

Effects of Information and Communications Technology on Performance of Nestle Nigeria Plc

By

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Abstract- This study examines the effects of ICT on performance of Nestle Nigeria Plc. A review of literatures on shows that no study has been carried out in this regard with respect to the Nigerian context hence the need for this research. To assess the situation questionnaires were administered to distributors of Nestle Nigeria Plc in Nigeria to collect primary data while secondary data were collected from the company's Annual Reports and Accountst. A random and convenient sampling technique was used. The questionnaires were developed by generating 20 items with respect to use of computers, internet, mobile phones and customer satisfaction..A 5 point Likert scale was used to measure the varying degrees of customers responses. A total number of 35 questionnaires were distributed but 27 were received. The collected data were analysed with the aid of percentage analysis, regression and correlation. The percentage method was used to analyse the boi-data of respondents while regression and correlation were used to test the hypotheses .

Our findings in this study show that the adoption of computers and internet have positive effects on customer satisfaction. It also shows that the use of computers is 0.765 positively correlated with customer satisfaction.

It was therefore recommended that distributors of Nestle Nigeria Plc be trained on use of computers e is and internet . There is also need to provide other relevant information online for distributors. This will reduce time and resources spent by distributors in an attempt to get information and transact business with the company

General Terms: ICT, Quality Management, Service Quality, Transportation

Keywords: ICT, Multinational corporation, Internet, Mobile Phone, Customer Satisfaction

Introduction

1.0 Background to the Study

In this era of globalization, today's companies need new innovation on how to operate and compete effectively and efficiently in this new economy. The term "New Economy" is used to describe a set of forces that appeared in the last decade and that calls for new marketing and business practices. Today's economy is made up of old and new elements and is essentially a hybrid. Thus, today's business are operating in a globalized economy (Kotler 2006) Tooki(2007) describe globalization as "The emergence of altered global structure, driven by a

skill revolution, an organizational explosion, and a continuous flow of ideas, money, goods and people that is rendering obsolete and fostering extensive decentralization of authority".

To facilitate this creative thinking, information plays a vital role as everyone initiates and receives information in one form or the. Most business managers devote most of their time to handle information in one way or another.

As cited in (Koontz and Fulnzers,1975) Marion Harper coined a useful motion for business people. "To manage a business well is to manage its future, and to manage the future is to manage the information".

Thus information and communication Technology (ICT) has been identified as the vehicle with the potential for driving home the performance of organization, specifically multinational corporation (MNC's). According to Somuyiwa and Oyesiku (2010) ICT has provided new ways to store, process, distribute and exchange information both within companies and with customers and suppliers in the supply chain

1.1 Evolution of Information and Communication Technology

Information and communication technology is often used as an extended synonym for Information Technology (IT), but is a more specific term that stresses the role of unified communication and the integration of telecommunications (telecommunication lines and wireless signals), computers as well as necessary system, which enable users to access, store, transmit and manipulate information.

The term ICT is now also used to refer to the convergence of audio visual and telephone networks with computer network through a single cabling or link system. There are large economic incentive (huge cost savings due to elimination of the telephone network) to merge the audio-visual, building management and telephone network with the computer network system using a single unified system of cabling, signal distribution and management.

The term information is used in some cases as a shorter form of information and communication technology. In fact information is the expansion of telecommunication with information processing and content handling functions on a common digital technology base.

1.2 Technology - one of the Drivers of the new Economy

We dwell in the information age and business practices has experienced radical changes thus creating a new business (Marketing) environment that must of a necessary be understood for successful operation of a business.

Kotler, in his book "Management" described this new information age in which business has to operate as "the new economy". According to him the term "new economy" is used "to described a whole set of force that have appeared in the last decade that call for new marketing and business practices" he went further to state that today's economy is made up of old and new elements and that is essentially a hybrid; and that today's companies need fresh thinking about how to maximize profit. Kotler also went further to identify the forces that plays a major role in reshaping the world economy, which included technology, globalization and market deregulation. The focus of this research work will be on one of the major drivers of the new economy. In Somuyiwa (2010) view ICT is becoming one of the main drivers of change, posing new strategic challenges.

