

FACTORS INFLUENCING CART ABANDONMENT IN E-COMMERCE: A STUDY OF ONLINE PURCHASE BEHAVIOUR

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Abstract

The readymade garment industry in India employs the majority of women and gives nearly 4% of India's Gross Domestic Product (GDP). The readymade garment industry in India now engages around 12 million people, making it the largest employer across all sectors. Everything that affects an employee in an organization is considered part of its culture. Every showroom has a unique culture. Their stress levels could be a reflection of this, which may have an impact on both organizational and individual productivity. The majority of employees experience different types of stress at work. Stress among employees not only undermines the enterprise but also has an impact on individual jobs and families. Sample area for this study included 11 taluks and municipalities in district of virudhunagar, Tamil Nadu. 380 respondent has selected by the researcher were chosen from the 4150 total population using the proportionate stratified sample procedure. Employee stress levels and working conditions were evaluated by using percentage analysis, descriptive analysis, and one-way ANOVA. The majority of workers deal with constant disruptions, a lack of fellow employees, and stress at work. So, the scholar has planned to commence this study to overwhelm the above problems.

Keywords: Work overload, Employees' Stress, Organizational Culture, Readymade showrooms.

Introduction

A great organizational culture stays essential for establishing the qualities required for business success. Enterprises with strong cultures are 1.5 times more expected to see 15% revenue growth and 2.5 times more expected to see major stock growth over the similar period of stage. Regardless of this, only 31% of HR selected trust that their institute requirements the culture essential to drive future business, and getting the compulsory culture it is not an relaxed task as 85% of organizations be unsuccessful in their struggles to restructuring their cultures. An organization's culture is designed as the business aspects external and internal tasks and studies how to treaty with them. When the organization's way of doing business offers a popular adaptation to environmental tasks and confirms achievement, those values are engaged. The culture of the workplace controls the way staffs act amongst themselves as well as with individuals outside the organization. Stress is a part of each day life and not essentially a hurtful fact, being a physiological motivation usually

linked with human environment infrastructures. Stress, mostly work-related stress, has stimulated rising interest across the world in recent years. The workplace has altered completely due to globalization of the economy, use of new info and statement technology, growing variety in the workplace.

Objectives

- To find out the aspect manipulating the employees' stress on organizational culture.
- To determine the outcome of organizational culture on employees' stress.

Review of Literature

Askari (2011), examined 282 employees at government agencies in Firooz Abad to see whether organisational culture and employee job stress were related. Organisational culture and job stress have a significant and unfavourable relationship, according to the data, which also revealed that there are differences between the two for men and women.

Bano (2012), shown that while there are no appreciable differences in overall stress levels between workers in the public and private sectors, there are differences in specific stressors, such as "work experience and educational qualifications." In Uttar Pradesh, India, 182 employees of the public and 120 employees of the private sectors participated in this study.

Monga et al (2015), 300 managers from Himachal Pradesh's big, small, and medium-sized pharmaceutical enterprises were polled. They discovered a strong correlation between dedication, stress, and organisational culture. He also came to the conclusion that figuring out an organization's proper culture is a very difficult undertaking. This is a result of the inherent structural and functional differences and inequalities that exist within the environments in which organisations work. Different organisations have different standards of behaviour, values, and beliefs. Therefore, every business should make an effort to create a culture that is strong and encouraging, places a high value on encouraging strong commitment and lowering stress, and improves organisational performance.

Sabherwal et al (2015), 200 faculty members from various higher education institutions in Pune were examined, and it was discovered that there are many different factors that contribute to stress in administrators. According to the results, time constraints, a lack of facilities, students' lack of discipline, and low compensation prospects were all highly ranked stressors. The results also showed that the administrators' performance was not adversely affected by their average low to moderate level of stress.

Research Gap

Many researchers and academicians have conducted many studies on the aspects of organizational change, organizational commitment, organizational climate, and organizational culture in various sectors like IT, banking industries, government and private educational services, and many private limited companies. The current research is largely focused on the effectiveness of organizational culture towards employees stress in readymade showrooms.

