

Factors influencing customers' purchase intentions toward fresh Malaysian durians in Zhejiang province, China

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Abstract

Purpose – The purpose of this study was to investigate the factors influencing customers' purchase intention (PI) towards fresh Malaysian durians in Zhejiang province, China.

Design/methodology/approach – This study applies a quantitative research method to explore the factors influencing customers' PI toward fresh Malaysian durians in Zhejiang province, China. Data were collected by an online questionnaire survey, with 385 valid responses from those who live in Zhejiang province in total. This study adopted three research conceptual frameworks from the previous research to construct a new conceptual framework.

Findings – This study found that customer-perceived value (CPV) has a positive influence on attitude. Furthermore, attitude, subjective norms and perceived behavioral control are all found to have significant influences on PI.

Research limitations/implications – This research's scope is limited to Zhejiang Province and fresh Malaysian durians, which may affect the external validity of the findings.

Originality/value – This research will help Chinese importers and fruit retailers identify factors that influence customers' PI for fresh Malaysian durians, enabling them to design targeted marketing campaigns, optimize product offerings and implement pricing strategies that align with customer perceived value to expand their revenue streams and practices to attract more customers.

Keywords Customer-perceived value, Attitude, Perceived behavioral control, Subjective norms, Purchase intention

Paper type Research article

1. Introduction

1.1 Background

With the growth of global trade and more efficient supply chains, imported fruits have become commonplace in many markets. Nowadays, the market offers diverse options; some attract consumers with price advantages, while others win their favor with unique flavors. The import value in the fruit market is estimated to US\$118.4bn in 2024. A compound annual growth rate of 2.20% is expected from 2024 to 2029, according to [Statista \(2024\)](#). This market holds immense growth potential with significant activity in tropical and exotic fruits like bananas, avocados, durians and mangos. According to analysts, durians stand out in the competition for the most rapidly expanding fruit trade ([Richter, 2024](#)). In 2023, the world imports of fresh durians exceeded \$7.2 billion, which was \$4.61 billion in the previous year according to World Merchandise Exports and Imports by Commodity.

Thailand, Vietnam and Malaysia are the major players in the market. With total global exports expanding from about 80,000 tons a decade ago to beyond 800,000 tons in 2023 ([FAO](#),

JEL Classification — D12, M31, Q13

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2023), the market is dominated by Thailand's Mon Thong, Malaysian's Musang King and Vietnam's Ri6 varieties. Thailand accounted for over 93% of global durian exports in 2023, followed by Vietnam and Malaysia (FAO, 2023). According to Mordor Intelligence, the fresh durian market is expected to reach US\$15.43 billion by 2029 with a 9.4% compound annual growth rate.

China is the world's largest durian importer, taking in 95% of global exports in 2023, and its market is forecast to be worth US\$20 billion by 2025 (Mordor Intelligence, 2024). Durians hold cultural significance in China, often referred to as "the king of fruits", and believed to have health benefits. Malaysian durians, especially Musang King, are positioned as premium products in China (Safari *et al.*, 2022), though their market share remains smaller compared to Thai durians.

Zhejiang province plays a significant role in this trade. In 2023, it accounted for over 10% of China's total durian import volume and value, ranking fourth nationwide (Yunguo Brain, 2024); nearly half of Zhejiang's fruit market consists of imported produce (Ministry of Commerce, PRC, 2025); and durian sales in 2024 continued to rise, with both trading volume and value growing by over 7%. Given its active import market and logistical infrastructure, Zhejiang is an ideal setting to examine consumer purchase intentions (PI) toward fresh Malaysian durians.

Although Thailand remains dominant, competition is intensifying. Vietnam began supplying China in 2022, followed by the Philippines in 2023 (Bangkok Post, 2024). In 2024, Malaysia officially entered the fresh durian export market to China after signing new phytosanitary regulations, which had previously been limited to frozen whole durians (VNA, 2024; Zang, 2024). Recent food safety issues involving Thai durians (World, 2025) may create opportunities for fresh Malaysian exporters to expand their market presence in China.

