

## Effect of Social Media Usage and Demographic Characteristics on Creativity among Women Entrepreneurs in Anambra State

Iluno E. C

Dept of Management Studies, Nigerian Defence Academy, Kaduna, Nigeria  
Email: ciluno@nda.edu.ng

Umoru H. E

Postgraduate School, Nigerian Defence Academy, Kaduna, Nigeria

Bello, S O

Dept of Management Studies, Nigerian Defence Academy, Kaduna, Nigeria.

To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v14-i2/20969>

DOI:10.6007/IJARBSS/v14-i2/20969

**Published Date:** 26 February 2024

### Abstract

Entrepreneurs adopt technology to enhance their business operations. Social media has facilitated the creation of a virtual customer environment where entrepreneurs with similar interests interact with one another and with their numerous customers via the internet. This study examined the effects of social media usage on women entrepreneur creativity in five selected towns in Anambra state, Nigeria. Multiple cross-sectional design was adopted for the study. The population of the study is 695 and sample size is 134. Random sampling technique was adopted for the study. Instrument of questionnaire was used for data collection. Regression analysis was used to analyze the data. It was found that the use of Facebook, YouTube and Instagram by women entrepreneurs have enhanced product / service creativity of women entrepreneurs in Anambra state, Nigeria. Also, WhatsApp (wap) has a positive effect on creativity but it is statistically insignificant at 5% significant level. Age and educational qualification have negative effect on creativity among women entrepreneurs that uses social media in the study area. Age is statistically significant at 5% significant level. Educational qualification of women entrepreneurs in the study area showed that educational qualification is statistically insignificant at 5% significant level. Marital status has a positive effect on creativity among women entrepreneurs in the study area, though, it is statistically insignificant at 5% significant level. We recommend that Entrepreneurs should take advantage of Facebook, YouTube and Instagram to improve their business creativity so that their products and services can compete favorably at both local and international market.

**Keyword:** Women Entrepreneur, Creativity, Facebook, YouTube, Instagram, WhatsApp

### **Introduction**

The first two decades of twenty-first century witnessed a shift in the way entrepreneurs conduct their businesses worldwide. Entrepreneurs adopted technology to enhance their business operation. The transition from traditional method of doing business to a digitalized system came at a cost. Technology is still evolving and new ones are coming up daily. The new technology used by the entrepreneurs to conduct their business activities is known as information and communication technology (ICT). Frenzel (1996) defined technology as the practical use of human knowledge to execute a specific task. Information and communication technology can be defined as an underlying infrastructure used to run various aspect of businesses. ICT is an electronic device used for processing of information and communicating the output to the user. The information and communication technology products used by entrepreneurs includes mobile phones, personal computer (PC), and internet and so on. These products have found wide usage in social media especially among women entrepreneurs. Each day, the number of its users are on increase as women entrepreneurs exploit the opportunities that abound on social media to improve their business. An information rich website can help the entrepreneurs, their businesses to develop relationships with customers by providing more effective marketing, new communication and distribution channels, shorter time to market, customized products, 24hour online technical support and online interactive community. This in turn will enrich their creative ability and improve the quality of their operational processes and the performance of their firms.

Social networking can be an excellent way to acquire new customers and retain existing ones. Social networking sites can build online customers around various products, services and firms, where customers can interact with like-minded customers. These customers provide valuable insights, plus useful feedback that help the entrepreneur improve their products to suit the needs of their customers. This feedback can help in advancing the creative ability, and the general brand values. The use of social media as a business tool provide the platform for the women entrepreneurs to interact and mingle with fellow professionals in the field, conduct research, connect with the community and get business opportunities (Smith & Taylor, 2004). Social networking has led to the introduction of social media advertising, marketing and new ways of communicating to expanse audiences on various Internet platforms. Entrepreneur no longer rely on mass media channels alone to communicate with their consumers but have adopted new strategies which will enable them to succeed and enhanced their creativity. Social media has facilitated the creation of virtual customer environment where entrepreneurs with similar interest interact with one another and with their numerous customers via the internet. Social media has partly done away with total dependent on “brick and mortar” entrepreneurship institution for the acquisition of knowledge and skill that will enhance the entrepreneurial creativity of the entrepreneur. Knowledge and skill can be easily acquired beyond ones national boundary. Women entrepreneurs nowadays sit at the comfort of their homes and offices to receive training via internet using their mobile phones or personal computer. According to Baird and Parasnis (2011), with the global upsurge in social media usage, many businesses are experiencing tremendous pressure to extend their products and services beyond their current customers. Today, the heart of customer activity is progressively becoming virtual, situated inside a social media or social networking site (Smith and Taylor, 2004). Also, the fact that entrepreneurial orientation is so closely related to firm performance; it is deduced that women entrepreneurs

with certain skills and competencies, such as creativity, risk-taking ability and having a proactive nature, should manage their business to enhance the business performance.

Women entrepreneurs should use social media to perform successfully and maintain their position among the giant multinationals within the new realm of industry. Lampropoulos, Siakas and Anastasiadis (2019) encourages entrepreneurs to invest heavily in tools like IoT (Internet of Things), cloud computing, artificial intelligence, and other machine learning algorithms of data analytics. This will assist the entrepreneurs to increase their prominence among other industry players by caring for their customer needs and strategically implementing operations based on customer trends and market preferences.

