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## **The Factors Militating Against the Globalization of Technology Market in Nigeria: Case Study of Abuja**

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### **ABSTRACT**

The research attempts to ascertain the factors militating against the globalization of technology market in Nigeria using Abuja as a case study. Structured self-administered questionnaires which were distributed in both EMAB and BARNEX shopping plazas were used for Data collection. The Statistical Package for the Social Sciences (SPSS) software was utilized for data analysis. Pearson's coefficient for correlation was used to test the relationship between the variables. The result obtained from the correlation shows that all the independent variables correlate with global market performance. The  $R$ -value,  $R = 0.066$  indicates a low degree of correlation. The  $R^2$  value (0.047) shows that the total variation in the dependent variable can be explained by the independent variable, but not to a large degree. The study reveals some factors that militate against the globalization of technology markets in Abuja. These factors are market, entrepreneurial and network orientations, as well as network building. The results obtained show that the respondents do not have good market, entrepreneurial and network orientations as well as network building capacity. This also reflects in the  $R$ -value of 0.066 (6%) degree of correlation. From the results obtained, it is observed that the respondents have little market orientation but poor network building capacity. This research recommends that the vendors involved in computer sales and repairs should see the observed imperfection as a potential to create a better market performance by introducing new goods and services, ways of organizing markets, processes, and raw materials via organized strategies that previously had not existed.

**Keywords:** Nigeria; Abuja; Globalization; Technology Market.

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## INTRODUCTION

Globalization processes such as advancements in technology, communications, and transportation have softened trade barriers and generated changes in the global value chains, resulting in a growing number of businesses that expand their activities internationally (Covin & Miller, 2014). The global demand for consumer electric and electronic products has been phenomenal in the last two decades. Consumer electric and electronic equipment (EEE) are of particular concern due to high production volumes and characteristically short time scales of technological or stylistic obsolescence leading to the generation of large quantities of obsolete and discarded products otherwise referred to as waste electrical electronic equipment (WEEE) or electronic waste (e-waste) (Georgiadis & Besiou, 2009; Parlikad & McFarlane, 2004). The negative environmental effects of the growing consumption of electronic hardware are most visible in the end-of-life (EoL) stage (Sundin, 2004). Remanufacturing is an industrial process whereby products referred to as cores are restored to useful life. During this process the core pass through a number of remanufacturing steps, e.g. inspection, disassembly, part-replacement/refurbishment, cleaning, reassembly, and testing to ensure it meets the desired product standards (Sundin, 2004).

Africa, especially sub-Saharan Africa and some countries in the Asia Pacific have been at the bottom of the information and communication technologies (ICT) ladder both in the acquisition of the basic electronic goods and in the expenditure in ICT infrastructure (Ya'u, 2015; Sam 2019). Africa accounts for almost zero percent of global ICT production and virtually imports all its ICT needs (Ya'u, 2015; Asongu and Nwachukwu 2018). In fact, a significant proportion of ICT wares in use in Africa are either hand-me-down goods or imported second-hand devices (Ya'u, 2015). Remanufacturing brings lower prices to the consumer, typically on the orders of 30 to 40 percent less than similar new products (Giutini & Gaudette, 2016). It is expected that there would be a ready market for remanufactured products in which a warranty is issued. Remanufacturing of EEE in developing countries could have positive social and economic effects as well as ecological gains if appropriately implemented. It could in the future create job opportunities in the areas of EoL product reverse logistics, the remanufacturing process, and distribution and divert EoL EEE from going toward crude recycling processes and open dumps in these countries (Ya'u, 2015).

