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Salanganes nestconsumption trends of Hanoi consumers

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ABSTRACT

Salanganes nestis a dish with high nutritional value, each kilogram of salanganes nestcosts from tens to hundreds of millions of dong. This type of food is becoming increasingly popular not only as a high-end dietary supplement but also because of its high nutritional value and health benefits. In this research article, we will learn about salanganes nest, classification and uses of ", and conduct a survey with Hanoi consumers to examine consumption trends with this product. The results show that most people know about salanganes nestproducts, up to 80.5%.Survey participants did use the product, but the frequency of product use was normal. People used the product every day as a nutritious food, especially after getting sick, when needed to boost the immune. Consumers do not choose to buy products online much, but mainly seek information from relatives/friends and order products directly from reputable, branded manufacturers. The factor that is of most concern when purchasing a product is "Nutritional value" and the factor that affects the purchasing decision is "Benefits that salanganes nestbrings".In addition, the survey results also show consumers' concerns about counterfeit goods, problems with product origin and price. From the research results, the author offers some discussions with businesses producing and supplying salanganes nestto better meet customer needs.

KEYWORDS

Consumption trends, salanganes nest, consumers, Hanoi.



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1. RASING THE ISSUES

Salanganes nestis a dish on the list of “delicacies” often served to kings in ancient times, and has been passed down as a beauty method for many ancient beauties.

Salanganes nest, is the nest of the swiftlet, a wild bird that often nests on rocky cliffs and caves. The Salanganes nestis made from the saliva of this bird, shaped like a tea cup split in half, with a hollow center. The Salanganes nest secretes saliva. When exposed to air, the bird's saliva will freeze, thus forming a salanganes nest. Bird's nests are highly valuable, partly because getting them is very difficult and dangerous, and the number of salanganes nestin the wild is not much. Nowadays, people invent many technologiesto attract swiftlets, so that instead of nesting on rocky cliffs or caves, the swiftlets will come inside to nest. These salanganes nesthouses will help protect and develop the salanganes nestflock, so the production of salanganes nestis many times higher than natural salanganes nest on the island. (saffron.vn, 2022)

Salanganes nestcontains a lot of active threonine, a substance that forms elastine and collagen, and more than 18 types of Amino Acids that are essential for the body and cannot be found in any other food. Furthermore, with more than 30 mineral elements and trace elements that are essential for the female body. (yensaoantoan.com, 2020)

Society is increasingly progressing, leading to increasing attention to health needs. Eating well and dressing well is not enough, but eating well is the key. Understanding that taste, the Salanganes nestmarket is increasingly developing. Because this is a dish that almost brings all the necessary nutrients to customers. In the content of the research article using the desk research method, we will take a general look at salanganes nestto answer the question.

- What is salanganes nest?
- How to classify salanganes nest
- Uses of salanganes nest

In addition, the research also conducted a consumer survey in Hanoi city to learn about consumers' current salanganes nestconsumption trends.

2. OVERVIEW OF SALANGANES NEST

2.1. What is salanganes nest?

salanganes nest (also known as bird's nest) is understood in the Sino-Vietnamese sense as the salanganes nest. In Chinese, “sào” means nest. This is essentially the saliva secreted by the salanganes nestto prepare the nest for the breeding season. When exposed to air, it will freeze. When the baby birds are mature enough and fly away, the parents will also move away to build a new nest to prepare for the next breeding season. At this time, we can harvest the nest without affecting the birds. Salanganes nestis a collection of natural organic substances with high nutritional content in soluble, easily absorbed form. (daoyenphuquoc.com, 2021b)

Bird nests belong to the genera *Aerodramus fuciphagus* and *Collocalia sumbawae*, bird nests are composed of interwoven saliva fibers, built by male swifts in the upper parts of cliffs over a period of 35 days during the breeding season. Natural bird nests were originally obtained from limestone caves in tropical forests and coastlines, including areas of Southeast Asian countries such as Thailand, Indonesia, Malaysia, Vietnam and the Philippines. Salanganes nestcan be found in limestone caves around the Indian Ocean, Northern Australia and the Pacific Islands. In fact, the majority of salanganes nest today are being farmed. Cave salanganes nestis still available on the market in numbers quantity is limited and the price is many times higher than that of farmed salanganes nest. To

make a nest, the swiftlet moves its head back and forth like a weaving machine. The bird begins by flying continuously in front of the chosen site and repeatedly brushing the rock or wooden wall of the nest site with its tongue and creating a curved stream of saliva marking the lower part, where the nest will be. The saliva dries and hardens quickly and with repeated flights, the bird slowly builds up a low wall from the first marked strand of saliva. As soon as it was big enough to cling, the pace of construction accelerated and within a few days the wall had become a semicircular cup of ivory-white alternating string, large enough to hold two eggs. (sauhoang.com, 2020)

