Technology Adoption and Entrepreneurship Performance of Science Education Students in Bayelsa State

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Abstract

This study investigated the correlation between technology adoption and entrepreneurship performance among science education students (SES) in Bayelsa State. The study adopted a correlational research design and was guided by four objectives, research questions, and null hypotheses. The population comprised 861 SES from two public universities, while a sample of 273 students was selected using proportionate stratified random sampling. Data were collected using the Technology Adoption and Entrepreneurship Performance Questionnaire (TAEPQ), which was validated by three experts and yielded an overall Cronbach's alpha reliability coefficient of 0.85. Pearson Product–Moment Correlation was used to answer the research questions and test the null hypotheses at the 0.05 level of significance. The findings showed noteworthy positive correlations between entrepreneurship performance and smartphone adoption (r = 0.60), social media adoption (r = 0.80), digital payment platform adoption (r = 0.93), and online advertising adoption (r = 0.94), with all p-values below 0.001. The study concluded that technology adoption was positively associated with entrepreneurship performance among SES in Bayelsa State. It recommended that students adopt smartphones, social media platforms, secure digital payment systems, and online advertising technologies to support business communication, customer engagement, financial transactions, and market expansion.

Keywords: *Technology Adoption, Smartphone Adoption, Social Media Adoption, Digital Payment Platform Adoption, Online Advertising Adoption, Entrepreneurship Performance.*

Introduction

Technology adoption has become increasingly important in entrepreneurship development, particularly among university students seeking opportunities for self-employment, income generation, and economic independence. Technology adoption refers to the acceptance and integration of technological innovations into activities aimed at improving efficiency and achieving desired outcomes (Oluwagbemi et al., 2024). In entrepreneurship, it involves incorporating digital technologies into business operations, communication, financial transactions, and marketing activities. Ogunbodede et al. (2023) observed that students demonstrated positive perceptions of digital resources, although inadequate technological competencies and poor internet connectivity remained significant challenges. For SES, technology adoption provides opportunities to integrate academic knowledge with entrepreneurial activities. In this study, technology adoption is examined through smartphone adoption, social media adoption, digital payment platform adoption, and online advertising adoption. Smartphone adoption refers to the acceptance and integration of smartphone technology and its applications into entrepreneurial activities, including customer communication, information gathering, business coordination, and transaction management (Ogunbodede et al., 2023). Smartphones provide students with opportunities to manage entrepreneurial activities alongside their academic responsibilities. Alibo (2025) highlighted the relevance of emerging digital technologies to SES while identifying technical and financial challenges that may affect their adoption. Consequently, smartphone adoption may enhance entrepreneurial activities by improving access to business information, facilitating customer communication, and supporting business operations. Social media adoption refers to the acceptance and integration of social networking platforms into entrepreneurial communication, customer engagement, and business networking (Oluwagbemi et al., 2024). Platforms such as WhatsApp, Facebook, Instagram, and TikTok provide opportunities for entrepreneurs to interact with customers, obtain market information, and establish business correlates (Owo, 2025). Odoyi (2026) identified social media as an important platform for entrepreneurial activities, particularly marketing, brand promotion, and customer engagement. Among SES, social media adoption may strengthen customer correlates, improve business visibility, and create opportunities for entrepreneurial development. Digital payment platform adoption involves the acceptance and integration of electronic financial technologies into business transactions (Poi, 2024). Digital payment technologies encompass mobile banking services, electronic transfers and various payment platforms that enable financial transactions between business owners and their customers. Poi (2024) reported a statistically significant positive association between financial technology innovations and enterprise growth, particularly in relation to the adoption of internet banking and mobile payment solutions. For SES, digital payment platform adoption may improve transaction convenience, facilitate payments from distant customers, and support effective financial management. Online advertising adoption refers to the acceptance and integration of internet-based promotional technologies into entrepreneurial marketing activities (Ogunbodede et al., 2023). It involves adopting digital advertisements, sponsored promotional content, and other online advertising channels to create product awareness and attract potential customers. Unlike social media adoption, which emphasises communication and business networking, online advertising adoption focuses specifically on promoting products and services

to targeted audiences. Amadi et al. (2025) reported a noteworthy positive correlation between digital marketing skills and employment opportunities, highlighting the economic relevance of digital promotional competencies. Online advertising adoption may therefore provide SES with opportunities to increase business visibility, attract customers and expand their market reach.

