E-Business Applications and Business Growth of Enterprises in Rivers State, Nigeria

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Abstract: This study examined the relationship between E-business application and business growth of enterprises in Rivers State. The objectives of the study were to examine the relationship between search engine optimization, content marketing and pay-per-click on product expansion and increase profit of enterprises in Rivers State. The researcher adopted a descriptive research design. The target population of the study consists 88 respondents from 22 enterprises in Rivers State. Primary data were collected using questionnaire. The data were analyzed using tables, simple percentages, mean score ration, standard deviation, while the hypotheses were tested using Spearman's Ranking Order Correlation with the aid of Statistical Package for Social Science (SPSS). The finding revealed that there is strong expansion and increase profit of enterprises in Rivers State. Based on the findings, it was recommended amongst others that; the management of the enterprises in Rivers State should adopt search engine optimization to enhance their profitability and the management of the enterprises in Rivers State should adopt content marketing to enhance product expansion.

Keywords: Business growth, E-Business applications, Enterprises, Increase profit, Search engine optimization.

Introduction
The concept of E-business application is rapidly emerging which is aggressively adopted internationally for marketing success. In today's time, social media channels such as Face book, Twitter, Google and other social media firms have successfully transformed the attitudes and perceptions of consumers and in the end helped revolutionized many businesses. E-business application is the process of online marketing of a product, service, enterprise or brand (Kingsnorth, 2016).

E-business application not only includes marketing done on the Internet but also involves marketing through wireless media and e-mail. Electronic marketing can include indirect and interactive marketing elements or direct response marketing. E-business application is the process of marketing a product, service or brand using the Internet. E-business application is the future of shopping today, as it has contributed to changing the ways of buying and selling services and products. (Hassan & Tibbits 2020) E-business application is every activity that is done on the Internet to reach a potential or target customer, in order to market a product, service, or content and achieve the highest level of sales, and

then gain the highest level of profits. There are a lot of dimensions of E-business applications such as web marketing, e-mail marking and so on, however, in this study, search engine optimization, content marketing and pay-per-click were used as the dimension of E-business application (Phillips, 2016).

Growth is used as a corporate strategy. Growth is where the net profits, assets, and sales increase significantly and there is the chance of taking advantage of a curve where the unit per cost of the sold products will be reduced, meaning there is an increase in the profits. Different indicators are grouped into business outputs, qualitative indicators, business outcomes, and capacity. Business growth is a stage where the business reaches the point for expansion and seeks additional options to generate more profit. Business growth is a function of the business lifecycle, industry growth trends, and the owners' desire for equity value creation. Business growth is the process of making a business bigger and more successful over time. This can be achieved in a number of ways, such as increasing sales, expanding into new markets, or developing new products or services. **Business growth** refers to the increase in a company's size, revenue, market share, and profitability over time. This can be achieved through a variety of means, including expanding into new markets, developing new products or services, and increasing sales (Hanson, 2013).

Business growth can be defined as the process of improving on the capacity and ability of a firm to succeed. It can be realized by either boosting the top line revenue base of the business essentially with greater market sales or income from offer of services also known as service income. It can also be the ability of the firm to increase in profitability through minimization of product costs and others so associated therein Babalola (2016).

There are so many variables to measure business growth; however, in this study business growth is measure with product expansion and increase profit. Product expansion according to Product expansion definition, it is a strategy that companies executes and adopt when they want to grow their businesses. In this, a company attempts to reach out to different markets after capturing the market's interest they are targeting. Increase profit means increasing the amount of profit made from the sale of a product. If costs rise and the naira amount of sales remains the same, the margin will decrease; if costs remain the same and sales rise, the margin goes up. A low-cost business will have a larger margin than a high-cost business producing the same product at the same price (Babalola, 2016). To increase its profit, the high-cost business could reduce its costs. It could also raise the unit price on its product, but risk losing sales to the competition that charges less.

Statement of the Problem

E-business is a new concept that is enhancing business enterprises in Nigeria. However, in Rivers State most business organization refuse to incorporate electronic to drive their organization has a result of fear of fraud and high cost of technology gadgets, poor network, hackers affected the incorporation of e-business application in Rivers State, compare to Lagos and other states. In Rivers State most of the people are in the rural

area where there is lack of knowledge on electronic business application and poor network. However, studies have shown that electronic business application enhance business enterprise, according to Osuagwu, (2010) studied on E-business application and the performance of online store in Nigeria, revealed that Electronic business application enhance business performance. Mols (2012) did a study on electronic marketing and sales efficiency. Mols (2012) proved that there is a positive relation between electronic business application and business performance. However, this study examines the relationship between E-business applications and business growth of enterprises in Rivers State.
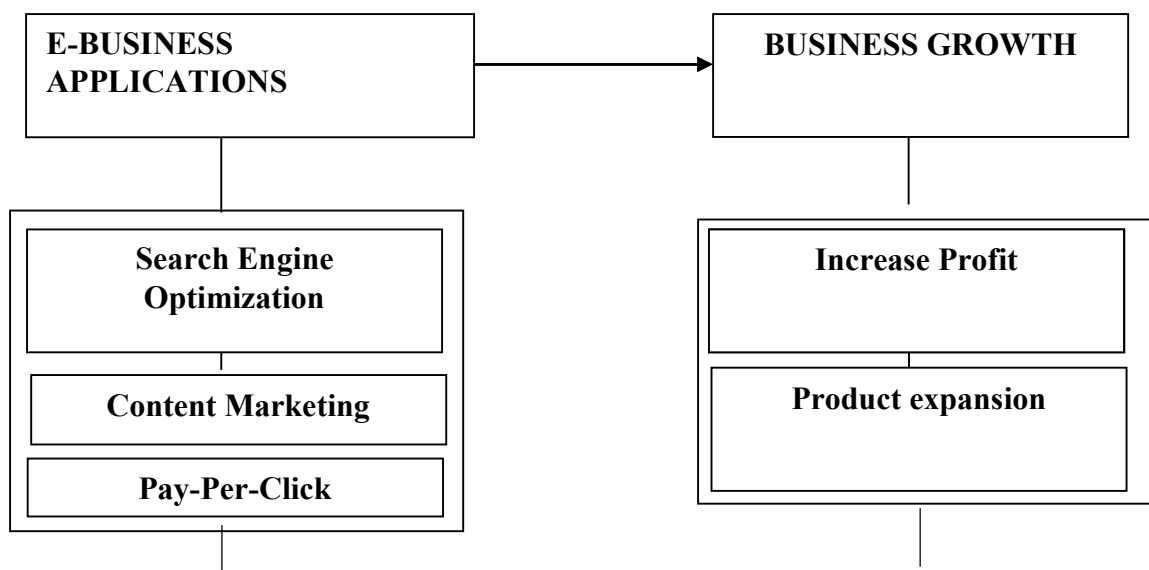
Conceptual Framework