Statement of the Problem

Organizational culture deals with the artifacts, perspectives, values and basic assumptions. It will affect the higher attribution behavior. Excessive workload, stress on condition of employment, lack of encouragement from the senior, overtime working hours, non-provision of increment and incentives. Lack of promotion policy, lack of employee reward or pay, undefined performance appraisal system, lack of training system in the organization, poor environment facilities. Women workers face many problems. These are the problems prevailing at the readymade showroom in Virudhunagar district. So, the scholar has planned to commence this study to overwhelm the above problems.

Research Methodology

- Descriptive research design is used in this study.
- Probability method of proportionate stratified sampling method was applied for the selection of samples.
- Primary data was collected from readymade showroom in virudhunagar district. Secondary data was collected from various journals, books and website.
- Sample size is 380. There are 380 employees working in readymade showroom from 11 taluk and municipalities in district of virudhunagar are taken for the study.
- Statistical tools such as percentage analysis, one way anova.

Hypothesis

- **H₀**: There is no relationship between the designation and health problems affecting due to stress of the employees working in readymade showroom.
- **H₀**: There is no relationship between the types of organization and organizational related stress of the employees working in readymade showroom.

Limitation of the Study

Taluk and municipalities of Tamil Nadu's Virudhunagar district only. If the study is applied to a different region, demographic environment, or economic system, the conclusions may

alter. Researcher faces the difficulty in approaching the staff during working hours.

Results And Discussion

One Way Anova:

Investigation of variance is a statistical method for making immediate comparisons between two or means of a dependent variable affected by frequent factors of an independent variable. It examines the causes of differences happening in the mean values of two or more people under study.

Table -1
Descriptive Analysis Mean Score

Factors	Small	Medium	Large	Total
Work overload	4.49	3.26	5.00	3.96
Poor salary	4.11	2.52	5.00	3.46
Time pressures and deadlines	4.70	3.03	5.00	3.93
Frequent work	4.56	2.61	5.00	3.68
Repetitive and boring work	4.83	3.60	5.00	4.26
Poor and unplanned work	5.00	3.33	5.00	4.20
Lack of career development	4.70	2.78	3.24	3.20
Lack of job security	4.33	2.57	5.00	3.57
Lack of recognition	5.00	3.77	5.00	4.41
Shortage of required resources	4.40	3.09	5.00	3.84
Target achievement	4.23	2.59	5.00	3.54
During festival season, there is more workstrain	4.75	3.34	5.00	4.10
Loss of goodwill	4.28	2.86	5.00	3.69
Additional responsibilities	4.34	2.75	5.00	3.66
Low morale	4.82	3.72	4.70	4.28
Not convenient with working hours	4.28	2.86	5.00	3.69
There is not enough time to rest	5.00	3.33	5.00	4.20

(Source: Primary Data)

The organizational related stress leads to lots of consequences in the three types of organization among them mean score observed for the or stress related factors ranges from 4.41 to 3.20. The highest organizational stress creating factor is “lack of recognition” (4.41), which is found in smaller (5.00) & large (5.00) showrooms. The lowest organization stress creating factor is found to be “lack of career development” (3.20), which is mostly found in small (4.70) & large (3.24) showrooms.

H₀: There is no associate relationship between the type of organization and organizational related stress of the employees working in readymade showroom.

