

Technopreneurship Orientation and Business Success of Multinational Food and Beverage Firm's In Rivers State

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ARTICLE INFORMATION	ABSTRACT
<p>Article history: Published on 17th Jan 2026</p> <p>Keywords: Technopreneurship Orientation Innovativeness Value Creation Business Success Market Share Growth</p>	<p>This study investigated the relationship between technopreneurship orientation and business success of multinational food and beverage firms in Rivers State, Nigeria. The study focused on two key dimensions of technopreneurship orientation, namely innovativeness and value creation, and examined their influence on business success measured through sales growth and market share growth. Anchored on Schumpeter's Innovation Theory and the Resource Based View, the study adopted a correlational survey design. The population of this study comprised of 6 multinational food and beverage firms operating in Rivers State. These firms include Nestlé Nigeria Plc, Coca-Cola Nigeria Limited, PepsiCo Nigeria, and Unilever Nigeria Plc, all of which have significant operational bases and market presence within the state. Data were collected from Ninety (90) managerial and operational employees of multinational food and beverage firms using a structured questionnaire on the basis of 15 staff per firm. The findings revealed that innovativeness has a strong and significant positive relationship with both sales growth and market share growth. The study concluded that strengthening innovation capacity and enhancing customer centered value creation are essential for achieving long term business success in Nigeria's fast moving consumer goods sector. It recommended increased investment in innovation infrastructure, employee creativity development, customer feedback systems, and advanced technological integration to maintain strong market performance.</p>

1. Introduction

Organisations are starting to see the value of technopreneurship as a strategy for long-term growth and competitive advantage in today's tech-driven, cutthroat business climate. According to Olawale and Okafor (2021), technopreneurship is all about combining technology with entrepreneurship. It's all about being innovative, having digital capabilities, and creating value in business operations. Innovations in technology are the main focus, with the aim of improving manufacturing efficiency, creating new goods, and increasing consumer value. Technopreneurially orientated businesses have a leg up in the global marketplace because they can adjust to changing technology more easily, meet the evolving demands of their customers, and take advantage of new possibilities as they arise (Nambisan, 2017).

An entrepreneurial focus on technology has evolved from a nice-to-have to an absolute must in the food and drink sector. The ever-changing landscape of consumer tastes, manufacturing methods, and distribution channels presents formidable challenges to multinational firms like Nestlé Nigeria Plc, PepsiCo, Coca-Cola Nigeria Limited, and Unilever Nigeria Plc. These companies are putting a lot of faith in their innovativeness to keep growing and making money. Innovation means coming up with new products, embracing new technology, and improving operational processes. Value creation means giving customers what they want—unique offerings, strong brands, and excellent service (Akanbi & Onyema, 2020). When a company's strategy is to build, deliver, and maintain value in a competitive business environment through the integration of technical innovation and entrepreneurial behaviour, it is said to have a technopreneurship orientation. The combination of the words "technology" and "entrepreneurship" gave rise to the phrase, which emphasises the complementary nature of technical expertise and entrepreneurial spirit. The attitude and methods of businesses that are tech-savvy and always looking for new ways to improve their goods, services, procedures, and overall market performance are known as technopreneurship (Adu & Boateng, 2022).

Integrating technological innovation into entrepreneurial strategy is crucial for multinational organisations to succeed in today's market. An organization's strategic stance towards innovation, proactiveness, and risk-taking determines performance outcomes including sales growth, profitability, and market expansion; this stance is reflected in a technopreneurship orientation (Lumpkin and Dess, 2001). Firms in Nigeria that prioritise technopreneurial culture outperform those that rely only on traditional business

models, due to the ongoing dangers posed by competition and economic uncertainty (Okpara, 2019). Multinational food and beverage companies may boost productivity, delight customers, and dominate their markets by embracing digital technologies, data-driven marketing, automation, and consumer analytics.

Business success, as measured by expanding sales and market share, is therefore increasingly reliant on companies' attitude towards technopreneurship. Increasing sales show that the company is getting better at making money by coming up with new products and services to sell, while increasing market share shows how dominant the company is in the industry. Businesses in Rivers State, where consumers are faced with a plethora of national and international brands, stand a better chance of long-term success if they adopt growth-oriented strategies that use cutting-edge technology. As a result, the purpose of this research is to look at how MNCs in the food and drink industry in Rivers State, Nigeria, fare when it comes to technopreneurship orientation (creativity and value creation) and financial performance (increasing sales and market share).

