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# Social Media As A Catalyst For Enterpreneurship In Emerging Young Startups In Katsina State, Nigeria

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**ABSTRACT**
This research investigates the significant role of social media in fostering entrepreneurship among young startups in Katsina State, Nigeria. With the increasing prevalence of platforms like Facebook, Instagram, and TikTok, social media has become a pivotal tool for new entrepreneurs. The objective is to explore how these platforms are utilized by young entrepreneurs to initiate and expand their businesses, identifying the most effective strategies and the unique challenges faced. Qualitative approach was employed to gain an in-depth understanding of the strategies, challenges, and outcomes associated with social media use in entrepreneurial activities. The research design includes a phenomenological approach to understand the lived experiences of young entrepreneurs leveraging social media platforms for business development. The significance of the study emboldens government intervention into the informal sector of the economy to provide policy guideline's and acknowledges social media platforms, which assist in expanding the business and eventually have a multiplier effect on income and employment.
**Keywords:** Social-Media, Entrepreneurship, Young Startups, Facebook, Instagram, TikTok

## INTRODUCTION

Social media has emerged as a transformative force in the realm of business and entrepreneurship. The proliferation of platforms such as Facebook, Instagram, and TikTok has revolutionized the way individuals communicate, share information, and engage with the world. For young entrepreneurs, these platforms offer unprecedented opportunities to initiate, develop, and expand their businesses with minimal capital investment. The rise of social media coincides with a global shift towards digitalization, making it a vital tool in the modern entrepreneurial landscape. Historically, entrepreneurship has faced numerous barriers, including limited access to capital, market reach, and resources. Traditional businesses often required substantial financial backing and relied heavily on physical presence and word-of-mouth marketing. However, the advent of social media has democratized the entrepreneurial space, allowing even those with minimal resources to compete on a larger scale. In Nigeria, where economic challenges and a young population intersect, social media provides a crucial platform for micro-entrepreneurs to showcase their products and services, connect with potential customers, and build brand recognition.

The current state of knowledge highlights the integral role of social media in modern entrepreneurship. Research indicates that these platforms facilitate business growth by enhancing visibility, enabling targeted marketing, and fostering customer engagement. Social media not only serves as a marketing tool but also as a platform for networking, learning, and innovation. The dynamic nature of social media

allows entrepreneurs to quickly adapt to market trends and consumer preferences, providing a competitive edge over traditional business models.

**Problem Statement/justification**

Despite the recognized potential of social media for business development, there is limited empirical evidence on how young startups specifically leverage these platforms to foster micro-entrepreneurship, particularly in developing countries like Nigeria. Understanding the strategies employed, the challenges faced, and the outcomes achieved by these startups is crucial for optimizing social media use for entrepreneurial success.

The study's findings contribute to the academic discourse on entrepreneurship and digital marketing, offering practical insights for young entrepreneurs and policymakers. This study focuses on young startups in Katsina State, Nigeria, examining their use of social media for micro-entrepreneurship development. The research is limited to qualitative methods, to gain in-depth insights. Given the growing importance of social media in the entrepreneurial ecosystem, understanding its role in micro-entrepreneurship is crucial. This research addresses a significant gap in the literature and provides valuable insights towards enhancing the success of young startups in developing countries.

**Objectives of the Study**

The general objective of this study is to investigates the significant role of social media in fostering micro entrepreneurship among young startups in Katsina State, Nigeria. The under listed were the specific objectives of our study:

1. To explore the strategies employed by young startups in Katsina for leveraging social media to initiate and expand their businesses.
2. To identify the challenges faced by these startups in using social media for business purposes in Katsina State, Nigeria.

## LITERATURE REVIEW

In this section, some empirical studies are reviewed on entrepreneurship as part of the activities of informal sectors and as a source of income.

Duru (2012) examined the role of self-employment social media in income generation. Using descriptive analysis, information regarding individual workers and their household and labors histories was analyzed. Direct interview and observation was conducted for 200 operators in informal sector generated from Sabon Gari Local Government Area, Zaria Kaduna State. Empirical survey evidence showed that bulk of the new entrants to the urban labor force seems to create their own employment and income by engaging in the production and distribution of goods and services in the informal sector. The author concluded that informal sector acts as a safety valve to the multitude of jobless and unemployed in the economy.

