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Digital Transformation and the Future of Igbo Apprenticeship Model In Obosi, Anambra State, Nigeria

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ABSTRACT: The study examined digital transformation and the future of Igbo apprenticeship model in Obosi, Anambra State. The researcher developed four objectives such as to evaluate the effect of digital communication on the future of Igbo apprenticeship model; examine the effect of media literacy on the future of Igbo apprenticeship model; determine the effect of cyber security awareness on the future of Igbo apprenticeship model; and determine the effect of digital culture on the future of Igbo apprenticeship model in Obosi, Anambra State. The study adopted survey method of research. Data were generated through primary and secondary sources. The method for data collection was questionnaire which was administered randomly among the staff of the selected firms. The population of the study was eight hundred and nine (809). The sample size of the study was eight hundred and nine (809).While seven hundred and forty-two (742) where retrieved. The hypotheses were tested using regression analysis method at 0.05% level of significance. The findings of the study revealed, Digital communication has significant effect on the future of Igbo apprenticeship model in Obosi, Anambra State; Media literacy has significant effect on the future of Igbo apprenticeship model in Obosi, Anambra State; Cyber security awareness has significant effect on the future of Igbo apprenticeship model in Obosi, Anambra State. The study conclude that strategic integration of digital transformation into the traditional apprenticeship framework is essential for ensuring its continued contribution to youth empowerment, entrepreneurship development, and economic growth. The study recommends, Masters and apprentices coordinators should deliberately integrate digital communication platforms such as WhatsApp, Telegram, and Email into apprenticeship management. Media literacy should be incorporated into the apprenticeship training structure. Cybersecurity education should be prioritized within the apprenticeship system to protect business data and online transactions.

Keywords: Digital communication, digital transformation, Igbo apprenticeship model, cyber security awareness, cyber security awareness

INTRODUCTION

The Igbo apprenticeship system (often called Imu-oru or Igba-boi), long practiced across southeastern Nigeria, especially in Anambra State, is a deeply embedded socio-economic institution. It combines vocational training, business mentorship, and socialization: young people (often without formal education or capital) are attached to established traders and craftsmen who train them in trade, provide initial capital or stock, and mentor them until

they can run their own businesses (Awah, Ugwu, Duru, & Onyeanwu 2022). This system has been credited with grassroots job creation, intergenerational skills transfer, capital formation, and resilience of informal commerce in Igbo communities.

Over the past two decades, however, rapid digitalization of economic activity which includes the introduction of mobile money, e-commerce platforms, digital logistics, online marketing, social media, and mobile-based supply chains, has begun to reshape how small businesses operate (Bayo-Mide & Akinwale, 2024). In Anambra State, a mix of urbanization, rising smartphone penetration, and youth aspirations is creating both pressure and opportunity for traditional apprenticeship arrangements. Digital tools can reduce transaction costs, expand market reach beyond local markets, and introduce new bookkeeping, inventory and customer-service practices; at the same time, they may disrupt core elements of apprenticeship: face-to-face mentoring, market entry strategies, and the local apprenticeship networks that provide credit and social guarantees (Ohanyere Arinze, & Atueyi 2025).

Presently, digital transformation is an important trend in the world of business. Digital transformation represents "a fundamental change process enabled by the innovative application of digital technologies, accompanied by the strategic leverage of key resources and capabilities, with the aim of improving a firm and redefining its value propositions to its stakeholders" (Gong & Ribiere, 2021). The increasing use of technology among businesses is a manifestation of strategic alignment with the digital trend. Many firms have begun to integrate different digital technologies to transform their existing business behaviors, models, and practices (Zhu & Jin, 2023). Ohiani (2020) asserts that this growing phenomenon has triggered innovations in most economic sectors. The contemporary global business landscape has undergone a profound transformation, primarily driven by the relentless and rapid advancements in technological innovations (Smith, 2019).