1.2 Research objectives and research problems

The objective of the research is to find out how Zhejiang consumers' PI for fresh Malaysian durians are influenced by two independent variables from the theory of reasoned action (TRA) and the theory of planned behavior (TPB), namely subjective norms and perceived behavior control; another independent variable is the customer-perceived value (CPV). On the other hand, attitude is the mediating variable in the TRA.

Due to the new export policy of the Malaysian government (refer to 1.1), which allows Malaysia to export fresh durians to China, more Chinese importers become interested in the business. However, till today, few research studies specifically explore the factors that influence Chinese customers' PI toward fresh Malaysian durians. Creating a gap in understanding customers' PI in this niche market is important. Thus, this research will fill the gaps.

With increasing market competition, Chinese importers need to focus more on what influences consumers' PI toward fresh Malaysian durians. Once Chinese importers understand these factors, they can focus on the right strategies and plans to attract customers, which can help Malaysian durians surpass other competitors and secure the second position in the Chinese market share, currently dominated by Thai durians.

1.3 Contribution of the study

This research will help Chinese importers and fruit retailers identify factors that influence customers' PI for fresh Malaysian durians, enabling them to design targeted marketing campaigns, optimize product offerings and implement pricing strategies that align with CPV to expand their revenue streams and practices to attract more customers. Moreover, this research can benefit Malaysian durian exporters, as they can use the findings to enhance the competitiveness of Malaysian durians and aim to become the second-largest player in the Chinese durian market.

From a global perspective, this study provides a practical example of how Southeast Asian agricultural product exporters can enter the Chinese market. Not only that, it also allows other premium agricultural products to adapt to the framework when entering foreign markets. Furthermore, this study enriches global literature about consumer behavior, international trade and food marketing by applying TRA and TPB in the international agricultural marketing, which uniquely provides both theoretical insights and practical implications beyond the fruits industry.

2. Literature review

2.1 Theory of reasoned action (TRA) and theory of planned behavior (TPB)

The TRA and its extension, the TPB, explain how attitudes, social norms, and perceived control shape intentions and behaviors (Coleman and Pasternak, 2012). TRA suggests attitudes formed by beliefs, feelings and values, and subjective norms (SN), or perceived expectations of significant others, influence behavior (Glanz *et al.*, 2008; Thompson *et al.*, 2012). TPB adds perceived behavioral control (PBC), referring to the degree of control an individual feels over performing a behavior. Grounded in the TPB framework, this study examines how attitude, SN, and PBC jointly influence PI for fresh Malaysian durians.

2.2 Integrating customer-perceived value (CPV) into TRA and TPB

CPV provides a micro perspective of why customers have certain attitudes toward a product, influencing them across dimensions (Swait and Sweeney, 2000; Ruiz-Molina and Gil-Saura, 2008).

2.3 Purchase intention

PI, widely used in consumer behavior research to predict sales (Morwitz *et al.*, 2007), is shaped by multiple factors. According to TRA and TPB, three major factors operate to influence PI (Ajzen, 1991). In the food and fruit industry, factors such as perceived safety, quality, price, accessibility, cultural norms and awareness of organic standards significantly affect intentions (Zhao, 2024). For durians, attributes like thickness, sweetness, freshness and aroma shape Chinese consumers' satisfaction (Safari *et al.*, 2022). Perceived quality and price are particularly important for imported foods (Jia *et al.*, 2022), while tropical fruits are valued for their taste, uniqueness and health benefits (Sabbe *et al.*, 2008). As Malaysian durians are a famous imported fruit in China, understanding these factors is essential in the Zhejiang context.

2.4 Customer-perceived value

CPV refers to a customer's assessment of a product's worth based on its benefits and ability to meet needs (Zeithaml, 1988). Sweeney and Soutar (2001), PERVAL (perceived value scale) measures CPV through emotional, social, functional and conditional value to situational factors. Emotional value relates to enjoyment, social value to enhancing image, functional value to quality and value for money, and conditional value to situational factors. Higher perceived usefulness and convenience enhance PI (Wang *et al.*, 2023). In the food industry, functional, emotional, social, economic and image values all influence PI (Long *et al.*, 2023). As Malaysian durians are premium imported fruit in China (Safari *et al.*, 2022), these CPV dimensions are vital in forming consumers' PI.