The utilization of social media provides creativity to women entrepreneurs, because it has developed tools for creating and attaining a sustainable competitive advantage. This media is one of the many tools and therefore research is required to understand the impact that it has on the creativity on women entrepreneurs. The adoption of social media by business enterprises at international stage has changed the whole scenario forcing many businesses to extend beyond their national boundary to other markets where their customers are paying close attention. Presently, the heart of customer activity is becoming virtual, located inside a social media or such networking site (Baird & Parasnis, 2011). Social media has provided freedom, convenience and comfort ability to its users by providing platform which enable them to share their opinions and give their customized wishes which in turn led to production of better quality products and services.

The socio- cultural and political space in Nigeria does not provide women entrepreneur such degree of freedom that allows for socialization among the entrepreneurs irrespective of gender in order to enhance their naturally endowed gift of creativity, hence, women entrepreneurs now relied on social media to enhance their creativity and remain relevant in their various businesses. Social media allows effective, speedily and cheaply business communication speedily with customers as well as enabling the women entrepreneurs to construct a database that can be used to generate business leads that may translate to increased sales and thus growth of their business. Issues of copyright and privacy have affected the adoption of social media since some entrepreneurs and customers believe that the information they give in the social media may not be protected and will compromise their privacy. Also, the issue associated with the protection of intellectual property seemed to be totally ignored by the operators of social media. Lack of training for social media users and non- existence of provision of business solutions that would bridge the gap and encourage more entrepreneurs to adopt the use of social media tools which would lead to greater innovations and creativity is of great concern. Furthermore, given the newness of social media, no one knows whether this technology will bring entrepreneurs and customers with characteristics different from those that uses traditional entrepreneurship model. Thus, there is fear and anxiety among the entrepreneurs that social media usage on business activities may void the existing score card model.

It is against this background that this study investigates the effect of social media on creativity among women entrepreneurs in Anambra state, Nigeria. Thus, the following question were raised to guide the study.

- i. What is the effect of Facebook on creativity among women entrepreneurs in Anambra state, Nigeria?
- ii. What is the effect of YouTube on creativity among women entrepreneurs in Anambra state, Nigeria?

- iii. What is the effect of WhatsApp on creativity among women entrepreneurs in Anambra state, Nigeria?
- iv. What is the effect of Instagram on creativity among women entrepreneurs in Anambra state, Nigeria?
- v. What is the effect of Educational Qualification on creativity among women entrepreneurs in Anambra state, Nigeria?
- vi. What is the effect of Age on creativity among women entrepreneurs in Anambra state, Nigeria?
- vii. What is the effect of marital status on creativity among women entrepreneurs in Anambra state, Nigeria?

The objective of the study is to investigate the effect of social media on creativity among women entrepreneurs in Anambra state, Nigeria. The specific objective is to:

- i. Examine the effect of Facebook on creativity among women entrepreneurs in Anambra state, Nigeria.
- ii. Assess the effect of You Tube on creativity among women entrepreneurs in Anambra state, Nigeria.
- iii. Evaluate the effect of WhatsApp on creativity among women entrepreneurs in Anambra state, Nigeria.
- iv. Investigate the effect of Instagram on creativity among women entrepreneurs in Anambra state, Nigeria.
- v. Examine the effect of Educational Qualification on creativity among women entrepreneurs in Anambra state, Nigeria.
- vi. Evaluate the effect of Age on creativity among women entrepreneurs in Anambra state, Nigeria.
- vii. Assess the effect of marital status on creativity among women entrepreneurs in Anambra state, Nigeria.

In order to achieve the objective of this study, the following null hypotheses were formulated  
HO<sub>1</sub>: Facebook has no significant effect on creativity among women entrepreneurs in Anambra state, Nigeria.

HO<sub>2</sub>: You Tube has no significant effect on creativity among women entrepreneurs in Anambra state, Nigeria.

HO<sub>3</sub>: WhatsApp has no significant effect on creativity among women entrepreneurs in Anambra state, Nigeria.

HO<sub>4</sub>: Instagram has no significant effect on creativity among women entrepreneurs in Anambra state, Nigeria.

HO<sub>5</sub>: Educational Qualification has no significant effect on creativity among women entrepreneurs in Anambra state, Nigeria.

HO<sub>6</sub>: Age has no significant effect on creativity among women entrepreneurs in Anambra state, Nigeria.

HO<sub>7</sub>: Marital Status has no significant effect on creativity among women entrepreneurs in Anambra state, Nigeria.

The scope of the study covers Nkpor, Ogidi, Obosi, Oba, Ojoto, Uke, Ichi, Oraifite, Nnobi and Ozubulu in Anambra state. The choice of these towns is due to their proximity to the two commercial hubs ( Nnewi and Onitsha) in Anambra state. The study covered between 2010 to

2022. The period was chosen because by 2010, most of the social media operating in Nigeria have overcome the problem of market penetration and technological hitches.

Significantly, this study will reveal the contribution of social media on business creativity among the women entrepreneurs. This will help the government and policy makers to formulate appropriate policies that will encourage the use of social media especially by entrepreneurs to enhance their creativity and compete favorably both locally and internationally. This study will also serve as enlightenment for other entrepreneurs who for one reason or the other have shun the use of social media as it will highlight the benefits associated with its usage for business purposes. Furthermore, it will contribute to the existing knowledge on entrepreneurship, creativity and social media.

### **Literature Review**

This section reviewed the relevant literature, conceptual issues and theories.

#### *Conceptual Issue*

The concept of entrepreneurship and concept of social media was discussed below.

