

## **Social Media and Agropreneurial Development in Nigeria**

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### **Abstract**

Social media has emerged as a powerful tool for fostering agro-preneurial development in Nigeria, leveraging digital platforms to connect farmers, agribusinesses, and stakeholders along the agricultural value chain. The use of social media in the agricultural sector offers numerous benefits, including access to market information, networking opportunities, knowledge sharing, and entrepreneurship support, which can enhance productivity, profitability, and sustainability in the agribusiness sector. Social media platforms provide agro-preneurs in Nigeria with a direct and cost-effective channel to market their products and services to a broader audience, beyond traditional physical boundaries. By leveraging digital platforms such as Facebook, Instagram, Twitter, and WhatsApp, agribusiness stakeholders can showcase their offerings, share information about their farming practices, and engage with potential customers in real-time. This study examined social media and agro-preneurial development in Nigeria: an assessment. Three objectives were formulated for the study and qualitative research methods were also adopted to underscore divergent literatures published in journals, books, websites, internet, etc to establish a perspective on the study. The study concluded that embracing social media as a tool for communication, marketing, and networking, agro-preneurs in Nigeria can tap into a wealth of resources, connect with like-minded individuals, and access market insights that can propel their businesses forward. The digital ecosystem facilitates information sharing, skills development, and partnership opportunities, enabling agribusiness stakeholders to stay competitive, innovate, and adapt to changing market dynamics in today's fast-paced and interconnected world. The study recommended that to maximize the benefits of social media for agro-preneurial development in Nigeria, it is essential to invest in digital literacy programs aimed at equipping agribusiness stakeholders with the necessary skills to navigate social media platforms effectively.

**Keywords:** Social Media, Media, Agro-Preneurial, Development, Nigeria, Assessment



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## **INTRODUCTION**

Agriculture is the engine of growth for most developing countries like Nigeria and agricultural development is one of the most effective ways to alleviate hunger and poverty in a country (Amungwa and Baye, 2014). Agriculture has remained one of the top and widely profitable business sectors not only in Nigeria but in the world at large (Adelanke, 2019). It provides employment opportunities for the teeming population, eradicates poverty and contributes to the growth of the economy (Agwu, Nwankwo and Anyanwu, 2014). Of all the sectors of the Nigerian economy, agriculture possesses the greatest potential for playing a leading role in making Nigeria a self-reliant nation. This is true because agriculture provides food, employment opportunities, earns foreign exchange and generates considerable revenue for Nigeria (Anaeto, Asiabaka and Okoroma, 2015). Thus, the importance of the agricultural sector in generating employment and stimulating overall economic development in a developing country such as Nigeria cannot be undermined (Ogbalubi and Wokocha, 2013). In spite of the agricultural sectors vibrancy in providing income-generating opportunities, agriculture is still left to the elderly or uneducated youths (Okiror and Otabong, 2015). This

has led to decline in agricultural output and the overall contribution of the sector to the economy and affected Nigeria's perception of the place and role of agriculture in national development considerably over time (Adigun, Bamiro and Oyetoki, 2017). As a result, achieving a balance between food and population growth is a serious problem in Nigeria today in Nigeria (Anaeto, Asiabaka, and Okoroma, 2015). Everyone especially the youths, however, need to be involved in agriculture in order to ensure continuity in occupation (Agumioagu, Ifeanyi and Agu, 2017). Youth participation in agriculture is definitely the only means to increase agricultural production and reduce unemployment rate in Nigeria (Adekoya, 2019).

However, it is wise to say here that driving and maintaining agro-preneurial development in Nigeria is heavily dependent on the youth. Not even relying heavily on the government for agricultural produce. It is also worth stating here that Agro-preneurial development and its sustainability in Nigeria is dependent on the youth. The youths have great potentials to drive forward the sector and also preserve it for posterity. They have the physical strength, mental alertness and innovations to embark on large scale agricultural activities (Jacob, Oshega and Ogri, 2017). However, the role of the youth as the next generation for the sustainability of the agricultural sector is very important (Susilowati, 2014). This calls for securing the interest and participation of youth in agriculture (Paisley, 2013). However, exposure of youths to modern technologies that give them access to information from around the world is changing the perceived needs of young people, and this must be recognized especially by leaders, thus harnessing the opportunities and challenges thereof (Naamwintome and Bagson, 2013). The evolution of Internet-based communication tools known collectively as "social media" has provided a visible solution to this challenge. Social media are a contemporary channel of digital communication that is composed of various evolving tools for discussion, interaction and sharing of information among people (Aliyu and Afrad, 2017).

