P-ISSN: 2618-0723
E-ISSN: 2618-0731

NAAS Rating: 5.04
www.extensionjournal.com

International Journal of Agriculture Extension and Social Development

Volume 8; Issue 7; July 2025; Page No. 190-196

Received: 13-05-2025
Accepted: 17-06-2025

Indexed Journal
Peer Reviewed Journal

Savouring the unfamiliar: Consumer trends in exotic fruit consumption in Kerala

[1]Jicky Chacko and [2]Sulaja OR

[1]M.Sc. Scholar, Department of Agricultural Extension, College of Agriculture, Kerala Agricultural University, Thrissur, Kerala, India

[2]Assistant Professor, Communication Centre, Kerala Agricultural University, Mannuthy, Thrissur, Kerala, India

DOI: https://www.doi.org/10.33545/26180723.2025.v8.i7c.2129

Corresponding Author: Jicky Chacko

Abstract

The market demand for exotic fruits has shown an unusual uptrend, which consequently influenced the farming practices in Kerala. In accordance with these demands, the cultivation of exotic fruits has expanded, presenting a huge potential to reap the benefits. At the same time, an analysis of consumer preferences for exotic fruits is the need of the hour to clarify their untapped potential. This study was conducted to find out the consumer preferences on exotic fruits with 104 respondents, using a structured questionnaire. The demographic profile, types of fruits purchased, frequency of purchase, major influencing factors and barriers to purchase of exotic fruits were analysed. Rambutan, passion fruit, dragon fruit, avocado and mangosteen were the most preferred exotic fruits in Kerala, in this order of importance. Most of them consumed exotic fruits once in a month, while the main source of purchase was local markets and supermarkets. More than half of the consumers purchased exotic fruits out of curiosity to try something new. Taste and health benefits were also highly influential determinants. Higher price remained the biggest barrier to purchase of exotic fruits, while only 28.8% were willing to pay a premium price. Around 92.3% of respondents were interested in learning more about the nutritional value of exotic fruits. A positive correlation was found between age and level of awareness on exotic fruits. The shift in farming practices has largely revolved around profitability. Increased awareness on the health benefits of exotic fruits and a reduction in their price could attract more consumers to the market.

Keywords: Exotic fruits, consumer preferences, market trends, health benefits, fruit consumption behaviour

Introduction

Kerala is a state in South-Western India, situated on the Indian peninsula. It is bordered by the Arabian Sea to the west and the Western Ghats to the east. Kerala has a tropical climate with high humidity, abundant rainfall, and moderate temperatures throughout the year, making it ideal for diverse agricultural activities. These conditions, along with fertile soil, create a favourable environment for cultivating exotic fruits like rambutan, dragon fruit, and mangosteen. Exotic fruits are those that are not indigenous to a specific region but are grown in this area for consumption. Among these, dragon fruit, lychee, kiwi, avocado, mangosteen, etc., have already affirmed their way to the global as well as the local markets. The market size of exotic fruits is expected to reach $18.03 billion in 2024, to around $19.3 billion in 2025 at an average rate of 7.1% (The Business Research Company, 2025) [32]. Due to its marketing potential, the farmlands in Kerala are finding space for these imports (The Hindu, 2022) [33], while the native consumers have already adopted them in their consumption pattern (Times of India, 2014) [34]. The outlook of Kerala has shifted towards high-value commodities (Shinoj, 2015) [27], recognizing the underlying health benefits (Sajeev *et al.*, 2021) [24] price, quality, etc. (Stephen and Rajan, 2022) [30]. Keeping track of the consumer preferences has been practiced since time immemorial as a thoughtful way to sustain the market. It is essential to know the pattern of consumption, ongoing trends, mode of expenditure etc., to update the existing markets in balance with the timely needs of consumers.