2.2. Classification of salanganes nest

Vietnamese people call salanganes nestin general, but salanganes nestis divided into different families, genera and species such as row salanganes nest(domestic salanganes nest), black salanganes nest (Malay salanganes nest), gray-sided salanganes nest (Khanh Hoa island salanganes nest) ... (sauhoang.com, 2020)

There is one main genus of swiftlets with the scientific name Aerodamus. This genus is divided into many different species such as Germani (grey hipped bird's nest) appearing on Khanh Hoa island. This is a rare species of salanganes nest, with the world's leading nutritional content, appearing for research samples in foreign scientific journals. Next is the fuciphagus species (cave salanganes nest), also known by the familiar name house salanganes nest. (sauhoang.com, 2020)

Mainly in the waters of Southeast Asia is the species of Salanganes nest (genus Aerodamus). Indonesian and Philippine salanganes nestare two different species of the Aerodamus genus: Aerodramus rogersi, Aerodramus mearnsi, and Malaysian salanganes nestare also in the same genus and family but different species. That is black salanganes nest(Aerodamus maximus). (sauhoang.com, 2020)

2.3. Uses of salanganes nest

The effects of salanganes nesthelp keep skin young and beautifulThanks to the collagen content in salanganes nest, it will help prevent wrinkles, brighten skin, moisturize, and fight aging. (Yen Sao Yen Sao Viet Nam, 2023)

Supports eye health

People have searched for 29 types of amino acids, including 18 types in bird's nest. Meanwhile, there are 9 types of amino acids that are important for the healing and growth of the body's tissues. Therefore, salanganes nestis a great choice to support corneal tissue repair and stimulate eye cell regeneration. (medlatec.vn, 2023)

The results of a 2011 study by the Department of Anatomy at the National University of Malaysia showed that rabbits injected with salanganes nestserum were able to produce more fibroblasts than the rest. They keep the cornea healthy after injury or disease. (Yen Sao Viet Nam, 2023)

The effect of salanganes nest helps improve digestion

Supports postpartum health recovery. Among the 20 types of amino acids sought by humans, 18 types of amino acids are found in bird's nest. The human body requires 9 essential amino acids for tissue growth and repair. (Yen Sao Viet Nam, 2023)

Salanganes nestis a food that is not only nutritious but also easy to digest and absorb, suitable for people with poor digestive systems. In addition, they also have a good effect in treating symptoms of stomach diseases and stimulating appetite. (nhathuocankhang.com, 2017)

Strengthens the immune system, can fight diseases

Chinese researchers conducting experiments on mice showed that Salanganes nest contains certain proteins that can accelerate the creation of B cells, helping to strengthen the immune system. B cells are healthy cells responsible for producing antibodies that protect the body from disease. Some biologically active compounds found in salanganes nest also have the ability to hinder influenza viruses. In addition, studies also show that salanganes nest ingredients can kill rapidly growing cancer cells. (Yen Sao Viet Nam, 2023)

The effect of salanganes nest prevents aging

Salanganes nest contains a lot of threonine, which is the foundational active ingredient for forming elastin and collagen, these two substances have the ability to self-synthesize, form new cells and restore damaged cells. Besides, Threonine also has the effect of preventing aging, limiting the formation of wrinkles, and supporting increased moisture. The ingredients in salanganes nest contain up to 18 types of amino acids, tyrosine, leucine... In which, sialic acid and tyrosine help to quickly restore skin damage, disappearing dark spots left by acne. In addition, it also helps stimulate red blood cell production, maintaining youthful, rosy skin. (Bui Thi Kieu Loan, 2023)

Using salanganes nest effectively prevents aging because this dish contains Valine, which has the ability to balance nitrogen and self-heal damaged cells. This factor has helped effectively prevent melasma and freckles. Even cancer cells are strongly inhibited, stopping the risk of spreading before they can form and nest. (yensaoantoan.com, 2020)