The main purpose of social media is sharing information, creating awareness and opportunities in agriculture. Social media can effectively empower the individuals especially the youths with information in agriculture and education that are capable of spurring them into agricultural or agro-based activities (Fabinu, 2014). Social media can be used to help better agriculture's image across a broad audience and allow for sharing of information and experiences between young people and young farmers (Young Professionals" Platform for Agricultural Research for Development (YPARD, 2017). Using social media for youth engagement and sustaining Agro-preneurial development can help organizations reach young people where they can be found online through search engines, communicate with young people in familiar settings and make ideas and opportunities accessible to other youth (Guanah, obi, Egbra, and Akumabor, 2017). This will enhance the introduction of modern extension and agricultural technologies and will increase extension coverage. The use of social media provides reliable markets and modern production information on existing livestock and crops thereby providing better access to profitable markets (Irungu, Mbugua and Muia, 2015). Therefore, the focus of this study is to assess the usage of social media in influencing agricultural skills and development in Nigeria envisaging youth's participation for its sustainability.

### **Statement of the Problem**

Agro-preneurial development faces several challenges and issues on social media despite its potential for growth and advancement. While social media platforms offer numerous opportunities for agro-preneurs to promote their businesses, connect with customers, and access information, there are also several critical issues that need to be

addressed to ensure the effectiveness and sustainability of agro-preneurial development on social media. One major challenge facing agro-preneurial development on social media is the digital divide and limited internet connectivity in rural areas. Access to reliable internet services and digital infrastructure remains a significant barrier for many agropreneurs, particularly those operating in remote or underserved regions. This lack of access hinders their ability to fully leverage social media platforms for marketing, communication, and business growth. In the same vein, another issue facing agro-preneurial development on social media is the prevalence of misinformation and fake news. The spread of inaccurate or misleading information on social media can undermine the credibility of agropreneurs, misinform customers, and negatively impact the reputation of agricultural products and services. Agropreneurs need to be vigilant and discerning in their use of social media to ensure that they are engaging with accurate and reliable information. Additionally, the issue of digital literacy and skills gap among agropreneurs hinders their ability to effectively utilize social media for business purposes. Many agropreneurs lack the necessary knowledge and skills to navigate social media platforms, create engaging content, analyze data, or implement digital marketing strategies. Capacity building programs and training initiatives are essential to enhance the digital literacy of agropreneurs and empower them to leverage social media for business development. However these issues in mind pose a doubt as to whether or not social media will serve as a medium of enhancement and sustainability of agro-preneurial development in Nigeria. Hence the crux upon which the study sought to investigate social media and agro-preneurial development in Nigeria: An Assessment.

### **Objectives of the Study**

The objectives for the study were to:

1. To investigate the impact of social media on awareness and knowledge dissemination among agropreneurs in Nigeria.
2. To examine the role of social media platforms in facilitating networking and collaboration among agropreneurs in Nigeria.
3. To analyze the influence of social media on market access and sales growth for agropreneurs in Nigeria.

