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NON-ECONOMIC ENVIRONMENTAL VARIABLES ON THE PERFORMANCE OF LARGE SCALE BUSINESS ORGANIZATIONS IN CALABAR METELOPOLIS OF CROSS RIVER STATE, NIGERIA

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Abstract

The study determined to what extent non-environmental variables influence the development of large-scale businesses in Calabar metropolis. Two research questions and two hypotheses were formulated to guide the study. The study adopted a survey research design. The study's population comprised 120 entrepreneurs, managers, and workers in the registered large-scale businesses in Calabar Metropolis. No sampling was done. A questionnaire titled "entrepreneurs', managers, and workers ratings of non-environmental variables and the performance of businesses" was the instrument used for data collection. The questionnaire has 14 questions. Three professionals verified the tool. Pre-testing proved the instrument's dependability. Cronbach's alpha was used to determine the internal consistency of the pre-tested items. The dependability coefficient values for Parts I and II of the instrument were 0.86 and 0.84, respectively. Various statistical approaches were used to examine the data obtained. The research questions were answered using the mean and standard deviation, while the hypotheses were tested at an a.05 level of significance using independent t-test statistics. The investigation revealed, among other things, that social and political conditions have a significant impact on the functioning of large-scale firms in Calabar. Based on the findings, it was recommended, among other things, that the current administration work to establish an atmosphere that is really conducive to business organizations thriving without indulging in fraudulent acts.

Key words: Organization, Environmental variables, non-economic, Social environmental variables and political environment

Introduction

Organizations come in many sizes: small, medium, and giant. Large organizations are defined differently. Notwithstanding the fact that there is no official definition of a large organization, in classifying an organization as a large-scale organization, the following criteria are considered: Total employees, overall large assets, large revenue, large returns, prominent market shares, and hug-sized operations Business locations are also considered; this may or may not be in several locations (Ajuluchukwu, Elogbo, & Ettah, 2021). According to Ajuluchukwu and Okute (2020), while a large-scale business organization is owned and based in a particular state, it can operate in many other states within and across a country and has a complex management structure. Large-scale business Organizations, like other types of organizations, may take many forms; they can be classified as: accommodations, restaurants, coffee shops, agriculture, forestry, and fishing; communications; education; finance and insurance; government operations; manufacturing; mining; personnel; and other services. Distribution, storage and transportation, and retail trading are also examples. A large-scale business organization (LSBO), as defined by the Australian Bureau of Statistics (Milgrom, 2014), is one with 200 or more employees or assets worth more than $200 million.

From the outset, it is clear that different yardsticks are used in classifying businesses as large-scale business organizations. For the purpose of this research, large-scale business

organizations are businesses that are characterized by a large number of employees, up to 100 or more. They have a large amount of assets that are worth more than 50 million naira and a large amount of revenue in the millions. They also have a large market share, may or may not trade in many parts of the country, and may or may not have a complex organizational structure. Large-scale business organizations play remarkable roles in the provision of goods and services, improvement of living standards, contribution to a nation's gross domestic product (GDP) growth, and employment generation. Their needed roles in employment generation cannot be overemphasized, as presently, as Ajuluchukwu (2015) rightly observed, one of the important macro-economic problems presently ravaging Nigeria is unemployment. This is the situation in the Nigerian environment, as most businesses are either medium- or small-scale organizations. A look at Calabar metropolis is an example, where there are over ten thousand small and medium-scale business organizations with only a very few large-scale business organizations that are not up to twenty-five if not for banks and telecommunication businesses that have their branches scattered in different parts of the city. Organizations do not operate in a vacuum; rather, they operate within the environment in which they produce and distribute goods and services. Eze, Okoli, and Ajuluchukwu (2019) defined environment as the immediate settings in which a person lives and organizations operate their undertakings.

The business environment encompasses the effects of specific geographic areas' living and non-living things, especially as impacted by human actions. According to Zamil (2014), the business environment is the entirety of the external factors that directly or indirectly affect how a firm is run. According to Hedayatpour (2014), a variety of environmental factors can have an impact on enterprises and the economy. These environmental elements can be divided into the external and internal environments of the business and are also known as environmental variables. Environmental variables were described by Carrasco in Oginni and Faseyiku (2012) as the entirety of the elements that affect, sway, or determine how a firm operates or performs, which can be further divided into the economic environment and the non-economic environment. Large-scale business organizations are said to strengthen the business environment by encouraging industrial connections and the integration of industrial products with other sectors of the economy through the production of goods and services (Ajuluchukwu, Akeke, & Eleng, 2021).