Consumer behaviour and preferences

Consumer behaviour is the study of individuals or groups to understand the way they choose, buy, use and discard products, services, concepts, or experiences, while satisfying their wants and needs (Kotler and Keller, 2006) [9]. The marketing behaviour of consumers is affected by personal, psychological, social, as well as the economic factors with numerous underlying attributes (Qazzafi, 2020) [22]. Studies on consumer behaviour towards numerous commodities have mostly exhibited a direct relationship with the demographic factors like gender, age, occupation, level of awareness, monthly income, family status, etc. (Velmurugan *et al.*, 2013) [36]. Recent studies align with the fact that consumers' tastes lean more towards the pleasure of their taste buds, in the purchase of local as well as imported fruits (Timban *et al.*2024) [35] Yet the role of sensory attributes in consumerism is highly spotted among women and those below 25 years of age (Moor *et al.*, 2014) [18]. The purchase decisions of rural consumers mostly revolve around common factors like price, quality, brand, packaging, advertisement, recommendations from friends and family, etc. (Lakshmi, 2021) [10]. The concern for price of the product influences the consumer in contradicting ways; they might turn away from the products due to

premium prices (Lami *et al.*, 2024) [11] or even pay more for better nutrition, quality, taste and the freshness of the product (Jefferson-Moore *et al.*, 2014) [7].

When it comes specifically to exotic fruits, studies are meagre, which calls off for more focus to obtain the consumer voice and opinions. From the existing literature, Dharanikumar *et al.* (2023) [4] revealed that the health and nutritional value are the major factors influencing the purchase of exotic fruits, while taste and family preferences shows up next. But some studies argues that taste matters above the health benefits of exotic fruit consumption (Vidigal *et al.*, 2011) [37]. A study from Australia pointed out that, the teenagers favoured mangosteen due to its sweet flavour, while dragon fruit and carambola were less appealing due to their sour tastes (Smyth *et al.*, 2008) [29]. Sweetness and aroma go hand-in-hand in case of some consumers, motivating them towards exotic fruit consumption (Latocha and Jankowski, 2011) [12]. The factors influencing the consumption of exotic fruits have shown some strange trends, such as among the Italians, where the frequency of consumption of Avocado was negatively influenced by traditional fruit consumption but positively correlated with tropical fruit consumption (Migliore *et al.*, 2017) [16].

Importance of exotic fruits in Kerala

The surge in the consumer preferences for exotic fruits is highly linked to the remunerative effect obtained from them. Native farmers had already initiated the cultivation of these exotics in their backyards or fields, foreseeing the increasing demand, while it also reduces the reliance on a small number of fruits for nutritional security (*Nath et al.*, 2018) [19]. Kerala, being located in the westernmost entrance to the Indo-Malay biological zone, the soil and climate provides a perfect blend for growing these exotics (Bose, 2019) [2]. Sethunath *et al.* (2023) [26] have studied on the favourable phenological aspects of cultivating exotic fruits, which highly resembles the climate of Kerala. The crops are well suited to the tropical climate with evenly distributed annual rainfall of 100 to 150 cm and can be grown up to an altitude of 1500 m. It can thrive in any kind of soil with good drainage and pH ranging from 5.5 to 6.5. Among the exotic fruits, dragon fruits are found to be highly remunerative due to its high price and quick returns in the immediate year after planting (Karunakaran *et al.*, 2019) [8]. Interestingly, Sesha *et al.* (2019) [25] revealed that the rambutan selections from Kerala excels even above the best-known cultivars in the world. However, the lack of awareness about exotic fruits among the consumers (Liu, 2015) [14] is surprisingly a realistic problem to be tackled on.

The current study focuses on gathering timely and relevant insights into consumer preferences for exotic fruits, while analysing the influence of demographic factors, consumption trends, consumer perceptions, levels of awareness, influencing factors, etc. This may be the first study on consumer preferences for exotic fruits in Kerala, which holds a huge potential for growth and marketability. Since the study deals with a much less explored topic; the findings will be valuable contributions to the existing literature, along with an enriched discussion on consumer preferences. At the same time, it will have a foreseen impact on the marketing world comprising the producers, wholesalers, and retailers of exotic fruits, who could pick up the specific fruits, customize the factors thereof and reap the benefits aligning with the specificities.

Methodology

Study Area

The study was conducted in the state of Kerala in South India, renowned for its high literacy rate and widely known as a "consumer state." Respondents were selected from three districts: Idukki**,** Thrissur, and Trivandrum.

- Idukki is known for its agricultural prominence and high altitudes, which are highly favourable for fruit cultivation.
- Thrissur, the cultural hub of Kerala, holds a significant consumer diversity.
- Trivandrum, the state capital, encompasses both urban and peri-urban consumer bases.

