

Original Research Article

Motivation and Social Media as Drivers of Youth Entrepreneurship Programmes in Delta State, Nigeria

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Abstract: The purpose of this study was to investigate 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, which was on motivation theory, was to analyse how social media and motivation can boost youth's participation in entrepreneurship programmes. To draw deductions and conclusions therefore, the research relied on survey research design by using a questionnaire and in-depth oral interview to collect data. This study concluded that the motivation theory has a great role to play in encouraging the youth to embrace various entrepreneurship programmes that are being offered by individuals, government, and organisation. Among the recommendations made are, that private organisations, as well as individual entrepreneurs, should train and empower, at least, one trainee or more every year; that for long-term sustainability, the Delta state government should follow up the various trained entrepreneurs to ensure they are practising what they are trained for, and given starters-pack to commence, and that the Delta state government should also support the trainees by patronising their products.

Keywords: Entrepreneurship, Motivation, Skill, Social Media, Vocation, Youth.

INTRODUCTION

Globally, getting the youth engaged in profitable ventures is like a monster that stares most governments in the face due to unemployment. According to the National Bureau of Statistics, Nigeria (as cited in Trading Economics, 2021), the youth unemployment rate in Nigeria increased to 53.40 percent in the fourth quarter of 2020 from 40.80 percent in the second quarter of 2020. The reality is that no government can employ all eligible youth owing to insufficient spaces in government parastatals, and inadequate funds to pay salaries.

As a means to address this problem, individuals and groups are being encouraged to go into entrepreneurship because of its enormous advantages. Entrepreneurship benefits the individuals involved in it, and also contributions to national development economically. For instance, in the United States of America, small businesses created 1.6 million net jobs in 2019 (Seth, 2021).

The term 'entrepreneurship' is used interchangeably to describe both the study of how new businesses are founded and the process of starting a new business. A person who has a business notion and works to build a product or service that people will want to buy, as well as a corporation to support those sales, is referred to as an entrepreneur. A more modern definition of entrepreneurship, on the other hand, includes the objective of changing the world by tackling big concerns such as social change or producing a new product that disrupts the status quo of how we live our lives daily. As a result, according to Cytonn.com (2021), entrepreneurship is defined as the ability and willingness to build and engage in a business endeavour to generate a profit, regardless of the financial risks involved.

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Seth (2021) attests that entrepreneurship is vital for numerous reasons, which include promoting social change to driving innovation. He avows that entrepreneurs are usually seen as “national assets to be cultivated, motivated, and remunerated to the greatest possible extent. Some of the most developed nations such as the United States are world leaders due to their forward-thinking innovation, research, and entrepreneurial individuals” (p.1).

Entrepreneurship is now seen as inevitable in equipping the youth for their future endeavours that different tertiary institutions like monotechnics, polytechnics, colleges of education, and universities and so on are now adding entrepreneurship education to their syllabi and course works. Schools are now becoming epicentres for the entrepreneurship ecosystem. According to Mani (2021), entrepreneurship is often a lonely journey, and educational institutions can be great places to find a community of mentors and fellow entrepreneurs. Through entrepreneurship, students are trained on innovative skills, vocational abilities with the right infrastructure in place. Under normal circumstances, they are expected to be empowered and given the necessary start-up facilities to establish their businesses at the end of the training.

Due to its massive investment in entrepreneurship, today, India is the third-largest in technology-driven product startups, after the United States and the United Kingdom. It has commenced its journey to becoming one of the fastest-growing startup hubs in the world. According to Chinchure (2020), the Global Entrepreneurship Monitor estimates some 20% of Indians (aged between 18 and 64 years) intend to start a business in the next three years, while more than 11% are nascent entrepreneurs.

To frontally tackle the menace of joblessness and unemployment among the youth of Delta State, the state government has taken it upon itself to launch various entrepreneurial job and wealth creation schemes to empower her youth. This is with the view to equipping them with the technical know-how, vocational/technical skills values, and resources necessary to become self-employed and labour employers. Some of the direct and indirect employment generated by the Delta State government's job and wealth development strategy includes: Skill Training and Entrepreneurship Programme (STEP), Youth Agricultural Entrepreneurs Programme (YAGEP), Rural Youth Skills Acquisition Programme (RYSA), Women Empowerment and Skills Support (WESAP), Girls Entrepreneurship and Skills Programme (GEST), a special social programme for persons with disabilities (PWDS), ICT-Youth Empowerment Programme (ICT-YEP), and others.

