

Research on the influencing factors of textile and garment enterprise informatization based on TOE framework

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Abstract: Under the background of digital economy, informatization has become the basic condition for the development and transformation of textile and garment enterprises. Aiming at the influencing factors of textile and apparel enterprise informatization, based on TOE framework (i.e., technology-organization-environment framework), The significant mediating role of inter-firm competition factors at the inter-organizational level in the influence of technology-level and intra-organizational-level factors on the informatization of textile and apparel firms is proposed and verified. It further enriches the influence mechanism of various factors on the Informatization of textile and garment enterprises. The policy support is introduced into the model as a moderating variable, and the results show that the policy support only has a significant positive moderating effect on the impact of industrial collaboration on the informatization of textile and apparel enterprises.

Keywords: Digital economy; Textile and garment enterprises; Enterprise informatization; TOE framework.

1. Introduction

The digital economy is the main driver of economic improvement, and it also provides resources and guarantees for the transformation and upgrading of traditional enterprises and high-quality development. In the context of digital economy, all kinds of enterprises are promoting the "integration of two" under the promotion of new technologies and exploring the development path of comprehensive Informatization and digitalization. The key path of digital economy development should be based on technology as the core, talent as the root, and manufacturing transformation as the main line [1]. Enterprise informatization is the key construction work to improve enterprise performance and enhance the value of enterprises themselves, and it is also the pavement for enterprises to achieve high-quality development and successful transformation to digitalization and intelligence.

While China has built a moderately prosperous society, the textile and garment industry has also basically achieved the goal of becoming a strong country, with the automation and flexible manufacturing of the textile and garment industry continuing to advance, and the manufacturing level and trade scale steadily ranking among the top in the world. The State Council and the Ministry of Industry and Information Technology have issued a series of opinions on improving the support for small and medium-sized enterprises, and the China Textile Federation has also proposed a "special new special new" development action plan for small and medium-sized textile and garment enterprises, which can more accurately reflect the current situation of the industry, and scientific analysis of the impact factors of enterprise information technology is to promote the transformation of enterprises and achieve An important foundation for sustainable industrial development.

Through previous studies on the impact factors of enterprise informatization, scholars have generally proposed relevant factors from the perspective of internal and external drivers of enterprises. It can be seen from previous studies

that foreign scholars [2-5] have paid particular attention to the study of internal influencing factors of enterprises, especially the impact of information technology on enterprise informatization, while fewer external factors have been proposed. Domestic scholars [6-9] believe that internal and external factors have a certain impact on enterprise informatization, including external factors such as industry and government, and it is generally believed that policy is the most critical and important factor among external factors. The internal factors include human, organizational and technological aspects, including enterprise resources and enterprise management, and the leaders and related management style are considered to be the most critical factors among the internal factors.

This paper combines the relevant research theories of domestic and foreign scholars, proposes hypotheses based on the TOE framework and the combination of informatization and digital economy for textile and garment enterprises, introduces inter-organizational level factors as mediating variables and policy support as moderating variables into the model to build a new research model, and conducts empirical analysis on the factors affecting enterprise informatization, puts forward development suggestions according to the conclusions, thus making the improvement path more targeted and convincing, providing suggestions and strategies for enterprise managers to work on enterprise informatization, helping enterprises to improve informatization while laying the foundation for long-term development and digital transformation of enterprises.

2. Model assumptions

2.1. The oretical model

The TOE framework was first proposed by Tornatsky and Fleischer in their book "The Process of Technological Innovation" published in 1990. The theory suggests that the application of an innovation in a firm is influenced by three levels of factors: technological, organizational and environmental. Among them, technological factors include

existing technologies or unintroduced technologies; organizational factors include organizational structure, enterprise size, enterprise culture, etc.; environmental factors include other industry development, economic environment, industrial security, etc.

