72	0.56	A
5	Blogs/Websites (Digital)	3.00	0.90	A	3.51	0.50	A	3.23	0.79	A
6	Podcasts (Digital)	2.50	0.93	A	2.75	0.83	A	2.61	0.89	A

Key:

**x = Mean; SD = Standard Deviation; Dec = Decision Level; A = Accepted; NA = Not Accepted**  
**Criteria: A mean  $\geq 2.50$  is accepted, while a mean  $< 2.50$  is Not Accepted.**

Table 1 shows that in items 4, 5, 6, and 7 only the Digital media strategies have their means same as and above the 2.50 criterion mean. The table shows that No Traditional media strategies are employed, whereas, the following are accepted as the media digital media strategies are employed in shaping entrepreneurial awareness among Nigerian youths in Nigeria: social media (e.g., Facebook, Instagram, Twitter, LinkedIn ( $x=3.17$ ); Blogs/Websites ( $x=3.23$ ) and Podcasts ( $x=2.61$ ). Mean  $\pm$  SD:  $3.61 \pm 0.76$  shows strong agreement with moderate variability.

**RQ Two:** *What roles do digital and media strategies play in promoting youth entrepreneurship in Nigeria?*

**Table 2:**

**Roles digital and media strategies (Traditional and Digital) play in promoting youth entrepreneurship in Nigeria.**

S/N	Items/	Male (M) = 70			Female (F) = 57			(MF) Total = 127		
	CLUSTER II:	X	SD	Dec	x	SD	Dec	X	SD	Dec
<b>Traditional Media Roles in Entrepreneurship</b>										
7	Television programs promote entrepreneurship opportunities	3.10	0.95	A	2.63	0.49	A	2.89	0.81	A
8	Radio shows provide useful business information for young entrepreneurs	3.00	0.78	A	2.88	0.33	A	2.94	0.62	A
9	Newspaper articles have raised awareness about entrepreneurship among youth	3.10	0.95	A	2.39	0.70	NA	2.78	0.92	A
10	Special Magazines and Newspapers promote entrepreneurship opportunities	3.80	0.40	A	3.88	0.33	A	3.83	0.37	A
<b>Roles of Digital Media in Promoting Youth Entrepreneurship</b>										
11	Social media platforms help me learn about entrepreneurship opportunities	3.80	0.40	A	3.88	0.33	A	3.83	0.37	A
12	Digital media has made entrepreneurship education more accessible	3.60	0.49	A	3.61	0.49	A	3.61	0.49	A
13	Blogs/websites offer valuable resources for starting and growing a business	3.00	0.64	A	2.26	0.84	NA	2.67	0.82	A
14	Social media platforms help me learn about entrepreneurship opportunities	3.00	0.78	A	2.63	0.70	A	2.83	0.76	A

Key:

**x = Mean; SD = Standard Deviation; Dec = Decision Level; A = Accepted; NA = Not Accepted**  
**Criteria: A mean  $\geq 2.50$  is accepted, while a mean  $< 2.50$  is Not Accepted.**

Table 2 indicates that the means of items 7 to 10 and 11 to 14 are their means same and above the 2.50 criterion mean indicating their **acceptance** that; Television programs promote entrepreneurship opportunities ( $x=2.89$ ); Radio shows provide useful business information for young entrepreneurs ( $x=2.94$ ); Newspaper articles have raised awareness about entrepreneurship among youth ( $x=2.78$ ); Special Magazines promote entrepreneurship opportunities ( $x=3.83$ ) as the roles traditional media play and Social media platforms help me learn about entrepreneurship opportunities (3.83); Digital media has made entrepreneurship education more accessible (3.61); Blogs/websites offer valuable resources for starting and growing a business (2.67); Social media platforms help me learn about entrepreneurship opportunities (2.83) as the ones played by digital media in promoting youth entrepreneurship in Nigeria.