As a direct result of energy savings, remanufacturing is extremely effective in reducing waste generation and environmental pollution. Formal remanufacturing of EEE is almost non-existent in Nigeria. However, there is a high level of refurbishing and repair of EoL EEE for reuse. These activities are at advanced levels at the popularly known: *Ikeja Computer Village* and the *Alaba International (Electronics) market* both in Lagos, Nigeria. The computer village sits on six hectares of land and hosts more than 3500 registered businesses involved in the sales, repairs, refurbishment, and software upgrading of electronic devices. Some of these registered businesses though operating in small shops and disused containers have as many as 10 employees (Basel Action Network, 2015). Many of these businesses are operated by graduate engineers and technicians. The BAN study observed that about half the businesses in the Computer Village are involved

in the repair and refurbishment of imported used equipment and parts. The study interviewed the employees at the Computer Village and observed that the level of education, training, and expertise was surprisingly at a very high level, many people having graduate degrees in electronic engineering, which seemed incongruous considering the rough, primitive shops in which the engineers were employed (BAN, 2015). The big question this study is investigating is finding out what is really missing in having a formal remanufacturing premise of EEE in Nigeria taking some computer markets in Abuja into consideration.

Recent literature has highlighted the scarce research available with regard to the role of strategic orientations and postures in the internationalization process of technology markets. In this sense, Hagen, Zucchella, Larimo, and Dimitratos (2017) state that although findings in all streams concur to the view that the firms' strategic posture is crucial to survive and prosper in a domestic competitive environment only a little research informs about its role in determining the international strategic behaviour and performance and this is even more true for technology markets. Similarly, taking as a basis the postulates of Hakala (2011), Paul, Parthasarathy and Gupta (2017) point out the need to develop a theoretical setting on configuring and understanding the technology markets strategic orientation towards exports. Moreover, Huikkola and Kohtamäki (2019) established that the influence of strategic orientations on technology markets' internationalization could be influenced by the particularities of these types of firms, so specific research in the field of technology markets is needed.

However, according to Paul *et al.* (2017), much of the study of international entrepreneurship has focused on international new ventures (INVs) and Born Globals, so there is still scope for research on the factors determining the internationalization of local technology markets in general, without specifically focusing on companies with an international focus from inception. In this context, and according to the approach suggested by Ferreira, Fernandes and Ratten (2016), this research intends to analyse the influence of strategic variables on the international performance of technology markets in Abuja, integrating the approaches of two main theories: strategic management theory and dynamic capabilities theory. More specifically, this study is to examine how strategic orientations and the technology firm's networking capability, which have been identified as dynamic capabilities in previous literature, influence technology market performance in international markets, and what are the interrelations between these strategic variables determining international performance.

Market orientation and entrepreneurial orientation, which has been identified as the most relevant strategic orientations (Deutscher, Zapkau, Schwens, Baumc, & Kabst, 2016; Hakala 2011; Mu, Thomas, Peng, & Di Benedetto, 2017; Pehrsson 2016), are also considered as dynamic capabilities of special relevance for the international performance of technology markets (Knight & Liesch 2016). Additionally, following the conceptual model proposed by Weerawardena, Mort, Liesch, and Knight, (2007) and Mu *et al.* (2017), this research also examined the effect exerted by network capability (conceived as a dynamic capability with strategic scope) in combination with these strategic orientations.

On the performance of technology markets, this research also examined interrelations existing between international market orientation in respect to remanufacturing, Network Capability on remanufacturing, and international entrepreneurial orientation on remanufacturing. Therefore, this research examined

jointly the influence on the international performance of technology markets of three strategic factors, which can be conceived as dynamic capabilities (Knight & Leisch, 2016).

### **RESEARCH QUESTIONS**

The following are the research questions this study found answers to:

1. What is the effect of international market orientation on the international performance of technology markets?
2. How does international entrepreneurial orientation affect the international performance of technology markets?
3. In what way does network capability affect the international performance of technology markets?
4. What is the effect of network building on the market orientation of internationalizing technology markets?

### **RESEARCH HYPOTHESIS**

The effect of international market orientation, international entrepreneurial orientation, network capacity and network building on the performance of the technology.

**HO<sub>1</sub>:** There is no significant effect of international market orientation on the international performance of technology markets.

**HO<sub>2</sub>:** International entrepreneurial orientation does not significantly affect the international performance of technology markets.

**HO<sub>3</sub>:** Network capability did not significantly affect the international performance of technology markets in any way.

**HO<sub>4</sub>:** There is no significant effect of network building on the market orientation of internationalizing technology markets.

