

KingDuri Customer Persona

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Company Background

(Slogan) : *The King of Taste*

- KingDuri (KD) is a brand specializing in premium fresh durians, headquartered in Kuala Lumpur, Malaysia, with its supply chain sourced from the finest durian farms in Pahang. We are committed to delivering the highest quality durians through luxurious packaging and rapid cold-chain delivery, ensuring that every customer can enjoy the purest and freshest durian experience at home.
- We adopt an "**Farm-to-Table + Social Commerce + Express Delivery**" innovative business model, ensuring that **every durian is harvested and delivered to customers within 24 hours**, preserving its optimal flavor.



Overview

- The premium fresh packaged durian market in Malaysia, focusing on Musang King, Black Thorn, and D24, is growing due to increasing urban disposable income, strong cultural demand, and the rise of e-commerce. Key regions such as Pahang, Kuala Lumpur, and Selangor drive sales, with platforms like Shopee, Lazada, TikTok, and XiaoHongShu playing a crucial role.



Business Drivers



1. Rising Affluent Consumers – Higher spending power boosts premium durian sales.



2. E-commerce & Social Media Influence – Digital platforms drive convenience and sales.



3. Hygiene & Packaging Demand – Packaged durians offer a cleaner alternative.



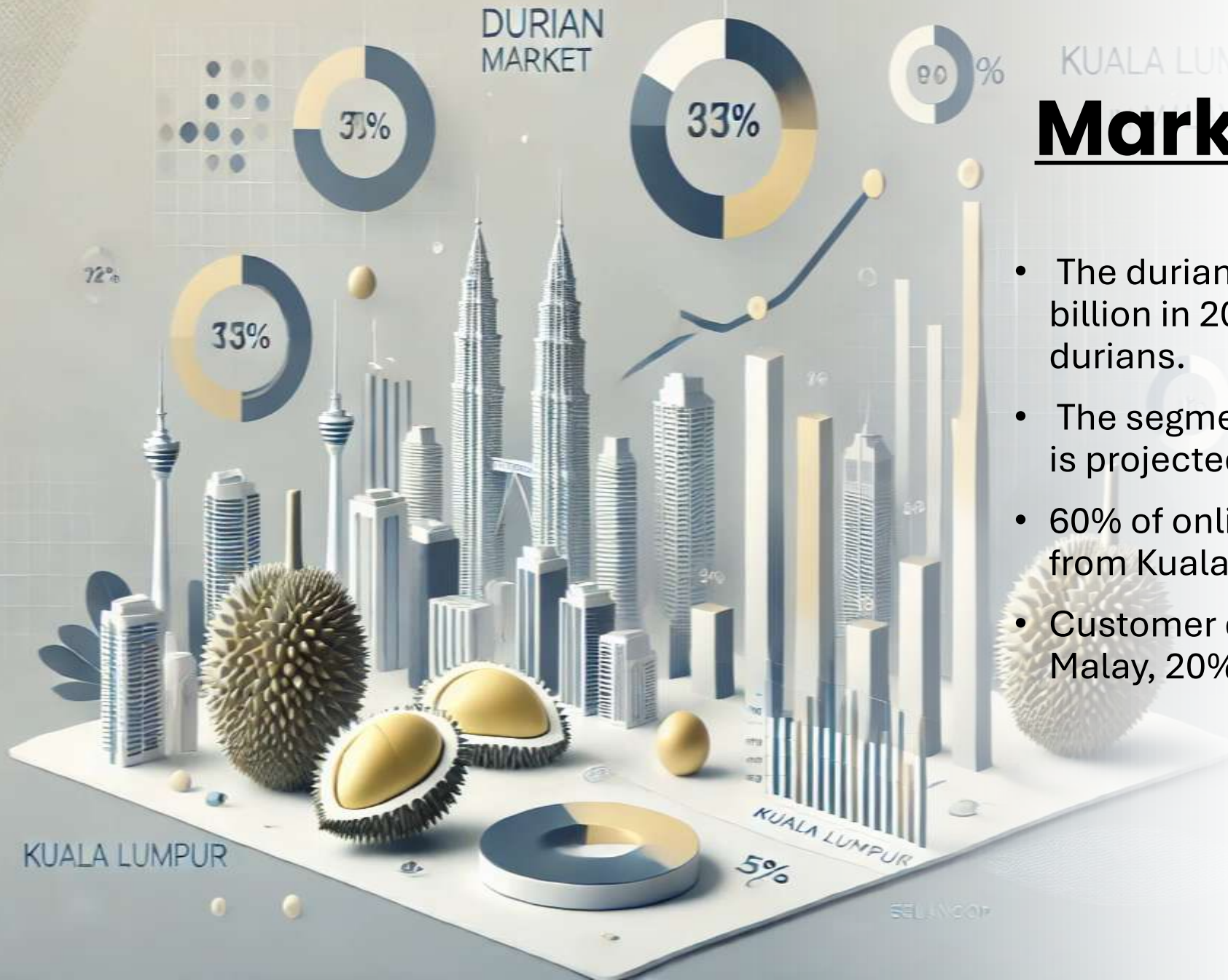
4. Strong Preference for Musang King & Black Thorn – Leading varieties due to taste and branding.



