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EFFECT OF GLOBALIZATION ON THE GROWTH OF AUTOMOBILE FIRMS IN NIGERIA. A STUDY OF INNOSON MOTORS EMENE ENUGU

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Abstract

The study evaluated the effect of Globalization on the growth of Automobile firms in Nigeria. A Study of Innoson Motors, Emene, Enugu. Specifically, the Objectives of the study are to: examine the effect of global technology on the output and evaluate the effect of global culture on the expansion of automobile firm of Innoson motors Emene, Enugu state. The target population of this study consisted of senior and junior staff of the Innoson Motors, Emene, Enugu with a total population for the study three hundred and forty-three (343). Primary and secondary source of date was used. The data collected from the questionnaire were presented in a frequency tables, means scores and percentages were used in the analysis and Z - test statistic tool was used to test the hypotheses, determine the nature, and strength of the research variables. The findings indicated that Global technology had positive effect on the output of automobile firm of Innoson motors Emene, Enugu $Z(95, n = 271) = 7.912 < 9.006, p > .05$. Global culture had positive effect on the expansion of automobile firm of Innoson motors Emene, Enugu $Z(95, n = 271) = 5.300 < 6.940, p > .05$. The study concluded that globalization had positive effect on the growth of automobile firms in Nigeria. Based on the findings of the study it was recommended among others that Organizations should employ talented and skilled individuals whom are capable of handling modern technological equipment as it will help enhance organizational scope.

Keywords: Globalization, growth, global technology, global culture, expansion

Introduction

Repeated economic crises and steadily increasing competition, brought about in particular by the globalization of markets, are forcing an unprecedented rationalization of resources. Improved productivity has thus become a concern of all organizations, both public and private. At the same time, technology is developing with blinding speed and is becoming the principal instrument for meeting this concern. This explains why many organizations are investing large amounts of money in implementing information systems. However, the advantages offered by technologies, especially in terms of enhancing productivity depend upon how these technologies are integrated into an organization.

Globalization is observed as the economic integration and interdependence of national economics across the globe, which oases a high increase in cross- border movement of commodities, services, technology, financial and human resources, prompted and facilitated by economic liberalization and information technology (Oyedele, Kareem and Akanobi, 2016). Mohammed (2015), posits globalization as a process of rapid economic, cultural, and institutional integration among countries. This collaboration is driven by the liberation of trade, investment and capital flow, technological improvements and pressures for assimilation towards international standards. Globalization creates way for new market development, especially the ones that are formally barriers, the ability to gain firm resources which include

labour, capital and knowledge on a worldwide basis, and the chance to be involved in global generation Networks. (Kenneth, Jennifer and Jason (2013).

Entrepreneurship development is the process of improving the skills and knowledge of entrepreneurs through various training and classroom programs. The whole point of entrepreneurship development is to increase the number of entrepreneurs. By doing this, the pace at which new businesses or ventures are made gets better. On a wider level, this makes room for employment and improves the economy of a business or country. Entrepreneurship development aims at individuals who want to start or possibly expand a business. Entrepreneurship development also focuses a lot on enhancing the ideas and potential of an entrepreneur. The need for entrepreneurship development in Nigeria has never been so high in the history of the country. However, despite the increased call for entrepreneurship, it still requires much improvement. The reason for this is the huge number of the challenges that entrepreneurship development in Nigeria is facing today (Olawale, 2017).

Entrepreneurship, the pursuit of opportunities despite lacking the necessary resources at the outset, is often celebrated as a hero of the global economy. Globalisation facilitates technology entrepreneurship by fostering the rise of innovation ecosystems. This might include engagement between new ventures, and large multinational enterprises (Shameen 2016). The challenge facing the developing world, and African countries in particular, is to design public policies so as to maximize the potential benefits from globalization, and to minimize the downside risks of destabilization and/or marginalization. None of these policies is new, and most African countries have been implementing them for some time. Globalization tends to move taxation away from corporations, and onto individual citizens. Corporations have the ability to move to locations where the tax rate is lowest. Individual citizens have much less ability to make such a change. Also, with today's lack of jobs, each community competes with other communities with respect to how many tax breaks it can give to prospective employers. Globalization encourages dependence on other countries for essential goods and services. With globalization, goods can often be obtained cheaply from elsewhere. A country may come to believe that there is no point in producing its own food or clothing. It becomes easy to depend on imports and specialize in something like financial services or high-priced medical care—services that are not as oil-dependent. As long as the system stays together, this arrangement works, more or less. However, if the built-in instabilities in the system become too great, and the system stops working, there is suddenly a very large problem. Even if the dependence is not on food, but is instead on computers and replacement parts for machinery, there can still be a big problem if imports are interrupted (Gail, 2013).