Table- 2

ANOVA: Types of organization and Organizational related stress of the employees working in readymade showroom						
Factors		Sum of Squares	df	Mean Square	F	Sig.
Work overload	Between groups	103.856	2	51.928	45.285	.000
	Within Groups	432.300	377	1.147		
	Total	536.155	379			
Poor salary	Between groups	174.376	2	87.188	83.562	.000
	Within Groups	393.358	377	1.043		
	Total	567.734	379			
Time pressures and deadlines	Between groups	200.863	2	100.431	77.636	.000
	Within Groups	487.693	377	1.294		
	Total	688.555	379			
Frequent work	Between Groups	266.350	2	133.175	94.842	.000
	Within Groups	529.377	377	1.404		
	Total	795.726	379			
Repetitive and boring work	Between Groups	118.288	2	59.144	82.561	.000
	Within Groups	270.070	377	.716		
	Total	388.358	379			
Poor and unplanned work	Between Groups	204.357	2	102.179	61.186	.000
	Within Groups	629.580	377	1.670		
	Total	833.937	379			
Lack of career development	Between Groups	7.051	2	3.525	7.124	.001
	Within Groups	186.570	377	.495		
	Total	193.621	379			
Lack of job security	Between Groups	229.743	2	114.871	122.424	.000
	Within Groups	353.741	377	.938		
	Total	583.484	379			
Lack of recognition	Between Groups	121.614	2	60.807	82.547	.000
	Within Groups	277.712	377	.737		
	Total	399.326	379			
Shortage of required resources	Between Groups	112.070	2	56.035	41.415	.000
	Within Groups	510.085	377	1.353		
	Total	622.155	379			
Target achievement	Between Groups	174.948	2	87.474	84.461	.000
	Within Groups	390.449	377	1.036		
	Total	565.397	379			
During festival season, there is more work strain	Between Groups	150.744	2	75.372	72.836	.000
	Within Groups	390.127	377	1.035		
	Total	540.871	379			

The above table shows that the ANOVA results of the statistical test for the influence of the type of organization and organization related stress of employees' working in readymade showrooms at 5% significance level. As p values for the factors like work overloaded, poor

salary, time pressure and deadlines, frequent work, repetitive and boring work, poor and unplanned work, lack of career development, lack of job security, lack of recognition, shortage of required resources, target achievement, during festival season- there is more work stress, loss of goodwill, additional responsibility, low morale, not convenient with working hours, there is not enough time to rest is less than significance value 0.05 the null hypothesis is rejected. Hence, there is an associate relationship between the type of organization and organization related stress of the employees working in readymade showroom.

One Way Anova

Investigation of variance is a statistical method for making immediate comparisons between two or means of a dependent variable affected by frequent factors of an independent variable. It examines the causes of differences happening in the mean values of two or more people under study.

TABLE- 3
Descriptive Analysis Mean Score

Factors	Male	Female	Total
Headache	1.65	3.67	2.54
High blood pressure	1.13	2.60	1.78
Stomach disorder and ulcer	1.48	4.11	2.64
Poor concentration	1.68	4.09	2.74
Back pain	1.62	4.51	2.90
Diabetes	1.69	4.10	2.75
Asthma	1.38	3.70	2.40
Fatigue	1.07	3.21	2.01
Sleep disturbances	1.09	2.13	1.55
Anxiety	1.19	3.08	2.03
Depression	1.57	4.45	2.84

Source: primary data

The mean score of physical & health problem arises due to organizational stress that ranges from 2.90 to 1.55. The highest agreement is observed for “back pain” (2.90), which is found

more among female respondents (4.51). The lowest agreement is observed for “sleep disturbances” (1.55), which is to and more among female respondents (2.13).