**RQ Three:** *What are the potentials and challenges in utilizing traditional and digital media platforms for youth entrepreneurship in Nigeria?*

Table 3 indicates that the means of items 15 to 17 are their means same and above the 2.50 criterion mean, indicating their **acceptance** that; Established trust ( $x=3.61$ ) and Cultural relevance ( $x=3.61$ ) are the greatest potentials of traditional media in promoting youth entrepreneurship, while the greatest challenges of traditional media in promoting youth entrepreneurship are; Lacks speed in releasing information ( $x=3.66$ ); Difficulty in verifying credible source ( $x=2.33$ ); Occupies space ( $x=3.25$ ) and Poor reading culture of today's youths ( $x=3.21$ ).

Furthermore, table 3 signifies that the means of items 24 and 26 and 28 to 33 have their means same and above the 2.50 criterion mean, indicating their **acceptance** as the greatest potentials and challenges of digital media in promoting youth entrepreneurship. Thus, the table records; Ease of access ( $x=3.50$ ); Interactivity and engagement ( $x=2.54$ ); Cost-effectiveness ( $x=3.50$ ) as the greatest potential and Limited access in rural areas ( $x=3.34$ ); Lack of entrepreneurship-focused programs ( $x=3.87$ ); Lack/Poor network ( $x=3.00$ ); High Cost of data ( $x=3.80$ ); Information overload ( $x=3.50$ ); Difficulty in verifying credible source ( $x=3.00$ ) as the greatest challenges of digital media in promoting youth entrepreneurship.

**Table 3:**  
**Potentials of Media Platforms: Greatest Potentials of traditional media (TV, radio, newspapers) in promoting youth entrepreneurship**

S/N	Items	Male (M) = 70			Female (F) = 57			(MF) Total = 127		
	<b>CLUSTER III:</b>	<b>x</b>	<b>SD</b>	<b>Dec</b>	<b>x</b>	<b>SD</b>	<b>Dec</b>	<b>x</b>	<b>SD</b>	<b>Dec</b>
15	Broad reach and accessibility	2.10	1.54	A	2.38	1.24	NA	2.24	1.67	NA
16	Established trust	3.70	0.46	A	3.49	0.50	A	3.61	0.49	A
17	Cultural relevance	3.70	0.46	A	3.49	0.50	A	3.61	0.49	A
	<b>Greatest Challenges in Traditional Media</b>									
18	Lacks speed in releasing information	3.60	0.46	A	3.45	0.46	A	3.66	0.51	A
19	Difficulty in verifying the credible source	3.00	0.60	A	2.65	1.29	A	2.33	1.15	NA
20	Not Cost-effectiveness	1.70	2.46	NA	1.25	2.41	NA	1.52	0.40	NA
21	Occupies space	3.00	0.60	A	3.55	0.58	A	3.25	0.66	A
22	Poor reading culture of today's youths	3.10	0.54	A	3.59	0.60	A	3.21	0.63	A
23	Lack of entrepreneurship-focused programs	1.70	1.46	NA	1.49	1.32	NA	1.61	0.47	NA
	<b>Potentials of Digital Media</b>									
24	Ease of access	3.70	0.46	A	3.25	0.66	A	3.50	0.60	A
25	Interactivity and engagement	2.00	1.10	NA	2.75	1.09	A	3.34	1.16	A
26	Cost-effectiveness	3.70	0.46	A	3.25	0.66	A	3.50	0.60	A
	<b>Greatest Challenges in Digital Media</b>									
27	Limited access in rural areas	2.00	1.10	NA	2.75	1.09	A	2.54	1.16	A
29	Lack of entrepreneurship-focused programs	3.29	1.17	A	3.37	0.86	A	3.87	1.15	A
30	Lack/Poor network	3.71	1.29	A	3.39	0.80	A	3.00	1.15	A
31	High Cost of data	4.75	0.84	A	5.00	0.00	A	3.80	0.76	A
32	Information overload	3.33	0.48	A	3.00	0.00	A	3.50	0.51	A
33	Difficulty in verifying the credible source	3.00	0.00	A	3.00	0.00	A	3.00	0.00	A

**Key:**

x = Mean; SD = Standard Deviation; Dec = Decision Level; A = Accepted; NA = Not Accepted  
**Criteria:** A mean  $\geq 2.50$  is accepted, while a mean  $< 2.50$  is Not Accepted.

**Hypotheses**

The study tested the following hypotheses at a 0.05 level of significance.