This transformative era has brought forth a complex interplay of opportunities and challenges for enterprises operating on a global scale. Digital transformation, a pervasive contemporary business paradigm, involves the comprehensive integration of digital technologies, including data analytics, cloud computing, artificial intelligence, Internet of Things (IoT), and various other digital tools and platforms, into diverse business operations (Wang et al., 2019). As enterprises worldwide grapple with the exigencies and opportunities of this digital era, the applicability and implications of digital transformation for Nigerian SMEs have assumed increasing significance. In this regard, exploring the extent to which Nigerian SMEs have embraced digital transformation, identifying the specific digital technologies and tools they have integrated into their operations, and comprehending the barriers that impede their adoption constitute vital pursuits (Odo & Akinyemi, 2019).

Moreover, an in-depth examination of how digital transformation may influence the competitiveness of Nigerian SMEs within the global business landscape is pivotal (Suleiman & Akande, 2020). This entails assessing the tangible impacts that digital transformation initiatives, in their various manifestations, have on competitiveness factors such as market expansion, cost efficiency, and customer satisfaction. The relationship between digital transformation and organizational performance remains an empirical issue owing to the rapid rate of technological change driving new waves of organizational transformation in the banking

industry (Osei et al., 2023). Furthermore, digital transformation processes can be risky and may not consistently take firms to the next level of performance. In light of this uncertainty, it is important to understand the operationalization and workability of digital transformation in a given industry to encourage its successful application. This study aims to contribute to our knowledge by focusing on entrepreneurial firms, specifically Igbo apprenticeship system.

This study investigates the interface between digital transformation and the future of the Igbo apprenticeship model in Anambra State. The central concern is whether digital technologies will augment and modernize the apprenticeship model, helping apprentices gain new, marketable skills and access broader markets or whether they will weaken traditional structures (by enabling bypassing of local mentors, changing credit relationships, or rendering some trades obsolete). There is also a middle path: hybridization, where apprentices and masters integrate digital tools while retaining the social scaffolding of the traditional system.

Statement of the Problem

The Igbo Apprenticeship System (IAS), widely recognized as one of the most successful indigenous systems of skill transfer, entrepreneurship development, and wealth creation in Anambra State, is currently confronted with significant disruptions arising from rapid digital transformation. Traditionally dependent on physical mentorship, face-to-face interactions, long-term tutelage, and close social ties, the model now faces pressures from digital technologies such as e-commerce, social media marketing, digital payment systems, automation, and virtual learning platforms. These technologies are altering how businesses are started, managed, and scaled, raising concerns about the continued relevance and sustainability of the traditional IAM structure.

Despite the growing digital orientation of modern commerce in Anambra State, many apprentices and masters (Ogas) still rely heavily on conventional methods that may no longer be competitive in a technology-driven marketplace. This mismatch between traditional learning processes and emerging digital competencies poses a risk of reduced productivity, weaker market participation, and declining interest among youths who increasingly prefer digitally enabled business models. Furthermore, there is limited empirical evidence on how digital transformation is reshaping the roles, practices, and outcomes of the apprenticeship system, leaving policymakers, community leaders, and business stakeholders without clear guidance on how to modernize the model without eroding its cultural strengths.

Despite the resilience of the apprenticeship system, several contemporary challenges are evident in Anambra State: limited formal training in digital literacy among masters and apprentices; shrinking access to traditional sources of capital as commerce formalizes; shifting consumer behaviour favoring online channels; and competition from formal vocational institutions and gig-platform work. At the same time, some enterprising apprentices and masters already use WhatsApp, Facebook, and online marketplaces to source goods, advertise, and collect payments. Yet these adoptions are uneven and often informal-raising questions about sustainability, scaling, and whether the apprenticeship model will remain a primary pathway to entrepreneurship and employment for young Igbo people.

Consequently, the future of the Igbo apprenticeship model remains uncertain as it struggles to adapt to the evolving digital

economy. The absence of structured digital integration, inadequate digital literacy among masters and apprentices, and lack of institutional support threaten the model's ability to sustain its legacy of entrepreneurship development in Anambra State. This problem highlights the urgent need to investigate how digital transformation is influencing the apprenticeship system and what strategies are required to ensure its survival, relevance, and effectiveness in the digital age.