Supports disease treatment, enhances resistance, and restores the body

In addition to its great benefits for the skin, salanganes nest is also very good for health. salanganes nest provides the body with 18 types of amino acids and about 30 types of minerals, which have a very good effect in nourishing the body of sick people or people who have just recovered from illness, helping to increase resistance and quickly restore the body. (Bui Thi Kieu Loan, 2023)

Good for bone health

Scientists have conducted research on animals supplementing salanganes nest extract every day and have seen positive results, their bones and joints have improved significantly and become stronger and more flexible. The explanation for this is because salanganes nest extract has the ability to support cartilage regeneration, limiting inflammation. Therefore, people with bone and joint problems can supplement salanganes nest to improve their condition. (medlatec.vn, 2023)

Good for the nervous system

salanganes nest also brings great benefits to the nervous system such as reducing stress, sedation, improving sleep while increasing the brain's memory ability, speeding up information

processing. This is thanks to the trace elements contained in salanganes nests such as Br, Cu, Mn, Zn... (medlatec.vn, 2023)

Control diabetes

The ingredients Leucine and Isoleucine in salanganes nest have the ability to keep the blood sugar index at a stable level. At the same time, phenylalanine helps support the production of hemoglobin, thereby enhancing the transport of red blood cells and nutrients into the blood, improving diabetes. (medlatec.vn, 2023)

2.4. How to use salanganes nest

The best time to eat salanganes nest is in the morning when you wake up. salanganes nest can also be a great substitute for breakfast with lots of nutrients and energy. In the morning on an empty stomach, it will help effectively absorb the nutrients in salanganes nest. (saffron.vn, 2022)

Avoid eating salanganes nest when you are full because it can cause indigestion and bloating. In addition to the morning, you can eat salanganes nest in the evening before going to bed, or between main meals. For example, eating at 9-10 am, or 3-4 pm, at this time breakfast and lunch have been completely digested, eating salanganes nest will absorb nutrients more completely. (saffron.vn, 2022)

3. RESEARCH METHODS

To study “Salanganes Nest consumption trends of Hanoi consumers”, the research team used two research methods including desk research (reviewing documents and articles published in the media) and sociological survey (collecting answer sheets from consumers in Hanoi). The data will be compiled and analyzed using Excel software.

Using the desk research method, the research team reviewed documents on salanganes nest, reports on salanganes nest consumption trends published in the media, looked at the characteristics of salanganes nests, and their technology. Uses, usage and classification of salanganes nest... From there, the research team developed a survey form to conduct a sociological investigation on salanganes nest consumption trends of Hanoi consumers.

The data collection method conducted by the research team is based on two methods: Convenience sampling method and “snowball” method - the method of finding the next subject based on suggestions or referrals. of the object just surveyed. The survey was built on Google driver, and a trial interview was conducted with 10 consumers in Hanoi who regularly use salanganes nest to complete the survey and send the survey link (<https://docs.google.com/forms/d/e/1FAIpQLSd-WYNwqGwUeTSlqB2EGF8jV7h-JqQpnqwyA7ulT7xf2AWHOg/viewform>) to consumers via social media such as: Facebook, Zalo, Email... The total number of surveys collected is 246 votes, after removing 1 invalid vote, the number of votes included in the analysis is 245 votes.

After conducting the survey, the collected data is synthesized, calculated, and reflected in charts, tables, and drawings using Excel and SPSS software. With the contents of the survey designed on a 5-point Likert scale, when evaluating the level of the statements, the research team calculated:

$$\text{Distance value} = (\text{Maximum} - \text{Minimum}) / n = (5-1)/5 = 0.8$$

Evaluate the comments based on the average score value, with score thresholds corresponding to the following assessment levels:

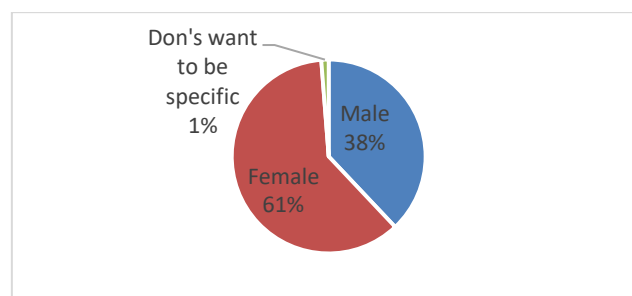
- + 1.00 - 1.80: Very uninfluential/ Very uninterested
- + 1.81 - 2.60: Uninfluential/ Not interested
- + 2.61 - 3.40: Neutral/ Normal
- + 3.41 - 4.20: Influential/Interested
- + 4.21 - 5.00: Very influential/ Very interested

