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INFLUENCE OF ENTREPRENEURSHIP EDUCATION ON TERTIARY INSTITUTIONS CAREER INTENTIONS IN HAIR DRESSING IN PLATEAU STATE, NIGERIA

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Abstract
This study investigated the influence of entrepreneurship education on career intentions of tertiary institutions students in Plateau State, Nigeria with focus on hair dressing. One research question was asked in line with the research objective of the study while a hypothesis was formulated to test for significance of the influence at 0.05 level. The population of study comprised of a total of 16,202 students and a sample size of 1,620 which is ten percent of the total population. Stratified random sampling was employed to cater for different categories of students in the different tertiary institutions. A 4-point Scale Questionnaire with established reliability index of 0.87 and average validity index of 0.77 was used for data collection. Data obtained was analyzed using mean and standard deviation, and simple Regression was used to test the hypothesis at 0.05 level of significance. Influence of entrepreneurship education had cumulative mean of 2.930 which is above the criterion mean of 2.500, implying that entrepreneurship education has influence on tertiary students' career intentions in hair dressing in Plateau State, Nigeria. Hypotheses tested indicated that entrepreneurship education has significant influenced ($P \leq 0.05$) on tertiary institutions students' career intentions in hair dressing in Plateau State, Nigeria. The study recommended that the teaching of entrepreneurship education in tertiary institutions in Plateau State should not only be sustained but improved upon to further boost its cumulative influence on the career intentions of the students in hair dressing.

Keywords: Entrepreneurship Education, Students, Career Intentions, Tertiary Institutions.

Introduction

Unemployment in Nigeria was not pronounced among graduates of tertiary institutions in the 1960s and 1970s because graduates of tertiary institutions at that time were readily granted employment due to available government employment opportunities (Oboreh & Nnebe, 2019;

Aneke, Aduaka & Ezeh, 2022). At that time organizations with vacant positions would jingle the bell around the host community requesting qualified candidates to apply for the said positions (Nake, Aduaka & Ezeh, 2022). The rosy employment situation for Nigerian university's graduates however began to change in the 80s, which kept on worsening from that time to date (Aliyu, Ismail, Abdulrazaq, Jibrin & Olusegun, 2018). This worsening unemployment situation in the country, no doubt, had and still have adverse consequences on the Nigerian socio-economic growth and development.

As part of the efforts towards reducing unemployment in Nigeria, tertiary institutions in Nigeria initiated entrepreneurship education in their curricula (Ekundayo & Babatunde, 2015). Presently, entrepreneurship education is being offered in all universities and other tertiary institutions in Nigeria (Oboreh & Nnebe, 2019). The teaching and learning of entrepreneurship education in tertiary institutions became of paramount interest to all stakeholders (Oboreh & Nnebe, 2019). The introduction of the entrepreneurship education in the universities and other tertiary institutions in Nigeria is an empowerment strategy for graduate self-employment, self-reliance and poverty reduction. Appropriate skills, attitude and knowledge accompanied with appropriate practical work are taught to the students, they would on graduation become self-employed and employers of labour (Oboreh & Nnebe, 2019). Accordingly, University of Jos, Plateau State University, Bokkos; Federal University of Education, Pankshin; College of Education, Gindiri; Plateau State Polytechnic, Barkin Ladi; College of Health and Technology, Pankshin; College of Agriculture, Garkawa and Federal College of Forestry, Jos, all located in Plateau State among others, also run entrepreneurship education in their academic programmes.

Qualitative entrepreneurship education is an essential tool for a functional economy through job creation. Importantly, a number of studies, including those of Aliyu, Ishmail and Abdulrazaq (2018); Akande and Raheem (2021); Aneke, Aduaka and Ezeh (2022), on entrepreneurship education skills and career intention have reported that there is a significant relationship between entrepreneurship education and self-employment intention. According to Aneke, aduak and Ezeh (2022), most students in tertiary institutions in Nigeria were not very confident about their intentions due to fear of capital, failure and lack of experience in business management.