5. Influencer & Live-Streaming Sales – TikTok and XiaoHongShu enhance reach.

Market Size

- The durian industry was valued at RM4.2 billion in 2022, with 30% from premium durians.
- The segment has grown at 8-12% CAGR and is projected to reach RM 6.5 billion by 2030.
- 60% of online premium durian sales come from Kuala Lumpur and Selangor.
- Customer demographics: 50% Chinese, 30% Malay, 20% Indian consumers.



Key Challenges

Market Challenges



1. HIGH PRICE SENSITIVITY
– PREMIUM DURIANS ARE EXPENSIVE, LIMITING MASS-MARKET APPEAL.



2. LOGISTICS & FRESHNESS ISSUES – MAINTAINING QUALITY AND ENSURING FAST DELIVERY REMAINS A CHALLENGE.



3. COMPETITION FROM TRADITIONAL SELLERS – STREET VENDORS AND LOCAL MARKETS OFFER CHEAPER ALTERNATIVES.



4. SEASONALITY & SUPPLY CHAIN DISRUPTIONS – WEATHER PATTERNS IMPACT PRODUCTION, CAUSING PRICE VOLATILITY.



5. CONSUMER TRUST & AUTHENTICITY – CONCERNS OVER MISLABELING AND COUNTERFEIT DURIANS PERSIST IN THE MARKET.

Key Players & Competitive Landscape

Durian Hill – Focuses on premium packaging and branding, selling via online channels and retail outlets.

Durian Man SS2 – Strong presence in Selangor with a mix of in-store and online sales.

DKing – Specializes in packaged Musang King durians, targeting mid-to-high-income buyers.

Small farm sellers on Shopee & TikTok – Independent sellers leveraging social media for direct sales.



The Product Categories



DK Royal Durian
Gift Box 500g
RM218.00



Fresh Musang King
Durian Pulp 300g
RM69.00



Fresh Black Thorn
Durian Pulp 300g
RM110.00



Fresh D24
Durian Pulp 300g
RM33.00

STP Strategy : Segmentation



Demographic: Middle to high-income consumers, primarily in urban areas (KL, Selangor, Pahang), with 50% Chinese, 30% Malay, and 20% Indian consumers.



Psychographic: Health-conscious, convenience-driven, and experience-seeking buyers.



Behavioral: Frequent e-commerce shoppers, preference for premium quality and branded packaging.

STP Strategy : Targeting

01

Primary Market:
Affluent urban Chinese
professionals and
gourmet enthusiasts
who value exclusivity
and quality.

02

Secondary Market:
Middle to upper-class
Malay consumers
engaged in social
media commerce.

03

Niche Market: Indian
consumers and
corporate buyers
looking for premium
gifting options.

STP Strategy : Positioning



Luxury & Exclusivity: Branding as the "Louis Vuitton of Durians" – offering only the finest Musang King and Black Thorn, sourced directly from premium farms in Pahang.



Authenticity & Quality Assurance: Implementing QR code verification for farm-to-table transparency, ensuring authenticity and freshness.