According to the Governor of Delta State, Ifeanyi Okowa, the entrepreneurship development initiative of his administration in vocational skills was a deliberate effort to mitigate poverty, stamp out youth restiveness and meaningfully engage the unemployed youths in the state in productive ventures. The governor stated that the strategy of his administration was to equip the youths with relevant knowledge and resources to engage in vocational skills-based micro and cottage enterprises (Vanguard, 2021).

There is no way the youth can buy into these various entrepreneurship schemes if they are not well motivated to do so. Though the schemes may be laudable, yet motivation is needed, not only for the youth to show interest in them, but for the youth to participate fully in them so that the aims and objectives of government setting up the entrepreneurship schemes would be achieved. Also, social media have a great role to play in this. The fact remains that the majority of the youth are Internet savvy, and spend most of their time on social media. This can be converted to be a profit-making venture for them. Social media can be successfully utilised to boost youth involvement in entrepreneurship.

It was based on the fore goings that this study was embarked upon to find out how the various entrepreneurship programmes launched by the Delta State government have impacted the youth at which they are directed. It was meant to get the perspectives of some of the youth involved in the programmes.

Objectives of the study

The objectives of this study were to:

- i. Outline the variables that affect the youth's choice to become entrepreneurs;
- ii. Ascertain the success level of the various entrepreneurship programmes among the youth, and
- iii. Determine the extent of motivation the youth enjoy in the different entrepreneurship programmes of the Delta State government.

Statement of the problem

Unemployment is a bane to society, hence solutions must be sought for it. It is observed that there has not been enough research done on the entrepreneurial motives and features of Delta State's youth. As a result, many young people continue to hunt for white-collar employment due to a lack of understanding of the characteristics required to become entrepreneurs.

When young people are out of work, they are more prone to look for other ways to fulfil their fundamental needs. Therefore, this study intended to expose youth to alternative lawful means of making money to support themselves through entrepreneurship, especially via the numerous entrepreneurship empowerment schemes for youth that have been rolled out by the Delta State government.

Theoretical Dependence

This study is anchored on Motivation Theory. Though Souders (2020) observes rightly that there is no single motivation theory that explains all aspects of human motivation, yet there are theoretical explanations that do serve as the basis for the development of approaches and techniques to increase motivation in different areas of human life.

Souders (2020) explains that theories of motivation are often separated into content theories and process theories; content theories explain what motivation is, and process theories describe how motivation occurs. Also, theories of motivation are grouped according to the profession or field they are being deployed. Some are meant to motivate employees where they are rewarded with incentives and needs. In sports and performance psychology, for instance, they serve as drivers of human behaviour.

According to Souders (2020), content theories of motivation consist of Maslow's theory of the hierarchy of needs, Alderfer's ERG theory, McClelland's achievement motivation theory, and Herzberg's two-factor theory focused on what motivates people and addressed specific factors like individual needs and goals.

However, this study is based on Maslow's theory of the hierarchy of needs. This is the most recognised content theory of motivation (The Happy Manager, 2021). Psychologist Abraham Maslow first developed his famous theory of individual development and motivation in the 1940s. He suggested that human beings have a hierarchy of needs. That is, that all humans act in a way that will address basic needs, before moving on to satisfy other, so-called higher-level needs. The Happy Manager (2021) asserts that Maslow represented this theory as a hierarchical triangle. This shows how basic needs must be met before one can "climb" the hierarchy, to address more complex needs. For example, the first one must meet the basic, physiological need for food, water, and warmth. After that, the focus would be on the need to be safe, then the need to belong to social groups, and so on up the hierarchy.