4. RESULTS OF HANOI CONSUMER SURVEY ON SALANGANES NEST CONSUMPTION TRENDS

4.1. Description of survey participants

The number of survey participants was 245 people, of which 149 were female (61%), 93 were male (38%) and 3 people did not want to be specific (1%).

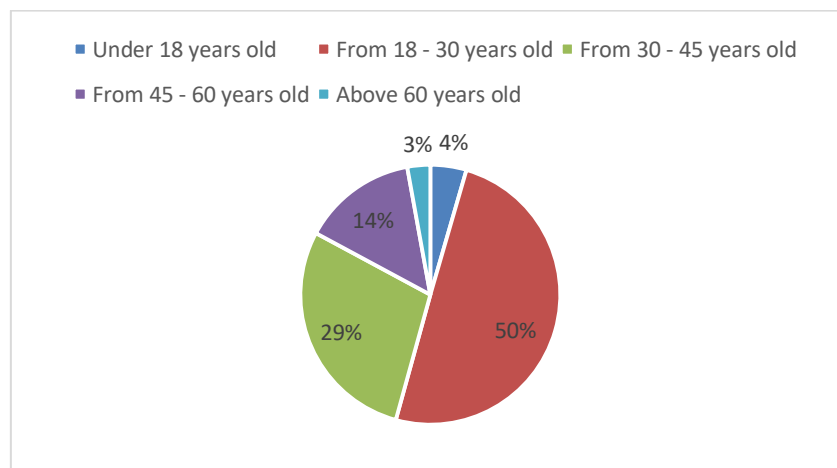
Figure 1. Gender of survey subjects



Source: Survey results

Regarding the age of survey participants, 50% of survey participants were aged 18 - under 30 years old (122 people), 29% of people were aged 30 - under 45 years old (70 people), 14% number of people aged 45 - 60 years old (35 people), 4% of people under 18 years old (11 people) and 3% of people over 60 years old (7 people).

Figure 2. Age of survey participants



Source: Survey results

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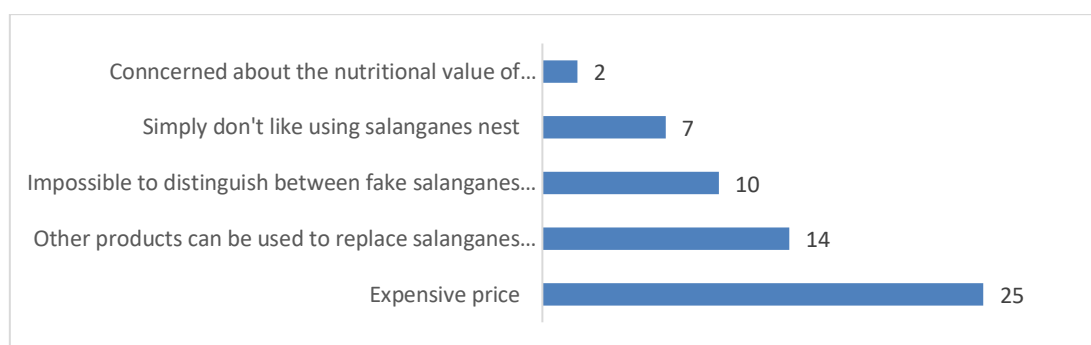
4.2. Survey's results

4.2.1. General information about the understanding and use of bird's nest

Of the 245 survey participants, 187 people (76%) lived in the inner city and 58 people (24%) lived in the suburbs. Regarding whether they know about salanganes nest or not, the majority of survey participants know about salanganes nest, 236 people (96%) only 9 people (4%) do not know about salanganes nest. Of the 9 people who do not know about salanganes nest, 6 people want to learn about salanganes nest, only 3 people do not want to learn. Of the 236 people who know about salanganes nest, 190 people (80.5%) use salanganes nest, 46 people (19.5%) do not use the product.

