Adoption of Digital Marketing by Micro-Entrepreneurs in Gampaha District, Sri Lanka

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Despite the growing importance of digital marketing, research specifically focusing on its adoption by micro-entrepreneurs in Sri Lanka is limited. This study addresses this gap by exploring how environmental, organizational, and technological factors (TOE framework) impact the adoption of digital marketing strategies among micro-enterprises in the Gampaha district. Data were collected from 384 micro-entrepreneurs using structured surveys and analyzed with SPSS. The TOE framework was utilized to assess the impact of various dimensions on digital marketing adoption. The analysis revealed that the TOE dimensions account for 75.2% of the variance in digital marketing adoption, with organizational factors having the most significant impact (= 0.596). Specific organizational factors, such as readiness and resource availability, were particularly influential. The findings highlight the critical role of organizational readiness and favorable environmental conditions in adopting effective digital marketing strategies. Management implications include the need for secure data practices and tailored digital strategies to enhance market responsiveness and competitive advantage. This research fills a significant gap in the literature, providing valuable insights for microentrepreneurs, policymakers, and future researchers by identifying key factors that facilitate or hinder digital marketing adoption. Future studies should explore these findings across different industries and incorporate mixed-methods approaches to deepen the understanding of digital marketing's impact on microenterprises.

Keywords: *micro entrepreneurs, environmental dimension, Organizational dimension, technological invention, TOE framework, adoption of digital marketing*