Figure. 1: Conceptual framework of the Relationship between E-business applications and   Business Growth of Enterprises in Rivers State

Purpose of the Study
The purpose of the study is to examine the relationship between E-business applications and business growth of enterprises in Rivers State. The specific objective are
1. To examine the relationship between search engine optimization and business growth of enterprises in Rivers State
2. To examine the relationship between content marketing and business growth of enterprises in Rivers State
3. To examine the relationship between pay-per-click and business growth of enterprises in Rivers State

Research Questions
The following research questions will guide the study
1. To what extent does search engine optimization relate with business growth of enterprises in Rivers State?
2. To what extent does content marketing relate with business growth of enterprises in Rivers State?
3. To what extent does pay-per-click relate with business growth of enterprises in Rivers State?

Research Hypotheses
H_{01}: There is no significant relationship between engine optimization and product expansion of enterprises in Rivers State.
H_{02}: There is no significant relationship between engine optimization and increase profit of enterprises in Rivers State.
H_{03}: There is no significant relationship between content marketing and product expansion of enterprises in Rivers State.
H_{04}: There is no significant relationship between content marketing and increase profit of enterprises in Rivers State.
H_{05}: There is no significant relationship between pay-per-click and product expansion of enterprises in Rivers State.
H_{06}: There is no significant relationship between pay-per-click and increase profit of enterprises in Rivers State

Theoretical Review
This work is anchored on Person-Environment Fit Theory propounded in 1962 (Osita, 2018). This theory of psychological stress describes the interaction between the person and environment (P × E) as the key to comprehending people's cognitive, emotional and behavioral reactions such as stress as well as operational productivity level. The relevant assumptions of this theory as deemed fit for these works are as follows:

i. A mismatch between a person and his work environment will lead to tension and uneasiness capable of hampering his level of productivity;
ii. Worker's capabilities (in this case, E-Business Applications and Business Growth) will determine the level of work pressure and performance (Lewin and Edward as cited in Odu, 2019). In essence, this last assumption explains that E-Business Applications determines their capacity to deal with the demands of the work environment (whether physical or digital work environment) as well as the ability to collaboratively work with others.

The implication of the first assumption is that an enterprise with low Electronic Business application such as search engine optimization, content marketing and pay-per-click on product expansion will not be able to cope with the demands of a digitalized work environment. In a digitalized work environment like that of enterprise in Rivers where electronic business is becoming very prominent, achieving Business growth will be difficult if the workforce lacks the prerequisite digital literacy. Adopting this theory as the major theoretical

framework for this study is based on the fact that the theory is related to the predictor variable (Electronic business application). Another point that made this theory appropriate to be adopted as the theoretical foundation of this study is the fact that it explains and predicts that the capabilities of each of the workers will influence their ability to cope with demands of communicating in a digitalized work environment.

Conceptual Review
Concept of E-business applications
Online marketing is the use of electronic mail through the internet to prompt communication between companies, coworkers and between other individuals (Kotler 2017). He asserts that marketers can do online marketing by creating an electronic presence on the internet- a company offer, information about its history, mission and philosophy, product and services and locations. Damian-Okoro and Ikegwuru (2022) see online marketing as means of exploiting the electronic media by marketers to endorse products or services. Online marketing is a platform where the consumer gives permission and controls the interaction instead of the marketer. Online marketing has become an integral part of people's lives, especially the ones living in urbanized surroundings.

Buying and selling of products and services on the internet. When internet was first introduced, very few businessmen actually realized its potential as a marketing tool. About 12 years ago, the biggest of entrepreneurs declared it unfit for commercial purposes. Back then, it was just used for simpler tasks like emailing and data transfer (Afshar & Nawaser, 2017). One of the very first internet providers, Netscape, brought the online world into prominence by exploring its commercial potentiality. The company wanted the web to be more accessible to people willing to buy and sell things online. In August, 1995, Netscape went public with its shares. Within weeks, public interest swelled up and advertisers lapped up at this golden opportunity. The wide reach, easy accessibility and cost-effectiveness of internet made online marketing a highly sought-after service (Aigboduwa, & Oisamoje, 2013).

Netscape's phenomenal success gave birth to the internet boom that has gone on to affect global businesses in a major way. With time, this medium has gained prominence in the lives of entrepreneurs who wish to promote their business using this inexpensive and global platform. Statistic also point to the immense success that this mass medium sparked off. Americans and Europeans get the top honours in terms of marketing's transaction held online. In fact, accordingly to sources, more than one-third of web-users are into online marketing. This trend is predicted to dominate marketing circles, as reach of the web threatens to overpower the impact of print and electronic forms of media (Aremu, & Adeyemi, 2011). Terms like search engine marketing, viral marketing, e-mail marketing and affiliate marketing have been integrated into the wide sphere of the 'virtual' marketplace. Ideal for almost all types of products and services, irrespective of the size of the business, online marketing promises to rein the world of trade with its simple and effective guidelines (Crawford, 2004).