### **LIMITATIONS OF THE STUDY**

The major constraint to this research was the available time to reach many respondents for the analysis at a time in a particular session of the market. Time was short because all the respondents are not always on the ground to respond to the questionnaire at a time. Also, the generalizability of the findings may be limited given that this study only covered EMAB plaza and BARNEX plaza in Abuja.

### **RESEARCH METHODOLOGY**

The study was based on a correlational research design which is a non-experimental research design technique that helps researchers to establish a relationship between two variables. Two or more different groups are required to conduct this research design method whereby both qualitative and quantitative research techniques will be used. There will be no assumption while evaluating the relationship between two different variables and statistical analysis techniques will be used to calculate the relationship between the dependent and independent variables.

A sample of respondents will be drawn from a target population, and information is obtained from the sample once. With this, the factors militating against the globalization of technology markets in Abuja Federal Capital Territory will be provided.

## POPULATION OF THE STUDY

Ventura-León (2017) define a population as the entire group of people or events of interest of which the researcher wants to investigate. EMAB plaza and BARNEX plaza are two plazas in one market area where computer sales and repair is high. They are located at Amino Kano Crescent, Wuse II Abuja Federal Capital Territory, Nigeria. Online research made by Umeh (2012) shows that EMAB Plaza is the best place to get electronic gadgets and repair gadgets in the Federal Capital and environment. During the survey, there was no specific figure of individuals who are involved in computer sales and repair, but the Market Board gave an estimate of 430 computer sales and repair businesses that are officially registered with the board.

The sample is selected elements (people or objects) chosen for participation in a study. In this work, it involved people who were referred to as respondents. Lucey (2002) says a sample only provides an estimate of population characteristics and the accuracy of the estimate will depend on the size of the sample. In general, the larger the sample, the greater the probability that the sample size will be a true representation of the population. The Adam (1920) table for determining sample size for research activities was adopted for the study and the sample size was two hundred and three (203). Below is the formula:

$$s = X^2 NP(1 - P) \div d^2(N - 1) + X^2 P(1 - P).$$

Where:

$s$  = required sample size

$X^2$  = the table value for 1 degree of freedom at the desired confidence level (3.841).

$N$  = the population size

$P$  = the population proportion (assumed to be 0.5 since this would provide the maximum sample size).

$D$  = the degree of accuracy expressed as a proportion (0.5).

This calculation is already presented in a chart for specific population size. From the chart, the sample size for a population of 420 is 201 and that of 440 is 205. The sample size for the population of this study which is 430 was obtained to be 203 using interpolation. Moreover, EMAB plaza and BARNEX plaza are the two plazas that will form the core of target respondents' location for the administration of research instrument.

## SAMPLING TECHNIQUE

This is the process of examining a representative set of items (people or things) out of the whole population or universe. The convenience sampling technique was adopted for the study of the respondents that were selected. The population is logically homogenous and after the sample size is decided, the elements of the population will be reached on an interval of one of the available respondents until the required numbers of respondents were obtained.

## RESEARCH INSTRUMENTS

Research instruments are tools developed by researchers to achieve a stated objective when carrying out a study. They are designed tools that aid the collection of data for analysis. There are several research instruments used by researchers. In this work, a well-structured questionnaire which is a primary source of data was employed to collect data from respondents. Attached as appendix II is a sample of the questionnaire.

The instrument contained sections A and B. Section A is the profile of the participant while section B is the questionnaire items containing 29 statements that address the four research questions formulated to guide the study. Section B employed the Likert scale of 5 points calibration as follows;

Strongly disagree	(SD)	=	1
Disagree	(D)	=	2
Neutral	(N)	=	3
Agree	(A)	=	4
Strongly agree	(SA)	=	5

### METHOD OF DATA COLLECTION

A well-structured questionnaire was designed, and a total of two hundred and three (203) were distributed to respondents in the choice location of study using the self-administered questionnaire method.

### METHOD OF DATA ANALYSIS

In this study, the Statistical Package for the Social Sciences (SPSS) software was used for data coding and cleaning of the independent variable with the dependent variable. The correlation coefficient analysis which gives the degree of association between two variables was employed.