#### *Concept of Entrepreneurship*

Entrepreneurs are key persons in any geographical space whose activities promote economic growth and technological changes. They are the backbone of industrial development. An entrepreneur is a person that is endowed with special skill, ability, knowledge, awareness and self-confidence. According to Akanni (2012), the word entrepreneurship was derived from French word "entreprendre" and German word "Unternehmen" both mean to undertake. Entrepreneurship is the terminal stage of entrepreneurial process wherein after setting up a business, one looks for diversification and growth. Drucker (1985) held that entrepreneurship is neither a science nor art but it is a practice which has a knowledge base. Wanderwerf and Brush (1989) cited in Aderoba and Babajide (2015) defined entrepreneurship as a business activity that depicts the following character: creativity, innovation, risk bearing, management skill and growth ability.

Ogundele (2004) held that the concept of entrepreneur means identification of new business opportunity, management and risk bearing of a business. Entrepreneurship can be described using the words "innovation and creativity" which implies new products, new production method, new market and new form of business organization. Wealth is created when innovation and creativity result to a new demand. Nwachukwu (1990) opined that entrepreneurship involves seeing and assessing business opportunities and mobilizing all the needed resources to tap into them. This study defines entrepreneurship as a continuous process of improving on new and existing products and services by ensuring that they possess added value.

#### *Concept of Creativity*

Creativity refers to the mindsets and talents connected with entrepreneurship, as well as the traits and behaviors associated with successful business enterprise. Creativity is the capacity of an individual to put ideas into action. It includes the capacity to plan and direct action toward the attainment of goals. It is the application of mindsets and abilities in the workplace. Creativity, innovation, and entrepreneurship are widely regarded as engines for fostering an entrepreneurial culture and propelling socioeconomic growth forward (Carayannis et al., 2003).

Creativity is the store house for new ideas in the mind of the entrepreneur which when harness result in new product and new market.

According to Lüthje and Franke (2003), creativity is considered as qualities which tends to suggest that humans are born with certain personality traits that make them creative/innovative/entrepreneurial. Developing an entrepreneurial creativity requires an orientation that emphasizes on values, beliefs, attitudes, and emotional components of entrepreneurship. Creativity is the source of innovation. Creativity is associated with the individual and this provide the foundation for the emergence of corporate creativity. It is the commercialization of corporate creativity which is referred to as “innovation” that brings about the survival, growth and success of firms. Entrepreneurs could only ensure a continuous growth and a better tomorrow for their business by translating their ideas into practice, thus, they pool resources for product and service innovation. Creativity is shifting from the familiar to the unfamiliar.

Vandervert et al (2007) opined that creativity is a multidimensional phenomenon that manifests itself in many discipline and fields which includes arts and crafts, design, science, and entrepreneurship. Finke et al (1992) see creativity as the ability to showcase what is outside the box from within the box. Creativity explains the entire process, in which ideas are consciously provoked, actively stimulated from the body mind, work upon, exploited and change into new outcomes. The new outcome may include new value, new products, new services, new processes, new market and wealth. Creativity is the act of seeing something that everyone else does but connecting it in ways that no one else has, thus, Sart (2013) see creativity as something unique and useful. Klein (2008) described creativity in terms of new technology and new idea. , The basis of creativity is built on production and application of new ideas, and transformation of these ideas into new processes, new product and service. Fillis and Rentschler (2010) held that a creative individual solves problems, fashions products, or poses new questions within a domain, in a way that is initially considered to be unusual but is eventually accepted within at least one cultural group

### *Concept of Social Media*

The term social media was derived from two words: social and media. The word social means communication, association and interaction among people while media is the platform of the communication. Social media offers women entrepreneurs and their customers the platform to come together to share information and interact with one another. This platform is referred to as social media site or social network. Sin et al (2012) defined social media as an electronic platform that brings together people of the same or different geographical space around the globe to socialize with one another. Social media which is sometimes referred to as social networking and Web 2.0 refers to collaboratively produced and shared media content and to network communities. The women entrepreneurs use social media to sharing their views and encounters. This assists in creativity, open communication and sharing of knowledge among them. Creativity is the ability of using a creative skill to change a business concept to a modified or new production method with improved product or outright new product and expansion or creation of new market.

Social media evolution can be traced back to the Internet’s roots since it retransforms the World Wide Web (WWW) which is a global hypertext system that uses internet as a transport mechanism. By eliminating time and distance, the internet makes it possible to perform business in ways not previously imaginable. The emergence of social media have brought

about digital divide. The digital divide is when those with access to social media have great advantages over those without access to the technology.

Social network can be defined as a websites that help in creating an online group of people with common interest who make use of websites to interact with each other. According to Ojeleye et al (2018), social network is a web-based services that enables users to build an open profile, select a list of users with whom to share a connection list and those created by others inside their platform. Kaplan and Haenlein (2010) held that there is no consensus among academic researchers and managers as to what exactly should be included under this term and how social media differ from concepts of Web 2.0 and User Generated Content (UGC). Web 2.0 is a set of economic, social, and technology trends that collectively form the basis for the next generation of internet- a more matured, distinctive medium characterized by user participation, openness, and network effect. It refers to changes in the way software developer and end users used the web as a platform. . Kaplan and Haenlein (2010) consider Web 2.0 as the platform for the revolution of social media and the representation of the ideological and technological foundation. They say that Web 2.0 is a new way of utilization of the World Wide Web by software developers and end users. Platforms whereby content and applications are no longer created and published by individuals, but instead are continuously modified by all users in a participatory and collaborative fashion. UGC on the other hand is the sum of all ways in which people make use of social media.