These districts collectively ensure a fair representation of the diverse socio-economic and geographical conditions (Table 1) relevant to study the consumer preferences for exotic fruits

Table 1: Features of the study area

District	Socio-economic status	Climate	Geography
Idukki	Tribal communities exist, homestead farms, emerging tourism	Cold climate, heavy rains in monsoon	High-altitude, largest forest cover in Kerala
Thrissur	Cultural hub, agriculture as well as industries	Warmer days, tropical monsoon	River basin, coastal areas
Trivandrum	Capital city, IT, tourism, have most of the govt. institutes	Warm and humid climate	Have both coastal and hilly areas

Source: field survey 2024

Research Methods

A structured questionnaire was developed for the study. Both quantitative and qualitative approaches were adopted to collect data on consumer preferences, attitudes, and behaviours towards exotic fruit consumption. The questionnaire consisted of 20 questions, which were close-ended types. The following aspects were covered in the questionnaire:

- Demographics: gender, location, age, education, and household income
- Commonly consumed indigenous and exotic fruits
- Awareness on exotic fruits
- Periodicity of purchase and consumption
- Source of acquisition of exotic fruits
- Consumer behaviour: motivational factors, level of interest and willingness to pay (WTP) a premium.
- Barriers for purchase of exotic fruits
- Reasons for shift towards exotics from traditional

Sample Size and Sampling Strategy

The study was conducted in November 2024, with a total sample size of 120 respondents. The sample size was reduced to 104 respondents to reject incomplete and inconsistent responses. The sampling strategy adopted was the quota sampling technique. The respondents were chosen out among the consumers from the markets till the required quota of the sample was attained.

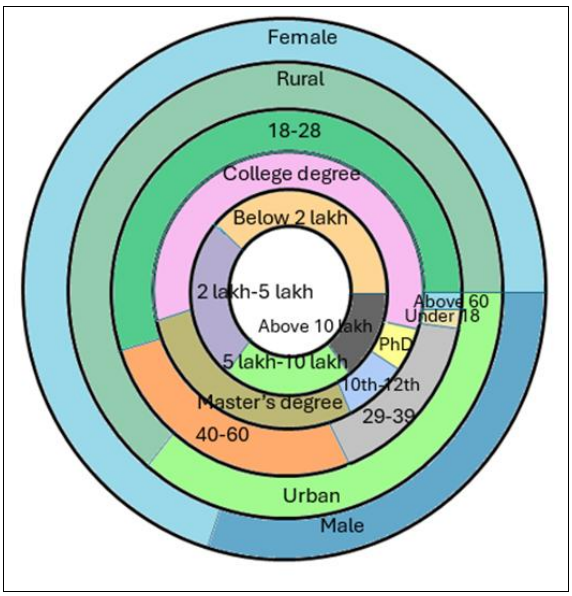
Data Analysis

The data were coded to finally obtain a limited set of attributes for the variable composition of primary data (Babbie and Mouton, 2001) [1]. During the coding process, a list of responses was created, groups identified and then numbers were assigned to these groups to ease the statistical interpretation of the data. However, some data were used in the descriptive form itself and hence not coded. The analysis of data was done by using SPSS 11.0 for Windows and the Microsoft Excel.

Results and Discussion

Demography of respondents

The demographic analysis (Figure 1) of the respondents (n=104) indicated that majority of the consumers (70.2%) were female. Most of the participants resided in rural areas (64.4%), while 35.6 percent were from urban locations. The respondents were categorized into five age groups: under 18 years (1%), 19-28 years (54.8%), 29-39 years (16.3%), 40-60 years (26%), and above 60 years (1.9%). About half of the respondents were young adults, while the other half was above 28 years of age. Educational qualifications varied, with 8.7 percent having higher secondary education, 56.8 percent holding a college degree, 28 percent having a master's degree, and 4.8 percent possessing Ph. D or higher. An analysis of this component shows that more than 90 percent were highly educated.



Source: field survey 2024

Fig 1: Multi-layered demographic Pie chart

In terms of income, most respondents belonged to the middle class, with decreasing number of individuals belonging to the higher income groups. The levels of annual income of the consumers were: below ₹2,00,000 (37.5%), ₹2,00,000-₹5,00,000 (26.9%), ₹5,00,000-₹10,00,000 (21.2%), and above ₹10,00,000 (14.4%). The income levels would have an impact on purchasing preferences, as affordability may significantly influence the fruit selection. And it is evident here that majority belonged to the lower income groups, who might prefer low-cost commodities. In a study by Terano *et al*. (2016) [31], demographic profiles had significantly influenced purchasing behaviour of consumers while choosing between locally grown or imported fruits.