Pearson's correlation is given by:

$$r = \frac{\sum_{i=1}^n (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum_{i=1}^n (x_i - \bar{x})^2 \sum_{i=1}^n (y_i - \bar{y})^2}}$$

Where  $\bar{x}$  and  $\bar{y}$  are the means of  $x_i$  and  $y_i$ .

The SPSS statistical package will be used to obtain the Pearson's correlation.

The correlation between the variables will be concluded using a correlation coefficient whose value ranges between -1 and +1. Correlation towards +1 indicates a positive relationship between variables and towards -1 indicates a negative relationship between any two of the variables. In this work, four (4) independent variables and one (1) dependent variable will be considered.

### ANALYSIS AND RESULT PRESENTATION

#### Results and Discussion

**Table 1: Details of the questionnaire distributed**

Age	Frequency	Percentage (%)
The total number of the questionnaire administered	203	100
Total number of questionnaire retrieved	203	100
Total number of questionnaire uncollected	0	0
Total number of questionnaire usable	203	100

Source: Field data survey (2019)

Table 1 shows that the total number of questionnaires distributed was 203. All the questionnaires were retrieved and all were usable. This shows that the respondents were corporative and the researcher did a good follow up to retrieve the questionnaires.

**Table 2: Gender, age, and education qualification of respondents**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Male	182	89.7
Female	21	10.3
<b>Age</b>	<b>Frequency</b>	<b>Percentage (%)</b>
18 – 24	32	15.8
25 – 32	74	36.5
33 and above	97	47.8
<b>Education</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Diploma	87	42.9
Graduate	110	54.2
Others	6	3.0

Source: Field data survey (2019)

The result in Table 2 on gender distribution shows that 182 (89.7%) respondents are male, while 21 (10.3%) respondents are female. Table 2 also shows that 32 (15.8%) respondents are between the age of 18 – 24, 74 (36.5%) are between the ages of 25 – 32, while from 33 and above 97 respondents representing 47.8%. From the table, 87 respondents representing 42.9% are diploma holders, 110 respondents representing 54.2% are graduates and 6 respondents representing 3% are holders of other qualifications aside from diploma and graduates.

The data obtained from the questionnaire were classified into two categories for further analysis. The strongly agreed and agreed were considered as agreed while the undecided, disagreed, and strongly disagreed were considered to have disagreed. This was done to reduce the sub-variables to a single variable in line with the objective of the research work. The agreed responses were used to carry out further analysis to ascertain the relationship between the dependent variable and independent variable.

**Table 3: Market Orientation**

<b>Number of items agreed with</b>	<b>Frequency</b>	<b>Percentage (%)</b>
0.00	3	1.5
1.00	2	1.0
2.00	20	9.9
3.00	26	12.8
4.00	64	31.5
5.00	61	30.0
6.00	27	13.3
7.00	0	0
Total	203	100.0

Table 3 shows that 3 respondents representing 1.5% did not agree with any item under market orientation, 2 respondent representing 1% agreed with 1 item, 20 respondents representing 9.9% agreed with 2 items, 26 respondents representing 12.8% agreed with 3 items, 64 respondents representing 31.5% agreed with 4 items, 61 respondents

representing 30% agreed with 5 items while 27 respondents representing 13.3% agreed with 6 items. No respondent agreed with all the seven items under the market orientation variable.

**Table 4: Entrepreneurial Orientation**

<b>Number of items agreed with</b>	<b>Frequency</b>	<b>Percentage (%)</b>
.00	1	.5
1.00	3	1.5
2.00	11	5.4
3.00	38	18.7
4.00	87	42.9
5.00	63	31.0
Total	203	100.0

Table 4 shows that 1 respondent representing 0.5% did not agree with any item under entrepreneurial orientation, 3 respondent representing 1.5% agreed with 1 item, 11 respondents representing 5.4% agreed with 2 items, 38 respondents representing 18.7% agreed with 3 items, 87 respondents representing 42.9% agreed with 4 items and 63 respondents representing 31% agreed with 5 items.