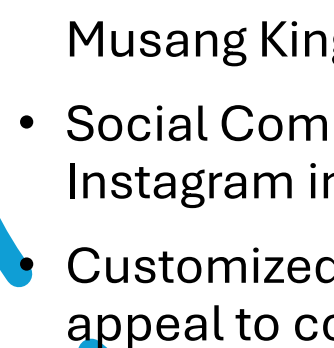
Digital-First Strategy: Leading in social commerce by utilizing TikTok Shop, XiaoHongShu, and Instagram Live to engage buyers with immersive, influencer-driven experiences.



Premium Packaging & Experience: Offering high-end, vacuum-sealed, and elegantly designed durian boxes for gifting and convenience.



Unique Selling Propositions (USPs)

- Farm-to-Table Freshness Guarantee – Directly sourced from the best durian farms in Pahang, ensuring superior quality and maximum freshness.
 - Luxury Packaging & Presentation – Premium vacuum-sealed boxes with an elegant design, making them ideal for gifting and high-end consumption.
 - Certified Authenticity & Transparency – QR code scanning system for buyers to trace the origin and quality of their durians.
 - Exclusive Premium Varieties – Specializing in rare, top-tier durian types like Black Thorn and Musang King, ensuring limited, high-value supply.
 - Social Commerce & Influencer-Driven Sales – Leveraging TikTok Live, XiaoHongShu, and Instagram influencers to drive credibility and customer engagement.
 - Customized Corporate & Seasonal Gifting – Special editions for festive seasons, designed to appeal to corporate clients and premium gift buyers.
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Marketing Strategy

Social Commerce & Live Selling

- **Goal:** Build a viral durian brand through social media and live streaming.
- **Platforms:** TikTok Shop, Instagram Live, Facebook Live, XiaoHongShu
- **Key Content Direction:**
 - Short videos** – Show durian freshness and texture.
 - Live selling** – “Freshly opened & tasted” to boost urgency.
 - Limited-time discounts** – Encourage impulse buying.
 - User challenges & reviews** – Viral content for more exposure.



Marketing Strategy

Seasonal Promotions & Gift Boxes

- **Goal:** Capture festive and corporate gifting markets.
- **Key Festive Products:**
 - CNY** – “Dragon Year Black Gold Gift Box”
 - Hari Raya** – “Family Sharing Pack”
 - Mooncake Festival** – “Durian Mooncake + Fresh Durian Gift Box”
- **Key Product Direction:**
 - Early bird pre-orders to secure sales.
 - Luxury packaging for corporate gifting.
 - Brand collaborations with hotels & tea brands.



Sales Strategy



E-Commerce & Marketplace Stores

- Goal: Maximize online presence & direct sales.
- Sales Channels:
 - Official website – VIP membership & rewards.
 - Shopee & Lazada stores – Trusted purchasing options.
 - WhatsApp & XiaoHongShu groups – Engage loyal customers.

Sales Strategy



Express Cold Chain Delivery

- Goal: Same-day fresh durian delivery.
- Key Logistics Solutions:
 - ❖ 4-hour delivery in KL & Selangor via Grab Express / Lalamove.
 - ❖ Cold-chain transport keeps durian at 0-5°C.
 - ❖ VIP timed delivery available (extra RM 20).

The Customer Personas of “DuriKing”



Customer Persona: Li Wei (李伟) – The Affluent Durian Enthusiast

Narrative of Life Story & Daily Journey

Li Wei, 42, a financial consultant in Mont Kiara, Kuala Lumpur, values **quality, convenience, and premium experiences**. He enjoys **fine dining and luxury foods**, often buying high-end products online due to his busy schedule.

One evening, while browsing **TikTok and Instagram**, he discovered **KingDuri's DK Royal Durian Gift Box**. The **black-gold luxury packaging and farm-to-table freshness guarantee** caught his attention. Intrigued, he placed an order via **KingDuri's Shopee store**.

Over the weekend, Li Wei served the **DK Royal Durian Gift Box (Musang King + Black Thorn)** at a family gathering. The **elegant presentation, premium taste, and hassle-free experience** impressed his guests, making **KingDuri his go-to brand** for personal indulgence and gifting.