The Internet provides leverage for SMEs because it has created mechanisms for attaining sustainable competitive advantage. Social media is one of these mechanisms and there is need for research to understand the effect that it has on the growth of SMEs. The power of social networking cannot be ignored and there is need to research on how its business characteristics impact on SMEs social media is an essential piece of women entrepreneurs' business production, quality and marketing strategy as it enables them to connect with other entrepreneurs and customers. Social media enhance awareness about various brands, new idea and creativity and it also boost sales of products/ services. According to Evans and McKee (2010), all businesses need to capitalize on having entrepreneurs, employees, and customers who can tap into the potential that Internet technologies have to offer.

There are five major types of social media. These includes social networks, social news, book marking, and media sharing and micro blogging.

Social networks is a social networking site that allows prospective users ( women entrepreneurs and their customers) to connect with one another or with customers that have similar interest or background and are willing to share them. In Nigeria, Facebook, Twitter and Intagrm are the popular social network.

Social news is a social media site that allows women entrepreneurs or other users to post news link and other items to the external articles. Users always vote on said items and items with the highest number of votes are prominently displayed. The votes usually decide which item should be seen by more people. Social news is not popular among Nigerians. Example is Reddit and Digg.

Book marking: This is a social media site that allows women entrepreneurs and other users to save and organize link to any number of online resource and websites. These sites enable the users to "tag" links which makes it easy to search and share with their followers. Bookmarking is not popularly used by most Nigerians. Example are flipboard and pinterest.

Media sharing: This is a social media sites that allows the women entrepreneurs and other users to upload various media such as pictures and videos. It encourages women

entrepreneurs to generate content where they can create and share their creativity. YouTube is the prominent one used by Nigerians.

Micro Blogging are social media sites that allows women entrepreneurs or other users to submit their short-written entries. This may include link to product and services as well as social media sites which are posted on the walls of the subscriber user's account. The most commonly used microblogging websites in Nigeria are Twitter and Facebook.

### *Theoretical Issue*

Several theories have been propounded on entrepreneurship and social media but for the purpose of this study, social cultural theory of entrepreneurship and users and gratification theory was discussed.

### *Social Cultural Theory of Entrepreneurship*

Hoselitz (1964) propounded the social cultural theory of entrepreneurship which was based on the assumption that certain individuals are gifted with creative power in any cultural or social group. Women entrepreneurs develop different attitudes while engaging on social conduct. They thrive in a society in which culture does not inhibit the freedom of women on the choice of career or trade and their fundamental human right to socialization is respected. Women entrepreneurs are product of the culture and their innovative and creative ability is a product of cultural values that exist in the society. These cultural values nurture the traits such as creative ability, innovativeness, initiative, risk taking and so on among women entrepreneurs.

### *Users and Gratification Theory*

Users and ratification theory looked at the reason why women entrepreneurs and other use social media. Ancu and Cozma (2009) held that the benefit that is associated with the adoption and usage of media and its contents that made people to use social media. These benefits bring both social and psychological satisfaction to its users.

This study is anchored on both social cultural theory of entrepreneurship and users and gratification theory. The justification is that users and gratification theory revealed the reason behind the adoption of social media by women entrepreneurs while social cultural theory of entrepreneurship shows the role culture played in nurturing the entrepreneurs' creativity trait.

### *Empirical Literature Review*

Bruce, Shurong, Akakpo and Oppong (2022) investigated the effect of social media on start-up survival in Ghana. The study employed qualitative method using case study approach. The sample size is 15. Semi- structure questionnaire using interview method was used to collect data. The findings revealed that social media would serve as a strategic tool for start- ups through their lifecycle and has significant effect on their survival. It was also found that Facebook and twitter are effective social media platform used for effective communication with ecosystem players and customers, customer attraction, marketing intelligence and image building.

Salem and Beduk (2021) studied the effect of creativity and innovation on entrepreneurship. The study aimed to find out the relationship and impact of Creativity and Innovation on entrepreneurship for foreign students at the Turkish Universities in Konya. The research design was survey method. Systematic random sampling technique was used to select 252

respondents. The instrument of questionnaire was used to collect data. Regression was used to analyze the data with the aid of SPSS. It was found that there is a mutually beneficial relationship between Creativity, Innovation and Entrepreneurship. Each of them needs to other. It was also revealed that Innovation is affecting Entrepreneurship more than Creativity. Nguyen et al (2021) investigated the impact of creativity on student entrepreneurial intention in Hanoi, the capital of Vietnam. Survey research design was adopted for the study. 703 undergraduate students were selected using convenience sampling technique. Questionnaires were used for data collection. Structural equation modeling with Amos version 23 was used. The result showed that creativity has no significant direct effect on entrepreneurial intention. Rather, it has an indirect effect on entrepreneurial intention through three determinants (attitude, subjective norms, and behavioral control).

Uliana et al (2021) studied the impact of creativity and innovation on entrepreneurship development in Nigeria. The study seeks to investigate the relationship between creativity and innovation on entrepreneurship development. A survey design was adopted for the study. The sample size of the study is 257. Questionnaire was used for data collection. The Ordinary Least Square and ANOVA was adopted for data analysis. The findings revealed that there is a strong relationship between creative thinking and innovative ability, as well as technological advancement although was negatively estimated on entrepreneurship development

Zafar et al (2017) studied the impact of social media on entrepreneurship growth in Pakistan. The design of evocative investigation was used. The sample size of the study is 300. Random sampling technique was adopted for the study. Structured questionnaire was used for data collection. Factor analysis on the validity of the data was performed using the PCA technique while using the methodology of Varimax rotation. The data were analyzed using KMO technique, Bartlett's sphericity test and regression analysis. The findings revealed that social media has positive effect on entrepreneurship growth.

