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## Consumer Psychology and Food Design

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Deadline for manuscript  
submissions:

**closed (31 December 2020)**

### Message from the Guest Editors

Consumer psychology and food product design are inextricably linked as current food trends that dictate recent product innovations in terms of structure, composition, safety, and packaging of food are strongly influenced by consumer needs. In addition, the consumer product experience in terms of aesthetics and emotional responses can also influence food product design. This Special Issue invites researchers in the relevant field to submit original research and systematic reviews to expand knowledge in the field of product development, food product design, and consumer sensory perception and psychology. Consumer-driven product development and optimisation; role of sensory perception, emotion, and consumer preferences in food product design; interdisciplinary papers in the area of culinary science, gastronomy, nutrition, business, and marketing that will also contribute to the growing body of knowledge in the area of consumer psychology and food product design.



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**Special** Issue



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## Message from the Editor-in-Chief

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