Consumer Preferences and Purchase Behaviour

The respondents were asked to specify the indigenous and exotic fruits they consumed. The majority of the respondents (95.2%) reported that bananas were their most frequently consumed fruit. Other commonly consumed fruits included oranges (58.7%), apples (56.7%) and mangoes (46.2%).

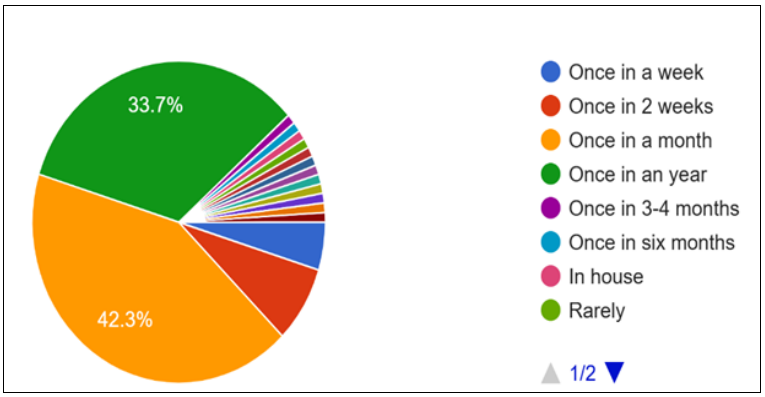
Notably, 84.6 percent of the respondents were having awareness on exotic fruits, while 15.4 percent were unaware of exotic fruits. In case of exotic fruits, a substantial 88.5 percent had tried or purchased rambutan, followed by passion fruit (79.8%), dragon fruit (74%), avocado (53.8%), mangosteen (52.9%), kiwi (49%), litchi (44.2%), star fruit (27.9%), durian (3.8%) and others (6%). The responses were pooled to identify the most preferred fruits and they were ranked on the basis of those with the highest to the lowest frequencies (Table 2). There are similar studies as done by Moombe *et al*, (2014) [17] to know the market demand for the local fruits, which could improve the marketing strategies of fruit sellers.

Table 2: Ranking of fruits based on preferences indicated by consumers

Common Fruits	Preferences (% of respondents)	Rank based on percent of preference	Exotic Fruits	Preferences (% of respondents)
Banana	95.2%	1	Rambutan	88.5%
Orange	58.7%	2	Passion Fruit	79.8%
Apple	56.7%	3	Dragon Fruit	74%
Mango	46.2%	4	Avocado	53.8%
Watermelon	29.8%	5	Mangosteen	52.9%
Pineapple	22.1%	6	Kiwi	49%
Grapes	19.2%	7	Lychee	44.2%

Source: field data analysis 2024

The frequency (Figure 2) of exotic fruit consumption was recorded, with a significant percent (42.3%) of the respondents consuming exotic fruits only once in a month. Others consumed them once in a week (4.8%), once in every two weeks (7.7%), a few times per year (11.5%), and very rarely- about once a year (34.7%). Thus, the study revealed that majority of the consumers purchased exotic fruits occasionally, which aligns with the study on exotic vegetables by Navya, (2020) [20].

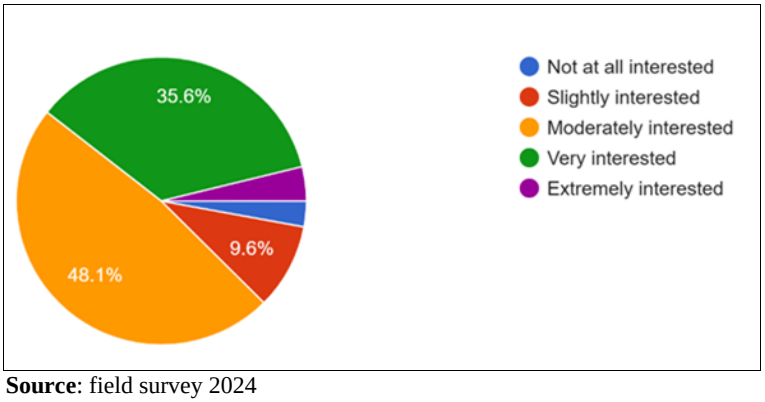


Source: field survey 2024

Fig 2: Frequency of purchasing exotic fruits

Respondents' interest in consumption of exotic fruits varied as shown in Figure 3. Among them, majority (48.1%) were moderately interested, while about 3.8 percent were extremely interested, 35.6 percent were very interested, 9.6 percent were slightly interested, and 2.9 percent were not interested at all in the consumption of exotic fruits. It can be summarised that more than 85 percent were showing moderate to extreme interest in exotic fruits.