1.3 ICT Worldwide

ICT came into existence in most of Africa countries through research institutions, educational institutions, international organization like World Bank, USAID, WHO, UNDP e.tc According to ITU (2014) ICT has taken a has exponentially in recent years as shown below:-

- * Globally, mobile broadband penetration will reach 32% by end of 2014 almost double the penetration rate just three years earlier and four times as high five years earlier 2009
- * In developing countries, mobile broadband penetration will reach 84% a level four times as high as in developing countries (21%)
- * By end of 2014, the number of mobile broadband subscription will reach 2.3 billion globally almost 5 times as many as just 6 years earlier (in 2008)
- * The number of mobile-cellular subscription worldwide will be approaching 7 billion by end of 2014 corresponding to a penetration rate of 96%. It will reach 69% in Africa.
- * Internet user penetration has reach 40% globally, 78% in developed countries and 32% in developing countries. In Africa almost 20% of the population will be online by end of 2014 up from 10% in 2010

1.4 ICT in Nigeria

Since the early 1980s, ICT has permitted people to participate in a world in which school, work, and other activities have been increasingly enhanced by access to varied and developing technologies. ICT tools have helped people find, explore, analyze, exchange, and presents information most importantly without discrimination.

When efficiently used, ICT can provide quick access to ideals and experiences from a wide range of people, communities and cultures.

ICT sector in Nigeria recorded a major improvements in 2001 with the licensing of MTN and Econet. They controlled 90% of the market until the entrance of Globacom as the second national carrier in August 3003 and the licensing of fixed wireless access operators, two long distance operators and the NITEL. As at present there are four major players namely MTN, Globacom, Airtel, Etisalat. As at September 2013 telecommunication contribution to GDP was 7.76% while subscriber base as at April 2014 was 129million, teledensity 92.% and internet subscription at 66million

1.5 What are Multinational Corporations?

The term "multinational company" means various things to various people, depending on the dimension, it is being viewed from. Some writes "ownership" as the key criteria. They argue that a business only becomes truly international when it has a substantial number of shareholders in more than one country. Few businesses would be classified as multinational on this basis. Another approach emphasizes the nationalities of a company's senior management. According to this view a firm only become multinational when headquarters management is

recruited from different countries. Again not much business would satisfy such a yardstick (At least not at the senior management level) many analysts define the MNC in terms of operations. Hence, a firm that control subsidiaries in a large number of nations in regarded as multinational. An extension of this view is that firms with multinational operations and business strategies that treat the whole world as it if were one market are the only real MNCs.

Among the other benchmarks; sometimes used to define multinationals is that the companies in question must produce (rather than just distribute) abroad as well as in the headquarters country. These following criteria are also used to determine MNCs

- * Operation in a certain minimum number of nations (six for example)
- * Derive some minimum percentage of its income from foreign operation (e.g. 25 percent)
- * Have a certain minimum team with geocentric orientations
- * Directly control foreign investment (as opposed to simply holding shares in foreign companies. Bennett R, 1999).

Bennet went further to describe MNC "as a business with significant investment in several foreign nations, which derives a substantial part of its income from foreign operation, and which maximize its profit on the global rather than national level". Rachman et.al. (1999) described multinational company as large companies that have significant investment in several foreign nations, which derives a substantial part of its income from foreign operation, and which maximizes its profit on the global rather than national level", According to him, multinational companies may operate through direct investment that is, by setting up subsidiaries or opening up branches. They can also operate through portfolio investment. This involves acquiring ownership of a foreign company usually by buying up its stocks.

The multinational corporation is probably the most visible vehicle for the internalization of the world economic system. As the economics of different nation have become increasing linked and functionally integrated, the multinational corporation seems to have been the institution most able to adapt to a transactional style of operation.

In their search for new market, cheap raw materials, efficiencies in production or friendly business environments, the MNC (have readily extended their economic activities across national border).

