



THE NEW COLLEGE, CHENNAI - 600 014

(An Autonomous Institution Affiliated to the University of Madras & Accredited by NAAC with 'A++' Grade of 3.61/4 in the 4th Cycle)



PG and Research Department of Commerce

Ph.D., OPEN DEFENCE



Title

**SOCIAL MEDIA INFLUENCE ON
PURCHASING BEHAVIOUR TOWARDS
ONLINE SHOPPING IN GENERATION Z
WITH REFERENCE TO CHENNAI CITY**

Presented by

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11/09/2026



10.00 A.M



NCAA HALL

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