### **Literature Review**

#### **Concept of Social Media**

Social media is a term that has become ubiquitous in our modern-day digital age, referring to online platforms and technologies that enable users to create, share, and exchange content in virtual communities and networks (Kaplan & Haenlein, 2010). These platforms have revolutionized how individuals, businesses, and organizations communicate and interact with each other, allowing for instant and global connectivity that transcends geographical boundaries. One key aspect of social media is the user-generated content, which allows individuals to actively participate in the creation and dissemination of information, as opposed to traditional media where content is produced and controlled by a few select entities (Kaplan & Haenlein, 2010). This democratization of information has empowered users to share their voices and opinions, driving conversations and discussions that shape public discourse on a wide range of topics. Furthermore, social media platforms offer a variety of tools and features that enable users to engage with each other in real-time, such as commenting, liking, sharing, and messaging, fostering a sense of community and interconnectedness (Kaplan & Haenlein, 2010). These platforms have also become integral in promoting collaboration, networking, and relationship-building, both on a personal and professional level. However, despite the numerous benefits and opportunities that social

media presents, there are also challenges and concerns associated with its use. Issues such as privacy, data security, misinformation, online harassment, and algorithmic biases have raised questions about the ethical implications and impact of social media on society (boyd & Crawford, 2012). Additionally, the proliferation of fake news and filter bubbles on social media has raised concerns about the influence of these platforms on public opinion and democratic processes.

Social media has become an integral part of contemporary society, greatly influencing the way individuals interact, communicate, and engage with the world around them. The pervasive use of social media platforms such as Facebook, Twitter, Instagram, and LinkedIn has transformed social dynamics, cultural norms, and political landscapes, shaping the fabric of society in profound ways. One of the key impacts of social media on society is its role in facilitating communication and connectivity on a global scale (Castells, 2009). These platforms have democratized the dissemination of information, enabling individuals to share their thoughts, opinions, and experiences with a wide audience instantaneously. The ability to connect with others from diverse backgrounds and geographical locations has expanded social networks and fostered cross-cultural understanding and empathy. Moreover, social media has empowered marginalized and underrepresented groups to amplify their voices and advocate for social change and justice (Kaplan & Haenlein, 2010). Movements such as #BlackLivesMatter, #MeToo, and #FridaysForFuture have leveraged social media as a powerful tool for mobilizing communities, raising awareness about social issues, and holding institutions and individuals accountable for their actions. However, despite its transformative potential, social media also poses challenges and risks to society. The proliferation of fake news, misinformation, and echo chambers on social media has fueled polarization, divisiveness, and the spread of disinformation (Wardle & Derakhshan, 2017). The algorithms and algorithms used by social media platforms can reinforce users' existing beliefs and preferences, potentially leading to a narrow and biased understanding of complex issues. Furthermore, social media has raised concerns about privacy, data security, and online harassment, highlighting the need for robust regulations and ethical guidelines to protect individuals from harm (boyd & Crawford, 2012). The monetization of user data by social media companies for targeted advertising purposes has also raised questions about the commodification of personal information and the implications for individual autonomy and agency.

### **Functions of Social Media**

Social media platforms have become a central component of modern society, playing a multitude of diverse roles and functions that impact various aspects of individuals' lives, communities, and institutions. These platforms have revolutionized communication, information-sharing, business, education, and activism, among other areas, shaping how people connect and interact in the digital age. One of the primary functions of social media is its role as a communication tool, enabling individuals to interact with others in real-time, regardless of geographic location (Kaplan & Haenlein, 2010). Social media platforms such as Facebook and Twitter allow users to share updates, photos, videos, and messages with their networks, fostering connections and relationships with friends, family, colleagues, and like-minded individuals. Moreover, social media serves as a platform for information dissemination and knowledge sharing, providing a space for users to access news, resources, and insights on a wide range of topics (Newman et al., 2019). Users can engage with content from traditional news outlets, blogs, influencers, and experts, allowing for diverse perspectives and opinions to be shared and debated within online communities. Additionally, social media has transformed how businesses and organizations engage with their audiences,



serving as a marketing and branding tool that enables targeted advertising, customer engagement, and brand promotion (Hanna et al., 2011). Platforms like Instagram and LinkedIn are used by businesses to reach potential customers, showcase products and services, and build meaningful relationships with their target audience. Furthermore, social media platforms have been instrumental in enabling activism, social movements, and political mobilization, providing a space for individuals to organize, raise awareness, and advocate for social change (Tufekci, 2017). Movements like the Arab Spring, Occupy Wall Street, and #BlackLivesMatter have leveraged social media to amplify their messages, connect with supporters, and challenge existing power structures.