1.7 Nestle Nigeria Plc

Nestle Nigeria Plc (a multinational company) is part of the Nestle Group based in Switzerland. It began trading operations in Nigeria in 1961 but today is a leading manufacturing company listed in Nigeri's Stock Exchange since 1979 with total shares of 660,546,875 with 625 of the company equity owned by Nestle S.S of Switzerland. Nestle Nigeria Plc has an impressive arrays of top quality brands such as baby fords, bottled water, cereals, chocolate and confectionery, coffee, culinary,, chilled and frozen foods, diary drinks, food services, healthcare nutrition, ice cream, petcare, sport nutrition and weight management. It employs

about 2228 people with market capitalization put at N879billion (\$5Billion) and turnover as at Dec 2013 at N133billion (\$700million) and profit of N22billion(\$133million)

1.8 The Statement of the Problem

Through our study of literatures it was found that the introduction of ICT to business has produced different results some positive and some negative. The reasons for these different results are the environment, social and enterprise context within which ICT is deployed. It was also found that no research has been carried out to determine the effects of ICT on performance of Nestle Nigeria Plc. This is what this study attempts to do.

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1.9 Objectives

Generally, this study examines whether the use of ICT has effects on the performance of Nestle Nigeria Plc(a multinational company). However in achieving this the following specific objectives would be addressed, namely:-

1. To determine whether Nestle uses ICT to conduct its business transactions
2. To determine whether the use of mobile phones has effect on customer satisfaction
3. To determine whether the use of internet services has effect on customer satisfaction
4. To determine whether the use of computers has effect on customer satisfaction

1.10 HYPOTHESES

HYPOTHESIS ONE

Ho: Internet does not have significant effect on customer satisfaction.

Hi: Internet has significant effect on customer satisfaction.

HYPOTHESIS TWO

Ho: The adoption of mobile phone does not have effect on customer satisfaction.

Hi: The adoption of mobile phone has significant effect on customer satisfaction

HYPOTHESIS THREE

Ho: computer does not have effect on customer satisfaction.

Hi: computer has effect on customer satisfaction.

HYPOTHESIS FOUR

Ho: There is no significant relationship between the use of computer and customer satisfaction.

Hi: There is a significant relationship between the use of computers and customer satisfaction.

2.0 LITERATURE REVIEW

2.1 COMPUTER

The early computers were large. They relied on a host of vacuum tubes that gave off so much

heat that elaborate air conditioning systems were necessary. In the early 1950s 10 million simple computations would take six minutes and cost \$84. Same activity now actually takes 1/4 of a second and costs about a penny. Improved technology has made this possible. The decade of the 50s was mainly influenced by the development of a small electronic device called a transistor. It controlled the flow of currents within the computer. The transistor greatly reduced the amount of space needed. A breakthrough that affected the 60s was the development of the integrated circuit. This was a network of transistor and other components embodied in small chip of silicon. Again; computers became smaller, faster and required less electricity. The 1970s were most influenced by large scale integration (LSI) circuit and the microprocessor.

Large scale integration made it possible for several separate circuits with different functions to be assembled on a single chip. The microprocessor is a slice of silicone, about the size of a contact lens. It contains up to 20,000 transistors. It is designed to perform the basic logic and arithmetic function common to all computer operations. This tiny unit can be purchased for less than \$15 (US). It is said to have capacity similar to IBM's first commercial computer that cost \$1 million.

Computers are not only smaller now, but they remember more than they used to. One computer can hold enough information to fill 300,000 books. Its memory unit takes up about six cubic feet of space. It costs far less than a building large enough to hold that many books. And every bit of information in its whole memory can be retrieved in microseconds (A microsecond is million of a second). Each day seem so bring some new use for computer (Koontz and Fulmer, 1975)

2.2 THE INTERNET

It is a global system of the interconnected computers networks that use the standard internet protocol suite (TCP/IP) to serve billions of users worldwide. It is a network that consists of millions of private, public, academic, business, and government networks, of local to global scope, that are linked by a broad array of electronic, wireless and optical networking technologies.

