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[**https://kuey.net/**](https://kuey.net/) **Research Article**

Social Media Networks and Entrepreneurial Psychological Capital of Automobile Mechanics Graduate Entrepreneurs

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# ARTICLE INFO ABSTRACT

The study was carried out to determine social media networks and entrepreneurial psychological capital of motor vehicle mechanics in south eastern Nigeria. The area of the study is South East Nigeria. The choice of the study area was informed by the presence of technical colleges which has enhanced the training of automobile graduates entrepreneurs. The sample consists of 270 motor vehicle mechanics entrepreneurs purposefully selected from the population based on their qualification as graduates’ entrepreneurs. A structured questionnaire titled Social Networks, Psychological Entrepreneurial Capitals and Performance Questionnaire (SNPECPQ) adapted from Gao et al. (2020) entrepreneurial self-efficacy scale, entrepreneurial optimism scale developed by (Scheier et al., 1994), scale of entrepreneurial hope developed by Gao et al. (2020), scale of entrepreneurial resilience developed by Laguía et al., (2019) and enterprise performance scale developed by Liu et al., (2018) were utilized to collect data for the study. The instrument is made up of 103 items adapted from the reviewed literatures and used to elicit responses from the auto graduates entrepreneurs. Copies of the questionnaires were distributed by the researcher with the help of four research assistants to the respondents and 249 questionnaires were returned. The data collected were analyzed using bivariate correlation, regression analysis and Hayes Process mediation analysis with the help of Statistical Package for Social Sciences (SPSS). Data for answering research questions was analyzed using Pearson Product Moment Correlation (PPMC). The hypotheses were tested at 0.05 level of significance using regression and Hayes Process mediation analysis. The study reveals moderate and very strong relationship among the dimensions of entrepreneurial psychological capitals and social media networks. It was recommended among others that auto mechanics graduate entrepreneurs should be encouraged to incorporate social media networks in their business enterprises for enhanced visibility and also greater efforts should be placed in enhancing the attractiveness of entrepreneurship within the educational system through functional vocational career guidance for would-be auto mechanics graduate.

***Keyword:*** Social media networks, Entrepreneurship, Entrepreneurial psychological capital, Automobile mechanics

# Introduction

Entrepreneurial psychological capital (EPC) is the state of having the confidence, or in other words, self- efficacy to provide the necessary effort to succeed in difficult business tasks (Guo, Liu & Yain, 2020). Also, entrepreneurial psychological capital is a positive expectation about the possibility of success in the present and future enterprise, or can be seen as, the state of being optimistic. It can be said that entrepreneurial psychological capital in motor vehicle mechanic (MVM) trade start-up is conceptualized as one’s ability to

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recover when faced with problems or possible troubles in business and to show an insistent attitude during such times, i.e., to be persistent or to be durable (Luthans, 2016). Entrepreneurial psychological capital has four basic dimensions: self-efficacy, optimism, hope and resilience (Luthans et al., 2007).

Entrepreneurial self-efficacy (ESE) is a faithful belief a person owns, to control the events and solve the problems one faces in organizational life, with the positive motivation and cognitive resources benefiting future prospects. It is defined as the individual’s positive belief toward the abilities he has while doing and working (Stajkovic & Luthans, 2008). Entrepreneurial self-efficacy can stimulate MVM trade start-up’s risk-taking propensity. Entrepreneurial self-efficacy has also been shown to influence risk-taking as well as career choice (Bandura, 2001). MVM trade start-ups with high entrepreneurial self-efficacy could have more intrinsic interests in entrepreneurial tasks and are more willing to make effort and show persistence when faced with obstacles and setbacks. Presently, youths in South eastern Nigeria have high perception of self-efficacy in setting up mechanical workshops after graduation but lack the needed visibility to connect to their potential clients (Ogbuanya, Okeke, & Ozoagu, 2021).

