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Notice for the PhD Viva Voce Examination

Mr Pratik Ghosh, Registration Number: 1980156, PhD Scholar at the School of Business and Management, CHRIST (Deemed to be University) will defend his PhD thesis at the public viva-voce examination on Monday, 10 August 2026 at 03.00 pm in Room No. 044, Ground Floor, R&D Block, CHRIST (Deemed to be University), Bengaluru - 560029, Karnataka, India.

Title of the Thesis	:	Evaluating the Effectiveness of Digital Brand Communication Tools by Selected Athleisure Brands as Indicators of Customer Engagement
Discipline	:	Management
External Examiner - I	:	Dr Arun Kumar Sivakumar Senior Associate Professor and Dean I/c School of Business Vellore Institute of Technology, Andhra Pradesh University Amaravati - 522241 Andhra Pradesh
External Examiner - II	:	Dr Manisha Sharma Professor and Area Chairperson School of Business Management SVKM'S, NMIMS (Deemed to be University) Mumbai - 400056 Maharashtra
Supervisor	:	Dr Sriram M 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.

Registrar (Academics)

Place: Bengaluru
Date: 04 August 2026

ABSTRACT

The efficiency of digital brand communication tools has become a crucial factor in determining consumer engagement in a market that is becoming more and more digitalized, especially in the fiercely competitive and trend-sensitive athleisure sector. In order to promote customer engagement, loyalty, and brand affinity, this research assesses the function of certain digital brand communication strategies that are used by particular athleisure companies. The increasing popularity of Athleisure brands in India indicates to a major transformation in contemporary fashion and lifestyle. Athleisure, distinguished by its distinctive fusion of athletic and leisure wear, has captivated consumers who appreciate comfort and style. The digital communication strategies used by twenty selected athleisure companies retailing in India are assessed in this study. The study incorporates summative content analysis to examine customer engagements and brand interactions on three social media platforms, Facebook, Instagram, and YouTube. The study uses Dovetail, a user research tool for the organization, analysis, and synthesis of qualitative data. The research provides major insights on the efficacy of the digital tools improve customer loyalty and increase engagement. The research employs netnography analysis of secondary data sources to examine the engagement of the brands with their consumers in terms of digital communication. The results highlight the significance of customized brand strategies and effective market positioning, therefore implying that athleisure brands must adapt their digital communication to align the diverse preferences of the Indian consumers. The study indicates that brands showing a consistent perseverance to digital engagement at all levels to convey product positioning and value about current fashion trends become more competitively effective. This study provides significant insights for brands aiming to improve client relationships in an evolving market and elevate their digital presence.

Keywords: Athleisure Brands, Social Media Customer Engagement, Fashion Trends, Indian Market, Netnography

Publication:

1. **Ghosh, P., & Sriram, M. (2023).** A systematic review of social media communication with respect to fashion brands. *The Scientific Temper*, 14(02), 543–553. (Web of Science Journal)
2. Indian design patent named "A System and Method for Netnography-Based Digital Brand Communication Analytics and Fashion Trend Identification for Athleisure Brands" has been successfully published in the Patent Office Journal No. 27/2026 dated 03/07/2026