



Digital Literacy Training's Longitudinal Impact on Lagos Youth Entrepreneurs,

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Abstract

Digital literacy training has become increasingly important for entrepreneurs in Lagos, Nigeria, as digital technologies play a crucial role in business operations and market access. This mixed methods study employed both quantitative surveys and qualitative interviews to gather data from a cohort of young entrepreneurs over a five-year period. Quantitative data were collected using standardised digital literacy assessments, while qualitative insights were derived through in-depth interviews with selected participants. The findings indicate that participants who received digital literacy training demonstrated significantly higher levels of proficiency (85%) compared to those without such training. Qualitative analysis revealed themes related to improved business management and customer engagement strategies as major benefits. Digital literacy training has a substantial positive impact on the entrepreneurial success of youth entrepreneurs in Lagos, with immediate gains translating into sustained improvements over time. Organizations should prioritise digital literacy training for young entrepreneurs, focusing particularly on areas such as online marketing and customer relationship management. Policy makers can support this by integrating digital literacy components into existing entrepreneurship programmes.

Keywords: *African Geography, Digital Divide, Entrepreneurship, Mixed Methods, Qualitative Research, Quantitative Analysis, Socioeconomic Factors*

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