Based on the background of digital economy, this paper expands the original TOE framework model based on TOE framework, industrial integration theory, and value chain theory, and introduces technology, intra-organizational, and environmental level factors as independent variables, textile and garment enterprise informatization as dependent variables, and introduces inter-organizational level factors as mediating variables and policy support as moderating variables into the model, respectively To explore the mediating and moderating effects of the existence of. The theoretical model is shown in Figure 1.

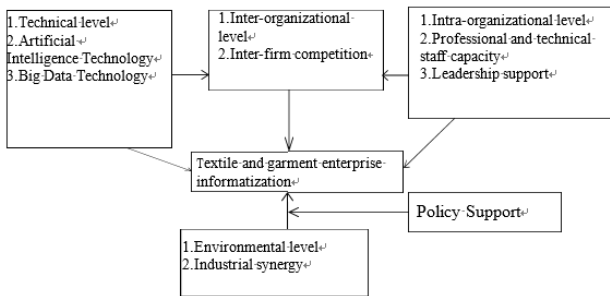


Figure 1. Theoretical models

2.2. Research hypothesis

(A) The impact of technology-level factors on enterprise informatization

Artificial intelligence technology is an important influencing factor to accelerate the process of enterprise informatization and transformation to digital intelligence in the digital economy, and it is also one of the manifestations of the integration of traditional and emerging industries. In the era of digital economy, data and information have been applied to all aspects of enterprise development, and enterprises can assist in decision making through data processing technology and provide accurate and powerful decision basis to improve the level of decision informatization [10-12].

Based on this, the following hypotheses are established.

Hypothesis 1-1: Artificial intelligence technology has a significant positive impact on the informatization of textile and garment enterprises.

Hypothesis 1-2: Big data technology has a significant positive impact on the informatization of textile and apparel enterprises.

(B) The impact of intra-organizational factors on enterprise informatization

The technical ability of professional and technical personnel in textile and apparel enterprises is a reflection of the strength of the enterprise [13]. The promotion of enterprise informatization cannot be achieved without the decision and support of enterprise leaders, who are also required to play an entrepreneurial spirit and play a leading role [14].

Based on this, the following hypotheses are established.

Hypothesis 2-1: There is a significant positive effect of professional and technical personnel ability on informatization of textile and garment enterprises.

Hypothesis 2-2: Leader support has a significant positive

impact on the informatization of textile and apparel enterprises.

(C) The impact of environmental factors on enterprise informatization

According to industrial integration theory, industrial synergy can promote the rationalization of industrial structure and ensure the benign development of their own enterprise informatization [15].

Based on this, the following hypotheses are established.

Hypothesis 3-1: Industrial synergy has a significant positive impact on informatization of textile and apparel enterprises.

(D) the impact of inter-organizational level factors on enterprise informatization

The process of enterprise informatization and the specific construction details of each process are influenced by different enterprises in the industry. The competitive advantage, the competitive environment among enterprises and the dynamic changes of the value chain are the driving forces for the construction of enterprise informatization and the transformation to digitalization.

Based on this, the following hypotheses are proposed.

Hypothesis 4-1: Inter-firm competition has a significant positive impact on the informatization of textile and apparel enterprises.

(E) The mediating role of inter-firm competition

Enterprises can bring personalized and customized services to consumers through artificial intelligence technology, while the products of artificial intelligence technology can also take the lead in competition [16]. Big data technology can achieve precise marketing through data mining and visualization techniques, which can ensure the advantage of inter-firm competition.

Based on the above analysis, the following hypotheses are proposed.

Hypothesis 5-1: Artificial intelligence technology has a significant positive impact on inter-firm competition.

Hypothesis 5-2: Big data technology has a significant positive impact on inter-enterprise competition.

Competition for talent will lead to healthy competition among firms. Firms accelerate their competition with the support of leaders [17].

Based on this, the following hypotheses are proposed.

Hypothesis 6-1: Competence of professional and technical personnel has a significant positive effect on inter-firm competition.