Most respondents purchased exotic fruits from local markets (59.6%) and supermarkets (56.7%), while smaller percentages bought from farm markets (9.6%), online stores (4.8%), specialty stores (2.9%), homegrown (2.9%) and other small sources. This highlights a need for the value chain analysis of exotic fruits, which could enhance the potential benefits to both farmers and marketers.



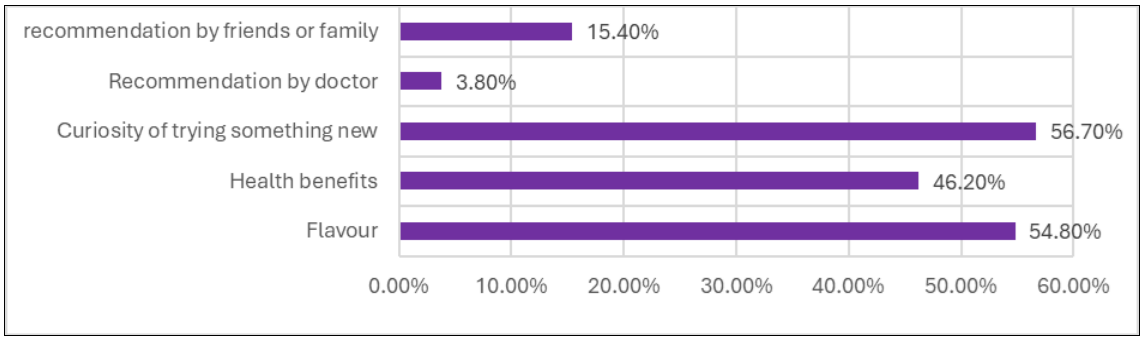
Source: field survey 2024

Fig 3: Extent of interest in consumption of exotic fruits

Determinants of consumer choice

The choice of exotic fruits was determined by the attributes of the fruit itself, market environment, curiosity and the recommendation by people around them. As revealed by the consumers, more than half of them initially decided to purchase exotic fruits out of curiosity for trying something new (56.7%). They were influenced by multiple factors in the beginning, which also included flavour (54.8%), health benefits (46.2%), recommendations from family and friends (15.4%), and medical recommendations (3.8%) (Figure 4).

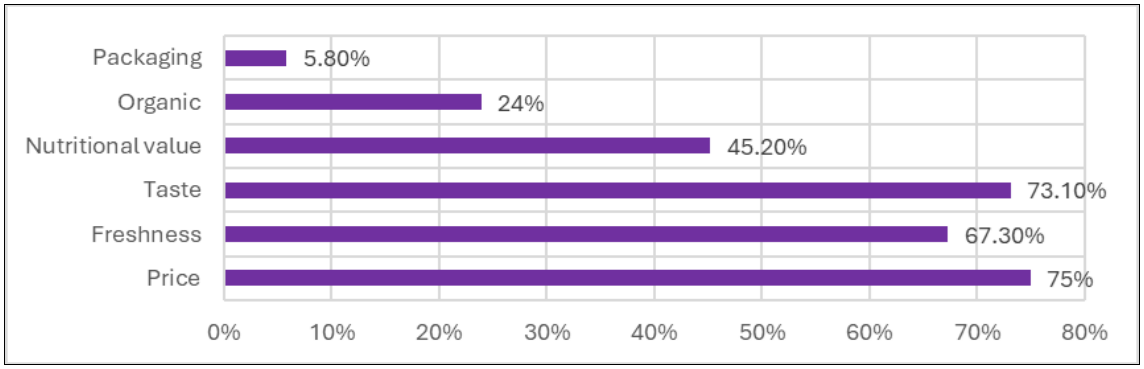
Flavour is a very important factor in deciding consumer preference for fruits (Leonardy and Ayu, 2020) [13]. Two different studies on consumer preferences for fruits in Brazil (Rodrigues *et al*., 2018) [23] and Turkey (Cinar, 2018) [3] had shown flavour and nutritional information as the most influential factors. Findings by Dissanayake *et al*. (2024) [5] had shown the importance of family preference for the buying of some products.



