

Special Issue

Decoding Consumer Choices: Exploring the Complexities of Decision-Making in the Modern Marketplace

Message from the Guest Editors

The aim of this special issue is to contribute to the understanding of food consumer behavior by laying down theoretical foundations, and in this way investigate different aspects of consumer decision-making about food. Modern research methods in this area are numerous: experimental economics (including experimental auction), discrete choice models, structural equation modelling, and the many possibilities offered by artificial intelligence. These methods can provide more reliable and comprehensive answers to better understand the actual food consumer choices in the modern marketplace, characterized by an unprecedented dynamics and complexity. All research results that use modern methodologies (experimental economics, artificial intelligence, system dynamics), also those that aim at or contribute to a complex understanding of food consumption behavior (models or scale validations) are welcome in this special issue.

Guest Editors

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Dr. Brigitta Plasek

Deadline for manuscript submissions

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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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