Prepared by: Wong Ee Je



Persona #1 – Li Wei

📋 Demographic Information

Age: 42 years old

Gender: Male

Location: Kuala Lumpur, Malaysia

Occupation: Senior Financial Consultant

Socioeconomic Status: High-income (Monthly income RM 20,000+)

Marital Status: Married with two children

Sexuality: Heterosexual

Goals in Life (Short-term & Long-term)

🎯 Short-term:

- ✓ Discover **exclusive and premium food experiences** to enhance his lifestyle.
- ✓ Find a **reliable high-end durian supplier** for personal and gifting purposes.
- ✓ Enjoy **stress-free shopping** with convenient delivery services.

🎯 Long-term:

- ✓ **Maintain a premium lifestyle** that reflects success and exclusivity.
- ✓ **Achieve greater career milestones**, aiming for an executive position.
- ✓ **Ensure his children excel academically**, securing their future.

Preferred Communication Channels

📱 **Shopee & Lazada** – Accustomed to purchasing from official flagship stores to **ensure authenticity**.

📱 **WhatsApp & Email** – Prefer to directly consult with brand customer service to **understand all details before placing an order**.

📱 **Brand Official Website** – Prefer **direct sales** by the brand, hoping to obtain **exclusive** benefits such as membership privileges and pre-sale activities.

Pain Points

Authenticity Concerns – He worries about getting fake or low-quality Musang King durians.

Convenience – Busy lifestyle means he has no time to visit durian stalls, prefers reliable delivery.

Freshness Guarantee – He fears receiving stale or unripe durians, wants farm-to-table quality assurance.

Personality (MBTI or Local Equivalent)

♦ **MBTI Type: ESTJ (Executive)** – Logical, efficiency-driven, values quality and reliability.

✅ **Practical & Efficiency-Driven** – Prefers premium, well-branded products that offer convenience and reliability.

✅ **Quality-Conscious & Trust-Oriented** – Values authenticity, expects QR code verification, and avoids counterfeit products.

✅ **Luxury & Status-Focused** – Seeks exclusive, high-end experiences that reflect his success, especially in food and gifting.

🌟 Behavioral Insights:

- Regularly shops for premium food via **Shopee & Lazada** due to time constraints.
- **Prefers same-day delivery** and is likely to abandon cart if shipping takes too long.

Engages with TikTok & Instagram ads before purchasing luxury food items.

Potential Objections Toward the Brand

❌ **"Why should I trust KingDuri?"** – Needs strong proof of authenticity, such as QR-code traceability.

❌ **"Is it worth the premium price?"** – Expects top-tier quality, packaging, and experience.

❌ **"Will the delivery be reliable?"** – Wants same-day delivery with a freshness guarantee.



The Customer Personas of “DuriKing”

Persona #2 – Charis

Narrative of Life Story & Daily Journey

Charis, a 28-year-old marketing executive, starts her day with a matcha latte while scrolling through Instagram. She loves discovering new food trends and often saves posts about durian desserts. During lunch, she chats with colleagues about her latest food delivery experiences, sharing recommendations and reviews.

After work, Charis relaxes by watching TikTok food reviews. One evening, a KingDuri ad for Musang King catches her eye. Intrigued by the premium packaging and positive reviews, she clicks the ad and explores the product page. She adds a combo set of Musang King and D24 to her Shopee cart but hesitates at checkout.

Before finalizing the purchase, Charis sends a screenshot to her younger sister for a second opinion. Her sister agrees, and Charis completes the order, excited to try the premium durians. A few days later, she receives the package, impressed by the freshness and quality. She shares her experience on TikTok, influencing her followers to try KingDuri.



Persona #2 – Charis

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Demographic Profile

- **Age:** 28
- **Gender:** Female
- **Location:** Petaling Jaya, Selangor
- **Ethnicity:** Chinese
- **Languages:** Mandarin, Cantonese, English
- **Marital Status:** Single (lives with younger sister)
- **Occupation:** Marketing Executive at a luxury brand
- **Income:** RM8,500/month
- **Lifestyle:** Lives in a modern condo, enjoys premium products and dining experiences.

Lifestyle & Habits

- **Social Media:** Active on Instagram and TikTok; follows food trends and reviews.
- **Shopping Habits:** Prefers convenience and values authenticity.
- **Festivals:** Enjoys premium products during special occasions (e.g., CNY, Raya).
- **Diet:** Balances indulgent treats (durian, desserts) with a healthy lifestyle.