Statement of the Problem

The environment for manufacturing business has remained turbulent and dynamic culminating in improper understanding of the concept of globalisation and the impact of technology on organisations among automobile sector; globalisation threats to production processes, sales and profits, employee expansion as well as infrastructural facilities needed for organisational growth; inconsistent policy somersault to embrace change arising from globalisation; poor management of government intervention schemes, insufficient access to best management practices, and inadequate monitoring of the provisions of the World Trade Organisation(WTO) Agreement, inadequate capital and inordinate love for foreign made goods, high cost of raw materials, low production, high cost of production, etc.

The infrastructure available in Nigeria nation is not only insufficient but in a sorry state of disrepair. Thus, the quality of life of the average Nigerian citizen has remained low. All these

tend to undermine organisational performance – which is the ability of an organisation to achieve results and attain its goals by making effective use of resources available to it. The industrial sector has a humble development in the economic history of the country. Before independence, manufacturing industries failed drastically to contribute meaningfully to the Nigerian economy. The global technology, global culture, and global industrializations pose a tremendous threat to manufacturing organisations, the manufacturing sub-sector and the nation. To the organisations, they will not be able to maximize their potentials in the face of opportunities and challenges inherent in a borderless economy predicated on trade liberalization. On the side of the nation, the revenue accruable to the government from poor performing manufacturing organisations as accentuated by the negative effects of goods ‘dumping’ resulting from a liberalized world market, would decline.

As result of these, if not handle will lead to poor output, lack of expansion, unemployment rate, training and manpower, information technology supply, means of production, and distribution of goods and services etc. of automobile firms and manufacturing organizations. Based on this, has led to study the effect of Globalization on the growth of Automobile firms in Nigeria. A Study of Innoson Motors, Emene, Enugu.

Objectives of the study

The Main Objective of the Study was to evaluate the effect of Globalization on the growth of Automobile firms in Nigeria. A Study of Innoson Motors, Emene, Enugu. Specifically, the Objectives of the study are to:

- i Examine the effect of global technology on the output of automobile firm of Innoson motors Emene, Enugu state.
- ii Evaluate the effect of global culture on the expansion of automobile firm of Innoson motors Emene, Enugu state

Significance of the study

Manufacturing firms: Globalisation will bring together the various financial systems of the world via international trade, investment and distribution of information by creating a synergy in the world markets and production processes.

The government will benefit from this research in that those manufacturing organisations performing well with global network and outlook will improve and increase their contributions to Gross Domestic Product (GDP).

Again, the government would avail itself of the findings to the urgent need of making proactive policies that will enhance these manufacturing firms’ performance in the world arena.

To students of management, economics and other researchers, its findings would be a ready source of secondary data base for further inquiry into the area of technology and organisational firms.

Scope of the study

The scope of the study was based on the Innoson Motors, Emene, Enugu state, Nigeria. The Key management issues were: the global technology, global culture, and global industrializations and dependent variables were: output, expansion and unemployment rate. Time scope: 2019 -2021.

Conceptual Framework

Globalization

Globalization is the process by which ideas, knowledge, information, goods and services spread around the world. In business, the term is used in an economic context to describe integrated economies marked by free trade, the free flow of capital among countries and easy access to foreign resources, including labor markets, to maximize returns and benefit for the common good. Globalization, or globalisation as it is known in some parts of the world, is driven by the convergence of cultural and economic systems. This convergence promotes -- and in some cases necessitates -- increased interaction, integration and interdependence among nations. The more countries and regions of the world become intertwined politically, culturally and economically, the more globalized the world becomes (Lutkevich, 2021). Globalization is the spread of products, technology, information, and jobs across national borders and cultures. In economic terms, it describes an interdependence of nations around the globe fostered through free trade (Jason, 2021).

