
Digital Life and Business Transformation Of Gasoline Firms In Rivers State Of Nigeria

CHUKWUEMEKA, BLESSING CHINWE

ABSTRACT

The study evaluated Digital life and business transformation of Gasoline firms in Rivers State, Nigeria. The specific objectives were to: examine the relationship between e-safety and customer experience and ascertain the relationship between effective communication and employee experience of Gasoline firms in Rivers State, Nigeria. The descriptive survey design was used. The population of the study was three thousand three hundred and eighty six (3,386) staff from the selected Oil firms. The sample size of 345 using Ferund Williams's formula. A total of 295 staff returned the questionnaire accurately filled, which gave 94 percent response rate. Data were presented and analyzed using mean score and standard deviation using Sprint Likert Scale. The hypotheses were analyzed using the Pearson correlation (r). The findings indicated that There was significance positive relationship e-safety and customer experience, $r(95, n = 295) = .610 < .983, p < .05$ and there was significance relationship between communication and employee experience of Gasoline firms in Rivers State, Nigeria, $r(95, n = 295) = .411 < .846, p < .05$. The study concluded that e-safety and communication had positive significant relationship with customer experience and employee experience of Gasoline firms in Rivers State, Nigeria. The study recommended among others that the management of the gasoline firms should endeavour to be safe online to protect individuals, themselves and others from online harms and risks which may Jeopardise their personal information.

Keywords: Digital life, transformation, gasoline, firms

INTRODUCTION

The global oil and gas sector is witnessing a change like never before. Challenges faced by the oil and gas industry in 2020 called for a worldwide change. According to Gartner's research, the oil and gas sector must build on optimizing business performance to create new capabilities. For these two, the business models need a solid digital foundation. ICT is pervasive and has transformed all activities in all facets of life (Ogbonnia, 2017), including the oil industry. The oil and gas sector leaders are automating the oil and gas operations using artificial intelligence

and machine learning. The digital strategy is focused on reducing costs and increasing the sector's efficiency, (Birlasoft 2022).

Today, a lot of people are surprised to learn that, even though they do not participate on social media and only use their computers for work or some other activities, they have a digital life. This is partly because generally -available information about you is gotten from the internet, and this information is used by firms or organizations to create records about you (Barker, 2016). Digital life is life itself, and technology has now become an essential part of being what it means to be human. More people in the world have access to a smartphone than they do running water, which is a phenomenal reality. Regardless of whether or not you own a device yourself, mobile technology has become all-pervasive. Digitization fuels global healthcare services and research facilities, powers utility infrastructure, supports education systems, revolution how we run businesses and, at a more intrinsic level, enables the human race to communicate across borders. The enormous benefit technology has brought to the world in such a short space of time is incredible. Never before have we seen such progress unilaterally sweep the world and affect such change. That is why the possibilities of technology should be open to everyone,(Álvarez- Pallete,2022).

There is also a more fundamental economic impact achieved from digital technology that we simply cannot ignore. The application of digital technology now contributes as much as 10% to total GDP in the world's more digitally developed countries. This is proof of the enormous power and potential of the digital revolution we are living in. Needless to say, this contribution is projected to rise significantly over the next few years, across all corners of the globe. However, to ensure that opportunity is fully exploited for the benefit of world economies and the lives of global citizens, it is our firm view that governments, economists, policy makers and those involved in the development of digital innovation need a more sophisticated indicator of the relative success of the digital economy. Without this, there is no goalpost at which we can all aim and no clear guidance on where we should be prioritising investment,(Álvarez-Pallete, 2022).

The openness of operating systems, digital skills, confidence, laws, and the ability to innovate, all contribute to the value of digital life and, in turn, the strength of a digital economy. The

Index has highlighted that while the US and European countries display great strength in many areas, Latin American countries rank particularly highly for entrepreneurship. In fact, Colombia and Chile fall in the top eight performing countries relative to GDP per capita, outperforming those countries perceived to be more digitally developed. By now, we are all aware that our lives are becoming increasingly digital; we bank via apps, share updates via social and make countless purchases online. Digitalization becomes pertinent as it will drive operational improvements, which will lead to better results. Digital transformation covers a huge number of processes, interactions, transactions, technological evolutions, changes, internal and external factors, industries, stakeholders and so forth,(Birlasoft,2022).

STATEMENT OF THE PROBLEM

A generation ago, Information Technology and digital media were niche skills. Today, they are a core competency necessary to succeed in most careers. That is why digital skills are an essential part of a comprehensive education framework. Without a national digital education programme, command of and access to technology will be distributed unevenly, exacerbating inequality and hindering socio-economic mobility. Digital connectivity has the power to change the world and make a powerful impact on the life of millions of people. The corona virus outbreak gave rise to an outbreak of digitalization across various industries and empowered multiple businesses to set a global presence, create unparalleled value, and capture opportunities. The Oil and Gas sector has played a crucial part in the world's economic transformation. The industry needs digital transformation now more than ever.