The internet carries an extensive range of information resources and services, such as inter-linked hypertext documents of the worldwide web (WWW) and the infrastructure to support email.

Most traditional communication media include telephone, music, film, and television are being reshaped or redefined by the internet, giving birth to new services such as voice over internet protocol (VOIP) and internet protocol television (IPTV). Newspaper, books and other print publishing are adapting to website technology or re-shaped into blogging and web feeds.

The internet has enabled and accelerated new form of human interactions through instant messaging, internet forum, and social networking. Online shopping has boomed both for major retails outlet and small artisans and traders. Business-to-business and financial services on the internet affect supply chains across entire industries.

2.3 MOBILE PHONES

Mobile phone is an important ICT tool for development due to its ability to easily leapfrog the infrastructural barriers in remote and rural areas in Africa. In general "mobile" means "fully portable, real-time access to the same information, resources and tools that until recently were

available from the desktop"(Shanker, O'Driscoll and Reibstein, 2003).

Since the invention of the telephone, by Bell in the early 18th century, information dissemination has been faster and more effective than ever before. We have gone from the age of manual telephones and manual calculators to the age of high speed handheld computers, laptops and cell phones which have wired us into a great global electronic network.

The mobile phone, which emerged in the 1980s, was initially a rather exclusively toy of sorts, a preserve of the rich. By the mid 1990s across most of the advanced world, the mobile phone has experienced a surge in popularity, evolving quickly from an executive gadget to a mass market product.

In many countries including Nigeria, mobile phones are owned not only by working adults but also by young people including students.

The mobile phones first claim to fame is that it enables people keep in touch, in ways once thought to reside solely in realms of science fiction novels and movies. The mobile phone has continued to redefine convenience. Today there are mobile phones, which enable connectivity to the internet, phones capacity of playing music and video clips. Of course, mobile phones have since replaced address books and pocket calendars, schedulers, for a great many. You can send and receive document through a mobile phone even while on the move. The mobile phone in this situation helps to receive or transmit the data in the file or fax as the case may be in an ordinary document of a fax machine, or a fax (e NNOV ATE, 2005).

2.4 Ict and Performance

The literature at the macro and firm level on the relationship between IT investment and productivity provides conflicting evidence. For example, Oliner and Sichel (1999) find that computers do not affect growth in a significant manner. They believe this is due to the fact that computers account for a small fraction of the nation's capital stock. Even if it yields a high rate of return, the aggregate impact is relatively small. At the industry level. Morrison and Berndts (1999) conclude similarly using two-digit SIC code industries, IT investment is uncorrelated with industries productivity. In contrast to the above studies, Siegal and Griliches (1999) find a positive and significant relationship between an industry's rate of investment in IT and productivity growth over various time periods. At the firm level, Lichtenberg (1999) estimates firm production function finding strong evidence of excess return to IT equipment and associated labour.

Siegel (1999) makes an interesting observation about the variability of results in the literature. Even with the various methodologies employed and the various level of aggregation of the data, most researchers do not control the investment. According to Koellinger (2005) ICT can be viewed as an enabler of innovation in organization. Devaraj and Kohli (2000,2003) through their study were able to demonstrate the positive effect of ICT investment and ICT usage on revenue growth in the health sector. In the case of Pilat (2005) he was able through empirical study to demonstrate that there is average positive return on ICT investments but with large variations across organizations. Also according to World Bank (2006) firms that use ICT grow faster, invest more and are more productive and profitable than those that do not. As shown from previous studies above a clear picture of the relationship between ICT and firm performance has not emerged. Limited and contradictory findings have resulted from inconsistent definitions of ICT, different units of analysis, different measures of performance, limited theory base and reliance on cross-sectional methods.

