



IMPACT OF DIGITAL ENTREPRENEURSHIP ON BUSINESS GROWTH AMONG YOUTH-OWNED ENTERPRISES IN BORNO STATE, NIGERIA

¹IBRAHIM MOHAMMED PhD

University of Maiduguri

Department of Public Administration

Ibrahimmohd5225@gmail.com

and

²YAKUBU PHILEMON DABAWA

07011152335

Yakubupd2@gmail.com

Abstract

This research study examine the effect of digital entrepreneurship on business growth among youth-owned enterprises in Borno State, Nigeria, specifically focusing on social media marketing, adoption of digital payments, and acquiring digital skills. Although there has been recognition for the importance of digital entrepreneurship in driving growth, youth-owned enterprises in the state still face challenges of sluggish sales growth due to lack of empirical literature that shows how these digital influences shape their performance, thus creating a gap that this study seek to fill. The study applied descriptive survey design targeting 339 youth-owned enterprises within three major markets in Maiduguri Metropolitan Council. A sample size of 183 respondents was selected using Yamane's formula. Data collected from primary sources was subjected to statistical analysis employing both descriptive statistics and Multiple Regression Analysis (OLS) with the aid of SPSS version 27 at a significance level of 5%. There was statistical significance in the regression model ($F = 491.827, p < 0.001$), with an adjusted $R^2 = 0.889$, meaning that 88.9% of the variations in sales growth were attributed to the independent variables used. There was a positive and significant effect of social media marketing ($\beta = 0.289, p < 0.001$), there was also a positive impact of digital payment technology adoption ($\beta = 0.351, p < 0.001$), and digital skills acquisition turned out to be the best predictor ($\beta = 0.428, p < 0.001$). The study concluded that digital entrepreneurship plays a major role in increasing the sales growth of youth-owned enterprises in Borno State. It recommend that investment in digital skills, payments, and social media marketing improve business performance.

Keywords: *Business Growth, Digital Entrepreneurship, Youth-Owned Enterprises*

1.0 Introduction

There is no doubt that the swift development of digital technology has changed the whole process of establishing and running businesses worldwide. The advent of digital entrepreneurship has offered novel ways to use internet technology, social media, e-commerce, and digital money to establish and develop their businesses to entrepreneurs. The concept of digital entrepreneurship involves the use of digital technologies in entrepreneurial activities to add value and increase efficiency. According to Okegbe (2025), digital entrepreneurship has proved to be an essential tool for youth empowerment through business activities based on technology. The increased use of digital technologies has allowed entrepreneurs to surmount traditional obstacles related to business start-ups and development and make their businesses more competitive and sustainable (Muhammad et al., 2025).

Digitally-enabled entrepreneurship has been recognized as a crucial source of growth, innovation, and employment creation worldwide. Modern businesses can leverage the power of information and

Impact of Digital Entrepreneurship on Business Growth Among Youth-Owned Enterprises in Borno State, Nigeria

communication technologies to reach larger customer bases and operate their businesses more effectively. Contemporary business environments depend on digital applications like online marketing, electronic payment systems, cloud computing, and social commerce (Ayokunmi et al., 2026). It is therefore true that the use of digital technologies in entrepreneurship has become an important determinant of growth in business in developed as well as developing economies (TechRadar, 2026). In countries like Nigeria which are struggling with problems of unemployment and poverty, especially among young people, digital entrepreneurship has become a popular approach to solve these problems. There is no doubt about the fact that Nigeria has one of the biggest youth populations in Africa, and there are great possibilities for economic development in such circumstances. However, due to the high rates of internet penetration and usage of smartphones, a number of young people have been able to create their own businesses using these technologies. According to Ofudu & Egbara (2026), these skills in digital entrepreneurship are important for increasing employment and self-reliance among Nigerian youths.

In Borno state, where youth unemployment and economic recovery are the key developmental issues, the level of contribution made by digital entrepreneurship to the growth of youth enterprises has not been adequately addressed. Though research has been conducted on digital entrepreneurship and youth empowerment in Nigeria, it does not have enough empirical data concerning the impact of digital entrepreneurship on business growth of youth enterprises in Borno state (Okegbe, 2025). The informative lacuna makes it difficult for decision-makers to come up with strategies that could be used to exploit the power of digital entrepreneurship in the growth of youth enterprises. It is against this backdrop, this paper will examine the impact of digital entrepreneurship on business growth of youth enterprises in Borno State, Nigeria. The main objective of this study is to examine the impact of digital entrepreneurship on Business growth among youth-owned enterprises in Borno State, Nigeria.