Hair dressing which is the action or process of washing, cutting, curling or arranging the hair is also invoke and of tremendous economic and social impact the world over, including Nigeria and Plateau State. Hair dressers can help you find the right product for your hair type and give advice on maintaining it with regular conditioning treatments and trims. With their expertise, they can also help you restore damaged splits in your hair, giving you healthier-looking locks in no time (Banyadi & sarreshtehdari, 2021). The increasing demand for hair care services has provided justification for the proliferation of hair saloons thereby accelerating employment generation as well as economic growth (Banyadi & sarreshtehdari, 2021).

The hairdressing industry belongs to the highly labour-intensive service industry. Traditional hairdressing operations include hair washing, hair cutting, dyeing, perming, and hair conditioning. In particular, only hair cutting techniques require the technical person holding the

scissors, electric hair cutters and razors. Hair washing technique requires shampoo and conditioning products while dyeing techniques require hair dyeing products, perming require various perming agents and hair conditioning requires hair conditioners (Li et al., 2019). Hairdressing as a frontline job is a very demanding job; rapidity and efficiency are expected in carrying out tasks. Following the changes in hairdressing technology, hairdressers follow the following work: haircutting, hair styling, scalp massage, shaving, perming, hair dyeing, straightening curly hair, scalp treatment, product sales, hairstyle consulting services (Li et al., 2019).

Yunitesari, et al. (2021) revealed the job vacancy for employees in hairdressing, beauty and styling design in the job vacancy criteria overview in service industries at the end of August, 2020 was 2,669 people, which indicated the potential demand for human resource in the industries being too demanding and stressful, but they must go on looking calm and put on their best behaviour. Banyadi and Sarreshtehdari (2021) stated that hairdressers must be careful in recruiting low-skilled individuals and give them light basic operational skills because there is the danger of entering a cycle of failure to which mediocrity often leads. Such low-skilled helpers will find customers' needs too much for them to address and tend to become frustrated and assume a negative attitude leading to an employee cycle of failure which paves the way for a customer cycle of failure as customers are dissatisfied.

In Nigeria, where youth unemployment remains a challenge, hair dressing has proven to be one of the most accessible and profitable trades, often serving as a gateway for young people to launch entrepreneurial ventures. Moreover, hair dressing plays a central role in the creative economy, where opportunities for innovation, branding, and global reach are immense. Students can leverage digital platforms for marketing their business. This aligns with the assertion by Huang, et al. (2018). This suggests that hair dressing functions as both an economic skill and a motivational driver of career choice: students can begin with small hair dressing shops or freelance work and gradually expand into larger ones.

From the foregone that hair dressing skills will significantly shape tertiary students' entrepreneurial career intentions by enhancing self-efficacy, fostering creativity, and offering scalable opportunities within the creative economy. With proper institutional support such as good teaching methods, curriculum content and acquired skills for production processes, hair dressing can move beyond a vocational fallback to a strategic entrepreneurial career path.

Statement of the Problem

Nigeria having come under the severe burden of the global financial crisis and associated economic meltdown had resorted to finding other means of addressing these challenges by embracing the Small and Medium Enterprise (SME) strategy as a tool for turning its dwindling economy around. However, it discovered to its chagrin that it lacked adequate number of entrepreneurs with the skills to implement such strategy. The federal government of Nigeria however discovered that a frightening number of the Nigerian graduates did not possess the

requisite entrepreneurial, vocational or technical skills to either work or manage a typical SME to any successful end

Entrepreneurship education in tertiary institutions in Nigeria is an empowerment strategy for graduate self-employment, self-reliance and poverty reduction. By this arrangement, appropriate skills, attitude and knowledge accompanied with appropriate practical work are taught to students so that on graduation they will become self-employed and employers of labour. In spite of all of the efforts by the Nigerian government, Nigeria is still bedeviled high unemployment rate, especially amongst young graduates. This implies that the scheme is probably not effective enough or not working as expected. There is therefore the need to assess the effectiveness of the entrepreneurship education skills in influencing the career intention of the students. This study thus investigates the influence of entrepreneurship education skills on career intention of students in tertiary institutions in Plateau State, Nigeria with a focus on hair dressing.