**Hypotheses One:** *There is no significant difference between the media strategies employed by male and female youths in shaping entrepreneurial awareness among Nigerian youths.*

Table 4 shows an analysis of the significant difference between the media strategies employed by male and female youths in shaping entrepreneurial awareness among Nigerian youths. According to the table, the p-values of all the items are smaller than 0.05. The table concluded that there is a **significant** difference between the media strategies employed by male and female youths in shaping entrepreneurial awareness among Nigerian youths. The null hypothesis is therefore **Rejected**.

**Table 4:**

**Analysis of the significant difference between the media strategies employed by male and female youths in shaping entrepreneurial awareness among Nigerian youths.**

S/N	Items	SA		A		D		SD	Total	P-value	Mean $\pm$ SD
	Gender	M	F	M	F	M	F	M F	MF		
1.	Social Media (e.g., Facebook, Instagram, Twitter, LinkedIn)	63	36	7	14	0	7	- -	127	0.00	3.72 $\pm$ 0.56
2.	Blogs/Websites	21	29	35	28	7	0	7 0	127	0.00	3.23 $\pm$ 0.79
3.	Podcasts	14	14	14	15	35	28	7 0	127	0.09	2.61 $\pm$ 0.89
4.	Television	14	7	21	22	21	14	14 14	127	0.08	2.45 $\pm$ 1.01
5.	Radio	7	0	35	21	14	29	14 7	127	0.01	2.39 $\pm$ 0.83
6.	Newspapers	-	-	21	7	35	36	14 14	127	0.06	2.00 $\pm$ 0.67

**Conclusion: Null Hypothesis is Rejected**

**Hypotheses Two:** *There is no significant difference in the opinions of male and female youths regarding the roles traditional and digital media strategies play in promoting youth entrepreneurship in Nigeria.*

**Table 5:**

**Analysis of the significant difference between the opinions of male and female youths regarding the roles traditional and digital media strategies play in promoting youth entrepreneurship in Nigeria.**

S/n	Items	SA		A		D		SD	Total	P-value	Mean $\pm$ SD
	Gender	M	F	M	F	M	F	M F	MF		
1.	Gender										
2.	Social Media (e.g., Facebook, Instagram, Twitter, LinkedIn)	42	50	21	7	-	-	7 9	127	0.00	3.61 $\pm$ 0.76
3.	Blogs/Websites	28	35	35	22	7	0	- -	127	0.01	3.44 $\pm$ 0.60
4.	Podcasts	14	14	35	15	21	28	- -	127	0.02	2.83 $\pm$ 0.76
5.	Television	14	0	21	7	21	36	14 1	127	0.00	2.22 $\pm$ 0.91
6.	Radio	28	0	21	14	7	29	14 14	127	0.00	2.50 $\pm$ 1.07
7.	Newspapers	14	0	28	7	14	36	14 14	127	0.00	2.28 $\pm$ 0.93

**Conclusion: Null Hypothesis is Rejected**

Table 5 shows the analysis of the significant difference between the opinions of male and female youths regarding the roles traditional and digital media strategies play in promoting youth entrepreneurship in Nigeria. According to the table, the p-values of all the items are smaller than 0.05. The table concluded that there is a **significant** difference between the media strategies employed by male and female youths in shaping entrepreneurial awareness among Nigerian youths. The null hypothesis is therefore **Rejected**.

**Hypotheses Three:** *There is no significant difference in the opinions of male and female respondents regarding the potential and challenges of utilizing traditional and digital media strategies in promoting youth entrepreneurship in Nigeria.*

**Table 6:**  
**Analysis of the significant difference between the opinions of male and female youths regarding the potentials and challenges in utilizing traditional and digital media strategies in promoting youth entrepreneurship in Nigeria.**

S/N	Items	Gender		Total	P-value	Mean $\pm$ SD
		Males	Females	MF		
1.	Limited access in rural areas	28	14	42	0.0	2.34 $\pm$ 1.16
2.	Lack of entrepreneurship-focused programs	28	0	28	0.00	3.87 $\pm$ 1.15
3.	Lack/Poor network High Cost of data	0	29	29	0.00	05.00 $\pm$ 1.15

**Conclusion: Null Hypothesis is Rejected**

Table 6 shows the analysis of the significant difference between the opinions of male and female youths regarding the potential and challenges of utilizing traditional and digital media strategies in promoting youth entrepreneurship in Nigeria. According to the table, the p-values of all the items are smaller than 0.05. The table concluded that there is a **significant** difference between the media strategies employed by male and female youths in shaping entrepreneurial awareness among Nigerian youths. The null hypothesis is therefore **Rejected**.