Pain Points

- **Pricing:** Finds premium durians expensive compared to local vendors.
- **Freshness:** Worries about freshness with online orders.
- **Delivery:** Concerned about delays or damaged packaging during peak seasons.
- **Hassle:** Wants to enjoy durians without the lingering smell.

Personality (MBTI)

- **ENFP:** Adventurous, enjoys trying new things, and values authenticity.
- **Behavior:** Influenced by social media trends and recommendations from friends/family.

Preferred Communication Channels

- **Social Media:** Instagram, TikTok (for food reviews and trends).
- **E-commerce:** Shopee (for convenience and reviews).
- **Word of Mouth:** Trusts recommendations from friends and family.

Potential Objections

- **Pricing:** "KingDuri might be expensive compared to local vendors."
 - **Solution:** Highlight premium quality, exclusive varieties, and value for money.
- **Freshness:** "Worries about freshness with online orders."
 - **Solution:** Emphasize QR codes and freshness guarantees.
- **Delivery:** "Concerned about delays or damaged packaging."
 - **Solution:** Offer reliable delivery options and packaging assurances.

Buying Behavior

- **Values:** Authenticity, quality, and convenience.
- **Influences:** Social media trends, reviews, and recommendations.
- **Brand Loyalty:** Prefers brands with strong social presence and positive reviews.

Content Calander of KingDuri



April Content Calander						
SUN	MON	TUE	WED	THU	FRI	SAT
		1 Selamat Hari Raya from KingDuri – Premium Durian Gifting	2	3 Raya Open House Durian Feast (Short Video)	4	5 5 Durian Dessert Ideas to Wow at Hari Raya Open Houses
6	7 Post-Raya Flash Sale – Fresh Durian Delivery 20% Off	8 What’s Inside a KingDuri Box? (Unboxing Preview)	9	10 No Durian Smell, No Problem! (Fun Skit)	11 Why KingDuri? Freshness & Authenticity Assured	12
13	14	15 Quick Recipe: 1-Minute Musang King Crepe	16	17 Musang King vs. Black Thorn vs. D24 – Which Durian Suits You?	18	19 Influencer Review Ad – “Best Durian I’ve Ever Had!”
20	21	22 From Pahang Farm to PJ Doorstep – Our 24H Durian Journey	23	24 Thanks for Loving KingDuri – Enjoy 10% Off Your Next Order	25	26
27 UGC Spotlight: “My First KingDuri Experience” TikTok Review	28	29	30 Durian Trivia & Poll: Musang King vs. Black Thorn			

Content Marketing Assignment 3 – Content Creation

Angel Chang Jia Qi

KAGC ID: 611039

Apr 18, 2025



Overview

- This presentation features five original content pieces for **KingDuri**, tailored to **Charis**—a modern, durian-loving urban millennial. The content supports the **Awareness** and **Consideration** stages, addressing her key concerns about freshness, authenticity, and delivery convenience, while building trust and excitement around the brand.

Key Deliverables

- **Short-Form Video:** Durian Season is Coming! Are You Ready?
- **Long-Form Video:** From Pahang Farm to PJ Doorstep – Our 24H Durian Journey
- **Facebook Post 1:** 6.6 Mid-Year Sale – One-Day Durian Madness!
- **Facebook Post 2:** 100% Freshness Guaranteed – Or Your Money Back!

Strategic Objective

To increase brand visibility, engagement, and purchase intent among durian enthusiasts like Charis by delivering relatable, high-quality content across video, social media, and landing pages. The content aims to:

- Build excitement for the durian season
- Showcase KingDuri's product quality and freshness
- Reinforce trust in delivery and service
- Encourage online engagement and orders

Short-Form Video

Durian Season is Coming! Are You Ready? (up to 30s)



Platform: Facebook (Reels)



Journey Stage: Awareness



Objective: Follower Engagement



Metrics: Views, Shares, Increase in follower count, Comments expressing excitement



Short-Form Video & Post Copy :

- 🌳 Durian Season is Coming! Are You Ready? 😍
- The trees are full, the orchard is thriving – and the best picks are almost here!
- This year, we bring Pahang's finest durians straight to your doorstep 100
- 🍊 Black Thorn is making a return... and it won't last long.
- 📺 [Watch this orchard bloom + highlights from last year's durian craze]
- 👉 Follow us now to get first dibs on the drop!
- #DurianSeason2025 #BlackThornAlert #FarmToDoor #KingDuri



KingDuri

27分钟 · 🌐



Durian Season is Coming! Are You Ready?