### **Agro-preneurial Development in Nigeria**

Agro-preneurial development in Nigeria refers to the promotion and support of entrepreneurial activities within the agricultural sector, with the aim of enhancing productivity, profitability, and sustainability in the agribusiness value chain. This concept encompasses various activities such as farming, agro-processing, agri-business consulting, and value-added services, with a focus on innovation, technology adoption, and market orientation (Adedayo et al., 2018). One key aspect of agro-preneurial development in Nigeria is the promotion of smallholder farmers and rural entrepreneurs, empowering them with the skills, resources, and market linkages needed to enhance their livelihoods and contribute to food security and economic growth (Ogwumike & Agbamu, 2015). This approach aims to stimulate agricultural productivity, create employment opportunities, and stimulate economic development in rural communities. Moreover, agro-preneurial development in Nigeria involves collaboration and partnerships between government agencies, non-governmental organizations, research institutions, and private sector stakeholders, fostering an enabling environment for entrepreneurship and innovation in the agricultural sector (Ayodele, Ajibare and Bina, 2019). These collaborations promote knowledge transfer, technology adoption, and capacity-building initiatives that support the growth and competitiveness of agribusinesses. Additionally, agro-preneurial development in Nigeria incorporates elements of sustainable agriculture and environmental conservation, promoting practices that enhance food security, climate resilience, and natural resource management (Odularu et al., 2015). Sustainable agribusiness models that prioritize the well-being of farmers, communities, and the environment are key to ensuring long-term economic growth and social development in Nigeria. Agro-preneurial development in Nigeria represents a critical pathway for economic growth and sustainable agricultural transformation in the country. This concept encompasses the promotion of entrepreneurship within the agricultural sector, encouraging innovation, value addition, and market-driven approaches to farming and agribusiness. By fostering a culture of entrepreneurship among farmers, agro-processors, and other actors along the agricultural value chain, Nigeria can harness the potential of agribusiness to create jobs, increase productivity, and enhance rural livelihoods.

One key aspect of agro-preneurial development in Nigeria is the emphasis on empowering smallholder farmers and rural entrepreneurs with the skills, resources, and market linkages needed to succeed in the agribusiness sector (Oyerinde et al., 2018). This approach aims to enhance the capacity of individuals and communities to engage in agricultural value-added activities, such as processing, packaging, and marketing, thereby increasing the value of agricultural products and improving income generation opportunities. Moreover, agro-preneurial development in Nigeria involves the promotion of agribusiness innovation and technology adoption to drive efficiency, sustainability, and competitiveness in the sector (Oyedele et al., 2019). By leveraging new technologies, such as precision agriculture,

agri-processing equipment, and e-commerce platforms, agropreneurs can enhance productivity, reduce post-harvest losses, and access new markets both domestically and internationally. Additionally, agro-preneurial development in Nigeria focuses on creating an enabling environment for entrepreneurship in agriculture through supportive policies, access to finance, and capacity-building initiatives (Dipeolu, 2017). Collaboration between government agencies, private sector stakeholders, research institutions, and development partners is crucial for fostering a conducive ecosystem that encourages innovation, investment, and growth in the agribusiness sector.

### **Agricultural Development in Nigeria**

Agricultural development in Nigeria encompasses the policies, programs, and initiatives aimed at promoting sustainable growth, productivity, and efficiency in the agricultural sector. As a critical component of the Nigerian economy, agriculture plays a crucial role in poverty reduction, food security, employment creation, and economic development (Olayinka et al., 2018). Agricultural development efforts in Nigeria seek to address challenges such as low productivity, inadequate infrastructure, limited access to finance, and climate change impacts, with the goal of enhancing the overall performance and competitiveness of the sector. One of the key objectives of agricultural development in Nigeria is to increase agricultural productivity and food production to meet the growing demand for food and ensure food security for the population (Aliyu et al., 2016). This involves promoting modern agricultural practices, technology adoption, improved seeds and inputs, and sustainable farming techniques to enhance crop yields, livestock production, and agro-processing capacity. Additionally, agricultural development in Nigeria focuses on promoting agricultural value chain development, agribusiness entrepreneurship, and market access for smallholder farmers and rural communities (Oguntade & Falegbe, 2013). By strengthening linkages between farmers, input suppliers, processors, marketers, and consumers, agricultural development initiatives aim to create a more integrated and efficient agricultural system that benefits all actors along the value chain. Furthermore, agricultural development in Nigeria emphasizes the importance of sustainable agriculture and natural resource management to mitigate environmental degradation, conserve biodiversity, and enhance climate resilience in the face of climate change (Akande et al., 2017). Sustainable agricultural practices, such as organic farming, conservation agriculture, and agroforestry, are promoted to ensure the long-term viability of agricultural production systems and the preservation of ecosystems.