1.3 Objectives of the Study

The general objective of the study was to examine digital transformation and the future of Igbo apprenticeship model in Obosi, Anambra State. The specific objectives of the study were to:

i. Evaluate the implications of digital communication on the future of Igbo apprenticeship model in Obosi, Anambra State.
ii. Examine how media literacy affects the future of Igbo apprenticeship model in Obosi, Anambra State.
iii. Assess the effect of cyber security awareness on the future of Igbo apprenticeship model in Obosi, Anambra State.
iv. Determine the effect of digital culture on the future of Igbo apprenticeship model in Obosi, Anambra State

LITERATURE REVIEW

Conceptual Review

Digital Transformation

Digital transformation as the application of digital technology to initiate and strengthen important transformations in the company and society. It is a shift that creates or impacts electronic gadgets in all aspects of human life Kozarkiewicz (2020). With the rapid expansion and emergence of technology developments, educational institutions have begun to employ new teaching methods and approaches. Consequently, digital transformation is described as a company's transition to a business plan that incorporates digital technology into innovative goods and services, resulting in new revenue streams and prospects while boosting the value of its products.

According to Nwangwu, Ohanyere, Nwangwu, & Atueyi, (2025). digital transformation is a process that seeks to enhance an entity by implementing significant changes to its characteristics using a mix of information, computing, communication, and connection technologies. Wynn (2018) postulated that, "other authors see it as the deployment, redeployment or optimization of existing technologies to improve performance and deliver value to customers and organizations". Kane, Palmer, Phillips and Kiron (2017) posit that, "digital transformation consist of application of digital technologies to enterprise processes, products and assets to enhance customer value, uncover new monetization opportunities, improve efficiencies and manage risk across the enterprise". Riedl, Benlian, Hess, Stelzer and Sikora (2017) argue that, "digital transformation is a result of digitalization and refers to how the deployment of digital technologies can lead to new businesses and value creation models". They further see digitalization as "the process of introducing digital technologies". Nwangwu, Arinze, & Nwangwu, (2025) avert that, "these technologies do not have to be new-rather the newness is created in the context of business and value creation models".

Igbo Apprenticeship System

The Igbo Apprenticeship System is embedded in the culture of Ndi Igbo. Ab-initio, the inclination of Ndi Igbo to business, venture capitalism and business incubation has

continued to elicit divergent connotations (Dim, & Arinze, 2025). Dim, & Arinze, 2025) perceived the Igbo entrepreneurship as a system of mentorship where the master is the mentor and the apprentice is the mentee. Another variant is master-servant relationship – apprenticeship. Both systems involve training or tutoring individuals by successful masters and professionals of a given skill or profession.

Emeka & Arinze, (2021). posits that apprenticeship is the process of learning/skill acquisition through enlistment with a master craftsman. It is a system of training a new generation of practitioners of a structured competence, a basic set of skills (Werner and Desimone, 2016). Hence, for something to be termed an apprenticeship scheme, it has to be knowledge or skill cantered. That is, someone must be learning something while another is responsible for teaching. At the beginning of any apprenticeship, there is always an agreement. The agreement could be formal or informal agreement, that is, the apprentice or their parents or guardian may come to terms with the master or the representative about the duration and terms of the agreement. Ifechukwu-Jacobs, Arinze, & Nwangwu, & Atueyi, (2025). stated that basically, apprenticeship involves a contractual relationship between a master craftsman and a trainee. Apprenticeship training which is basic practice of starting a business in order to earn profit on new found opportunities can go a long way to stabilise economy of a nation as well as generate massive returns to the government.

Theoretical Framework

This work is anchored on Digital Literacy Theory, propounded by Paul Gilster in (1997). It focuses on the skills, knowledge, and competencies required effectively navigate and utilise digital technologies. In the digital age, the notion emphasizes the necessity of not only technical proficiency but also critical thinking, information literacy, and communication skills. Digital Literacy Theory states that individuals must acquire a variety of digital skills to connect meaningfully with digital tools, platforms, and information. These abilities include the ability to acquire and retrieve information, assess its

quality and relevance, and effectively communicate via digital media. According to the notion, digital literacy entails not just technical knowledge but also a comprehension of the social, cultural, and ethical consequences of digital technology. The theory provides a comprehensive understanding of the various dimensions of digital literacy, including digital access, communication, safety and media literacy. This understanding helps researchers assess the digital competencies of business education students and their potential impact on entrepreneurial intentions.