According to Zamil (2014), a country's non-economic environment, which is the subject of this study, consists of its social, political, legal, technological, demographic, and natural environments. A country's economic environment is made up of its economic circumstances, policies, and economic systems. Therefore, the focus of this study will be on two non-economic environmental variables: the social environment and the political environment. The social environmental variables cover a variety of social aspects, such as values, beliefs, practices, and life expectancy rates. They are connected to a society's social structure and core values. People from various social groups and cultures have quite distinct consumption habits, wardrobes, and lifestyles. Environmental elements and corporate organizations are connected. According to Oparanma, Hamilton, and Zep-Opibi (2010), social environmental influences include societal movements, shifts in popular beliefs, and market participants' views towards working for a certain company. The capacity to recruit local employees is improved by maintaining a positive public image.

According to Olabisi, Andrew, and Adewole (2011), a nation's values and social structure have a significant impact on the growth, survival, and operation of business firms. Social customs are noted. Pedraza (2014) plays an important role in shaping the visions of businesses. Hedayatpour (2014) stated that shifts in social trends have an impact on how much people want a company's products, how qualified its employees are, and whether they want to work there. All these influence the performance and survival of the firm. Society as a whole is constantly evolving, and tastes and styles are two prime instances of this. The rising popularity of social media is one of the most important recent trends

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Currently, social networking services like Facebook, Twitter, Telegram, and WhatsApp are particularly well-liked. Many people have grown used to mobile phones and computers. These changing factors have an influence on businesses too. According to Grimsley (2013), for a business to succeed, it must take advantage of and adjust to its social context and the changes that occur in it. The social preferences of society must be understood by a corporation. The values, beliefs, and practices of a people will affect how these preferences relate to needs and wants. Sales will decline, and a company will perform poorly if it does not adjust to shifting social preferences. Organizational growth and profit are what most organizations struggle for, regardless of their size; hence, the importance most businesses attach to profit-making. The political environment, on the other hand, consists of the political system, the laws of the government, its viewpoint of the business world, and trade union actions. Also included in the political environment are the political system, governmental policies, and attitudes toward business and labor. Williams (2014) argued that businesses change how they operate when the government makes changes to the numerous rules and regulations that serve as a guide for them. The competitiveness and profitability of businesses are impacted by market regulations and government policy. Owners of businesses are required to abide by rules set forth by the federal, state, and local governments. The current political climate frequently affects how government policies are made, and these in turn affect how businesses are operated (Atah, Ushie, Chukwurah, Idike, and Ochui, 2023).

Politics in a politically stable nation will differ from those in an unstable nation. A stable political environment can support local firms and attract foreign investment. Systems that are unstable provide difficulties that put the ability of the government to uphold law and order in danger. This has adverse effects on the business climate, which in turn affects business operations negatively. The success and operations of businesses are also impacted by the stability of the government. A stable government conveys a message of strength, assurance, and investment to different interest groups, leading to their operating in the environment. Political party ideology and trade union activities also have an impact on business organizations, their operations, and performance. Strikes, lockouts, and labor disputes, among others, have adverse effects on businesses' operations. Hedayatpour (2014) defines political elements as aspects of government strategy, such as the level of economic interference. Political actions can affect a variety of important commercial areas. These include things like the workforce's educational level, the nation's health and development, and the standard of the economic infrastructure, such as the transportation systems, electricity, and clean water supply. Where the political factors are not working well, the above-mentioned areas will be negatively affected. According to Kokemuller (2014), it is beneficial to have a cordial working connection with the residents of the town or community where the firm conducts business. This improves the business's ability to influence laws and regulations that have an impact on it and help it gain access to local financing and tax discounts. According to Umukoro and Ayozie (2013), the Nigerian government has acknowledged the significance of dynamic corporate organizations to the overall development of a nation, just like other business regulatory bodies around the globe.

Consequently, the majority of decrees and administrative decisions are primarily intended to safeguard and support the expansion and growth of enterprises. This demonstrates that the primary regulatory purpose is not envisioned as a punitive action but rather as a means of preserving healthy competition, clarity, and stability among enterprises, ultimately serving the interests of the entire business sector. The government works to support and promote the growth, development, and efficiency of commercial enterprises in Nigeria in a variety of ways, including through demonstrated activities, creditable investment policies, encouraging monetary policies, protective business laws, and the provision of financial inducements.