On the one hand, researchers in psychology have investigated entrepreneurial optimism as an attribute of individuals that governs positive thinking and the outlook of the future, and perhaps relates to better outcomes, better performance, better personal well-being, and coping strategy (Liang & Dunn, 2010). Entrepreneurial Optimism (EO) can be defined as good expectations for the future (Carver & Scheier, 2012). People engage in goal-directed behavior, but when there are impediments to achieving goals, some people will believe that the goals can be achieved (optimists), whereas others will not (pessimists) (Carver & Scheier, 2012). The optimism contended that entrepreneurial optimism leads to continued efforts to attain the goal, whereas pessimism leads to giving up. It is a trait in the MVMW graduates that generates a confidence that positive outcomes will occur. Hope, the third dimension of psychological capital, interacts with goal-oriented energy that arises from a plan to meet specific goals with a sense of accomplishment (Snyder, 2010). A sense of “hope” is different from being “optimistic,” which generally has a positive view of the future but not the desire or ability to create that future. Recent research shows entrepreneurial start-ups that create a “high hope” environment can increase productivity and foster higher performing employees. Entrepreneurial hope (EH) is the key success factor in entrepreneurial ventures which auto mechanics is not exempted. In order to create an entrepreneurial hope environment, auto mechanics start-up/entrepreneurs must be physically present at his/her workplace, create a proactive and ongoing communication channel, offer personalized, supportive, and consistent interaction with employees; jointly establishing and be accountable for goals, as well as celebrate accomplishments and give recognition when deserved and also use a mistake or failure as a teaching moment, examine the work process, seek ways to avoid such errors in the future, discover ways the company can improve, and share lessons with all employees (Lacey, 2018). Hope is one of the reported factors that determine an entrepreneur’s resilience.

Resilience is seen as the person’s ability to cope with many negative situations (such as obstacles or uncertainty) to re-bounce or to eventually lead to success (Luthans et al., 2016). It is a state in which positive change and development are displayed in the face of adverse situations such as difficulty, uncertainty, conflict, failure, etc. (Erkus & Findikli, 2013). Resilience is defined as the ability to adapt to rapid and unwanted change of environment as well as the capacity to overcome difficulties and bounce back from traumatic experience (Bonanno, 2012; Zautra et al., 2010). Entrepreneurial resilience (ER) is MVM start-ups/entrepreneurs’ ability to adapt to changes in their business environment and rebound after experiencing adverse situations (Bullough, Renko & Myatt, 2014). An entrepreneur’s resilience becomes the primary factor that underlies his success (Markman & Baron, 2003). Therefore, a resilient entrepreneur shall attain higher degree of success instead of the less resilient ones (Hayward et al., 2010). Additionally, entrepreneur community have a higher level of resilience as compared to non-entrepreneur communities, which indicates that such resilience can be used to predict an entrepreneur’s success (Fisher et al., 2016). Consequently, it is important for MVM start- ups/ entrepreneur to become resilient in order to get success in their business and to maintain business continuity especially in the disaster-prone environment.

In order to maintain a competitive pace, graduates of motor vehicle mechanics are bound to leverage popular [social media networks platforms.](https://www.oktopost.com/) Mahoney (2021) argued that social media had a huge impact on how businesses find and communicate with their audiences.

Social media advertising is the process that empowers individuals and businesses start-ups alike to promote their products and services through online social channels, gain more viscibility and tap into a much larger community that may not have been available via traditional channels (Weinberg, 2009). Social media networks has transformed how start-ups get in front of a targeted group of people virtually; changing the way motor vehicle mechanics trades communicate with their audience; replacing business cards (which often end up in the trash) by popping up in your audience’s feed and making it easy for businesses to provide value upfront prior to asking anything from a prospect. Social media network could impact motor vehicle mechanics trades positively and offer an opportunity for the target audience.