Global Technology

The definition of technology is science or knowledge put into practical use to solve problems or invent useful tools. An example of technology is the Internet which has made up-to-date information available to anyone with access in a matter of moments and provides real time information about events around the world (Alexis, 2019). Technological globalization is speeded in large part by technological diffusion, the spread of technology across borders. In the last two decades, there has been rapid improvement in the spread of technology to peripheral and semi-peripheral nations, and a 2008 World Bank report discusses both the benefits and ongoing challenges of this diffusion. In general, the report found that technological progress and economic growth rates were linked, and that the rise in technological progress has helped improve the situations of many living in absolute poverty (World Bank 2008). The report recognizes that rural and low-tech products such as corn can benefit from new technological innovations, and that, conversely, technologies like mobile banking can aid those whose rural existence consists of low-tech market vending. In addition, technological advances in areas like mobile phones can lead to competition, lowered prices, and concurrent improvements in related areas such as mobile banking and information sharing (Lumen, 2021).

Global Culture

Cultural globalization, phenomenon by which the experience of everyday life, as influenced by the diffusion of commodities and ideas, reflects a standardization of cultural expressions around the world. Propelled by the efficiency or appeal of wireless communications, electronic commerce, popular culture, and international travel, globalization has been seen as a trend toward homogeneity that will eventually make human experience everywhere essentially the same. This appears, however, to be an overstatement of the phenomenon. Although homogenizing influences do indeed exist, they are far from creating anything akin to a single world culture (Watson, 2021). Global culture can be many things: Sports, TV, Cinema, Art, Music, Business, Science, Tourism, Fashion. Even a Hamburger can be global culture. But the best example of global culture that we have today is: The Internet. It is global because it was planned that way and it is culture because a big part of our life now happens on the internet (Neuenfeld, 2019).

Growth

Growth is an increase in physical size, like the growth of a sapling into a mature tree. There are other kinds of growth, like your sister's personal growth since she started to meditate every day. Growth can also mean something that has grown, like a growth of stubble on your dad's face or a cancerous growth that needs to be removed surgically. The Old English root word is growan, "to grow or flourish." (vocabulary.com, 2021). An increase in the size of an organism or part of an organism, usually as a result of an increase in the number of cells. Growth of an organism may stop at maturity, as in the case of humans and other mammals, or it may continue throughout life, as in many plants. In humans, certain body parts, like hair and nails, continue to grow throughout life (YourDictionary, 2021).

Output

Output refers to the total production of goods and services of a whole country over a given period – its gross domestic product. The term may refer to all the work, energy, goods, or services produced by an individual, company, factory or machine. In the world of computing, it refers to any data that has been processed by and sent out from a computer or similar electronic device. Anything we view on our computer monitor is output. It may also refer to anywhere on an electronic device where power (or data) leaves a system (MBN, 2021). Output is defined as the act of producing something, the amount of something that is produced or the process in which something is delivered. (YourDictionary, 2021).

Expansion

Expansion is the phase of the business cycle where real gross domestic product (GDP) grows for two or more consecutive quarters, moving from a trough to a peak. Expansion is typically accompanied by a rise in employment, consumer confidence, and equity markets and is also referred to as an economic recovery (Liberto, 2021). An expansion is a term that describes adding additional hardware to your computer. For example, an expansion may be adding a video card with more capabilities, a DVD drive, and new hard drive for additional disk space, or a sound card. Adding any new computer device requires connecting an external device to a port, installing an expansion card into an expansion slot, or adding a drive into an expansion bay (Computer Hope, 2017).

Theoretical Framework

Theodore Levitt Theory of Globalization of Market (1983)

Even though the term globalization in recent years has been utilized, especially following the technological revolution in communications and the creation of cyberspace, one of the first major arguments on "Globalization of the Markets", under its present way, can be found in a 1983 article by Theodore Levitt, in the Harvard Business Review 10(10). The functionalist aspect of the globalization concept is what distinguishes it from the mere notion of internationalization, which refers to a quantitative process but not necessarily to an epochal shift of a more qualitative kind. According to Levitt, globalization processes are qualitatively different from internationalization processes. They involve not merely the geographical extension of economic activity across national boundaries, that are internationalization, but also and more importantly, the functional integration of such internationally dispersed activities. The current process of globalization produces a new global-functional unity.