2.5 Customers Satisfaction:

Customer satisfaction a term frequently used in marketing is a measure of how products and services supplied by a company meet or surpass customer expectation. Customers satisfaction is defined as, "the number of customers, or percentage of total customers whose reported experience with a firm, its products or services exceeds specified satisfaction goals. Studies have revealed that ICT service delivery qualities influence consumer evaluation and drive purchase intentions. Factors include customization, interactivity, care, cultivation, community, choice, convenience, and character (Srinivasan et al 2003); content, context, complexity, novelty, infrastructure quality, complexity, novelty, and interactivity (Lu & Lin 2002).

3.0 Research Methodology

The population of the study is the distributors of Nestle Nigeria Plc which is estimated to be about 74 nationwide. A total of 35 were used as samples. These are distributors located in major cities in Nigeria. A random and convenient sampling technique was used. The instruments used were questionnaires and personal interviews. The questionnaires were developed by generating 20 items with respect to use of computers, internet, mobile phones and customer satisfaction. A 5 point Likert scale was used to measure the varying degrees of customers' responses. A total number of 35 questionnaires were distributed but 27 were received. The collected data were analyzed with the aid of percentage analysis, regression and correlation. The percentage method was used to analyze the bio-data of respondents while regression and correlation were used to test the hypotheses. The respondents choose possible answers ranging from: strongly Agree (SA)=5, Agree(A)=4, Undecided(UN)=3, Disagree(D)=2 strongly Disagree=(1)

4.0 Data Presentation and Analysis of Result

TABLE 1: Nestle plc uses computer to process my order.

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	11	40.7	40.7	40.7
strongly agree	16	59.3	59.3	100.0
Total	27	100.0	100.0	

Source: Research Survey, 2014

The Table 1 above gives the proportion of respondent that strongly agreed with this view as 59.3% while those that agreed were 40.7% of the total percentage of the respondents. This gives the total of respondents that agreed as 100%. This shows that a greater number of the respondents agreed that Nestle plc uses computer to process distributors' orders.

TABLE 2 The processing time for order is faster than before

	Frequency	Percent	Valid Percent	Cumulative Percent
Undecided	2	7.4	7.4	7.4
Agree	15	55.6	55.6	63.0
strongly agree	10	37.0	37.0	100.0
Total	27	100.0	100.0	

Source: Research Survey, 2014

The Table 2 above gives a proportion of the 55.6% of respondents agreed with the research statement 37% strongly, showing that 92.6% of the respondents agreed that the processing time is faster than before. 7.4% of the population sample was undecided on this question.

TABLE 3 Nestle plc uses computers to store my account details and provide me information in a timely manner

	Frequency	Percent	Valid Percent	Cumulative Percent
Undecided	1	3.7	3.7	3.7
Agree	13	48.1	48.1	51.9
strongly agree	13	48.1	48.1	100.0
Total	27	100.0	100.0	

Source: Research Survey, 2014

Table 3 above showed that majority of the respondent agreed with the research statement a proportion of 48.1% strongly agreed and 48.1% agreed to the statement only 3.7% was undecided and no respondents for disagree and strongly disagree. This confirms that distributors account details are stored in the computer.

TABLE 4 The use of computer has made doing business with nestle plc easier

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	12	44.4	44.4	44.4
strongly agree	15	55.6	55.6	100.0
Total	27	100.0	100.0	

Source: Research Survey, 2014

From the above Table 4 all the respondents agreed with the research statement above. A proportion of 55.6% strongly agree and 44.4% agreed to the research statement. None of the respondents were undecided, disagreed and strongly disagreed. This confirm that use of computer has made doing business with Nestle easier.

TABLE 5 The computers owned by Nestle plc are adequate.

	Frequency	Percent	Valid Percent	Cumulative Percent
Undecided	1	3.7	3.7	3.7
Agree	9	33.3	33.3	37.0
strongly agree	17	63.0	63.0	100.0
Total	27	100.0	100.0	

Source: Research Survey, 2014

From the result gotten in Table 5 above, a proportion of 63% strongly agree with research statement and 33.3% agree with the research statement, total of 96.3% of the population sample support the view that the computers owned by Nestle are adequate. Only 3.7% couldn't decide while no one disagreed nor strongly disagreed.

