

Special Issue

Consumer Preferences for Horticultural Products

Message from the Guest Editors

Knowledge of the consumption of fresh or processed fruits and vegetables is fundamental for designing and implementing business and marketing strategies. Consumer demand is increasing daily, and therefore, so is that of commercial agents involved in the fruit and vegetable business. This means that agricultural companies and marketers must significantly improve new species and varieties, sales, quality, safety, packaging and logistics. In this context, increasingly detailed research on aspects of consumer behavior is required to provide information on willingness to pay, lifestyles, preferences, level of involvement with a product, loyalty, brand building, etc., at the consumer level. Information is also needed regarding purchasing decision-making processes, point-of-sale characteristics. In this regard, statistical and mathematical models that explain consumer behavior, as well as market etc., are necessary to improve the marketing strategies used for fruits and vegetables. This Special Issue will provide highly relevant analyses for decision-makers in agricultural companies involved in fruit and vegetable value chains that need to develop efficient marketing strategies.

Guest Editors

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About the Journal

Message from the Editor-in-Chief

Horticultural plants and their products provide sustenance, health, and beauty. A confluence of factors is putting increasing pressure on horticultural production to evolve, and innovative research is addressing these challenges. *Horticulturae* provides a venue to communicate research results in a rapid manner with open access, allowing everyone the opportunity to stay abreast of leading research addressing horticulture. I invite you to consider publishing the results of your research in this high quality, peer-reviewed journal.

Editor-in-Chief

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