Ogbari et al (2015) investigated the effect of creativity on entrepreneurial sustainability in some selected markets in Lagos. The study adopted survey research design. Purposive sampling technique was used to select the sample size of 35 respondents. Questionnaire was used for data collection. Regression analysis was used to analyze the data.

It was found that creativity adaptation has a positive effect on return on investment and customer base of the sampled business enterprises.

### **Methodology**

Multiple cross-sectional design was adopted for the study. This is because it allows the researcher to use one time observation to explain a casual process that happened over time. The population of the study comprise of all the women entrepreneurs at Ekwuluobia, Ihiala, Igbo-Ukwu, Awka-Etiti and Okija who have used social media from 2017 to 2023 in their business. The choice of these towns was due to their semi – urban and rural nature. Furthermore, these towns will provide the researcher with the insight to evaluate the role of social media on enhancing the creativity of women entrepreneurs in this study area due to the high presence of women entrepreneurs in these towns. The choice of women entrepreneurs with a maximum of 6 years of experience in social media usage is to enable the respondent provide answers that will assist the study. The population of the study is 695. Statistical formula devised by Borg and Gall (1973) cited in Adilo (2019) was used to determine the sample size.

The sample size is 134. Cluster sampling was used to divide the population of interest and then simple random probability sampling technique was used to further identify the specific businesses to be used for the study. The justification for this is that simple random sampling technique satisfied the law of numerical symmetry, which says that if a sample is chosen randomly, on average, it will have a general appearance, expression and configuration of the population. Furthermore, random sampling technique ensures that all entity had the same chance of selection and thereby avoid a biased selection. Primary data was collected through the instrument of the questionnaire. Data analysis was done with the aid of STATA using multiple regression. Multiple regression was used because it establishes the cause and effect of social media on product or service creativity of women entrepreneurs’ business enterprises. The questionnaire was constructed using Asika (1990) five calibration model of likert scale: Strongly Agreed (5) Agreed (4) Neutral (3) Disagreed (2) Strongly Disagreed (1) The validity test was done on the contents of the questionnaire for the clarity and appropriateness of the contents on the instruments used for the study. The formula for calculating the sample size is a statistical formula devised by Borg and Gall (1973) cited in Adilo (2019)

$$n = (Z)^2 eN$$

Where

n = Required Sampling Size.

Z = Confidence level (1.964 for 95% confidences level)

N = Population Size

e = Degree of accuracy (5%), expressed as a proportion (.05). it is a margin of error.

N = (1.964)<sup>2</sup>x 0.05x695 = 134

Table 1

*Population of selected women entrepreneurs’ businesses*

s\n	TYPE OF BUSINESS	POPULATION
1,	Palm oil processing	109
2.	Poultry\ fish\ snail farming	98
3.	Fashion and designing (tailoring)	77
4.	Manicure\pedicure\ Hairdressing\hair plating	189
5.	Trading \ Food selling	222
6.	Total	695

Source: Researcher’s field survey (2023).

The regression model for this study is as follows

$$CRV = \alpha + \beta_1 FBK + \beta_2 YUT + \beta_3 WAP + \beta_4 ING + \beta_5 GR + \beta_6 EDQ + \beta_7 MST + \epsilon$$

Where

$\alpha$  is the intercept or autonomous factor.

CRV = Creativity

FBK = Face book

YUT = You Tube

WAP = WhatsApp

ING = Instagram

AGR = Age

EDQ = Educational Qualification

MST = Marital Status

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6, \beta_7, \beta_8, \beta_9, \beta_{10}$  are the regression parameter or coefficients to be estimated.

$\epsilon$  is the error term.

*Result and Discussion*

Demographic Characteristics of the respondents.

Table 2

S/N	Variable	Frequency	Percentage	Cumulative percentage
1	Gender: Female	134	100	100
	Total	134	100	100
2	Age			
	26- 35	47	35	35
	36- 45	50	37	72
	46 - 55	29	22	94
	56 - Above	08	06	100
	Total	134	100	100
3	Marital Status			
	Married	102	76	76
	Single	31	23	99
	Divorced	01	01	100
	Total	134	100	100
4	Educational Qualification			
	SSCE/ GCE	63	47	47
	ND/ NCE	49	37	84
	HND/ BSc.	17	13	97
	PGD and above	05	03	100
	Total	134	100	100

Source: Researchers’ field survey (2023).

Table 2 shows that all the respondents are female. Also, it revealed that 47(35%) of the respondents are between the ages of 26- 35, 50 (37%) of the respondents are between the ages of 36- 45, 29 (22%) of the respondents are between the ages of 46- 55 while 8 (6%) of the respondents are 56- and above. Furthermore, the marital status of the respondents shows that majority of the respondents (102) constituting 76% are married, 31 (23%) of the respondents are single while 1 (1%) is divorced. The educational qualification reveals that 63 (47%) of the respondents have SSCE/GCE, 49 (37%) of the respondents are ND/ NCE holders, 17 (13%) of the respondents have HND/ BSc. While 5 (3%) of the respondents are holders of PGD and above.

