

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



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### About the Magazine

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.