The IT revolution is at hand. Previously, It is only associated with computers. Now, IT extends its services to other branches like Medicine, Robotics, Banking and a lot more. Marketing, a small branch of commerce, was able to extend more of its tentacles by utilizing its services through online or internet promotion (Iddris, 2012). From the word

"market" alone, one is capable of grasping its meaning. Since, the actual selling and small time promotion are done in the market, thus, it is but right to say that marketing is the business of advertising, promoting and selling of goods and services (Pembi, 2013). Electronic marketing follows this exact concept but only done through online advertisements and/or promotions and can be accessed by anybody through the internet. After man discovered agriculture and improving its techniques, man was able to produce more food products which, unfortunately, cannot be consumed by his family or his entire community in due time. So before those products will expire, man decided to trade it for something else like precious stones, other food products and services. After some time, the use of money as medium for payments, made almost anybody rich by merely selling goods in the market. The way marketers of food supplement perform public speaking that promise easy money and wealth overnight, entice the people into purchasing products and becoming marketers as well (Lawal, 2020).

Search Engine Optimization
Search engine optimization is a strategic technique used to take a web document in top search results of a search engine. Online presence of an organization is not only an easy way to reach among the target users but it may be profitable too if optimization is done keeping in view of the target users as of the reason that most of the time users search out with the keywords of their use. Search engine optimization is defined as a way of increasing the visibility of a page by natural means i.e. unpaid search results. In this process the website undergoes redevelopment to make our keywords effectively communicate with major search engines. This work is done by search engine optimizers (Nielson-nextratings, 2015),
Cheffey et al (2006), sees Search Engine Optimization as a structured approach used to increase the position of a company or its products in search engine natural or organic results listing for selected keywords or phrase. According to Nezar (2009) the primary advantage of SEO is that your firm can be ranked in top 10 without any fuss. Users are most likely to choose from the address appearing on the first page of results. If your website ranks high your site becomes much easier to find, thus increasing traffic. Secondly, SEO is a good investment on the long run. A successful search engine marketing strategy can generate steady levels of traffic to the website, a great return on investment and enhance awareness of brands and vendor (Shih et al 2013).

Content Marketing
Content marketing is an umbrella term which focuses on matching content (information, inspiration, or entertainment) to your customer needs at whichever stage they are in the buying cycle or customer journey. Unlike TV, where the advertiser pushes messages to a captive audience, the focus is on engaging content, which means that marketers must think like publishers (attracting an audience) rather than seeing themselves as advertisers (buying an audience) of a product (Udechukwu, 2003). The Internet has, in many respects, cut out the middle man. Consumers and brands can now connect directly through a number of easily accessible online platforms. The Content Marketing Institute offers the following definition: Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action (Content Marketing Institute, 2017).

Du Plessis (2017) content marketing practiced in social media gives greater proximity between the brand and the consumer, considering that it is a less formal environment. In agreement, Opreana and Vinerean (2015) argue that social media is an important tool in content marketing and inbound marketing because it amplifies the impact of an organization's content. Kristina (2021) Content marketing is a technique of creating and distributing relevant and valuable content to attract, acquire, and relate to a well-defined and understood target audience, with the goal of generating customer profit and create customer-brand engagement and loyalty (Lou & Xie, 2021). Content marketing can be a tool to align company goals with customer needs and develop engagement, trust, and long-term relationships with consumers (Hollebeek &Macky, 2019). Valuable and relevant content requires a company to be aware of its customers' informational needs, and this is accomplished through active listening, which in practice is done by collecting customer feedback and through social media monitoring. In short, a content marketing strategy is characterized by 6 elements (Du Plessis, 2017).

Pay-Per Click/Paid Search

The pay-per-click (PPC) advertising model, particularly those implemented by Google, yahoo and other search engines are still in the level of infancy. Having been around for less than decades, the amount of academic research that has gone into analyzing the systems at work is limited at best. In response to this Theladders.com has expanded time and capital in increasing the knowledge of this space (Wattanapruttipaisan, 2013). While PPC advertising market place is rather new with little academic understanding it bears large similarities to several very well understood business process, complete with the models and decades of academic research that support them. The most apparent feature of PPC advertising market place is the auction component. Though the implementation differs from search engine to search engine, they are all classical auctions which have been studied significantly (Udechukwu, 2023)

PPC is an marketing where an advertiser purchases a keyword from Google and pays a price each time a user who searched for that key word clicks on the advertiser's ad which is displayed in a sponsored links section usually to the right or above the organic or natural search results (Muritala, Awolaja, & Bako, 2012). Search engines reward advertisers who can create relevant intelligently targeted pay-per-click campaigns by charging them less for ad clicks. If your ads and landing pages are useful and satisfying to users, Google charges you less per click   leading to higher profits for your business so if you want to start using PPC its important to learn how to do it right. Google Adwords is the single most popular PPC advertising system in the world. The Adwords platform enables business to create ads that appear on Google's search engine and other Google properties. Adwords operates on pay-per-clicks model, in which users bid on keywords and pay for each click on their advertisements (Thackeray, 2009).

Product Expansion

A product expansion is the use of an established product brand name for a new item in the same product category. Line extensions occur when a company introduces additional items in the same product category under the same brand name such as new flavors, forms, colors, added ingredients, package sizes. This is as opposed to brand expansion which is a new product in a totally different product category. Line extension occurs when the company lengthens its product line beyond its current range. The

company can extend its product line down-market stretch, up-market stretch, or both ways.

Product expansion are a process where companies with an established brand alter the factors of a product or products to satisfy a refined segment in the **market (Royo-Vela & Voss, 2015).** There are two types of product line extensions, horizontal and vertical. Horizontal extensions consist of keeping the price and quality consistent, but changing factors like flavour or colour to differentiate the products. Vertical extensions consist of increasing and decreasing the quality and price to create inferior and luxury goods. These product line extensions are often closely related to existing products in a brands portfolio, but targets specific brand consumers through this approach **(Heath, DelVecchio, & McCarthy, 2013)**

Product expansion help companies identify and tend to the needs of refined target markets. If applied appropriately, their advantage within the intended market is endless. Practically, when brands apply a product extension strategy they can often benefit from the new addition or additions. This is as extending their product line enlarges their product portfolio and as a result provides the consumers with more variety to choose from. This is positive, as consumers tend to enjoy being able to have choice and through expanding a brands product line, the brand is providing this choice (Itodo, 2006).