Statement of the Problem

Over the last decade, the food and beverage business in Nigeria has seen a rise in competitiveness, changes in customer needs, and technological upheavals. Due to a lack of innovation, inadequate technology integration, and restricted value creation activities, many enterprises still have challenges in maintaining steady growth and market share, even in the face of strong global organisations. Traditional business models, which have been around for a while yet still hold most companies behind, place more emphasis on output volume than on innovation in technology and value creation.

Rivers State is home to a number of international and indigenous businesses that are all fighting for the same customers in a price-sensitive and ever-changing market. There is a noticeable performance gap between companies who have embraced technology advancements like digital marketing, automation, and online shopping platforms and those that have not. Thus, the most important thing to consider is if a technopreneurial mindset with an emphasis on innovation and value creation substantially aids in the expansion of a company's revenue and market share. To the best of my knowledge, there is a dearth of empirical research on the topic of technopreneurship orientation in Nigeria. What little there is tends to concentrate on SMEs rather than MNCs (Olawale & Okafor, 2021; Akpan & Udoh, 2023). Because of this knowledge vacuum, researchers in Rivers State should zero in on the role that technopreneurial methods play in the financial success of MNCs in the food and drink industry.

Conceptual Framework

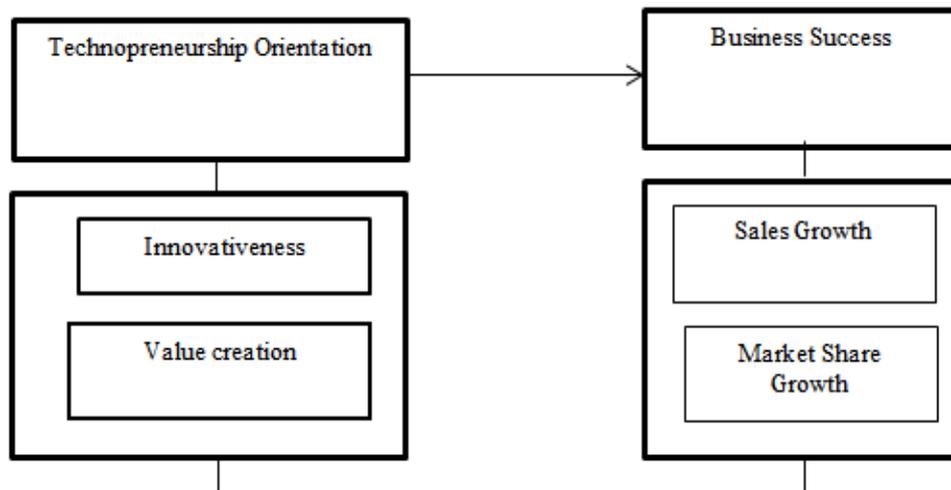


Figure 1.1: the conceptual framework of the relationship between Technopreneurship Orientation and Business Success. Sources: Duru, C. M., & Nwachukwu, U. C. (2020); Kaplan & Norton, 1996.

Aim and Objectives of the Study

The main aim of this study is to examine the relationship between Technopreneurship Orientation and Business Success of multinational food and beverage firms in Rivers State. The specific objectives are to:

- i. Determine the relationship between innovativeness and sales growth of multinational food and beverage firms in Rivers State.
- ii. Examine the relationship between innovativeness and market share growth of multinational food and beverage firms in Rivers State.
- iii. Assess the relationship between value creation and sales growth of multinational food and beverage firms in Rivers State.
- iv. Investigate the relationship between value creation and market share growth of multinational food and beverage firms in Rivers State.

Research Hypotheses

- Ho₁: There is no significant relationship between innovativeness and sales growth of multinational food and beverage firms in Rivers State.
- Ho₂: There is no significant relationship between innovativeness and market share growth of multinational food and beverage firms in Rivers State.

Ho₃: There is no significant relationship between value creation and sales growth of multinational food and beverage firms in Rivers State.

Ho₄: There is no significant relationship between value creation and market share growth of multinational food and beverage firms in Rivers State.