Objective

The aim of the study is to determine the influence of entrepreneurship education skills on the career intentions of students in tertiary institutions in Plateau State in hair dressing. Specifically, the objective of the study is to:

1. Find out the extent to which entrepreneurship education influence tertiary institutions students' career intentions in hair dressing in Plateau State, Nigeria.

Research Question

1. What is the extent to which entrepreneurship education influence tertiary institutions students' career intentions in hair dressing in Plateau State, Nigeria?

Hypothesis

1. There is no significant influence of entrepreneurship education on tertiary institutions students' career intentions in hair dressing in Plateau State, Nigeria.

Methodology

The research design used in this study is descriptive survey, which deals with collection of data from a sample of individuals (students) through their responses to question items (Li et al., 2019). The population of this study comprised 16,202 students offering entrepreneurship education in eight randomly selected tertiary institutions in Plateau State, Nigeria. The selected tertiary institutions included University of Jos (UniJos); Plateau State University (PLASU), Bokkos; Federal University of Education, Pankshin (FUEP); Plateau State Polytechnic (PLAPOLY); College of Education, Gindiri (COEG); College of Agriculture, Garkawa (CAG); College of Health, Pankshin (CHP) and Federal College of Forestry (FCF), Jos; comprising of 7,658; 2,303; 2,448; 2,500; 485; 287; 119; and 402 entrepreneurship education students respectively. Students population of 766; 230; 244; 250; 49; 29; 12 and 40 UniJos, PLASU, FUEP, PLAPOLY, COEG,CAG.CHP and FCF respectively were collected as samples, making a total sample size of 1,620.

Stratified sampling technique was used proportionately to collect samples from students based on programmes (degree, diploma, NCE) while simple random sampling was used for each category of students to ensure that all students of each category had equal chances of being considered as part of the study sample. A 4-point scale self-structured questionnaire was developed and validated for the respondents to respond to, ranging from Strongly Agree (SA) (4 points), Agree (A) (3 points), Disagree (D) (2points) and Strongly Disagree (SD) (1 point).
The data obtained from this study was analyzed quantitatively using descriptive and inferential statistics. The descriptive analysis included mean to answer research questions from 1 to 7 while inferential statistics of simple Regression was used to test the hypothesis at 0.05 level of significance.

Results

The findings from the analysis on influence of entrepreneurship education on tertiary institution students' career intentions in hair-dressing in Plateau State showed that the entrepreneurship education has influence on the career intentions of the tertiary institutions' students in hair dressing, with cumulative mean of X = 2.930 which is higher than the criterion means of 2.500 (Table 1). This suggest that respondents agreed that entrepreneurship education has influence on tertiary institutions students' career intentions in hair-dressing in Plateau State.

Table 1 Results of analysis of Influence of Entrepreneurship Education on Tertiary Institution Students' Career Intention in Hair-dressing

SN	Statement of Items	Mean	Std. Deviation	Decision
1	The curriculum content used in entrepreneurship education in your institution for hair dressing has influence on your career intention in hair dressing	2.861	0.953	Agree
2	Quality of teaching used in entrepreneurship education in your institution for hair dressing has influence on your career intention in hair dressing	2.841	0.949	Agree
3	Choice of hair style skills used in entrepreneurship education in your institution for hair dressing has influence on your career intention in hair dressing	2.954	0.932	Agree
4	Hair washing style skills used in entrepreneurship education in your institution for hair dressing has influence on your career intention in hair dressing	2.953	0.932	Agree
5	Hair drying style skills used in entrepreneurship education in your institution for hair dressing has influence on your career intention in hair dressing	3.030	0.958	Agree
6	Hair treatment style skills used in entrepreneurship education in your institution for hair dressing has influence on your career intention in hair dressing	2.796	0.959	Agree
7	Hair dressing finishing style skills used in entrepreneurship education in your institution for hair dressing has influence on your career intention in hair dressing	3.072	0.959	Agree
	Cumulative Mean	2.930		

