

Special Issue

Food Choice and Consumer Psychology

Message from the Guest Editors

At present, many consumers are confronted with practically unlimited possibilities of food choice. Food choice plays an important role in symbolic, economic, and social aspects of life by expressing preferences, identities, and cultural meanings. Nevertheless, how consumers “make” choices remains a major issue. In particular, understanding the psychology of food choice decision making is highly challenging. There is a broad range of factors potentially involved in food choice (i.e., habits, organoleptic properties, global product experience, individual’s culture and personal experience, lifestyle changes, reaction to environmental cues and available information, etc.). As a result, food choice decisions are not only made consciously but contain a part of automatic, not conscious, processes.

Aim and Scope: This Special Issue aims to bring together insights from interdisciplinary fields, with regard to food choice. Researchers in psychology (social, cognitive), sensory research, and consumer research are invited to submit original research and systematic reviews about the factors involved in food choice.

Guest Editors

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About the Journal

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.

Editor-in-Chief

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