Empirical Review by Objectives

Danladi, Akomolafe, Oladapo & Oladipupo (2015), conducted a study on the impact of globalization on the manufacturing sector of Nigeria. In line with the objectives of the study, secondary data were obtained from World Bank Development Indicators (WDI) database covering the period of 1980 to 2013. The degree of openness, foreign direct investment, exchange rate and inflation rate were used to capture the causal relationship between globalization and the manufacturing sector of Nigeria, the impact of globalization on the manufacturing sector of Nigeria as well as the opportunities, challenges and risks of globalization and their implications for sustainable development in Nigeria. The study employs Vector Auto-Regression (VAR) model for this purpose. Findings showed that the results of the study significantly support the theoretical expectation that when a country interacts more with others, it raises the general production level and hence, manufacturing output. This implies that a positive relationship exists between globalization and the manufacturing sector of Nigeria. The study recommends that the Nigerian government should ensure continuous openness of its economy in a beneficial way and as well put up measures to stem up the confidence of investors in the activities of the manufacturing output. Also, it should ensure that the rate of inflation and exchange are steady in a manner that would encourage people to involve in the activities of the manufacturing sector.

Chukwurah, Onwuka, Okoye, Dibua & Ezeanyim, (2016), conducted a study on the Globalization And The Automobile Sector of Nigeria (1990-2015) This study examined the influence of globalization on automobile sector of Nigeria (1990-2015). The study identified obsolete technology, negative effect of trade openness, inadequate manufacturing infrastructure, low capacity utilization and industrial production as the problems facing Nigeria automobile sector. In view of the above problems, the study sought to examine the extent of relationship between Foreign Direct Investments (FDI) and manufacturing output of automobile industry, to ascertain the value added by Information and Communication Technology (ICT) penetration on employment in the automobile industry and to determine the influence of trade openness on capacity utilization in the automobile industry. The study was anchored on theory of globalization by Giovanni (2001). Secondary data were sourced from Central Bank of Nigeria statistical bulletin and publications from the National Bureau of Statistics. Ordinary Least Square technique was used for the study. The result revealed that Manufacturing Output has a significant effect on automobile industry; Employment has a positive relationship with Foreign Direct Investment, Information and Communication Technology (ICT) penetration and Trade Openness. While Capacity Utilization has a positive relationship with Industrial Production and Technology Transfer. The study concludes that for a country to maximally enjoy the benefits and maximize the risks associated with globalization, it has to develop and strength its capacity to timely identify both internal and external shocks, and to initiate, design and implement appropriate policies to forestall their destabilizing effects. It is on the basis of the foregoing that Nigeria can be put on the right track in the race towards sustainable development. The study recommended that Nigeria should take a second look at her membership of the WTO and then selectively engage in those trades that will not jeopardize her national interest, most especially the imperative need to protect Nigeria automobile subsector.

Behzad (2018), conducted a study on the role of the automobile industry in the economy of developed countries The article is devoted to the analysis of the role of the automobile industry

in the economy of developed countries. The work reflects the extremely high role of the automotive industry in GDP growth and employment generation, the ability of the automotive industry to form a taxable base and revenues of the state budget, As well as the role of the automobile industry in the development of auxiliary industries and the stimulation of scientific and technological progress

Olga (2019), conducted a study on the Technology Learning in Automobile Industry: Comparative Study between Thai and Korean Companies, Background Currently, the issue of the company's innovative development is relevant in all areas of activity. Automobile industry, which has one of the development vectors such as an innovative component, poses for itself the task of achieving high competitiveness through active innovative learnings and technology transfer. This direction is influenced by technological factors, which should be taken into account while developing and implementing the company's innovative technology transfer strategy. Automobile industry in Thailand appears to be a successful story as it plays an important role in the national economy and becomes a car-manufacturing hub of Southeast Asia as called "Detroit of Southeast Asia". Thailand is a world-class vehicle production base such as Ford, Toyota and Nissan.

However, the growth of industry depends on the performance of MNCs, which remains unclear whether Thai automobile industry could sustain the same position with its own technology capability alone. this paper aimed to develop the suggesting on the technology learning transfer of automobile industry in Thailand based on Korea's experience. I analyze the evolution of the automobile industry of Thailand and South Korea to identify the key drivers of auto industry's development through learning from macro level to the firm level of the two countries. Objective The study aims at investigating technological factors which influence innovative learning development of transport company and evaluating their interdependence using correlation-regression analysis. Methods The correlation-regression analysis and comparative approach were used to develop the model. Results Two automobile corporations from Asian region were investigated. Technological factors influencing learning development of these corporations were found; significant in explaining the factors' interdependence was discussed. Conclusion Different groups of technological factors influence on innovative learning development of automobile companies in Asia. These findings can be used as information for managers to develop strategic programs to improve knowledge transferring process in Asian automobile companies