Source: Researcher's Computation using SPSS 27.0, 2026

The findings from the analysis of research question in Table 1 on influence of entrepreneurship education on tertiary institution students' career intentions in hair-dressing in Plateau State showed that the curriculum content, quality of teaching, and acquired skills such as hair styling skill, hair washing skill, hair drying skill, hair treatment skill and hair treatment/dressing skill all have influence on the career intentions of the students in hair dressing, with means of X=2.861, X=2.841, X=2.954, X=2.953, X=3.029, X=2.796 and X=3.072 respectively (Table 1).

Hypothesis: There is no significant influence of entrepreneurship education on tertiary institution students' career intentions in hair dressing in Plateau State, Nigeria.

The findings from the simple regression analysis of the hypothesis revealed that the constant had a coefficient of 4.097 and a t-statistic coefficient of 45.279 with a p-value of 0.000 which implies

was significant at 0.05 level hence the null hypothesis was rejected, implying that there is significant influence of entrepreneurship education on tertiary institution students' career intentions in hair dressing in Plateau State (Table 2).

Furthermore, entrepreneurship education had a coefficient of 0.365 and t-statistic of 11.510 with a p-value of 0.000 or $p<0.05$ (Table 2). This also implies that a unit increases in entrepreneurship education programmes in tertiary institutions in the State will leads to 36.5 percent increases in students career intentions in hair dressing. The R coefficient of .576 shows that entrepreneurship education explained about 57.6 percent of the changes in students career intentions in hair dressing, the remaining 42.4 percent are explained by other factors captured in the model showing the relationship between entrepreneurship education and career intentions in hair dressing as error. Similarly, the Durbin Watson Test of serial correlation had a coefficient of 1.835 which is approximately two and based on the rule of thumb, the conclusion is that the model is free from serial or autocorrelation (Table 2). This suggests that the error term does not correlate in a manner that will lead to spurious or meaningless regression results.

Table 2 Results of Simple Regression Analysis of Influence of Entrepreneurship Education on Tertiary Institution Students' Career Intentions in Hair Dressing

Variable	*Coefficient*	*Std. Error*	T	p-value
(Constant)	4.097	0.090	45.279	0.000
EE	0.365	0.032	11.510	0.000
R	0.575			
Adjusted R Square	0.572			
Durbin Watson (DW)	1.835			

Source: Researcher's Computation using SPSS 27.0, 2026.

Discussion of Results

The analysis of influence of entrepreneurship education on tertiary institution students' career intentions in hair-dressing in Plateau State showed that entrepreneurship education has influence on the career intentions of the tertiary institutions' students in hair dressing. Rhono and Rubie (2025) reported a strong positive correlation of 0.71 between entrepreneurship education participation and hair dressing career intentions, with entrepreneurship self-efficacy serving as a partial mediator. Buttressing this, Adebayo, Ogunyemi, and Fasola (2023) found a strong significant relationship between entrepreneurship education and hair dressing career intentions, with students completing practical hair styling modules showing 4.2 times higher likelihood of pursuing hair dressing ventures.

The contradictory evidence from Chinyeaka et al. (2020) revealed that despite sixty-eight percent showing positive immediate post-training intentions, only nineteen percent actively pursued hairdressing ventures at eighteen-month follow-up, with parental disapproval reported by seventy-six percent and societal perception of hairdressing as low-status reported by sixty-eight percent emerging as critical barriers among university-educated youth.

Conclusion and Recommendation

The study concluded that there is significant influence of entrepreneurship education on tertiary institution students' career intentions in hair dressing in Plateau State. The study recommended that the curriculum content and quality of teaching of entrepreneurship education in tertiary institutions in Plateau State should not only be sustained but improved upon to further boost their cumulative influence on the career intentions of the students in hair dressing. A boost in the entrepreneurship education in the tertiary institutions in Plateau State is a sure way of guaranteeing graduate self-employment, self-reliance and poverty reduction through hair dressing.

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