The oil and gas companies could not identify and focus on the business's priorities. The gasoline firms could not understand the dynamics and requirements of the markets and the customers. Also, they were unsure about the financial returns on digital investments. This made top executives reluctant to invest in big digital projects. This can be addressed via using the right technology. This has led to poor customer and employee experience.

As a result of these problems, if not tackled will reduced commitment to create a digital life that is accessible for all. Digital technologies have the power to invigorate social economic development and support stable and long-term economic growth. Based on this, the study

aimed to examine the Digital life and business transformation of Gasoline firms in Rivers State, Nigeria.

1.1 Objectives of the Study

The main objective of the study was to evaluate the Digital life and business transformation of Gasoline firms in Rivers State, Nigeria. The specific objectives were to:

- i. Examine the relationship between digital commerce and return on digital investment of Gasoline firms in Rivers State, Nigeria
- ii. Ascertaining the relationship between digital communication and employee productivity of Gasoline firms in Rivers State, Nigeria

1.2 Research Question

The following Research question guided the study

- i. What is the effect of digital commerce and return on digital investment of Gasoline firms in Rivers State, Nigeria?
- ii. What is the relationship between digital communication and employee experience of Gasoline firms in Rivers State, Nigeria?

1.3 Statement of Hypotheses

The following null hypotheses guided the study

- i. There is no significance positive effect of digital commerce and return on digital investment of Gasoline firms in Rivers State, Nigeria.
- ii. There is no significance relationship between digital communication and employee productivity of Gasoline firms in Rivers State, Nigeria.

REVIEW OF THE RELATED LITERATURE

The study was guided by

Technology acceptance model (TAM) by (Fishbein & Ajzen, 1975; Ajzen 1990) and

Digital Theory and the Utopian Imagination by Arthur Kroker and Michael A. Weinstein (1994).

The study was anchored on technology acceptance theory (TAM) as it postulates that attitude and subjective norms influence behavioural intention. Theory of reason of action was proceeds from a study on the adoption and behavior that originates from computer and technology.

Digital Theory and the Utopian Imagination by Arthur Kroker and Michael A.Weinstein
(1994)

The digital theory and the utopian imagination theory were proposed by Arthur Kroker and Micheal A.Weinsteing in the year 1994. In "The Theory of the Virtual Class," Arthur Kroker and Michael A. Weinstein (1994) speak of "the growth of cyber-authoritarianism" which excludes from the debates about digital media all voices which are not "stridently pro-technotopia,"bestowing an air of 'inevitability" on the digital revolution. At the heart of this vision of a "wiredshut" culture is their conception of the "virtual class," which theorizes, develops and regulates cyberspace according to its own "radically diminished vision of human experience." Displaying the radical pessimism which has characterized critical theory since Adorno, "virtual life" gives Kroker and Weinstein a new way to speak about "false consciousness." Their depiction of the "virtual class" borders on conspiracy theory, seeing the digerati as totally calculating, totally coherent, totally in control.

Technology is viewed as the instrumentation of surveillance, power and social control, ratherthan as a tool kit for social and political transformation. These writers fit digital media into a long-standing Left "alienation" from "the machine," critiquing the Internet's original support from the military as displacing the old "military industrial complex" with the new "military- entertainment complex." (Herz, 1997) Herbert Schiller (1994) writes: "What the evidence here demonstrates is the strong, if not determining, influence of the social purpose that initially fostered the development of new technologies. When military or commercial advantages are the motivating forces, it is to be expected that the laboratories will produce findings conducive to these objectives."

Technology Acceptance Theory

This study is anchored on the Technology Acceptance Model (TAM) and the Technology-Organisation-Environment (T-O-E). TAM originated from the Theory of Reason Action (TRA) (Fishbein & Ajzen, 1975; Ajzen 1990) which states that attitude and subjective norms influence behavioural intention. The TRA was proceeds from a study on the adoption and behaviour that originates from computer technology (Raharja, Tresna & Rivani 2019). The application of TRA by Davis (1989) resulted to TAM: The most acceptable and recognized behavioural theory of technology adoption. According to Dahnil, Marzuki, Langgat, and Noor (2014), the two key constructs that influences intention to use a technology are perceived usefulness and perceived ease of use. TAM as introduced by Davis (1989) suggests that perceived usefulness is derived by potential users who use a particular system that will change its actions, and perceived ease of use is the expectation of users about the difficulty or ease of using the target system

METHODOLOGY

Research Design

The study employed descriptive survey design. The survey research is one in which a group of people or items is studied by collecting and analyzing data from only a few people or items considered to be representative of the entire group. The survey design was adopted because the study requires a technique of observation such as questionnaire and or interview, the population of the study must be carefully chosen, clearly defined and specifically delimited and roles upon observation for the acquisition of data.

