



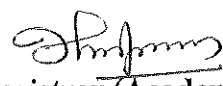
Notice for the PhD Viva Voce Examination

Ms Greeshma Benny Thadikaran, Registration Number: 2170071, PhD Scholar at the Department of Commerce, School of Commerce, Finance and Accountancy, CHRIST (Deemed to be University) will defend her PhD thesis at the public viva-voce examination on Saturday, 24 January 2026 at 9.30 am in Room No. 044, Ground Floor, R&D Block, CHRIST (Deemed to be University), Bengaluru - 560029, Karnataka, India.

Title of the Thesis	:	Insights into the Shopping Experiences of Consumers with Visual Impairments: A Qualitative Inquiry
Discipline	:	Commerce
External Examiner - I	:	Dr L Shashikumar Sharma Professor Department of Management Mizoram University Tanhril Aizawl Mizoram - 796004
External Examiner - II	:	Dr Mukta Srivastava Professor and Chairperson Marketing Area T A Pai Management Institute (TAPMI) Manipal; P.B No: 9, Manipal – 576104 Karnataka
Supervisor	:	Dr Sandeep Kumar Singh Assistant Professor Department of Commerce School of Commerce, Finance and Accountancy CHRIST (Deemed to be University) Bengaluru – 560029 Karnataka, India

The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva – voce examination.

Place: Bengaluru
Date: 09 January 2026


Registrar (Academics)

ABSTRACT

The study brings to the limelight the shopping experience of Consumers with Visual Impairments (CWV). The present study aims to understand the physical and online shopping experiences of CWV. The study employs a qualitative research design to understand the shopping experiences of CWV. Under the qualitative paradigm, a phenomenological approach, specifically an interpretative phenomenological analysis (IPA), was employed to understand the shopping experiences of CWV. Data was collected from CWV through semi-structured interviews. The sample size of the present study is twenty-nine.

The findings of the study revealed the shopping experiences of CWV. Inside the physical marketplace, CWV faced challenges related to navigation due to congested layouts hampering mobility. The physical marketplaces are not designed to incorporate the needs of CWV and other consumers with disabilities (CWD). Accessibility was very crucial for CWV while shopping online. While shopping online, CWV faced challenges due to the inaccessibility of the online shopping platforms. To make the marketplace more inclusive and to improve the shopping experiences, the study develops a five-pillar strategy. The findings of the study provide useful insights to multiple stakeholders, such as marketers, non-profit organizations, and policymakers. The study strongly advocates for inclusive marketplaces.

Keywords: *Consumers with Visual Impairments, Inclusive Marketplace, Shopping Experiences, Inclusive Marketing.*

Publications:

1. **Thadikaran, B. G., & Singh, K. S. (2024a).** Fostering inclusion in digital marketplace: Vistas into the online shopping experiences of consumers with visual impairment in India. *Organizations and Markets in Emerging Economies*, 15(1 30), 90–108.
<https://doi.org/10.15388/omee.2024.15.5>
2. **Thadikaran, B. G., & Singh, K. S. (2024b).** Navigating the need for accessible labelling through the narratives of consumers with visual impairment in India. *British Journal of Visual Impairment*. <https://doi.org/10.1177/02646196241285276>
3. **Thadikaran, B. G., & Singh, K. S. (2025).** Exploring the shopping experiences of visually impaired consumers: a scoping literature review. *Journal of Indian Business Research*.
<https://doi.org/10.1108/JIBR-09-2023-0289>