Table-4

ANOVA: Designation and physical and health problems that bring stress on the employees who are working in readymade showroom						
Factors		Sum of Squares	d f	Mean Square	F	Sig.
Headache	BetweenGroups	403.501	4	100.875	383.635	.000
	WithinGroups	98.605	375	.263		
	Total	502.105	379			
High blood pressure	BetweenGroups	137.925	4	34.481	311.130	.000
	WithinGroups	41.560	375	.111		
	Total	179.484	379			
Stomach disorder and Ulcer	BetweenGroups	621.816	4	155.454	686.063	.000
	WithinGroups	84.971	375	.227		
	Total	706.787	379			
Poor concentration	BetweenGroups	532.904	4	133.226	659.822	.000
	WithinGroups	75.717	375	.202		
	Total	608.621	379			
Back pain	BetweenGroups	727.162	4	181.790	644.174	.000
	WithinGroups	105.828	375	.282		
	Total	832.989	379			
Diabetes	Between Groups	531.909	4	132.977	654.085	.000
	WithinGroups	76.238	375	.203		
	Total	608.147	379			
Asthma	BetweenGroups	515.636	4	128.909	1001.915	.000
	WithinGroups	48.248	375	.129		
	Total	563.884	379			
Fatigue	BetweenGroups	324.902	4	81.225	266.473	.000
	Within Groups	114.306	375	.305		
	Total	439.208	379			
Sleep disturbances	Between Groups	92.214	4	23.054	4987.538	.000
	Within Groups	1.733	375	.005		
	Total	93.947	379			
Anxiety	Between Groups	241.619	4	60.405	238.117	.000
	Within Groups	95.129	375	.254		
	Total	336.747	379			
Depression	Between Groups	710.358	4	177.590	622.578	.000
	WithinGroups	106.968	375	.285		
	Total	817.326	379			

(Source: Primary Data)

The above table shows the ANOVA results of the statistical test for the influence of the work

experience and physical and health problems that brings stress on the employees who are working in readymade showrooms at 5% significance level. As p values for the factors like headache, high blood pressure, stomach disorder and ulcer, poor concentration, back pain, diabetes, asthma, fatigue, sleep disturbances, anxiety, depression is less than significance value 0.05 and so the null hypothesis is rejected. Hence, there is an associate relationship between the designation and physical and health problems that brings stress on the employees who are working in readymade showroom.

Findings

Demographic profile of the respondents

- Most of employees are between the age of 18 and 30.
- Majority of employees are female.
- Most of the respondents have completed 12th grade as their educational level.
- Majority of the employees are unmarried.
- Most of the employees who are working in ready-made showrooms come from nuclear families.
- Majority of employees (34%) have at least four members in their family.

Organizational profile

- Majority of employees are from medium-sized organizations.
- 49% of respondents are working in a showroom which includes all categories i.e. A showroom which is meant for kids, men, women.
- Majority of the ready-made showrooms are owned and operated as proprietorship firm.
- Majority of the showrooms (72%), witness atleast 100 footfalls per day.
- 82% of ready-made showrooms are located in the center region.
- Most of the respondents are working along with 20-40 co-workers in their respective ready-made showroom.
- 52% of the respondents are employed as salesmen in the ready-made showroom.
- Most of the employees are working on a temporary basis.
- The monthly salary drawn by most of the employees is between 10,000 and Rs 15,000 permonth.
- Majority of respondents have 5-10 years of work experience.
- Most of employees come to their work spot by travelling atleast 15 minutes.
- Employees are provided at least 15 minutes for relaxation on both sessions.

Employees' Stress

It is determined that there is an associate link between a type of organization and the organizational stress experienced by employees working in a ready-made showroom. It is indicated that there is a link between designation and physical and health issues that affect the employees working in a ready-made showroom due to stress. The largest organizational threat is "lack of recognition", which is found in both small and large showrooms. Employees working in a ready-made showroom face work-related stress depending on the designation.

Suggestion

It is emphasized that individuals working in a ready-made showroom face work-related stress, which varies depending on the designation and type of organization. It is suggested that there must be structured workplace culture in such a way that it supports and encourages employees physical and emotional health, regardless of the type of organization (Small/Medium/Large Readymade Showroom) to which they belong. Benefits such as paid time off, healthy snacks, a positive work environment, and napping areas shall be given.

Conclusion

The effectiveness of an organization is improved by its culture. Employees in readymade showrooms mostly engage in face-to-face communication in and out of the organization at a faster rate with a group of coworkers. The communication gap within the hierarchy has been narrowed as a result of organizational culture. Furthermore, the effectiveness of organizational culture has a beneficial impact on employee performance by mediating variables such as workplace behavior, job performance, and job satisfaction, all of which positively predict employee performance.

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