The specific objectives are to:

- i. examine the effect of social media marketing on sales growth among youth-owned enterprises in Borno State, Nigeria.
- ii. Analyze the effect of digital payment adoption on sales growth among youth-owned enterprises in Borno State, Nigeria.
- iii. Assess the effect of digital skills acquisition on sales growth among youth-owned enterprises in Borno State, Nigeria.

Research Questions

The following research questions will guide the study:

- i. To what extent does social media marketing influence sales growth among youth-owned enterprises in Borno State, Nigeria?
- ii. How does digital payment adoption contribute to sales growth among youth-owned enterprises in Borno State, Nigeria?
- iii. What relationship exists between digital skills acquisition and sales growth among youth-owned enterprises in Borno State, Nigeria?

Research Hypotheses

The following null hypotheses will be tested in the study:

- H₀₁: Social media marketing has no significant effect on sales growth among youth-owned enterprises in Borno State, Nigeria.
- H₀₂: Digital payment adoption has no significant effect on sales growth among youth-owned

enterprises in Borno State, Nigeria.

H₀₃: Digital skills acquisition has no significant effect on sales growth among youth-owned enterprises in Borno State, Nigeria.

2.0 Literature Review

Business Growth

Business growth may be described as an increase in the size, performance, and market position of an organization during a certain period. This is perhaps one of the main factors that determine the success and sustainability of an organization, since it shows that the organization has the capacity to grow, earn more money, get more customers, and become profitable. Business growth can be considered as one of the major objectives of entrepreneurs due to the fact that it ensures the survival of businesses and their continued competitiveness. As per Muhammad et al. (2025), business growth proves the capability of an organization to utilize existing resources and opportunities to improve its performance and strategic goals. Growing businesses are more likely to survive amidst the existing uncertainties in the business world.

There has been much research on business growth in entrepreneurship due to its impact on economic growth and employment creation. With regards to youth-owned enterprises, business growth is a crucial element since it provides entrepreneurs an opportunity to earn money, expand their operations, and ensure profitability. Business growth is essential since studies have revealed that firms that grow continuously are better placed to take advantage of new market opportunities and cope with the environmental change compared to stagnant businesses (Etuh et al., 2026). Thus, business growth continues to remain a key indicator of entrepreneurial success and organizational efficiency (Ayokunmi et al., 2026).

Technology advancement has become a critical factor determining business growth over the recent past. Using technology makes it possible for the business to enhance its efficiency, build better relations with customers, and open up new markets. The use of digital technology through social media, electronic transactions, and digital communications has made it possible for the business to perform better and improve its sales results. It is due to these reasons that digital entrepreneurship has become a crucial aspect of achieving business growth (Okegbe, 2025; Ayokunmi et al., 2026).

Sales Growth

Sales growth is the increase in the volume or value of the products or services sold by a company within a certain period. It is one of the widely used measures of business growth since it directly reflects the market performance of the enterprise in terms of attracting customers. It shows the extent to which a company is growing its customer base and generating more demand for its products or services, thus gaining a better competitive edge in the market. According to Ayokunmi et al. (2026), sales growth is an important measure of business performance because it shows the ability of a business to make money and maintain its performance. Business growth in sales leads to increased profitability, growth in market reach, and increased sustainability.

According to Muhammad et al. (2025), enterprises that use innovative business practices and digital technologies experience great success in terms of sales performance. Therefore, sales growth is a common measure for evaluating effectiveness of business strategy and entrepreneurial activity (Okegbe, 2025). There are numerous factors that affect the level of sales growth in a business. These factors include the quality of products or services, pricing, customer satisfaction, market access,

Impact of Digital Entrepreneurship on Business Growth Among Youth-Owned Enterprises in Borno State, Nigeria

innovation, technology usage, etc. In the last years, digital technologies became extremely significant factor that affects sales performance of business (Ofodu & Egbara, 2026). Digital platforms help entrepreneurs to communicate with a wider audience, promote their products better and establish strong connections with customers. Using digital technologies helps companies to contact customers directly through various means of digital communication, satisfy their demands timely, and create customized marketing campaign. Scientific research proved that using digital technologies may contribute to sales growth in comparison with the usage of only traditional methods of business (Etuh et al., 2026).