2. Review of Literature

Technopreneurship Orientation

When a company's strategy is to build, deliver, and maintain value in a competitive business environment via the integration of technical innovation and entrepreneurial behaviour, it is said to have a technopreneurship orientation. The combination of the words "technology" and "entrepreneurship" gave rise to the phrase, which emphasises the complementary nature of technical expertise and entrepreneurial spirit. The attitude and methods of businesses that are tech-savvy and always looking for new ways to improve their goods, services, procedures, and overall market performance are known as technopreneurship (Adu & Boateng, 2022). It goes beyond just using technology to make things run more smoothly; it also includes making creative and innovative use of technology to create value. Here, a company's technopreneurship attitude shows how seriously it takes innovation as a competitive strategy for long-term success.

An organization's performance in the modern business world is increasingly dependent on its technopreneurship approach. Companies in the modern digital age must be nimble and innovative in order to keep up with the ever-evolving technology landscape, globalisation, and the knowledge economy (Tidd & Bessant, 2021). Businesses that are highly focused on technopreneurship continually seek out new possibilities, try out new technologies, and adjust their processes to meet the changing demands of their customers. Innovation, initiative, and a willingness to take risks are characteristics of an entrepreneurial mindset, say Lumpkin and Dess (2001). The focus on technological innovation and value generation via digital transformation characterises the technopreneurship orientation, which expands upon this framework. Organisational cultures that see technology change as a driver of development and competitive advantage are characterised by a technopreneurship orientation, which is more than simply a strategic mindset.

Dimensions of Technopreneurship Orientation

Innovativeness

A company's innovativeness may be described as its capacity to come up with, accept, and put into practice novel concepts, procedures, goods, or technology; this is one of the key aspects of a technopreneurship attitude. Its importance in determining a company's competitive edge in ever-changing marketplaces is well-known (Drucker, 2014). Embracing new ideas and being open to breaking with convention in order to provide exceptional value to clients are key components of an innovative mindset. Innovation in the food and beverage industry may take many forms, including the introduction of new products, the redesign of existing ones, the adoption of more environmentally friendly manufacturing methods, and the creation of novel advertising campaigns that cater to individual tastes.

One of the most important aspects of a technopreneurship attitude is innovativeness, which is defined as the degree to which a company is likely to participate in and encourage the development of novel concepts, methods, and tools for improving existing technologies. The term refers to a company's propensity to take advantage of emerging opportunities in the market by introducing innovative goods, processes, and technology (Lumpkin & Dess, 2001). Hult, Hurley, and Knight (2020) state that innovativeness is a sign of a company culture that values learning and innovation as means to maintain performance over time.

Innovation in both products and processes is at the heart of what it means to be innovative. While new or enhanced products and services are examples of product innovation, modifications to manufacturing, distribution, or operational systems that increase efficiency and decrease costs are examples of process innovation (Tidd & Bessant, 2021).

Value Creation

In order to create value, a company must provide goods and services that are both useful to consumers and profitable for the business. It connects innovation, entrepreneurship, and market success, and it is the fundamental result of a technopreneurship attitude. Firms create value when their solutions increase consumer pleasure, go above and beyond expectations, and help advance social and economic growth (Porter and Kramer, 2019). Value creation in the food and beverage sector may manifest in a variety of ways, including more nutritious ingredients, more environmentally friendly production methods, better packaging, and more attentive service to consumers. The authors Porter and Kramer (2019) state that in order to create value, businesses must seek out and take advantage of opportunities that boost their competitiveness while also helping society achieve its larger objectives. What this implies for businesses is that they should focus on providing exceptional value to their clients while also guaranteeing that the company and its stakeholders can reap sustained profits. Technopreneurship is based on the idea that innovative solutions, enhanced efficiency, and stronger connections with customers, suppliers, and communities may be achieved via the efficient use of technology and innovation. According to Priem (2007), value creation occurs when businesses are able to create and distribute products and services that customers see as having better advantages than competing ones.

Business Success

To be valuable, a company's products and services must serve both the needs of customers and the bottom line. It is the core outcome of a technopreneurship mindset and it links innovation, entrepreneurship, and consumer success. According to Porter and Kramer (2019), companies generate value when their products or services surpass customer expectations, boost social and economic development, and enhance consumer enjoyment. Improvements in nutrition, sustainability, packaging, and customer

service are just a few ways that the food and beverage industry may provide value for its customers. If companies want to be valuable, according to Porter and Kramer (2019), they need to look for ways to improve their competitiveness while also contributing to societal goals. Accordingly, companies should prioritise satisfying customers' needs with outstanding value while also ensuring long-term financial success for the firm and its owners. The fundamental tenet of technopreneurship is the belief that technological innovation and efficiency gains may lead to novel solutions, improved relationships with stakeholders (including consumers, suppliers, and communities), and ultimately, financial success. Priem (2007) argues that companies generate value when they manufacture and sell goods and services that consumers perceive as superior to those of competitors.

