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

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Abstract

The study sought to monitor role of a number of social determinants in building brand relationships, those social determinants through which the impact of branding marketing communications is achieved. The social determinants were: social class, social learning motives, celebrity citation, social review, popular reputation, and familiarity. The study focused on examining effect of those determinants of the quality of brand relationships, whose indicators are brand awareness, correlations, perceived quality, trust, and brand loyalty.

The study was carried out by applying to a sample of the Egyptian public and by analyzing the meanings and perceptions presented by a number of the most famous brands in the field of fashion in the period from April to August 2020.

Keywords: Integrated Marketing Communications, Branding, Brand Relationships.