2.5 Subjective norms

SN refers to perceived social pressure to perform or avoid a behavior, shaped by normative beliefs and motivation compliance (Ajzen, 1991). Such norms are influenced by family, peers, and social media (Fishbein and Ajzen, 1975). In the food industry, they significantly affect PI

(Al-Swidi *et al.*, 2014), support from others encourages eco-friendly food purchases (Ham *et al.*, 2015).

In China, the popularity of certain fruits often goes beyond personal preference and becomes a social trend. For instance, Shine Muscat (Sunshine Rose) is widely recognized for its high price and premium image, which has become a popular gift and social symbol in the recent years. This fruit was referred to as the “Hermès of grapes,” Shine Muscat once priced up to 500 RMB/kg (Yunguo Brain, 2022), and regarded as the symbol of reunion and happiness in Chinese culture due to its shape, which makes it as a good gift choice for friends and family in China. This example demonstrates that when a fruit is accepted as a social gift, SN can strongly increase its popularity. The same situation could happen to fresh Malaysian durians in the Chinese market.

2.6 Perceived behavioral control

PBC is instrumental in the TPB, which refers to people’s perception of the difficulties to act upon a behavior (Ajzen, 1991). Control beliefs and perceived power influence it. Prior studies by Canova and Manganeli (2016) and Rahman *et al.* (2021) stated that PBC plays is one of the key factors in healthy consumption behavior in the food industry. In the context of fresh Malaysian durians, seasonal availability and accessibility may influence PI.

2.7 Attitude

Attitude motivates consumers to decide whether purchase or not purchase products or services (Duggal, 2019). According to Baisakhi and Mustaphi (2024), attitudes are important because they frequently (but not always) predict behavior. The research validated by Eldisthia *et al.* (2023) indicated that consumer attitudes positively affected on purchase decisions of local orange fruit in Malang City in the fruit industry. In this research, attitude towards fresh Malaysian durians can be referred to as a customer having desirable or undesirable feelings towards fresh Malaysian durians.

2.8 Theoretical framework and hypotheses development

The development of the present conceptual framework is primarily informed by three prior studies.

Firstly, Sun and Liang (2020) extended the TPB theory by incorporating CPV and the 4C marketing mix to investigate online dried fruit purchases in China. Their study revealed that PBC and CPV varied significantly across age groups, which confirming the relevance of CPV along with traditional TPB objectives. Despite their study emphasized on dried fruits in e-commerce platforms in China, the consumer decision-making processes such as sensitivity to cost, convenience, and consumer health consciousness are transferable to fresh fruit markets as well.

Secondly, Zhao (2024) applied TPB to examine Chinese consumers’ PI toward Australian organic fruits and vegetables, emphasizing the role of attitude as a mediating variable. This research applied country-of-origin perceptions, health benefits, and perceived ease of consumption concepts that overlap with CPV dimensions like functional value and perceived quality. These factors are especially relevant to fresh Malaysian durians, which rely heavily on country reputation and perceived nutritional benefits in China.

The third study by Jose (2019) further confirmed that factors such as trust, health consciousness, convenience, and product quality significantly influence both attitudes and intentions towards organic fruits and vegetables. These variables can be conceptually matched with the emotional and functional value of CPV. Similarly, this research provides evidence for attitude’s mediating mechanism in the theoretical model.

Through consolidating these findings, this study conceptualizes a model in which CPV, SN, and PBC serve as independent variables influencing PI, while attitude (AT) serves as a

mediating factor. Moreover, CPV is elaborated into five dimensions from previous research by Long *et al.* (2023), which provides a more comprehensive understanding of consumer perceptions.