In this theory, Abraham Maslow explained motivation through the satisfaction of needs arranged in a hierarchical order. As satisfied needs do not motivate, it is the dissatisfaction that moves us in the direction of fulfillment. Happy Manager (2021) declares that Maslow's motivation theory is typically represented by 5 steps, thus: (i) Physiological needs – such as hunger, thirst and sleep (ii) Safety needs – such as security, protection from danger and freedom from pain (iii) Social needs – sometimes also referred to as love needs such as friendship, giving and receiving love, engaging in social activities and group membership (iv) Esteem needs – these include both self-respect and the esteem of others. For example, the desire for self-confidence and achievement, and recognition and appreciation, and (v) Self-actualisation – This is about the desire to develop and realise your full potential. To become everything you can be.

This theory is relevant to this study because to be motivated means to be moved into action. Youth tend to be encouraged into getting involved in entrepreneurship in anticipation of achieving some set goals. There may be certain internal desires that motivate them to pursue specific ventures. At the end of the day, they feel fulfilled if such goals are achieved.

The interplay between Entrepreneurship and development

The importance of entrepreneurship in any society cannot be overemphasised because it accelerates socio-economic development. According to Kritikos (2014), the role of the entrepreneur in society include boosting economic growth by introducing innovative technologies, products, and services; increasing competition from entrepreneurs by challenging existing firms to become more competitive; providing new job opportunities in the short and long term; raising the productivity of firms and economies, and accelerating structural change by replacing established, sclerotic firms.

White Papers recently released by World Economic Forum (WEFORUM), show that small and medium-sized enterprises (SMEs), which entrepreneurship is part of, represent around 90% of all firms globally, provide roughly 70% of all employment and, by some estimates, contribute to up to 70% of global GDP. At an aggregate level, these businesses play a significant role in enabling, constraining and shaping the nature of growth, innovation and sustainability in our global, regional and local economies (World Economic Forum- WEFORUM, 2021a). Thakkar (2013) observes that entrepreneurship is the answer to Africa's many challenges through creative approaches and new ways of operating.

Entrepreneurship is the process of starting and growing a business. Researchers like Worlu (2007) and Ajagbe and Ismail (2014) perceive entrepreneurship to be a resource and process that individuals adopt opportunities in the market through the creation of new venture firms. Erkkö (2005) opines that entrepreneurship is the most effective technique for bridging the gap between science and the marketplace. This is done by creating new ventures and bringing new products and services to the market.

An entrepreneur is a person who establishes a business intending to earn from it. He may be a person who comes up with a home business idea and runs an Internet store on the side, or a new freelancer. A person who starts a new business appreciates both the risks and the benefits. Entrepreneurship is viewed as a type of change that requires greater risk than is often connected with starting a business, and may incorporate values other than monetary ones. The entrepreneur is frequently portrayed as a creator of new ideas, products, services, and business/or methods.

The purpose of an entrepreneur has altered, although the economic idea of entrepreneurship has not changed. Due to developments in technology and increased access to capital for all types of entrepreneurs, entrepreneurship is becoming the employment of choice. Digital innovation and entrepreneurship is an area Nigeria can benefit from lavishly. The global digital economy is estimated to be 11.5 trillion US dollars (Ibanga, 2021). Digital innovation and entrepreneurship are improving standards of living, creating wealth for entrepreneurs and related businesses, providing social benefits across various areas of human activity, as well as a country's economy in general. Thus, innovation and entrepreneurship bring something new to a startup to drive change, promote new value and sustainable growth by enabling new products and markets to develop.

The Nigeria Digital Innovation, Entrepreneurship and Startup Policy (NDIESP), which has five cardinal themes to develop human capital, open access to finance, enabling infrastructure, stimulate demand, and foster creative entrepreneurship, was unveiled by Nigeria's federal government. The government intends to create a digital innovation and entrepreneurship-driven nation through the NDIESP, with a particular focus on using digital technologies to spur economic advancement and promote synergy among key stakeholders such as government, regulatory authorities, investors, companies, startups, academia, and the legislature (Ibanga, 2021).

According to Delta State Government (2021), the success story of its Job and Wealth Creation Scheme signposts an innovation in fostering Micro, Small and Medium-Scale Enterprises (MSMEs) for all-inclusive economic growth and sustainable development. The strategic thrusts of its Job and Wealth Creation Scheme. Micro, Small and Medium-Scale Enterprises are engines of cost-effective employment generation, social inclusion, equitable development and self-reliant industrialisation, using local raw materials. They also enhance value chain development while facilitating the growth of non-oil exports.