Digital Entrepreneurship

Digital entrepreneurship is defined as the act of starting, organizing and managing business operations using digital technology and online means. In other words, it involves the use of various digital tools including social media platforms, online payments, mobile application, website and other technological advances in identifying business opportunities and creating value (Etuh et al., 2026). The advent of digital technologies has revolutionized conventional entrepreneurship practices whereby firms operate more efficiently, reach larger markets and interact effectively with their customers. As stated by Okegbe (2025), digital entrepreneurship has been recognized as a significant way of promoting youth empowerment, innovation and economic growth in developing economies through the provision of cost reduction, business visibility and customer engagement. It was noted by Muhammad et al. (2025) that digital entrepreneurship positively impacts on business performance through increased market reach and operational efficiency. Therefore, digital entrepreneurship serves as a strategic tool for enhancing enterprise performance and sales growth among youth-owned businesses (Ofodu & Egbara, 2026).

Social Media Marketing

Social media marketing is the process of using social networking sites such as Facebook, Instagram, WhatsApp, TikTok, and X to market products, services, and activities. It is considered one of the best ways to market digitally since businesses get an opportunity to interact directly with customers, build brands, and create bigger audiences through lower costs. Social media gives an entrepreneur the platform to advertise, spread information, collect feedback from customers and build a good relationship with the customers. As indicated by Ayokunmi et al. (2026), social media marketing is useful in boosting business visibility and customer engagement, thus improving business performance. For youth-owned enterprises, social media marketing serves as a cheap way of acquiring potential customers and making sales. Through interactions online, enterprises learn about what customers want and offer products/services that meet the needs of the customers (Okegbe, 2025). Social media helps to create word-of-mouth advertising and referral sales, thus having an impact on sales. The research shows that businesses that use social media marketing are more likely to have better performance in customer acquisition and sales compared to other businesses that depend on traditional marketing methods (Muhammad et al., 2025).

Digital Payment Adoption

The adoption of digital payment is characterized by the use of electronic payment systems for conducting business transactions. The electronic payment systems include mobile banking services, online transfers, POS machines, internet banking services, mobile wallet applications, among others. The increase in digital payment adoption has revolutionized business transactions through fast and safe payment processes. As pointed out by Ofodu & Egbara (2026), digital payment systems help to improve business transactions since there will be reduced transaction delays and enhanced recording of

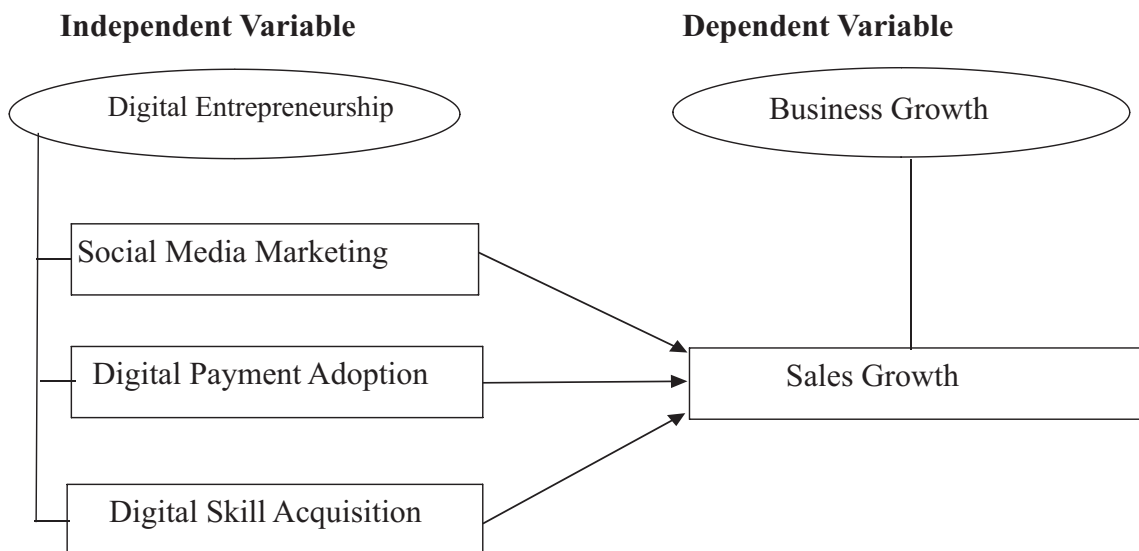
financial transactions. In youth business firms, the adoption of digital payment gives opportunities for effective customer service and transaction convenience. Customers now prefer cashless payment due to the ease and safety of payment. Business firms adopting digital payment systems are likely to get many customers who are satisfied with such payment services (Muhammad et al., 2025). Besides, the adoption of digital payment in a business firm is an advantage since it helps to eliminate risks related to cash handling. It has been noted that many enterprises adopting digital payment systems tend to make higher sales and business efficiencies compared to firms engaging in cash transactions (Ayokunmi et al., 2026).

