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## Consumer Behavior Based on Food Source, Technology and Health Effect

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### Message from the Guest Editor

Consumers' food behavior is derived not only from the innate sensory quality of the food itself, but from many other factors. The values that consumers seek within food are not limited to satisfaction of physiological needs. Environmental sustainability, innovative food tech, cultural consonance, and health benefits are becoming increasingly critical motivators when it comes to food choice, and consumers' demographical and psychographic characteristics influence their perception toward foods and the elements involved in its creation, affecting food behavior. An in-depth understanding of the relationships between consumer behavior and the ecological, technical, and health components that constitute the identity of food will provide a clear direction for innovative product development, and for strategic approaches that respond to consumers' needs.

This Special Issue invites researchers that can contribute to the advancement of understanding consumer behavior in relation to food sources, technology and health effects.



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**Special** Issue



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## Message from the Editor-in-Chief

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