



Consumers' Preferences and Food Products

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Deadline for manuscript
submissions:

31 January 2022

Message from the Guest Editor

This Special Issue is focused mainly on collecting research papers on consumer behavior towards food in general. By its nature, this also involves papers about market research. More specifically, but not exclusively, the main topics of this Special Issue are as follows: consumer behavior towards food products; motivational studies of food consumers; food attitudes; market research; food choice studies of environment, health, biodiversity, organic, or any other attributes; differences (geographical, cultural, or individual) in perception and preferences towards food products; and acceptance of new food products.





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