Source: field survey 2024

Fig 4: Main reasons of consumers for their initial preferences for exotic fruits

The most important factors considered by consumers while they purchase exotic fruit were price (75%), taste (73.1%) and freshness (67.3%). Other factors under consideration includes nutritional value (45.2%), organic product (24%), and packaging (5.8%) (Figure 5). This aligns with the study by Singla and Sharma, (2022) [28] in which nutritional value, price and packaging significantly influenced the consumption of fruit juices. There are also former studies that emphasises taste as a major factor for consumer preferences (Lusk and Briggeman, 2009) [15].



Source: field survey 2024

Fig 5: Factors considered by consumers while their purchase of exotic fruits

However, high price remains the biggest barrier to purchase (56.7%), followed by limited availability (38.5%), lack of knowledge (2.9%), and lack of interest (1.9%) (Table 3). This align with a similar finding by Dissanayake *et al*. (2024) [5] in which consumers who were willing to purchase procured fruits and vegetables, refrained from it due to high prices. When asked about their willingness to pay a premium for exotic fruits, only 11.5 percent were willing, while 59.6 percent were unsure, and 28.8 percent were unwilling.

Table 3: Barriers to purchase of exotic fruits

S. No.	Barrier	Frequency	Percent	Rank
1	High price	59	56.7%	1
2	Limited availability	40	38.5%	2
3	Lack of knowledge	3	2.9%	3
4	Lack of interest	2	1.9%	4
	Total	104	100%	5

Source: field data analysis 2024

Despite limited knowledge about the health benefits of exotic fruits (7.2%), 92.3 percent of the respondents expressed their interest in learning more about their nutritional value.

Relationship between independent variables and awareness of exotic fruits

Table 4: Relationship between independent variables and awareness of exotic fruits

S. No.	Variables	Correlation Coefficient	P-Value	Interpretation
1	Gender vs. Awareness of Exotic Fruits	-0.013	0.892	No significant influence
2	Location vs. Awareness of Exotic Fruits	-0.073	0.463	No significant correlation
3	Age vs. Awareness of Exotic Fruits	0.211	0.031	Older individuals have higher awareness
4	Education Qualification vs. Awareness	-0.109	0.272	No significant influence
5	Interest vs. Awareness	0.082	0.409	No significant correlation

Source: field data analysis 2024

Correlation Analysis was done to analyse the relationship between independent variables and their awareness on exotic fruits. From Table 4, it is clear that gender, location, educational qualification and interest in consumption has no significant relation with the extent of awareness on exotic fruits and its benefits. But it is clear that different age groups are likely to have slightly different extent of awareness on exotic fruits. The extent of awareness is more in case of older individuals than among the youth. A study by Nguyen *et al*. (2008) [21] revealed that gender, income and educational level do not influence much on the consumption behaviour, while age groups had a significant influence.

Consumer insights on market trends

The consumers were aware of the fact that a lot of farmers are shifting towards exotic fruit cultivation. The increasing demand for exotic fruits is driven by higher market demand (83.7%) and better profit margins compared to traditional crops (54.8%). Other reasons include increasing consumer preference for novelty and health benefits (42.3%), improved shelf life and export potential (26.9%), climate suitability (24%), improved farming techniques (16.3%), pest and disease resistance (9.6%) and government/ private sector support (7.7%). Some studies confirm that exotic fruits could address the modern health challenges through improved immunity, healthy heart, relieving oxidative stress and improved digestive health, which is inclining more consumers for a balanced and healthy lifestyle (Zaid *et al*., 2024) [38]. Our findings also align with those by Jamnadass *et al*. (2011) [6], who emphasized the need for selecting tree species that are well-adapted to the evolving environmental conditions caused by climate change in specific locations.

Conclusion

The study provides significant insights into the demographic characteristics and behaviour of consumers regarding exotic fruits. It was evident that the majority of the consumers are highly educated, and predominantly belong to the middle-income group. The socio-economic factors of consumers can be emphasized by marketers due to their potential influence on the accessibility and affordability of exotic fruits.

The majority of consumers had tried exotic fruits at least once and had strong awareness on them. Rambutan, passion fruit, dragon fruit, and avocado were among the most consumed exotic fruits, while banana, orange, apple, and mango were commonly consumed fruits. However, the frequency of exotic fruit consumption remained low, with most consumers purchasing them occasionally. Curiosity, flavour, and health benefits triggered their initial consumption, while they prioritized price, taste, and freshness when purchasing exotic fruits. High prices significantly limited their consumption.