**Summary of Findings:**

**Research Question One:** *What traditional and digital media strategies are employed in shaping entrepreneurial awareness among Nigerian youths?*

**Findings 1:**

- No Traditional media strategies are employed in shaping entrepreneurial awareness among Nigerian youths in Nigeria.
- The following digital media strategies are employed in shaping entrepreneurial awareness among Nigerian youths in Nigeria: social media (e.g., Facebook, Instagram, Twitter, LinkedIn ( $x=3.17$ ); Blogs/Websites ( $x=3.23$ ) and Podcasts ( $x=2.61$ ).

**Hypothesis One:** *There is no significant difference between the media strategies employed by male and female youths in shaping entrepreneurial awareness among Nigerian youths.*

**Finding Two:** The null hypothesis is **Rejected**. There is a **significant** difference between the media strategies employed by male and female youths in shaping entrepreneurial awareness among Nigerian youths.

**Research Question Two:** *What are the roles do digital and media strategies in promoting youth entrepreneurship in Nigeria?*

**Finding Three:** The roles traditional media play in promoting youth entrepreneurship in Nigeria are;

- Television programs promote entrepreneurship opportunities in Nigeria (x=2.89);
- Radio shows provide useful business information for young entrepreneurs (x=2.94);
- Newspaper articles have raised awareness about entrepreneurship among youth (x=2.78);
- Special Magazines and Newspapers promote entrepreneurship opportunities (x=3.83).

The roles digital media plays the following roles in promoting youth entrepreneurship in Nigeria are;

- Social media platforms help me learn about entrepreneurship opportunities (3.83);
- Digital media has made entrepreneurship education more accessible (3.61); Blogs / websites offer valuable resources for starting and growing a business (2.67);
- Social media platforms help me learn about entrepreneurship opportunities (2.83) as the ones played by digital media in promoting youth entrepreneurship in Nigeria.

**Hypothesis Two:** *There is no significant difference in the opinions of male and female youths regarding the roles traditional and digital media strategies play in promoting youth entrepreneurship in Nigeria.*

**Finding Four:** The null hypothesis is **Rejected**. There is a **significant** difference in the opinions of male and female youths regarding the roles traditional and digital media strategies play in promoting youth entrepreneurship in Nigeria.

**Research Question Three:** *What are the potentials and challenges in utilizing traditional and digital media platforms for youth entrepreneurship in Nigeria?*

**Finding Five:** The greatest **Potentials** of **traditional media** in promoting youth entrepreneurship in Nigeria are;

- Broad reach and accessibility (x= 3.00);
- Established trust (x= 3.61) and
- Cultural relevance (x= 3.61).

The greatest **challenges** of **traditional media** in promoting youth entrepreneurship are that it;

- Lacks speed in releasing information (x=3.66);
- Occupies space (x=3.25);
- Poor reading culture of today's youths (x=3.21) and

The greatest **potential** of **digital media** in promoting youth entrepreneurship is;

- v Ease of access (x=3.50);
- v Interactivity and engagement (x=3.34);
- v Cost-effectiveness (x=3.50)

The greatest challenges of **digital media** are;

- v Limited access in rural areas (x=3.34);
- v Lack of entrepreneurship-focused programs (x=3.87);
- v Lack/Poor network (x=3.00);
- v High Cost of data (x=3.80);
- v Information overload (x=3.50);
- v Difficulty in verifying credible source (x=3.00)

**Hypothesis Three:** *There is no significant difference in the opinions of male and female respondents regarding the potential and challenges of utilizing traditional and digital media strategies in promoting youth entrepreneurship in Nigeria.*

**Finding Six:** The null hypothesis is **Rejected**. There is a **significant** difference in the opinions of male and female respondents regarding the potential and challenges of utilizing traditional and digital media strategies in promoting youth entrepreneurship in Nigeria.