Yusuf (2014) examined Social Media as an Informal Sector and Employment Generation in Nigeria, using quantitative dimension and employed pure descriptive statistics for its analysis. The study developed the appropriate theoretical framework for the discourse. Findings from the study revealed that social media informal sector plays significant role not only in employment generation but as well as contributing immensely to economic growth. Also, problems bedeviling the sectors were identified alongside the prospects of the sector to the employment generation and booming of the economy. Ultimately, informal sector employment generation policies measures were highlighted as the way forward.

Shamsuddeen (2014) examined the impact of Micro credit on Small and Medium enterprises of service operation in Sokoto metropolis. Simple random sampling technique was employed in selecting the 26 SMEs that constituted the sample size of the research. Descriptive survey research design was adopted for the study. Structured Questionnaires and interview were used to facilitate the acquisition of relevant data which was used for analysis. Descriptive statistics which involves simple percentage graphical charts and illustrations was tactically applied in data presentations and analysis. The author made a series of findings among which is that there is significant relationship between microcredit and

small and medium enterprises; the study also found that there is strong relationship between microcredit and performance of small and medium enterprises.

Opafunso and Adepoju (2014) examined the impact of SMES on economic development of Ekiti State (2006-2013). A survey research designed was adopted to obtain data from 150 respondents comprising traders, artisans, production factories and other small and medium enterprises which were selected using multi stage sampling technique across 16 local government areas in Ekiti State. Three null hypothesis were tested to identify the significant effects of small and medium scale enterprises on poverty reduction, employment generation and improvement in the standard of living in Ekiti State. Chi-square at 0.5% level of significance was used to test the hypothesis with the assistance of SPSS. The findings revealed that there is a positive and significant relationship between SMES and poverty reduction, employment generation and improvement in standard of living of people in Ekiti State. The author concluded that small and medium scale enterprises should be encouraged and promoted in Ekiti State so as to witness more socio-economic growth and development in the State.

Sulaimon (2014) examined the role of informal Sector in Employment Generation in Nigeria, Using a quantitative dimension and pure descriptive statistics for its analysis. Data were sourced secondary by the author from National Bureau of Statistics for 19 States. The study developed the appropriate theoretical framework for the discourse. The results found that informal sector plays significant role not only in employment generation but as well as contributing immensely to economic growth. The author concluded that this sector of the economy cannot be relegated to the background by any ambitious economy that has poverty alleviation and promotion of socio-economic growth of his citizenry as the watchword. More so, the nation like Nigeria should formulate and establish sound economic policies having in mind to involve the informal sector as an agent of change and promotion of the socio-economic development of the nation. This sector can play a significant role in achieving the targets enunciated by Millennium Development Goals.

Dauda *et al.* (2014) examined effect of microfinance on growth of small enterprises in Sokoto State, Nigeria. They made used of stratified sampling method to survey a sample of one hundred and twenty (120) firms. Two hypotheses were tested and linear regression method of analysis was adopted. The results showed that positive and significant relationships exist between access to micro- credit and value of physical assets of the firms. Findings from the second hypothesis also showed a positive significant relationship between access to micro-credit and employment generation. They concluded that businesses that accessed micro-credit have grown in terms of both physical assets acquired and employment generated.

Attah *et al*. (2013) explored the role of informal sector as a strategy for reducing unemployment in Nigeria, especially in Kogi State. The research elicits data from both primary and secondary sources. Questionnaire and interview techniques were used. Three hundred and sixty nine (369) questionnaires were distributed. The data were analyzed using table and chi-square statistical tools. The result revealed that informal sector activities have significantly reduced unemployment in Nigeria, especially in Kogi State. The authors concluded that informal sector plays a pivotal role in the socio-economic advancement of Nigeria.

Asenime and Hamed (2013) examined the employment role of cart pushing in metropolitan Lagos and how it sustains the operators and by extension family members. Data used was collected through the use of structured questionnaires administered on sample size of 350 commercial cart pushers. The result found that carts pushing have positive impact on its operators and by extension their family members. The authors concluded that cart pushing is an informal business which means higher profit and more employment for many jobless youths.

