

**CHRIST**(DEEMED TO BE UNIVERSITY)
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Notice for the PhD Viva Voce Examination

Ms Monica Janet Clifford, Registration Number: 2090019, 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 Wednesday, 13 May 2026 at 11.00 am in Room No. 628, 6th Floor, R&D Block, CHRIST (Deemed to be University), Bengaluru - 560029, Karnataka, India.

Title of the Thesis	:	The Impact of Contextual Marketing to Analyse the Buying Behavioural Pattern of the Online Impulsive Shoppers Acquiring Indispensable Products
Discipline	:	Commerce
External Examiner - I	:	Dr N Maria Nevis Soris Head and Associate Professor Department of Management Studies V. O. Chidambaram College Subbiah Puram, Thoothukudi - 628008 Tamil Nadu
External Examiner - II	:	Dr Ashish Mathur Professor Department of Business and Management Studies Central University of Haryana Mahendragarh Haryana - 123031
Supervisor	:	Dr Kavitha R Associate Professor Department of Commerce School of Commerce, Finance and Accountancy CHRIST (Deemed to be University) Bengaluru - 560029 Karnataka

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: 02 May 2026

Registrar (Academics)

ABSTRACT

In response to the surge of e-commerce in Bengaluru, this study investigates how contextual marketing drives online impulsive buying by analysing real-time, context-specific triggers alongside demographic and psychological factors. Adopting a positivist, deductive approach, the research utilizes a descriptive, cross-sectional design to bridge the gap between academic theory and ethical marketing strategy. Data was gathered from 1,010 diverse online consumers in Bengaluru via structured questionnaires and analysed using Structural Equation Modelling in SPSS (v25) and AMOS (v22). This framework identifies how direct and indirect correlations influence digital consumer behavior in a dynamic shopping environment.

The findings reveal that contextual interaction and accuracy are primary drivers of impulsive behavior, with extrinsic, intrinsic, and hedonic motivations serving as critical mediators. Demographics such as age, income, and education act as significant moderators, while personality traits—specifically agreeableness, conscientiousness, and openness—further shape these relationships. Ultimately, the results offer actionable guidance for marketers to refine targeted strategies and provide scholars with a deeper understanding of the interplay between motivation and personalized digital marketing.

Keywords: *Contextual Marketing, Buying Behavioural Pattern, Online Impulsive Shoppers, Indispensable Products*

Publications:

1. **Monica Janet Clifford** / R Kavitha (2024) “Empowering Users: Contextual Marketing for Cybersecurity Education and Solutions” – DOI: 10.4018/979-8-3693-1062-5.ch011
2. **Monica Janet Clifford** / R Kavitha - "A Study on Influence of Celebrity Endorsement on Online Consumer Buying Behaviour with Special Reference to Food Products" (DOI: 10.1007/978-3-031-70855-8_44, EID: 2-s2.0-86000109463)
3. **Monica Janet Clifford** / R Kavitha - "Contextual Marketing – Insights from Literature Review and Implications (DOI: 10.14419/12jyyh39, EID: 2-s2.0-105016790866), (ISSN: 23094508), Volume 12, Issue sI-1, pages 186–191
4. **Monica Janet Clifford** / R Kavitha - "Contextual Marketing and Its Impact on Online Consumer Buying Behaviour of Organic Food Staples in Bangalore City" has been published in the Journal of Philanthropy and Marketing, Volume 3, Issue 1 (2023), E-ISSN: 2691-1361