Entrepreneurship performance refers to the extent to which entrepreneurial activities achieve desirable business outcomes, particularly business growth, profitability and market expansion. Business growth involves increases in sales, customers, and business operations; profitability concerns the ability to generate financial returns after meeting operating expenses; while market expansion refers to extending business activities to new customers and markets (Jekey & Jonah, 2022). Adebayo et al. (2026) highlighted the relevance of digital technologies to business performance and customer satisfaction. Although technology adoption offers opportunities for improving entrepreneurial outcomes, its correlate with entrepreneurship performance among SES remains insufficiently established. This study therefore examines the correlates between smartphone adoption, social media adoption, digital payment platform adoption, online advertising adoption, and entrepreneurship performance among SES in Bayelsa State.

Statement of the Problem

Despite the growing opportunities presented by digital technologies, achieving improved entrepreneurship performance among SES remains a concern. The adoption of smartphones, social media platforms, digital payment systems, and online advertising is expected to support business operations, customer engagement, financial transactions, and market accessibility. However, the extent to which adopting these technologies translates into business growth, profitability, and market expansion among SES in Bayelsa State remains uncertain. Akubos (2025) identified inadequate technological access, unstable electricity supply, and limited practical training as challenges affecting entrepreneurial skill development among undergraduates. These challenges raise concerns about students' capacity to adopt digital technologies effectively and achieve desirable entrepreneurial outcomes.

Although technology adoption offers opportunities for entrepreneurial development, access to digital technologies does not necessarily guarantee improved entrepreneurship performance. Students may possess smartphones and maintain social media accounts without integrating these technologies into their entrepreneurial activities. Similarly, the adoption of digital payment platforms and online advertising may be constrained by limited technological competencies, financial resources, and infrastructural challenges. Ogunbodede et al. (2023) identified poor internet connectivity and inadequate digital competencies as challenges affecting students' engagement with digital resources, while Poi (2024) established a significant correlate between financial technology innovation and business growth. However, evidence from established enterprises may not adequately explain entrepreneurship performance among SES, whose business experiences and operational conditions may differ.

The major problem addressed in this study is the limited empirical evidence concerning the correlate between technology adoption and entrepreneurship performance among SES in Bayelsa State. Previous research has primarily concentrated on digital technology engagement, entrepreneurial skill development, academic outcomes, and business growth among established enterprises, with insufficient attention to the entrepreneurial outcomes of SES. Specifically, the correlates between smartphone adoption, social media adoption, digital payment platform adoption, online advertising adoption, and entrepreneurship performance remain inadequately established. This gap creates uncertainty regarding which dimensions of technology adoption are

significantly associated with business growth, profitability, and market expansion. Consequently, the study examines the correlate between technology adoption and entrepreneurship performance among SES in Bayelsa State.

Aim and Objectives of the Study

The aim of this study is to examine the correlate between technology adoption and entrepreneurship performance among SES in Bayelsa State. Specifically, the objectives of the study were to:

1. examine the correlate between smartphone adoption and entrepreneurship performance among SES.
2. determine the correlate between social media adoption and entrepreneurship performance among SES.
3. ascertain the correlate between digital payment platform adoption and entrepreneurship performance among SES.
4. investigate the correlate between online advertising adoption and entrepreneurship performance among SES.

Research Questions

1. What is the correlate between smartphone adoption and entrepreneurship performance among SES?
2. What is the correlate between social media adoption and entrepreneurship performance among SES?
3. What is the correlate between digital payment platform adoption and entrepreneurship performance among SES?
4. What is the correlate between online advertising adoption and entrepreneurship performance among SES?

Hypotheses

H_{01}: There is no noteworthy correlate between smartphone adoption and entrepreneurship performance among SES.

H_{02}: There is no noteworthy correlate between social media adoption and entrepreneurship performance among SES.