Onyemaechi (2013) examined the role of the social media in the development of Nigerian economy. The author used survey of available literature on growth, characteristics, and economic significance of the informal sector. The survey was empirically supported by data from the survey of the Nigerian informal sector, carried out by the Central Bank of Nigeria (CBN) in collaboration with the then Federal Office of Statistics (FOS) and the Nigerian Institute of Social and Economic Research

(NISER). The study analysis indicated the followings: first, the traditional or informal sector is continuously expanding in developing countries, and has been serving as a "safety net" in providing employment and income to the teaming poor; secondly, informal sector activities, often described as unrecognized, unrecorded, unprotected, and unregulated by the public sector are no longer confined to marginal activities but also included profitable enterprises in manufacturing activities.

Abubakar and Abdullahi (2013) examined how strengthening the Small and Medium Enterprises (SMEs) contributes to poverty reduction in North Western Nigeria. Primary data was collected through the administration of questionnaire from a sample of 400 SMEs in Sokoto and Zamfara states that sought information on their main features and the manner of their operations. Also, secondary information was obtained from publications of the Nigerian Stock Exchange (NSE) and National Bureau of Statistics (NBS) to look at the performance of the listed companies (large corporations) and both intra and inter-sectorial comparisons of the two sets of enterprises were made with regards to their employment generation and utilization of indigenous technology. T-test analysis was used in analyzing the information obtained. The major findings of the study are that large enterprises contributed more in the area of employment provision than the SMEs going by the country wide data. They concluded that an employment generation capacity of any organization is vital in reducing the incidence of poverty among economic agents.

Abolade and Olamiyu (2013) examined the role of urban informal enterprises as an alternative to job through social media provision in Ibadan cosmopolitan region. Abolade *et al*. (2013) used descriptive and non-parametric statistics to analyse the perception of residents and operators on the contribution of urban informal enterprises on urban economy of Ibadan State. Using systematic sampling technique, a total number of three thousand, four hundred and forty four (3444) questionnaires were administered to the operators and residents around areas where informal enterprises are carried out. Results found that urban informal enterprises have significantly reduced unemployment in Nigeria, especially in Ibadan city. The authors concluded that urban informal enterprises contributed to the growth and urban economy through provision of job mostly to survivalist migrants and more importantly is the empirical evidences particularly on the estimation and contribution of the sectors to Ibadan city economy.

Ismaila (2012) provided a sectoral media analysis of the efficacy of small and medium enterprises as a vibrant tool for employment generation in Nigeria. Primary method of data collection was employed. A survey was carried out and a total of one thousand six hundred (1600) SMES where identified in the area. Detailed questionnaire was prepared and mailed to the respondents. The Binomial (Binary) logistic Regression Analysis was employed as a tool for statistical analysis. The result revealed that SMEs remains a potent tool that can guarantee employment generation in Nigeria.

Farinmade *et al*. (2012) examined the challenges of improving the conditions of informal media sector activities in Lagos Island, Nigeria. Using stratified random sampling to ensure a fair representation of the population on each selected streets. A sample size of 177 was selected using 10% of all informal sector activities on selected streets in the study area. Simple linear regression analysis was used for analysis of data. The study findings revealed that there is a positive relationship between employment generation and informal sector activities in Lagos inland, Nigeria. They concluded that generous support is needed from policy makers and international organizations like the World Bank and the United Nations to provide capital acquisition and technology with enabling environment for the development of a more proactive system capable of effective management of informal sector activities within the urban environment.

## METHODOLOGY

### The Research Area

This research work was conducted in Katsina Local Government. Katsina State was created out of the defunct Kaduna State on 23rd September, 1987 and like the former Katsina Province of Old Northern Nigeria, the State comprises Katsina and Daura Emirates. It borders Kaduna State to the south, Jigawa and Kano States to the east, and Zamfara State to the west and shares an international border

with the Republic of Niger to the North. The State has projected population of 9 million people (5.8 million as per the 2006 census).

It occupies an area of about 24,192 square kilometers, with an estimated population of about 5.8 million people as per 2006 projection. Katsina is a mono ethnic and monolingual state and the people are generally Hausa/Fulani. The creation of Katsina State in 1987 brought with it the usual increase in the volume of economic and social activities attendant to a new state. Major cash crops produced in the state are millet, guinea corn, groundnut, cotton, maize, beans, rice and wheat. Katsina State is the largest producer of cotton in Nigeria and livestock production is also a major preoccupation of people in the state. The agricultural products of the state provide good raw material base for a variety of industries such as oil and flour milling, textiles and dairy products. The largest industrial ventures in the state include Dana Steel Rolling Company, which produces variety of iron rod, wire of different dimensions. Katsina Flour Mills which produces Flour, Hamada Carpets, Paint and Chalk industries in all Local Governments. There are bright prospects for Katsina State to take its rightful place in industrial and commercial activities in the country if its natural resources are properly harnessed (World Gazetteer, 2007).