### **Social Media and Agro-preneurial Development in Nigeria**

Social media has emerged as a powerful tool for fostering agro-preneurial development in Nigeria, leveraging digital platforms to connect farmers, agribusinesses, and stakeholders along the agricultural value chain. The use of social media in the agricultural sector offers numerous benefits, including access to market information, networking opportunities, knowledge sharing, and entrepreneurship support, which can enhance productivity, profitability, and sustainability in the agribusiness sector. One key aspect of social media in agro-preneurial development in Nigeria is its role in facilitating market access for smallholder farmers and agribusinesses (Noh & Sung, 2018). Platforms such as Facebook, Twitter, Instagram, and WhatsApp enable farmers to connect with buyers, suppliers, and consumers, allowing for direct marketing of agricultural products, real-time price information, and seamless transactions. This digital connectivity enhances market transparency, reduces transaction costs, and expands market reach for agricultural producers, ultimately boosting economic opportunities for rural communities. Moreover, social media serves as a platform for knowledge sharing, skills development, and capacity-building within the agribusiness

sector in Nigeria (Ollor et al., 2020). Agricultural extension services, training programs, and technical resources can be disseminated through social media channels, reaching a wider audience of farmers and entrepreneurs and equipping them with the tools and information needed to improve agricultural practices, adopt new technologies, and enhance business management skills. Additionally, social media plays a crucial role in fostering networking and collaboration among agribusiness stakeholders, facilitating partnerships, knowledge exchange, and community-building within the agricultural sector (Famgbemi et al., 2019). Online forums, groups, and communities provide a space for agropreneurs to connect, share experiences, seek advice, and collaborate on projects, creating a supportive ecosystem that promotes innovation, entrepreneurship, and mutual learning. However, social media has the potential to significantly impact agro-preneurial development in Nigeria by enhancing market access, knowledge sharing, and networking opportunities within the agricultural sector. By harnessing the power of digital platforms for communication, collaboration, and innovation, agribusinesses in Nigeria can leverage social media to drive economic growth, create job opportunities, and contribute to agricultural transformation in the country.

### **Review of Empirical Studies**

The following studies were empirically reviewed

**Mukhtar, B. G., Mukhtar, U. and Ahungwa, G. T.(2015). Harvesting Youth for Agro-entrepreneurship: Stimulus Role of Social Media in Nigeria. International Journal of Applied Research and Technology. 4(11): 94 – 100.**

The agricultural sector has been the center stage of many government developmental policies. Various programs and projects have been introduced in Nigeria specifically to harness the viable agile workforce i.e. youth. This is to foster economic prosperity and development through agriculture. The problem is all these programs did very little in changing the fortune of the youth in particular and rural communities at large. In Sub-Saharan Africa, the youth still remain un-attracted to agriculture thereby remain highly unemployed, as such become economically irrelevant and hence politically alienated. The ‘appeal issue’ on agriculture, fueled by information poverty among youth about the sector seems to be some of the factors identified that causes the dis-enchantment among youth. Agricultural venture seems to be a last resort, whereby youth participate when that is what was presented by governments, not out of interest. The ICTs has been recognized as an effective tool for disseminating information and encouraging behavioral change, which is key to extension. The attitude of youth to agricultural venture prompt this review. It therefore attempt to examine issues that likely dismiss youth from the sector, this is done through literature review. Also, the potentiality of Information Communication Technology in general and particularly the social media in enlightening and enticing youth into the agro-entrepreneurial sector are highlighted. Finally suggestions were made as to the use of ICT as a tool in extension for stimulating genuine interest for agricultural production and agro-entrepreneurial activities by encouraging interaction and knowledge sharing based on innovation system theory to attain sustainable agricultural development in Nigeria.