Profitability

Profitability is a factor that should receive important attention because to carry out its life a company must be in a favorable condition. Without profit, it will be difficult for companies to attract capital from outside. Analysis of profitability is very important for creditors and equity investors. For creditors, profit is a source of interest and principal payments. As for equity investors, profit is one of the determinants of changes in the value of securities. In addition, the level of profitability can show how well the management of the company is, for that we need a tool to be able to assess it. The profitability ratio is the company's ability to earn profits about sales, total assets, and own capital (Sartono: 2010) in Rifqi Faisal (2015). In this study, the profitability ratio measured by Return on equity (ROE) is a ratio that shows how much the company's ability to generate net income to return equity to shareholders. The higher this ratio, the better for the company's shareholders (Rakasiwi, 2017). If the profitability of a company is high, it shows the company is working efficiently and effectively in managing the company's assets in obtaining profits for each period. Investors who invest shares in a company certainly have the goal of getting a return, where the higher the company's ability to generate profits, the greater the return expected by investors, resulting in the value of the company increasing (Suwardika, 2017).

One of the main reasons for manufacturing companies to operate is to generate profits that are beneficial to shareholders, in which a measure of the success of achieving this reason is that the ROE figure has been successfully achieved. The greater Return on OE reflects the ability of manufacturing companies to generate high returns for shareholders. The ROE growth shows the prospect of a better manufacturing company because of the potential increase in profits obtained by the company. So, it will increase the investors' confidence and will facilitate the management of manufacturing companies in order to attract the capital in form of shares. Profitability is usually represented by different financial ratios such as total asset growth, loan growth rate and earnings growth rate. The performance of management is habitually a narrative expression through subjective evaluation of management systems, organizational discipline, control system, quality of

staff and many more (Obim, Takon &Mgbado, 2020).   Ahmad (2017) investigated the impact of Electronic Marketing on Customer Satisfaction through Brand Image in Jordan and the result shows a statistically significant impact of Electronic marketing on customer satisfaction.

METHODOLGY

The descriptive research design was adopted for this study. The Population of the study consisted of twenty-two (22) Enterprises in Port Harcourt, Rivers State, because they serve as the respondents. Therefore, the study drew four (4) respondents from each of the business enterprises representing the administrative IT manager, Director, Human Resource manager and marketing manager the total respondents to be eighty-eight (88) respondents, the study used the random sampling techniques to derived the entire population as the sample size.   Taro Yamene Sample was used to obtain a sample of 88 respondents from a population of (22) administrative heads who are prominently involved in the communication process as staff of the Business enterprises in Rivers State. Structured questionnaire was used as instrument for data collection. After validation by the supervisors and other experts, Cronbach alpha was used to test the reliability of the instrument.   Out of 88 copies of the questionnaire administered, a total of 80 copies (representing 91%) were retrieved. Mean and standard deviation were used for the univariate analysis; Spearman Rank Order Correlation Coefficient was used for the bivariate analysis. Spearman Rank Order Correlation Coefficient was used in testing the hypotheses one to six.

Results

Table1. Questionnaire Distribution

Particulars of questionnaire	Frequency	Percentage
Copies of questionnaire administered	88	100
Copies of questionnaire retrieved	80	91
Copies of questionnaire not returned	8	9
Copies of usable questionnaire	80	91

From Table 1, it is observed that 88 questionnaires were administered to respondents. 8 questionnaire representing 9% was not returned. 80 questionnaire representing 91% were returned. 80 (91%) of retrieved questionnaire were suitable for data analysis.
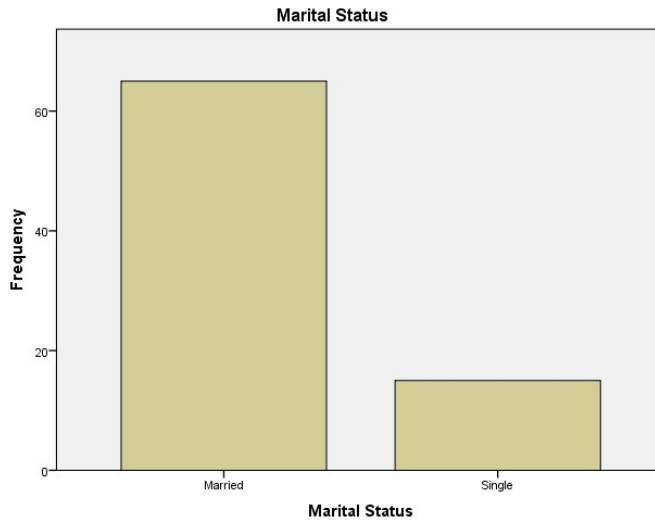
Demographic Analysis

Table 2. Marital Status of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	65	81.3	81.3	81.3
	Single	15	18.8	18.8	100.0
	Total	80	100.0	100.0	

Source: SPSS output version 21.0)

In this study the output of the demographic analysis are presented. These presentations would further enable the understanding of demographic distribution of the sample.

Figure 2: *Bar Chart showing Marital Status*

From the data in above, it is clearly indicated that 65 of the respondents indicating 81.3% of the respondents are married while the 15 of the respondents indicating 18.7% were single

Table Showing Gender of Respondents

		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Male	26	32.5	32.5	32.5
	Female	54	67.5	67.5	100.0
	Total	80	100.0	100.0	

Source: SPSS output version 21.0
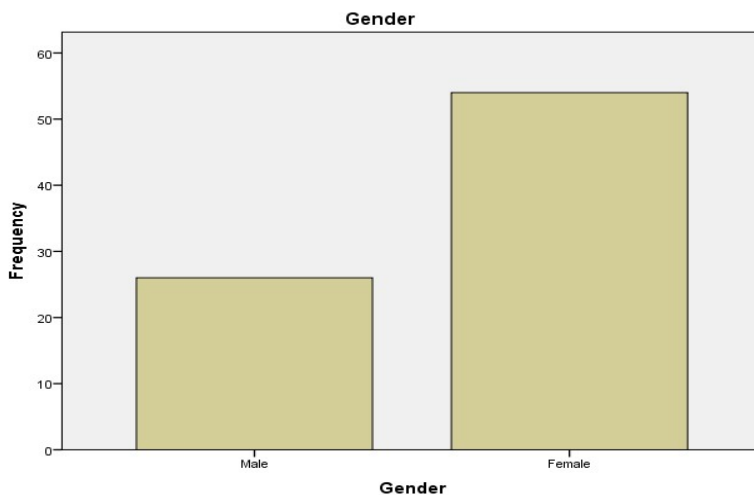
Figure 3: Bar Chart showing for Gender Distribution
From the data in table and figure, it can be observed that 26 representing 32.5% of the respondents are males while 54 representing 67.5% of the respondents are females.

