



Sustainable Marketing and Consumers' Food Preference

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Message from the Guest Editors

The study of consumer preferences constitutes a fundamental phase in the development of strategies of sustainable agriculture and food marketing. The information frame of reference that the numerous studies conducted in this field have generated to date, however, risks being undermined by the advent of COVID-19. In fact, while on one hand, the limitation of freedom of movement and aggregation has had, without doubt, a definite impact on the models of consumption in the HORECA channel (hotel/restaurant/catering), on the other hand, the health crisis might have had an even more radical effect.

The studies in this Special Issue are expected to address the following topics:

- Identification of impacts on key preference structures which guide consumers' sustainable food choices and behavior
- Identification of new models of sustainable marketing
- Identification of new post-COVID-19 food patterns
- Identification of policies to support the post-pandemic agriculture and foods sector
- Consumer segmentation and analysis of their willingness to pay
- Strategies of agriculture and food companies aimed at weathering the crisis
- Product innovation and sustainable consumption





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