H_{03}: There is no noteworthy correlate between digital payment platform adoption and entrepreneurship performance among SES.

H_{04}: There is no noteworthy correlate between online advertising adoption and entrepreneurship performance among SES.

Methodology

A correlational research design was employed to investigate the association between technology adoption and entrepreneurship performance among SES. This approach was suitable for assessing the direction and magnitude of the correlates between entrepreneurship performance and four dimensions of technology adoption: smartphones, social media, digital payment platforms and online advertising, without introducing experimental changes to the variables.

The population of the study comprised 861 undergraduate SES from two public universities in Bayelsa State: Niger Delta University, Amassoma, and Federal University Otuoke. The population covered students in 100, 200, 300, and 400 levels, with Niger Delta University

accounting for 353 students and Federal University Otuoke accounting for 508 students. Source: Departments of Science Education of the respective universities (2025/2026 academic session).

Using Taro Yamane's formula with a 5% margin of error, a sample of approximately 274 students was calculated from the population of 861. Proportionate stratified random sampling was adopted to ensure that students from both universities and all four academic levels were adequately represented. The population was stratified according to university and level of study, with respondents allocated proportionately to each stratum: Niger Delta University (112) and Federal University Otuoke (161). The instrument developed for data collection was titled Technology Adoption and Entrepreneurship Performance Questionnaire (TAEPQ). It comprised 50 items organised into two main sections. Section A gathered respondents' demographic characteristics, whereas Section B measured smartphone adoption, social media adoption, digital payment platform adoption, online advertising adoption, and entrepreneurship performance. Each technology adoption dimension contained 10 items, while entrepreneurship performance was measured using 10 items covering business growth, profitability, and market expansion. Responses were structured on a four-point Likert scale of Strongly Agree (4), to Strongly Disagree (1). Higher composite scores represented greater technology adoption and perceived entrepreneurship performance. TAEPQ was subjected to face and content validity by three experts in Science Education, Entrepreneurship Education, and Educational Measurement and Evaluation. A pilot study involving SES outside the sampled institutions was conducted to establish its reliability. Cronbach's alpha reliability coefficients were 0.83 for smartphone adoption, 0.84 for social media adoption, 0.82 for digital payment platform adoption, 0.86 for online advertising adoption, and 0.87 for entrepreneurship performance, with an overall coefficient of 0.85, indicating good internal consistency.

Data were collected through questionnaires administered to selected participants with support from trained research assistants. Approval was obtained from the relevant university authorities, while respondents provided informed consent and was assured of confidentiality and voluntary participation. Eligibility for the entrepreneurship performance assessment was restricted to students actively engaged in entrepreneurial activities because the performance indicators required experience of business operations and outcomes.

The data analysis plan incorporated descriptive and inferential statistics. Pearson Product–Moment Correlation (PPMC) was selected to answer the four research questions and test the corresponding null hypotheses at the 0.05 level of significance, subject to the relevant statistical assumptions. Correlation coefficients were used to indicate the direction and strength of the correlates, while null hypotheses were rejected where the corresponding p-values were less than 0.05.

Results

Research Question 1: What is the correlate between smartphone adoption and entrepreneurship performance among SES?

Table 1: PPMC result of the correlate between smartphone adoption and entrepreneurship performance among SES

Variables	n	*r*	Strength of *r*
Smartphone Adoption vs Entrepreneurship Performance	273	0.60	Strong

Table 1 shows a strong positive correlate between smartphone adoption and entrepreneurship performance among SES in Bayelsa State (r = 0.60). This implies that higher levels of smartphone adoption are associated with higher entrepreneurship performance.

Research Question 2: What is the correlate between social media adoption and entrepreneurship performance among SES?

Table 2: PPMC result of the correlate between social media adoption and entrepreneurship performance among SES

Variables	n	*r*	Strength of *r*
Social Media Adoption vs Entrepreneurship Performance	273	0.80	Very Strong

Table 2 reveals a very strong positive correlate between social media adoption and entrepreneurship performance among SES in Bayelsa State (r = 0.80). This indicates that increased social media adoption is associated with higher entrepreneurship performance.

Research Question 3: What is the correlate between digital payment platform adoption and entrepreneurship performance among SES?