Hypothesis 6-2: Leader support has a significant positive effect on inter-firm competition.

Enterprises' management of the use of technology and the training of professional and technical personnel and leader support accelerate inter-enterprise competition, and at the same time, when the level of enterprise information technology has improved to form a certain competition for itself, enterprises will pay more attention to the development of their own information technology [18-19].

Based on this, the following hypotheses are proposed.

Hypothesis 7-1: Inter-firm competition has a mediating role in the relationship between artificial intelligence technology and informatization of textile and apparel enterprises.

Hypothesis 7-2: Inter-firm competition has a mediating role in the relationship between big data technology and informatization of textile and apparel enterprises.

Hypothesis 8-1: Inter-enterprise competition has a

mediating role in the relationship between professional and technical skills and informatization of textile and apparel enterprises.

Hypothesis 8-2: Competition among enterprises has a mediating role in the relationship between leadership support and informatization of textile and apparel enterprises.

(F) the regulatory role of policy support

Driven by policy support, the synergy between various industries can play a more obvious advantage, so as to better promote the development of enterprises themselves [20].

Based on this, the following hypotheses are proposed.

Hypothesis 9-1: Policy support positively regulates the influence of industrial synergy on the informatization of textile and clothing enterprises.

3. Research design and data analysis

3.1. Questionnaire design

The data on the influencing factors of informatization in textile and apparel enterprises in the study were obtained by means of a questionnaire. The independent variables technology level factors and intra-organizational level factors were formulated based on the research results of Cheng Lin [21] and Bi Xia [22]; the mediating variable inter-firm competition was drawn from the research content of Prekumar G [23] and Yiwen Li [24], combined with the current situation of textile and apparel enterprise informatization and the research environment; the moderating variable policy support was mainly based on Yiwen Li's research on the variable The control variables were measured by introducing four factors: enterprise size (ES), enterprise nature (EC), location (ER), and department (PD); the dependent variable, level of enterprise informatization (LEN), was measured by the maturity evaluation system [25]. The Likert five-point scale was used for the evaluation, with scores from 1 to 5 indicating "completely disagree" to "completely agree", and all positive indicators were used.

3.2. Data analysis

The subjects of this study involved cotton textile enterprises, textile and apparel enterprises, raw material enterprises, chemical fiber manufacturing and other sub-industries in the textile and apparel industry. A total of 221 questionnaires were collected by eliminating those questionnaires with more random responses, more missing values and regular responses. The basic information was analyzed descriptively using SPSS25.0.

Cronbach's alpha coefficient reliability test was conducted for each scale by SPSS25.0 software, and the results showed that the reliability of each dimension factor was greater than 0.8, and the alpha value after deletion was smaller than the overall reliability alpha value, so it indicated that the questionnaire had good internal consistency.

Factor analysis was then used to test the construct validity, including exploratory factor analysis and validation factor analysis. The exploratory factor analysis measures validity usually includes KMO and Bartlett's sphericity test, explained total variance, and rotated component matrix. The results showed that the KMO values at all levels were above 0.7 and the P-value of Bartlett's sphericity test was less than 0.05, the explained total variance was above 70%, and the rotated component matrix was greater than 0.5 for each factor, indicating that it was suitable for factor analysis. In the validation factor analysis, convergent validity, discriminant

validity, and common method bias were tested, and the results indicated that the model fit was good and had some discriminant validity, and passed the common method bias test.

3.3. Correlation test

After standardizing the data, the Pearson correlation coefficients of the variables were analyzed. Table 1 shows the correlation coefficients between each control variable and the dependent variable, with a maximum value of 0.239; Table 2 shows the correlation coefficients between each measured variable and the dependent variable, with a maximum value of 0.620, and there is no covariance, which can be further investigated.