Measures of Business Success

A company's capacity to reach its objectives, keep making money, and stay ahead of the competition are all parts of what makes a business successful. In order to get a whole picture of how well a company is doing, analysts look at a variety of metrics, both monetary and otherwise (Anning-Dorson, 2018). Increases in sales, profits, ROI, and market share are examples of financial indicators; non-financial indicators include things like the capacity to satisfy customers, innovate, and run operations efficiently (Kaplan & Norton, 1996).

Sales Growth

One of the most basic and measurable measures of a company's performance is sales growth, which is the rise in revenue over a certain time. According to Kotler and Keller (2016), it shows how well a business can grow its market presence, draw in new clients, and hold on to the ones it already has. An increase in sales over time shows that customers are still interested in the company's offerings, and it's a good indicator that the marketing and distribution efforts are paying off. The ever-changing interplay of product innovation, brand loyalty, and market response is encapsulated in sales growth for global food and beverage corporations.

Market Share Growth

Market share growth is another key indicator of business success that reflects a firm's relative position and competitiveness within its industry. It is typically defined as the percentage of total sales in a particular market captured by a specific company compared to its competitors (Day & Wensley, 1988). Unlike sales growth, which measures absolute performance, market share growth indicates comparative performance how well a firm is performing relative to others in the same market. A growing market share suggests that the firm's products and marketing strategies are more effective than those of its rivals, allowing it to attract a larger portion of total consumer demand. In this sense, market share growth reflects both strategic dominance and customer preference for a firm's offerings. Companies such as Nestlé, Coca-Cola, and PepsiCo have historically sustained strong market shares by introducing new products tailored to local tastes, maintaining high quality standards, and deploying advanced marketing technologies.

Theoretical Review

Schumpeter's Innovation Theory (1934)

The foundation of technopreneurship orientation rests significantly on Joseph A. Schumpeter's Innovation Theory of Economic Development (1934). Schumpeter postulated that innovation is the fundamental driver of economic and organizational progress, emphasizing that entrepreneurs are agents of change who introduce new products, methods, and markets that disrupt existing systems and create new opportunities. According to Schumpeter, the essence of entrepreneurship lies not merely in the establishment of enterprises but in the introduction of "new combinations" that is, new products, production methods, market structures, and organizational forms. This process of creative destruction enables firms to replace outdated processes with more efficient and profitable innovations (Schumpeter, 1934).

Schumpeter's theory underscores the importance of innovativeness as a key determinant of business success. Innovativeness involves the creation or improvement of products and processes through the application of technology and entrepreneurial thinking. For multinational food and beverage firms in Rivers State, this may include the introduction of new product lines, adoption of automated production systems, digital marketing tools, and innovative packaging designs. By continuously engaging in innovative activities, these firms enhance efficiency, differentiate themselves from competitors, and satisfy emerging consumer preferences. Thus, innovation serves as a catalyst for achieving sales growth and market share expansion, both of which are measures of business success.

Moreover, Schumpeter's theory aligns with the value creation dimension of technopreneurship orientation. Schumpeter argued that innovation drives value creation by generating new forms of consumer satisfaction and market opportunities. Through technological advancement, firms can create unique products and experiences that command customer loyalty and price premiums. In the food and beverage sector, value creation manifests in developing healthier, more sustainable, and locally tailored products that meet consumer expectations in diverse markets like Rivers State. Therefore, firms that embed Schumpeterian innovation principles into their strategies can achieve both financial success and social impact.

Empirical Review

The relationship between innovation and firm performance in Ghana's service sector was examined by Anning-Dorson (2018) in his work titled *Innovation and Competitive Advantage Creation: The Role of Organisational Leadership in Service Firms*. One hundred and eighty managers from the banking and hospitality sectors were given a standardised questionnaire. The research used structural equation modelling (SEM) to get the conclusion that innovativeness significantly affected financial success and customer happiness. According to the results, companies whose leadership structures encourage innovation tend to have more

profitable and more consistently growing market shares. Furthermore, the research stressed that innovation is a cultural phenomenon that encourages inventiveness and flexibility, rather than just a technological byproduct. This data supports the claim made in the present study that multinational food and beverage companies doing business in Rivers State benefit from a technopreneurship approach that prioritises innovation.