In terms of climatic condition, Katsina State as earlier indicated has two climatic seasons, namely dry and rainy seasons. The rainy season which lasts for five months covers the period between May and September while the dry season covers about seven months of the year between October and April. The dry season is usually accompanied by the dry harmatan winds with lower temperatures. The state has an average temperature of between 21oC and 30oC. Due to its border with the Sahelian zone, the state vegetation density reduces from the southern part of the state to the northern part.

About 95% of the state population is engaged in subsistence agriculture namely: farming and animal rearing. Both food and cash crops are produced in the state. During the dry season, people engage in irrigation farming in fadama areas and along river basins. Animals reared include cattle, sheep and goats. Both skilled and unskilled labour is readily available in the State (Katsina State Investor's hand book, 2016).

**Sample Size and Sampling Technique**

Sample is representative selection drawn from the population (Binta, 2010). It is examined to gain statistical information about the population. Therefore, for the purpose of this research, the sample of this study will be limited to 100 youth in Katsina State.

Sampling technique on the other hand is the process of selecting sample from the population (Dan, 1986). Probability sampling was employed. Therefore, collection of information from social media users was drown through administrating of questionnaire. All the three (3) geographical zone in Katsina State are included. They are Katsina Zone, Funtua Zone and Daura Zone. Simple random sampling technique was employ where each individual has equal chance of been chosen. A sample size of 100 respondents was selected in conducting this study.

**Research Design**

Research design are the structure and strategy adopted in the study which enables the researcher to obtained the require answer to the research questions as well as put all variables under control. The plan has to do with the overall scheme of the study, the structure gives the outline of the study in a paradigm manner while, the strategy specifies the method of data collection, presentation and analysis. It also states the statistical tools adopted for data evaluation (Osuala, 1993).

**Type of Data**

The major source of information in this research is primary data through administration of structured interview, which will be distributed to 100 social media users(youth) in Katsina state.

**Instrument for Data collection**

The instrument for data collection is a structured questionnaire designed to answer the objectives of this study. The questionnaire consists of four components with total of 20 questions: Section A consists of questions that make it possible for response on the demographic features to be collected. This part of the structured questionnaire was intended to elicit information about the sex, age, years of

experience, local government and marital status. Section B consist of income generation from the use of social media. Section C consists of questions designed to elicit responses on employment creation. Finally, section D contained questions on challenges faced using social media business.

**Reliability of Instrument**

Instrument reliability refers to the consistency of a measurement. This test is done through test-re-test method in line with Cronbach test of reliability. It stated that correlation coefficient of 0.75 and above is reliable. Based on this, the correlation coefficient for this research is above 0.75 which has shown that the instrument is reliable.

**Pilot Test**

Pilot test was conducted on social media users at continental computers katsina. The instrument was administered to ten social media users first week and the same was repeated in the next week, which after seven days' interval. It is based on the test and retest of the instrument that asserted the instrument is reliable and that there are no discrepancies in their responses, therefore, the instrument passed the pilot test.

**Method of Data Analysis**

Data collected ad coded was analysed using both descriptive and inferential statistical tools of analysis which includes the use of tables and percentages in presenting demographic feature of the research work and Chi- square ($X^2$) to test the research hypothesis using Statistical package for social sciences (SPSS) software.

## DATA PRESENTATION, ANALYSIS AND INTERPRETATION

### Analysis of Descriptive Results

**SECTION A: Demographic features of Respondents.**

**Table 1: Gender of the respondents?**

| | Frequency | Percentage (%) | Valid Percent |
|---|---|---|---|
| Male | 61 | 61.0 | 61.0 |
| Female | 39 | 39.0 | 39.0 |
| **Total** | **100** | **100.0** | **100.0** |

**Source: Field survey, 2026**

Table 1 presents frequency distribution of the respondents by gender. Out of 100 social media users that were interviewed, a total of 61% respondents were male, representing 61% of sample and a total of 39 were female, representing 39% of the sample.