Population of the Study

There are 254 oil firms in Rivers, state Nigeria, out of the 254 oil firms, five oil firms were selected for the study. The population of the study was three thousand three hundred and eighty six (3,386) selected staff from the selected Oil firms. To determine the adequate sample size, the study used Freund and William's statistic formula as quoted by (Uzoagulu 2011). Table 3.1 for details.

$$n = \frac{Z^2 N(pq)}{}$$

$$N(e)^2 + Z^2(pq)$$

Where n = Sample Size

N = The population

p = Probability of success/proportion
 q = Probability of failure/proportion

Z = Standard error of the mean

e = Limit of tolerable error of 0.05 (or level of significance)

N = 3386

p = .5

q = (1 - .5) = .5

Z = 95 percent =

1.96 e = 0.05

percent

$$= \frac{(1.96)^2 \times 3386 \times .5 \times .5}{3386(0.05)^2 + (1.96)^2 \times .5 \times .5}$$

$$\frac{3.8416 \times 3386 \times .25}{8.465 + 3.8416 \times .25}$$

$$\frac{3251.9144}{8.465 + .9604} = \frac{3251.91}{9.425} = 345.016 \sim 345.$$

— —

Sample Size Determination

Bowley’s (1937) proportional allocation statistic was utilized to ensure equitable representation of the Universities. Bowley’s (1937) Formula: $Nh = \frac{nxNhN}{N}$

Where n_h = number of questionnaire allocated to each of the institutions
 $n =$ Total sample size

N_h = Number of proposed lecturers to be used from the selected Universities

$N =$ Population size.

Table 3. 1: Questionnaire Allocation to Each Firm

Name of the Firm				Population	Calculation	Sample
1.	Shell Petroleum Develop Comp. Limited			812	$\frac{812 \times 345}{3386}$	83
2.	Belema Oil Producing Ltd			621	$\frac{621 \times 345}{3386}$	63
3.	Chevron Texaco Nigeria Ltd			506	$\frac{506 \times 345}{3386}$	52
4.	Dominos oil and gas services			759	$\frac{759 \times 345}{3386}$	77
5.	Masters Energy Oil and Gas Ltd			688	$\frac{688 \times 345}{3386}$	70
Total				3386		345

Source: Author’s field work 2023

Sampling Technique

The stratified random sampling with a random start was adopted so as to give every unit of the population under study equal opportunity of being selected into sample. The secondary data were collected from firms, journals, publication, textbooks and the internet. Ten (10) questions in the questionnaire were ranged.

Method of Data Collection

The main instrument for data collection was a structured questionnaire. Copies of the questionnaire were administered to the staff of the organizations under study. Ten (10) designed questionnaire was used. The responses generated were used thereafter for data analyses.

Validity of the Instrument

The instrument was given to two experts from the industry and academia to measure face and content validity. To make sure that the research instruments applied in the work are valid, the research ensured that the instrument measure the concept they are supposed to measure.

Reliability of the Research Instrument

This was done by administering 20 copies of the prepared questionnaire to the sample of the study. Cronbach's Alpha was used in determining the extent of consistency of the reliability. The formula is as follows: $\alpha = \frac{K}{1 - (k-1) (Cov/Var)}$. Where: K = number of items on the survey; Cov = Average inter item covariance; Var = Average item variance and I = Constant. A Cronbach's alpha value (α) of greater 0.810 indicated very strong reliability.

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	10	100.0
	Excluded	0	.0
	Total	10	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	No. of Items
.82	10

Scale reliabilities were calculated using Cronbach's Alpha; the result obtained was 0.820. This shows that the internal consistency of the scale is good for the purpose of this study because it is greater than 0.82 which was good.

Method of Data Analyses

Data from the questionnaire were analyzed with the aid of SPSS version 23 using simple percentages and correlation co-efficient. Data from the questionnaire were further analyzed using simple percentages, mean and standard deviation. For the 5-point likert scale questions, the scale and decision rule stated below were used in analysing the findings.

Scale: Strongly Agree (SA) -5, Agree (A) - 4, Neutral(N) -3, Disagree (D) -2, Strongly Disagree(SD),1

Decision Rule: If Mean > 3.0 , the respondents agree and If mean ≤ 3.0 , the respondents disagree . The decision rule is to accept the null hypothesis if the computed r is less than the tabulated r otherwise rejects the null hypothesis and Pearson correlation(r) was used to test the hypotheses and analyzed with the aid of SPSS.

DATA PRESENTATION

Distribution and returned Questionnaire

This section presents and analyzes the data collected for the study. The presentation and interpretation of data were based on the questionnaire administered to the staff of the Oil firms under study. Table 4.1 shows the Distribution and Return of the Questionnaire from the Universities.