Delta State Entrepreneurship Programmes

Delta State government has various entrepreneurship programmes in place. The training and empowerment programmes are to ensure that the youth from the State are productively and economically empowered to become independent, self-employed, employers of others and creators of wealth. The programmes include Skill Training and Entrepreneurship Programme (STEP), Youth Agricultural Entrepreneurs Programme (YAGEP), Rural Youth Skills Acquisition Programme (RYSA), Women Empowerment and Skills Support (WESAP), Girls Entrepreneurship and Skills Programme (GEST), a special social programme for persons with disabilities (PWDS), converting jobless adolescents into company owners and labour employers, and others. The enterprises include Fashion Design and Tailoring, Welding and Fabrication, Electrical Installation and repairs, Solar Installation and Works, and Tiling and Interlocking, catering and confectionaries, hair-dressing, and braiding, and audio-visual services, Aluminum Profiling Plumbing, POP, Screed-making, Painting, Make-over, Woodwork and Furniture.

The State also has the ICT-Youth Empowerment Programme (ICT-YEP). According to the Delta State 2021 ICT-Youth Empowerment Programme- ICT-YEP (2021), this programme, an initiative of the Ministry of Science and Technology, Delta State, is aimed at providing necessary ICT skills training to enable self-employment and business development for start-ups which are based in the State. The target audiences are graduates of tertiary institutions of Delta origin between the ages of 18 and 40 years. The skills being learnt include: Mobile and web application development, Networking and telecommunications, Inverter and solar systems installation and maintenance, Home and office-based networking, Home and office security solutions, Fibre optics infrastructure and project management skills.

The State's job and wealth Development Bureau plans, designs, and implements the state government's employment creation program based on three service delivery values: honesty, excellence, and discipline. The vision of the Bureau was to train, equip, empower and support youths in occupational skills and entrepreneurship development for self-employment and wealth creation. According to the Chief Job and Wealth Creation Officer of the Delta State Job and Wealth Creation Bureau, Prof Eric Eboh, the trainees are usually exposed to the quality of the job creation brand, the

right mindset to impact in them the skills, the virtue and the attributes that would make them succeed in the training programme, and personal effectiveness (Ahon, 2021).

He explains that they all collaborate towards the Stronger Deltan Agenda of Governor Okowa's administration, emphasising that there is a collaboration framework that binds all the youth empowerment agencies together for success, for instance, the Ministry of Youth Empowerment, the Job Creation Office ministry of science and technology, the Girl-Child Office, and the Directorate of Youth Monitoring and Mentoring (DYMM) mandated to sustain the success recorded in the programme over the years, work together.

Thousands of direct and indirect employment have been generated as a result of the job creation schemes, converting jobless adolescents into company owners and labour employers. It is on record that thousands of youth have been trained and established in their choice enterprises, either vocational skills or agricultural enterprises under Delta State Job and Wealth Creation Bureau programme so far in November 2021 since 2015 when the pilot scheme commenced (Enoch, 2021).

Iterating why the state floated the various schemes, the state Governor Dr. Ifeanyi Okowa, says his administration had always believed that the solution to the current unemployment quagmire in the state was through entrepreneurship development, which would also help in curbing youth restiveness (Vanguard, 2021). Nasiru (2021) reports the governor as saying that no fewer than 100,000 youths have benefited directly and indirectly from the various entrepreneurship programmes in the past six years, claiming that, "we did all these because we have come to realise that a lot of these businesses, over time, would come to take other youths out of poverty" (p.2).

Youth and their Potentials

The World Economic Forum- WEFORUM (2021b) reports that one of the key findings of the world's first Youth-Driven Recovery Plan developed by the World Economic Forum's Global Shapers Community, a network of 14,000 inspiring young people driving dialogue, action and change, is that, young people are the most affected demographic when it comes to the world's rising socio-economic, political and environmental crises. Yet, they are also the best placed to lead the transition to a more equitable world. Fadeyi, Oke, Adegbuyi, Ajagbe and Isiafwe (2015) also assert that when there is economic crisis, young people are most likely to be the first to bear the brunt of laid offs by employers, and that, compared to adults, the youth of today are almost three times as likely to be unemployed and globally one in five working youth continues to live in extreme poverty on 1US\$/day.

