



## Notice for the PhD Viva Voce Examination

Mr Alex Nero (Registration Number: 1620070), PhD scholar at the School of Business and Management, CHRIST (Deemed to be University), Bangalore will defend his PhD thesis at the public viva-voce examination on Wednesday, 28 February 2024 at 9.30 am in Room No. 044, Ground Floor, R & D Block, CHRIST (Deemed to be University), Bengaluru - 560029.

<b>Title of the Thesis</b>	:	<b>Tertiary Packaging Issues and their Influence on Repurchase Intention and Loyalty of Customers Towards E-Retailers</b>
<b>Discipline</b>	:	<b>Management</b>
<b>External Examiner</b> (Outside Karnataka)	:	<b>Dr Anuradha A</b> Associate Professor VIT Business School - Chennai Campus Kelambakkam - Vandalur Road, Rajan Nagar Chennai, Tamil Nadu - 600127
<b>External Examiner</b> (Within Karnataka)	:	<b>Dr H R Venkatesha</b> Professor and Director Acharya Bangalore B-School Magadi Road, Bengaluru Karnataka
<b>Supervisor</b>	:	<b>Dr Sreedhara R</b> Associate Professor School of Business and Management 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:** 15 February 2024

**Registrar**

## ABSTRACT

This thesis investigates the significance of tertiary packaging in the context of e-retail business and its influence on customer preference, repurchase intention, and loyalty towards e-retailers. With the rapid growth of e-retail, it is expected to become the dominant form of retail worldwide, surpassing traditional brick and mortar establishments. While e-retail offers convenience and flexibility to customers, intensifying competition among e-retailers raises concerns about how they will effectively manage it. As e-retailers resort to increased marketing efforts to attract customers, certain aspects, including tertiary packaging, may be inadvertently overlooked.

Tertiary packaging plays a critical role in the e-retail process, and this study analyzes its impact on customer perception and satisfaction. By exploring the issues related to tertiary packaging that affect customers, this research aims to provide insights to e-retailers for developing a more efficient and sustainable tertiary packaging model. The anticipated outcomes of this research are expected to enhance e-retailers' ability to attract customers, increase repurchase intention, and foster loyalty towards the e-retailer, ultimately contributing to their long-term success in the evolving e-commerce landscape.

*Keywords: Tertiary packaging issues, Repurchase Intention, Customer Loyalty, e-retailer*

### Publications:

1. Nero, A., & Raman, S. (2019). A study of influence of sustainability related factors on the online purchase decision of customers. *International Journal of Advanced Science and Technology*, 28(16), 1-10.
2. Nero, A., & Raman, S. (2019). A study of significance of cashback offered by online companies and its impact on customer preferences in online purchases. *Journal of Advanced Research in Dynamical and Control Systems*, 11(6), 1808-1815.
3. Nero, A., & Raman, S. (2022). An in-depth analysis of tertiary packaging issues of e-retailers and its impact on the e-retail customer perceptions. *Journal of Positive School Psychology*, 6(2), 2141-2149.