The Nigeria Enterprises Promotion Act, the Patent Right and Design Act, custom duties, industrial promotion acts, industrial development income tax acts, the provision of skilled labor through the establishment of numerous universities and polytechnics, and the implementation of

support programs for human resource development are just a few of the ways government promotes and helps businesses in Nigeria. Oginni and Adesanya's (2013) study focused on the impact of business environmental factors on the survival and expansion of business organizations in the manufacturing sector with reference to Nigeria's Lagos metropolitan area. Government policies are one of several elements that have been identified as the main cause of the relocation of manufacturing companies to the bordering nations. They have a considerable detrimental effect on the survival and expansion of businesses in the manufacturing sector. The study concluded that these characteristics indicated approaching danger that, if ignored, could hinder these corporate organizations' ability to survive and prevent their ability to grow or perform well.

The Nigerian business environment presently is witnessing high rate of unemployment, energy crisis, epileptic supply of petroleum products, there has been recurrent changes in pump prices giving rise to upsurge in the national average of product prices and free of any exceptions. As a result, the majority of enterprises now completely rely on generators to supply their electricity. In most parts of the country, crime is rising because of employment, life and crises are becoming less secure, and there are shaved tax policies in place without prices or intrastate nature to support commercial organizations' actions effectively. How can a business organization manage its primary goals of survival, expansion, and profit maximization in the face of these difficulties? This necessitates determining how non-environmental factors affect the operation of important business organizations in Calabar, the capital of the Nigerian state of Cross River.

Purpose of the study

The research work ascertained how business owners, managers, and employees in Calabar metropolis rate non-economic environmental factors' influence on the performance of large-scale business enterprises. The purpose of the study is to determine the following:

1. Social and environmental variables influence the performance of big business organizations in the Calabar metropolis.
2. Political and environmental variables influence the performance of large business organizations in the Calabar metropolis.

Research questions

The research was steered by these research questions.

1. What is the extent of social and environmental variables' influence on the performance of large-scale business organizations in Calabar metropolis?
2. What is the extent of political and environmental variables' influence on the performance of large-scale business organizations in Calabar metropolis?

Hypotheses

At a significance threshold of 0.05, these studies' null hypotheses were analyzed.

1. The performance of large-scale business organizations in the Calabar metropolitan area is not significantly different between male and female firm owners, management personnel, and employees.
2. The mean judgments of male and female business owners, managers, and employees on the degree to which political environmental variables influence the performance of large-scale commercial organizations in the Calabar metropolitan area do not significantly differ from one another.

Methodology

This study's research method is a survey research method. The research was done in the Calabar Metropolis. One hundred and twenty individuals, made up of 12 business owners, 28 management

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staff, and 80 employees in the registered large-scale business organizations in Calabar metropolis, compose the study's population. Since the population is not very large, sampling was not done. A researcher's questionnaire serves as the data gathering tool. This is tagged 'business owners, management staff, and employees' rating of non-environmental variables on the performance of large organizations in Calabar. The A and B sections of the questionnaire were included. Demographic data has to be acquired for Section A. Section B was split into two portions, I and II, each with seven items and a four-point scale, to measure respondents' perspectives on the variables under inquiry. In Part I, there are questions about how social environmental factors affect the performance of big business organizations in Calabar City, and in Part II, there are questions about how political environmental factors affect the performance of big business organizations in Calabar City. Each question asks respondents to state their opinions in the categories of "very large extent (VLE), "large extent (LE), "little extent (LE), and "extremely tiny extent (ETE). Three professionals verified the instrument. Using the test-retest technique, the instrument's reliability was determined. In order to calculate the reliability coefficients, Pearson product moment correlation analysis was used. The test got a 0.82 reliability coefficient. Three study assistants that the researchers personally chose and trained assisted the researchers in distributing the questionnaire copies. The questionnaire was administered to the respondents in their offices. Each entrepreneur, manager, and employee was given one copy of the questionnaire and was instructed on how to complete it by the researchers and their assistants. The instrument was administered to the respondents, and those who could respond to the instrument on the spot were allowed to do so. Those who could were given five days before a return visit for retrieval. Only 110 of the 120 questionnaires that were distributed had been properly filled out and returned. The figure used for data analysis was this one. Each topic on the questionnaires was given a code or score after they were collected. A coding schedule was created by creating a key for each of the instrument's components to make data preparation simple. Using several statistical tools, the data collected from the administered instrument were evaluated. Weighed mean scores were used to address the research themes. The two hypotheses were examined using independent t-test statistical analysis at a significance threshold of 0.05. The research questions had weighted mean values of Very Large Extent 3.50 to 4.49, Large Extent 2.50 to 3.49, Little Extent 1.50 to 2.49, and Extremely Tiny Extent 0.05 to 1.49. If the estimated value of the t-test is greater than the value in the table, the hypothesis should be rejected; otherwise, it should not be rejected. Data analysis was done using SPSS version 20 (Statistical Program for the Social Sciences).