Table 3: PPMC result of the correlate between digital payment platform adoption and entrepreneurship performance among SES

Variables	n	*r*	Strength of *r*
Digital Payment Platform Adoption vs Entrepreneurship Performance	273	0.93	Very Strong

Table 3 indicates a very strong positive correlate between digital payment platform adoption and entrepreneurship performance among SES in Bayelsa State (r = 0.93). This implies that higher adoption of digital payment platforms is associated with higher entrepreneurship performance.

Research Question 4: What is the correlate between online advertising adoption and entrepreneurship performance among SES?

Table 4: PPMC result of the correlate between online advertising adoption and entrepreneurship performance among SES

Variables	n	*r*	Strength of *r*
Online Advertising Adoption vs Entrepreneurship Performance	273	0.94	Very Strong

Table 4 reveals a very strong positive correlate between online advertising adoption and entrepreneurship performance among SES in Bayelsa State (r = 0.94). This indicates that higher online advertising adoption is associated with higher entrepreneurship performance.

Hypothesis 1: There is no noteworthy correlate between smartphone adoption and entrepreneurship performance among SES.

Table 5: PPMC analysis of the correlate between smartphone adoption and entrepreneurship performance among SES

Correlations

		Smartphone Adoption	Entrepreneurship Performance
Smartphone Adoption	Pearson Correlation	1	0.60**
	Sig. (2-tailed)		0.00
	n	273	273
Entrepreneurship Performance	Pearson Correlation	0.60**	1
	Sig. (2-tailed)	0.00	
	n	273	273

**. At the 0.05 level (2-tailed), correlation is noteworthy

Table 5 showed that the test of the hypothesis indicated that there is a strong positive correlate (r = 0.60, r ≤ ±0.60 to ± 0.79) between smartphone adoption and entrepreneurship performance among SES in Bayelsa State. Since the p-value was less than the 0.05 significance level, the null hypothesis was therefore not accepted. This indicates that smartphone adoption had a statistically noteworthy positive correlation with entrepreneurship performance among SES in Bayelsa State.

Hypothesis 2: There is no noteworthy correlate between social media adoption and entrepreneurship performance among SES.

Table 6: PPMC analysis of the correlate between social media adoption and entrepreneurship performance among SES

Correlations

		Social Media Adoption	Entrepreneurship Performance
Social Media Adoption	Pearson Correlation	1	0.80**
	Sig. (2-tailed)		0.00
	n	273	273
Entrepreneurship Performance	Pearson Correlation	0.80**	1
	Sig. (2-tailed)	0.00	
	n	273	273

**. At the 0.05 level (2-tailed), correlation is noteworthy

Table 6 showed that the test of the hypothesis indicated that there is a very strong positive correlate (r = 0.80, r ≤ ±0.80 to ± 1.00) between social media adoption and entrepreneurship performance among SES in Bayelsa State. Since the p-value was less than the 0.05 significance level, the null hypothesis was therefore not accepted. This implies that social media adoption had a statistically noteworthy positive correlation with entrepreneurship performance among SES in Bayelsa State.

Hypothesis 3: There is no noteworthy correlate between digital payment platform adoption and entrepreneurship performance among SES.

Table 7: PPMC analysis of correlate between digital payment platform adoption and entrepreneurship performance among SES

Correlations

		Digital Payment Platform Adoption	Entrepreneurship Performance
Digital Payment Platform Adoption	Pearson Correlation	1	0.93**
	Sig. (2-tailed)		0.00
	n	273	273
Entrepreneurship Performance	Pearson Correlation	0.93**	1
	Sig. (2-tailed)	0.00	
	n	273	273

**. At the 0.05 level (2-tailed), correlation is noteworthy

Table 7 showed that the test of the hypothesis indicated that there is a very strong positive correlate (r = 0.93, r ≤ ±0.80 to ± 1.00) between digital payment platform adoption and entrepreneurship performance among SES in Bayelsa State. Since the p-value was less than the 0.05 significance level, the null hypothesis was therefore not accepted. This establishes that digital payment platform adoption had a statistically noteworthy positive correlation with entrepreneurship performance among SES in Bayelsa State.