Companies in Nigeria's manufacturing sector were the focus of Akpan and Udoh's (2023) study on value creation and competitive performance. The purpose of the research was to find out what effect a company's capacity to generate value for its stakeholders and customers had on its bottom line. The research included multiple regression and Pearson correlation analyses using data collected from a cross-sectional survey of 210 managers from industrial enterprises in Port Harcourt and Lagos. The results showed that there was a statistically significant correlation between value creation and the rise of market share and profitability ($\beta = 0.62$, $p < 0.01$). According to the study's authors, companies that prioritise their customers' needs, use digital communication, and constantly improve product quality are more likely to succeed in the marketplace. In light of the current research's premise, which holds that MNCs in Rivers State are driven to increase their sales and market share via value creation, this study is pertinent.

Research on the relationship between innovation capabilities and company growth in Nigeria's consumer goods sector was carried out by Eze and Adebayo in 2022. Findings from this study shed light on the relationship between innovation capabilities and key performance indicators (KPIs) including revenue growth, market expansion, and brand equity. Three hundred workers from consumer goods multinationals like Nestlé and Unilever provided the data. Using regression analysis, it was shown that there is a strong positive correlation ($r = 0.73$, $p < 0.05$) between innovation capability and company growth. Tech adoption, process efficiency, and new product creation are the three main drivers of corporate success, according to the report. Consistent with the present study, the results show that innovation is key to the food and beverage business in Rivers State in order to increase sales and gain a competitive edge.

Researchers Duru and Nwachukwu (2020) looked on the relationship between small and medium-sized enterprises (SMEs) in southern Nigeria and their market performance. The purpose of the research was to find out how innovation, risk-taking, and proactiveness affect the expansion and market share of businesses. One hundred and twenty business owners from Rivers, Bayelsa, and Delta States filled out a standardised questionnaire. Various regression models were used for the data analysis. Innovation and proactiveness were shown to have a substantial impact on market success ($\beta = 0.58$, $p < 0.05$), while risk-taking did not demonstrate any meaningful connection. Sales and market share are more likely to increase for companies that innovate often and provide value to their customers, according to the authors. By proving that creative entrepreneurship boosts competitiveness and increase in market share even in Nigeria's regional marketplaces, this study provides empirical support for the current research.

Technology innovation and the efficiency of Ghanaian food and drink companies were investigated by Agyapong (2020). Results like profit, market share, and client retention were the primary foci of the research into the effects of innovative techniques and technical progress on business performance. Data was collected from 250 workers of international organisations, including Guinness Ghana Breweries and Coca-Cola Ghana, using a descriptive correlational approach. A strong positive correlation between technical innovation and company success was found in the data ($r = 0.68$, $p < 0.05$). Research shows that new technologies boost brand competitiveness, save operating costs, and increase product quality. This result is in line with the current study's hypotheses, which state that multinational food and beverage companies in Rivers State benefit greatly from a technopreneurship approach that emphasises innovation and value creation.

3. Methodology

A correlational survey research design was used in this study. Six international food and drink companies with operations in Rivers State made up the study's population. Some of these companies with substantial operations and market presence in the state include Nestlé Nigeria Plc, Unilever Nigeria Plc, PepsiCo Nigeria, and Coca-Cola Nigeria Limited. In order to draw conclusions, the research used a census-style methodology and examined all six of the international food and beverage companies operating in Rivers State. Managers from the companies are the ones who filled out the survey. We used a random sampling method with 15 employees per company to get 90 people to fill out the survey. Because of the crucial positions they play, these respondents were hand-picked to provide insightful commentary on the topics of technopreneurship and company performance. Primary data for the study came from interviews with participants using a questionnaire the researcher had created. Content and face validation were used to demonstrate the study instrument's validity. Twenty participants were selected from a non-participating multinational firm (Cadbury Nigeria Plc) for the pilot test in order to guarantee dependability. Statistical Package for the Social Sciences' Cronbach's Alpha reliability test was used to examine the answers. With respect to each construct, the following dependability coefficients were obtained: innovativeness (0.86), value creation (0.83), sales growth (0.81), and market share increase (0.84). In terms of dependability for data collection, the questionnaire questions were internally consistent and had an overall reliability coefficient of 0.84, which is higher than the 0.70 threshold proposed by Nunnally (1978). The study's four hypotheses were tested using inferential statistics. The links between innovativeness, value creation, sales growth, and market share growth were examined using the Pearson Product Moment Correlation Coefficient (PPMC). Using SPSS version 25.0, we evaluated all hypotheses at a significance level of 0.05.

