Marketing Malaysian fruits to British consumers: Exploring influential factors
(Pemasaran buah-buahan Malaysia kepada pengguna British: Meneroka faktor berpengaruh)

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Abstract
The Malaysian National Agrofood Policy (MNAFP) sets the strategic directions for Malaysian agricultural development. One of the key focuses of MNFAP is to increase export value of Malaysian fruits. One market that is under explored is the United Kingdom, hence this study was carried out with British nationals in Malaysia to ascertain the market needs of this niche community in Malaysia. The aim of this study was to identify factors that influence British consumers’ preferences in consuming Malaysian fresh fruits with the hope of increasing Malaysian fruits’ exports to the United Kingdom. The four major fruits studied were durian, mangosteen, rambutan and starfruit. Qualitative method via Focus Group Discussion (FGD) was employed in this study. A semi-structured questionnaire was utilised in assisting the smooth flow of the FGDs. This study concluded that six underlying factors on fruits, i.e. physical aspects and utilisation, intrinsic traits and cost, knowledge on consumption, appearance, texture and content uniqueness and health benefits are factors found to influence British consumers’ decision in consuming Malaysian fruits. This research developed a customised questionnaire to measure consumer perceptions of Malaysian exotic fruits. This study is a first-of-its-kind to identify the factors influencing consumption of Malaysian fruits within the British community living in Malaysia.

Introduction
The Malaysian National Agrofood Policy (MNAFP) sets the strategic directions for Malaysian agricultural development (MNAFP 2011). The policy coverage period is between 2011 and 2020. It was formulated to ensure that the strategic role of Malaysian agricultural sector in national development is sustained and enhanced.

These directions are in light of new and emerging challenges facing agricultural development until the year 2020. One of the key focuses of MNAFP is to increase export value of Malaysian fruits. Generally, exports of Malaysian fruits have room for growth but market research on Malaysian fresh fruit has been limited, if any. Prior market studies suggest that new markets

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