Findings of the Study

Research question 1

What is the extent of social environmental variables' influence on the performance of large scale business organizations in Calabar metropolis?

Table 1 shows respondents' mean ratings of the impact of social and environmental factors on the performance of big businesses in the city of Calabar.

S/No.	Social Environment	N	Mean	SD	Remarks
1	Lifestyle of people	110	3.0909	1.25285	Large Extent
2	Buying habits of the people	110	2.7273	1.11626	Large Extent
3	Education level of the people	110	2.8455	1.04211	Large Extent
4	Population growth rate	110	3.0909	1.21569	Large Extent
5	People's attitudes toward imported products	110	3.0455	1.17611	Large Extent
6	Peoples' attitude toward work	110	3.0545	.93687	Large Extent
7	Peoples' attitude toward product quality	110	2.6818	.95717	Large Extent
	Cluster Mean	**110**	**2.9338**	**1.0995**	**Large Extent**

The information in Table 1 demonstrates how social environmental variables, a component of the non-economic environment, have a significant impact on the performance of large-scale corporate organizations. This is the case because the item as a whole had mean values and cluster mean values that ranged to a large extent. Given that the standard deviation values are below 1, the ratings are likely to be closely clustered.

Research question 2

What is the extent of political environmental variables' influence on the performance large scale business organizations in Calabar metropolis?

Table 2: Respondents' Mean Ratings on the influence of political environmental variables on the performance of large scale business organizations in Calabar metropolis

S/No.	Political Environment	N	Mean	SD	Remarks
8	Political System	110	3.03	1.18	Large Extent
9	Government regulations	110	3.10	1.16	Large Extent
10	Perspective on the corporate world	110	2.80	1.02	Large Extent
11	Unionism	110	2.83	1.16	Large Extent
12	Custom Duties	110	2.78	1.11	Large Extent
13	Industrial Development Income Tax Acts	110	2.88	1.14	Large Extent
14	Market regulations	110	2.79	1.06	Large Extent
	Cluster Mean	**110**	**2.89**	**1.12**	**Large Extent**

The findings in Table 2 reflect respondents' views on the extent to which political and environmental variables have an effect on the performance of large-scale business organizations. The outcome demonstrates that all six items were assessed as being of great importance. The cluster had a mean value that fell within the same range as well. The consequence is that factors related to the political climate have a significant impact on how large-scale businesses perform. The standard deviation values showed that the scores were uniformly assessed.

Hypothesis I

The performance of big scale business organizations in the Calabar metropolitan is not significantly different between male and female firm owners, management personnel, and employees.

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Table 3: Independent t-test pf mean rating of responses on the influence of social environmental variables on the performance of large scale business organizations in Calabar metropolis

Items	*Category of Respondents'*	*N*	*Mean*	*SD*	*Df*	*t-cal*	*Alpha*	*t-cri*	*Decision*
1	Male	56	2.8929	1.23109	108	-1.703	0.05	.454	NS
	Female	54	3.2963	1.25337					
2	Male	56	2.3929	1.07329	108	-3.346	0.05	.250	NS
	Female	54	3.0741	1.06136					
3	Male	56	2.6607	1.19509	108	-1.916	0.05	.000	NS
	Female	54	3.0370	.82332					
4	Male	56	2.8214	1.23740	108	-2.420	0.05	.031	NS
	Female	54	3.3704	1.13763					
5	Male	56	2.9286	1.12585	108	-1.062	0.05	.577	NS
	Female	54	3.1667	1.22474					
6	Male	56	2.9643	1.07812	108	-1.029	0.05	.005	NS
	Female	54	3.1481	.76250					
7	Male	56	2.4464	1.02549	108	-2.701	0.05	.002	NS
	Female	54	2.9259	.82076					
	Male	**56**	**19.1071**	**7.96633**	**108**	**-2.025**		**0.188**	**NS**
	Female	**54**	**22.01852**	**7.09368**					

According to the study shown in Table 3, the calculated t-test value is -2.025. This figure is less than the t-test critical value, which is 0.188 at a significance level of 0.05 and 108 degrees of freedom. The calculated t-test value was not up to the critical t-test value, showing that gender did not influence their belief that social environmental factors in the Calabar metropolis significantly affect the performance of large business organizations. As a result, the null hypothesis was not rejected. The result is equally shown in Figure 1.

