

Title Marketing channels for fresh agricultural produce in Malaysia

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Abstract

A survey involving 765 respondents was carried out in Peninsular Malaysia to investigate consumer perceptions and preferences on marketing channels for fresh agricultural produce in Malaysia. This study revealed that the wholesale market was the most preferred marketing channel for fresh agricultural produce, followed by the agro market, the night market and hypermarket. Consumers had different product-purchasing preferences depending on different outlets. They preferred the wholesale markets to buy fishes and chickens, the agro market for vegetables and meats, the night market for fruits and vegetables, and the hypermarket for vegetables, fruit and chicken. In general, Malaysian consumers were not loyal to a specific outlet. The main factors that influenced consumer to patronize a specific outlet to buy fresh agricultural produces were "convenience-to-visit", "store operation time" and "good services" offered by the store workers. Consumers from rural areas were more influenced by "distance of outlet" as compared to urban consumers who were more indifferent. Besides store ambience, price and information of the product were also important to consumers when deciding on patronage of an outlet.