Notice for the PhD Viva Voce Examination

Mr Padmanabh B (Reg. No 1340002), PhD scholar at CHRIST (Deemed to be University), will defend his PhD thesis at the public viva voce examination on Thursday, 28 May, 2020 at 12.00 pm. The defense will be conducted online through Google Meet.

Title of the Thesis	:	**Determinants of Consumer Product Return Behavior with Respect to Online Shopping of Apparels**
Discipline	:	**Management**
External Examiner (Outside Karnataka)	:	**Dr K Sankar Ganesh** Dr K Sankar Ganesh Professor & Dean Departments of Academics LEAD College of Management Dhoni PO, Olavakode, Palakkad, Kerala 678009
External Examiner (Within Karnataka)	:	**Dr Bhojanna U** Professor & Head - MBA RNSIT - Chennasandra Vishnuvardhan Road Bengaluru - 560098
Supervisor	:	**Dr S Jeevananda** Associate Professor School of Business and Management CHRIST (Deemed to be University) Bengaluru - 560029

Since it is an open viva, faculty members and research scholars of all branches of research are cordially invited to attend.

Place: Bengaluru   **Registrar**
Date: 21 May 2020

ABSTRACT

This research aims at finding the determinants of consumer product return behavior with respect to online shopping of apparel in Bangalore city. The study was administered to 600 respondents, and the response received was from 465 respondents. The convenience sampling method was used to collect samples across Bangalore city. Product return behavior was measured using a five-point Likert scale for 34 items.

The literature review was conducted extensively, covering both Indian and international context. This research is designed to address the literature gaps. Many hypotheses were proposed in the thesis and were examined using structural equation modeling. The hypotheses were tested with the software AMOS 25 and SPSS 25 to fulfill the research objectives. Confirmatory factor analysis was done on the data to confirm the instrument reliability and validity. Confirmatory factor analysis was used to verify the constructs developed from the detailed literature review. ANOVA post hoc test was done to check the relationship among the demographic variables. Descriptive statistics were used to interpret the data. With the help of structural equation modeling, the causal relationship between the dependent variable and the independent variables were identified.

The study on the determinants of product return behavior has provided a lot of insights. Customer attitude has a significant and negative impact on product return behavior. The customers with a positive attitude towards online apparel purchases will be less likely to return products. The previous customer experience and their consumption pattern have a significant and negative impact on product return behavior. The customers with a bad experience with buying online apparel products, tend to return their products more. The perceived risk of online apparel purchases has a significant and positive impact on product return behavior. The customers with a high perceived risk of online apparel purchases will be more likely to return their products. The product return policies have a significant and positive impact on product return behavior. Less stringent product return policies tend to increase customer product returns. The product return processes of online apparel purchases have a significant and positive impact on product return behavior. Easy product return processes encourage more product returns from customers. The research study proves the following theories: Theory of planned behavior, perceived risk theory, a theory of cognitive dissonance, Behavioral learning theory, and signaling theory.

The demographic factors like gender, education level, the amount of time spent on surfing, and the frequency of online shopping can impact the online buying of apparel and indirectly influence the product return behavior.

Keywords*: Product return behavior, online buying of apparels, return policies, return processes, Theory of planned behavior, perceived risk theory, behavioral learning theory, and Theory of cognitive dissonance*