**Table 2: What is your age level?**

| | Frequency | Percentage (%) | Valid Percent |
|---|---|---|---|
| Below 30 years | 65 | 65.0 | 65.0 |
| 30 - 49 years | 23 | 23.0 | 23.0 |
| 50 years and above | 12 | 12.0 | 12.0 |
| **Total** | **100** | **100.0** | **100.0** |

**Source: Field survey, 2026**

Table 2 presents frequency distribution of the respondents by age. The respondents that aged below 30 years were the predominant, with total of 65 respondents, representing 65% of the sample, while the respondents aged between 30 and 49 years were 23, representing 23% and the respondents aged 50 years and above were also 12, representing 12% of the sample.

**Table 3: What is your marital status?**

| | Frequency | Percentage (%) | Valid Percent |
|---|---|---|---|
| Married | 35 | 35.0 | 35.0 |
| Single | 65 | 65.0 | 65.0 |
| **Total** | **100** | **100.0** | **100.0** |

**Source: Field survey, 2026**

Table 3 presents frequency distribution of the respondents by marital status. Out of 100 social media users, a total of 35 respondents were married, representing 35% of the sample, while a total of 65 respondents were single (not married), representing 65% of the sample. This shows that majority of the people in social media business in Katsina Local Government are not married.

**SECTION B:** ***Income generation in social media users?***

**Table 4: What is your estimated average income earn daily in this business?**

| | **Frequency** | **Percentage (%)** | **Valid Percent** |
|---|---|---|---|
| ₦500 - ₦900 | 8 | 8.0 | 8.0 |
| ₦1000 - ₦1400 | 12 | 12.0 | 12.0 |
| ₦1500 - ₦1900 | 14 | 14.0 | 14.0 |
| ₦2000 - ₦2400 | 16 | 16.0 | 16.0 |
| ₦2500 and above | 50 | 50.0 | 50.0 |
| **Total** | **100** | **100.0** | **100.0** |

**Source: Field survey, 2026.**

Table 4 shows frequency distribution on average income earn daily in social media business. The respondents that earned ₦500-₦900 were 8, representing 8% of the sample, while the respondents that earned ₦1000- ₦1400 daily were 12 which represents 12% of the sample, while the respondents that earned ₦1500- ₦1900 daily were 14 which represents 14% of the sample, while the respondents that earned ₦2000 – ₦2400 daily were 16 representing 16% of the sample. Finally, the respondents that earned ₦2500 and above daily were the most predominant, with a total of 50 respondents, which represents 50% of the sample.

**Table 5: Are you comfortable with this business?**

| | **Frequency** | **Percentage (%)** | **Valid Percent** |
|---|---|---|---|
| Yes | 70 | 70.0 | 70.0 |
| Partially | 18 | 18.0 | 18.0 |
| No | 12 | 12.0 | 12.0 |
| **Total** | **100** | **100.0** | **100.0** |

**Source: Field survey, 2026.**

Table 5 presents frequency distribution on the respondents on the question: Are you comfortable with the social media business? A total of 70 respondents were comfortable, representing 70% of the sample, while a total of 18 respondents were partially comfortable with the business, representing 18% of the sample. Also, a total of 12 respondents were not comfortable with the social media business, representing 12% of the sample. This shows that majority of the social media in Katsina Local Government are comfortable with the business.

**Table 6: Do you engage into another occupation after this business?**

| | **Frequency** | **Percentage (%)** | **Valid Percent** |
|---|---|---|---|
| Yes | 37 | 37.0 | 37.0 |
| No | 63 | 63.0 | 63.0 |
| **Total** | **100** | **100.0** | **100.0** |

**Source: Field survey, 2026.**

Table 6 presents frequency distribution on the respondents on the question: do you engage into another occupation after this business? A total of 37 respondents do not engage into another business, representing 37% of the sample, while a total of 63 respondents are engaged into another business after social media business, representing 63% of the sample. This shows that majority of the social media in Katsina Local Government are engaged other business like selling of accessories.