**DISCUSSION:** This will be done in line with the research questions and hypotheses that guide this study.

### **Traditional and digital media strategies employed in shaping entrepreneurial awareness among Nigerian youths.**

No traditional media strategy is employed by male and female youths in shaping entrepreneurial awareness among Nigerian Youths. This is not surprising as youths are no longer interested in traditional media in this digital age.

The digital media employed by the majority of male and female youths in shaping entrepreneurial awareness include social media. The mean  $\pm$  SD:  $3.72 \pm 0.56$  indicates strong agreement with a low variation in responses. Social media is perceived as a significantly impactful medium for entrepreneurial awareness, with males using it more extensively than females. Blogs/Websites Data is another digital media strategy employed. A mixed distribution where males show a slight tendency toward disagreement shows moderate agreement with moderate variation. Blogs and websites are recognized as significant but less impactful than social media, with no pronounced gender disparity. The Podcasts Data also employed in shaping entrepreneurial awareness among Nigerian youths have a wide variety of opinions, with more disagreement across genders. P-value: 0.09 (not significant at  $p < 0.05$ ). Mean  $\pm$  SD:  $2.61 \pm 0.89$  reflects low agreement with high variability. Podcasts are perceived as having a negligible impact on entrepreneurial awareness, with no significant gender differences. Podcasts, television, and newspapers are less influential in shaping entrepreneurial awareness. Radio demonstrates a significant difference, with males showing higher engagement than females. The null hypothesis, which states that there is no significant difference between the media strategies employed by male and female youths, is rejected due to significant differences in: Social Media, Blogs/Websites, and Radio. Males show higher engagement with impactful media (social media and radio). Females exhibit similar patterns in blogs/websites but show less reliance on radio and podcasts.

### **Opinions of Male and Female Youths Regarding the Roles Traditional and Digital Media Strategies Play in Promoting Youth Entrepreneurship in Nigeria. \**

For the traditional media strategies, males see radio as more significant in promoting entrepreneurship than females, who largely disagree with this. The mean  $\pm$  SD:  $2.22 \pm 0.91$  on Television shows males' overall disagreement with moderate variability, with a slightly more favorable view of television's role than females, but both genders generally disagree about its effectiveness. Regarding Newspapers, males indicate moderate disagreement with moderate variability, since Newspapers are perceived as ineffective, with males slightly more favorable than females. The null hypothesis that there is no significant difference in opinions between male and female youths is rejected because the p-values for all media types are significant.

As for the digital media strategies, both genders agree that social media significantly promotes youth entrepreneurship, with females showing slightly higher levels of agreement. Blogs and websites are widely seen as effective media strategies, with females slightly more in agreement than males. Males reflect more on Podcasts with a mix of agreement and disagreement, with moderate variability. Podcasts are moderately regarded as tools for promoting entrepreneurship, with males showing slightly more positive views than females.

On Gender-Specific Trends, Digital Media (Social Media, Blogs/Websites), both genders strongly agree on the effectiveness of digital media strategies in promoting entrepreneurship, with females showing slightly higher agreement. On traditional media (Radio, Television, Newspapers), males generally hold more favorable opinions about traditional media than females. Females overwhelmingly disagree about the relevance of traditional media. Conclusively, digital media strategies are perceived as more effective than traditional media. There is a significant gender disparity in these opinions about the relevance of traditional media, suggesting potential differences in media consumption or trust.

