

Appendix

Appendix A Marginal effects of independent variables in ordered logit model for Chines fresh fruit

Variables	1=Very Unlikely	2	3	4	5=Very likely
Risk_Perception	0.103***	0.044**	-0.067***	-0.072***	-0.008**
Quality_Perception	-0.189***	-0.080***	0.121***	0.132***	0.015***
Know_Risk	0.270***	0.114**	-0.174***	-0.189***	-0.022**
Know_Quality	-0.710***	-0.301***	0.457***	0.497***	0.057***
Size	-0.032*	-0.014	0.021*	0.023*	0.003
COOL	0.074***	0.031***	-0.047***	-0.052***	-0.006**
Brand	-0.043**	-0.018**	0.027**	0.030**	0.003*
Marriage status	0.082*	0.035	-0.053	-0.058*	-0.007

Note: *Indicates statistically significant at the 10% significance level; ** indicate statistically significant at the 5% significance level; *** indicate statistically significant at the 1% significance level.

We removed the marginal effects of the variables that have no statistically significant effect on consumer likelihood of purchase.

Appendix B Marginal effects of independent variables in ordered logit model for Chinese grapefruit

Variables	1=Very Unlikely	2	3	4	5=Very likely
Risk_Perception	0.161***	0.060***	-0.152***	-0.056***	-0.013***
Quality_Perception	-0.175***	-0.065***	0.165***	0.060***	0.014***
Know_Risk	0.386***	0.143***	-0.363***	-0.133***	-0.032***
Know_Quality	-0.581***	-0.215***	0.547***	0.200***	0.048***
Price	-0.036*	-0.013	0.034*	0.013	0.003
COOL	0.058***	0.022**	-0.055**	-0.020**	-0.005**
Seed	0.024*	0.009	-0.023*	-0.008	-0.002
Brand	-0.034*	-0.012*	0.032*	0.012*	0.003*
Age	0.005**	0.002*	-0.004**	-0.002**	-0.0004*

Note: *Indicates statistically significant at the 10% significance level; ** indicate statistically significant at the 5% significance level; *** indicate statistically significant at the 1% significance level.

We removed the marginal effects of the variables that have no statistically significant effect on consumer likelihood of purchase.

Appendix C Marginal effects of independent variables in ordered logit model for Chines fresh fruit

Variables	1=Very Unlikely	2	3	4	5=Very likely
Risk_Perception	0.142***	0.056***	-0.132***	-0.055***	-0.011***
Quality_Perception	-0.192***	-0.075***	0.177***	0.075***	0.015***
Know_Risk	0.367***	0.144***	-0.340***	-0.143***	-0.028***
Know_Quality	-0.624***	-0.245***	0.578***	0.244***	0.048***
COOL	0.052**	0.020**	-0.048**	-0.020**	-0.004*
Pomelo Knowledge	0.030*	0.012*	-0.028*	-0.012*	-0.002*
Age	0.005**	0.002**	-0.004**	-0.002**	-0.0003*

Note: *Indicates statistically significant at the 10% significance level; ** indicate statistically significant at the 5% significance level; *** indicate statistically significant at the 1% significance level.

We removed the marginal effects of the variables that have no statistically significant effect on consumer likelihood of purchase.

Appendix D Difference in estimated coefficients between latent classes

	C1-C2	C1-C3	C2-C3
Risk_Perception	0.241 ^a (0.413) ^d	0.262 ^b (0.382)	0.021 ^c (0.385)
Quality_Perception	-0.857** (0.367)	-0.345 (0.318)	0.512 (0.359)
Know_Risk	-1.020 (1.074)	0.962 (1.006)	1.982* (1.059)
Know_Quality	-3.231** (1.361)	-2.698** (1.191)	0.533 (1.391)
Price	-0.285 (0.302)	0.301 (0.234)	0.586** (0.284)
Fresh	-0.320 (0.422)	0.078 (0.355)	0.398 (0.415)
Flavor	0.032 (0.392)	0.014 (0.329)	-0.018 (0.408)
Appearance	0.472* (0.279)	0.010 (0.217)	-0.462* (0.263)
Juiciness	0.288 (0.311)	-0.429* (0.243)	-0.717** (0.328)
Size	-0.314 (0.267)	0.167 (0.209)	0.481* (0.265)
Peel	-0.007 (0.243)	0.141 (0.200)	0.148 (0.259)
Package	0.180 (0.181)	-0.255 (0.161)	-0.435** (0.186)
COOL	0.400* (0.224)	-0.006 (0.184)	-0.406* (0.220)
Seed	0.001*** (0.198)	0.03*** (0.164)	0.029*** (0.187)
Brand	-0.501**	0.097	0.598***

(0.228)

(0.189)

(0.222)

Note: *Indicates statistically significant at the 10% significance level; ** indicate statistically significant at the 5% significance level; *** indicate statistically significant at the 1% significance level.

^a Difference in the parameter estimates between class 1 and 2.

^b Difference in the parameter estimates between class 1 and 3.

^c Difference in the parameter estimates between class 2 and 3.

^d Values in the parentheses are standard errors.