

## Notice for the PhD Viva Voce Examination

Ms Poornima Nair, Registration Number: 2190008, PhD Scholar at the School of Business and Management, CHRIST (Deemed to be University) will defend her PhD thesis at the public viva-voce examination on Monday, 19 January 2026 at 10.00 am in the Seminar Hall, 1<sup>st</sup> Floor, Academic Block, Bannerghatta Road Campus, CHRIST (Deemed to be University), Bengaluru - 560076, Karnataka, India.

<b>Title of the Thesis</b>	:	<b>The Role of Co-Creation in Branding for Strengthening the Influence of Relationship Quality Dimensions on Purchase Intention: A Study on the Indian Fashion Industry</b>
<b>Discipline</b>	:	<b>Management</b>
<b>External Examiner - I</b>	:	<b>Dr Fezeena Khadir</b> Associate Professor School of Management Studies Cochin University of Science and Technology Kochi - 682022 Kerala
<b>External Examiner - II</b>	:	<b>Dr Jitendra Mohan Mishra</b> Professor Dean - School of Management Studies Head - Department of Tourism and Hospitality Management Central Tribal University of Andhra Pradesh Kondakarkkam Village, Vizianagaram Andhra Pradesh - 535003
<b>Supervisor</b>	:	<b>Dr Sunita Kumar</b> Associate Professor School of Business & Management Bangalore Bannerghatta road campus CHRIST (Deemed to be University) Bangalore -560076 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:** 03 January 2026



**Registrar (Academics)**

## ABSTRACT

The emphasis of this thesis is directed towards the exploration of the concept of co-creation within the domain of branding. The framework of brand co-creation adheres to a stakeholder-centric viewpoint regarding the construction of brand identity. The theory of co-creation has gained popularity in recent branding literature and represents a major paradigm shift. The domain of co-creation of brands, in the fashion industry, continues to exist in a nascent stage, requiring additional scrutiny. This doctoral thesis aims to contribute to the study of brand co-creation and its practical application. Emphasising the mediating function of consumer involvement in brand co-creation, the study investigates the relationship between relationship quality components, along with brand self-connection and social media usage and consumers' purchase intention. Grounded in the theories of relationship marketing, trust and commitment theory, co-creation theory, social exchange theory, and customer-dominant logic, this research examines the extent to which the relationship quality —characterised by its constructs of trust, commitment, and satisfaction— affects consumers' inclination to participate in brand co-creation endeavours, and how such participation subsequently impacts their purchasing intentions. To achieve a comprehensive understanding, the study employs a mixed-methods approach that incorporates perspectives from both consumers and brand managers.

The hypothesised model was tested using structural equation modelling, or SEM. Nvivo was used for thematic analysis. Combining consumer and managerial perspectives gives a deeper understanding of co-creation dynamics. It presents empirical findings that elucidate the significance of trust, commitment, and satisfaction in promoting co-creation behaviours, which subsequently amplify purchase intention.

**Keywords:** *Co-creation, Branding, Relationship quality, Fashion Industry.*

### **Publications:**

1. **Nair, P., Kumar, S. (2024).** Maneuvering the Crossroads of Fast Fashion: Emergence of Populist Consumerism, Co-Creation, and Sustainability. *Encyclopedia of New Populism and Responses in the 21st Century. Springer Nature.*
2. **Nair, P., Kumar, S. (2023).** Influencing the influencers through co-creation: Approaches to successful brand strategies. *Using Influencer Marketing as a Digital Business Strategy.*
3. **Nair, P., Kumar, S. (2024).** Beyond the borders: Fashion influencers shaping global trends. *Global Perspectives on Social Media Influencers and Strategic Business Communication.* 231–247.
4. **Nair, P., Kumar, S. (2024).** Crafting Couture: AI's Role in Personalizing Unique Consumer Experiences Through Co-Creation. *Leveraging AI for Effective Digital Relationship Marketing.*