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



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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.