

**ROLE OF E-COMMERCE ON BUSINESS VALUE: A STUDY
OF RIDE HAILING COMPANIES, LAGOS STATE, NIGERIA**

OKOLO, SOMTO JOHN

(19PAB01887)

SEPTEMBER, 2021

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BY

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**A DISSERTATION SUBMITTED TO THE SCHOOL OF POSTGRADUATE
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IN BUSINESS ADMINISTRATION IN THE DEPARTMENT OF BUSINESS
MANAGEMENT, COLLEGE OF MANAGEMENT AND SOCIAL SCIENCES,
COVENANT UNIVERSITY, OTA, OGUN STATE, NIGERIA.**

SEPTEMBER, 2021

ACCEPTANCE

This is to attest that this dissertation is accepted in partial fulfilment of the requirements for the award of the degree of Master of Business Administration (MBA) Degree in Business Administration in the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Nigeria

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DECLARATION

I, OKOLO, SOMTO JOHN (19PAB01887), declare that this research was carried out by me under the supervision of Dr. Augusta B. Amahian of the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Nigeria. I attest that the dissertation has not been presented either wholly or partially for the award of any degree elsewhere. All sources of data and scholarly information used in this dissertation are duly acknowledged.

OKOLO, SOMTO JOHN

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Signature and Date

CERTIFICATION

This is to certify that **OKOLO, SOMTO JOHN** with Matric Number **19PAB01887** carried out this dissertation titled **“ROLE OF E-COMMERCE ON BUSINESS VALUE: A STUDY OF RIDE HAILING COMPANIES, LAGOS STATE, NIGERIA”** under the supervision of Dr. Augusta, B. Amaihian and submitted to the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun State. This work has been found acceptable as part of the requirement for the award of the Degree of Master of Business Administration (MBA) in Business Administration.

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DEDICATION

This work is dedicated to God Almighty, who has sustained me throughout my postgraduate studies at Covenant University by His mercies, strength, grace, and guidance.

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LIST OF ABBREVIATIONS

EDIN – ELECTRONIC DATA INTERCHANGE NETWORK

MBO – MANAGEMENT BY OBJECTIVE

ABSTRACT

Nigeria's business environment faces a significant gap in the wide adoption of appropriate technology to enhance e-commerce. It is well established that the lack of adequate technological infrastructure is a challenging factor to a larger extent. The study seeks to examine the role of e-commerce on business value of e-transport businesses located in Lagos State. The aim of the study was to ascertain whether some e-commerce measures, such as: availability of organisation's website, electronic retailing, online sales and social media, being the study independent variables, have any significant role on business value dimensions such as: customer satisfaction, customer loyalty, brand image and sales volume, as the dependent variables. A total of two hundred and seventy-one (271) respondents was arrived at from the unknown population size, using Godden, (2004) sample size determination technique. Analysis was done using the multiple regression analysis with the aid of statistical package for social sciences (SPSS) version 25. Findings show that from the four specified and tested null hypotheses, all indicate a statistically significant relationship thus, they were all rejected. In other words, the relationship between website design and customer satisfaction, the relationship between e-retailing and customer loyalty, the relationship between online sales and brand image and, the relationship between social media and sales volume are statistically significant and the null hypotheses were rejected. Nonetheless, the possibility of providing a one-stop shop where customer's need can be met as quickly as possible is one of the suggested recommendations made.

Keywords: E-commerce, E-transport, Business, Value, Customer satisfaction, Customer loyalty, Brand image, Sales volume