Reasons for not using salanganes nest of 46 survey participants were recorded:

Figure 3. Reasons for not using



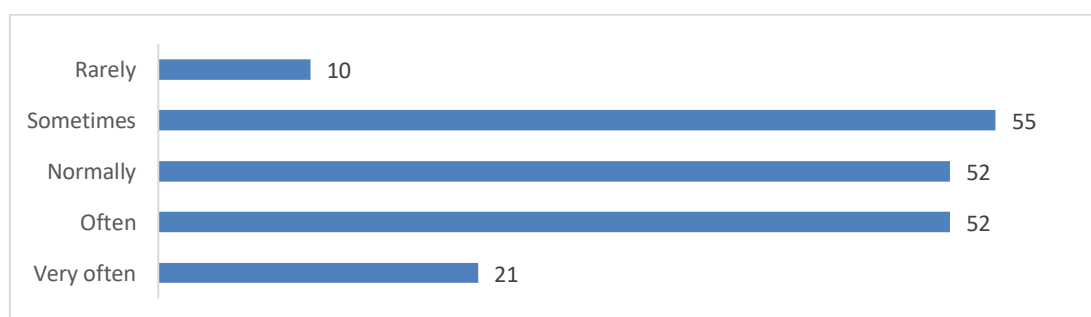
Source: Survey results

The most chosen reason is due to the expensive price of salanganes nest, followed by other products that can be used to replace salanganes nest. In addition, consumers cannot distinguish between fake and imitation salanganes nest in the market, and may simply not like to use salanganes nest or are concerned about the nutritional value of salanganes nest.

4.2.2. Trend of using salanganes nest

Regarding the frequency of salanganes nest use by survey participants, the results are recorded in Figure 4.

Figure 4. Frequency of salanganes nest use by survey subjects



Source: Survey results

With the largest selection of 55 people responding sometimes, normally and often with 52 respondents, and very often 21 respondents, rarely 10 respondents. The average score achieved was 3.1 points, showing that the survey subjects' frequency of using salanganes nest was at a normal level.

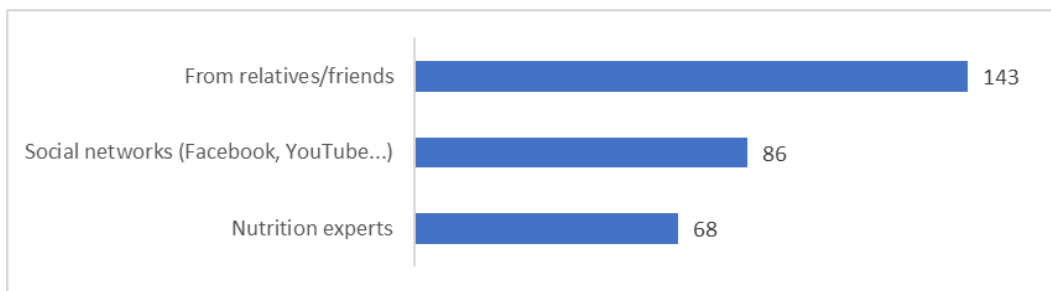
Figure 5. When to use salanganes nest



Source: Survey results

Survey results show that consumers use salanganes nest every day as a nutritious food, followed by using it when they are sick, and using it after they first get sick weak.

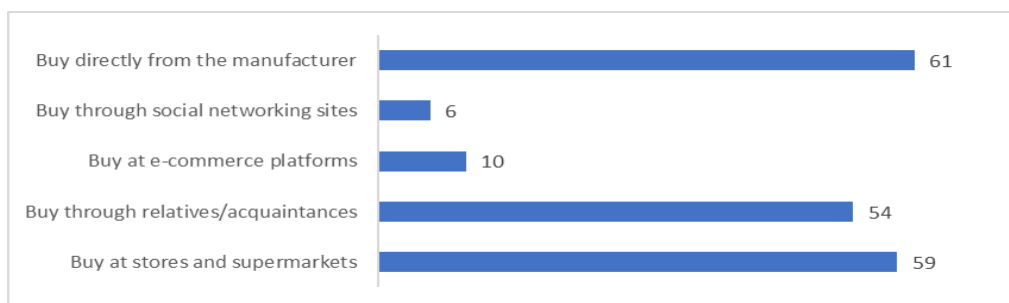
Figure 6. Sources of information to learn about salanganes nest



Source: Survey results

The most chosen source of information is from relatives/friends, followed by social networks (Facebook, YouTube...) and the least chosen source is learning from nutrition experts.