Table 1. Correlation analysis of control variables

| Variables | 1 | 2 | 3 | 4 | 5 |
|-----------|---------|----------|----------|--------|---|
| ES | 1 | | | | |
| EC | -0.084 | 1 | | | |
| ER | -0.130 | 0.194** | 1 | | |
| PD | 0.124 | -0.080 | -0.055 | 1 | |
| LEN | 0.239** | -0.176** | -0.291** | -0.030 | 1 |

Note: ** indicates $P < 0.01$, * indicates $P < 0.05$ (same below)

Table 2. Correlation analysis of measured variables

| Variables | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|-----------|--------|-------|-------|-------|-------|-------|-------|---|
| A1 | 1 | | | | | | | |
| A2 | .604** | 1 | | | | | | |
| B1 | .562** | .471* | 1 | | | | | |
| B2 | .424** | .484* | .430* | 1 | | | | |
| C1 | .509** | .505* | .535* | .368* | 1 | | | |
| D1 | .376** | .516* | .428* | .620* | .550* | 1 | | |
| E1 | -.038 | .095 | -.021 | .041 | .049 | .105 | 1 | |
| LEN | .620** | .502* | .596* | .519* | .522* | .559* | .347* | 1 |

4. Empirical Study

4.1. Direct effect test

SPSS25.0 software was used to explore the effect of each factor on the informatization of textile and apparel enterprises. Model 1 is the effect of control variables on enterprise informatization. Based on model 1, models 2 and 3 explore the impact of technology-level factors on enterprise informatization by adding independent variables A1 and A2; models 4 and 5 explore the impact of intra-organizational factors on enterprise informatization by adding independent variables B1 and B2; model 6 explores the impact of environmental factors on enterprise informatization by adding independent variable C1. In the process of the study, the Durbin-Watson value was used to test the serial

correlation problem in the regression model, and when the value was between 1.5 and 2.5, it indicated that there was no serial correlation. The specific test results are shown in Table 3: The test results from model 2 to model 6 found that the adjusted R² increased and the regression coefficients of the independent variables were 0.561, 0.420, 0.538, 0.485,

0.493 (p<0.01), indicating that artificial intelligence technology, big data technology, professional and technical personnel capacity, leader support, and industrial synergy on textile and apparel enterprises Informationization has a significant positive impact, so hypotheses 1-1, 1-2, 2-1, 2-2, and 3-1 hold.

Table 3. Analysis of the direct effect of influencing factors on enterprise informatization

| Variables | | Dependent variable: Informa ionization of textile and apparel enterprises | | | | | |
|----------------------|--------------------------------|---|---------|---------|---------|---------|---------|
| | | Model 1 | Model 2 | Model 3 | Model 4 | Model 5 | Model 6 |
| Control variables | ES | 0.207* | 0.043 | 0.131* | 0.039 | 0.168* | 0.129* |
| | EC | -0.117 | -0.076 | -0.064 | -0.086 | -0.076 | -0.038 |
| | ER | -0.246* | -0.155* | -0.146 | -0.102 | -0.137* | -0.124 |
| | PD | -0.079 | -0.032 | -0.056 | -0.074 | 0.071 | -0.099 |
| Independent variable | A1 | | 0.561** | | | | |
| | A2 | | | 0.420** | | | |
| | B1 | | | | 0.538** | | |
| | B2 | | | | | 0.485** | |
| | C1 | | | | | | 0.493** |
| Model statistics | Durbin Watson | 2.071 | 2.080 | 1.926 | 1.933 | 1.713 | 1.951 |
| | R ² | 0.144 | 0.416 | 0.298 | 0.375 | 0.343 | 0.352 |
| | After adjustmentR ² | 0.129 | 0.403 | 0.281 | 0.361 | 0.327 | 0.337 |
| | F | 9.116 | 30.661 | 18.231 | 25.850 | 22.402 | 23.328 |

4.2. Mediating effect test

According to Baron & Kenny's study, the test of mediating effect is conducted in four steps using stepwise analysis. First, the relationship between the independent variable and the dependent variable is verified; second, the relationship

between the independent variable and the mediating variable is verified; third, the relationship between the mediating variable and the dependent variable is verified; and finally, both the independent variable and the mediating variable are introduced to verify the existence of a mediating effect [26].