While most prior studies have focused on either organic or dried fruits, few have examined fresh tropical imported fruits like fresh Malaysian durians in the context of Chinese consumers, especially in specific regions like Zhejiang province. Furthermore, cultural factors play a critical role in shaping SN, especially in collectivist cultures like China. Chinese customers' choices may be driven not only by personal preference but also by social expectations and gift-giving traditions, showing how culture can shape the psychological process behind customer purchase decisions, which make SN become a vital variable. Therefore, integrating CPV into TPB and applying it to Malaysian durians offers both theoretical value and practical implications for marketers.

3. Aim and research questions

This study seeks to empirically determine the factors that affect customers' intent to purchase fresh Malaysian durians in Zhejiang Province, China. There are four questions in the research, listed below:

- RQ1. Is there a positive relationship between CPV and attitude?
- RQ2. Is there a positive relationship between attitude and PI?
- RQ3. Is there a positive relationship between SN and PI?
- RQ4. Is there a positive relationship between PBC and PI?

4. Method

The study applied quantitative research techniques using reliability tests, descriptive statistics, simple linear regression and multiple linear regression. The questionnaire consists of 26 questions: two screening questions, four demographic questions, and 20 measuring variables, all rated on a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). Hypotheses are shown in Table 1, and the full questionnaire is in Appendices.

Convenient sampling and snowball sampling methods were applied. Convenient sampling enabled quick access to respondents in Zhejiang province, while snowball sampling helped target durian lovers and expand the sample size (Nikolopoulou, 2022a, b). Combining both facilitated and efficient data collection.

To ensure reliability, Cronbach's Alpha was adopted. Supported by a pilot study with 30 participants, in which all variables met acceptable requirements. Regression analyses were then conducted to evaluate the factors that influence customers' PI toward fresh Malaysian durians.

5. Results

The survey included 385 respondents. With a slight male majority (193, 50.1%), aged 18–30 years (244, 63.4%), earning between 3,000 RMB and 12,000 RMB (130, 33.8%). Most respondents resided in the capital city of Zhejiang Province – Hangzhou (70, 18.2%). A summary table can be found in Table 2.

Descriptive statistics show that attitude had the highest mean ($\bar{x} = 4.04$, $SD = 0.523$), followed by PBC ($\bar{x} = 3.87$, $SD = 0.647$). Interestingly, Customer Perceived Value, SN, and PI all had the same mean ($\bar{x} = 3.85$), with standard deviations of 0.593, 0.700, and 0.670, respectively.

Simple and multiple linear regression were used to test the hypothesis (Table 3; Figure 1). All independent variables had significant positive effects on PI. Attitude ($\beta = 0.222$) exhibited

Table 1. Summary of statistical hypotheses

Hypothesis	Description	Statistical techniques
H1	H1o Customer-perceived value (CPV) does not have a positive influence on attitude	Simple linear regression
	H1a Customer-perceived value (CPV) has a positive influence on attitude	Simple linear regression
H2	H2o Attitude does not have a positive influence on purchase intention (PI)	Multiple linear regression
	H2a Attitude has a positive influence on purchase intention (PI)	Multiple linear regression
H3	H3o Subjective norms (SN) do not have a positive influence on purchase intention (PI)	Multiple linear regression
	H3a Subjective norms (SN) have a positive influence on purchase intention (PI)	Multiple linear regression
H4	H4o PBC does not have a positive influence on purchase intention (PI)	Multiple linear regression
	H4a Perceived behavioral control (PBC) has a positive influence on purchase intention (PI)	Multiple linear regression

Source(s): Authors' own work

Table 2. Summary of demographic factors with frequency distribution and percentage