The role of external factors, including recommendations from family and friends, the market environment, and nutritional awareness, was effectively highlighted in the study. A majority of the consumers expressed interest in learning more about exotic fruits, indicating potential for increased consumption. The rising demand for exotic fruits has led to a shift in agricultural trends, mainly due to higher profitability and better profit margins compared to traditional crops.

Marketing strategies for exotic fruits should focus on consumer preferences and target demographic groups with a higher affinity for these fruits. Enhancing methods to attract consumers is essential. To increase consumption and marketability, it is strongly suggested to raise awareness regarding health benefits and consider price reductions. Many consumers also prefer organic options, standardized packaging, and improved availability of these fruits.

This study addresses a less-explored topic, making its findings relevant to filling gaps in existing literature. Additionally, discussions on consumer preferences offer practical implications for industry stakeholders, enabling them to strengthen and strategize the marketing of exotic fruits. Further research with a larger sample size is recommended to enhance the external validity of the results. Incorporating different variables in future studies will provide a better understanding of consumer behaviour, complementing the present findings.

References

1. Babbie E, Mouton J. The Practice of Social Research. South African ed. Cape Town: Oxford University Press; 2001.
2. Bose A. Looking for fruits like avocados and passion fruit? Here's where you can find them. The Hindu. 2019 Apr 27. https://www.thehindu.com/life-and-style/food/looking-for-fruits-like-avocados-and-passion-fruit-heres-where-you-can-find-them/article26964023.ece
3. Cinar G. Consumer perspective regarding dried tropical fruits in Turkey. Ital J Food Sci. 2018;30(4):1-19.
4. Dharanikumar K, Lavanya SM, Mahendran K, Prahadeeswaran M, Kumar GA. A study on the import of exotic fruits and factors influencing its consumption. Int J Stat Appl Math. 2023;8(5S):330-5.
5. Dissanayake AKA, Udari UDR, Wijesinghe IPPM. Factors influencing urban consumers' choice of processed fruit and vegetables in Sri Lanka. Colombo Econ J. 2024;2(2):71-85.
6. Jamnadass RH, Dawson IK, Franzel S, Leakey RRB, Mithöfer D, Akinnifesi FK, *et al*. Improving livelihoods and nutrition in sub-Saharan Africa through the promotion of indigenous and exotic fruit production in