Even in the light of the fore goings, youth around the world are creating a niche for themselves. Youth entrepreneurship, according to (Olatunji, Adunola, Ajagbe, Isiafwe & Adegbuyi, as cited in Okeke, Ngige, Onowu, & Ikechukwu, 2020), refers to the impact of the youths towards nation-building of a modern and knowledge base economy that employs the skills of the youths in creating dynamic ideas that produce faster, greater and more quality results to boost the economy using strategic means. Entrepreneurship is a clear means through which youth can occupy their space in the scheme of things worldwide.

Some youth that have stood out as successful in their different endeavours include Kamal Budhabhatti. He was deported from Kenya but while on the flight, he thought of the opportunities in Kenya. He found his way back after 6 months and today his company is valued at \$30 million. Chinedu Echeruo, a youth, was recently paid the sum of \$1 billion by APPLE for his HopStop App (that helps to navigate a city with ease). Awolowo was 37, Akintola was 36, Ahmadu Bello was 36, Tafawa Balewa was 34, Okotie-Eboh was 27 and Enahoro was 27 at the time they gallantly fought for the independence of Nigeria.

Also, Pele, a popular soccer superstar, was only 17 years old when he won the world cup with the Brazilian team in 1958. In 1936, Jesse Owens was 22 years of age when he won four gold medals in Berlin. Sir Isaac Newton, who started the Laws of Motion, was just 24 years old when he wrote "The Philosophy of the Natural Principles of Mathematics". Albert Einstein was 26 when he wrote "The Theories of Relativity". Michelangelo created two of the greatest sculptures, "David" and "Pieta" by age 29.

Alexander the Great, by age 29 had created one of the largest empires of the ancient world. Amelia Earhart was 31 years old when she became the first woman to fly alone across the Atlantic Ocean. Oprah Winfrey was 32 when she started her talk show, which today has become the highest-rated television programme of its kind. Edmund Hillary was 33 when he became the first man to reach Mount Everest. Martin Luther King Jr. was 34 when he wrote the famous speech, "I have a dream". The Wright Brothers, Orville (32) and Wilbur (36) invested and built the first successful airplane in the world (Professor Isah, as cited in Thetrentonline, 2016; Kwakpovwe, 2016).

The list is endless. These are testimonies that Nigerian youth can excel in all fields of endeavour if they are given the enabling environment. Youth should employ every genuine available to become successful entrepreneurs, including social media. Social media platforms of the new media provide effective means of communicating and interacting with the youth of any society because, as Bashir and Amua (2013) pointedly said, social media have gained acceptance especially among youths with a large percentage of them using at least one of them as a major communication channel.

They opine that young people have been reported to be more tech-savvy (very proficient) in using ICTs in general, and social media in particular compared to their parents who rely more on traditional mass media. Many researchers (Adamu, 2013; Okafor, Onyike, Daniel & Chiaba, 2013) indicate that social media culture is relatively a youth culture owing to large number of youths that are engaged by and in it.

Social Media and Entrepreneurship

It is not enough to just learn and acquire a skill, there is a need to advertise to the world what you have to offer in terms of rendering services so that you can be patronised, hence you need visibility. This can be chiefly and cheaply done through social media. Social media are great tools to promote entrepreneurship businesses so that such businesses do not die because the Bureau of Labour Statistics found approximately 20% of all small businesses fail within their very first year (Cooper, 2021). Some social media platforms are Tik Tok, Skype, LinkedIn, Pinterest, Evernote, Zoom, GooglePlus, Facebook Messenger, Tancement, Telegram, YouTube, Facebook, Instagram, WhatsApp, Twitter, Snapchat, Blogs, SoundCloud, Hulkshare, 2go, and others.

Social media make it easy to advertise whatever one is into, at little or no cost, compared to when such advertisements are done through the mainstream media, or physical stores and offices. Through these means, numerous potential clients and customers can be speedily reached in no time. Youth can leverage on the fact that Nigeria has approximately 43 million social network users in 2021, and this figure is projected to grow to 103 million users in 2026 (Statista Research Department, 2021).