Odo, Agbo & Agbaji (2020), Globalization and Developing Economy: Evidence from Nigeria Globalization and Developing Economy: Evidence from Nigeria, The paper essentially interrogates the question as to whether globalization has promoted economic growth in Nigeria in line with the ambitious expectations of the promoters of the concept especially, the World Bank and the International Monetary Fund. The article both clarifies and demystifies the recentness of the phenomenon usually foisted on the mind, by beaming a search light through its evolutionary path. Evidences from literature were examined for a clue for a support of economic growth hypothesis in the particular instance of a local economy, Nigeria. It was found that whereas globalization may have improved the economies of advanced democracies, the domestic economy received marginal benefits but in the main was undermined owing to a host of factors including, weak technical base, unhealthy macro-economic environment and poorly diversified economic base. This has rendered her a net loser in the competitive struggle engendered by globalization. The paper recommends economic policy strategies that not only diversify her economic investments but allow her to selectively engage the world in a way that protects the investments of locals from undue competition from unregulated globalization.

Research Questions

The following alternate Hypotheses guided the study

- i What is the effect of global technology on the output of automobile firm of Innoson motors, Emene, Enugu state?
- ii What is the effect of global culture on the expansion of automobile firm of Innoson motors Emene, Enugu state?

Hypotheses

The following alternate Hypotheses guided the study

- i Global technology has positive effect on the output of automobile firm of Innoson motors Emene, Enugu state
- ii Global culture has positive effect on the expansion of automobile firm of Innoson motors Emene, Enugu state

Method

The study was conducted in Enugu state, Nigeria with reference to Innoson Motors, Emene, Enugu state. The population of the study consisted of senior and junior staff of the Innoson Motors, Emene, Enugu. The total population for the study was three hundred and forty-three (343). The whole number was used due to small number staff. The study used the descriptive survey design approach. The primary source of data was the administration of questionnaire. Two hundred and seventy one (271) staff returned their questionnaire and accurately filled. That gave 79 percent response rate. The validity of the instrument was tested using content analysis and the result was good. The reliability was tested using the Pearson correlation coefficient (r). It gave a reliability co-efficient of 0.88 which was also good. Data was presented and analyzed by mean score and standard deviation using Sprint Likert Scale. The hypotheses were analyzed using Z - test statistic tool.

Presentation and Analyses

The effect of global technology on the output of automobile firm of Innoson motors, Emene, Enugu state

Table 1: Responses on the effect of global technology on the output of automobile firm of Innoson motors, Emene, Enugu state

		5	4	3	2	1	∑FX	-	SD	Decision
		SA	A	N	DA	SD		X		
1	Internet has provided information that has enhanced productivity in the company.	565	388	6	28	45	1032	3.81	1.448	Agree
		113	97	2	14	45	271			
		41.7	35.8	.7	5.2	16.6	100%			
2	The provision of phone has created global continuity	540	376	18	36	45	1015	3.75	1.457	Agree
		108	94	6	18	45	271			
		39.9	34.7	2.2	6.6	16.6	100%			

3	The spread of technology across borders has increased growth in the company.	320 64 23.6	536 134 49.4	57 19 7.0	28 14 5.2	40 40 14.8	981 271 100%	3.62	1.305	Agree
4	Mobile banking has aided my firm to be transferring money for purchase of raw materials	720 144 53.1	176 44 16.2	72 24 8.9	40 20 7.4	39 39 14.4	1047 271 100%	3.86	1.483	Agree
5	Technology led to better competitions over others in my company.	415 83 30.6	532 133 49.1	36 12 4.4	22 11 4.1	32 32 11.8	1037 271 100%	3.83	1.246	Agree
Total Grand mean and standard deviation								3.774	1.388	

Source: Field Survey, 2021

Table 1, 210 respondents out of 271 representing 77.5 percent agreed that Internet has provided information that has enhanced productivity in the company 3.81 and standard deviation of 1.448. The provision of phone has created global continuity 202 respondents representing 74.6 percent agreed with mean score of 3.75 and standard deviation of 1.457. The spread of technology across borders has increased growth in the company 198 respondents representing 73.0 percent agreed with mean score of 3.62 and standard deviation of 1.305. Mobile banking has aided my firm to be transferring money for purchase of raw materials 188 respondents representing 69.3 percent agreed with mean score of 3.86 and 1.483. Technology led to better competitions over others in my company 216 respondents representing 79.7 percent agreed with a mean score of 3.83 and standard deviation 1.246.

