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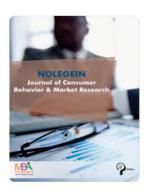
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## Basic Profile | NOLEGEIN Journal of Consumer Behavior & Market Research Magazines



Magazine Title: NOLEGEIN Journal of Consumer Behavior & Market

Research Magazines
Frequency: Half Yearly
Language: English

Category: Journals on Various Topics

Subcategory: Business, Commerce and Management

Edition: India - Edition

## **Subscription Packages for Indian Subscribers**

Year(s)	No. of Issues	Print Version	Digital Version	Print+Digital
		By Courier / Regd. Post		
One Year	2	₹ 3500.00	₹ 7670.00	₹ 8632.00

## About the NOLEGEIN Journal of Consumer Behavior & Market Research Magazines

Nolegein - Journal of Consumer Behavior and Market Research is focused towards the rapid publication in the following areas of

Market information

Market segmentation

Market trends

Marketing effectiveness

Customer analysis

Choice modeling

Competitor analysis

Risk analysis

Product research

Advertising the research

Marketing mix modeling

The purchase decision and its context

Risk perception and risk reduction activities

Brand-switching

Online Shopping

Affect: Emotions, feelings and mood

Customer loyalty

Ethnographic research

Sections covered by this journal are review papers, research papers, interviews, news, companies/ institutions write-ups, short popular articles and case studies.