



*foods*



an Open Access Journal by MDPI

## Sensory Complexity: From Sensory Measurement to Consumption Behavior

Guest Editors:

**Dr. Begoña Panea**

**Dr. Francisco Javier Mesias**

**Dr. Guerrero Luis**

Deadline for manuscript  
submissions:  
**closed (31 May 2021)**

### Message from the Guest Editors

Understanding consumer preferences is key to the development of the food industry, but consumer behavior is complex because the diversity of factors influencing food choice. The attitude of the consumer results from the multiple attributes that it perceives of a product and depends on the importance it assigns to each of them. This perception has three dimensions: a cognitive (knowledge), an affective (attitude, feelings) and a conative (behavior, purchase intention, and actual purchase).

Sensory analysis is a multidisciplinary field that includes the measurement, interpretation, and understanding of human responses to the sensory properties of products. From classic descriptive profiles (Qualitative Descriptive Analysis, QDA), a myriad of new methodologies has been developed focused on consumer attitude. These methodologies can be divided into four groups: individual attribute assessment, overall difference assessment, comparison with a reference product, and free evaluation methods. Exploring the potential of each of them will help us to understand how to satisfy consumer expectations and, in the end, to design the food of the future.



[mdpi.com/si/58268](https://mdpi.com/si/58268)

**Special** Issue



*foods*



an Open Access Journal by MDPI

## Editor-in-Chief

### Prof. Dr. Arun K. Bhunia

1. Department of Food Science,  
Purdue University, West  
Lafayette, IN, USA

2. Department of Comparative  
Pathobiology (Courtesy), Purdue  
University, West Lafayette, IN,  
USA

## Message from the Editor-in-Chief

*Foods* (ISSN 2304-8158) is an open access and peer reviewed scientific journal that publishes original articles, critical reviews, case reports, and short communications on food science. Articles are released monthly online, with unlimited free access. Currently, *Foods* has been indexed by the Science Citation Index Expanded (SCIE - Web of Science), PubMed, and Scopus. Our aim is to encourage scientists, researchers, and other food professionals to publish their experimental and theoretical results as much detail as possible. We therefore invite you to be one of our authors, and in doing so share your important research findings with the global food science community.

## Author Benefits

**Open Access:** free for readers, with [article processing charges \(APC\)](#) paid by authors or their institutions.

**High Visibility:** indexed within [Scopus](#), [SCIE \(Web of Science\)](#), [PubMed](#), [PMC](#), [FSTA](#), [AGRIS](#), [PubAg](#), and [other databases](#).

**Journal Rank:** JCR - Q1 (Food Science and Technology) / CiteScore - Q1 (Health Professions (miscellaneous))

## Contact Us

---

*Foods* Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland

Tel: +41 61 683 77 34  
[www.mdpi.com](http://www.mdpi.com)

[mdpi.com/journal/foods](http://mdpi.com/journal/foods)  
[foods@mdpi.com](mailto:foods@mdpi.com)  
[X@Foods\\_MDPI](https://twitter.com/Foods_MDPI)