Social media network (SMN) is a powerful channel to reach out or connect as well as market ones skills through different social media channels/tools such as [Facebook,](https://www.revechat.com/facebook-messaging/) Twitter, LinkedIn, [Instagram,](https://meetanshi.com/blog/instagram-for-e-commerce/) Whatsapp to deliver a seamless omni channel messaging experience. Social media helps auto mechanics entrepreneurs’ business ventures in three key areas (Suvashree, 2021). These includes: brand building, omni channel engagement and business growth. In brand building, social media networks is one of the most profitable digital marketing

platforms that boost brand visibility among potential customers, allowing it to reach a bigger audience. Social media networks can help entrepreneurs in MVM identify entrepreneurship opportunities, activate resources, and gain legitimacy ([Batjargal, 2010](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7298912/#B11)). Even though social media use is expanding exponentially, there is still a significant study gap regarding if and how social media use may effect business enterprise (Wang, Liang, Mahto, Deng, & Zhang, 2020). The influence of social media in skill acquisition has received relatively little research (Gruber, 2002). Although social media is widely used, it is still unknown whether and how it affects people's intentions to start their own business enterprises. Small business and particularly new ones are seen more than ever as a vehicle for entrepreneurship, contributing not just to employment, social and political stability, but also to innovative and competitive power (Wennekers & Thurik, 2019).

# Social Learning Theory of Entrepreneurial Self-Efficacy

Social Learning Theory (Bandura, 1997), identifies human behavior as an interaction of personal factors, behavior and the environment. Social Cognitive Theory (SCT) is useful for not only understanding behavior, but also identifying methods in which behavior might be modified or changed. Furthermore, Social Cognitive Theory (SCT) is the study of how learning occurs through changes in mental state. The theory provides guidelines that can assist instructors in the design of programs to help individuals achieve change through their own motivation by providing them with specific knowledge, skill and resources.

In the model, the interaction between the person and the environment entails one’s beliefs and cognitive competencies that are developed and influenced by their environment, both social and physical. Social environment refers to family members, friends and role models; the physical environment refers to the individual’s surrounding and access to resources. The combination of environment and behaviour involves an individual’s behaviour based on the impact of their environment, and at the same time their behaviour can also be modified by that environment. Such intervening cognitive factors are person’s entrepreneurial self-efficacy, optimism, hope and resilience. This cognitive, affective and biological mechanism are referred to by Bandura (1997) as entrepreneurial self-efficacy and is important in this study as a construct used to examine the level of confidence and resilience of technical college motor vehicle mechanics graduates to successfully perform various task in motor vehicle mechanics workshop/venture as well as socially connects to his clients using social media networks.

# Motivation and Research Gaps

The significant roles of entrepreneurs in promoting vocational skills have drawn the attention of academics in these fields of technical and vocational development (Wardana et al., 2020; Karyaningsih et al., 2020). However, according to some academics (Floris & Pillitu 2019; Jones 2019), entrepreneurial education is crucial for fostering skills and competencies. As a result, students' self-efficacy may increase as a result of entrepreneurship education (Nowinski et al., 2019). Agboola (2021) asserts that entrepreneurship education typically focuses on raising entrepreneurial awareness. Currently, the relationship between entrepreneurial psychological capital (Entrepreneurial Self-Efficacy, Entrepreneurial Optimism, Entrepreneurial Hope and Entrepreneurial Resilience) and job performance of auto mechanics graduate entrepreneurs is unknown, especially in south east Nigeria. Knowing if it has a positive or inverse correlation motivated this study. Meanwhile, research findings proclaimed that success among resilience entrepreneur’s could be influenced by demographic factors such as location of business enterprise and years of experience in business.

Presently, youths in South eastern Nigeria seem to lack the necessary abilities that potential employers may require due to the broken character of our educational system, most youths do not know how social media may influence their business positively (Ogbuanya, Okeke, & Ozoagu, 2021; Oboreh, & Nnebe, 2019). The fact that so many Nigerian graduates from educational institutions each year and that the economy, as it stands, is unable to absorb the majority of them makes the situation much worse (Oboreh, & Nnebe, 2019). Entrepreneurs in MVM trade need to propagate their mission and stimulate the behavior of external resource owners. When entrepreneurs persuade resource owners to provide support and help, they must be able to positively influence the psychological state of others in order to gain others’ empathy and social identity. Thus, entrepreneurial psychological capital may play an important role in this process.