Table 3. Age Bracket of Respondents

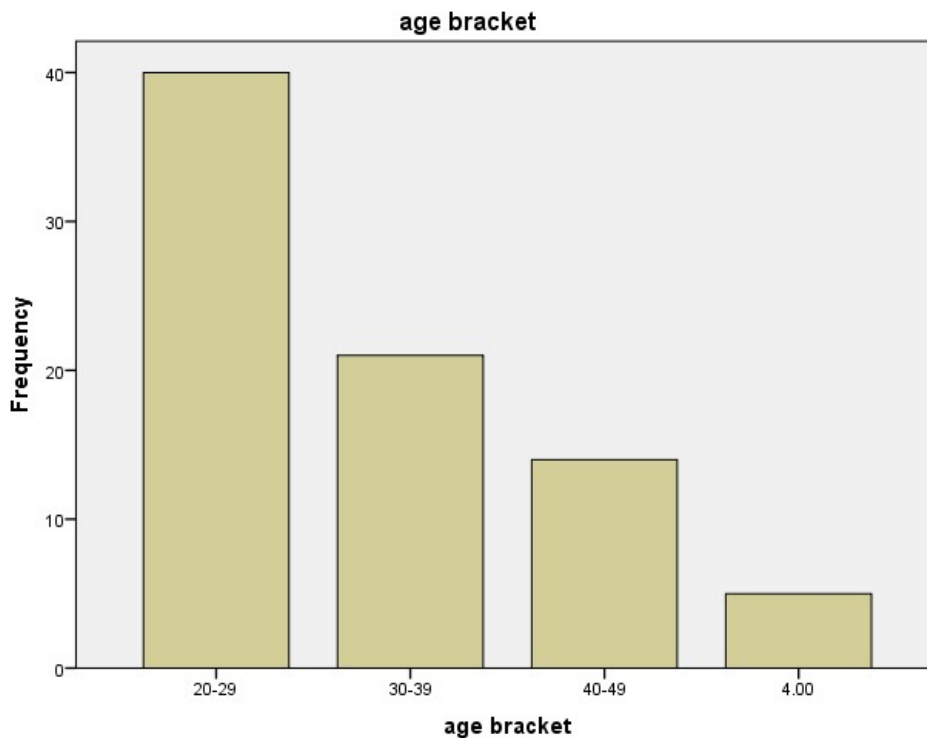|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-29	40	50.0	50.0	50.0
	30-39	21	26.3	26.3	76.3
	40-49	14	17.5	17.5	93.8
	50 above	5	6.3	6.3	100.0
	Total	80	100.0	100.0	

Source: SPSS output version 21.0

Figure 4: Age Bracket

From the data in table and figure, it can be observed that 40 respondents representing 50% of the age bracket are 20-25, 21 respondents representing 26.3% of the age bracket are 30-39, 14 respondents representing 17.5% are 40-49 and 5 respondents representing 6.3% are 50 above.

Univariate Data Analyses

Univariate analysis is basically the process of describing individual variables in a study. According to Sullivan (2001), univariate statistics are used to describe the distribution of a single variable through the use of simple frequency tables. According to Saunders *et al* (2003), commencing initial analysis is best done by looking at individual variables and their respective components. Earlier in this study, that is, in chapter one, we clearly delineated our study variables as –relationship electronic business applications -predictor variable; business growth - criterion variable.

Analysis on Entrepreneurial Marketing

For the purpose this study, we adopted 4point Likert scale in our questionnaire, having response categories in the order of VHE =4, HE=3, LE=2 and VLE=1. Going by this, the interpretation of our mean is according to Asawo's (2009) categorization where all responses with mean value (x) between 1-2 as being low, 2.5-3.5 as being moderate, 3.5 – 4.5 as high and 4.5 above as very high.

Table 4. Descriptive Statistics for Search Engine Optimization

Search Engine Optimization	N	Minimum	Maximum	Mean	Std. Deviation
Your site usually appear at the bottom of a search result	80	1	5	3.50	0.842
Visibility to your website are done by organic/ natural means	80	2	5	3.23	0.933
It involves achieving ranking practical in the organic listing on the search engine result	80	1	5	3.33	0.891
Optimizing a page involves editing contents and HTML codes in order to increase its relevance	80	1	5	3.24	0.981
Valid N (listwise)	80				

*T*he above Table   illustrates the response rates and frequency for search engine optimization in the first item on Your site usually appear at the bottom of a search result mean score was 3.50, second item on Visibility to your website are done by organic/ natural means mean score was 3.23, third item on It involves achieving ranking practical in the organic listing on the search engine result mean score 3.33 and fourth item on Optimizing a page involves editing contents and HTML codes in order to increase its relevance mean score was 3.24. This implies that search engine optimization has strong relationship with electronic marketing.

Table 5. Descriptive statistics for Content Marketing

Content Marking	N	Minimum	Maximum	Mean	Std. Deviation
Content marketing is a strategic marketing approach focused on creating and distributing valuable	80	1	5	3.17	1.03
high-quality content creates value for customers and promote the company's products and services	80	1	5	3.23	1.11
Good content focuses on products, and help customers solve their problems and offering advice on issues that customers may feel unsure about.	80	1	5	3.16	1.06
valuable and relevant content requires a company to be aware of its customers' informational needs	80	1	5	3.11	1.19
Valid N (list wise)	80				

Table 5 illustrates the response rates and frequency for content marketing in the first item on Content marketing is a strategic marketing approach focused on creating and distributing valuable mean score was 3.17, second item on high-quality content creates value for customers and promote the company's products and services mean score was 3.23, third item on Good content focuses on products, and help customers solve their problems and offering advice on issues that customers may feel unsure about. Mean score 316 and fourth item on valuable and relevant content requires a company to be aware of its customers' informational needs mean score was 3.11. This implies that content marking has strong relationship with electronic marketing.