Digital Skills Acquisition

Acquisition of digital skills is defined as the development of the necessary knowledge and competencies needed to use digital technology in business activities. The role of digital skills in entrepreneurship is becoming more prominent due to the benefits they bring to adapt to changes and capitalize on opportunities that can arise in the digital economy environment. Etuh et al. (2026) argue that digital skills are highly instrumental for entrepreneurial success since they positively affect business efficiency, innovation, and competitiveness.

The possession of digital skills by entrepreneurs allows them to be able to run their business efficiently and react to changes in the market conditions. Entrepreneurs who possess necessary digital competencies can make better use of online technologies in the process of marketing, customer engagement, and business administration (Okegbe, 2025). Moreover, digital skills allow making business-related decisions based on the information available to the entrepreneur. The results of the research show that entrepreneurs possessing high-level digital skills can reach greater success in terms of business efficiency and sales growth compared to entrepreneurs with insufficient technological skills (Ofodu & Egbara, 2026).

Conceptual Framework



Source: Researcher Conceptualization

Fig. 1: Schematic Description of the Variables

Impact of Digital Entrepreneurship on Business Growth Among Youth-Owned Enterprises in Borno State, Nigeria

Empirical Review

The research by Ayokunmi et al. (2026) was done to analyze the determinants of SMEs' performance in the digital age based on the use of e-commerce and social media marketing in Nigeria. Quantitative survey design was employed for the study while Structural Equation Modeling (SEM) was used for the analysis. It was found that social media marketing positively and significantly impacted SME performance ($\beta = 0.412$, $p < 0.05$). Social media marketing proved to have the potential to enhance performance and competitiveness through the effective use of the platforms. Therefore, social media marketing is an important determinant of business growth. The importance of the study lies in the fact that it proves the effectiveness of social media marketing in sales growth of youth businesses.

Ibikunle (2025) examined digital marketing and small business growth of SMEs in Ibadan, Nigeria. Cross-sectional survey methodology was used and the data from 292 SME owners were analyzed by linear regression. The study found a positive correlation between social media marketing and revenue growth ($R = 0.724$, $p < 0.01$). The study found that companies adopting digital marketing strategies had higher revenue growth compared to firms that used traditional marketing strategies. The study concluded that social media marketing significantly increases business growth. The study is relevant as it reveals that there is a relationship between revenue growth and sales growth.

Titilayo and Samour (2025) conducted a study on the influence of social media marketing on SMEs in Nigeria. The study applied the quantitative method and data were obtained using questionnaires and then analyzed statistically. The results found that customer engagement and social media marketing positively contributed to business growth and market performance ($p < 0.05$). The study concluded that social media marketing increased customer attraction and business growth. The study is relevant as it provides empirical evidence of the contribution of social media marketing to sales growth.

Onaghise & Oguh (2024) conducted a study that looked into digital technology as a mechanism for boosting the growth of MSMEs in Edo State of Nigeria. In the study, a survey research method was used and involved 348 respondents; while Multiple Regression Analysis was used for data analysis. The results showed a statistically significant positive correlation between social media, e-banking, and the sales growth of MSMEs ($p < 0.05$). It was concluded that digital technology boosts the performance and sales of enterprises. The study is relevant since digital payment adoption is one of the digital technologies studied in the present study.

Nkechi et al. (2024) carried out a study to investigate the effect of e-commerce strategies on the performance of SMEs in Makurdi, Benue State, Nigeria. In the study, a survey research method was employed with regression analysis being the statistical tool used for data analysis. The results indicated that there was a statistically significant effect of electronic payment systems and social media marketing on the performance of SMEs ($p < 0.05$). It was found that digital transactions improve business efficiency and client satisfaction. It was concluded that e-commerce strategies boost business performance.

Angkhasakulkiat et al. (2025) conducted research on digital literacy and business performance in entrepreneurs. The study used a quantitative design and analyzed the data using Structural Equation Modeling. It was found out that digital literacy enhanced financial and marketing performance in entrepreneurs ($p < 0.05$). The conclusions made by the authors include that entrepreneurs with higher levels of digital competencies are able to attain better business results. The study is pertinent to this research since acquisition of digital skills is a dimension of digital entrepreneurship studied here.

Ayokunmi et al. (2024) conducted a study on social media marketing and SME performance in Ibadan City, Nigeria. The study used a survey design involving 370 SMEs and analyzed the data using SmartPLS. Informativeness and interactivity significantly and positively affected SME performance ($p < 0.05$). The conclusions made by the authors were that proper communication through social media enhances business performance. The study is pertinent to this research since it shows how social media marketing can enhance sales growth among youth enterprises.