**Alabi, T. and Nnaji, N, J. (2021). The Usage of Social Media in Engaging Youths in Agricultural Development in the Federal Capital Territory, Abuja, Nigeria. International Journal of Humanities Social Sciences and Education (IJHSSE). Volume 8, Issue 9, September 2021, PP 99-108**

This study was carried out to assess the usage of social media in engaging youths in agriculture in the Federal Capital Territory, Abuja as a solution to youth engagement in agriculture and unemployment problems in Nigeria. The broad objective of this study was to

assess the usage of social media in engaging the youths in agricultural development in the Federal Capital Territory, Nigeria. Also other specific objectives include: ascertain the type of social media platforms that are mostly used by youths in agriculture for accessing agricultural information in the study area; ascertain various benefits of social media in farm activities; and identify the challenges encountered by youth farmers in the use of social media for agricultural information among youth in agriculture. A sample of three hundred and sixty youths in agriculture was randomly selected through the multi-stage sampling techniques in the study area. The instruments used for data collection were questionnaire and focused group discussion (FGD). The utility theory was adopted for the study. The data was analyzed using descriptive statistics and log it regression model. Data were analysed using Statistical Packages for Social Science (SPSS). Results of the log it regression analysis carried out to establish the social-economic factors that significantly influence the usage of social media by youth in agriculture showed that the independent variables studied accounted for a co-efficient of multiple determination of 0.510 (51.0%). The findings revealed that the youths in agriculture accessed one or more social media platform and the mostly used social media platform among the youths in agricultural in the study area is whats App (23.7%). The findings also revealed that youths in agriculture benefitted from using social media to acquire agricultural information. Among the most common constraints faced by youths in the study area were: poor electricity, high cost of computer, no Internet and power outages. The findings recommended the need to incorporate agricultural information packages on social media platforms. Also, social media platforms should be deployed by agricultural service providers as part of their communication plan in promoting youth's participation in agriculture. However, both study relates in the sense that both sought to underscore social media use for agricultural development in Nigeria

### **Theoretical Framework**

The following mass communication theories are the underpinning of the study.

#### **Innovation Diffusion Theory**

Innovation diffusion theory provides a valuable framework for understanding the adoption and spread of new technologies, practices, and ideas in the context of agro-preneurial development in Nigeria, particularly in relation to the study on social media and its impact on the agricultural sector. According to Rogers (2003), innovation diffusion theory posits that the process of innovation adoption and implementation follows a predictable pattern, characterized by five stages: knowledge, persuasion, decision, implementation, and confirmation. This theory can be applied to the study of how social media influences agro-preneurial development by examining the ways in which digital technologies are disseminated, accepted, and integrated within the agricultural sector. The use of social media in agro-preneurial development in Nigeria can be understood through the lens of innovation diffusion theory, as it highlights the mechanisms by which new ideas and technologies spread among farmers, agribusinesses, and other stakeholders in the agricultural value chain. Social media platforms serve as channels for knowledge dissemination and information exchange, enabling the rapid diffusion of innovative practices, market insights, and entrepreneurship opportunities within the agricultural community (Ollor et al., 2020). Moreover, social media plays a pivotal role in the persuasion and decision stages of innovation adoption, as agro-preneurs are exposed to new ideas, trends, and success stories from their peers and industry influencers through online networks and communities (Famgbemi et al., 2019). By showcasing best practices, case studies, and testimonials, social media channels can influence the attitudes, beliefs, and intentions of agribusiness stakeholders, motivating them to explore and embrace new technologies and business models. In the implementation stage, social



media facilitates the actual deployment and utilization of innovative solutions and strategies in agro-preneurial activities, providing a platform for training, support, and collaboration among users (Noh & Sung, 2018). Online resources, tutorials, and interactive features enable agropreneurs to acquire the necessary skills, guidance, and feedback to successfully implement new technologies, expand their market reach, and enhance their business performance.