Demographic factors	Frequency	Percent
<i>Gender</i>		
Female	188	48.8
Male	193	50.1
Prefer not to say	4	1.0
<i>Age</i>		
18–30 years old	244	63.4
31–40 years old	118	30.6
41–50 years old	22	5.7
51–60 years old	1	0.3
Over 60 years old	0	0
<i>Monthly income</i>		
0–3,000	20	5.2
Over 3,000 to 12,000	130	33.8
Over 12,000 to 25,000	119	30.9
Over 25,000 to 35,000	73	19.0
Over 35,000 to 55,000	29	7.5
Over 55,000 to 80,000	8	2.1
Over 80,000	6	1.6
<i>Resident city</i>		
Hangzhou city	70	18.2
Ningbo city	54	14.0
Wenzhou city	53	13.8
Jiaxing city	37	9.6
Huzhou city	21	5.5
Shaoxing city	25	6.5
Jinghua city	19	4.9
Quzhou city	24	6.2
Zhoushan city	23	6.0
Taizhou city	30	7.8
Lishui city	29	7.5

Source(s): Authors' own work

the strongest positive influence, subsequent to PBC ($\beta = 0.208$) and SN ($\beta = 0.193$), indicating small to moderate effects (Cohen, 1988), which suggesting that while all three factors contribute meaningfully, attitude plays a slightly more substantial role in shaping customers' PI toward fresh Malaysian durians. CPV ($\beta = 0.258$) demonstrated a moderate positive effect on attitude.

The model explained 20.5% of the variance in consumers' PI ($R^2 = 0.205$). However, such R^2 values are common in behavioral research (Ozili, 2023), and all predictors were statistically significant, confirming the model's suitability for this context.

6. Conclusion

Fresh Malaysian durians have entered the mainland Chinese market as a luxury product (Morning, 2024). Understanding the factors influencing customers' PI is crucial for stakeholders in the fruit import-export industry. This study's finding align with existing literature and inform later recommendations.

6.1 Customer-perceived value and attitude

Results show CPV positively affects attitude ($p < 0.05$), consistent with Zhang and Wang (2005). The item "I think the price is proper for the quality and quantity" scored highest, suggesting that consumers accept the premium price due to perceived value. Research suggests that an appropriate price-quality balance increases satisfaction and simulates favorable attitudes (Kencana, 2018).

Conversely, "I think fresh Malaysian durians have nutrition" scored lowest, implying that consumers may undervalue nutrition or lack awareness of its benefits. Low nutrition

Table 3. Summary of each dependent variable

Variable	Independent	Rank	Coefficient	p-value	VIF
Attitude	Customer-perceived value		0.258	<0.001	1
Purchase intention	Attitude	1	0.222	<0.001	1.13
	Perceived behavioral control	2	0.208	<0.001	1.15
	Subjective norms	3	0.193	<0.001	1.18
R^2	0.205				
Adjusted R^2	0.199				

Source(s): Authors' own work

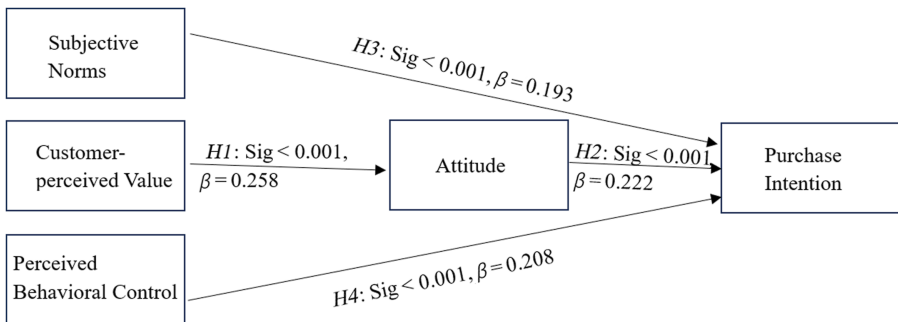


Figure 1. The result of structural model. **Source(s):** The authors' own work

knowledge may weaken of rational purchasing motivation. Taste remains a key factor in food choice, as humans naturally prefer sweet flavors (Liem and Russell, 2019). Durians' naturally sweet and rich flavor likely enhances perceived values and positive attitudes.

Practically, improving market education on durians' nutritional value may strengthen attitudes and thereby increase the PI.