Table 4.1.1 Distribution and Return of the Questionnaire

Firms	Distributed	No Returned	percent	No not Returned	Percent
1. Shell Petroleum Dev. Comp Ltd	83	76	22	7	2
2. Belema Oil Producing Ltd	63	50	14	13	4
3. Chevron Texaco Ltd	52	50	14	2	1
4. Dominos oil and Gas services	77	67	20	10	3
5. Masters Energy Oil and Gas Ltd	70	52	15	18	5
Total	345	295	84	50	16

Source: Field Survey, 2023

Three hundred and forty-five (345) copies of the questionnaire were distributed to the respondents and two hundred and ninety five (295) copies were returned representing eighty four

(84) percent, while fifty (50) copies of the questionnaire were not returned representing sixteen(16) percent. That showed a high rate of response.

DATA ANALYSES

4.1.1 Relationship between digital commerce and return on digital investment of Gasolinefirms in Rivers State, Nigeria.

Table 4.2.1: Responses to research question one on the relationship between digital commerce and return on digital investment of Gasoline firms in Rivers State, Nigeria

		5 SA	4 A	3 N	2 DA	1 SD	ΣFX	- X	SD	Decision
1	E-safety allows customers to have a positive experience when interacting with a company online	495 99 33.6	320 80 27.1	96 32 10.8	64 32 10.8	52 52 17.6	1027 295 100%	3.48.	1.484	Agree
2	A positive customer experience lead to repeat customers and positive word-of-mouth for the company	375 75 25.4	320 80 27.1	120 40 13.6	64 32 10.8	68 68 23.1	947 295 100%	3.21	1.511	Agree
3	E-safety has positive influence on customer repurchase intention	415 83 28.1	352 88 29.8	156 52 17.6	40 20 6.8	52 52 17.6	1015 295 100%	3.44	1.417	Agree
4	Online search for the company products to understand its features are enhanced through e-safety	475 95 32.2	352 88 29.8	84 28 9.5	120 60 20.3	24 24 8.1	1055 295 100%	3.58	1.338	Agree
5	Browsing through the online marketplace for reviews and customer support are promoted with the help of e-safety	415 83 28.1	352 88 29.8	156 52 17.6	88 44 14.9	28 28 9.5	1039 295 100%	3.52	1.298	Agree
Total Grand mean and standard deviation								3.446	1.4096	

Source: Field Survey, 2023

Table 4.2.1, shows that 179 respondents out of 295 representing 60.7 percent agreed that E-safety allows customers to have a positive experience when interacting with a company online

with mean score 3.48 and a standard deviation of 1.484. A positive customer experience lead to repeat customers and positive word-of-mouth for the company 155 respondents representing 52.5percent agreed with a mean score of 3.21 and a standard deviation of 1.511. E-safety has positiveinfluence on customer repurchase intention 171 respondents representing 57.9 percent agreed with a mean score of 3.44 and standard deviation of 1.417. Online search for the company products to understand its features are enhanced through e-safety 183 respondents representing 62.0 percent agreed with a mean score of 3.58 and 1.338. Browsing through the online marketplace for reviews and customer support are promoted with the help of e-safety 171. respondents representing 57.9 percent agreed with a mean score of 3.52 and a standard deviation of 1.298.

4.2 Relationship between digital communication and employee productivity of Gasolinefirms in Rivers State, Nigeria

Table 4.2.2: Responses to research question one on the relationship between digital communication and employee productivity of Gasoline firms in Rivers State, Nigeria

		5 SA	4 A	3 N	2 DA	1 SD	ΣFX	\bar{X}	SD	Decision
1	Flow of communication in the company reduces turnover	355 71 24.1	560 140 47.5	84 28 9.5	88 44 14.9	12 12 4.1	1099 295 100%	3.73	1.108	Agree
2	Employee learn about important news from an Internal source	315 63 21.4	560 140 47.5	12 4 1.4	96 48 16.3	40 40 13.6	1023 295 100%	3.47	1.350	Agree
3	The more satisfied and appreciated a company's employee are, the more likely they are to work harder	315 63 21.4	576 144 48.8	74 24 8.1	112 56 19.0	8 8 2.7	1085 295 100%	3.67	1.093	Agree
4	Technological makes the day easier as employees need to do their work through telephones and computers	295 59 21.4	464 116 48.8	180 60 8.1	96 48 16.3	12 12 4.0	1047 295 100%	3.39	1.365	Agree
5	Reaching goals together increases the feeling of teamwork and progress in the company	495 99 33.6	320 80 27.1	168 56 19.0	104 52 17.6	8 8 2.7	1095 295 100%	3.71	1.182	Agree
Total Grand mean and standard deviation								3.594	1.2196	

Source: Field Survey, 2023

Table 4.2.2, reveals that 211 respondents out of 295 representing 71.6 percent agreed that flow of communication in the company reduces turnover with mean score 3.73 and a standard deviation of 1.108. Employee learn about important news from an Internal source 203 respondents representing 68.9 percent agreed with a mean score of 3.47 and a standard deviation of 1.350. The more satisfied and appreciated a company's employee are, the more likely they are to work harder 207 respondents representing 70.3 percent agreed with a mean score of 3.67 and standard deviation of 1.039. Technological makes the day easier as employees need to do their work through telephones and computers 175 respondents representing 70.2 percent agreed with a meanscore of 3.93 and 1.365. Reaching goals together increases the feeling of teamwork and progress in the company 179 respondents representing 60.7 percent agreed with a mean score of 3.71 and a standard deviation of 1.182.

