Journal





Middle East

Journal of Public Relations Research Middle East

Scientific refereed Journal - Supervision by Egyptian Public Relations Association - Eighth year - Thirtieth Issue – October/December 2020 Arab Impact Factor 2020 = 2.01 Arcif Impact Factor 2020 = 0.2456

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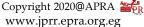
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(ISSN 2314-8721)

Egyptian National Scientific & Technical Information Network (ENSTINET)

With the permission of the Supreme Council for Media Regulation in Egypt

Deposit number: 24380 /2019





Journal of Public Relations Research Middle East (JPRR.ME)

Scientific Refereed Journal

Thirtieth Issue - Eighth year - October / December 2020

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ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-873X)

Egyptian National Scientific & Technical Information Network (ENSTINET)

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Psychological Determinants of the Quality of Brand Relationships from the Perspective of Integrated Marketing Communications

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Abstract

The study aimed to test the effect of five psychological factors on the quality of brand relationships. The five factors are: the pattern of information representation, expectations about the brand, the direction toward the user of the brand, the concept of self, and the desire to distinguish the brand.

The study was applied to a sample of current and potential consumers of a number of brands belonging to the category of special goods, in the period from January to April 2020.

The results of the study proved the validity of scientific hypotheses related to the influence of psychological factors on the quality of brand relations, but to varying degrees.

Keywords: Integrated Marketing Communications, Branding, Brand Relationships.