TABLE 6 Nestle plc has a website that is users friendly.

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	3	11.1	11.1	11.1
Undecided	5	18.5	18.5	29.6
Agree	10	37.0	37.0	66.7
strongly agree	9	33.3	33.3	100.0
Total	27	100.0	100.0	

Source: Research Survey, 2014

According to Table 6 the proportion of the respondents that strongly agree with this view is 33.3% while those that agree were 37.3% of the total percent of the respondents. This gives the total number of people that agreed that Nestle website is user friendly to 70.3%. Only 18.5% as undecided and 11.1% as disagreed.

TABLE 7 A lot of distributors do business with Nestle plc through internet.

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	1	3.7	3.7	3.7
Disagree	3	11.1	11.1	14.8
Undecided	7	25.9	25.9	40.7
Agree	8	29.6	29.6	70.4
strongly agree	8	29.6	29.6	100.0
Total	27	100.0	100.0	

Source: Research Survey, 2014

Table7 above shows that 29.6% strongly agreed and 29.6% agreed making a total of 59.2% of respondents do business with Nestle through internet. 25.9% for undecided neither supporting nor opposing the research statement while 11.1% disagreed and 3.7% for strongly disagreed. This shows that not all distributors do business with Nestle through internet

TABLE 8 Distributors receive e-mail and send e-mail to Nestle plc through the internet.

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	1	3.7	3.7	3.7
Undecided	6	22.2	22.2	25.9
Agree	13	48.1	48.1	74.1
strongly agree	7	25.9	25.9	100.0
Total	27	100.0	100.0	

Source: Research Survey, 2014

In Table 8 most of the respondents agree with the research statement as 25.9% strongly agreed and 48.1% agreed, total 74% of the respondents agree while. 22% of the respondents was undecided, neither supporting nor opposing the research statement while 3.7% disagreed.

TABLE 9 The information on Nestle website is useful and up-to-date.

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	1	3.7	3.7	3.7
Undecided	3	11.1	11.1	14.8
Agree	15	55.6	55.6	70.4
strongly agree	8	29.6	29.6	100.0
Total	27	100.0	100.0	

Source: Research Survey, 2014

As can be seen from Table 9, show that 29.6% strongly agreed, 55.6% agreed, 11.1% undecided and 3.7% disagreed. The total of those that generally agreed is 85.2%.

TABLE 10 Use of internet has made doing business with Nestle plc easier.

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	1	3.7	3.7	3.7
Disagree	1	3.7	3.7	7.4
Undecided	4	14.8	14.8	22.2
Agree	13	48.1	48.1	70.4
strongly agree	8	29.6	29.6	100.0
Total	27	100.0	100.0	

Source: Research Survey, 2014

Table 10 shows an aggregate of 77.7% of the respondents agree that use of internet has made doing business with Nestle plc easier. However 14.8% are undecided about the statement while 3.7% disagreed and 3.7% strongly disagreed with it, giving it a total of 22.2% that differs with the research statement.

TABLE 11 I use my mobile phone to reach Nestle plc every time.

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	1	3.7	3.7	3.7
disagree	3	11.1	11.1	14.8
undecided	1	3.7	3.7	18.5
Agree	11	40.7	40.7	59.3
strongly agree	11	40.7	40.7	100.0
Total	27	100.0	100.0	

Source: Research Survey, 2013

According to Table 11 above 81.4% of the respondent agreed that they use phone to reach Nestle plc. However 11.1% out of the respondents disagree while 3.7% were undecided and strongly disagreed.

Table 12 There is always somebody ready to attend to our phone call every time.

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	4	14.8	14.8	14.8
undecided	1	3.7	3.7	18.5
Agree	13	48.1	48.1	66.7
strongly agree	9	33.3	33.3	100.0
Total	27	100.0	100.0	

Source: Research Survey, 2013

Table 12 above shows that a larger proportion of the population sample agree that their calls are always responded to by a receiver. 14.8% disagreed while 3.7% undecided.