Social media have always proved to be effective tools of connection between sellers (service providers, clients) and buyers (consumers). Revealing how his record label found popular singers, Ayra Starr and Rema whose songs have continued to gain recognition and trending worldwide, the founder of Mavin record label, Don Jazzy, said he found them on Instagram. Don Jazzy therefore urged young artists to promote themselves on social media as music label producers do not have the time to attend physical shows like previous years (Olowolagba, 2021). You must give your business publicity, having in mind that, “you have reached the pinnacle of success as soon as you become uninterested in money, compliments, or publicity” (Thomas Wolfe, as cited in Kwakpovwe, 2020).

Delta State youth are capable of displaying their God-given talents and dexterity as they start to utilise the various opportunities the entrepreneurship programmes the government has rolled out offers them. One of the means they can use to promote their businesses is social media. Alongside the benefits of self-employment through training and capacity enhancement, social media expose the youth to different aspects of entrepreneurship they can explore and develop.

Delta youth should see the need for self-employment as a way of getting off the street, and getting off crime, especially cybercrime known as “yahoo, yahoo”. They must also learn to pay attention to society's demands and come up with innovative methods to meet them. This is because individuals who can generate possibilities for wealth development by fixing other people's issues will always have such opportunities.

This is the reason the mass media must help to disabuse the minds of the youth that they must go for government or white-collar jobs. The media must bring to the youth's knowledge the many successful youthful entrepreneurs all over the world that make their billions from being self-employed. With over 16 million users, Nigeria remains Facebook's biggest market in Africa. Young entrepreneurs can maintain Facebook pages through which they can publish their business stories, and have a lot of readers “liking” their pages.

Social media are so important in entrepreneurship that successful entrepreneurs are sharing their unused business ideas online. According to Feifer (2021), it is happening at a new platform called Kernal, which was created by Hootsuite founder Ryan Holmes with help from his studio team, Alex Simpson, Paul Donnelly and Joel Hansen. Joel Hansen is credited to have said that, “We realised that there are platforms for products (ProductHunt.com), questions (Quora.com) and fundraising (Angellist.com), but there isn't a platform for people to share and validate ideas to see if they're worth pursuing [...] Rather than letting great ideas die in notebooks/google docs, we built a space for entrepreneurs to find, share and grow more startup ideas” (as cited in Feifer, 2021, p. 1).

Literally, everything is done online today, if youth's businesses must succeed, they need to put them online; this online presence can make or break its actuality. They should repeatedly be sending posts about their businesses on various social media platforms, and also respond on time to inquiries made about their services. If they use their cell phones more for their business transactions they will make a profit than when they just use them to make calls for personal reasons.

METHODOLOGY

The descriptive research methodology was used for this study. According to Borg and Gall (as cited in Guanah, 2017), descriptive studies are aimed at finding out "what is" so observational, and survey methods are frequently used to collect descriptive data. Description emerges from creative exploration, and serves to organise the findings to fit the explanations, and then test or validate those explanations (Krathwohl, as cited in Guanah, 2017). Robson (as cited in Guanah, 2017) notes that a survey is typically used as a research methodology to collect information from an exact population, or a sample from that population; an interview or a questionnaire could be used as the survey instrument.

Survey research usually includes the type of measurement, but often goes beyond the descriptive statistics to draw inferences (Association for Educational Communications and Technology- AECT, 2001). Descriptive research spans both qualitative and quantitative methodologies therefore it brings the ability to describe events in lesser or greater depth as needed, to focus on various elements of different research techniques, and to engage quantitative statistics to organise information in meaningful ways. In this study, for the quantitative method, questionnaire was used as an instrument for data collection while for the qualitative method, a question guide was used to information from the respondents.

According to the Governor of Delta State, Dr. Ifeanyi Okowa, no fewer than 100,000 youths have benefited directly and indirectly from the various entrepreneurship programmes of the State (Nasiru, 2021), therefore, 100, 000 was adopted as the population of the study. Using the Australian Calculator, the researchers determined the required responding sample size, standard error, relative standard error, and a confidence interval (95% or 99%) for a proportion estimate, using only one of these criteria as an input. The estimated variance proportion was 0.5 (5%), the confidence interval was 0.05 (5%). From the total population of 100, 000, the sample size of 384 was arrived at.

