

Special Issue

Consumer Behavior Research in Food: A Focus on Health, Safety, and Sustainability

Message from the Guest Editors

This Special Issue invites researchers to submit high-quality original research and reviews on consumer behavior from the perspectives of health, safety, and sustainability. Ultimately, the empirical findings of the published studies will enlighten the readers about the current paradox of consumer behavior in relation to food. Topics of interest for the Special Issue include, but are not limited to:

- Consumers' food choice motivations;
- Determinants of consumer food decision making;
- Innovation and technology applications in health, safety, and sustainability;
- Changes in consumer food-related behaviors due to the COVID-19 pandemic;
- Consumer behavior and marketing strategies for sustainability movement in food.

We look forward to receiving your submissions. [Special Issue "Consumer Behavior Research in Food: A Focus on Health, Safety, and Sustainability"](#)

Guest Editors

Dr. Pei Liu

Hospitality Management, 214B Mumford Hall, University of Missouri-Columbia, Columbia, MO 65211, USA

Dr. Yee Ming Lee

Horst Schulze School of Hospitality Management, 238H Rane Culinary Science Center, Auburn University, 205 South College Street, Auburn, AL 36830, USA

Deadline for manuscript submissions

closed (30 September 2024)



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



mdpi.com/si/165148

Sustainability
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
sustainability@mdpi.com

[mdpi.com/journal/
sustainability](https://mdpi.com/journal/sustainability)





Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



[mdpi.com/journal/
sustainability](https://mdpi.com/journal/sustainability)



About the Journal

Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and Applied Science, University of Ontario
Institute of Technology, Oshawa, ON L1G 0C5, Canada

Author Benefits

Open Access:

free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility:

indexed within Scopus, SCIE and SSCI (Web of Science), GEOBASE, GeoRef, Inspec, RePEc, CAPIus / SciFinder, and other databases.

Journal Rank:

JCR - Q2 (Environmental Studies) / CiteScore - Q1
(Geography, Planning and Development)