

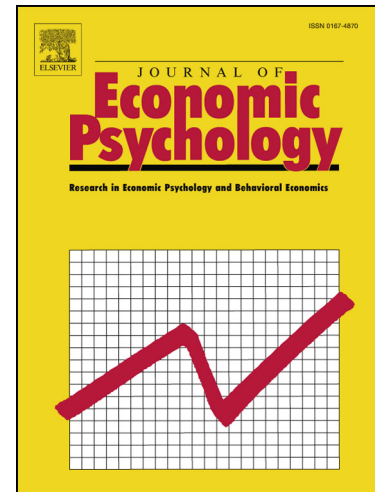
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Editorial for special issue on “Food consumption behaviour: economic and psychological perspectives”

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Editorial for special issue on “Food consumption behaviour: economic and psychological perspectives”

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Food arguably represents one of the key concerns in society. It was the theme (*Feeding the Planet, Energy for Life*) of the 2015 Universal Exposition (Expo) in Milan (Italy), with over 20.000.000 visitors. As a demonstration of its importance, food attracts research from different scientific perspectives and disciplines. Just to name a few, chemistry, biotechnology, materials science, medicine, and engineering (Floros et al, 2010). Among these disciplines, an important role is played by behavioral sciences, among which economics and psychology are prominent. This special issue showcases research from both perspectives on a variety of specific themes and issues, from production to consumption, from labelling to evaluating and buying, from young children to adults, and so forth.

The economics of food consumption has tended to focus on the role of prices and income on food choice and how changes in these variables affect consumer well-being (Unnevehr et al., 2010; Lusk, Roosen, and Shogren, 2011). Emergence of dietary-related health problems, increasing demand for quality differentiated goods, and the like have led to a broader search for psychological factors that motivate food choice including attitudes (Ajzen and Fishbein, 1977). In addition the emergence of behavioral economics has led to a better understanding of the myriad biases that might affect food choice (e.g., Wansink, 2006) and possible new avenues for government policies. This confluence of trends led to the collection of papers that, collectively, take a broad, multidisciplinary look at food consumption behaviors.

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