

Assessing Digital Technology Acceptance and Organisational Readiness for Textile and Apparel industry in Bangladesh

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ABSTRACT:

The adoption of digital technology in the textile and apparel industry is paramount for enhancing efficiency, competitiveness, and innovation. This study evaluates digital technology acceptance and organisational readiness within the textile and apparel sector in Bangladesh, utilising the Unified Theory of Acceptance and Use of Technology (UTAUT) framework. A pilot study involving 100 participants was conducted to provide preliminary insights. Regression analysis was employed to investigate the relationships between key factors—Facilitating Conditions (FC), Responsiveness (RES), Effort Expectancy (EE), Cost (COST), and Performance Expectancy (PE)—and Adoption Intention (ADI). The model exhibited robust predictive power with an R-squared value of 0.70, explaining approximately 70% of the variance in adoption intention. The results revealed that Performance Expectancy, Cost, Responsiveness, and Facilitating Conditions positively influence ADI, while Effort Expectancy negatively impacts it.

These findings highlight the critical role of performance expectancy, cost efficiency, responsiveness, and facilitating conditions in driving digital technology adoption in the textile and apparel industry. The negative influence of effort expectancy underscores the challenge of perceived ease of use. This study lays the groundwork for further research and provides actionable insights for policymakers and industry leaders to bolster digital readiness in Bangladesh's textile and apparel sector. By addressing these factors, organisations can enhance their digital adoption efforts, ultimately leading to greater efficiency and competitive advantage.