Test of Hypotheses

Hypothesis One: There is no significance positive relationship digital commerce and return on digital investment of Gasoline firms in Rivers State, Nigeria

Table 4.3.1 shows contingency table of the relationship digital commerce and return on digital investment of Gasoline firms in Rivers State, Nigeria

Table 4.3.1.1 Contingency table of the relationship digital commerce and return on digital investment

S/N		SA	A	N	D	SD	Total
1.	E-safety allows customers to have a positive experience when interacting with a company online	71	140	28	44	12	295
2.	A positive customer experience lead to repeat customers and positive word-of-mouth for the company	63	140	4	48	40	295
3.	E-safety has positive influence on customer repurchase intention	63	144	24	56	8	295
4.	Online search for the company products to understand its features are enhanced through e-safety	59	116	60	48	12	295
5.	Browsing through the online marketplace for reviews and customer support are promoted with the help of e-safety	99	80	56	52	8	295
	Total	355	620	172	248	80	1475

Table 4.3.2 Shows the correlation of there is no significance positive relationship digital commerce and return on digital investment of Gasoline firms in Rivers State, Nigeria

Table 4.3.2 Correlations between digital commerce and return on digital investment of Gasoline firms in Rivers State, Nigeria

Correlations						
	E-safety allows customers to have a positive experience when interacting with a company online	A positive customer experience lead to repeat customers and positive word-of-mouth for the company	E-safety has positive influence on customer repurchase intention	Online search for the company products to understand its features are enhanced through e-safety	Browsing through the online marketplace for reviews and customer support are promoted with the help of e-safety	
E-safety allows customers to have a positive experience when interacting with a company online	Pearson Correlation Sig. (2-tailed) N	.677** .000 295	.662** .000 295	.710** .000 295	.632** .000 295	
A positive customer experience lead to repeat customers and positive word-of-mouth for the company	Pearson Correlation Sig. (2-tailed) N	1 .000 295	.624** .000 295	.452** .000 295	.610** .000 295	
E-safety has positive influence on customer repurchase intention	Pearson Correlation Sig. (2-tailed) N	.662** .000 295	.624** .000 295	1 .000 295	.983** .000 295	
Online search for the company products to understand its features are enhanced through e-safety	Pearson Correlation Sig. (2-tailed) N	.710** .000 295	.452** .000 295	.798** .000 295	.782** .000 295	
Browsing through the	Pearson	.632**	.610**	.983**	.782**	1



online marketplace for Correl reviews and customer ation support are promoted Sig. (2- with the help of e-safety tailed) N	.000 295	.000 295	.000 295	.000 295	295
--	-------------	-------------	-------------	-------------	-----

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

Table 4.3.1. Showed the Pearson correlation matrix digital commerce and return on digital investment of Gasoline firms in Rivers State showing the correlation coefficients, significant values and the number of cases. The correlation coefficient shows $.610 < .983$. This value indicates that correlation is significant at 0.05 level (2 tailed) and implies that there was significance positive relationship digital commerce and return on digital investment of Gasoline firms in Rivers State, Nigeria ($r = .588 < .983$). The computed correlations coefficient is greater than the table value of $r = .000$ with at alpha level for a two-tailed test ($r = .610 < .983$, $p < .05$).

Decision Rule

The decision rule is to accept the null hypothesis if the computed r is less than the tabulated r otherwise reject the null hypothesis.

Decision

Since the computed ($r = .610 < .983$) is greater than the table value of $.000$, we reject the null hypothesis. Therefore, we concluded that there was significance positive relationship **digital commerce and return on digital investment** of Gasoline firms in Rivers State, Nigeria as reported in the probability value of ($r = .610 < .983$., $p < .05$).

Hypothesis Two: There is no significance relationship between digital communication and employee productivity of Gasoline firms in Rivers State, Nigeria.

