

The adoption intention of digital strategy among microenterprises in Sabah

ABSTRACT

In Malaysia, the uncertain situations such as the politic and economic crisis, natural disaster, security issues and the current pandemic outbreak have led to instability of the business operation in many important economic sectors. Opting for digital strategy means is one of the agile business strategies that can be adopted by entrepreneurs to survive in time of crisis. Nonetheless, the digital adoption by microenterprises in Malaysia, especially in Sabah lags behind the global average in terms of the webpage, e-commerce and social media. Many scholars suggest access to internet infrastructure, funding and basic knowledge as the hindrances to digital adoption among microenterprises. It is still unknown how difficult situation such as the pandemic crises might influence the intention to adopt digital strategy among microenterprises. Therefore, this paper aims to explore the influence of institutional pressures on the adoption intention on digital strategy among microenterprises in Sabah. This study uses institutional theory to explain the drivers of digital adoption among microenterprises. A total of 133 micro-entrepreneurs from Sabah has participated in the questionnaire-based survey. This study concludes that normative pressure and attitude have a significant influence on the intention to adopt digital strategy among micro-entrepreneurs.