The effect of t on the expansion of automobile firm of Innoson motors Emene, Enugu

Table 2: Responses on the effect of global culture on the expansion of automobile firm of Innoson motors Emene, Enugu

		5 SA	4 A	3 N	2 DA	1 SD	∑FX	- X	SD	Decision
1	The diffusion of commodities from other countries has influenced our growth.	300 60 22.1	488 122 45.0	33 11 4.1	102 51 18.8	27 27 10.0	950 271 100%	3.51	1.293	Agree
2	The exchanging of global ideas has improved our productivity	380 76 28.0	372 93 34.3	45 15 5.5	120 60 22.1	27 27 10.0	944 271 100%	3.48	1.363	Agree
3	The standardization of cultural expression around the world has increased efficiency in the firm.	300 60 22.1	380 95 35.1	66 22 8.1	118 59 21.8	35 35 12.9	899 271 100%	3.32	1.370	Agree
4	The cultural inter-connectedness of the global culture has created the ability of more firm resources.	255 51 18.8	492 123 45.4	15 5 1.8	106 53 19.6	39 39 14.4	907 271 100%	3.35	1.365	Agree

5	New market development of the firm was a result of global culture.	335 67 24.7	388 97 35.8	27 9 3.3	106 53 19.6	45 45 16.6	901 271 100%	3.32	1.452	Agree
Total Grand mean and standard deviation								3.396	1.369	

Source: Field Survey, 2021

Table 2, 182 respondents out of 271 representing 67.1 percent agreed that the diffusion of commodities from other countries has influenced our growth 3.51 and standard deviation of 1.293. The exchanging of global ideas has improved our productivity 269 respondents representing 62.3 percent agreed with mean score of 3.48 and standard deviation of 1.363. The standardization of cultural expression around the world has increased efficiency in the firm 155 respondents representing 57.2 percent agreed with mean score of 3.32 and standard deviation of 1.370. The cultural inter-connectedness of the global culture has created the ability of more firm resources 174 respondents representing 64.2 percent agreed with mean score of 3.35 and 1.365. New market development of the firm was a result of global culture 164 respondents representing 60.5 percent agreed with a mean score of 3.32 and standard deviation 1.452.

Test of hypotheses

Global technology has positive effect on the output of automobile firm of Innoson motors Emene, Enugu.

	Internet has provided information that has enhanced productivity in the company.	The provision of phone has created global continuity	The spread of technology across borders has increased growth in the company.	Mobile banking has aided my firm to be transferring money for purchase of raw materials	Technology led to better competitions over others in my company.
N	271	271	271	271	271
Uniform Parameters ^{a,b}	Minimum Maximum	1 5	1 5	1 5	1 5
Most Extreme Differences	Absolute Positive Negative	.525 .166 -.525	.495 .166 -.495	.481 .148 -.481	.531 .144 -.531
Kolmogorov-Smirnov Z		8.641	8.155	7.912	8.747
Asymp. Sig. (2-tailed)		.000	.000	.000	.000

a. Test distribution is Uniform.

b. Calculated from data.

Decision Rule

If the calculated Z-value is greater than the critical Z-value (i.e $Z_{cal} > Z_{critical}$), reject the null hypothesis and accept the alternative hypothesis accordingly.

Result

With Kolmogorov-Smirnon Z – value ranges from $7.912 < 9.006$ and on Asymp. Significance of 0.000, the responses from the respondents as display in the table is normally distributed. This affirms the assertion of the most of the respondents that Global technology had positive effect on the output of automobile firm of Innoson motors Emene, Enugu.

Decision

Furthermore, comparing the calculated Z- value ranges from $7.912 < 9.006$ against the critical Z- value of .000(2-tailed test at 95percent level of confidence) the null hypothesis were rejected. Thus the alternative hypothesis was accepted which states that Global technology had positive effect on the output of automobile firm of Innoson motors Emene, Enugu.

Global culture has positive effect on the expansion of automobile firm of Innoson motors Emene, Enugu.

