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About

Mission

The primary objective of the Journal of Research for Consumers is to provide information to individuals to enable them to better understand their roles as consumers. Also, the Journal aims to encourage consumer researchers to use their skills for the direct benefit of consumers, without the need to produce research outcomes of managerial relevance. It is hoped that the dissemination of research information that has been generated for the specific purpose of educating consumers will provide some counterbalance to the quantity of consumer research that is currently published in the interests of marketers.

Target Audience

The two primary target audiences for the Journal are academics and consumers. The structure of the Journal ensures that research findings are produced in appropriate formats for these two diverse audiences.

ISSN

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