TABLE 13 The telephone lines provided by nestle plc are always working.

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	2	7.4	7.4	11.1
Undecided	2	7.4	7.4	18.5
Agree	13	48.1	48.1	66.7
strongly agree	9	33.3	33.3	100.0
Total	27	100.0	100.0	

Source: Research Survey, 2014

Based on the result shown in Table 13 above, 33.3% strongly agreed, 48.1% agreed which total 81.4% as those who agreed that the telephone lines provided are always available. While 7.4% were undecided and 11.1% disagree.

TABLE 14 useful information about my transactions are made available to me via mobile phone.

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	2	7.4	7.4	7.4
Undecided	2	7.4	7.4	14.8
Agree	16	59.3	59.3	74.1
Strongly agree	7	25.9	25.9	100.0
Total	27	100.0	100.0	

Source: Research Survey, 2014

Table 14 shows that a larger proportion 85% of the respondents agreed that they receive message about their business transaction with Nestle Plc. Low proportion of respondents couldn't decide and disagree.

TABLE 15 Using mobile phone has made business with Nestle plc easier.

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	3	11.1	11.1	11.1
Undecided	1	3.7	3.7	14.8
Agree	11	40.7	40.7	55.6
strongly agree	12	44.4	44.4	100.0
Total	27	100.0	100.0	

Source: Research Survey, 2014

Based on the result shown in the Table 15 above, 44.4% strongly agree, 40.7% agree which 85.1% as those who agreed that using mobile phone has made business with Nestle plc easier. 3.7% were undecided while 11.1% disagree.

TABLE 16 I am pleased with products of Nestle plc.

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	3	11.1	11.1	11.1
strongly agree	24	88.9	88.9	100.0
Total	27	100.0	100.0	

Source: Research Survey, 2014

Table 16 showed that 100% of the respondents agreed that they are pleased with Nestle products.

TABLE 17 I am pleased with the service of nestle plc.

	Frequency	Percent	Valid Percent	Cumulative Percent
Undecided	2	7.4	7.4	7.4
Agree	4	14.8	14.8	22.2
strongly agree	21	77.8	77.8	100.0
Total	27	100.0	100.0	

Source: Research Survey, 2014

From Table 17 above, it can be seen that 92.6% of the respondents are pleased with the services of Nestle while 7.4% undecided.

TABLE 18 Nestle plc exceeds my expectation.

	Frequency	Percent	Valid Percent	Cumulative Percent
Undecided	1	3.7	3.7	3.7
Agree	3	11.1	11.1	14.8
strongly agree	23	85.2	85.2	100.0
Total	27	100.0	100.0	

Source: Research Survey, 2014

As seen above in Table 18, 85.2% strongly agreed, 11.1% agreed making a total of 96 % agree that Nestle Plc exceed their expectation while 3.7% undecided. In conclusion almost all the respondents agreed

TABLE 19 Compared with other companies who produce similar products, I am satisfied more with Nestle plc.

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	1	3.7	3.7	3.7
Agree	2	7.4	7.4	11.1
strongly agree	24	88.9	88.9	100.0
Total	27	100	100	

Source: Research Survey, 2014

Table 19 shows that 88.9% strongly agreed, 7.4% agreed with the statement and 3.7% disagreed with the statement.

TABLE 20 Nestle plc is customer friendly.

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	1	3.7	3.7	3.7
Agree	2	7.4	7.4	11.1
strongly agree	24	88.9	88.9	100.0
Total	27	100.0	100.0	

Source: Research Survey, 2014

Table 20 shows conclusion 96.3% of the population sample agreed that Nestle plc is customer friendly while 3.7% disagreed

Testing Of Hypotheses

Hypothesis testing is a formal system employed in social, management and scientific research to test conjectural statement in form of theories and models. In testing the hypothesis, regression and correlation analysis was used.

Hypothesis One

Ho: Internet does not have significant effect on customer satisfaction.