### **Technological Acceptance Theory**

Technological Acceptance Theory (TAM) is a widely recognized framework that explores the factors influencing individuals' adoption and use of technology. Developed by Davis in 1989, TAM posits that perceived usefulness (PU) and perceived ease of use (PEOU) are key determinants of individuals' intention to use and actual usage of technology (Davis, 1989). TAM has been applied in various domains, including agriculture, to understand and enhance the acceptance and utilization of technological innovations among farmers and agribusiness stakeholders. In the context of the agricultural sector in Nigeria, TAM serves as a valuable theoretical framework for examining the adoption and implementation of technology-driven solutions in agro-preneurial development. By evaluating the perceived usefulness and ease of use of digital tools, farm machinery, precision agriculture technologies, and other innovations, researchers and practitioners can better understand the factors that influence farmers' decision-making processes and behavior towards technology adoption (Mbulawa et al., 2020). Perceived usefulness, as a key component of TAM, refers to the extent to which individuals believe that using a particular technology will enhance their performance and productivity. In the agricultural context, farmers are more likely to adopt technological innovations that offer tangible benefits, such as increased yields, cost savings, time efficiency, and market access (Olorunsanya & Adeyeye, 2021). Demonstrating the value and impact of technology on agricultural outcomes can help incentivize farmers to embrace digital solutions and mechanized tools in their farming practices. Perceived ease of use, another critical factor in TAM, relates to the degree to which individuals perceive a technology as user-friendly, accessible, and compatible with their skills and capabilities. In the Nigerian agricultural sector, ensuring that technologies are intuitive, simple to operate, and tailored to farmers' needs and preferences can facilitate their acceptance and adoption (Inuwa et al., 2020). User-friendly interfaces, training programs, and technical support services can help increase farmers' confidence and comfort levels in using new agricultural technologies effectively.

### **Research Methodology**

The study utilized the qualitative research technique; collecting, analyzing and interpreting literature put forward by different scholars on media convergence and its related topics from textbooks, libraries, journals and the internet.

### **Discussion**

#### **What the impact of social media on awareness and knowledge dissemination among agropreneurs in Nigeria?**

Social media has emerged as a powerful tool for raising awareness, disseminating knowledge, and promoting information sharing among agropreneurs in Nigeria. With the widespread adoption of digital platforms such as Facebook, Twitter, WhatsApp, and LinkedIn, agribusiness stakeholders are leveraging social media to access market insights, exchange ideas, and stay informed about industry trends and best practices. Social media platforms play a crucial role in increasing awareness and visibility of agro-preneurial activities in Nigeria. By sharing updates, photos, videos, and stories about their farming operations, products, and

services, agribusiness stakeholders can showcase their work, engage with customers, and build brand awareness online (Adejumo et al., 2020). This digital presence allows agropreneurs to reach a wider audience, attract potential customers, and differentiate themselves in the competitive agricultural market. Furthermore, social media serves as a valuable channel for knowledge dissemination among agropreneurs in Nigeria. By joining industry groups, following agriculture-related pages, and participating in online forums and discussions, farmers and agribusiness owners can access a wealth of information, resources, and expert insights on topics such as crop production, livestock management, agribusiness financing, and sustainable farming practices (Omonona & Adepoju, 2019). These digital platforms provide a space for continuous learning, skills development, and peer-to-peer knowledge sharing within the agricultural community. Moreover, social media facilitates networking opportunities and collaboration among agropreneurs in Nigeria, enabling them to connect with like-minded individuals, potential partners, and industry experts. By participating in online events, webinars, and virtual conferences, agribusiness stakeholders can engage in meaningful conversations, seek advice, and forge new relationships that can lead to business opportunities, mentorship, and mutual support (Famgbemi et al., 2018). This digital networking ecosystem fosters innovation, entrepreneurship, and community-building within the Nigerian agricultural sector.