Figure 7. Salanganes nest buying channel

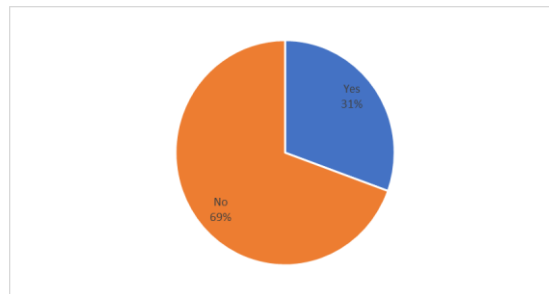


Source: Survey results

The most popular buying channel for salanganes nest is buying directly from the manufacturer, followed by buying at stores and supermarkets. Currently, shopping channels through social networking sites and buying at e-commerce platforms are not selected much. The survey results

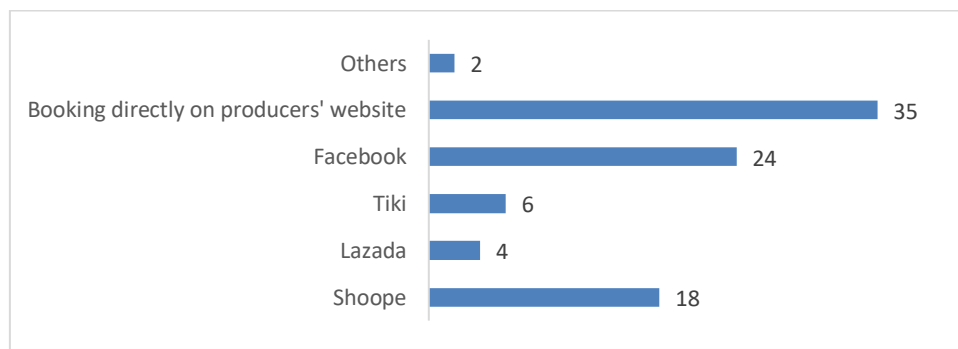
also recorded that 69% of respondents did not buy salanganes nestonline, only 31% bought bird's nests online.

Figure 8. Shopping for salanganes nestonline



Source: Survey results

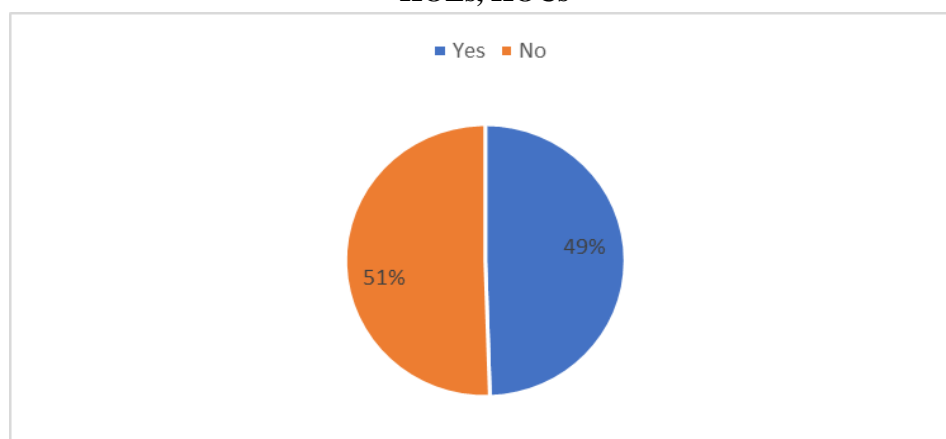
Figure 9. Shopping online channels



Source: Survey results

The online Salanganes nest shopping channel is mainly ordered directly on the producers' website, on Facebook, Shoope, and a few buy through Tiki and Lazada.