Table 6. Descriptive Statistics for Pay-Per Click

Pay Per Click	N	Minimum	Maximum	Mean	Std. Deviation
The idea of pay per click is that sponsored version of the search term would be sold to the highest bidder	80	1	5	3.20	1.011
It is a way of buying visit to your site rather earning visit organically	80	1	5	3.14	1.121
Your adverts usually appear at the right or above of the search result	80	1	5	3.30	.959
Your company usually pays whenever your adverts are clicked by a client	80	1	5	3.29	1.021

Valid N (listwise)	80				

 Table illustrates the response rates and frequency for pay-per-click in the first item on The idea of pay per click is that sponsored version of the search term would be sold to the highest bidder mean score was 3.20, second item on It is a way of buying visit to your site rather earning visit organically mean score was 3.14, third item on your adverts usually appear at the right or above of the search result mean score 3.30 and fourth item on your company usually pays whenever your adverts are clicked by a client mean score was 3.29. This implies that pay-per-click have strong relationship with electronic marketing.

Table 7. Descriptive Statistics for   Electronic Business

Electronic Business	N	Minimum	Maximum	Mean	Std. Deviation
Search Engine Optimization	80	1.80	5.00	3.121	.92431
Content Creating	80	1.80	5.00	3.315	1.2411
Pey-Per-Click	80	1.80	5.00	3.313	1.4532
Valid N (list wise)	80				

Source: SPSS output version 21.0

Table above illustrates the descriptive statistics for electronic business, which are search engine optimization, content creating and pay-per-click with mean scores of 3.121, 3.315, and 3.313 respectively.

Analysis on Business Growth

Table 8. Response Rates and descriptive statistics product expansion

Product Expansion	N	Minimum	Maximum	Mean	Std. Deviation
Product expansion helps to established product and brand name	80	1	5	2.92	1.243
Product expansion helps companies to established brands by alter the factors of a to satisfy a refined segment in the **market**	80	1	5	3.19	1.231
Product expansion help companies identify and tend to the needs of refined target markets	80	1	5	3.32	1.312
Product expansion help companies to create revenue and to advance their competitive status against rival companies	80	1	5	3.51	1.191
Valid N (list wise)	80				

Table illustrates the response rates and frequency for product expansion in the first item on Product expansion helps to established product and brand name mean score was 2.92, second item on Product expansion helps companies to established brands by alter the factors of a to satisfy a refined segment in the **market** mean score was 3.19, third item on Product expansion help companies identify and tend to the needs of refined target markets mean score 3.32 and fourth item on Product expansion help companies to create revenue and to advance their competitive status against rival companies mean score was 3.51. This implies that Product expansion have strong relationship with business growth.

Table 9. shows Response Rates and descriptive statistics for profitability

Profitability	N	Minimum	Maximum	Mean	Std. Deviation
The business activities of our organization is lucrative	80	1	5	3.38	.919
Our organization is able to make returns on its various business interests	80	1	5	3.35	1.092
Our organizations investments can be considered as very sensible	80	1	5	3.25	1.185
Profitability help to enhance the organization operation	80	1	5	3.10	1.125
Valid N (listwise)	80				

 Table illustrates the response rates and frequency for profitability in the first item on   The business activities of our organization is lucrative mean score was 3.38, second item on our organization is able to make returns on its various business interests mean score was 3.35, third item on our organizations investments can be considered as very sensible mean score 3.25 and fourth item on profitability help to enhance the organization operation mean score was 3.10. This implies that profitability has strong relationship with business growth.

Table 10. Descriptive Statistics for Growth

Growth	N	Minimum	Maximum	Mean	Std. Deviation
Product expansion	80	1.50	3.234	2.390	.74000
Profitability	80	2.85	3.187	2.334	.66520
Valid N (listwise)	80				

Table above illustrates the descriptive statistics for growth which are product expansion and profitability with mean scores of 3.234 and 3.187 respectively

Bivariate Analysis

In determining the statistical technique to suit our purpose, we considered Kothari (2004: 138) who argued that when there exist relationship or correlation between two variables, correlation technique should be used and when there exist cause and effect relationship between two variables in the case of the bivariate population or between one variable on one side and two. This was the basis for our choice of the Spearman Rank Order

Correlation to test our hypothesized relationships in our study. This section is used to present answers to our research questions and hypotheses. We shall commence by first presenting a proof of existing relationships.

Scatter Plot of the Relationship between study variables

According to Neuman (2000: 323) cited in Asawo (2009), Scatter graph is one of the techniques used in deciding whether a bivariate relationship does exist between interval scaled variables. In our bid to determine the existence and trend of this relationship, we plotted a scatter diagram as presented in Figure 4.6 electronic business as a predictor variable is plotted on the X axis whereas business growth as the criterion variable is on the Y axis.
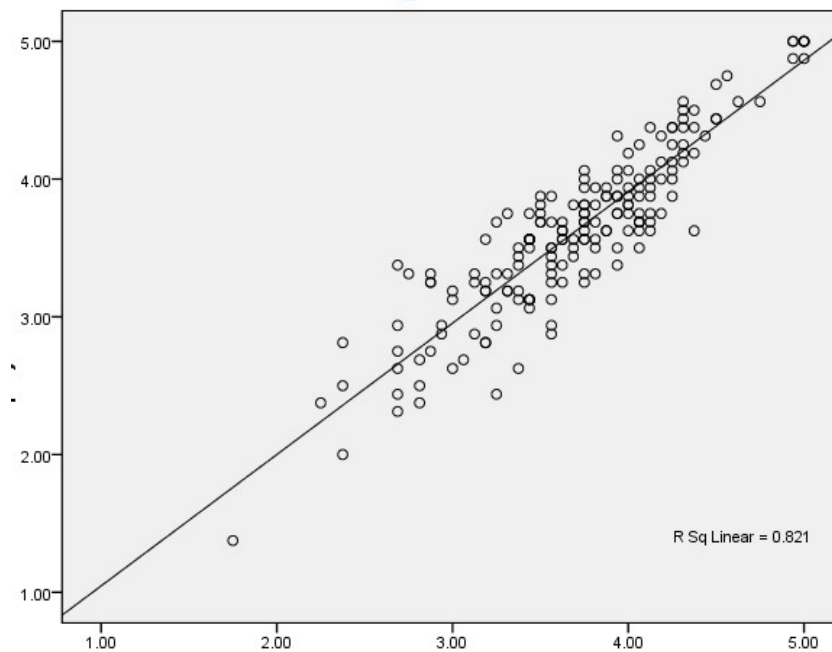
figure 5. Scatter plot for relationship between electronic business application and business growth of business enterprises in rivers state