Table 4. Analysis of the role of intermediaries

| Variables | | Dependent variable: inter-firm competition | | | | Dependent variable: Informa ionization of textile and apparel enterprises | | | | |
|------------------------|--------------------------------|--|-----------|-----------|-----------|---|-----------|-----------|-----------|-----------|
| | | Model 7-1 | Model 7-2 | Model 7-3 | Model 7-4 | Model 8-1 | Model 8-2 | Model 8-3 | Model 8-4 | Model 8-5 |
| Control variables | ES | 0.038 | 0.046 | 0.010 | 0.081 | 0.157* | 0.034 | 0.120* | 0.037 | 0.154* |
| | EC | -0.108 | -0.073 | -0.109 | -0.082 | -0.066 | -0.050 | -0.046 | -0.061 | -0.062 |
| | ER | -0.177* | -0.118 | -0.126 | -0.097 | -0.158* | -0.113* | -0.117 | -0.073 | -0.120 |
| | PD | -0.163* | -0.164* | -0.185* | -0.009 | -0.006 | 0.007 | -0.016 | -0.031 | 0.073 |
| Independent variable | A1 | 0.309** | | | | | 0.487** | | | |
| | A2 | | 0.458** | | | | | 0.306** | | |
| | B1 | | | 0.379** | | | | | 0.450** | |
| | B2 | | | | 0.579** | | | | | 0.385** |
| Intermediate variables | D1 | | | | | 0.388** | 0.239** | 0.248** | 0.232** | 0.173* |
| | Durbin Watson | 1.816 | 1.871 | 1.680 | 1.890 | 1.905 | 1.982 | 1.845 | 1.899 | 1.695 |
| Model statistics | R ² | 0.211 | 0.311 | 0.243 | 0.411 | 0.276 | 0.461 | 0.340 | 0.416 | 0.362 |
| | After adjustmentR ² | 0.192 | 0.294 | 0.225 | 0.397 | 0.259 | 0.446 | 0.322 | 0.400 | 0.344 |
| | F | 11.480 | 19.365 | 13.782 | 30.001 | 16.370 | 30.543 | 18.392 | 25.429 | 20.069 |

Models 7-1 to 7-4 are regression models for technology and intra-organizational level factors on inter-firm competition, respectively. As shown in Table 4, the regression coefficients of the influencing factors on inter-firm competition are 0.309, 0.458, 0.379, and 0.579 (p<0.01), indicating that artificial intelligence technology, big data technology, professional and technical personnel capabilities, and leader support have significant positive effects on inter-

firm competition, and hypotheses 5-1, 5-2, 6-1, and 6-2 are verified.

Model 8-1 is the effect of inter-firm competition on information technology of textile and apparel enterprises. The results in Table 4 show that hypothesis 4-1 is valid, so it can be verified that there is a mediating effect of inter-firm competition. In 8-2 to 8-5, inter-firm competition variables and independent variables A1, A2, B1 and B2 are introduced

to explore the mediating role of inter-firm competition, respectively. As can be seen from Table 4: The regression results of models 8-2 to 8-5 are good and significant at the 0.01 level. Compared with models 2, 3, 4 and 5, the adjusted R² increases and the regression coefficients of the

independent variables decrease, and all of them reach the significant level, indicating that inter-firm competition has a partially mediating role in technology and intra-organizational level influences. Hypotheses 7-1, 7-2, 8-1 and 8-2 are verified.