Table3

18 . summarize inn fbk yut wap ing crv

Variable	Obs	Mean	Std. Dev.	Min	Max
inn	134	9.738806	3.965887	3	15
fbk	134	10.11194	4.170538	3	15
yut	134	9.365672	3.987841	3	15
wap	134	10.78358	3.880473	3	15
ing	134	9.597015	3.874186	3	15
crv	134	9.126866	3.849464	3	15

SOURCE: STATA output (2023)

Table 3 present the mean of the independent variable (fbk, yut, wap, ing) on the dependent variable (crv). Face book has a mean score of 10.11 out of a possible mean score of 15. This implies that facebook ( fbk) has contributed immensely to the development and growth of business of women entrepreneurs in Anambra state. This can be explain by the role Facebook played in enhancing creativity through information sharing and advertisement among the women entrepreneurs. Also, YouTube (yut) has a mean score of 9.37 out of a possible score of 15. This shows that YouTube has moderate impact on business of women entrepreneurs in the study area. This is due to the fact that yut provides women entrepreneurs the much needed exposure and learning opportunity to improve their business creativity. WhatsApp (wap) has a mean score of 10.78 out of the possible mean score of 15. This implies that wap has a large effect and improves the business creativity of women entrepreneurs in the study area through the provision of communication platform among the entrepreneurs. Instagram (ing) has a mean score of 9.60 out of possible mean score of 15. This implies that ing has a moderate effect on creativity of women entrepreneurs through clarity of post and display of features.

Table 4

. regress crv fbk yut wap ing AGE\_RANGE EDUCATION\_QUALIFICATION MARITAL\_STATUS

Source	SS	df	MS	Number of obs	=	134
Model	1940.87954	7	277.268505	F(7, 126)	=	1165.94
Residual	29.9637486	126	.237807528	Prob > F	=	0.0000
Total	1970.84328	133	14.8183706	R-squared	=	0.9848
				Adj R-squared	=	0.9840
				Root MSE	=	.48766

  

	crv	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]
	fbk	.1478513	.0722502	2.05	0.043	.0048703 .2908322
	yut	.5216507	.0936236	5.57	0.000	.3363724 .7069291
	wap	.0618072	.0628207	0.98	0.327	-.0625132 .1861275
	ing	.1624017	.0736558	2.20	0.029	.0166391 .3081643
	AGE_RANGE	-.5225424	.1829408	-2.86	0.005	-.8845768 -.1605079
	EDUCATION_QUALIFICATION	-.0688203	.1556537	-0.44	0.659	-.3768543 .2392137
	MARITAL_STATUS	.3286348	.1935807	1.70	0.092	-.0544557 .7117252
	_cons	1.211645	.9195141	1.32	0.190	-.6080464 3.031336

SOURCE: STATA output (2023)

Table 4 present the regression analysis of the explanatory variables stated in the model formulated. The dependent variable is creativity (crv) while the independent variables are facebook (fbk) , you tube (yut), whatsapp (wap), instagram (ing), age ( agr), educational qualification (edq) and marital status (mst). The intercept of the model (  $\beta_0$  ) also known as the autonomous is the expected value of the dependent variables ( crv) when all the independent variables ( fbk, yut, wap, ing, agr,edq, mst) equal zero. The value is 1.2116 and has an insignificant probability value 0.190 at 5% level of significance. The F-statistics stood at 1165.94 and has a significant probability value of 0.0000. This implies that the explanatory variables (fbk, yut,wap,ing,agr,edq,mst} simultaneously influence the outcome of dependent variable (crv). Hence, since P- value is less than 0.05, it is therefore concluded that the model predicts the dependent variable (crv) significantly well.

Also, coefficient of measure of goodness of fit is represented by  $R^2$  stood at 0.985. This means that 99% variation in crv can be explained by the independent variables ( fbk, yut, wap, ing, agr, edq, mst). Thus, the remaining 1% which is represented by error term,  $\epsilon$ , are other variables which influences creativity (crv) but are not captured in the model. The adjusted R-squared of 0.984 indicated that 98% of the variance in crv can be predicted by fbk,yut wap ,ing, agr, edq, mst.

Furthermore, the combination of each of the explanatory variables stated in the model formulated showed that the coefficient of face book (fbk) stood at 0.148. This implies that fbk has a positive effect on creativity (crv). Thus, holding other variables constant, a percentage increase in face book will lead to approximately 0.15 percent increase in creativity. Also, the result of t- statistics stood at 2.05 (0.043) which is statistically significant at 5% significant level. Therefore, the null hypothesis which state that face book has no significant effect on creativity among women entrepreneurs in Anambra state, Nigeria is therefore rejected.

Also, the coefficient of you tube (yut) stood at 0.522. This means that yut has a positive effect on creativity. Thus, holding other variables constant, a percentage increase in yut will lead to approximately 0.52 percent increase in creativity. The result of t- statistics stood at 5.57 (0.000) and is highly significant at 5% significant level. Therefore, the null hypothesis which states that you tube has no significant effect on creativity among women entrepreneurs in Anambra state, Nigeria is therefore rejected.

Furthermore, the coefficient of WhatsApp (wap) is 0.062. This shows that wap has a positive effect on creativity. Thus, holding other variable constant, a percentage increase in whatsapp will lead to 0.06 percent increase in creativity. The result of t- statistics stood at 0.98 (0.327) and it is highly insignificant at 5% significant level. Therefore, the null hypothesis which state that whatsapp has no significant effect on business creativity among women entrepreneurs in Anambra state, Nigeria is accepted.