**Table 7: Were you able to earn enough income that can manage your household from this business?**

| | Frequency | Percentage (%) | Valid Percent |
|---|---|---|---|
| Yes | 65 | 65.0 | 65.0 |
| Partially | 25 | 25.0 | 25.0 |
| No | 10 | 10.0 | 10.0 |
| **Total** | **100** | **100.0** | **100.0** |

**Source: Field survey, 2026.**

Table 7 presents frequency distribution on the question: Is your income enough to manage your household? A total of 65 respondents are able to earned income that manage their household, representing 65% of the sample, while a total of 25 respondents are able to earned income that partially manage their household, which represents 25% of the respondents, while a total of 10 respondents are not able to earned income that manage their household. This shown that majority of respondents are earning income that manage their household.

**SECTION C: Employment Generation**

**Table 8: How did you get into this social media business?**

| | Frequency | Percentage (%) | Valid Percent |
|---|---|---|---|
| Self-Employed | 72 | 72.0 | 72.0 |
| Employed by somebody | 28 | 28.0 | 28.0 |
| **Total** | **100** | **100.0** | **100.0** |

**Source: Field survey, 2026.**

Table 8 presents frequency distribution of the respondents on how they get into the business. A total of 72 respondents are self-employed, representing 72% of the sample, while a total of 28 respondents are employed by somebody, representing 28% of the sample.

**Table 9: How did you raise capital to start up this social media business?**

| | Frequency | Percentage (%) | Valid Percent |
|---|---|---|---|
| Personal saving | 67 | 67.0 | 67.0 |
| Friends/relative | 25 | 25.0 | 25.0 |
| Loan from bank | 5 | 5.0 | 5.0 |
| Government assistance | 3 | 3.0 | 3.0 |
| **Total** | **100** | **100.0** | **100.0** |

**Source: Field survey, 2026.**

Table 9 presents frequency distribution of the respondents on their means of raising startup capital. The respondents that started social media business with their personal savings are the most predominant, totaling 65 respondents, representing 65% of the sample, while the respondents that started with capital from friends/relatives were 25, representing 25% of the sample. The respondents that started with loan from bank are 5, representing 5% of the sample and the respondents that started with government assistance are 3, representing 3% of the sample.

**Table 10: For how long have you been into this social media business?**

| | Frequency | Percentage (%) | Valid Percent |
|---|---|---|---|
| Less than 1 year | 10 | 10.0 | 10.0 |
| More than 1 year | 30 | 30.0 | 30.0 |
| Above 2 years | 60 | 60.0 | 60.0 |
| **Total** | **100** | **100.0** | **100.0** |

**Source: Field survey, 2026.**

Table 10 presents frequency distribution of the respondents on the question: How long have you been into this social media business? A total of 10 respondents are into the business for less than 1 year, representing 10% of the sample, while a total of 30 respondents are into the business for more than 1 year,

representing 30% of the sample. Finally, the respondents that are into the business for more than 2 years are the most predominant with a total of 60 respondents which represents 60% of the sample.

**Table 11: How many hours do you spend in a day doing this business?**

| | Frequency | Percentage (%) | Valid Percent |
|---|---|---|---|
| Less than 2 hours | 10 | 10.0 | 10.0 |
| 2 hours | 20 | 20.0 | 20.0 |
| More than 2 hours | 70 | 70.0 | 70.0 |
| **Total** | **100** | **100.0** | **100.0** |

**Source: Field survey, 2026.**

Table 11 presents frequency distribution on the hours they spend daily in the business by social media. A total of 10 respondents spend less than 2 hours, representing 10% of the sample. A total of 20 respondents spend 2 hours, representing 20% of the sample, while 70 respondents spend more than 2 hours daily in the business, representing 70% of the sample.

**Table 12: Does existence of social media business have impact on unemployment reduction in Katsina Local Government?**

| | Frequency | Percent | Valid Percent |
|---|---|---|---|
| Strongly agree | 45 | 45.0 | 45.0 |
| Agree | 10 | 10.0 | 10.0 |
| Strongly disagree | 34 | 34.0 | 34.0 |
| Disagree | 7 | 7.0 | 7.0 |
| Undecided | 4 | 4.0 | 4.0 |
| **Total** | **100** | **100.0** | **100.0** |

**Source: Field survey, 2026.**

Table 12 presents frequency distribution of the respondents on the question: Does social media business impacted in reducing unemployment rate in Katsina Local Government? A total of 45 respondents strongly agreed that social media business has reduced unemployment rate in Katsina Local Government, which represents 45% of the sample, while a total of 10 respondents agreed that social media business has reduced unemployment rate in Katsina Local Government, representing 10% of the sample, while a total 34 respondents strongly disagree, representing 34% of the sample, while a total of 7 respondents strongly disagreed, representing 7% of the sample. While, a total of 4 respondents were undecided, representing 4% of the respondents. This shows that the respondents that strongly agree that social media business reduced unemployment rate in Katsina Local Government are the most predominant.