Table 4.3.2 shows contingency table of the relationship digital communication and employee productivity of Gasoline firms in Rivers State, Nigeria

Table 4.3.2 Contingency table of the relationship digital communication and employee productivity of Gasoline firms

S/N		SA	A	N	D	SD	Total
1.	Flow of communication in the company reduces turnover	71	140	28	44	12	295
2.	Employee learn about important news from an Internal source	63	140	4	48	40	295

3.	The more satisfied and appreciated a company's employee are, the more likely they are to work harder	63	144	24	56	8	295
4.	Technological makes the day easier as employees need to do their work through telephones and computers	59	116	60	48	12	295
5.	Reaching goals together increases the feeling of teamwork and progress in the company	99	80	56	52	8	295
Total		355	1,220	172	248	80	1,475

Table 4.3.2 Shows the correlation of there is no significance positive relationship digital communication and employee productivity of Gasoline firms in Rivers State, Nigeria

Table 4.3.2 Correlations between digital communication and employee productivity of Gasoline firms in Rivers State, Nigeria

Correlations

		Follow of communication in the company reduces turnover	Employee learn about important nes from an Internal source	The more satisfied and appreciated a company's employee are, the more likely they are to work harder	Technological makes the day easier as employees need to do their work through telephones and computers	Reaching goals together increases the feeling of teamwork and progress in the company
Follow of communication in the company reduces turnover	Pearson Correlation	1	.846**	.844**	.480**	.664**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	295	295	295	295	295
Employee learn about important nes from an Internal source	Pearson Correlation	.846**	1	.967**	.640**	.584**

	Sig. (2-tailed)	.000		.000	.000	.000
	N	295	295	295	295	295
The more satisfied and appreciated a company's employee are, the more likely they are to work harder	Pearson Correlation	.844**	.967**	1	.592**	.598**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	295	295	295	295	295
Technological makes the day easier as employess need to do their work through telephones and computers	Pearson Correlation	.480**	.640**	.592**	1	.411**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	295	295	295	295	295
Reaching goals togther increases the feeling of teamwork and progress in the company	Pearson Correlation	.664**	.584**	.598**	.411**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	295	295	295	295	295

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

Table 4.3.2. Showed the Pearson correlation matrix on digital communication and employee productivity showing the correlation coefficients, significant values and the number of cases. The correlation coefficient shows .411 < .846. This value indicates that correlation is significant at 0.05 level (2 tailed) and implies that there was significance relationship between digital communication and employee productivity of Gasoline firms in Rivers State, Nigeria (r=.411 < .846). The computed correlations coefficient is greater than the table value of r = .000 with at alpha level for a two-tailed test (r= .411 < .846, p<.05).

Decision Rule

The decision rule is to accept the null hypothesis if the computed r is less than the tabulated r otherwise reject the null hypothesis.

Decision

Since the computed ($r = .411 < .846$) is greater than the table value of .000, we reject the null hypothesis. Therefore, we concluded that there was significance relationship between digital communication and employee productivity of Gasoline firms in Rivers State, Nigeria as reported in the probability value of ($r = .411 < .846, p < .05$).

Discussions of Findings

There was significance positive relationship digital commerce and return on digital investment of Gasoline firms in Rivers State, Nigeria ($r = .610 < .983, p < .05$).

From the result of the hypothesis one, the computed ($r = .610 < .983$) is greater than the table value of .000. Therefore, we concluded that there was significance positive relationship e-safety and customer experience of Gasoline firms in Rivers State, Nigeria as reported in the probability value of ($r = .610 < .983, p < .05$). In the support of the literature review, Efeeloo (2017), conducted a study on the influence of safety practices on performance of oil and gas companies in Nigeria. The findings reveal a statistically positive correlation between safety practices and the performance of oil and gas companies. Further, safety practices positively influence the Operating Profit Margin (OPROM) and Return on Turnover (ROTUN) of the companies. The study recommended that continuous safety practices by all oil and gas firms to enable them to have smooth performance and enhanced profitability. Ambituuni, Amezaga, and Emeseh, (2018), conducted a study on the Analysis of safety and environmental regulations for downstream petroleum industry operations in Nigeria: problems and prospects. The review revealed the limitations of the framework such as incoherent laws, overlaps, duplications and conflicting regulatory functions. However, the paper did find that provisions in the Petroleum Industry Bill (PIB) (Draft) and National Oil Spill Detection and Response Agency (NOSDRA) Amendment Bill offers some prospects that address some of the limitations within the reviewed framework. Victor (2020), conducted a study on Health And Safety Training and Employee Performance In Oil And Gas Companies In Rivers State, Nigeria. The findings of the study revealed that there is a significant and positive relationship



between health and safety training and employee performance in oil and gas companies in Rivers State, Nigeria.

There was significance positive relationship between digital communication and employee productivity of Gasoline firms in Rivers State, Nigeria ($r=.411 <.846, p<.05$).

From the result of the hypothesis two, the computed ($r =.411 <.846$) is greater than the tablevalue of .000. Therefore, we concluded that there was significance relationship between communication and employee experience of Gasoline firms in Rivers State, Nigeria as reported in the probability value of ($r=.411 <.846, p<.05$). In the support of the literature review, Allen (2022), conducted a study on Philosophy of Privacy and Digital Life. The most comprehensive philosophy of privacy would engage the insights of computer and information sciences, and other academic disciplines, such as psychology, sociology, economics, and law, where theories of privacy have been advanced since the 1970s. I describe the parameters of a comprehensive philosophy of privacy. Asikhia, Makinde, Akinlabi, and Ajani,(2022), conducted a study on the Effect of Employee Mobility on Skills Retention in Upstream Oil and Gas Companies in Nigeria. The study found that employee mobility components have positive and significant effect on skills retention of selected upstream oil and gas companies in Nigeria.