Also, the coefficient of instagram (ing) is 0.162. This implies that instagram has a positive effect on creativity. Thus, holding other variables constant, a percentage increase in instagram (ing) will lead to 0.16 percent increase in creativity. The result of t- statistics stood at -2.86 (0.029) and is highly significant at 5% significant level. Therefore, the null hypothesis which states that instagram has no significant effect on business creativity among women entrepreneurs in Anambra state, Nigeria is rejected.

The coefficient of age (agr) is -0.523. This implies that age has a negative effect on creativity. Thus, holding other variables constant, a percentage increase in age will lead to 0.52 percent decrease in creativity. The result of t- statistics stood at 3.73 (0.005) and is highly significant at 5% significant level. Therefore, the null hypothesis which states that age has no significant effect on creativity among women entrepreneurs in Anambra state, Nigeria is rejected.

Furthermore, the coefficient of educational qualification (edq) stood at -0.069. This shows that educational qualification has a negative effect on creativity. Thus, holding other variables constant, a percentage increase in educational qualification will lead to 0.07 percent decrease in creativity. Also, the result of the t- statistics stood at -0.44 (0.659) and is highly insignificant at 5% significant level. Therefore, the null hypothesis which states that educational qualification has no significant effect on business creativity among women entrepreneurs in Anambra state, Nigeria is therefore accepted.

The coefficient of marital status (mst) stood at 0.329. This implies that marital status has a positive effect on creativity. Thus, holding other variables constant, a percentage increase in marital status will lead to 0.33 percent increase in creativity. The result of t- statistics stood at 1.70 (0.092) and is highly insignificant at 5% significant level. Therefore, the null hypothesis which state that marital status has no significant effect on creativity among women entrepreneur in Anambra state, Nigeria is therefore accepted.

### **Conclusion and Recommendation**

The regression analysis result revealed that Facebook (fbk), youtube (yut) and instagram (ing). have positive effect on creativity and are statistically significant at 5% significant level. Hence, the use of Facebook, YouTube and instagram by women entrepreneurs have enhanced product / service creativity of women entrepreneurs in Anambra state, Nigeria. Also, What Sapp (wap) has a positive effect on creativity but it is statistically insignificant at 5% significant level. Age and educational qualification have a negative effect on creativity among women entrepreneurs that uses social media in the study area. Age is statistically significant at 5% significant level. Younger women entrepreneurs that uses social media shall enhance their creativity more than the older women that adopted the same technology for their business. Educational qualification of women entrepreneurs in the study area showed that educational qualification is statistically insignificant at 5% significant level. This implied that basic education at SSCE/ G.C.E level is enough for women entrepreneurs in the study area. Marital status has a positive effect on creativity among women entrepreneurs in the study area, though, it is statistically insignificant at 5% significant level.

Social media is a significant aspect of the digital landscape; thus, this study provides an understanding of its role in fostering creativity among women entrepreneurs and this is crucial in the context of the ongoing digital transformation in Anambra state and globally It also provides understanding on influence of social media and demographic factors on creativity which can help women entrepreneurs harness its potential effectively as social media has become a powerful tool for networking, marketing, and business growth. The findings of this study could also inform the development of policies and support programs aimed at fostering creativity among women entrepreneurs. This, in turn, could contribute to economic development and gender equality initiatives in Anambra state. Furthermore, given the widespread use of social media globally, this study explores its effects on creativity among women entrepreneurs and has provided valuable Knowledge on the role of these platforms in business innovation. This could have practical implications for marketing, networking, and brand development. Finally, this study contributes to existing theories in fields such as entrepreneurship, creativity, and communication by incorporating the unique elements of social media and demographic factors within the context of women entrepreneurs in Anambra state.

In view of the findings of this study, the following recommendation are therefore suggested.

Entrepreneurs should take advantage of Facebook, YouTube and Instagram to improve their business creativity so that their products and services can compete favorably at both local and international market.

Government and policy makers should make policies that will enable the large army of unemployed youths to take advantage of their young ages to go into entrepreneurship since this will contribute immensely to products and service creativity there by improving the overall economy of the nation.

Government should create a business environment that will de-emphasized on academic qualification but focused on ICT literacy especially among the entrepreneurs in Nigeria. This will enable the government to grow the number of entrepreneurs and create the much needed employment opportunities for the teeming unemployed youths.

Entrepreneurs should be encouraged to go into the social contract of marriage since marriage contributes positively to the increase in creativity. Marriage enhanced the social status of an entrepreneur thus instilling a sense of responsibility and seriousness on the entrepreneur. This helps the entrepreneur to improve in area of product and service creativity.

