

**Title** Consumer perceptions, utilization and preferences toward pineapple in Malaysia  
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### **Abstract**

A national study involving 1185 respondents was carried out to investigate consumer perceptions, utilization and preferences toward pineapple. The varieties understudied were MD2, Josapine, Maspine and Moris. The study revealed that 92% of respondents preferred fresh pineapple, while the remaining eight percent preferred processed pineapple products. This study also found that majority of consumers part take fresh pineapple in two ways; consume directly as salads (41%) or used the fruit as food ingredient (30%). The processed pineapple products that the consumers utilized the most were jam, followed by juice, canned pineapple and Natta de coco with pineapple flavour. The physical characteristics were found to be important factors that have influenced consumers when they purchase pineapple. Middle size fruit with the average weight of 1-2 kg, cylindrical or ovals shape and fruit with shallow thorn were generally more preferred. The preference towards the fruit depended upon the way the fruit was consumed. For freshly consumed, the characteristics of fruit preferred by consumers were fruits with sweet aroma, sweet, smooth and crunchy textures, small woody stalk, and at 50% yellowish skin. The study also revealed that the variety MD2 generally, rated higher by consumers and was found to be dominant in overall characteristics as compared to Josapine, Maspine and Moris. Consumers perceived that MD2 was sweeter, has better texture color, crunchier, better aroma and juicy. Josapine was ranked second in overall preferences, and followed by Maspine and Moris. The Malays were found to prefer Maspine more than the Chinese and the Indians. The people from East Malaysia, especially Sabah showed significant preference towards MD2 relative to their counterpart from peninsular region. On the other hand, preference for Josapine did not show significant differences amongst consumers in all regions studied.