



Notice for the PhD Viva-Voce Examination

Ms Gajalakshmi N S, Registration Number: 1910088, 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 Tuesday, 29 July 2025 at 10.45 am in Room No. 044, Ground Floor, R & D Block, CHRIST (Deemed to be University), Bengaluru - 560029, Karnataka, India.

Title of the Thesis	:	Role of Customer Engagement and Brand Trust on Brand Loyalty in Apparel Brand Relationships
Discipline	:	Commerce
External Examiner - I	:	Dr Jatin Trivedi Associate Professor National Institute of Securities Markets A Capacity Building Initiative by SEBI Ministry of Finance, Rasayani Navi Mumbai - 410222 Maharashtra
External Examiner - II	:	Dr S Chandrakumarmangalam Associate Professor Department of Management Studies Anna University, Regional Campus Coimbatore - 641046 Tamil Nadu
Supervisor	:	Dr Seranmadevi R Associate professor Department of Professional Studies 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: 21 July 2025


Registrar (Academics)

ABSTRACT

The highly competitive environment of the apparel industry requires strategic sustainability for loyalty toward the brands. This research investigates interactions among customer engagement, brand trust, and personality traits in forming brand loyalty within apparel brand relationships. The research approach is empirical and primarily quantitative. The research used the Multistage sampling method and Mall intercept survey technique for collecting data. A structured questionnaire was used as the main data collection instrument. The statistical procedures used in the analysis were Confirmatory Factor Analysis, T-test, ANOVA, Chi-square, Multidimensional Scaling, Correlation, and Structural Equation Modeling. An increased level of Customer Engagement results in increased Brand Loyalty. The Brand Trust acts as a mediator in the interrelationship of Customer Engagement and Brand Loyalty. Customer Innovativeness has a high correlation with Brand Loyalty, meaning that innovative Customers are more likely to be brand loyal. In the Customer Engagement and Brand Loyalty relationship, Personality traits such as Relationship Proneness, Variety Seeking, Customer Innovativeness, and Involvement are the influential moderating factors.

This Research adds to marketing theory by broadening the comprehension of determinants of brand relationships and giving proper suggestions for marketers about what they can do to make lasting connections between brands and Customers. This work demonstrates how customizing engagement strategies according to Customers' personality profiles allows brands to forge meaningful, trust-based associations conducive to loyalty-building in the apparel sector.

Keywords: *Brand Loyalty, Personality Traits, Customer Engagement, Brand Trust, Relationship Proneness, Customer Innovativeness, Involvement*

Publications:

1. **Gajalakshmi N S Yadav**, Dr Seranmadevi R, The Digital Transformation: Crafting Customer Engagement Strategies for Success. In Digital Technologies, Ethics, and Decentralization in the Digital Era of IGI Global, DOI:10.4018/979-8-3693-1762-4.ch005 (February 2024)
2. **Gajalakshmi N S**, Dr Seranmadevi R, Patent Publication for the conceptual model titled Personalized Brand Loyalty System Utilizing Customer Engagement Metrics and Trust-Based Algorithms. (March 2025)