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Journal of Consumer Satisfaction, Dissatisfaction and ...

Emotions and Consumer Behavior (Winter 2013) Curator: Patti Williams. The impact of emotions on judgments, evaluations, and decisions has long been important to psychology and consumer behavior.

Journal of Consumer Behaviour

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Journal Of Consumer Behavior

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The Journal of Consumer Behaviour aims to promote the understanding of consumer behaviour, consumer research and consumption through the publication of double-blind peer-reviewed, top quality theoretical and empirical research.

Journal of International Consumer Marketing: Vol 31, No 5

Consumer behavior should be analyzed for effective advertising, to know why consumers behave in particular ways under certain circumstances. And also to know the factors that influence consumer behavior, especially the economic, social and psychological aspects (Ayanwale, Alimi & Ayabinpe, 2005).

THE IMPACT OF ADVERTISING ON CONSUMERS BUYING BEHAVIOUR ...

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It focuses particularly on consumer behaviour and on policy and managerial decisions, encouraging contributions both from practitioners... The journal is an international and interdisciplinary forum for research and debate in the rapidly developing - and converging - fields of retailing and services studies.

Journal of Consumer Culture: SAGE Journals

Journal of Consumer Research Description: Founded in 1974, the Journal of Consumer Research publishes scholarly research that describes and explains consumer behavior. Empirical, theoretical, and methodological articles spanning fields such as psychology, marketing, sociology, economics, and anthropology are featured in this interdisciplinary journal.

Journal of Customer Behaviour - Westburn

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Journal of Consumer Research on JSTOR

Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior JCSDCB is an international, refereed journal which publishes scholarly and managerially relevant articles on a broad range of satisfaction-related topics Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior

(PDF) Journal of Consumer Behaviour - ResearchGate

The New Consumer Psychology: Scanning Buying Behavior with MRI of the Mind Sang Min (Leo). Whang, New York, Routledge, 2016, 236 pp., \$35 (Softcover), ISBN 978-1-138-89893-6

Journal of Retailing and Consumer Services - Elsevier

About this journal. The Journal of Consumer Culture is an established journal, supporting and promoting the continuing expansion in interdisciplinary research focused on consumption and consumer culture, opening up debates and areas of exploration. Global in perspective and drawing on both theory and empirical research,...

Journal of Consumer Research

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"The Future of Brands in a Changing Consumer Marketplace" Special Issue (August 2021) The purpose of this special issue is to encourage and feature cutting-edge research on the conceptual and practical implications of consumer behavior within the changing marketplace for brands and branding.

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