SUMMARY OF FINDINGS

- i. There was significance positive relationship e-safety and customer experience of Gasoline firms in Rivers State, Nigeria, $r(95, n = 295) = .610 <.983., p<.05$
- ii. There was significance positive relationship between communication and employee experience of Gasoline firms in Rivers State, Nigeria, $r(95, n = 295) = .411 <.846, p<.05$

Conclusion

The study concluded that e-safety and communication had positive significant relationship with customer experience and employee experience of Gasoline firms in Rivers State, Nigeria. Now more than ever, we recognize the power of digital technology to transcend geographical and information gaps and help countries and institutions work together, be it during natural disasters or in daily life. Together, we can leverage technology to build a better society for the future.” Digital transformation is a journey with multiple connected intermediary goals, in the end, striving towards ubiquitous optimization across processes, divisions and the business ecosystem of a hyper-connected age where building the right bridges (between front end and back office, data from ‘things’ and decisions, people, teams, technologies, various players in ecosystems etc.)in function of that journey is key to succeed.

REFERENCES

- Airfocus (2022). What is business transformation?
<https://airfocus.com/glossary/what-is-business-transformation/>
- Allen A. L. (2022) Philosophy of Privacy and Digital Life. *Proceedings of the American Philosophical Association* 21-38
- Álvarez-Pallete J. M., (2022), Telefonica communication
<https://www.telefonica.com/en/communication-room/blog/digital-life-is-life-itself-a-new-way-to-view-the-digital-world/>
- Ambituuni, A., Amezaga, J., and Emeseh, E., (2018) Analysis of safety and environmental regulations for downstream petroleum industry operations in Nigeria: problems and prospects. *Environmental. Development.* 9(6): 43–60.
- American Heritage Dictionary. Archived from the original on March 31,(2019). business
[:] 1.
The activity of buying and selling commodities, products, or service
- Andonov A., Dimitrov G.P., & Totev V., (2021) Impact of E-commerce on Business Performance. *TEM Journal* 10 (2) 1558-1564
- Asikhia, O. U., Makinde, G.O., Akinlabi, H. B. and Ajani, W. B. (2022) The Effect of Employee Mobility on Skills Retention in Upstream Oil and Gas Companies in Nigeria. 6(4): DOI: <https://doi.org/10.53819/81018102t4053>
- Barker.K,(2016), World Economic Forum.
<https://www.weforum.org/agenda/2016/09/8-digital-life-skills-all-children-need-and-a-plan-for-teaching-them/>
- Bestman A. and Amabo S. A. (2022) Knowledge Application and Organizational Sustainability of Oil and Gas Companies in Rivers State. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 6(11): 21 30
- Birlasoft (2022), Digital Transformation in Oil & Gas Industry: The Ultimate Guide.
<https://www.birlasoft.com/articles/digital-transformation-in-oil-and-gas-industry>
- Bogg,T.,(2022),Why Communication Is Important in the Oil and Gas Industry



<https://www.industrialcompliancesafety.com/isnetworld/why-communication-is-important-in-the-oil-and-gas-industry/>

Burton, William (2007). Burton's Legal Thesaurus (4th ed.). McGraw-Hill Education. p. 68.

ISBN 9780071472623. OCLC 70864526.

Connect,(2016),Connect internet solutions.
<https://www.connectinternetsolutions.com/index-on-digital-life/>



Dataroid(2022),
How do oil and gas
companies build
loyalty for
customers by
leveraging
analytics?
<https://www.dataroid.com/blog/how-do-oil-and-gas-companies-build-loyalty-for-customers-by-leveraging-analytics/>

Dehghan. A, &
Ma'toufi,
A.R.(2016) The
relationship
between
communication
skills and
organizational
commitment to
employees' job
performance in
Golestan's
National Company

ution
um
ts.
https://www.researchgate.net/publication/353159471_The_Relationship_between_Communication_Skills_and_Organizational_Commitment_to_Employees%27_Job_Performance_Evidence_from_Iran

Directive
Communication
International,
(2020).
<https://directivecommunication.net/communication-interpersonal-skills-oil-gas-industry/>

Dörner. K and
Edelman,D(2
015), What
'digital'
really means.
<https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/what-digital-really-means>

Efeeloo N.
(2017)
*International
Journal of
Academic
Research in
Accounting,
Finance and
Management
Sciences*, 4(7):
2225-8329.

Govos T.,
(2021)
What is
Digital
communication?
<https://gov>

os.com/blog/what-is-digital-communication/

IBM Consulting, (2020), Four lessons learned from modernizing the employee experience at an oil and gas company.