The above figure shows a strong relationship between electronic business application (independent variable) and business growth (dependent variable). The scatter plot graph shows at R^2 linear value of (0.691) depicting a positive relationship between the two constructs. The implication is that an increase in electronic business application simultaneously brings about an increase in the level of growth business.

Test of Hypotheses

Table 11. Decision Rule for Heuristic Model

Range of r values	Description
±.800 to 1.00	Very strong
±.600 to .790	Strong
±.400 to .590	Moderate
± .200 to .390	Weak
± 0.00 to .190	Very weak

Test of Hypotheses

The Spearman Rank Order Correlation coefficient is calculated using the SPSS 21.0 version to establish the relationship among the empirical referents of the predictor variable and the measures of the criterion variable. Correlation coefficient can range from -1.00 to +1.00. The value of -1.00 represents a perfect negative correlation while the value of +1.00 represents a perfect positive correlation. A value of 0.00 represents a lack of correlation. In testing hypotheses one to nine, the following rules were upheld in accepting or rejecting our alternate hypotheses: all the coefficient values that indicate levels of significance (* or **) as calculated using SPSS were accepted and therefore our alternate hypotheses accept; when no significance is indicated in the coefficient r value, we reject our alternate hypotheses. Our confidence interval was set at the 0.05 (two tailed) level of significance to test the statistical significance of the data in this study.

Table shows Correlations for the relationship between search engine optimization and product expansion

		Search engine optimization	Product Expansion
Search engine optimization	Spearman's rho	1	.845
	Sig. (2-tailed)		.000
	N	80	80
Product expansion	Spearman's rho	845	1
	Sig. (2-tailed)	.000	
	N	80	80

Correlation is significant at the 0.01 level (2-tailed).
Source: SPSS output version 21.0

Ho$_1$: *There is no significant relationship between search engine optimization and product expansion of enterprises in Rivers State*

From the result in the table above, the correlation coefficient shows that there is a positive relationship between search engine optimization and product expansion of enterprises in Rivers State. The *correlation coefficient* .845 confirms the magnitude and strength of this relationship and it is statistically significant at p 0.000<0.05. The correlation coefficient represents a high correlation between the variables. Therefore, based on empirical findings the null hypothesis earlier stated is hereby rejected and the alternate accepted. Thus, there is a significant relationship between search engine optimization and product expansion of enterprises in Rivers State

Table 12. Correlations for the relationship between search engine optimization and profitability

		Value Creation	Profitability
Search engine optimization	Spearman's rho	1	.715
	Sig. (2-tailed)		.000
	N	80	80
Profitability	Spearman's rho	.715	1
	Sig. (2-tailed)	.000	
	N	80	80

Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS output version 21.0

Ho2: There is no significant relationship between search engine optimization and profitability of enterprises in Rivers State

From the result in the table above, the correlation coefficient shows that there is a positive relationship between search engine optimization and profitability of enterprises in Rivers State. The *correlation coefficient* .715 confirms the magnitude and strength of this relationship and it is statistically significant at p 0.000<0.05. The correlation coefficient represents a high correlation between the variables. Therefore, based on empirical findings the null hypothesis earlier stated is hereby rejected and the alternate accepted. Thus, there is a significant relationship between search engine optimization and profitability of enterprises in Rivers State

Table shows Correlations for the relationship between content marketing and product expansion

		Content Marketing	Product Expansion
Content Marketing	Spearman's rho	1	.639
	Sig. (2-tailed)		.000
	N	80	80
Product Expansion	Spearman's rho	.639	1
	Sig. (2-tailed)	.000	
	N	80	80

Correlation is significant at the 0.01 level (2-tailed).
Source: SPSS output version 21.0

Ho3: There is no significant relationship between content marketing and product expansion of enterprises in Rivers State

From the result in the table above, the correlation coefficient shows that there is a positive relationship between content marketing and product expansion of enterprises in Rivers State. The *correlation coefficient* .639 confirms the magnitude and strength of this relationship and it is statistically significant at p 0.000<0.05. The correlation coefficient represents a high correlation between the variables. Therefore, based on empirical findings the null hypothesis earlier stated is hereby rejected and the alternate accepted. Thus, there is a significant relationship between content marketing and product expansion of enterprises in Rivers State

Table 13. Correlations for the relationship between content marketing and profitability

		Content Marketing	Profitability
Content marketing	Spearman's rho	1	.767
	Sig. (2-tailed)		.000
	N	80	80
Profitability	Spearman's rho	.767	1
	Sig. (2-tailed)	. .000	
	N	80	80

Correlation is significant at the 0.01 level (2-tailed).
Source: SPSS output version 21.0

Ho4: *There is no significant relationship between content marketing and profitability of enterprises in Rivers State*

From the result in the table above, the correlation coefficient shows that there is a positive relationship between content marketing and profitability of enterprises in Rivers State. The *correlation coefficient* .767 confirms the magnitude and strength of this relationship and it is statistically significant at p 0.000<0.05. The correlation coefficient represents a high correlation between the variables. Therefore, based on empirical findings the null hypothesis earlier stated is hereby rejected and the alternate accepted. Thus, there is a significant relationship between relationship between content marketing and profitability of enterprises in Rivers State.