Gap in Literature

From the literatures that were reviewed, it is clear that there have been several studies done on the association between digital entrepreneurship and business performance. For example, Ayokunmi et al. (2026) conducted a study on e-commerce adoption and social media marketing practices in Nigerian small and medium-sized enterprises. Likewise, Ibikunle (2025) looked at the digital marketing strategies adopted by small businesses for their growth in Ibadan. On the other hand, Onaghise and Oguh (2024) researched on digital technology and the growth of MSMEs in Edo State, and Nkechi et al. (2024) looked at the influence of e-commerce strategies on the performance of SMEs in Benue State. However, all these studies have been done outside the boundaries of Borno State. Thereby, there is scant empirical information about the relationship between these facets of digital entrepreneurship and sales growth among youth-led businesses in Borno State, Nigeria. This study will help fill the gap by analyzing the effects of social media marketing, adoption of digital payments, and development of digital skills on sales growth among youth-led businesses in Borno State, Nigeria.

Theoretical Framework

The theory underlying this research is based on the Technology Acceptance Model (TAM) as conceptualized by Davis (1989). The theory is meant to identify the various determinants of the acceptance and adoption of technology by individuals. As per Davis (1989), technology adoption is mainly determined by two factors: perceived usefulness and perceived ease of use. Perceived usefulness refers to how useful the technology is deemed by the user to be, in terms of increasing performance. Perceived ease of use, on the other hand, refers to how easily the technology is believed to be used by the individual. Users are expected to accept technology that is perceived to be both useful and easy to use (Davis, 1989). Research carried out recently still indicates the validity of the TAM model in explaining technology adoption and usage among entrepreneurs and businesses (Muhammad et al., 2025).

The Technology Acceptance Model is especially relevant for digital entrepreneurship owing to the need for technology acceptance among entrepreneurs. Digital entrepreneurship refers to the use of information technology such as social media sites, digital payments, and other online tools to generate business value and increase business performance. Studies have proven that entrepreneurs will use technologies if they find them valuable to their business operations and easy to use (Okegbe, 2025). In a similar manner, Ayokunmi et al. (2026) found out that the use of digital technology plays an important role in increasing efficiency of business operations, interaction with customers, and the overall business performance.

Application of TAM to the current study lies in the chosen dimensions of digital entrepreneurship. The use of social media marketing, adoption of digital payment systems, and development of digital skills by entrepreneurs require them to embrace digital technology and use it in the process of carrying out business activities. According to the theory, the youth entrepreneurs who find the technology useful for promoting the product, making transactions, and improving the operation of business will be motivated

Impact of Digital Entrepreneurship on Business Growth Among Youth-Owned Enterprises in Borno State, Nigeria

to use them (Davis, 1989). Therefore, using these digital technologies will improve business performance and promote growth of business through increased sales and customers reach (Ofodu & Egbara, 2026). In this study, Technology Acceptance Model acts as the theory used to explain the impact of the adoption and implementation of digital entrepreneurship on sales growth for businesses owned by youths in Borno State of Nigeria. It is assumed that if youths have requisite digital knowledge and see social media marketing and digital payment technologies as useful and easy to use, they would incorporate the technology into their activities. This will enable them to attract more customers, conduct easier transactions and gain access to markets thereby increasing sales and business growth (Muhammad et al., 2025; Okegbe, 2025).

3.0 Methodology

Research Design

The methodology used in the study was descriptive survey research. This survey method was deemed appropriate since it allows the researcher to obtain standardized data from a large number of respondents within a short time frame. This method is most appropriate for investigating the impact of dimensions of digital entrepreneurship such as social media marketing, use of digital payment system, and acquisition of digital skills on sales growth in youth firms.

Population of the Study

This study involves businesses owned by youths within the confines of Maiduguri Metropolitan Council in Borno State. This study will look at youth entrepreneurs who own businesses in the three major business areas which include Monday Market, Gamboru Market, and Baga Road Market. From the records accessed from the market association and youth entrepreneur associations in the selected markets, the population distribution is presented below:

Table 1: Population Distribution of Youth-Owned Enterprises in Selected Markets in Maiduguri Metropolitan Council

Market	Population
Monday Market	104
Gamboru Market	113
Baga Road Market	122
Total	339

Source: Market Associations Records (2026).

Sample Size Determination

The sample size for this study was determined using Yamane's (1973) formula for finite populations. The formula is expressed as:

$$n = N/[1+N(e)^2]$$

Where:

n = Sample size

N = Population size

e = Level of precision (0.05)

Substituting the values into the formula:

$$n = 339/[1+339(0.05)^2]$$

$$n = 339/[1+339(0.0025)]$$

$$n = 339/1.8475$$

$$n = 183.49$$

The calculated sample size was approximated to 183 respondents. Therefore, a sample size of 183 youth-owned enterprise owners was selected from the total population of 339 youth-owned enterprises. This sample size is considered adequate to ensure representativeness and enhance the reliability of the study findings, consistent with the recommendation of Van Voorhis and Morgan (2007).