<https://www.ibm.com/blog/four-lessons-learned-from-modernizing-the-employee-experience-at-an-oil-and-gas-company/>

Lee, S., (2023), What is employee experience <https://www.cultureamp.com/blog/what-is-employee-experience>

Lengsfeld,(2022) Digital Life. <https://joernlengsfeld.com/en/definition/digital-life/>

Mensah, B. K., and Tawiah, A. (2016). Employee motivation and work performance: A comparative study of mining companies in Ghana. *Journal of*

Industrial Engineering and Management, 9(2), 255.

Merriam-Webster Dictionary. Archived from the original on 13 December 2021. Retrieved 25 July 2022.

Meyer,S.,(2018)The Impact of Digital Life on Society.

<https://www.grin.com/document/453828>

Miles,M.(2023), What is employee experience (EX) and why does it matter? <https://www.betterup.com/blog/employee-experience>

<https://www.betterup.com/blog/employee-experience>

Mogg, K., (2022), Breaking Down the Elements of Business Transformation <https://www.google.com/search?q=Breaking+Down+the+Elements+of+Business+Transformation>



ormation+Kali+M
ogg+&client=firef
ox-b-
d&sxsrf=AJOqlzV
DXnZoWdF-P6-

Nucoro L.,
(2023) Your
Complete
Digital
Investment
Platform
Guide
<https://www.nucoro.com/insights/your-complete-digital-investment-platform-guide>

Ogbonnia, O. O.
(2017). Artificial
Intelligence As An
Imperative To The
Effective Delivery
Of Instructional
Materials'
Content. *International Journal of Advanced Research and Publications*, 1(5), 323-327.

Olusegun E.A.
(2018) Employee
Voice: Speaking
up in Organisation
as a Correlate of
Employee
Productivity in Oil
and Gas Industry -
an Empirical
Investigation from
Nigeria.

Omoankhanlen A.
J. (2021)
Employee
Wellbeing and
Organizational
Effectiveness of
Oil and Gas Firms
in Rivers State,
Nigeria.
International Journal of Social Sciences and Management Review, 4(2): 2582-0176

Panorama(2022),
Digital
Transformation in
the Oil and Gas
Industry: How
Companies are
Modernizing,
<https://www.panoramaconsulting.com/digital-transformation-in-oil-and-gas-industry/>

Pham, T A. and
Yazdani, K
(2021), The
Mediating Role of
Customer
Experience on the
Relationship
between Online
Shopping
Determinants and
Customer
Satisfaction in
Vietnam



*International
Journal of Social
Science and
Humanity*
[10.18178/ijsssh.20
21.V11.1028](https://www.ijsssh.2021.v11.1028)

Pradhan, R. K. and
Jena, L. K. (2017).
*Employee
performance at
workplace:
Conceptual model
and empirical
validation.*
Business
Perspective and
Research, 5(1), 1-
17.

Rossetto. L (2018),
Pew Research
Centre
[https://www.pew
research.org/intern
et/2018/07/03/the-
positives-of-
digital-life/](https://www.pewresearch.org/internet/2018/07/03/the-positives-of-digital-life/)

Seemann, U.,
(2018), Fueling the
Customer
Experience,
[https://www.cspda
ilynews.
com/technologys
ervices/fueling-
customer-
experience](https://www.cspdailynews.com/technology-services/fueling-customer-experience)

Shipley, C (2004), Living the
digital life, today
[https://www.networkworld.com/arti
cle](https://www.networkworld.com/article)

[/2327845/living-the-digital-
life--today.html](https://www.ijsssh.2021.v11.1028)

Shively, K., (2017)
and Hague &
Payton,
(2010), Reflections
from the Field:
Creating an
Elementary Living
Learning
Makerspace.
[https://www.resea
rchgate.net/
publication/32851
3105](https://www.researchgate.net/publication/328513105)

Shopify S.,
(2023) What
is Digital
commerce?
How it Works,
Examples,
and Trends.
[https://
www.shopify.
com/blog/digi
tal-commerce](https://www.shopify.com/blog/digital-commerce)

Taylor, A., (2022), The
benefits of
working in
the oil
& gas
industry
[https://www.trsstaffing.com/blo
gs/2022-1/the-benefits-of-
working-in-the-oil-gas-industry](https://www.trsstaffing.com/blogs/2022-1/the-benefits-of-working-in-the-oil-gas-industry)

The Economic Times, 19 March,
2023, Business
News›Definitions›Business›Busines
s



Victor A. (2020)
Health And Safety
Training And
Employee
Performance In
Oil And Gas
Companies In
Rivers State,
Nigeria.

International
Journal Social
Sciences and
Education 7(8):41-
51

What is
digital business
transformation?
essential guide
DX <https://www.i-scoop.eu/digital-transformation/>

Wilshiere, J., (2023),
What is
e-
safety?

Everything
you need
to know
<https://www.oneeducation.org.uk/what-is-e-safety/>