### **Reference**

- Aderoba, C. T., & Babajide, D. A. (2015). Business enterprises and entrepreneurship practices in Nigeria. *European Journal of Business and Management*, 7 (18), 22- 37.
- Adilo, J. N. (2019). Conflict management and organizational performance: a study of selected breweries in South – East, Nigeria. *International Journal of Management and Entrepreneurship*, 1 (1), 1 – 22.
- Akanni, H. (2010). Magnitude and demand for credit by SME. A paper presented at the West Africa Sub Regional seminar on enterprises credit held on March 15- 17, 2010 in Accra, Ghana.
- Ancu, M., & Cozma, R. (2009). My space politics: users and gratification of befriending candidates. *J. Broadcast Electronic Media*, 53 (4), 567- 583.
- Asika, N. (1990), research methodology in the Behavioral sciences. *Longmont Nigeria limited Ikeja*.
- Bruce, E., Shurong, Z., Akakpo, A., & Opong, J. (2022). Impact of social media on start-up survival: Qualitative evidence from Ghana. *Journal of Management, Economics, and Industrial Organization*, 6(2), 48-69. <http://doi.org/10.31039/jomeino.2022.6.2.4>
- Carayannis, E. G., D. Evans, D. & Hanson, M. (2003). "A cross-cultural learning strategy for entrepreneurship education: outline of key concepts and lessons learned from a comparative study of entrepreneurship students in France and the US," *Technovation*, 23 (9), 757-771.
- Evans, D., & McKee, J. (2010). *Social Media Marketing: The Next Generation of Business Engagement*. Wiley Publishing, Inc., Indiana.
- Fillis, I., and Rentschler, R., (2010). The Role of creativity in Entrepreneurship. *Journal of Enterprising Culture*, 18(1), 49-81, <https://doi.org/10.1142/S0218495810000501>
- Finke, R., Ward, T. B., & Smith, S. M. (1992). "Creativity cognition: Theory, research, and applications". *MIT Press*.
- Frenzel, C.W. (1996). *Information Technology management*, Cambridge, *Thomson Publishing Company*.
- Baird, H. C., & Parasnis, G. (2011). From social media to social customer relationship management. *Strategy & Leadership*, 39(5), 30-37

- Hoselitz, M. L. (1964). Social structure and competition in inter- firm networks: The paradox of embeddedness. *Administrative Science*, 42 (1), 35- 67.
- Iblasi, W. N., Bader, D. M. K., & AL- Qreini, S. A. (2016). The impact of social media as a marketing tool on purchasing decision (case study on Samsung for electrical home appliances). *International Journal of Management Studies and Research*, 4 (1), 14- 28.
- Juliana, N. O., Hui, H. J., Clement, M., Solomon, E. N., & Elvis, O. K. (2021). The Impact of Creativity and Innovation on Entrepreneurship Development: Evidence from Nigeria. *Open Journal of Business and Management*, 9, 1743-1770. <https://doi.org/10.4236/ojbm.2021.94095>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Klein, P. G. (2008). Opportunity Discovery, Entrepreneurial Action, and Economic Organization. *Strategic Entrepreneurship Journal*, 2, 175-190. <https://doi.org/10.1002/sej.50>
- Krejcie, K. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*, 30, 607- 610.
- Lampropoulos, G., Siakas, K., & Anastasiadis, T. (2019). Internet of things in the context of industry 4.0: An Overview. *International Journal of Entrepreneurial Knowledge*, 7 (1), 4- 19.
- Lüthje & Franke, N. (2003). "The 'making' of an entrepreneur: testing a model of entrepreneurial intent among engineering students at MIT," *R&d Management*, 33 (2), 135-147.
- Nguyen, T. T., Phan, H. T. T., & Pham, V. T. (2021). Impact of creativity on student entrepreneurial intention. *International Journal of Innovation - IJI*, São Paulo, 9(3), 646- 663. <https://doi.org/10.5585/iji.v9i3.19659>
- Nwachukwu, C. C. (1990). Management theory and practice, Anambra; *Africana- FEP publishers Limited*.
- Ogbari, M. E., Isiavwe, D. T., Ajagbe, M. A., & Oke, A. O. (2015). Forecasting Effect of Creativity on Entrepreneurial Sustainability. *International Journal of Academic Research in Business and Social Sciences*, 5(7), 123- 138.
- Ogundele, O. J. K. (2004). Practices of Entrepreneurship in Nigeria. *Lagos Omolofin Publisher*.
- Ojeleye, Y. C., Opusunju, M. I., & Ahmed, A. I. (2018). Impact of social media on entrepreneurship development among users in Zamfara State. *Journal of Economics and Finance*, 2 (2), 303- 322.
- Orohdo, A. J. (2004). Techniques of writing Reports. *Nairobi Masola Publishers*.
- Salem, S., & Beduk, A. (2021). The Effect of Creativity and Innovation on Entrepreneurship. *International Journal of Academic Management Science Research (IJAMSR)*, 5(8), 1-11. [www.ijeais.org/ijamsr](http://www.ijeais.org/ijamsr)
- Sart, G. (2013). Effects of Technology Transfer Offices on Capacity Building in Creativity, Innovation and Entrepreneurship. *The European Journal of Social & Behavioural Sciences*, purchase intention in social media websites; *Procedia Social and Behavioral Sciences*, 40, 326 – 333.
- Smith, P., & Taylor, J. (2004). *Marketing Communications: An Integrated Approach*. London: *Kogan Page Limited*, 704-712. [https://doi.org/10.15405/FutureAcademy/ejsbs\(2301-2218\).2012.4.5](https://doi.org/10.15405/FutureAcademy/ejsbs(2301-2218).2012.4.5)

- Sin, S., Nor, K. M., & Al-Agaga, A.M. (2012). Factors affecting Malaysia young consumers' online
- Vandervert, L. R., Schimpf, P. H. & Liu, H. (2007). How working memory and the cerebellum collaborate to produce creativity and innovation. *Creativity Research Journal*, 19(1), 1-18.
- Zafar, M., Shafiq, W., Kousar, S., Yousaf, H. Q., & Nasi, N. (2017). Impact of social media on entrepreneurship growth: a case of Lahore, Pakistan. *International Journal of Engineering Sciences & Research Technology*, 6(1), 1- 8.