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**THE IMPACT OF THE MARKETING MIX ON BRAND PERCEPTION
IN THE FASHION INDUSTRY**

Graduate Thesis
ABSTRACT

Speciality: 1-23 01 15 Social Communications

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ABSTRACT

The object of the research work is a fashion brand. The subject of the research paper is the influence of the marketing mix on the perception of brands in the fashion industry. The purpose of the thesis is to study the influence of the marketing mix on the perception of brands in the fashion industry. The methodology of the thesis is based on general scientific methods: the method of analysis and synthesis, the method of induction and deduction and comparative methods, as well as the particular scientific methods used in social sciences (semi-structured interviews, semantic differential method).

In the process of writing the thesis, the following results were obtained: the essence and specifics of the marketing mix in the fashion industry were determined, the features of advertising and other promotion tools in the fashion industry were identified, and a comparative analysis of the perception of Belarusian and foreign clothing brands was carried out.

The novelty of the results obtained is due to the poorly understood specifics of the influence of the elements of the marketing mix on the perception of fashion brands. The obtained results are characterized by wide possibilities of theoretical and practical application. The materials of the thesis work can be applied in the educational process, as well as in the process of promoting fashion brands and also in the process of establishing of communication with consumers.

The materials and results of the thesis were obtained on the basis of reliable materials and independently conducted theoretical and practical studies.

Key words: fashion industry, marketing complex, marketing mix, branding in fashion industry, brand perception, advertising, promotion tools.