Sampling Technique

The study utilized a multistage sampling design. First, purposive sampling was used to choose Monday Market, Gamboru Market, and Baga Road Market because they have numerous business ventures owned by youth as well as their business importance within the Maiduguri Metropolitan Council. Second, proportionate stratified sampling was used to divide the sample among the chosen markets depending on their populations. The sample distribution is presented below:

Table 2: Proportionate Allocation of Sample Size among Selected Markets.

Market	Population	Proportion	Sample Size
Monday Market	104	$104/339 \times 183$	56
Gamboru Market	113	$113/339 \times 183$	61
Baga Road Market	122	$122/339 \times 183$	66
Total	339		183

Method of Data Collection

The primary data were collected through the use of a structured questionnaire which was given to the owners of youth enterprises in the selected markets. This questionnaire was formulated in light of the research objectives and variables. Measurement was done on a five-point Likert scale. The questionnaire comprised of different sections which dealt with demographics, social media marketing, digital payment systems, and sales growth.

Method of Data Analysis

The data gathered for the research were analyzed through Multiple Regression Analysis (Ordinary Least Squares – OLS) with the help of Statistical Package for Social Sciences (SPSS) Version 27. Frequency, percentage, mean, and standard deviation were used to describe the demographic profiles of the respondents while regression analysis was employed to determine the effect of the independent variables to the dependent variable. The null hypotheses were tested at 5% level of significance ($p \leq 0.05$).

Model Specification

The functional relationship for the study is expressed as:

$$SG = f(SMM, DPA, DSA)$$

Where:

SG = Sales Growth

SMM = Social Media Marketing

DPA = Digital Payment Adoption

DSA = Digital Skills Acquisition

The econometric model is specified as:

Impact of Digital Entrepreneurship on Business Growth Among Youth-Owned Enterprises in Borno State, Nigeria

$$SG = \beta_0 + \beta_1 SMM + \beta_2 DPA + \beta_3 DSA + \varepsilon$$

Where:

β_0 = Constant Term

β_1 = Coefficient of Social Media Marketing

β_2 = Coefficient of Digital Payment Adoption

β_3 = Coefficient of Digital Skills Acquisition

ε = Error Term

4.0 Results and Discussion

Table 3 Regression Output 1-ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	136.284	3	45.428	491.827	..
	Residual	16.519	179	.092		
	Total	152.803	182			

a. Dependent Variable: Sales Growth

b. Predictors: (Constant), Social Media Marketing, Digital Payment Adoption, Digital Skills Acquisition

Source: SPSS Output, 2026

Table 4 Regression out 2–Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.944 ^a	.891	.889	.303	2.081

a. Dependent Variable: Sales Growth

b. Predictors: (Constant), Social Media Marketing, Digital Payment Adoption, Digital Skills Acquisition

Source: SPSS Output, 2026

Table 5 Regression output 3–Coefficient Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.312	.096		3.250	.001
	Social Media Marketing	.281	.052	.289	5.404	.000
	Digital Payment Adoption	.341	.049	.351	6.959	.000
	Digital Skills Acquisition	.397	.044	.428	9.023	.000

Source: SPSS Output, 2026

a. Dependent Variable: Sales Growth

Table 3 illustrates the output of the ANOVA test that was performed to assess the general goodness of fit of the regression model. According to the output, it is clear that the regression model gave an F-ratio of 491.827 and its corresponding p-value of 0.000, which are statistically significant at 5% level of significance ($p < 0.05$). It means that the regression model is statistically significant and is well fitted to the data. What this implies is that the combined effect of social media marketing, digital payment adoption, and digital skills acquisition significantly accounts for the variance in sales growth in youth-owned businesses.

Table 4 above provides a summary of the model for the multiple regression analysis. The correlation coefficient ($R=0.944$) is an indication of a very strong positive relationship between the independent variables and Sales Growth.

The coefficient of determination ($R^2 = 0.891$) is an indication that almost 89.1 percent of the variance in Sales Growth can be attributed to Social Media Marketing, Digital Payment Adoption, and Digital Skills Acquisition while the other 10.9 percent can be attributed to other factors that are not included in this research. The Adjusted R^2 , which is 0.889, is an indication that after adjusting for any sampling error, 88.9 percent of the variance in Sales Growth is still due to the model. This indicates that the regression model has a very high explanatory power. Since the Durbin Watson Statistic is 2.081 and lies between 1.5 and 2.5, there is no autocorrelation between the residuals.