Empirical Review

Meena and Santhanalakshmi (2025) examined digital literacy, human capital development, and organizational performance in the context of digital transformation. The research employs structural equation modeling and demonstrates robust interrelationships between variables (correlations ranging r=0.689 to 0.817), with digital literacy and employee commitment exhibiting the strongest correlation (r=0.817). Statistical analysis reveals that human capital significantly mediates the relationship between employee factors and organizational performance, explaining 72.3% of performance variance (R^2=0.723). All constructs demonstrated strong reliability (Cronbach's α: 0.739-0.787) and convergent validity (AVE>0.5). Multiple regression analysis identified attitude (β=0.218) and human capital (β=0.184) as primary performance predictors, while frugal

innovation showed significant influence (β=0.172, p<0.001). The study found that 69.1% of participants utilize digital tools multiple times daily, with 44.4% at intermediate digital literacy levels. Path analysis confirmed significant positive relationships (p<0.001) across all variables, with attitude demonstrating the highest direct effect on organizational performance (0.525). These results have substantial implications for management practices, organizational strategy, and human resource development in the digital era, particularly in fostering comprehensive digital skill development programs and addressing organizational digital divides.

Edim, et al. (2025) examined the role of digital transformation in the performance of Small and Medium-Sized Enterprises (SMEs) in Nigeria. Digital transformation is understood as the process of adopting digital technologies such as cloud computing, artificial intelligence, and big data to restructure business models, improve value creation, and achieve sustainable growth. While digital transformation offers opportunities for innovation, competitiveness, and efficiency, SMEs face challenges related to limited resources, lack of strategic direction, inadequate digital skills, and weak infrastructure. The paper highlights that successful digital transformation requires a balance of three key resources: digital technology, human skills, and strategy. The process is not limited to adopting online tools but extends to broader changes in business models, organizational structures, and market approaches. The study reviews global perspectives, noting that SMEs worldwide struggle with similar obstacles, but emphasizes Nigeria's unique context, where low adoption rates and limited training continue to hinder progress. The research also draws on stakeholder theory and the resource-based view to explain how digital transformation impacts organizational performance.

Rahman, Esa and Ahmad, (2024) discussed the effectiveness of digital transformation initiatives on organizational performance. Drawing on a comprehensive review of literature from 2019 to 2023, this study examines various dimensions of digital transformation and its impact on performance metrics. The final included result is 11 articles, which will be adopted in this study. From the previous results, most research applied a quantitative approach which is the most popular research method in the studies. By analyzing both empirical studies and theoretical frameworks, this study explores the various dimensions of digital transformation and how they influence performance metrics. The findings indicate that effective implementation of digital transformation strategies can result in enhancements in staff productivity, job satisfaction, and the overall organizational performance.

Karimu, Mohammed and Idris, (2025) investigated the influence of digital transformation on the performance of Small and Medium- sized Enterprises (SMEs) in Lagos, Abuja, and Port Harcourt, Nigeria. Digital technologies such as cloud computing, artificial intelligence (AI), and big data analytics are reshaping business globally, and Nigerian SMEs are increasingly adopting these innovations. However, the adoption rate varies due to factors like technological infrastructure, digital literacy, and financial capacity. Data from 200 SMEs were analysed using ANOVA in SPSS to evaluate the relationship between digital adoption and key performance indicators, including operational efficiency, revenue growth, and customer engagement. The findings indicate that SMEs with higher digital adoption reported significant improvements, including a 15%

revenue growth, while those with lower adoption saw gains below 5%. Challenges such as high costs, limited digital skills, and inadequate infrastructure hinder wider adoption. The study provides recommendations for enhancing SME access to digital tools for sustainable growth and competitiveness in the global marketplace.

Elekwachi and Onwuanaku, (2025) examined the relationship between digital transformation and customer satisfaction of deposit money banks in in Port Harcourt, Rivers State. The population of the study was 90 bank staffs that are in charge of the commercial or retail banking units, corporate and investment banking units, as well as operations and services units in all the branches of these banks. All of the population was adopted as the simple size. The content validity of instrument was achieved using supervisors vetting and approval, while the internal consistency of instrument was achieved using the Cronbach Alpha Coefficient with all the items above 0.60. Data was analysed and result presented using tables, mean and standard deviation. The hypotheses were tested using the Spearman Rank Order correlation coefficient. The study found out that there is a significant positive relationship between Digital Transformation Strategies and customer satisfaction in Money Deposit Banks in Port Harcourt, Rivers State.