## **The potentials and challenges in utilizing traditional and digital media platforms for youth entrepreneurship development in Nigeria.**

In the limited access in rural areas mean  $\pm$  SD:  $2.34 \pm 1.16$  indicates moderate to low agreement, with significant variability. Limited access in rural areas is recognized as a significant challenge, with males more likely to identify this issue than females. Lack of Entrepreneurship-Focused Programs with Mean  $\pm$  SD:  $3.87 \pm 1.15$  reflects strong agreement with moderate variability, indicating that males are more concerned about the absence of entrepreneurship-focused programs, while females did not identify this as a major challenge. Lack/Poor Network with a Mean  $\pm$  SD:  $5.00 \pm 1.15$  reflects very strong agreement with moderate variability indicating that females view poor network connectivity as a critical barrier, while males did not highlight this as a significant issue. For high cost of data Mean  $\pm$  SD:  $4.80 \pm 0.76$  reflects very strong agreement with low variability for both genders strongly agreeing that the high cost of data is a major challenge in utilizing media for youth entrepreneurship development. Challenges specific to males indicate males strongly emphasize the lack of entrepreneurship-focused programs and limited access in rural areas. Challenges specific to females view poor network connectivity as a critical barrier, reflecting unique challenges that may disproportionately affect their participation. A common challenge for both genders is that the high cost of data is a universal challenge. Challenges related to digital and traditional media platforms vary significantly between genders, likely reflecting differing levels of access, priorities, or exposure to these barriers.

**Conclusion:** The study concludes that digital media strategies are mostly employed by youths in promoting their entrepreneurship and that both traditional and digital media strategies have roles to play in this regard, with potential but the challenges make it difficult for youths to fully depend on the media strategies in the promotion of youth entrepreneurship in Nigeria

**Implications:** The implications of the findings of this study imply that to promote youth entrepreneurship in Nigeria emphasis should be on the use of digital media strategies. Consequently,

- Policymakers should address limited access to internet services in rural areas by investing in infrastructures to bridge the digital divide.
- Develop programs targeting entrepreneurship skill-building through media platforms, ensuring inclusivity for both genders.
- Subsidize data costs or introduce affordable internet plans for young entrepreneurs.
- Educators and Program Developers should create gender-specific solutions to address unique barriers, such as improving network access for females in underserved areas.
- Expand entrepreneurship-focused content on digital and traditional platforms to cater to young males' and females' needs. For Media Providers:
- Partner with organizations to reduce the cost of data.
- Focus on expanding rural connectivity and ensuring content is accessible in low-resource settings.
- Media Providers should partner with organizations to reduce the cost of data and focus on expanding rural connectivity and ensuring content is accessible in low-resource settings.

### **Contributions to Knowledge: The study made several contributions to knowledge.**

1. The study is a sort of edified illuminative evaluation of the media strategies that promote youth entrepreneurship in Nigeria.
2. It x-rayed the traditional and digital strategies, roles they play in promoting youth entrepreneurship in Nigeria as well as their potentials and challenges.
3. It brought to light the need for female youths' inclusiveness in promoting youth entrepreneurship in Nigeria. This is because a significant difference was observed in the opinions of males and females indicating female exclusiveness in the scheme of media strategies and promotion of youth entrepreneurship in Nigeria.
4. The study also identified the lack of employment of traditional media strategies despite their potential in potentials in promoting youth entrepreneurship in Nigeria.
5. The paper also contributes to literature to other researcher interested in carrying out further studies in this area.

**Suggestions for Further Studies:** Further studies should be carried out on:

1. Improvement of traditional media strategies for the promotion of youth entrepreneurship in Nigeria.
2. Female inclusiveness in employing media strategies and promotion of youth entrepreneurship in Nigeria.
3. Provision of infrastructures in rural areas for the improvement of traditional and digital media services for promoting youth entrepreneurship in Nigeria
4. Also, studies should be carried out on developing Entrepreneurship-Focused Program Curricula on media strategies and the promotion of youth entrepreneurs at all levels of the educational system.

**Recommendations:** The following the findings, these recommendations were made:

1. **Improved Infrastructure:** The government of Nigeria should deploy mobile and digital connectivity solutions in underserved areas to address access challenges.
2. **Affordable Data Plans:** Advocacy for government and telecom partnerships to make internet access more affordable for youths.
3. **Content Development:** Entrepreneurship-focused programs should be launched on popular digital media channels to inspire and educate young entrepreneurs.
4. **Gender-Inclusive Approaches:** With the finding of significant differences existing between males and females in this context, strategies tailored to address the specific concerns of males (e.g., program availability) and females (e.g., network access) should be developed.

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