Hypothesis 4: There is no noteworthy correlate between online advertising adoption and entrepreneurship performance among SES.

Table 8: PPMC analysis of correlate between online advertising adoption and entrepreneurship performance among SES

Correlations

		Online Advertising Adoption	Entrepreneurship Performance
Online Advertising Adoption	Pearson Correlation	1	0.94**
	Sig. (2-tailed)		0.00
	n	273	273
Entrepreneurship Performance	Pearson Correlation	0.94**	1
	Sig. (2-tailed)	0.00	
	n	273	273

**. At the 0.05 level (2-tailed), correlation is noteworthy

Table 8 showed that the test of the hypothesis indicated that there is a very strong positive correlate (r = 0.94, r ≤ ±0.80 to ± 1.00) between online advertising adoption and entrepreneurship performance among SES in Bayelsa State. Since the p-value was less than the 0.05 significance level, the null hypothesis was therefore not accepted. This indicates that online advertising adoption had a statistically noteworthy positive correlation with entrepreneurship performance among SES in Bayelsa State.

Discussion of the Findings

The findings from research question one revealed a strong positive and statistically noteworthy correlate between smartphone adoption and entrepreneurship performance among SES in Bayelsa State, leading to the non-acceptance of the first null hypothesis. This finding aligns with

Ogunbodede et al. (2023), who highlighted students' positive engagement with digital technologies. Similarly, Eekhout et al. (2023) established that mobile phone adoption was associated with improved sales efficiency and profitability among informal enterprises. These findings suggest that smartphone adoption for business communication, customer management, and entrepreneurial coordination is positively associated with entrepreneurship performance.

The findings from research question two established a very strong positive and statistically noteworthy correlate between social media adoption and entrepreneurship performance, resulting in the non-acceptance of the second null hypothesis. This finding agrees with Odoyi (2026), who identified social media as an important platform for entrepreneurial marketing and customer engagement. Similarly, Purmono et al. (2025) and Bruce et al. (2025) reported positive correlates between social media adoption and business performance. These findings indicate that adopting social media for customer engagement, business networking, and product promotion is associated with higher entrepreneurship performance.

The findings from research question three revealed a very strong positive and statistically noteworthy correlate between digital payment platform adoption and entrepreneurship performance, leading to the non-acceptance of the third null hypothesis. This finding corroborates Poi (2024), who established a noteworthy correlate between financial technology innovation and business growth. Similarly, Umoh et al. (2024) and Ezeudu and Mutezo (2025) reported noteworthy positive correlations between electronic payment technologies and enterprise performance. These findings suggest that digital payment platform adoption is positively associated with entrepreneurship performance through its relevance to transaction convenience, customer accessibility, and financial management.

The findings from research question four established a very strong positive and statistically noteworthy correlate between online advertising adoption and entrepreneurship performance, resulting in the non-acceptance of the fourth null hypothesis. This finding is broadly consistent with Amadi et al. (2025), who highlighted the economic relevance of digital marketing competencies. Similarly, Kolawole (2022) and Wu et al. (2024) reported positive associations between digital marketing practices and business performance. These findings suggest that online advertising adoption is positively associated with entrepreneurship performance, particularly in relation to business visibility, customer attraction, and market expansion.

Conclusion

The study examined the correlate between technology adoption and entrepreneurship performance among SES in Bayelsa State. The findings revealed that smartphone adoption, social media adoption, digital payment platform adoption, and online advertising adoption had positive and statistically noteworthy correlates with entrepreneurship performance. Online advertising adoption recorded the strongest correlate, followed by digital payment platform adoption, social media adoption, and smartphone adoption. The study concluded that higher levels of technology adoption were associated with better entrepreneurship performance among SES.

Recommendations

1. SES should adopt smartphones for effective business communication, customer management, and entrepreneurial coordination.
2. SES should adopt social media platforms to strengthen customer engagement, business networking, and product promotion.

3. SES should adopt secure digital payment platforms to facilitate business transactions and improve financial management.
4. SES should adopt online advertising platforms to increase business visibility, attract customers, and expand their market reach.

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