smallholders' agroforestry systems: A review. Int For Rev. 2011;13(3):338-54.
7. Jefferson Moore KY, Robbins RD, Johnson D, Bradford J. Consumer preferences for local food products in North Carolina. J Food Distrib Res. 2014;45(1):41-6.
8. Karunakaran G, Arivalagan M. Dragon Fruit - A new introduction crop with promising market. Indian Hortic. 2019;63(1):8-11.
9. Kotler P, Keller LK. Marketing Management. 15th ed. USA: Prentice Hall; 2006.
10. Lakshmi G. Change of consumer behaviour in Kerala. Int J Creat Res Thoughts. 2021;9:b486-91.
11. Lami O, Mesías Díaz FJ, Martín González A, Hernández Matamoros A, Escribano Sánchez M, Martínez Carrasco F. Can fruit be more sustainable? A study on consumer preferences towards the use of natural preservatives in cherries. New Medit. 2024;2:83-99.
12. Latocha P, Jankowski P. Genotypic difference in postharvest characteristics of hardy kiwifruit (Actinidia arguta and its hybrids), as a new commercial crop: Part II. Consumer acceptability and its main drivers. Food Res Int. 2011;44:1946-55.
13. Leonardy H, Ayu SF. Consumer preferences towards Padang Sidempuan and Pondoh snake fruit. In: IOP Conf Ser: Earth Environ Sci. 2020;454(1):012002.
14. Liu S. Yex: Increasing attention of exotic fruits and vegetables in the supermarket [master's thesis]. Delft: Delft University of Technology; 2015. https://resolver.tudelft.nl/uuid:4c72927f-7006-464e-849c-1a0404eb9c98
15. Lusk JL, Briggeman BC. Food values. Am J Agric Econ. 2009;91(1):184-96.
16. Migliore G, Farina V, Tinervia S, Matranga G, Schifan G. Consumer interest towards tropical fruit: factors affecting avocado fruit consumption in Italy. Agric Food Econ. 2017;5:1-12.
17. Moombe KB, Ham C, Clarke J, Franzel S, Ackerman P. Consumer preferences for *Uapaca kirkiana* fruits in Zambia. Forests Trees Livelihoods. 2014;23(4):248-60.
18. Moor U, Moor A, Põldma P, Heinmaa L. Consumer preferences of apples in Estonia and changes in attitudes over five years. Agric Food Sci. 2014;23(2):135-45.
19. Nath V, Patel RK, Srivastava K, Kumar A, Pandey SD. Potential exotic fruits for Indian climate. Prog Hortic. 2018;50(1&2):16-23.
20. Navya B, Nagnur S. Purchasing pattern of exotic vegetables by consumers. J Farm Sci. 2020;33(4):550-4.
21. Nguyen TD, Nguyen TT, Barrett NJ. Consumer ethnocentrism, cultural sensitivity, and intention to purchase local products - evidence from Vietnam: An international research review. J Consum Behav. 2008;7(1):88-100.
22. Qazzafi S. Factor affecting consumer buying behavior: A conceptual study. Int J Sci Res Dev. 2020;8(2):1205-8.
23. Rodrigues DM, Rodrigues JF, Souza VRD, Carneiro JDDS, Borges SV. Consumer preferences for Cerrado fruit preserves: A study using conjoint analysis. Br Food J. 2018;120(4):827-38.
24. Sajeev MV, Radhakrishnan A, Mohanty AK, Joshy CG, Ali VA, Gopika R, *et al*. Factors influencing the fish consumption preferences: Understandings from the tribes of Wayanad, Kerala. Indian J Ext Educ. 2021;57(4):23-7.
25. Sesha SMSKK, Remzeena IA. Natural diversity of rambutan (*Nephelium lappaceum* L.) in Kerala, India. Genet Resour Crop Evol. 2019;66:1073-90.
26. Sethunath K, Bhaskar J, Vikram HC. Phenology of dragon fruit crop grown in Kerala. J Trop Agric. 2023;61(1):153-6.
27. Shinoj P. Agriculture performance and future outlook on food commodities in Kerala. Agric Econ Res Rev. 2015;28:247-58.
28. Singla M, Sharma AM. Consumer behaviour towards healthy nutrition. Cardiometry. 2022;(23):561-76.
29. Smyth H, Kirchhoff S, Fuller S, Abberton K, Davis C, Bally I, *et al*. Tropical flavours to tempt consumers. In: Proc Conf; 2008. p. 126-32.
30. Stephen MS, Rajan DP. Consumer preference for value added fish products in Kochi (Kerala). In: Impact of Climate Change on Hydrological Cycle, Ecosystem, Fisheries and Food Security. CRC Press; 2022. p. 469-76.
31. Terano R, Mohamed Z, Rezai G, Hanum Z. Preference for locally grown or imported fruit among the millennial generation in Johor, Malaysia. J Food Prod Mark. 2016;22(8):891-904.
32. The Business Research Company. Exotic Fruit Global Market Report. 2025. https://www.thebusinessresearchcompany.com/report/exotic-fruit-global-market-report
33. The Hindu. Tryst with exotic fruit continues in Kerala's farms. The Hindu. 2022 Oct 9. https://www.thehindu.com/news/cities/Kochi/tryst-with-exotic-fruit-continues-in-keralas-farms/article65988568.ece
34. Times of India. Kochi beats the heat with exotic fruits. Times of India. 2014 Mar 4. https://timesofindia.indiatimes.com/city/kochi/kochi-beats-the-heat-with-exotic-fruits/articleshow/31376129.cms
35. Timban ARS, Mandei JR, Jocom SG. Identification of determinants influencing consumer decision making for local and imported fruits purchases in Manado City. Agri Sosioekonomi. 2024;20(1):1-12.
36. Velmurugan R. Consumer's preference towards organic food products. J Manag Sci. 2013;3(1):19-23.
37. Vidigal MC, Minim VP, Carvalho NB, Milagres MP, Gonçalves AC. Effect of a health claim on consumer acceptance of exotic Brazilian fruit juices: Açaí (*Euterpe oleracea* Mart.), Camu camu (Myr*ciaria dubia*), Cajá (*Spondias lutea* L.) and Umbu (*Spondias tuberosa* Arruda). Food Res Int. 2011;44(7):1988-96.
38. Zaid A, Verma N, Chandra V, Dessai US, Govind B. The role of exotic fruits in modern diets: health benefits and nutritional value. J Adv Biol Biotechnol. 2024;27(10):1468-74.