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#hashtag

#DurianSeason2025 #BlackThornAlert

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👉 推荐拉篮帖子 计划多图分享到

Illustration – Social Media Post

Copy:



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#KingDuri

Long-Form Video

From Pahang Farm to PJ Doorstep – Our 24H Durian Journey

(up to 2min)



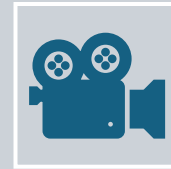
Platform: Facebook
(Reels)



Journey Stage:
Consideration



Objective: Drive Traffic
to Landing Page



Metrics: Video views ,
View duration, Clicks to
website , Social shares

Long-Form Video & Post Copy :

- 📦 🚚 [Delivered in 24 Hours! Ever wonder how your durian gets to you?]
- From a lush farm in Pahang to a doorstep in PJ – follow the real journey of a Musang King durian with KingDuri! 🌳 ✨
- We captured every step:
 - ✅ Early morning harvest
 - ✅ Strict quality control
 - ✅ Full cold-chain transport
 - ✅ Safe doorstep delivery
- Charis said: “It tastes just like opening it fresh at the orchard!” 📸 😊
- 🎈 Want farm-fresh Musang King delivered to your home too?
- 🎬 Watch the full video to see how we make 24-hour freshness possible!
- 🔗 [<https://kingduri.mystrikingly.com/>] Tap now to learn more about our cold-chain durian delivery!
- #KingDuri #MusangKing #DurianDelivery #FarmToDoorstep #MalaysiaDurian #ColdChainFreshness #DurianLovers #PahangToPJ



Illustration – Social Media Post

Copy:

[Delivered in 24 Hours! Ever wonder how your durian gets to you?]

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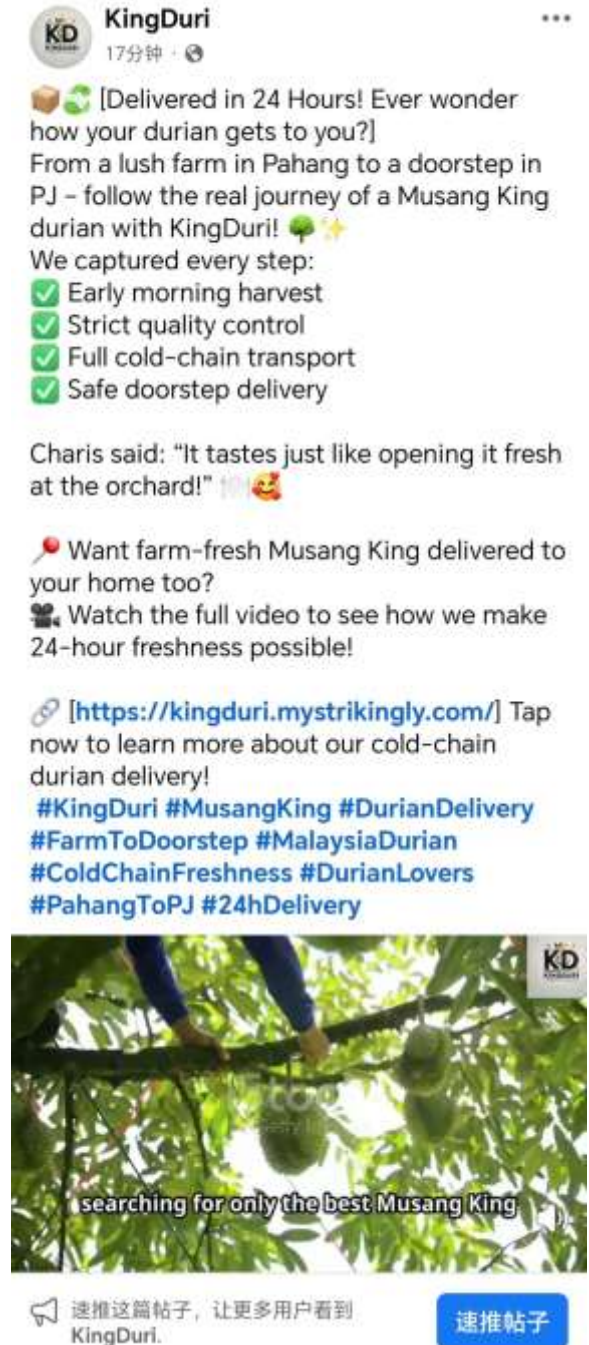
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#ColdChainFreshness #DurianLovers #PahangToPJ #24hDelivery