Since, according to the Governor, the beneficiaries were "representative enough, using objective data and indices peculiar to the socio-political environment in the state" (Vanguard, 2021, p.1), the study assumed that the three Senatorial zones and all the local governments and political wards were equally represented. For this reason, the researchers purposively selected 128 youth that have benefitted from any of the state's entrepreneurship programmes from each of the three senatorial zones in the state. Multistage sampling technique was adopted to select the final respondents. Respondents were randomly selected from each local government and then from each political ward in the local governments in the senatorial zones through a simple random sampling technique. Out of the 128 respondents selected from the three zones, three (3) were purposively selected for oral in-depth interviews from each of the zone while the remaining 125 were administered with copies of the questionnaire. In total, 375 respondents from the sample size of 384 were administered with the questionnaire while nine participated in the oral in-depth interviews conducted by the researchers.

A structured questionnaire was designed to facilitate the acquisition of relevant data. The first section, obtained demographical data while the second section, designed in Likert scale, allowed respondents to express respective opinions on levels of agreement with statements relating to the various entrepreneurship programmes of Delta State government. The interview questions were mostly open-ended, with a few items being closed-ended. The open-ended questions allowed the respondents to freely air their views about the entrepreneurship programmes they are engaged in.

Reliability and Validity of the Instruments

The test and re-test method was adopted to determine the reliability of the instruments. The consistency of the results was tested using Pearson Product Moment Correlation Coefficient (PMMCC), and a correlation value of 92% was arrived at for both instruments. This shows high reliability in the study. To validate the instruments, a university professor of Economics scrutinised them; they were also given to two entrepreneurship experts for vetting. The content adequacy and construct validity and correctness were verified. Their inputs were added to constitute the final form of the instruments.

Data Collection, Presentation and Analysis

Out of the 375 copies of the questionnaire administered, only 351 copies (93.06%) were returned and found usable. Data for the oral in-depth interview were analysed in line with Yin (2014) explanation-building method. The quantitative data were analysed and interpreted using a frequency distribution table and basic statistical percentages.

Table 1: Variables that affect the youth’s choice to become entrepreneurs

Options	Frequency	Percentage %
Self-Dependent	156	44.44
Job Satisfaction	91	25.93
To become a CEO	13	3.70
For Regular Income	52	14.82
All of the above	39	11.11
Total	351	100

Source: Field Survey, 2022

The implication of Table 1 is that the respondents want the type of engagements that will provide their daily needs, confidence, and self-pride.

Table 2: Success level of the various entrepreneurship programmes among the youth

Responses	Frequency	Percentage %
Very Successful	169	48.15
Highly Successful	104	29.63
Undecided	13	3.70
Successful	26	7.41
Not Successful	39	11.11
Total	351	100

Source: Field Survey, 2022

From Table 2, it can be deduced that the various entrepreneurship programmes among the youth are successful.

Table 3: Extent of motivation the youth enjoy in the different entrepreneurship programmes of Delta State government

Responses	Frequency	Percentage %
Very Large Extent	156	44.44
Large Extent	91	25.93
Undecided	13	3.70
Low Extent	52	14.82
Very Low Extent	39	11.11
Total	351	100

Source: Field Survey, 2022

The data in Table 3 imply that the youth largely enjoy high motivation in the different entrepreneurship programmes of Delta State government.

DISCUSSION OF FINDINGS

Data gathered from the field indicate that the youth venture into entrepreneurship programmes for various reasons. The reasons include the quest to be self-dependent, to achieve job satisfaction, to become the boss of themselves (CEOs), and to rake in regular incomes. This finding seats well with Abraham Maslow’s belief that human beings have a strong desire to reach their full potential. Maslow declares that “a man’s desire for self-fulfillment, namely the tendency for him to become actualised in what he is potentially: to become everything that one is capable of being...” (The Happy Manager, 2021, p.2).

This outcome likewise resonates with the outcome of various studies which show that self-employment increases the happiness of individuals through an increase in the standard of living (Benz & Freyi, as cited in Okeke, Ngige, Onowu, & Ikechukwu, 2020). The finding also aligns with the views expressed by most of the respondents interviewed. For instance, during an oral interview with Ochuko Oghendafe, a beneficiary of the scheme from Delta Central senatorial zone, he claimed that he no longer depends on his parents for his daily needs, rather he now supports them by assisting in taking care of his younger siblings.