Table 5 contains the regression coefficients that represent the contribution of each variable separately in Sales Growth. Before running the regression analysis, the assumptions of multiple regression were verified to be appropriate. Consequently, it was justified to use multiple regression analysis in order to test the hypotheses of the research. The estimated regression model is expressed as:

$$SG = 0.312 + 0.281SMM + 0.341DPA + 0.397DSA + \varepsilon$$

Where:

SG = Sales Growth

SMM = Social Media Marketing

DPA = Digital Payment Adoption

DSA = Digital Skills Acquisition

ε = Error Term

Table 6: Test of Hypotheses

Hypothesis	Statement of Hypothesis	Variable Tested		t-value	p-value	Decision	Meaning
H01	Social Media Marketing has no significant effect on Sales Growth.	Social Media Marketing	0.289	5.404	0.000	Rejected	Significant
H02	Digital Payment Adoption has no significant effect on Sales Growth.	Digital Payment Adoption	0.351	6.959	0.000	Rejected	Significant
H03	Digital Skills Acquisition has no significant effect on Sales Growth.	Digital Skills Acquisition	0.428	9.023	0.000	Rejected	Significant

Dependent Variable: Sales Growth

Source: Researcher's Computation based on SPSS Output, 2026

Discussion of Findings

From the results of this study, it can be concluded that Social Media Marketing significantly influences Sales Growth for youth-owned businesses operating in Borno State. From the regression analysis, it was found that Social Media Marketing significantly predicts Sales Growth ($\beta = 0.289$, $t = 5.404$, $p < 0.05$), and thus, the null hypothesis was rejected. This indicates that the adoption of social media for advertising, customers' interaction, and promotion of the business positively influences the sales of the business. This result is supported by Afolabi and Ibrahim (2022), who concluded that social media marketing significantly influences customer acquisition and the performance of the businesses among SMEs in Nigeria. Also, according to Tuten and Solomon (2021), the effective social media marketing helps the business reach wider markets and improve the customers' relationships as well as sales. The result is also supported by Dwivedi et al. (2021), who concluded that the digital marketing strategies, especially social media marketing, have become very important in business growth and competitive advantages in the digital era.

Moreover, it was found out that Digital Payment Adoption significantly positively impacts Sales Growth ($\beta = 0.351$, $t = 6.959$, $p < 0.05$). This means that young firms that adopt digital payments technology have better business processes, greater customer convenience, and enhanced sales. The result validates the findings by Ozili (2020), who argues that adoption of digital payment technology results in improvement of business processes, reduction of cost of transactions, and increase of financial inclusion, hence the improved performance of businesses. In addition, Klapper and Singer (2017) note that the adoption of digital finance solutions results into provision of faster and secure payment mechanisms for SMEs, thus driving business growth. Likewise, the World Bank (2022) notes that businesses adopting digital payment solutions enjoy improved productivity and financial performance compared to those using conventional payment solutions.

Moreover, the findings revealed that Digital Skills Acquisition was positively and significantly the most influential factor affecting Sales Growth ($\beta = 0.428$, $t = 9.023$, $p < 0.05$). The implication is that entrepreneurs with high levels of digital skills are able to make use of digital technology in improving their businesses and achieving higher sales growth. The findings are consistent with OECD (2023) assertion that digital skills play an important role in determining competitiveness, innovativeness and productivity of a business firm in the digital economy. In addition, the finding aligns with the report by European Commission (2022), where it was reported that firms with digitally skilled owners are more innovative, resilient and profitable than those firms with low levels of digital skills.

5.0 Conclusion and Recommendations

Conclusion

The present study focused on the impact of digital entrepreneurship on sales growth amongst youth-owned businesses operating in Borno State, especially concerning social media marketing, digital payment usage, and digital skill development. The results indicated that the three dimensions of digital entrepreneurship have a very strong positive impact on sales growth. In addition, the results revealed that digital skill development has the highest impact on sales growth compared to digital payment adoption and social media marketing. Moreover, the results from the regression analysis further demonstrated that the combination of the three variables accounted for a considerable amount of variation in sales growth, implying that digital entrepreneurship is vital in improving business performance. Therefore, the study concludes that youth-owned businesses that can effectively make use of digital technology, use secure digital payments, and improve their digital skills will be able to realize consistent sales growth and competitive advantage in the current digital era. As a result, the

promotion of digital entrepreneurship is necessary for enhancing the productivity and competitiveness of youth-owned businesses in Borno State.

