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Consumer Psychology and Food Design

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Message from the Guest Editors

Consumer psychology and food product design are inextricably linked as current food trends that dictate recent product innovations in terms of structure, composition, safety, and packaging of food are strongly influenced by consumer needs. In addition, the consumer product experience in terms of aesthetics and emotional responses can also influence food product design. This Special Issue invites researchers in the relevant field to submit original research and systematic reviews to expand knowledge in the field of product development, food product design, and consumer sensory perception and psychology. Consumer-driven product development and optimisation; role of sensory perception, emotion, and consumer preferences in food product design; interdisciplinary papers in the area of culinary science, gastronomy, nutrition, business, and marketing that will also contribute to the growing body of knowledge in the area of consumer psychology and food product design.



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Special Issue



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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.

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