METHODOLOGY

The study adopted the survey design. Personal observation, and questionnaires were used in this study to seek clarifications and convenience on the part of the respondent given schedules. The choice of survey method is that it is cost effective, dependable and a true representation of the entire population. The population were selected bosses and masters in Obosi, Idemili North L.G.A. of Anambra state where the study was carried out. Given that the number of businesses in Obosi in Anambra state naturally fluctuates by new entry and close up business, the study population is Eight hundred and nine (809) businesses who have been in operation for over 10 years. Since the population of the study is not up to 1000, the study adopts it as its sample size. The researcher adopted simple random sampling. Using this method, stratification of the employees was strictly based on the idea that all the business owners have equal choice of being selected. Thus random sampling ensures that units of the sample are selected on the basis of chance and all units have an equal chance of being included in the sample. Statistics such as frequency count and percentages was put to use in the analysis of research questions, while hypotheses were tested using Analysis of variance (ANOVA) analysis. The hypotheses was tested at 0.05 level of significance. Analysis was carried out with the aid of Statistical Package for Social Sciences (SPSS).

Decision rule: We will accept Ho, if p-value is greater than 5% level of significance, otherwise we will reject Ho, to accept Hi

PRESENTATION AND ANALYSIS OF DATA

Table 4.1Respondent rate of the collected questionnaire

S/N			Percentage Returned

1	Copies of questionnaire Distributed	809	100
2	Copies of questionnaire Returned	761	94.1
3	Copies of questionnaire Rejected	19	2.34
	Copies of questionnaire used	742	91.7

Source: Field Survey 2026

From the table above, eight hundred and nine (809) copies of the questionnaire were distributed. Seven hundred sixty-one (761), were returned which represents 94.1, while nineteen were rejected because they were not properly filled. Seven hundred and forty-two (742) which represents 91.7% were used in the analysis.

4.2 Demographic characteristics of Respondent

Table 4.2.1 Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	326	40.5	43.9	43.9
	Single	141	17.5	19.0	62.9
	Widowed	129	16.0	17.4	80.3
	Divorced	72	8.9	9.7	90.0
	Separated	74	9.2	10.0	100.0
	Total	742	92.2	100.0	

Source: SPSS Version 21, 2026

The above table reveals that the three hundred and twenty-six (326) of the respondents which represents 43.9% were married, while one hundred and forty-one (141) respondents which represent 19.0% were single. Again, one hundred and twenty-nine (129) of the respondents which represents 17.4% were widowed, seventy-two (72) of the respondents which represent 9.7% were divorced in our selected population sample for this study. Lastly, seventy-four (74) respondent which represent 10% were separated The implication of this is to enable us to know the number of married, single, divorced and widowed respondents that successfully returned their questionnaire.

Table 4.2.2 Level of Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	WAEC	579	71.9	78.0	78.0
	OND/HND	70	8.7	9.4	87.5
	BSC	52	6.5	7.0	94.5
	MSC	41	5.1	5.5	100.0
	Total	742	92.2	100.0	

Source: SPSS Version 21, 2026

The table above indicated that five hundred and seventy-nine (579) respondents which representing 78.0% maintain to acquire have acquired WAEC, while 9.4% of the

respondents which represents seventy (70) acquired OND/HND. However fifty-two (52) which represent 7 percent either have BSC. Forty-one (41) respondents which represent 5.5% acquire MSC. This is one of the demographic item which helped us to identify the education qualification of the respondent.

Table 4.2.3 Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	30-40	146	18.1	19.7	19.7
	41-50	297	36.9	40.0	59.7
	51-60	173	21.5	23.3	83.0
	61-ABOVE	126	15.7	17.0	100.0
	Total	742	92.2	100.0	

Source: SPSS Version 21, 2026

The table above shows that respondents whose age bracket falls between 30-40 yrs were one hundred and forty-six (146) which represent 19.7 percent. This is followed by those with age bracket of 41-50 years with two hundred and ninety-seven (297) which represents 40.0%. Also those within age bracket of 51-60yrs were one hundred and seventy-three (173) which represents 23.3%. This is followed by those with age bracket of 61-above years with one hundred and twenty-six (126) which represents 17.0%. The implication of this age distribution is to enable us to check if the questionnaire was directed to the right age group.

