

Special Issue

Psychosocial Determinants of Food Choice and Consumption in Contemporary Contexts

Message from the Guest Editors

Food consumption is a complex behavior shaped by the interaction of individual, social, and cultural factors. In addition to nutritional needs, food choices are influenced by psychosocial processes such as beliefs, attitudes, emotions, moral and ethical considerations, social norms, and identity-related motives (e.g., social identity and self-categorization processes, normative influence). Understanding these processes is increasingly important in contemporary food systems, which are characterized by rapid technological innovation, globalization, sustainability challenges, changing dietary norms, as well as polarized public debates and a rapidly evolving information environment. This Special Issue seeks to provide a comprehensive understanding of the psychosocial mechanisms underlying food consumption and inform evidence-based interventions aimed at promoting healthier, more sustainable, and socially responsible eating habits and behaviors. We look forward to receiving your contributions.

Guest Editors

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Editor-in-Chief

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