One-Sample Kolmogorov-Smirnov Test

	The diffusion of commodities from other countries has influenced our growth.	The exchanging of global ideas has improved our productivity	The standardization of cultural expression around the world has increased efficiency in the firm.	The cultural inter-connectedness of the global culture has created the ability of more firm resources.	New market development of the firm was a result of global culture.
N	271	271	271	271	271
Uniform Parameters ^a	Minimum 1	Minimum 1	Minimum 1	Minimum 1	Minimum 1
	Maximum 5	Maximum 5	Maximum 5	Maximum 5	Maximum 5
Most Extreme Differences	Absolute Positive .422	Absolute Positive .374	Absolute Positive .322	Absolute Positive .392	Absolute Positive .355
	Negative .100	Negative .100	Negative .129	Negative .144	Negative .166
Kolmogorov-Smirnov Z	6.940	6.150	5.300	6.454	5.847
Asymp. Sig. (2-tailed)	.000	.000	.000	.000	.000

a. Test distribution is Uniform.
b. Calculated from data.

Decision Rule

If the calculated Z-value is greater than the critical Z-value (i.e $Z_{cal} > Z_{critical}$), reject the null hypothesis and accept the alternative hypothesis accordingly.

Result

With Kolmogorov-Smirnon Z – value ranges from $5.300 < 6.940$ and on Asymp. Significance of 0.000, the responses from the respondents as display in the table is normally distributed. This affirms the assertion of the most of the respondents that Global culture had positive effect on the expansion of automobile firm of Innoson motors Emene, Enugu.

Decision

Furthermore, comparing the calculated Z- value ranges from $5.300 < 6.940$ against the critical Z- value of .000(2-tailed test at 95percent level of confidence) the null hypothesis were rejected. Thus the alternative hypothesis was accepted which states that Global culture had positive effect on the expansion of automobile firm of Innoson motors Emene, Enugu.

Discussion of findings

Global technology has positive effect on the output of automobile firm of Innoson motors Emene, Enugu.

The result of hypotheses one shows that the calculated Z- value ranges from $7.912 < 9.006$ against the critical Z- value of .000 (2-tailed test at 95percent level of confidence). Thus the alternative hypothesis was accepted which states that Global technology had positive effect on the output of automobile firm of Innoson motors Emene, Enugu. This hypotheses was supported in the study of Ogbonna, Eyiache & Ogbodo (2015) on the effect of globalization on growth of automobile firms in Nigeria. It shows that Globalization increases sales turnover in automobile firms, had significant effects on the market share of automobile firm also act as a catalyst that promotes efficiency in production, finance, services and provides access to new and larger markets for industrial growth and development.

4.4.2 Global culture has positive effect on the expansion of automobile firm of Innoson motors Emene, Enugu.

In line with the result of hupothese two which shows that the calculated Z- value ranges from $5.300 < 6.940$ against the critical Z- value of .000(2-tailed test at 95percent level of confidence) Thus the alternative hypothesis was accepted states that Global culture had positive effect on the expansion of automobile firm of Innoson motors Emene, Enugu. Raikhan, Moldakhmet, Ryskeldy, and Aluad, (2013) Globalization contributes to the exchange of cultural values as it accelerates the integration of the nations in the world system with the development of modern means of transport and economic relations, and the formation of transnational corporations and the global market, thanks to the people of the media.

Summary of findings

- i. Global technology had positive effect on the output of automobile firm of Innoson motors Emene, Enugu $Z(95, n = 271) = 7.912 < 9.006, p < .05$.
- ii. Global culture had positive effect on the expansion of automobile firm of Innoson motors Emene, Enugu $Z(95, n = 271) = 5.300 < 6.940, p < .05$.

Conclusion

The study concluded that globalization on the growth of automobile firms in Nigeria was as a result of positive effect of global technology and global culture on the output and expansion of automobile firms. The world today is a 'global village' given the unprecedented level of interconnectedness of political, economic, social and technological forces that permeate contemporary global system. Globalization leads to the increased interconnectedness of national economics, it creates more wealth in developing, countries and constitutes a mega trend in global political economy and has assumed a new phase in contemporary international economic relations.

Recommendation

Based on the findings of the study the following recommendations were made;

- i. Organizations should employ talented and skilled individuals whom are capable of handling modern technological equipment as it will help enhance organization scope and at the same time organize a seminar that would help to impact the

knowledge of handling modern technological equipment to individuals with low or poor knowledge of it as it will help to increase the organizations output and profit.

- ii. The management of organizations should practice cultural diversity as it will help to induce externalities beyond the boundaries of the firm and it improves local business environments.

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