

## **Marketing Practices of Tropical Fruits Producers and Exporters: A Comparison between Malaysia, Indonesia and Thailand**

### **Abstract**

This article highlights the areas of marketing activities practiced by tropical fruits organizations. A survey was conducted in three neighboring countries namely Malaysia, Thailand, and Indonesia to identify marketing activities being practiced by the industry players including producers, exporters and distributors in the tropical fruit industry. 75 companies were surveyed through face-to-face interviews using a structured questionnaire for the purpose of achieving the objectives of the study. The study found different characteristics of the tropical fruits organizations such as their distributor roles in the industry, organization ownership structure, and others. Based on the results, except for Thailand, the concept of market orientation is not widely practiced by the tropical fruit companies despite the increase in the demand for tropical fruits around the world. In terms of frequency of practicing marketing activities, the study found that Thailand companies are more involved in the marketing activities compared to Malaysia and Indonesia. However, from the results of ANOVA, it is found that the overall marketing practices of tropical fruit companies from the three countries are not significantly different.

### **Authors**

Norjaya Mohd Yasin (Corresponding Author)  
Norzalita Abd. Aziz  
Graduate School of Business  
Universiti Kebangsaan Malaysia  
Bangi 43600 Selangor  
MALAYSIA

Azhar Ahmad,  
School of Management  
Faculty of Economics and Management  
Universiti Kebangsaan Malaysia  
Bangi 43600 Selangor,  
MALAYSIA