

**CHRIST**(DEEMED TO BE UNIVERSITY)
BANGALORE | DELHI NCR | PUNE

Notice for the PhD Viva Voce Examination

Mr Arun R J, Registration Number: 1720071, PhD Scholar at the School of Business and Management, CHRIST (Deemed to be University) will defend his PhD thesis at the public viva-voce examination on Tuesday, 30 June 2026 at 03.00 pm in Room No. 628, 6th Floor, R&D Block, CHRIST (Deemed to be University), Bengaluru - 560029, Karnataka, India.

Title of the Thesis : **Digital Nudging for the Consumption of Sustainable Products: An E-Commerce Perspective**

Discipline : **Management**

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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.

Registrar (Academics)

Place: Bengaluru
Date: 24 June 2026

ABSTRACT

Influencing consumer decision-making processes in the digital age is vital as E-commerce continues dominating the market. The role of digital nudges in influencing consumer decision-making in E-Commerce platforms has gained significant traction in recent years. Simultaneously, the importance of promoting sustainable products and their consumption is increasingly gaining traction in the face of global environmental challenges. This research work explores the application of nudging to e-commerce or any digital environment involving consumer choices, investigating its efficacy in mitigating cognitive biases that affect online purchasing decisions. Also, investigates the effectiveness of behavioural-specific nudges, specifically the decoy nudge, the status quo nudge, and the scarcity nudge, in promoting the purchase of sustainable products in an online shopping environment. We employed a 2 (nudge vs. control) x 2 (product choice vs. response time) within-group experimental design to examine how different nudges influence e-commerce choices. These results significantly impact digital marketing strategies, suggesting that carefully designed nudges can guide consumer choices by overcoming ingrained prejudices. This research contributes to the growing body of literature on choice architecture and sustainable consumption, offering insights into how subtle interventions can guide consumers towards more environmentally friendly purchasing decisions. The practical applications of these findings extend not only to e-commerce platforms but also support institutions to formulate marketing strategies and policy interventions, aimed at promoting sustainable consumption behaviour in the digital arenas.

Key Words: Nudge, Digital Nudge, Cognitive Bias, E-Commerce, Sustainable Consumption

Publications:

1. Arun, R. J., Mehroliya, S., Jeevananda, S., Nesin, S. M., & Abhay, R. (2025). Breaking the bias: Assessing nudge effectiveness in overcoming decision-making prejudices. In *Redefining business in volatile and ambiguous times* (Chapter 10). IGI Global. <https://doi.org/10.4018/979-8-3373-7917-3.ch010>