Unfortunately, motor vehicle mechanics trades graduates entrepreneurs’ do not even consider applying social media mechanisms in their trades. Therefore, the need to evaluate the impact of social media networks on entrepreneurial psychological capital among start-up entrepreneurs in motor vehicle mechanics in South Eastern Nigeria. Given that there are few studies on how social networks relate to entrepreneurial capitals and none in Nigeria, this present study investigated the relationship between the social media networks and entrepreneurial psychological capital (Entrepreneurial Self-Efficacy, Entrepreneurial Optimism, Entrepreneurial Hope and Entrepreneurial Resilience) of auto mechanics graduate entrepreneurs.

# Research Question

What is the relationship between the social media networks and entrepreneurial psychological capital (Entrepreneurial Self-Efficacy, Entrepreneurial Optimism, Entrepreneurial Hope and Entrepreneurial Resilience) of auto mechanics graduate entrepreneurs?

# Null Hypothesis

The following null hypothesis guided the study and were tested at 0.05 level of significance:

Social media networks do not significantly predict entrepreneurial psychological capital (Entrepreneurial Self- Efficacy, Entrepreneurial Optimism, Entrepreneurial Hope and Entrepreneurial Resilience) of auto mechanics graduate entrepreneurs.

# Methodology

**Design of the Study**

The study adopted correlation survey research design. A correlation study is concerned with establishing relationships between two or more variables in the same population or between the same variables in two populations (Leedy & Ormrod, 2010). It sometimes uses questionnaires, interview and observation in order to establish relationship between variables. Correlation survey design is considered appropriate for this study because it helped to determine the relationship among variables such as social networks, entrepreneurial psychological capitals (entrepreneurial self-efficacy, optimism, hope and resilience), location, years in business and job performance of automobile graduates in auto mechanics.

# Area of the Study

The area of this study is South-East Nigeria, which is made up of five states namely: Abia, Anambra, Ebonyi, Enugu and Imo states. The zone is widely noted for people who have enterprising mindset in Nigeria. Technical college automobile graduates are among the youths in the zone engaged in entrepreneurial activities in order to seek self employment but lack the needed links and visibility to engage their clients. The choice of the study area was informed by the presence of technical colleges which has enhanced the training of automobile graduates entrepreneurs in the area.

# Sample and Sampling Technique

The sample consists of 270 motor vehicle mechanics entrepreneurs purposefully selected from the population

based on their qualification as graduates’ entrepreneurs.

# Instrument for Data Collection

The instrument for data collection was a structured questionnaire. All the scales in the structured questionnaire were adapted from literature. The level of adaptation involved the use of motor vehicle mechanics to represent or complement social media networks/entrepreneurial psychological capital and job performance in the questionnaire items, the use of five-point Likert’s responses to represent or complement yes/no used in some of the original scales. The structured questionnaire is titled Social Networks, Psychological Entrepreneurial Capitals and Performance Questionnaire (SNPECPQ). The questionnaire has two sections A and B. Section A measures the demographic variables of auto mechanics graduate entrepreneurs, in terms of their location of business and years of experiences in the business enterprise. Section B has 103 items divided into six sub-sections that measures auto mechanics graduate entrepreneurs’ entrepreneurial self-efficacy, entrepreneurial optimism, entrepreneurial hope, entrepreneurial resilience and social media networks impacts.

The adapted scales in the structured questionnaires are explained as follows:

Auto mechanics graduate entrepreneurial self-efficacy was measured using adapted entrepreneurial self efficacy scale developed by Gao et al. (2020). The item statements were structured to fit the purpose. The instrument is a 45-item questionnaire that sought information about auto mechanics graduate entrepreneurial self-efficacy rated on a five-point Likert scale ranging from strongly agree (5) to strongly disagree (1). Entrepreneurial optimism questionnaire items were adapted from Life Orientation Test Revised (LOT-R), developed by (Scheier et al., 1994). The entrepreneurial optimism scale is an 11 – item questionnaire that measured entrepreneurial optimism. All the items are rated on a five-point Likert scale ranging from strongly agree (5) to strongly disagree (1).