4. Data Presentation

In this part, the results of the survey were shown. Ninety (90) copies of the survey were sent to those who took part. What follows is a breakdown of the survey's distribution and completion rate.

Hypothesis 1

Ho₁: There is no significant relationship between innovativeness and sales growth of multinational food and beverage firms in Rivers State.

Table 1: Result of bivariate analysis between innovativeness and sales growth of food products exporting SMEs

		INNOVATIVENESS	SALES GROWTH
INNOVATIVENESS	Pearson Correlation	1	.646**
	Sig. (2-tailed)		.000
	N	90	90
SALES GROWTH	Pearson Correlation	.646**	1
	Sig. (2-tailed)	.000	
	N	90	90

**Correlation is significant at 0.01 levels (2 tailed)

Source: SPSS-generated Output

The data from the bivariate study that was conducted in Rivers State on the relationship between innovativeness and sales growth for multinational food and beverage corporations is displayed in Table 1. There is a high positive association between innovativeness and sales growth of multinational food and beverage enterprises in Rivers State ($r = .646^{**}$), which is significant at the 0.01 level (**). The finding allows us to reject the null hypothesis (Ho₁) and adopt the alternative hypothesis, which proposes that multinational food and beverage enterprises in Rivers State have a strong positive and significant association between innovativeness and sales growth.

Hypothesis 2

Ho₂: There is no significant relationship between innovativeness and market share growth of multinational food and beverage firms in Rivers State.

Table 2: Result of bivariate analysis between innovativeness and market share growth of food products exporting SMEs

		INNOVATIVENESS	MARKET SHARE GROWTH
INNOVATIVENESS	Pearson Correlation	1	.815**
	Sig. (2-tailed)		.000
	N	90	90
MARKET SHARE GROWTH	Pearson Correlation	.815**	1
	Sig. (2-tailed)	.000	
	N	90	90

**Correlation is significant at 0.01 levels (2 tailed)

Source: SPSS-generated Output

Table 2 shows the outcome of a bivariate study that was conducted in Rivers State to determine the relationship between innovativeness and the increase of market share for multinational food and beverage corporations. Multinational food and beverage companies in Rivers State have a very positive association between innovativeness and the increase of their market share ($r = .815^{**}$), which is statistically significant at the 0.01 level (**). To sum up, we accept the alternative hypothesis and reject the null hypothesis (Ho₂). It follows that we must acknowledge the existence of a very substantial and positive correlation between the innovativeness of multinational food and beverage enterprises in Rivers State and their ability to increase their market share.

Hypothesis 3

Ho₃: There is no significant relationship between value creation and sales growth of multinational food and beverage firms in Rivers State.

Table 3: Result of bivariate analysis between value creation and sales growth of food products exporting SMEs

		VALUE CREATION	SALES GROWTH
VALUE CREATION	Pearson Correlation	1	.844**
	Sig. (2-tailed)		.000
	N	90	90
SALES GROWTH	Pearson Correlation	.844**	1
	Sig. (2-tailed)	.000	
	N	90	90

**Correlation is significant at 0.01 levels (2 tailed)

Source: SPSS-generated Output

For international food and beverage companies operating in Rivers State, Table 3 shows the results of a bivariate study of the relationship between value creation and sales growth. Multinational food and beverage companies in Rivers State show a very positive connection between value creation and sales growth ($r = .844^{**}$), with the ** signifying a significant association at the

0.01 level. It follows that the alternative hypothesis (Ho2) is correct and the null hypothesis (Ho3) is rejected. In other words, we concede that MNCs in the food and drink industry in Rivers State have a very favourable and statistically significant correlation between the value they create and the increase in their sales.

Hypothesis 4

Ho4: There is no significant relationship between value creation and market share growth of multinational food and beverage firms in Rivers State.

