



CHRIST
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Notice for the PhD Viva Voce Examination

Ms Amita Venkatesh, Registration Number: 2070009, 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, 18 February 2026 at 10.00 am in Room No. 044, Ground Floor, R&D Block, CHRIST (Deemed to be University), Bengaluru - 560029, Karnataka, India.

Title of the Thesis	:	Determinants of Purchase Intention of Millennials for Apparel in E-Shopping Platforms
Discipline	:	Commerce
External Examiner - I	:	Dr Rose Kavitha Professor and HOD New Horizon College of Engineering New Horizon Knowledge Park Kadubisinahalli Bengaluru – 560103, Karnataka
External Examiner - II	:	Dr Abhijeet Kaiwade Professor and Director Abhinav Education Society's Institute of Management and Research Narhe, Pune – 411041, Maharashtra
Supervisor	:	Dr Aruna P 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: 12 February 2026



Registrar

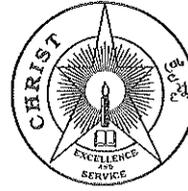
ABSTRACT

Online shopping as a mode for retailers to expand and conduct their business and also as an alternative way for the customers to purchase products. Online shopping has been experiencing a tremendous growth in recent times in India and this growth is not limited to the tier 1 and metropolitan cities of India but also the tier 2 to 4 cities where it was found that around 80% of the online shoppers in the country emerged from these areas as per the Meesho Smart Shopper Report, released in 2023. While shoppers in tier 1 cities often experience a huge crowd at malls during weekends, heavy traffic congestion, limited product availability at physical stores, pressure given the sales staff with limited product knowledge at stores to purchase a product, frequent stockouts etc. thereby increasing their preference towards online shopping, further shoppers in tier 2, 3 and other cities have started shopping online as a result of limited access to products and services from local stores, unavailability of good offers and discounts. Further, it can also be noted that apparels emerged as one of the largest categories of product being sold online and millennials who are represented as the tech savvy generation are highly exposed to the social media, internet, smartphone and applications and tend to explore information about the latest trends and purchase products at a higher rate in comparison to other generations. With prior studies having limited focus on online shopping behaviour in Indian context among millennials for apparels there is a need to explore this area, also studies done on this topic was limited to Tier 1 and Metropolitan Cities of North India and very few studies were also focused on Tier 2 and 3 cities in Northern India thus leaving a major gap to explore this topic in tier 1 to 4 cities in Southern India. Thus, this study is aimed at studying the preferences and challenges faced by millennials while buying apparels online in Tier 1 and 2 cities of Karnataka, South India, also the factors affecting their satisfaction after purchasing apparels online and their experience while buying apparels online which has limited focus will be examined. Further this study examines the effect of mediators including satisfaction and experience and the role of moderators such as frequency of usage and occupation which had limited focus in prior literature. Also, the study provides implications to the apparel online retailers, government and academicians to further expand e-commerce in these regions by retaining existing customer and attracting potential new customers.

Keywords: *E-Commerce, Online shopping, Purchase Intention, Customer Satisfaction, Customer Experience, Millennials, Apparels, India, Frequency of Usage, Occupation Karnataka, Tier 1, Tier 2.*

Publications:

1. Venkatesh, A., & Aruna, P. (2025). Decoding millennial's online apparel shopping: the role of e-commerce experience as a mediator and income as a moderator. *DECISION*, 52(1), 55–81. <https://doi.org/10.1007/s40622-025-00425-3>
2. Bhardwaj, S., Kumar, N., Gupta, R., Baber, H., & Venkatesh, A. (2024). How social media influencers Impact consumer Behaviour? Systematic Literature review. *Vision the Journal of Business Perspective*. <https://doi.org/10.1177/09722629241237394>
3. Venkatesh, A., & Aruna, P. (2024). Assessment of male millennial digital purchase intent with regard to online fashion. In *Advances in marketing, customer relationship management, and e-services book series* (pp. 105–125). <https://doi.org/10.4018/979-8-3693-4453-8.ch007>



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CU:BCC:OR:PhD:02/26
17 February 2026

Office of Registrar

Corrigendum Notice

PhD Viva Voce Examination

PhD Viva Voce Examination of Ms Amita Venkatesh, Registration Number: 2070009, PhD Scholar in Commerce, communicated vide Notification dated 12th February 2026, is rescheduled for Friday, 20 February 2026 at 10.00 am, at Room No. 628, 6th Floor, R&D Block, Bangalore Central Campus.

All other details remain unchanged.

(Dr Anil Joseph Pinto)

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