Table 5. Bootstrap Mediation Effect Test

| Model | Effect | Effect Value | Boot Standard Error | BootCI lower limit | BootCI upper limit | Effect as a percentage of Ratio |
|-------|---------------------|--------------|---------------------|--------------------|--------------------|---------------------------------|
| 8-2 | Intermediary effect | 0.0934 | 0.0308 | 0.0406 | 0.1614 | 13.16% |
| | Direct effect | 0.6161 | 0.0665 | 0.4828 | 0.7430 | 86.84% |
| 8-3 | Intermediary effect | 0.2034 | 0.0647 | 0.0856 | 0.3415 | 27.07% |
| | Direct effect | 0.5479 | 0.1118 | 0.3235 | 0.7703 | 72.93% |
| 8-4 | Intermediary effect | 0.1304 | 0.0413 | 0.0553 | 0.2185 | 16.33% |
| | Direct effect | 0.6679 | 0.0954 | 0.4843 | 0.8568 | 83.67% |
| 8-5 | Intermediary effect | 0.1361 | 0.0577 | 0.0202 | 0.2496 | 20.62% |
| | Direct effect | 0.5240 | 0.0957 | 0.3388 | 0.7145 | 79.38% |

To ensure the stability of the mediating effect, the Bootstrap method was used to test again. According to the results in Table 5, it can be seen that the mediating effects generated by inter-firm competition are not including 0 at the 95% level of confidence interval, and the direct effects generated are not including 0 at the 95% level of confidence interval, so they are verified. The above results indicate that the mediating effects generated by inter-firm competition are stable and hypotheses 7-1, 7-2, 8-1, and 8-2 are further verified.

4.3. Moderating effect test

The moderating effects were tested using a stepwise

regression. The interaction term is formed after centering the data on each variable. The presence of the moderating effect was determined by testing whether the coefficients of the interaction terms were significant. Based on model 6, the first level regression adds the moderating variables to form model 9-1; the second level regression adds the interaction term of policy support and industry synergy to form model 9-2. At the same time, since the coefficient of the main effect is positive (0.493), it indicates that policy support strengthens the influence of industrial synergy on the informatization of textile and garment enterprises and has a significant positive moderating effect. Hypothesis 9-1 holds.

Table 6. Analysis of regulatory effects

| Variables | Dependent variable: textile and apparel enterprise informatization | |
|--------------------------------------|--|-----------|
| | Model 9-1 | Model 9-2 |
| Control variables | ES | 0.121* |
| | EC | -0.025 |
| | ER | -0.128* |
| | PD | -0.065 |
| Independent variables | C1 | 0.460** |
| | E1 | 0.146* |
| Moderating variable interaction term | C1×E1 | 0.127* |
| Model statistics | Durbin Watson | 1.952 |
| | R ² | 0.367 |
| | After adjustment R ² | 0.349 |
| | F | 20.636 |

5. Conclusions and Recommendations

Artificial intelligence technology, big data technology, professional and technical personnel capabilities, leader support, and industrial synergy each have a significant positive impact on the informatization of textile and apparel enterprises. Textile and garment enterprises should choose suitable benchmarking learning objects for each management link within the enterprise according to their own development, increase technology investment, explore and learn about equipment management, innovative technology and daily management construction to make up for the shortcomings

and strengthen the foundation and increase efficiency.

Inter-enterprise competition plays a significant part in mediating the impact of artificial intelligence technology, big data technology, professional and technical personnel capabilities, and leader support on the informatization of textile and apparel enterprises, respectively. Enterprise managers should establish an organizational structure that facilitates the transfer of enterprise information resources and process data, and actively explore organizational structures and operational models that are suitable for internal development and resist temporary changes according to the changes in the development situation and phase of work.

Industrial synergy has a significant positive regulatory role in the impact of textile and apparel enterprise informatization. The government should push out new policies to assist the construction of enterprise informatization. Each province and city should formulate policies to support relevant enterprises according to the development of textile and garment industry in the province. Construction and training of professional and technical personnel in the textile and apparel industry, information technology all-rounders as the goal, to promote the construction of textile and apparel enterprise information technology with the competition of talents in the industry.

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