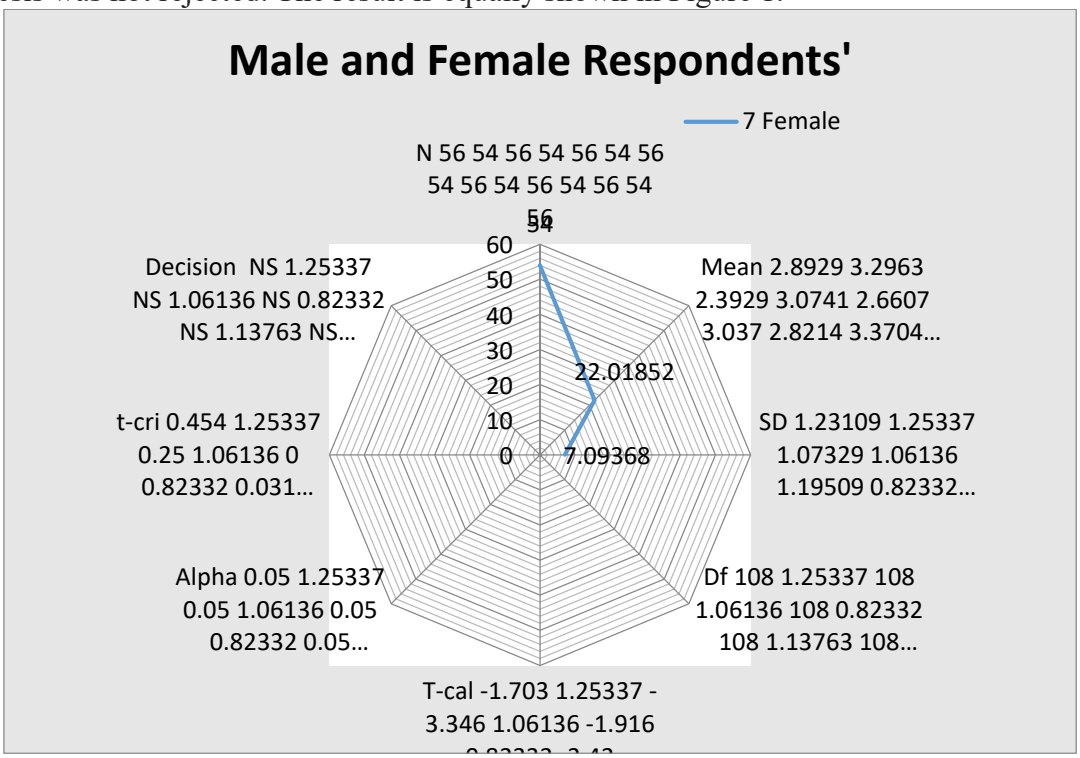

Figure 1: radar graph showing the respondents' decision

Hypothesis 2
The mean judgments of male and female business owners, managers, and employees on the degree to which political environmental variables influence the performance of large scale commercial organizations in Calabar metropolitan do not significantly differ from one another.

Table 4: Independent t-test of mean rating of responses on the influence of Political Environmental variables on the performance of large scale business organizations in Calabar metropolis

Items	Category of Respondents'	N	Mean	SD	Df	t-cal	Alpha	t-cri	Decision
8	Male	56	2.8214	1.19251	108	-2.226	0.05	.347	NS
	Female	54	3.3148	1.12977					
9	Male	56	2.7500	1.20981	108	-3.357	0.05	.003	NS
	Female	54	3.4630	1.00401					
10	Male	56	2.5536	1.09411	108	-2.624	0.05	.006	NS
	Female	54	3.0556	.89899					
11	Male	56	2.8036	1.18198	108	-.300	0.05	.283	NS
	Female	54	2.8704	1.15000					
12	Male	54	2.5000	1.02331	102	-2.842	0.05	.667	NS
	Female	50	3.1000	1.12938					
13	Male	56	2.6429	1.15095	108	-2.266	0.05	.209	NS
	Female	54	3.1296	1.09968					
14	Male	56	2.6786	1.12988	108	-1.125	0.05	.021	NS
	Female	54	2.9074	.99562					
	Male	**56**	**21.8407**	**7.40745**	**108**	**-2.10**	**0.05**	**0.219**	**NS**
	Female	**54**	**21.8407**	**7.40745**					