6.2 Attitude and purchase intention

This study confirms that attitude significantly and positively influences PI ($p < 0.05$), consistent with Nazir and Tian (2022) and Skuldist (2022). Attitude has the highest means among other variables, indicating generally positive customer perceptions of fresh Malaysian durians, which aligns with TPB that positive attitudes strengthen PI, especially when perceived value is high (Ajzen, 1991).

The item "*I feel having fresh Malaysian durians is interesting*" scored highest, highlighting the role of positive emotions in driving purchase decisions. Similarly, "*I think buying fresh Malaysian durians is a wise choice*" reflects the customer's rational approval in Zhejiang province. Beyond taste satisfaction, these attitudes may be shaped by cultural factors where imported fruits symbolize social status and gifting, particularly in eastern China.

Practically, enhancing perceived value can further boost positive attitudes and thereby increase PI.

6.3 Subjective norms and purchase intention

This study demonstrates SN positively influence PI ($p < 0.05$), consistent with Jain (2020). The highest scoring item, "*Many people I'm familiar with have chosen fresh Malaysian durians when selecting durians*" indicating social influence motivates customers to try durians by imitating others. SN thus play a vital role, especially in adopting new products.

Conversely, "*My close ones will understand me for buying fresh Malaysian durians*" scored lowest, indicating neutral attitudes from close contacts. While this limits direct influence, such understanding offers psychological support. Culturally, gift premium fruits symbolize good taste and economic status, reinforcing SN in social occasions. However, in the daily personal consumption, practicality and price concerns in close circles moderate this effect.

Practically, enhancing the social recognition of fresh Malaysian durians can effectively boost PI.

6.4 Perceived behavioral control and purchase intention

PBC significantly affects PI ($p < 0.05$), supporting previous research that ease of behavior promotes intention (Rachbini, 2018) and TPB theory. The highest rated item "*I can easily find a place to buy fresh Malaysian durians*", indicates accessibility is not a major barrier, aligning with research on convenience's positive effect on purchase decisions (Djan and Adawiyyah, 2020).

"*I can afford Malaysian durians*" scored lowest but still relatively high, showing that affordability concerns exist, possibly linked to income and the luxury positioning of fresh Malaysian durians. Compared to familiar Thai durians, Malaysian durians' premium image may raise perceived value but reduce PBC.

Practically, improving accessibility and affordability remains the key to enhancing PBC and boosting PI.

7. Recommendations

Given the premium nature of fresh Malaysian durians, effective marketing strategies are essential to enhance customers' PI. The case of Japanese Shine Muscat (Sunshine Rose) grapes illustrates how strategic marketing and exclusivity drive demand but can be

undermined by factors like export restrictions and rapid domestic cultivation, which diluted its premium image (Dyquiango, 2021; Fresh Plaza, 2022).

In contrast, durians' long maturation (over 20 years for quality trees) and Southeast Asia's unique climate make replication difficult, preserving their regional uniqueness similar to how Shine Muscat differs across Japan, China, and Korea (Park, 2022).

Learning from Japanese Shine Muscat's experience, this study offers strategic recommendations targeting key factors influencing PI to strengthen fresh Malaysian durians' position in China's market.

7.1 Recommendations of customer-perceived value and attitude

The success of Japanese Shine Muscat grapes in China is largely due to their strong perceived value as a high-end product with a unique taste. Fresh Malaysian durians can adopt similar strategies to enhance their high-end image.

Firstly, emphasize the premium positioning of fresh Malaysian durians by sharing their cultivation, emphasizing factors like the long maturation period, unique taste, and the scarcity. Storytelling creates an emotional connection with consumers and enhances CPV, as supported by Lundqvist *et al.* (2013). Moreover, since nutrition awareness is low, promoting the health benefits of fresh Malaysian durians is crucial.

Secondly, premium packaging plays an important role. Like Shine Muscat's elegant individual boxes, Malaysian durians should adopt advanced packaging to stand out and reinforce a luxury image. Since CPV positively influences attitude, the industry should keep enhancing this value to help consumers form a favorable perception and strengthen durians' high-end market position.

