



Consumer Behavior Research in Food: A Focus on Health, Safety, and Sustainability

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Deadline for manuscript
submissions:

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Message from the Guest Editors

Dear Colleagues,

This Special Issue invites researchers to submit high-quality original research and reviews on consumer behavior from the perspectives of health, safety, and sustainability. Ultimately, the empirical findings of the published studies will enlighten the readers about the current paradox of consumer behavior in relation to food. Topics of interest for the Special Issue include, but are not limited to:

- Consumers' food choice motivations;
- Determinants of consumer food decision making;
- Innovation and technology applications in health, safety, and sustainability;
- Changes in consumer food-related behaviors due to the COVID-19 pandemic;
- Consumer behavior and marketing strategies for sustainability movement in food.

We look forward to receiving your submissions.

Special Issue "Consumer Behavior Research in Food: A Focus on Health, Safety, and Sustainability"





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Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

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