



Notice for the PhD Viva Voce Examination

Ms V Nithya (Reg. No. 1520074), PhD scholar at CHRIST (Deemed to be University), will defend her PhD thesis at the public viva voce examination on Wednesday, 10 November, 2021 at 11.00 am. The defense will be conducted online on the WebEx Meeting platform.

Title of the Thesis	:	Purchase Intention of Deconstructed End-of-Lifecycle Fashion Products in an Online and Offline Retail Environment
Discipline	:	Management
External Examiner (Outside Karnataka)	:	Dr Savitha Nair Associate Professor GRG School of Management Studies, PSGR Krishnammal College for Women, Peelamedu Coimbatore – 641 004 Tamilnadu
External Examiner (Within Karnataka)	:	Dr J Daniel Inbaraj Assistant Professor Xavier Institute of Management & Entrepreneurship Electronic City, Phase -II, Hosur Road Bengaluru – 560100 Karnataka
Supervisor	:	Dr N Elangovan Associate Professor School of Business and Management CHRIST (Deemed to be University) Bengaluru – 560029 Karnataka

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.

Place: Bengaluru
Date: 28 October 2021

Registrar

ABSTRACT

Obsolete or slow moving inventory is one of the major influencers for the bottom line of any business today. Surplus stock- be it from overbuys, returns, defects or simply merchandise hitting the end of their lifecycle- need to be accounted, accommodated and dealt with in a manner that can least affect the planned margins. For the fashion business, such merchandise poses greater challenges. The business is ground by seasonal preferences, fast-changing trends, short lead-times and shorter shelf-lives. With rising costs of traditional retail businesses, the associated costs of carrying such inventory are something that the retailer can easily do without. At the retailers' end, such merchandise is often subjected to traditional liquidation methods such as Markdowns, Carry forwards, or selling at lowered prices to discount stores or factory outlets. From a manufacturer's perspective, overruns from production are either sold at discounted costs to the retailer or are diverted to other sources of sales. In either case, such decisions do affect the margins of the business, and retailers often account for these "necessary evils" while planning their pricing strategy. Liquidation methods for such obsolete merchandise also need to meet the additional challenge of maintaining the perceived value of the products, and to not adversely affect planned margins due to lowered price points.

This study seeks to explore fashion consumers' acceptance of Deconstructed or up-cycled fashion for such obsolete or EOLC (End-of-lifecycle) merchandise that remain unsold. It also maps the Perceived value of such merchandise and explores the other factors that may affect the Purchase Intention of the merchandise, like the Internal reference price, Perceived monetary sacrifice and Perceived quality. Through an experimental study, a comparative analysis is built across consumers in an E-commerce vs Offline store purchase scenario, to derive if the method of presentation of such products affects the Purchase intention. The study also explores if Consumer innovativeness is a deciding factor in the acceptance of these garments. The findings indicate that while Deconstructed garments definitely exhibit higher value-perceptions in an online format, it is not affected by the innovativeness spectrum of the consumer.

Keywords: Deconstructed fashion, End-of-lifecycle, Retail channel, Consumer Innovativeness, Purchase Intention