Finally, besides corporates' efforts, the industry level and the policy level can also play a role. For instance, reinforce and strengthen the existing quality grading and certification system and refine the standards like level of maturity and proportion of old trees. These actions allow the classification to reflect high-end value better and promote a unified international market labelling standard to help consumers quickly identify high quality fresh Malaysian durians.

7.2 Recommendations of subjective norms

The study shows that the opinions of people close to customers strongly affect their PI. Specifically, items like "My close ones would approve of me having fresh Malaysian durians" and "My close ones will understand me for buying fresh Malaysian durians" scored lowest, suggesting the influence of social circles.

To leverage this, increasing the public awareness of fresh Malaysian durian in the mainland China is key. Similar to how Japanese Shine grabbed attention with its high price and social media buzz (Produce Report, 2018). Fresh Malaysian durians need more social media exposure. Industry players should create engaging short videos on platforms like TikTok and collaborate with celebrities and Key Opinion Leaders (KOL), showcasing the consumption scenarios and health benefits. This effectively targets potential buyers via platform algorithms. According to Ravi and Kumar (2021), social media is a powerful marketing tool. Utilizing it can boost promotion and convince customers of durian's value.

Beyond corporate marketing, industry associations can collaborate with nutrition societies to release credible health research, enhancing consumers' health awareness. Meanwhile, the government support through multinational food fairs and cultural events can broaden social norms and enhance public perception.

7.3 Recommendations of perceived behavioral control

The low score on "I can afford Malaysian durians" indicates that price is generally seen as one of the most crucial attributes in consumers' choices (Levrini and Santos, 2021). For price-

sensitive customers, higher prices raise perceived risk, especially if they are uncertain about taste or quality.

To increase PBC, introducing a trial pack strategy is effective; studies show that smaller sizes increase quality perception and are preferred by consumers (Mathur and Qiu, 2012; Yan *et al.*, 2013). Japanese Shine Muscat launched smaller packages that allow customers to enjoy premium fruits with less spending align with current consumer behavior. Similarly, offering affordable trial packs can lower purchase barriers, attract price-sensitive customers, build trust, and encourage repeat purchases.

While corporates reduce customer price sensitivity, policies and industry initiatives can promote the standardization of cold chain transportation and establish regional distribution centers in major entry cities. These actions allow shortening transportation time, minimize losses, and reducing total logistic costs. Ultimately, it will improve both the affordability and availability of fresh Malaysian durians in the target market.

8. Research limitation and further research

The researcher collected primary data using non-random sampling from an online questionnaire which had 385 surveys with a 95% confidence interval calculated. Non-random sampling was chosen for its efficiency in targeting respondents with specific characteristics, such as interest in fresh Malaysian durians, but it may reduce the broader applicability of the findings due to potential sampling bias. Therefore, the result might not fully represent all Zhejiang customers' intentions to purchase Malaysian durians.

Due to the exploratory nature of this research and some data limitations, linear regression was used. For future studies, SEM or PLS-SEM could be applied to better examine the underlying variables and more complex model structures.

Moreover, this study explores the factors that affect customers' intent to purchase toward fresh Malaysian durians in Zhejiang province, China. While it provides useful insights, there are still opportunities for future research to understand the market better.

Another limitation of this study is the relatively low R^2 observed in the regression analysis results. Although it is widely accepted in behavioral research, the explanatory power of the model could be improved. Further studies may consider adding more variables to the model or applying more advanced analytical techniques mentioned above.

Since this research only covers Zhejiang province, the results might not fully represent customers across China. Future studies could look at other regions in China to find key markets and regional differences. Also, this study focuses on initial PI, but future research could explore factors affecting repurchase intentions, like after-sales service, product satisfaction, and perceived value, to help increase repeat purchases.

As competition in the Chinese durian market grows, it would also be helpful to compare Malaysian durians with those from Thailand, Vietnam, and the Philippines. Future studies could look at taste preferences, price acceptance, and perceived quality to understand how Malaysian durians can stand out in the market.

Supplementary material

The supplementary material for this article can be found online.

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