### **What are the role of social media platforms in facilitating networking and collaboration among agropreneurs in Nigeria?**

Social media platforms have become instrumental in fostering networking and collaboration among agropreneurs in Nigeria, offering a digital space for information exchange, relationship building, and partnership opportunities within the agricultural industry. Social media platforms serve as virtual meeting points for agropreneurs in Nigeria to connect, interact, and engage with each other, regardless of geographic distances. By joining agriculture-focused groups, participating in online forums, and following relevant industry pages, agribusiness stakeholders can expand their networks, share experiences, and seek advice from peers and experts in the field (Ollor, Adegun & Adesiyani, 2020). These digital communities provide a supportive environment for agropreneurs to exchange ideas, discuss challenges, and collaborate on innovative solutions to enhance productivity and sustainability in Nigerian agriculture. Moreover, social media platforms offer agropreneurs in Nigeria a platform to showcase their work, advocate for their interests, and amplify their voices within the broader agricultural community. By sharing success stories, project updates, and best practices on social media, agribusiness stakeholders can raise awareness about their initiatives, attract potential collaborators, and inspire others to join their efforts in advancing sustainable agriculture and rural development in Nigeria (Adejumo et al., 2021). This visibility and thought leadership contribute to building a positive reputation, fostering trust, and creating opportunities for cooperation and partnership among agropreneurs in the digital realm.

### **To analyze the influence of social media on market access and sales growth for agropreneurs in Nigeria**

Social media has emerged as a powerful tool for agropreneurs in Nigeria to enhance market access, reach new customers, and drive sales growth in the agricultural sector. Social media platforms provide agropreneurs in Nigeria with a direct and cost-effective channel to market their products and services to a broader audience, beyond traditional physical boundaries. By leveraging digital platforms such as Facebook, Instagram, Twitter, and WhatsApp, agribusiness stakeholders can showcase their offerings, share information about

their farming practices, and engage with potential customers in real-time (Ollor et al., 2021). This digital presence allows agropreneurs to establish brand visibility, build credibility, and attract buyers who are actively searching for agricultural products and services online. Furthermore, social media platforms facilitate customer engagement, relationship-building, and brand loyalty among agropreneurs in Nigeria, fostering trust and repeat business from satisfied customers. By responding to inquiries, addressing feedback, and providing timely updates on social media, agribusiness stakeholders can create a personalized and interactive experience for their audience, enhancing customer satisfaction and retention (Adejumo et al., 2022). This customer-centric approach builds long-term relationships, generates positive word-of-mouth referrals, and ultimately drives sales growth for agropreneurs in Nigeria.

## **CONCLUSION**

Social media has emerged as a transformative force in driving agropreneurial development in Nigeria, offering a range of opportunities for agribusiness stakeholders to enhance visibility, access markets, and foster collaboration in the agricultural sector. The digital revolution has enabled agropreneurs to leverage social media platforms to raise awareness, disseminate knowledge, expand networks, and drive sales growth, ultimately contributing to the sustainable growth and transformation of Nigeria's agricultural landscape. By embracing social media as a tool for communication, marketing, and networking, agropreneurs in Nigeria can tap into a wealth of resources, connect with like-minded individuals, and access market insights that can propel their businesses forward. The digital ecosystem facilitates information sharing, skills development, and partnership opportunities, enabling agribusiness stakeholders to stay competitive, innovate, and adapt to changing market dynamics in today's fast-paced and interconnected world.

## **Recommendations**

The following were recommended

1. To maximize the benefits of social media for agropreneurial development in Nigeria, it is essential to invest in digital literacy programs aimed at equipping agribusiness stakeholders with the necessary skills to navigate social media platforms effectively.
2. Encouraging collaboration and knowledge sharing among agropreneurs through social media platforms can foster innovation, build resilience, and drive collective growth in the agricultural sector.
3. Developing tailored digital marketing strategies that leverage the unique features of social media platforms can help agropreneurs in Nigeria to enhance their market access, reach new customers, and drive sales growth.

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