Entrepreneurial hope was assessed using adapted scale of entrepreneurial hope developed by Gao et al. (2020). It is a 12-item instrument sought to elicit information on auto mechanics graduate entrepreneurial hope which is rated on a five – point Likert scale ranging from strongly agree (5) to strongly disagree (1). Auto mechanics graduate entrepreneurial resilience was measured using adapted scale of entrepreneurial resilience developed by Laguía et al., (2019). The instrument contains 21-items bordering on graduate entrepreneurial resilience. The instrument is rated on a five-point Likert scales ranging from strongly agree (5) to strongly disagree (1). Cronbach Alpha reliability method was used and reliability coefficient was obtained for each section of the Entrepreneurial Psychological Capitals and reliability coefficient was obtained at .810 for entrepreneurial self efficacy scale, .813 for entrepreneurial optimism, .869 for entrepreneurial hope, .894 for entrepreneurial resilience and .745 for social media impact on automobile graduates entrepreneurs.

# Method of Data Collection

The researcher with the help of four research assistants, one per State for each of the area of the study were briefed and involved in administering and collection of data for the study. The researchers coordinated the activities of the four research assistants and collate the retrieved copies of the questionnaire within two or three weeks of administration from the research assistants. The researcher with the help of the four research assistants administered the questionnaires to the respondents and it was retrieved immediately while some of the respondents promised to get it ready in a week time. Also, some of the respondents advised that the researcher should come to designated place where the automobile mechanics holds their monthly/bi-monthly meetings for easy acceptance and response which the researcher adopted. Out of 270 copies of the questionnaires administered, 249 copies were collected back representing 92.2 percent return rate.

# Method of Data Analysis

Data collected were analysed using Pearson product moment correlation coefficient (r) and regression analysis for answering the research questions and for testing the hypotheses multiple regressions was used. The response to each item based on Likert’s five-point scale response options was coded in SPSS and analysed using Pearson product moment correlation coefficient (r) which converts the five response options to produce values between -1 and +1 to determine the strength of relationship. The Pearson product moment correlation coefficient (r) is a correlation measure of strength of association between a continuous level variable and a binary variable. The responses of the items were interpreted by describing the strength of the correlation using the guide suggested by Evan (1996) for the absolute value of r as follows: very weak relationship with value ranges from 0.00 – 0.19, weak relationship with value ranges from 0.20 – 0.39, moderate relationship with value ranges from 0.40 – 0.59, strong relationship with value ranges from 0.60 – 0.79 and very strong relationship with value ranges from 0.80 – 1.00. The decision point of acceptance will be from 0.40-0.59 and above (positive relationship) while 0.40 and below will assume negative relationship. Analysis of variance (ANOVA) and t-test were used to test the null hypotheses at 0.05 level of significance. Significant relationship was found to exist when at p-value was less than .05 and non significant relationship was found when the p- value was equal to or greater than .05.

# Results

**Research Question 1**: What is the relationship between the social media networks on job performance of auto mechanics graduate entrepreneurs?

**Table 1: Bivariate Correlation of Social Media Networks and Job Performance**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Variables** | **1** | **2** | **3** | **4** |
| 1. Location | 1 |  |  |  |
| 2. Years in Business | -.043 | 1 |  |  |
| 3. Social Media networks | .025 | -.011 | 1 |  |
| 4. Job Performance | .010 | .006 | .887\*\* | 1 |

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Data presented in Table 1 reveals a strong relationship between social media networks and job performance (.887), hence the need for mediation is defensible.

**Table 2:** Social media networks do not significantly predict job performance of auto mechanics graduate entrepreneurs.

