Special Issue

How Visuals Affect Food Choice?

Message from the Guest Editor

Consumers are faced with a multitude of decisions on food consumption ranging from choosing a particular. Much of the information consumers use to make these decisions is predominantly visual in nature. Product design elements like color, the size and shape of products and product packaging, decision context elements like shelf and window displays, and advertising elements like pictures and logos serve as a significant communication tools affecting outcomes like consumer attention, quality perception, attitudes, preferences, product adoption, and word of mouth. The number of publications highlighting the impact of these visual elements has rapidly increased in the field of food marketing using a variety of measurement tools like surveys, behavioral observation and neurophysiological measurement.The purpose of this Special Issue is to add to the growing body of literature by further deepening the understanding of which visual elements influence customer outcomes and why these effects occur. The research could propose novel theories on how food choice can be affected by visual elements or test if and/or why particular visual elements affect food choice.

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About the Journal

Message from the Editor-in-Chief

Foods (ISSN 2304-8158) is an open access and peer reviewed scientific journal that publishes original articles, critical reviews, case reports, and short communications on food science. Articles are released monthly online, with unlimited free access. Currently, Foods has been indexed by the Science Citation Index Expanded (SCIE - Web of Science), PubMed, and Scopus. Our aim is to encourage scientists, researchers, and other food professionals to publish their experimental and theoretical results as much detail as possible. We therefore invite you to be one of our authors, and in doing so share your important research findings with the global food science community.

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