Hi: Internet has significant effect on customer satisfaction

Regression Analysis

TABLE 21 Variables Entered

Model	Variables Entered	Variables Removed	Method
1	INTERNET ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: CUSTOMERSATISFACTION

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.797 ^a	.636	.514		1.247

a. Predictors: (Constant), INTERNET

Table 21 shows that 64% of the satisfaction derived by customers (distributors) of Nestle Plc. is as a result of use of internet in transacting business. Therefore use of internet has significant effort on customer satisfaction. The alternate hypothesis holds

Hypothesis Two

Ho: The adoption of mobile phone does not have effect on customer satisfaction.
Hi: The adoption of mobile phone has significant effect on customer satisfaction.

Regression Analysis

TABLE 22 Variables Entered

Model	Variables Entered	Variables Removed	Method
1	MOBILE PHONE ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: CUSTOMERS SATISFACTION

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.126 ^a	.016	-.312		2.049

a. Predictors: (Constant), MOBILE PHONES

Table 22 shows that 1.6% of satisfaction derived by customers (distributors) of Nestle Plc. is accounted for by the use of mobile phone. It shows that use of mobile phones has little or no effect on customer satisfaction. Therefore the null hypothesis holds

Hypothesis Three

Ho: computer does not have effect on customer satisfaction.

Hi: computer has effect on customer satisfaction.

TABLE 3 Variables Entered

Model	Variables Entered	Variables Removed	Method
1	COMPUTERS ^a		Enter

a. All requested variables entered.

b. Dependent Variable: CUSTOMER SATISFACTION

Model Summary

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.871 ^a	.758	.677	1.016

a. Predictors: (Constant), COMPUTERS

Table 23 above shows that 76% of the satisfaction derived by customers (distributors) of Nestle plc is due to introduction of computer. This result shows that introduction of computers has significant effect on customer satisfaction therefore the alternate hypothesis holds

Hypothesis Four

Ho: There is no significant relationship between the use of computer and customer satisfaction.

Hi: There is a significant relationship between the use of computers and customer satisfaction.

TABLE 24 Correlations

		COMPUTERS	CUSTOMERSSATISFACTION
COMPUTERS	Pearson Correlation	1	.871
	Sig. (2-tailed)		.035
	N	5	5
CUSTOMERS SATISFACTION	Pearson Correlation	.871	1
	Sig. (2-tailed)	.035	
	N	5	5

Table 24 above shows Computers and customer satisfaction: 0.87 shows that there is high relationship between computer and customer satisfaction. This relationship is significant because the p-value 0.035 generated from the result is less than 0.05 level of significance for the study. The result shows that there is a significant high positive relationship between the use of computers and customer satisfaction. Therefore the alternate hypothesis holds.

TABLE 25 **Correlations**

			COMPUTERS	CUSTOMERS SATISFACTION
Spearman's rho	COMPUTERS	Correlation Coefficient	1.000	.803
		Sig. (2-tailed)	.	.002
		N	5	5
	CUSTOMERS SATISFACTION	Correlation Coefficient	.803	1.000
		Sig. (2-tailed)	.002	.
		N	5	5

As seen above Spearman correlation 0.8 shows that there is high relationship between computer and customer satisfaction.

4.0 Findings, Discussion and Recommendations

The findings in this study reveal the use of computers and internet has positive effect on customer satisfaction of Nestle Nigeria Plc however use of mobile phone has no effect. Based on these findings it can be concluded that Nestle Nigeria Plc uses ICT to do business. Also, the use of ICT has had positive effects on the performance of Nestle Nigeria Plc. It is therefore recommended that Nestle Nigeria Plc deploy adequate computers and internet facilities to handle its transaction. This will make doing business with it easier, reduce transaction cost and give it competitive advantage. Through our study it was obvious that some distributors do not know how to use internet and computers, it is therefore recommended that Nestle Nigeria Plc should bridge this gap by providing adequate training for its distributors on use of computers and internet

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