**Table 5: Network Orientation**

<b>Number of items agreed with</b>	<b>Frequency</b>	<b>Percentage (%)</b>
.00	2	1.0
1.00	14	6.9
2.00	27	13.3
3.00	91	44.8
4.00	60	29.6
5.00	9	4.4
Total	203	100.0

Table 5 shows that 2 respondents representing 1% did not agree with any item under network orientation, 14 respondent representing 6.9% agreed with 1 item, 27 respondents representing 13.3% agreed with 2 items, 91 respondents representing 44.8% agreed with 3 items, 60 respondents representing 29.6% agreed with 4 items and 9 respondents representing 4.4% agreed with 5 items.

**Table 6: Network Building**

<b>Number of items agreed with</b>	<b>Frequency</b>	<b>Percentage (%)</b>
0.00	4	2.0
2.00	6	3.0
3.00	24	11.8
4.00	27	13.3

5.00	27	13.3
6.00	44	21.7
7.00	71	35.0
Total	203	100.0

Table 6 shows that 4 respondents representing 2% did not agree with any item under network building, 6 respondent representing 3% agreed with 2 items, 24 respondents representing 11.8% agreed with 3 items, 27 respondents representing 13.3% agreed with 4 items, 27 respondents representing 13.3.6% agreed with 5 items, 44 respondents representing 21.7% agreed with 6 items while 71 respondents representing 35% agreed with 7 items.

**Table 7: Market Performance**

Number of items agreed with	Frequency	Percentage (%)
.00	22	10.8
1.00	16	7.9
2.00	48	23.6
3.00	61	30.0
4.00	25	12.3
5.00	31	15.3
Total	203	100.0

Table 7 shows that 22 respondents representing 10.8% did not agree with any item under network orientation, 16 respondent representing 7.9% agreed with 1 item, 48 respondents representing 23.6% agreed with 2 items, 61 respondents representing 30% agreed with 3 items, 25 respondents representing 12.3% agreed with 4 items and 31 respondents representing 15.3% agreed with 5 items.

**Table 8: Descriptive Statistics**

Variables	Mean	Standard Deviation
Market Performance	2.7094	1.47898
Market Orientation	4.1527	1.29023
Entrepreneurial Orientation	3.9507	0.96346
Network Orientation	3.0837	0.98397
Network Building	5.3596	1.69266

Each variable listed in table 8 has several sub-variables. Market performance has 5, market orientation has 7, entrepreneurial orientation has 5, network orientation has 5 and network building has 7. The mean of the number agreed on sub-variables for each of the variables is more than the average of the sum of the sub-variable for each of the variables. This with the value of standard deviation presented on the same table shows that the number of agreement on the items listed for the analysis is acceptable for the analysis.

**Table 9: Correlations**

Variables		Market Performance	Market Orientation	Entrepreneurial Orientation	Network Orientation	Network Building
Market Performance	Pearson Correlation	<b>1.000</b>	.099	.101	.112	.222
	Sig. (1-tailed)	.	.081	.076	.056	.001
	N	<b>203</b>	203	203	203	203
Market Orientation	Pearson Correlation	.099	<b>1.000</b>	.122	.048	.016
	Sig. (1-tailed)	.081	.	.042	.247	.413
	N	203	<b>203</b>	203	203	203
Entrepreneurial Orientation	Pearson Correlation	.101	.122	<b>1.000</b>	.088	.266
	Sig. (1-tailed)	.076	.042	.	.106	.000
	N	203	203	<b>203</b>	203	203
Network Orientation	Pearson Correlation	.112	.048	.088	<b>1.000</b>	.125
	Sig. (1-tailed)	.056	.247	.106	.	.038
	N	203	203	203	<b>203</b>	203
Network Building	Pearson Correlation	.222	.016	.266	.125	<b>1.000</b>
	Sig. (1-tailed)	.001	.413	.000	.038	.
	N	203	203	203	203	<b>203</b>

Correlation is statistically significant if 0.05 level (1-Tailed)

*Dependent variable: Market performance.*

The correlation between market performance and market orientation,  $r = 0.099$ . This shows that there is a positive relationship between the two variables and the relationship is non-linear since the  $r$ -value is not statistically different from zero. The 1-tailed significance,  $p = 0.081$ . This value is not  $<0.05$ . By this result, it can be said that the relationship between market orientation and market performance is not significant.