Facebook Post #1

6.6 Mid-Year Sale – One-Day Durian Madness!



Platform: Facebook



Journey Stage: Awareness



Objective: Sales Conversion (Revenue Generation)



Metrics: Impressions, CTR, Number of orders on 6.6, Conversion rate, Revenue per impression, MROI



Facebook Post #1 & Post Copy

:

- 🎉 Flash Deal Alert! 🎉
- ✨ KingDuri 6.6 Mid-Year Madness is HERE – for one day only!
- Premium durians, jaw-dropping discounts, and the freshest flesh straight from Pahang – all at prices Charis would definitely say YES to 🥰👀
- ⌚ 24 hours. Nationwide delivery. No second chance.
- 🕒 Musang King, Black Thorn & more – all ready to fly off our cold chain.
- 📣 Don't miss out!
- 🚚 Farm to door in 24H
- 🔥 Up to 40% OFF premium durians
- 💳 Secure checkout via Shopee/Lazada
- 👉 Grab the Deal Now – 24 Hours Only!
- 🛒 Tap to order & taste the madness
<https://kingduri.mystrikingly.com/>
- #Hashtags #DurianMadness #66MidYearSale #KingDuriDeals #MusangKingLover



Illustration – Social Media Post

Copy:

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🔔 Don't miss out!

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💳 Secure checkout via Shopee/Lazada

👉 Grab the Deal Now – 24 Hours Only!

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<https://kingduri.mystrikingly.com/>

#Hashtags #DurianMadness #66MidYearSale #KingDuriDeals
#MusangKingLover

Facebook Post #2

100% Freshness Guaranteed – Or Your Money Back!



Platform: Facebook



Journey Stage: Decision









Objective: Sales
Conversion (Revenue
Generation)



Metrics: CTR, Conversion
rate, Bounce rate decrease
on landing page, MROI

Facebook Post #2 & Post Copy :

-  100% Freshness Guaranteed – Or Your Money Back!
-  Fresh from farm to your fork – in just 24 hours.
-  Still doubting online durian delivery? Let us prove you wrong.
- At KingDuri, every durian is harvested, quality-checked, and delivered within 24 hours – or you get your money back.
-  “Too ripe? Not fresh enough? Full refund. No questions asked.”
- That’s our Freshness Pledge. Because you deserve only the best.
-  Shop with Confidence – Try It Now!
-  Tap below and taste the difference.
<https://kingduri.mystrikingly.com/>
- #KingDuri #DurianDelivery #FreshDurian #FarmToDoor
#MusangKing #DurianMalaysia #OnlineDurian
#FreshnessGuaranteed #24HourDelivery #DurianLovers