**Table 2: Summary of linear regression of social media networks and job performance**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Variables** | **R2Change** | **F Change** | **β** | **t** | **P** |
| Social media network tools | SMN→JP | .787 | 911.607 | .887 | 30.193 | .000 |

The result in Table 2 shows that SMN is a significant positive predictor of JP (F = 911.607, t = 30.193, β = .887, p < 0.001). Adjusted R-square (0.787) shows that 78.7% of variances in Job Performance are determined by graduate entrepreneur’s social media networks.

**Research Question 2:** What is the relationship between the social media networks and entrepreneurial psychological capital (Entrepreneurial Self-Efficacy, Entrepreneurial Optimism, Entrepreneurial Hope and Entrepreneurial Resilience) of auto mechanics graduate entrepreneurs?

**Table 3: Bivariate Correlation of Social Media Networks and Entrepreneurial Psychological Capital (ESE, EO, EH and ER) of auto mechanics graduate entrepreneurs.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Variables** | **1** | **2** | **3** | **4** | **5** | **6** |
| 1. Social Media Tools | 1 |  |  |  |  |  |
| 2. Entrepreneurial Self-Efficacy | .420\*\* | 1 |  |  |  |  |
| 3. Entrepreneurial Optimism | .414\*\* | .314\*\* | 1 |  |  |  |
| 4. Entrepreneurial Hope | .655\*\* | .467\*\* | .446\*\* | 1 |  |  |
| 5. Entrepreneurial Resilience | .958\*\* | .416\*\* | .406\*\* | .590\*\* | 1 |  |
| 6. Entrepreneurial Psychological Capital (Overall total) | .811\*\* | .792\*\* | .624\*\* | .794\*\* | .805\*\* | 1 |

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Data presented in Table 3 reveals moderate, strong and very strong relationship among the dimensions of entrepreneurial psychological capitals. Furthermore, the result reveals a moderate relationship between social media networks and entrepreneurial self-efficacy (.420), entrepreneurial optimism (.414). There was a strong and very strong relationship between social media tools and entrepreneurial hope (.655), entrepreneurial resilience (.958). A weak relationship was revealed between entrepreneurial self-efficacy and entrepreneurial optimism (.314). Conversely the table reveals a moderate relationship between entrepreneurial self-efficacy and entrepreneurial hope (.467), entrepreneurial resilience (.416). The study also reveals a moderate relationship between entrepreneurial optimism and entrepreneurial hope (.446), entrepreneurial resilience (.406). There was a moderate relationship between entrepreneurial hope and entrepreneurial resilience (.590). Overall, the table reveals a strong relationship between social media networks and entrepreneurial psychological capitals.

**Table 4: Summary of multiple linear regression of social media networks and entrepreneurial psychological capital (ESE, EO, EH and ER)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Variables** | **R2Change** | **F Change** | **β** | **t** | **P** |
| Social media network tools | SMN→ESE | .177 | 53.000 | .420 | 7.280 | .000 |
|  | SMN→EO | .172 | 51.223 | .414 | 7.157 | .000 |
|  | SMN→EH | .429 | 185.245 | .655 | 13.610 | .000 |
|  | SMN→ER | .918 | 2775.929 | .958 | 52.687 | .000 |
|  | SMN→EPC | .657 | 474.058 | .811 | 21.773 | .000 |

The result in Table 4 shows that SMN is a significant positive predictor of ESE (F = 53.000, t = 7.280, β = .420, p < 0.001). Adjusted R-square (0.177) shows that 17.7% of variances in entrepreneurial self-efficacy (ESE) are determined by graduate entrepreneur’s social media networks (SMN). Also, the result shows that SMN is a significant positive predictor of EO (F = *51.223*, t = *7.157*, β = *.414*, p < 0.001). Adjusted R-square (0*.172*) shows that 17.2% of variances in EO are determined by graduate entrepreneur’s social media network tools. The result further revealed that SMN is a significant positive predictor of EH (F = *185.245*, t = *13.610*, β = *.655*, p < 0.001). Adjusted R-square (0*.429*) shows that 42.9% of variances in EH are determined by graduate entrepreneur’s social media networks. Furthermore, the result also revealed that SMN is a significant positive predictor of ER (F = *2775.929*, t = *52.687*, β = *.958*, p < 0.001). Adjusted R-square (0*.918*) shows that 91.8% of variances in ER are determined by graduate entrepreneur’s social media networks. Finally, the overall result also revealed that SMN is a significant positive predictor of EPC (F = *474.058*, t = *21.773*, β = *.811*, p < 0.001). Adjusted R-square (0*.657*) shows that 65.7% of variances in EPC are determined by graduate entrepreneur’s social media networks.