A second finding revealed that the success level of the various entrepreneurship programmes among the youth is very high as attested to by 77.78% of the respondents. In support of this finding, while highlighting some of the achievements of his administration in the state, which entails the entrepreneurship programmes introduced, Governor Ifeanyi reiterates that “Under the current financial burden that we have in our nation and looking through all the activities of government both in terms of peacebuilding, development of infrastructure and whatever we do in providing services in

the health and education sectors, human capital development, and entrepreneurship programmes, it has been acknowledged that we are doing well” (Olannye, 2021, p.2).

Airing her view during an interview, a beneficiary, Alaere Amakoswei from Delta South Senatorial zone, agrees that the entrepreneurship schemes are successful because it has helped her to set up her catering outfits where she bakes cake for people during weddings and birthday celebrations. She said she also supply ‘small chops’ too. She attests that some of friends also who also benefitted from some of the schemes are doing well in their various trades.

The third finding indicates that, to a large extent, the youth enjoy great deal of motivation from the different entrepreneurship programmes of Delta State government. This stand is buttressed by 85.18% of the respondents. This shows that motivation is important in all businesses, whether private or public, since it drives people to achieve their objectives organisational objectives, as well as, to some extent, national aspirations. This also tallies with Locke’s (as cited in Saari & Tudge, 2004) assertion that, “A happy or good emotional state resulted from the evaluation of one’s job experiences” (p. 396), and Kwakpovwe’s (2021) declaration that, “It’s been found that people respond more to praise and encouragement than to criticism” (p.117).

Gilbert Tochukwu, a beneficiary from Delta North Senatorial zones concedes to the fact that they are motivated, however, he feels that present beneficiaries and upcoming ones will be more motivated if the private sector partner with the Delta state government in job creation and youth empowerment. He said doing so will make more money available to support different aspects of the scheme, motivating participants, admitting that no government can provide for the masses all alone.

Hitherto, the Chief Job and Wealth Creation Officer of the Delta State Job and Wealth Creation Bureau, Prof Eric Eboh. Eboh has noted that the overall goal of the entrepreneurship programmes was to leave a lasting legacy of a new generation of youth entrepreneurs who were well-motivated, highly inspired, properly skilled, and adequately enabled for self-employment (Ahon, 2021).

CONCLUSION

This study concludes that the motivation theory has a great role to play in encouraging the youth to embrace various entrepreneurship programmes that are being offered by individuals, government, and organisation. The significant role of social media in boosting entrepreneurship has also been analysed. Therefore, the youth should utilise this rare opportunity to be trained, become self-reliant, and also employ and train others. They can achieve these goals by adequately leveraging the availability of social media.

Consequently, the government should provide more channels for these trainees’ goods and services to be criticised, and their quality evaluated before they are sent to the open market for public consumption. The youth should also be followed up on to assure continuity and sustainability.

However, for entrepreneurship scheme to succeed and its scope and coverage expanded in any nation, there must be solid partnerships from global development organs, financial institutions, corporate organisations and donor agencies. Also, there would be the need for collaboration with the media, especially the mainstream media, so that entrepreneurship programmes and activities shall always be analysed and reported. This will not only make more youth to be aware of them, but it will make it possible for the media and the public to monitor the progress and success or failure of the programmes. This is necessary because the media do have a great impact on society, and, as gate-keepers and critical factors in the information dissemination process, media practitioners decide what they filter for their various publics to consume, depending on different yardsticks (Guanah, 2021).

RECOMMENDATIONS

- i. Private organisations, as well as individual entrepreneurs, should teach and empower at least one trainee or more per year as part of their corporate social responsibility; this would encourage Delta youth to continue in the profession and skills they have learnt thus far.
- ii. To guarantee long-term viability, the Delta state government should follow up with the different trained entrepreneurs to verify they are doing what they were trained to do, and for which startup kits were provided for them to execute.
- iii. The Delta state government could also help the trainees by buying their goods.
- iv. Trainees should create and join unions and organisations so that their products and services may be self-regulated. Social media platform groups for such unions should be created so that members may connect and share ideas about various enterprises.

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