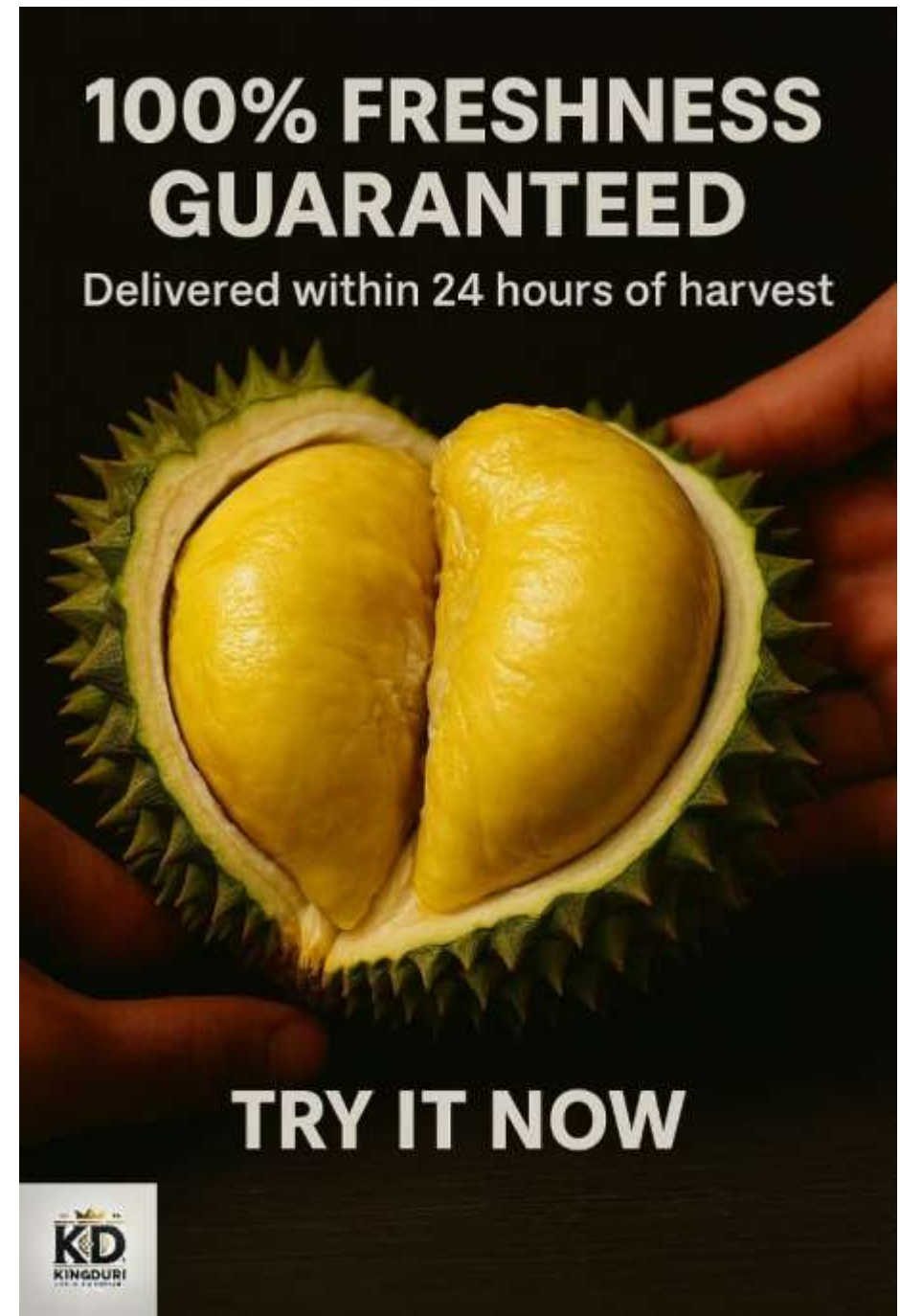


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#KingDuri #DurianDelivery #FreshDurian #FarmToDoor #MusangKing
#DurianMalaysia

#OnlineDurian #FreshnessGuaranteed #24HourDelivery #DurianLovers
#TryItNow



Summary & Key Takeaways

Objective: Recap strategic alignment and showcase value of content planning.

Content Alignment Overview :

Element	Strategic Justification
Persona	Charis – millennial, social-savvy, trend-driven durian fan
Pain Points Solved	Freshness, authenticity, delivery convenience
Platform Fit	Facebook & Instagram – for visual discovery, interaction, and shareability
Content Journey	Awareness → Consideration – supported via short/long video, posts & blog
SEO Integration	Durian season, Black Thorn, Musang King, durian delivery – embedded in posts & scripts
Call to Action	Clear CTAs across every format – “Follow,” “Order Now,” “Try it,” “Read more”

Final CTA (for evaluator): “Every content piece is crafted to turn curiosity into action — for urban durian lovers like Charis who value freshness and ease.”

Thank you for reviewing.

KAGC
COLLEGE