# Discussion

The study reveals a strong relationship between social media networks and entrepreneurial psychological capitals. The findings were in line with Luthans & Youssef-Morgan (2017) maintained that psychological capital is an individual state of mind, consisting of positive psychological strengths; therefore, it could be considered a positive mindset. Positive cognition is essential to an entrepreneurial mindset enabling individuals to learn from experiences and adjust to the dynamics of the business environment in order to achieve success (Haynie, Shepherd, Mosakowski, & Earley, [2010](https://link.springer.com/article/10.1186/s40497-018-0113-7#ref-CR44)). Entrepreneurial self-efficacy is a distinctive characteristic that can distinguish entrepreneurship students from management and organizational psychology disciplines. Chen et al.s’ (1998) revealed that individuals with high entrepreneurial self-efficacy are more likely to be entrepreneurs than those with low entrepreneurial self-efficacy. Audretsch (2011) argued that high unemployment rates may lead to start-up activity of self-employed individuals and on the other hand, higher rates of self-employment may indicate increased entrepreneurial activity reducing unemployment in subsequent periods (the “entrepreneurial” effect). Since entrepreneurial activity is increasingly relevant to economic and labour employment in both developed and developing nations, new knowledge about entrepreneurship can speed the outcomes desired by enterprising individuals, firms, and societies (Busenitz et al., 2013). For most management scholars and some psychologists, the difference is in attitudes toward risk than in the perception of risk: entrepreneurs typically overestimate the chances that their project will be successful (Pinfold, 2011).

Scheier and Carver (1992) also maintained that entrepreneurial optimism is the generalized positive expectancy that an entrepreneur will experience good outcomes. Entrepreneurial optimism leads to continued efforts to attain entrepreneur’s business goal, whereas pessimism leads to giving up in one business enterprise. Luthans et al. ([2007](https://link.springer.com/article/10.1186/s40497-018-0113-7#ref-CR65)) maintained that hope is the perception that one can achieve his goals, which facilitates the development of pathways and persistence towards achieving the set goals or desired outcome. Entrepreneurs who are high in hope achieve superior outcomes. Entrepreneurial resilience constitutes a dynamic and developing process from which an entrepreneur acquires knowledge, ability, and skills to assist them in facing uncertain future with positivity, creativity, and optimism by relying on their own resources (Ayala & Manzano, 2014). The expectation of positive outcomes not only facilitates continuous investment in the growth of the business but also triggers resilience, thus the ability to persist in the entrepreneurial role even at difficult business times (Stagman-Tyrer, [2014](https://link.springer.com/article/10.1186/s40497-018-0113-7#ref-CR99)).

The strongest source of entrepreneurial psychological factors is likely to be selection combined with representativeness: people don’t become entrepreneurs by accident but because they perceive that they have a project that dominates their other career choices although entrepreneurial projects are typically highly uncertain; because of their novelty, there is very little evidence on which to base future expectations (Landier and Thesmar, 2019). Possibly, they are yet to know the predictive power of social media in enhancing business skills.

Mahoney (2021) argued that social media has had a huge impact on how businesses find and communicate with their audiences. Social media impact business ventures positively and offers an opportunity for your audience/clients to find you on social media. It also helps the entrepreneurs to reach to his/her targeted audience, stay engaged with them, and respond to their queries instantly. Social media has greatly transformed the business landscape. It is one of the most important aspects of digital marketing, which provides incredible benefits that help reach millions of customers worldwide. Entrepreneurs with innovative mindsets are those that engage in social media networks for global visibility.