Table 14. Correlations for the relationship between pay-per-click and product expansion

		Pay-per-click	Product expansion
Pay-per-click	Spearman's rho	1	.530
	Sig. (2-tailed)		.000
	N	80	80
Product expansion	Spearman's rho	.530	1
	Sig. (2-tailed)	.000	
	N	80	80

Correlation is significant at the 0.01 level (2-tailed).
Source: SPSS output version 21.0

Ho5: *There is no significant relationship between pay-per-click and profitability of enterprises in Rivers State*

From the result in the table above, the correlation coefficient shows that there is a positive relationship between pay-per-click and product expansion of enterprises in Rivers State. The *correlation coefficient* .530 confirms the magnitude and strength of this relationship and it is statistically significant at p 0.000<0.05. The correlation coefficient represents a high correlation between the variables. Therefore, based on empirical findings the null hypothesis earlier stated is hereby rejected and the alternate accepted. Thus, there is a

significant relationship between pay-per-click and product expansion of enterprises in Rivers State

Table shows Correlations for the relationship between pay-per-click and profitability

		Pay-per-click	Profitability
Pay-per-click	Spearman's rho	1	.806
	Sig. (2-tailed)		.000
	N	80	80
Profitability	Spearman's rho	.806	1
	Sig. (2-tailed)	.000	
	N	80	80

Correlation is significant at the 0.01 level (2-tailed).
Source: SPSS output version 21.0

*Ho6: **There is no significant relationship between pay-per-click and profitability of enterprises in Rivers State***
From the result in the table above, the correlation coefficient shows that there is a positive relationship between pay-per-click and profitability of enterprises in Rivers State. The *correlation coefficient* .806 confirms the magnitude and strength of this relationship and it is statistically significant at p 0.000<0.05. The correlation coefficient represents a high correlation between the variables. Therefore, based on empirical findings the null hypothesis earlier stated is hereby rejected and the alternate accepted. Thus, there is a significant relationship between pay-per-click and profitability of enterprises in Rivers State.

Discussion of Findings

Relationship Between search engine optimization and product expansion of enterprise in Rivers State
The tests of hypotheses revealed that there is a significant relationship between search engine optimization and product expansion of enterprise in Rivers State. From the result in the table above, the correlation coefficient shows that there is a positive relationship between search engine optimization and product expansion of enterprise in Rivers State. The *correlation coefficient* .845 confirms the magnitude and strength of this relationship and it is statistically significant at p 0.000<0.05. The correlation coefficient represents a high correlation between the variables. Therefore, based on empirical findings the null hypothesis earlier stated is hereby rejected and the alternate accepted. Thus, there is a significant relationship between search engine optimization and product expansion of enterprise in Rivers State.

Relationship Between search engine optimization and profitability of enterprise in Rivers State
The tests of hypotheses revealed that there is a significant relationship between search engine optimization and profitability of enterprise in Rivers State. From the result in the table above, the correlation coefficient shows that there is a positive relationship between search engine optimization and profitability of enterprise in Rivers State. The *correlation coefficient* .715 confirms the magnitude and strength of this relationship and it is

statistically significant at p 0.000<0.05. The correlation coefficient represents a high correlation between the variables. Therefore, based on empirical findings the null hypothesis earlier stated is hereby rejected and the alternate accepted. Thus, there is a significant relationship between search engine optimization and profitability of enterprise in Rivers State

Relationship Between content marketing and product expansion of enterprise in Rivers State

The tests of hypotheses revealed that there is a significant relationship between content marketing and product expansion of enterprise in Rivers State. From the result in the table above, the correlation coefficient shows that there is a positive relationship between content marketing and product expansion of enterprise in Rivers State. The *correlation coefficient* .639 confirms the magnitude and strength of this relationship and it is statistically significant at p 0.000<0.05. The correlation coefficient represents a high correlation between the variables. Therefore, based on empirical findings the null hypothesis earlier stated is hereby rejected and the alternate accepted. Thus, there is a significant relationship between content marketing and product expansion of enterprise in Rivers State

Relationship Between content marketing and profitability of enterprise in Rivers State

The tests of hypotheses revealed that there is a significant relationship between content marketing and profitability of enterprise in Rivers State. From the result in the table above, the correlation coefficient shows that there is a positive relationship between content marketing and profitability of enterprise in Rivers State. The *correlation coefficient* .767 confirms the magnitude and strength of this relationship and it is statistically significant at p 0.000<0.05. The correlation coefficient represents a high correlation between the variables. Therefore, based on empirical findings the null hypothesis earlier stated is hereby rejected and the alternate accepted. Thus, there is a significant relationship between relationship between content marketing and profitability of enterprise in Rivers State.

Relationship Between pay-per-click and product expansion of enterprise in Rivers State

The tests of hypotheses revealed that there is a significant relationship between pay-per-click and product expansion of enterprise in Rivers State. From the result in the table above, the correlation coefficient shows that there is a positive relationship between pay-per-click and product expansion of enterprise in Rivers State. The *correlation coefficient* .530 confirms the magnitude and strength of this relationship and it is statistically significant at p 0.000<0.05. The correlation coefficient represents a high correlation between the variables. Therefore, based on empirical findings the null hypothesis earlier stated is hereby rejected and the alternate accepted. Thus, there is a significant relationship between pay-per-click and product expansion of enterprise in Rivers State.

Relationship Between pay-per-click and profitability of enterprise in Rivers State

The tests of hypotheses revealed that there is a significant relationship between pay-per-click and profitability of enterprise in Rivers State. From the result in the table above, the correlation coefficient shows that there is a positive relationship between pay-per-click and profitability of enterprise in Rivers State. The *correlation coefficient* .806 confirms the

magnitude and strength of this relationship and it is statistically significant at p 0.000<0.05. The correlation coefficient represents a high correlation between the variables. Therefore, based on empirical findings the null hypothesis earlier stated is hereby rejected and the alternate accepted. Thus, there is a significant relationship between pay-per-click and profitability of enterprise in Rivers State

Conclusion

The study concluded that there is a significance relationship between the dimensions of predictor variable and the measure of the criteria variables.

Recommendation

The study recommended that Management of the Business enterprises in Rivers State should adopt search engine optimization, content marketing, Pay-per-click to enhance product expansion and their profitability.

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