Table 4 shows that with 108 degrees of freedom and a 0.05 level of significance, the estimated t-test value is -2.10 and the t-critical is.219 The null hypothesis is not ruled out by this result. The consequence is that, regardless of gender, the respondents in this study did not differ in their estimates of how much political and environmental variables impact the performance of large commercial enterprises in the Calabar metropolitan. Figure 2 depicts the outcome further.

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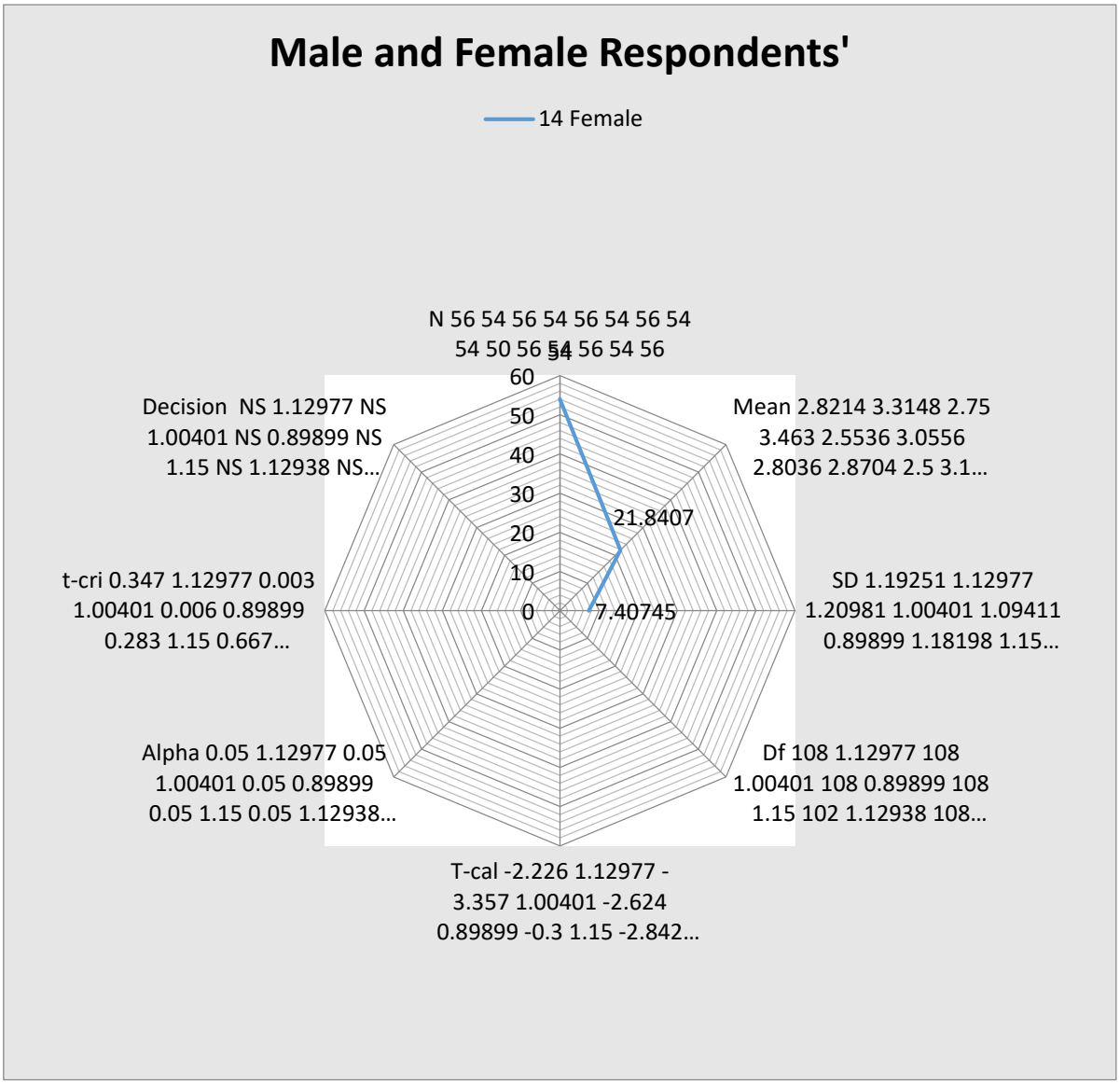