Multiple Regression Analysis

Multiple regression result was employed to test the effect of independent or explanatory variables on the dependent variables. The result of the multiple regression analysis is presented in the tables below.

Table 4.3.1 Summary of the Regression Result

The result of the multiple regressions formulated in chapter three is presented in the tables below.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.673[a]	.524	.513	.96254	.224	20.844	4	289	.000	1.820

a. Predictors: (Constant), DIGC, MDL, CYBS, DCL

b. Dependent Variable: FIAM

Table 4.3.1 shows that R^2 which measures the strength of the effect of independent variable on the dependent variable have the value of 52%. This implies that 52% of the variation in future of Igbo apprenticeship model is explained by variations in digital communication (DIGC), media literacy (MDL), cyber security awareness (CYBS) and digital culture (DCL). This was supported by adjusted R^2 of 51%. In order to check for autocorrelation in the model, Durbin-Watson statistics was employed. Durbin-Watson statistics of 1.820 in table 3 shows that the variables in the model are not auto correlated and that the model is reliable for predications.

4.3.2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77.244	4	19.311	20.844	.000[b]
	Residual	267.752	289	.926		
	Total	344.997	293			

a. Dependent Variable: FIAM

b. Predictors: (Constant), DIGC, MDL, CYBS, DCL

The f-statistics value of 20.844 in table 4.5 with f-statistics probability of 0.000 shows that the independent variables has significant effect on dependent variables such as digital communication (DIGC), media literacy (MDL), cyber security awareness (CYBS) and digital culture (DCL). can collectively explain the variations in Future of igbo apprenticeship model.

4.3.3

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.050	.347		3.024	.003
	DIGC	.262	.040	.351	6.512	.000
	MDL	.185	.067	.185	2.763	.006
	CYBS	.215	.059	.230	3.657	.000
	DCL	.089	.056	.101	3.592	.000

a. Dependent Variable: FIAM

A'priori Criteria: This is determined by the existing business theories; it also indicates the signs and magnitude of the business parameter under review. In table 4.3.3 above, we found out that digital communication (DIGC),has a positive sign given its value as 0.262 this implies that a unit increase in digital communication (DIGC),increases the Future of igbo apprenticeship model by 26.2%, this conform to the a' priori expectation. Media literacy (MDL) has a positive sign and its value is 0.18% this implies that a unit increase in media literacy (MDL), increases the Future of igbo apprenticeship model by 18%, this also conforms to theoretical expectations. cyber security awareness (CYBS) has a positive sign and its value as 0.215; this implies that a unit increases in cyber security awareness (CYBS) increase the Future of igbo apprenticeship model by .215%; this conforms to a' priori expectation. Lastly it was observed that Digital culture (DCL) has positive sign and its value as 0.089 this implies that a unit increase in Digital culture (DCL) increases Future of igbo apprenticeship model by 3%.

Digital communication showed positive and significant results, with a t-value of 6.512 and a p-value of 0.000, respectively. Their p-value was less than the 5% level of significance, which explains that Digital communication has positive significant effect on future of igbo apprenticeship model

The t-value of media literacy is 2.763 and p-value of 0.006, which was less than the five percent level of significance, respectively, demonstrated this. This finding indicates that variations in the media literacy is significantly influenced by the future of igbo apprenticeship model

Cyber security awareness has significant and positive impact on igbo apprenticeship model. Their t-value of 3.657 and p-value of 0.0000 indicated this, with the latter being less than five percent significance level. This finding indicates that changes in the performance of Cyber security awareness in Nigeria are significantly influenced by future of igbo apprenticeship model.

Digital culture has significant and positive impact on igbo apprenticeship model. Their t-value of 3.657 and p-value of 0.0000 indicated this, with the latter being less than five percent significance level. This finding indicates that changes in the performance of Digital culture in Nigeria are significantly influenced by future of igbo apprenticeship model

Test of Hypotheses

Here, the four hypotheses formulated in chapter one was tested using t-statistics and significance value of the individual variables in the regression result. The essence of this is to ascertain how significant are the effect of individual independent or explanatory variables on the dependent variables.