Recommendations

Based on the findings of the study, the following recommendations are made:

1. Social Media Marketing: Young entrepreneur owned businesses need to improve on the aspect of social media marketing through formulation of a sound digital marketing strategy and provision of interesting content as well as making use of paid advertisements on platforms like Facebook, Instagram, WhatsApp, and TikTok in order to build a customer base.
2. Digital Payments Adoption: The owners of youth-owned businesses need to consider adoption of digital payments through use of secure and easy-to-use payment platforms like mobile banking, point of sale, QR payments, and electronic transfers in order to make transactions efficient and boost sales growth.
3. Digital Skills Development: Government agencies and business development organisations should conduct regular training for youth entrepreneurs in areas of e-commerce, digital marketing, online customers management, among others.

References

- Afolabi, A. A., & Ibrahim, S. A. (2022). Social media marketing and business performance of small and medium enterprises in Nigeria. *International Journal of Business and Management Research*, 10(2), 45–56.
- Apeh, A. C., Apeh, C. C., Tikon, F. U., & Onyekuru, A. N. (2023). Role of digital entrepreneurship in youth empowerment in Enugu State, Nigeria. *Journal of Agripreneurship and Sustainable Development*, 6(2), 1–15.
- Ayokunmi, L. A., Abu Seman, N. A., & Rashid, U. K. (2026). Determinants of SME performance in the digital era: Insights from e-commerce implementation and social media marketing in Nigeria. *Future Business Journal*, 12(173), 1–18.
- Ayokunmi, L. A., Abu Seman, N. A., & Rashid, U. K. (2026). Determinants of SME performance in the digital era: Insights from e-commerce implementation and social media marketing in Nigeria. *Future Business Journal*, 12(173), 1–18.
- Davis, F. D. (1989). *Perceived usefulness, perceived ease of use, and user acceptance of information technology*. *MIS Quarterly*, 13(3), 319–340.
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Etuh, S. P., Lamidi, K. F., & Attah, E. Y. (2026). Entrepreneurial leadership, access to capital, digital skills, and employment growth in youth-owned businesses: A pathway to reducing youth unemployment in emerging economies. *International Journal of Advanced Multidisciplinary Scientific Research*, 10(5), 168–177.
- European Commission. (2022). Digital economy and society index (DESI) 2022. Publications Office of the European Union.
- Klapper, L., & Singer, D. (2017). The opportunities and challenges of digitizing government-to-person payments. *The World Bank Research Observer*, 32(2), 211–226. <https://doi.org/10.1093/wbro/lkx003>
- Mastercard. (2025). *Mastercard SME confidence index: Nigerian SMEs embrace digital payments and*

Impact of Digital Entrepreneurship on Business Growth Among Youth-Owned Enterprises in Borno State, Nigeria

innovation to drive business growth. Mastercard Newsroom.

- Muhammad, A. S., Adalier, A., & Adeshola, I. (2025). Digital transformation in youth owned MSMEs: A mixed method exploration on the impact of contemporary social commerce on sustainable performance. *Business Information Review*. <https://doi.org/10.1177/026666669251329908>
- OECD. (2023). OECD digital economy outlook 2023. OECD Publishing. <https://doi.org/10.1787/bb167041-en>
- Ofodu, H. I., & Egbara, E. A. (2026). Empowering Nigerian youths through digital entrepreneurship skills: A pathway to employment creation in Enugu State. *International Journal of Entrepreneurship and Business Innovation*, 9(1), 45–59.
- Okegbe, O. (2025). Harnessing digital entrepreneurship for youth empowerment: Advancing sustainable economic growth in Southeast Nigeria. *International Journal of Research and Innovation in Social Science*, 9(6), 2195–2207.
- Okegbe, O. (2025). Harnessing digital entrepreneurship for youth empowerment: Advancing sustainable economic growth in Southeast Nigeria. *International Journal of Research and Innovation in Social Science*, 9(6), 2195–2207.
- Ozili, P. K. (2020). Impact of digital finance on financial inclusion and stability. *Borsa Istanbul Review*, 20(S1), S1–S10. <https://doi.org/10.1016/j.bir.2020.02.003>
- TechRadar. (2026). Agentic business: The new growth engine for SMEs. *TechRadar*.
- Tuten, T. L., & Solomon, M. R. (2021). Social media marketing (4th ed.). Sage Publications.
- United Nations Conference on Trade and Development (UNCTAD). (2021). Digital economy report 2021: Cross-border data flows and development. United Nations.
- World Bank. (2022). World development report 2022: Finance for an equitable recovery. World Bank. <https://doi.org/10.1596/978-1-4648-1730-4>