**SECTION D: Challenges faced by Social Media**

**Table 13: What are the challenges you faced in social media business?**

| | Frequency | Percent | Valid Percent |
|---|---|---|---|
| Capital | 10 | 10.0 | 10.0 |
| location | 25 | 25.0 | 25.0 |
| Market | 30 | 30.0 | 30.0 |
| Mode of transport | 32 | 32.0 | 32.0 |
| Others | 3 | 3.0 | 3.0 |
| **Total** | **100** | **100.0** | **100.0** |

**Source: Field survey, 2026.**

Table 13 presents frequency distribution on challenges of social media business. A total of 10 respondents faced challenge in terms of capital, representing 10% of the sample, while a total of 25 respondents faced challenge in terms of location, representing 25% of the sample, while a total of 30

respondents faced challenge in terms of market, representing 30% of the sample, while a total of 32 respondents faced challenge in terms of mode of transport, representing 32% of the sample, while a total of 3 respondents faced challenge in terms of other challenges apart from the once mentioned, which represents 3% of the sample.

**Table 14: If you have another business opportunity that brings the same level of income as your current business, will you leave your business for that alternative?**

| | **Frequency** | **Percent** | **Valid Percent** |
|---|---|---|---|
| Yes | 25 | 25.0 | 25.0 |
| No | 75 | 75.0 | 75.0 |
| **Total** | **100** | **100.0** | **100.0** |

**Source: Field survey, 2026.**

Table 14 presents frequency distribution of the respondents on their needs for alternative job that will bring the same level of income to that of the social media business. A total of 25 respondents are ready to leave their current job for alternative job that brings the same level of income, which represents 25% of the sample. On the other hand, a total of 75 respondents are not going for alternative job and leave their current business, which represents 75% of the sample.

**Table 15: What is the influence of social media on girl-child education?**

| | **Frequency** | **Percentage (%)** | **Valid Percent** |
|---|---|---|---|
| Yes | 65 | 65.0 | 65.0 |
| Partially | 25 | 25.0 | 25.0 |
| No | 10 | 10.0 | 10.0 |
| **Total** | **100** | **100.0** | **100.0** |

**Source: Field survey, 2026.**

Table 15 presents a frequency distribution of the respondents on the question: Does social media stops you from attending school? 100 girls were the respondents of this question, the objectives were to know whether social media affects girl child education. Out of the 100 respondents 65% of them accents to the fact that social media does affects their education. Which implies that most respondents were of the opinion that money realized from hawking could prevent some of the girl child to think about education as important. Also social media may affect the girl child concentration in class thereby reducing their assimilation which may result to low performance.

**Table 16: Summary of Chi-square on estimated average income and management of their household by the income earned from social media business.**

| | | **Were you able to earn enough income that can manage your household from this business?** | | | **Total** |
|---|---|---|---|---|---|
| | | Yes | Partially | No | |
| **Estimated average income earn daily in social media business** | ₦ 500 - ₦900 | 8 | 0 | 0 | **8** |
| | ₦1000 - ₦1400 | 12 | 0 | 0 | **12** |
| | ₦1500 - ₦1900 | 14 | 0 | 0 | **14** |
| | ₦2000 - ₦2400 | 16 | 0 | 0 | **16** |
| | ₦2500 and above | 15 | 25 | 10 | **50** |
| **Total** | | **65** | **25** | **10** | **100** |
| **Chi-square coefficient** | | **Df** | | **Significance** | |
| 53.846[a] | | 8 | | 0.000** | |

**Source: Field survey, 2026.**

Table 16 presents summary of chi-square result on estimated average income earn daily in social media business and management of household by the income. The calculated chi-square of 53.846[a] with degree of freedom of 8 is significant at 5%. This shows that estimated income earn by social media is enough to manage their household on daily bases.