Table 4: Result of bivariate analysis between value creation and market share growth of multinational food and beverage firms in Rivers State

		VALUE CREATION	SALES GROWTH
VALUE CREATION	Pearson Correlation	1	.812**
	Sig. (2-tailed)		.000
	N	90	90
SALES GROWTH	Pearson Correlation	.812**	1
	Sig. (2-tailed)	.000	
	N	90	90

*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-generated Output

For international food and beverage companies operating in Rivers State, Table 3 shows the results of a bivariate study of the relationship between value creation and sales growth. Multinational food and beverage companies in Rivers State show a very positive connection between value creation and sales growth ($r = .844^{**}$), with the ** signifying a significant association at the 0.01 level. It follows that the alternative hypothesis (Ho2) is correct and the null hypothesis (Ho3) is rejected. In other words, we concede that MNCs in the food and drink industry in Rivers State have a very favourable and statistically significant correlation between the value they create and the increase in their sales.

Discussion of Findings

Innovativeness and Sales Growth

Multinational food and beverage enterprises in Rivers State exhibit a robust and statistically significant correlation ($r = .646, p < 0.01$) between innovativeness and sales growth. This implies that companies have better sales results when they regularly release new items, put money into tech innovation, and promote creative idea development. That fits in with what Schumpeter calls "the innovation theory," which states that new ideas stimulate expansion in both businesses and economies. This study's strong link backs with previous research that has shown that innovative companies do better financially and have more loyal customers (Anning-Dorson, 2018). Similarly, Olawale and Okafor (2021) found that when it comes to sales growth, innovation-driven enterprises in Nigeria do far better.

Innovativeness and Market Share Growth

A very strong positive correlation exists between innovativeness and market share growth ($r = .815, p < 0.01$). This suggests that firms with higher levels of innovativeness tend to command stronger competitive positions and capture larger portions of market demand. This aligns with the Resource Based View (RBV), which posits that innovation capabilities are valuable, rare, and difficult to imitate, thereby supporting sustained competitive advantage. Empirically, the result is consistent with studies by Agyapong (2020), who found that technological innovation significantly enhances the market share performance of food and beverage firms. Eze and Adebayo (2022) also found that firms capable of continuous innovation outperform rivals and gain wider market dominance.

Value Creation and Sales Growth

Value creation and sales growth were shown to have a very strong and statistically significant association ($r = .844, p < 0.01$) in the research. Offering higher overall value, soliciting client input, and providing improved product quality all contribute to value creation, which in turn affects consumer satisfaction and purchasing choices. Companies who provide more value to their consumers could expect higher profits, according to Porter and Kramer's (2019) Shared Value Theory. This finding is consistent with earlier empirical research. Companies that use value-enhancing methods saw a spike in revenue and client loyalty, as shown by Akpan and Udoh (2023).

Value Creation and Market Share Growth

The analysis revealed a very strong positive relationship between value creation and market share growth ($r = .812, p < 0.01$). This indicates that firms that deliver superior value are more capable of capturing and retaining a larger share of the market. Value creation strengthens customer loyalty, enhances brand reputation, and differentiates firms from competitors.

This finding agrees with Priem (2007), who highlighted that value creation deepens customer preference and leads to sustainable market advantage. It also aligns with findings by Duru and Nwachukwu (2020), who found that value focused firms tend to grow faster in competitive environments.

5. Conclusion and Recommendations

Conclusion

Researchers in Rivers State found that technopreneurship orientation was a major factor in the success of MNCs in the food and drink industry. Businesses that are innovative are able to swiftly adjust to shifting customer tastes, launch cutting-edge goods, and embrace new technology, all of which contribute to increased sales. These results provide further evidence that creative businesses are more competitive in the market, which helps them get a larger portion of the pie. Value creation is also an excellent indicator of how well a company will do. Increased client loyalty, more sales, and a bigger portion of the market are the results for businesses who provide high-quality products, listen to consumer input, and set themselves apart from competitors. These findings provide credence to the idea that value-driven tactics improve monetary and non-monetary outcomes.

Recommendations

The following suggestions are offered in light of the results:

1. In order to maintain sales growth and competitive advantage, multinational food and beverage corporations need raise their investment in product and process innovation.
2. Businesses should foster an environment that values innovation by providing opportunities for workers to generate, evaluate, and execute new ideas.
3. In order to comprehend and satisfy client demands, businesses should use data-driven value development methods.
4. Management should make customer feedback systems a top priority in order to continually improve the value of products and the delivery of services.

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