# Implications of the Findings

The study has implication for students/graduates in motor vehicle mechanics’ work, teachers, employers of labours in automotive industries, other stakeholders such as policy makers in education, curriculum developers, administrator of technical college programmes and the society at large.

The finding that there is a positive relationship between social media networks and entrepreneurial psychological capital of auto mechanics graduate entrepreneurs implies that the graduates should explore all the available social media tools for up-skilling, abreast of oneself with current trends of events/tasks procedures as well as remain relevance globally and visible.

Auto mechanics graduate entrepreneurs are expected to flourish in their business enterprise and serve as major economic drive for the society. The findings of the study shows that auto mechanics graduate entrepreneurs has relationships with entrepreneurial psychological capital which implies that automobile programme should encourage auto mechanics possible graduate to develop entrepreneurship mindsets even before their graduation.

The findings of the study also revealed that students with high entrepreneurial self efficacy are more likely to be entrepreneurs than those with low entrepreneurial self-efficacy. The implication of this finding is that students with high entrepreneurial self-efficacy have distinctive characteristics that distinguish them with students with low self-efficacy which enables them to become an entrepreneur.

The study also has implication to academic researchers as it forms a good literature for their further researches aimed at solving problems in the society.

# Conclusion

Social media is a cost-effective method for marketing activities and increase products visibility. It can be used by auto mechanics graduate entrepreneurs to market their products and services at a minimal cost. Social media allowed two-way communication between brands and the customers and enable the entrepreneurs to react to the concerns of the customers. Social media is not only a place to market the products and services of a company, but also a place to interact with the customers to try and solve their problems. Social media networks acts as a powerful way to communicate the brand value and brand attribute as they facilitate open

forms of communication and is best for entrepreneurs to connect with wider audience, share project ideas and work in teams effectively, which helps in sharing knowledge and experiences, promote open communication between employees and management and helps to communicate collaboratively between current and potential customers, in receiving feedback, product definition, product development, or any forms of customer service and support. The study established that social media networks significantly and positively predicted job performance and entrepreneurial psychological capital (ESE, EO, EH and ER) of auto mechanics graduate entrepreneurs. Entrepreneurial psychological capitals are essential for performance in cognitively related entrepreneurial tasks including innovation, and identification of opportunities. Entrepreneurial self-efficacy is the force that drives individuals to undertake the risks of starting and managing a business venture. Entrepreneurial optimism is a cognitive resource that facilitates opportunity exploitation, creativity, and innovation resulting into superior entrepreneurial performance while entrepreneurs with higher hope are able to adjust strategies when faced with difficulties; they are able to create and sustain an environment of high hope in the enterprise may develop employees who have greater resilience and adaptability in the face of rapid, ongoing change.

# Limitations of the Study

The study is limited with the homogeneity of the participants, which were automobile graduates’ entrepreneurs/mechanics only. This restricts the generalization of the findings to other categories of entrepreneurs. Thus, caution should be employed in applying the results of this study to other categories of entrepreneurs who may have similar characteristics with the participants of this study.

# Recommendations

Based on the findings of this study, the following are recommended:

1. Auto mechanics graduate entrepreneurs should be encouraged to incorporate social media networks in their business enterprises for enhanced visibility.
2. Greater efforts should be placed in enhancing the attractiveness of entrepreneurship within the educational system through functional vocational career guidance for would-be auto mechanics graduate.
3. Government should provide enabling environment for auto mechanics graduate entrepreneurs who use social media networks to compete favorably among their peers.
4. Government should also put the right policies in place that encourages the growth of graduate entrepreneurs using social media networks.

# Suggestion for Further Research

The following related areas have been suggested for further research:

1. Relationship between social media network tools and entrepreneurial psychological capital on job performance of auto mechanics graduate entrepreneurs in other zones in Nigeria.
2. Mediating and moderating effects of entrepreneurial psychological capital and location/years of experiences in business on the relationship between social media networks and job performance o mechanics graduates.

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