# Article information:

The application of virtual reality in food consumer behavior research: A systematic review - ScienceDirect
<https://www.sciencedirect.com/science/article/pii/S0924224421004532>

# Article summary:

1. Virtual reality (VR) technology has been used in food and consumer behavior research to explore current research methodologies and establish new ones.

2. This systematic review examines the types of food and consumer research that VR technology has been employed in, as well as its validity for food and consumer behavior research.

3. The results of this review provide evidence-based information about the validity and limitations, but also the possibilities, of VR for food and consumer behavior research.

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The article “The application of virtual reality in food consumer behavior research: A systematic review” is a comprehensive overview of the use of virtual reality (VR) technology in food and consumer behavior research. The authors conducted a systematic review of the literature on VR in food and consumer behavior research to better understand its potential applications and limitations. The article provides evidence-based information about the validity and limitations, but also the possibilities, of VR for food and consumer behavior research.

The article is written by experienced researchers who have published extensively on this topic, which adds to its trustworthiness. Furthermore, it is based on a thorough literature search that included peer-reviewed journal articles from 2005 to 2021, which ensures that all relevant studies are included in the review. Additionally, the authors used two approaches to measure the validity or usability of VR – post-VR experience questionnaires and comparison between data collected in VR settings and RL settings – which further adds to its reliability.

However, there are some points that could be improved upon in order to increase its trustworthiness even further. For example, while the authors did include studies from 2005 onwards, they did not include any studies prior to 2005 which may have provided valuable insights into how VR has been used over time. Additionally, while they did examine gender distributions among study samples, they did not examine other demographic factors such as race or ethnicity which could have provided additional insights into how different groups respond differently to VR environments. Finally, while they did discuss potential applications of VR technology for product design or marketing purposes, they did not discuss any potential ethical implications or risks associated with using such technologies which should be taken into consideration when using them for commercial purposes.

In conclusion, this article provides an informative overview of how virtual reality technology has been used in food and consumer behavior research over time as well as evidence-based information about its validity and limitations for such purposes. However, there are some areas where it could be improved upon such as including

# Topics for further research:

* Ethical implications of virtual reality technology
* Virtual reality technology and consumer behavior
* Virtual reality technology and product design
* Virtual reality technology and marketing
* Virtual reality technology and demographic factors
* Virtual reality technology and risk assessment

# Report location:

<https://www.fullpicture.app/item/3f0b9209c6bea3faadb1dc1146d28979>