

(54) Title of the invention : ADVANCED MARKETING MANAGEMENT IN LUXURY RETAIL: BUILDING BRAND EQUITY AND CUSTOMER LOYALTY

<p>(51) International classification :G06Q0030020000, G06Q0030020100, G06Q0030022600, G06Q0030025100, G06Q0030024100</p> <p>(86) International Application No :NA Filing Date :NA</p> <p>(87) International Publication No :NA Patent of Addition to Application Number :NA Filing Date :NA Divisional to Application Number :NA Filing Date :NA</p>	<p>(71)Name of Applicant :  <b>1)Dr. Firoz Khan</b>  Address of Applicant :Senior Faculty, Westford University College, Sharjah, UAE -----  <b>2)Dr. D. Venkatesan</b>  <b>3)Dr. A. N. Christy</b>  <b>4)Dr. Manmohan Chaudhry</b>  <b>5)Dr. Veldandi Ramchander Rao</b>  <b>6)Dr. Ramesh Muthangi</b>  <b>7)Dr. S. Revathy</b>  <b>8)Dr. Kala Karuthedath</b>  <b>9)Dr. Banu Priya</b>  <b>10)Geetanjali khurana</b>  <b>11)Prof. Dr. Harikumar Pallathadka</b>  Name of Applicant : NA  Address of Applicant : NA  (72)Name of Inventor :  <b>1)Dr. Firoz Khan</b>  Address of Applicant :Senior Faculty, Westford University College, Sharjah, UAE -----  <b>2)Dr. D. Venkatesan</b>  Address of Applicant :Assistant Professor, SRM Institute of Science and Technology, Vadapalani, Chennai, Pin: 600026, Tamil Nadu, India -----  <b>3)Dr. A. N. Christy</b>  Address of Applicant :Assistant Professor of Commerce (SG), Periyar Maniammai Institute of Science &amp; Technology, Vallam, Thanjavur, Pin: 613403, Tamil Nadu, India -----  <b>4)Dr. Manmohan Chaudhry</b>  Address of Applicant :Associate Professor, K R Mangalam University, Sohna, Pin 122001, Haryana, India -----  <b>5)Dr. Veldandi Ramchander Rao</b>  Address of Applicant :Professor, Department of Business Management, Vaagdevi College of Engineering, Bollikunta, Warangal, Pin: 506001,Telangana, India -----  <b>6)Dr. Ramesh Muthangi</b>  Address of Applicant :Assistant Professor, Chaitanya Bharathi Institute of Technology, Gandipet, Hyderabad, Pin: 500075, Telangana, India -----  <b>7)Dr. S. Revathy</b>  Address of Applicant :Assistant Professor, Department of Management Studies, SRM Institute of Science and Technology, Kattankulathur, Chengalpattu, Pin: 603203, Tamil Nadu, India -----  <b>8)Dr. Kala Karuthedath</b>  Address of Applicant :Assistant Professor, Dr. SNS Rajalakshmi College of Arts and Science (Autonomous), 486, Thudiyalur-Saravanampatti Road, Chinnavedampatti Post, Coimbatore, Pin: 641049, Tamil Nadu, India -----  <b>9)Dr. Banu Priya</b>  Address of Applicant :Assistant Professor, Department of Commerce, Sri Ramakrishna College of Arts &amp; Science, Fun Mall &amp; Lakshmi Mills, Bus Stop, Avinashi Road, Between, Nava India Rd, Peelamedu, Coimbatore, Pin: 641006, Tamil Nadu, India -----  <b>10)Geetanjali khurana</b>  Address of Applicant :Assistant Professor, Ram Chameli Chadha Vishvas Girls College, Ghaziabad, C 22 , Meerut Road Industrial Area, Ghaziabad, Pin: 201002, Uttar Pradesh, India -----  <b>11)Prof. Dr. Harikumar Pallathadka</b>  Address of Applicant :Professor &amp; Director,Manipur International University, Ghari Awang Leikai, Airport Road, Imphal, Imphal West District, Pin: 795140, Manipur, India -----</p>
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## (57) Abstract :

The present invention relates to an advanced marketing management system designed specifically for the luxury retail sector, aimed at enhancing brand equity and fostering long-term customer loyalty. The system integrates multiple intelligent modules including AI-driven customer profiling, experiential loyalty frameworks, sentiment analysis, personalized storytelling, and omni-channel experience management. By leveraging emotional analytics and personalized engagement strategies, the invention enables luxury brands to deliver curated, emotionally resonant experiences that build deeper connections with clients, strengthen brand perception, and elevate customer lifetime value.

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