Figure 2: Radar graph showing the respondents' decision

Discussion of the findings

The impact of social and environmental factors on the effectiveness of large-scale businesses in the city of Calabar

The findings of this study indicate that social and environmental variables have a significant impact on the performance of major corporate organizations in terms of how much they affect them. There is no statistically significant difference in the mean assessments of business owners, managers, and workers in these firms, contrary to the tested hypothesis that social environmental variables have a significant impact on the performance of large-scale commercial organizations. The findings of this study are consistent with those of Olabisi, Andrew, and Adewole (2011), who argued that a society's social structure and values have a big influence on how commercial organizations develop, endure, and function. The results of this study are in line with those of Hedayatpour (2014), who claimed that changes in societal trends might affect the demand for a firm's goods among consumers, the caliber of employees the company hires, and the availability and willingness of people to work for the organization. The effectiveness and longevity of the company are affected by each of these. This result is in line with Grimsley's (2013) theory that a firm must utilize and adapt to its external social environment in order to exist. Also, a company must have a keen understanding of how society prefers to live, in terms of its needs and wants.

How these preferences relate to needs and wants will depend on a person's values, beliefs, and habits. If a business doesn't adapt to changing social preferences, it will fail and liquidate.

The degree to which political environmental factors affect large-scale business groups' performance.

Regarding the degree to which political environmental variables have an impact on the performance of large-scale business organizations, the answer to the second research question revealed that the participants in this survey believed that these factors have a significant impact. According to the results of the experiment, no discernible variance exists between the average assessments of business owners, managers, and employees regarding how political and environmental factors affect the performance of large commercial organizations. The consequence is that, regardless of their gender, the respondents used for this study held similar opinions about how political and environmental factors affect the functioning of large-scale corporate organizations. This result is in line with Kokemuller's (2014) assertion that it is advantageous for a firm to have a decent operational rapport with the mayor and committee members of the city or town where the company is based. Because of this, it will be easier to change regulations and rules that affect corporate operations, access to municipal funds, taxation, and the political system. The results of this investigation support the idea put forth by Umukoro and Ayozie (2013). They believed that the Nigerian government understood and recognized the significance of a strong business sector to the advancement of the nation's overall economy, much like other governments that control industry throughout the world. As a result, the majority of laws and regulations are simply designed to help and protect corporations.

To sustain stable enterprises, encourage healthy competition, and benefit the broader business sector, the initial regulatory function was not meant to be punitive. That the government actively promotes, encourages, and supports the performance of business organizations in a variety of ways, including through actions. In Nigeria, there are advantageous investment policies, initiatives to establish institutions, favorable economic and fiscal policies, regulations that protect businesses, and direct financial incentives. The study's findings concur with those of Oginni and Adesanya (2013). They conducted research on the impact of business environmental factors on the survival and expansion of business organizations in the manufacturing sector with reference to Lagos, a major city in Nigeria. They discovered, among other things, that government policies significantly harm business organizations' ability to thrive and expand in the manufacturing industry. This was cited as the main reason why manufacturing firms left the country.

Conclusion

The study's findings support the assumption that the social and political environments have a significant impact on the operations of large-scale business organizations. For business groups to prosper, the government must speed development and provide support to businesses. These encouragements might be informed by making loans to these commercial organizations in a method that does not impair their capacity to operate.

Recommendations

1. Let the government create a conducive atmosphere for business organizations to thrive in, as this will accelerate their development and encourage additional businesses to locate in the state and nation as a whole.
2. Organizational management should frequently assess the environment to comprehend trends in occurrences and make wise choices that won't damage the future of their organizations.

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3. In order to provide loans to these commercial organizations in a way that doesn't jeopardize their ability to conduct business as usual, monetary institutions should be enhanced.
4. Due to the current economic climate in which business organizations operate, the government of the day should permit them to take advantage of specific tax breaks. This would encourage the expansion of more small-scale firms into larger ones.

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