**Table 17: Summary of Chi-square on how they start the business and its impact on employment generation in Katsina Local Government.**

| | **Does existence of social media business have impact on unemployment reduction in Katsina Local Government?** | | | | | | **Total** |
|---|---|---|---|---|---|---|---|
| **How they get into social media business** | | Strongly agree | Agree | Strongly disagree | Disagree | undecided | |
| | Self employed | 45 | 10 | 15 | 0 | 0 | 70 |
| | Employed by somebody | 0 | 0 | 19 | 7 | 4 | 30 |
| **Total** | | **45** | **10** | **34** | **7** | **4** | **100** |
| **Chi-square coefficient** | | | **Df** | | | **Significance** | |
| 60.084[a] | | | 4 | | | 0.000** | |

**Source: Field survey, 2026.**

Table 17 presents summary of Chi-square result on how they get into the social media business and its impact on unemployment reduction in Katsina Local Government. The calculated Chi-square of 60.084[a] with degree of freedom 4 is significant at 5%. This shows that social media business help in unemployment reduction in Katsina Local Government.

**Table 18: Summary of Chi-square on challenges faced in social media business and opportunity to leave the business for another business**

| | **If you have another business opportunity that brings the same level of income as your current business, will you leave your business for that alternative?** | | **Total** |
|---|---|---|---|
| **What were challenges you faced in social media business** | | Yes | No | |
| | Capital | 10 | 0 | **10** |
| | Location | 15 | 10 | **25** |
| | Market | 0 | 30 | **30** |
| | Mode of transport | 0 | 32 | **32** |
| | Others | 0 | 3 | **3** |
| **Total** | | **25** | **75** | **100** |
| Chi–square coefficient | | DF | | Significance |
| 68.000[a] | | 4 | | 0.000** |

Source: Field Survey, 2024.

Table 18 presents summary of Chi-square result on challenges faced in social media business and chance of leaving the business for another job. The calculated Chi-square of 68.000[a] with degree of freedom 4 is significant at 5%. This show that despite the challenges faced in social media business majority of the sellers don't want to leave this business for another business.

**Summary of Findings**

This study examines the role of Social Media as a Catalyst for Entrepreneurship in Emerging Youth Start-ups in Katsina State. The type of data used for the study was primary data through the administration of structured interview to 100 of social media uses in Katsina Local Government. Chi-square method of data analysis was employed for the study. Based on the summary of analysis results, the results revealed that the estimated income earn by social media is able to manage their household on daily bases. This shows that Social Media significantly serve as a source of income in Katsina Local Government. The results showed how they ventured into the social media business and its impact on unemployment reduction in Katsina Local government. This shows that Social Media business help in unemployment reduction in Katsina Local government. Also the result revealed that social media do affects girl child education, it deprives girl child a proper upbringing and interferes with their educational achievement. Lastly the findings also revealed the challenges faced in social media business and the chance of leaving the business for another job. The results showed that despite the challenges faced in social media business majority of the respondent don't want to leave this business for another business.

## CONCLUSION

The result of reviewed literatures showed that informal sectors or small scale industries plays a vital role in reducing the rate of unemployment especially in developing Countries like Nigeria. This study collected primary data from social media users in Katsina Local Government, using Structure Interview for the respondents and adopted both descriptive and inferential statistics to examine the response by the respondents. The results have shown that there is significant relationship between social media business and income generation in Katsina Local government. social media business also has significant relationship in generating employment to individuals living in Katsina Local Government. Therefore, social media business serves as a source of income to individuals involved in the business in Katsina Local Government.

The emergence of the social media business has contributed a lot in employment generation and serves as a means income generation in Katsina Local Government as while as the Nigerian economy at large. This business acts as a safety valve to the multitude of jobless and unemployed individuals in the area.

## RECOMMENDATIONS

Based on the findings of this study, the following recommendations are suggested.

- Government should provide a policy guideline which acknowledges social media business. This would assist in expansion of the business, and eventually, employment and income would also increase.
- Government through banks like microfinance and commercial banks should promote credit delivering to those involved in this promising business in order to promote their effective and efficient productivity and stimulate employment generation capacity of the business.
- Government should try to remove every institutional bottleneck on the path of growth in social media business such as infrastructural facilities and improve security of life and property.
- To encourage girl-child education Government should provide free education for girls at all levels from primary to secondary school level.
- Regulatory authorities and government should put in place legislation and policies that recognizes social media as key players in the country's national economy.

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