The correlation between market performance and entrepreneurial orientation,  $r = 0.101$ . This shows that there is a positive relationship between the two variables and the relationship is non-linear since the  $r$ -value is not statistically different from zero. The 1-tailed significance,  $p = 0.076$ . This value is not  $<0.05$ . By this result, it can be said that the relationship between market orientation and market performance is not significant.

The correlation between market performance and Network Orientation,  $r = 0.112$ . This shows that there is a positive relationship between the two variables and the relationship is non-linear since the  $r$ -value is not statistically different from zero. The 1-tailed significance,  $p = 0.056$ . This value is not  $<0.05$ . By this result, it can be said that the relationship between market orientation and market performance is not significant.

The correlation between market performance and network building,  $r = 0.222$ . This shows that there is a positive relationship between the two variables and the relationship is non-linear since the  $r$ -value is not statistically different from zero. The 1-tailed significance,  $p = 0.001$ . This value is  $<0.05$ . By this result, it can be said that the relationship between market orientation and market performance is significant.

**Table 10: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.256 <sup>a</sup>	.066	.047	1.44401

a. Predictors: (Constant), Network Building, Market Orientation, Network Orientation, *Entrepreneurial Orientation*

The model summary table provides information about the regression line's ability to count for the total variation in the dependent variable. The  $R$ -value,  $R = 0.066$  indicates a low degree of correlation. The  $R^2$  value (0.047) shows that the total variation in the dependent variable can be explained by the independent variable, but not to a large degree.

## CONCLUSION

In conclusion, the study has shown that there is one factor militating against the globalization of technology markets in Abuja. This factor is network building. The result obtained shows that there is no good network building capacity. The  $R$ -value of 0.066 (6%) shows that there is a relationship between network building and market performance. According to Riekstina et al., (2020), businesses generally operate at one of four basic levels of globalization; independent units that operate in different countries, maintenance a headquarters in one country and operation branches in other countries, loosely integrated business units in several countries, and viewing the world as a single market. These levels are affected by the four factors under review that are responsible for the globalization of the technology market in Abuja.

From the results obtained, it was also observed that the respondents have a better market orientation but very poor network building capacity. Knight and Cavusgil (2004) see international entrepreneurial orientation as the one that reflects the firm's overall innovativeness and pro-activeness in the pursuit of international markets. Market Orientation is the organizational culture that most effectively and efficiently creates the necessary behaviours for the creation of superior value for buyers and, thus, continuous superior performance for the business Kohli and Jaworski (1990). Network capability has been conceived as a dynamic capability, as it allows the firm to identify opportunities and to respond quickly to them (Knight & Liesch, 2016; Weerawardena *et al.*, 2007). Entrepreneurial orientation indicates a corporate culture that facilitates the identification and exploitation of emerging opportunities and, therefore, promotes the development of new products and services (Lumpkin & Dess, 1996). These four variables are key to the globalization of the technology market therefore their effect cannot be overlooked.

## RECOMMENDATIONS

The study is designed to contribute to the advancement of the technology market in Nigeria and to establish the importance of remanufacturing in Nigeria's technology market. The individuals involved in computer sales and repairs will see the observed imperfection from the study as a potential to create a better market performance by introducing new goods and services, ways of organizing markets, processes, and raw materials via organized strategies that previously had not existed.

It has been established that the independent variables utilized in this study are factors militating against the globalization of the technology market, and strategic management involves training, empowerment, capacity building, and orientation on market performance. As a result, the technology market regulatory bodies will need to take responsibility with the assistance of the relevant government agencies in designing strategies for the globalization of the Abuja technology market.

It can be suggested that the government should design strategies on how to encourage international technology markets to have branches in Nigeria and involve the Nigerian citizens operating in the field. Also, platforms should be created for indigenous capabilities to be showcased to introduce the local market capabilities to the world.

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