

# Consumer Preferences of Pears in Indonesia and Thailand



*Consumers in Indonesia and Thailand like their pears firm and sweet, with a red blush and pale green background skin colour. They are willing to pay up to 70,000 IDR/kg (AU\$6.51<sup>1</sup>) in Indonesia and 269 THB/kg (AU\$10.83<sup>1</sup>) in Thailand.*

## BACKGROUND

Australia enjoys a reputation in Indonesia and Thailand for being producers of premium quality fruit.

Both countries have the potential to be lucrative markets for Australian pear producers. In order to grow market share however, Australian producers need to be able to supply fruit meeting the price, quality and taste expectations of Indonesian and Thai consumers.

Little is actually known about consumer preference and factors that influence fruit purchasing decisions by shoppers in these markets, so consumer preference studies have been undertaken to help Australian suppliers better understand and meet market demands. This will help grow Australian pear exports and reduce pressure on domestic markets.



Consumer preference testing was undertaken in Jakarta and Bangkok between January and July 2016.

The study looked at two new pears, Deliza® and Lanya®. Preferences for the two pears were measured against the well-known Packham pear.

One hundred and fifty consumers from Indonesia and 155 consumers from Thailand took part in a written questionnaire on usage and attitudes. Survey participants were all ages and genders, and ranged from frequent to occasional consumers of pears.

Each consumer received two trays, one for each variety of pear containing one soft and one firm sample to taste. The Packham pear was also on each tray for comparison with the Deliza® and Lanya®.

Key marketing findings of the study were:

- A price point under 70,000 IDR (AU\$6.51<sup>1</sup>) per kg for Indonesia and under 269 THB (AU\$10.83<sup>1</sup>) per kg for Thailand is recommended.
- International supermarkets are where Indonesians like to buy fruit. Fresh Markets are the choice of Thai consumers.
- Indonesian and Thai consumers prefer to buy pears individually in loose formats.
- Fruit is purchased 1-3 times per week.
- Australian grown was a key driver for sales.
- Consumers in Indonesia like to buy pears because they are healthy, and the whole family likes them. Thai consumers buy pears because they taste great and are versatile.

The consumer preference study was funded by the Australian Government through the Rural Research and Development for Profit (RRDP) program with co-investment from Horticulture Innovation Australia (HIA) and the Department of Economic Development, Jobs, Transport and Resources Victoria.

## RECOMMENDATIONS FOR GROWERS

According to Apple and Pear Australia Ltd, there are eight main pear varieties grown in Australia. Packham pears are Australia's biggest export variety, however the consumers surveyed in Indonesia and Thailand preferred the newer pears, Deliza® and Lanya® being presented.

All pear samples exceeded liking and purchase intent in Indonesia however the firmer pears were most preferred.

In Thailand both Deliza® samples and the firm Lanya® pear exceeded benchmarks with only the soft Lanya® failing to impress consumers. Thai consumers preferred Delizas® for their sweetness

In brief, growers targeting these markets should focus their efforts on varieties offering the following attributes:

- Red blush skin with a pale green background colour
- Fruit free of skin imperfections
- Firm, sweet fruit
- Pricing under 70,000 IDR (\$6.51AUD1) in Indonesia and 269 THB (\$10.83AUD1) in Thailand

## RECOMMENDATIONS FOR RETAILERS

Pears are popular eaten after dinner in Indonesia and Thailand. Consumers in Indonesia like to buy pears because they are healthy and the whole family likes them. Thai shoppers buy pears because they taste great and are versatile.

Key recommendations for retailers were:

- Allow consumers to see, touch and feel the fruit prior to buying.
- Display fruit in loose individual format or consider pre-packaged bags, boxes and trays as secondary options.
- Consider offering taste trials in store.
- For Thailand, the use of descriptors at point of sales to describe the unique flavour profile may encourage shoppers to try the product.
- In Indonesia, include health and specific nutritional information on pack or at point of sale.
- Almost all Indonesian and Thai consumers indicated that they would store pears in the fridge after buying. This is likely due to the warmer temperatures in these countries. Consumers may need to be educated about ripening the fruit outside the fridge (depending on the desired firmness and ripeness) and manage product expectations.
- Information cards could be provided at point of sale on correct storage techniques and recipe ideas. This could help educate the consumer on controlling the texture to suit their preference.
- Display and communicate 'Australian grown' to influence attribute purchasing by the consumer.

## Further Information

<sup>1</sup>XE Currency conversion as at 18 February 2018.

The full report is available from Apple and Pear Australia Ltd. Phone: (03) 9329 3511.

For assistance in exporting pears contact APAL [www.apal.org.au](http://www.apal.org.au)

For further information please contact the Customer Service Centre on 136186.

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