Test of Hypothesis One

Ho_1 Digital communication has no significant effect on the future of Igbo apprenticeship model in Obosi, in Anambra State.

Digital communication has a t-statistics of 6.512 and a probability value of 0.000 which is statistically significant. Therefore, we reject the null hypotheses and accept the alternative hypothesis which states that Digital communication has significant effect on the

future of Igbo apprenticeship model in Obosi, in Anambra State

Test of Hypothesis Two

Ho_2: Media literacy has no significant effect on the future of Igbo apprenticeship model in Obosi, in Anambra State.

In testing this hypothesis, the t-statistics and probability value in table 4.3.3 above is used. Media literacy have a t-statistics of 2.763 and a probability value of 0.000 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses which state that Media literacy has significant effect on the future of Igbo apprenticeship model in Obosi, in Anambra State

Test of Hypothesis Three

Ho_3: Cyber security awareness has no significant effect on women economic empowerment of women bakers in Anambra State.

Cyber security awareness has a t-statistics of 3.657 and a probability value of 0.000 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses which state that Cyber security awareness has significant effect on women economic empowerment of women bakers in Anambra State.

Test of Hypothesis Four

Ho_4: Digital culture has no significant effect on the future of Igbo apprenticeship model in Obosi, in Anambra State.

Digital culture has a t-statistics of 3.592 and a probability value of 0.000 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses and conclude that Digital culture has significant effect on the future of Igbo apprenticeship model in Obosi, in Anambra State

Summary of the Findings

The basic objective of this study was digital transformation and the future of Igbo apprenticeship model in Obosi, in Anambra State.. Respondents were randomly selected. Seven hundred and forty-two (742) questionnaires were returned and analysis of the data was based on this number. From the analysis of the data especially, and the testing of hypothesis it was realized that:

- Digital communication has significant effect on the future of Igbo apprenticeship model in Obosi, in Anambra State (t-test, 6.512, p-0.000).
- Media literacy has significant effect on the future of Igbo apprenticeship model in Obosi, in Anambra State.(t-test 2.763, p0.006).
- Cyber security awareness has significant effect on the future of Igbo apprenticeship model in Obosi, in Anambra State (t-test, 3.657,p-0.000).
- Digital culture has significant effect on the future of Igbo apprenticeship model in Obosi, in Anambra State (t-test, 3.592, ,p-0.000).

CONCLUSION

This study examined the effect of digital transformation on the future of the Igbo apprenticeship model, with particular emphasis on digital communication, media literacy, cybersecurity awareness, and digital culture. The empirical findings revealed that all the examined variables exert positive and statistically significant effects on the future

sustainability and relevance of the Igbo apprenticeship system. The findings confirm that digital transformation is a critical driver of the future viability of the Igbo apprenticeship model. By embracing digital communication, strengthening media literacy, enhancing cybersecurity awareness, and promoting a supportive digital culture, the Igbo apprenticeship system can remain relevant, resilient, and effective in the face of rapid technological and economic changes. The study therefore concludes that strategic integration of digital transformation into the traditional apprenticeship framework is essential for ensuring its continued contribution to youth empowerment, entrepreneurship development, and economic growth. Based on the findings, the study made the following recommendations:

i. Masters and apprenticeship coordinators should deliberately integrate digital communication platforms such as WhatsApp, Telegram, and email into apprenticeship management.

ii. Media literacy should be incorporated into the apprenticeship training structure. Regular workshops and informal learning sessions should be organized to help apprentices and masters develop skills in accessing, evaluating, and effectively using digital information for learning, marketing, and business decision-making.

iii, Cybersecurity education should be prioritized within the apprenticeship system to protect business data and online transactions. Training on safe online practices such as password management, fraud detection, and data privacy should be provided to both masters and apprentices to reduce exposure to cyber risks.

iv Stakeholders should encourage a digital culture that supports innovation, ethical technology use, and adaptability while preserving core Igbo apprenticeship values such as trust, loyalty, and mentorship. This balanced approach will enhance acceptance of digital practices without undermining traditional norms.

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