

Special Issue

Research on the Factors Related to Food Choices to Promote Healthy Eating

Message from the Guest Editors

With this Special Issue of *Nutrients*, we would like to focus on the reasons for specific food choices and to identify the main strategies to communicate and promote healthy eating behaviours. It is well known that lifestyle changes, modifications and transitions in populations, and different communications strategies can occur in health and eating behaviours. Moreover, an ageing population, with the increase of obesity, represent an emergency that must be addressed to prevent diseases and excessive healthcare costs that could burden future generations. In this framework, consumer psychology, consumer neuroscience, and consumer studies can be a functional key to understand those factors that lead people to certain behaviours, identifying new communication strategies to promote new healthy behaviours and choices. These disciplines, indeed, have long highlighted the complexity of human decisions, challenging the traditional view of consumers as purely rational. Emotions, perceptions, decisions, and stimulations are just a few elements that can interact in these dynamics. This Special Issue aims to collect studies and insights to deepen the understanding of food behaviours.

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Message from the Editorial Board

Nutrients is an on-line open access journal that was first published in 2009. *Nutrients* adheres to rigorous peer-review and editorial processes and publishes only high quality manuscripts that address important issues related to the impacts of nutrients on human health. The Impact Factor of *Nutrients* has risen rapidly since its establishment and it is now ranked in the first quartile of journals publishing in the field of nutrition and dietetics research.

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