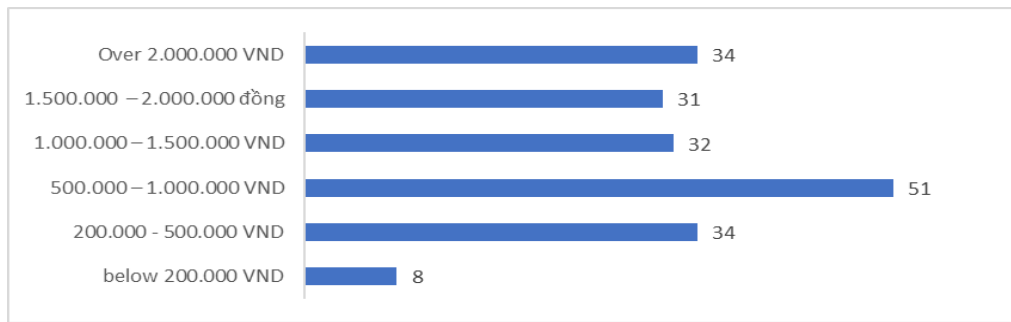
Figure 10. Consult/link to buy products from nutrition experts or influential people such as KOLs, KOCs



Source: Survey results

Survey results showed that 96 people (51%) consulted/links to buy products from nutrition experts or influential people such as KOLs, KOCs, 94 people (49%) did not consult and link to buy products from KOL, KOC.

Figure 11. Amount willing to pay to buy salanganes nest per month



Source: Survey results

The amount consumers are willing to pay the most is 500,000 VND to 1 million VND, the lowest number of people choosing less than 200,000 VND is only 8 choices.

Table 1. Factors influencing Hanoi consumers' decisions to consume salanganes nest

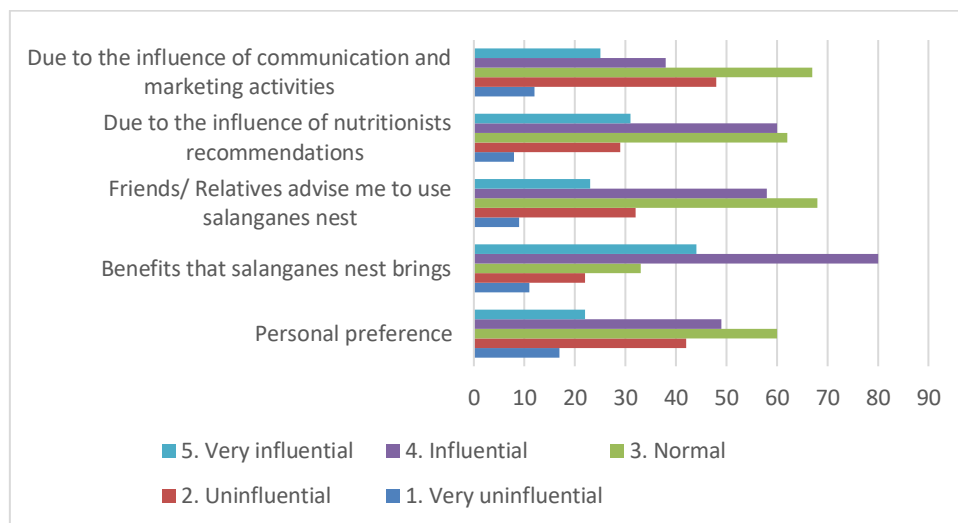
	1	2	3	4	5	Average score	Influence level	Order of influence level
Personal preference	17	42	60	49	22	3.09	Normal	4
Benefits that salanganes nest brings	11	22	33	80	44	3.65	Influential	1
Used by friends and relatives around me and advised me to use bird's nest	9	32	68	58	23	3.28	Normal	3
Due to the influence of recommended nutritionists	8	29	62	60	31	3.41	Influential	2
Due to the influence of communication and marketing activities	12	48	67	38	25	3.08	Normal	5

Convention: 1. Very uninfluential; 2. Uninfluential; 3. Normal; 4. Influential; 5. Very influential

Source: Survey results

Among the factors considered, the biggest influence on the choice to buy salanganes nest is the benefits that salanganes nest bring (average score is 3.65), followed by the influence of nutrition experts recommended (average score is 3.41). The remaining factors are due to friends and relatives around me using and advising me to use salanganes nest, due to personal preferences, and influenced by communication and marketing activities with an average score, respectively 3.28, 3.09 and 3.08, therefore, the influence of these factors on consumers' purchasing of salanganes nest is unclear.

Figure 12. Factors affecting salanganes nestpurchasing



Source: Survey results

Table 2. Factors considered when buying bird's nests by Hanoi consumers

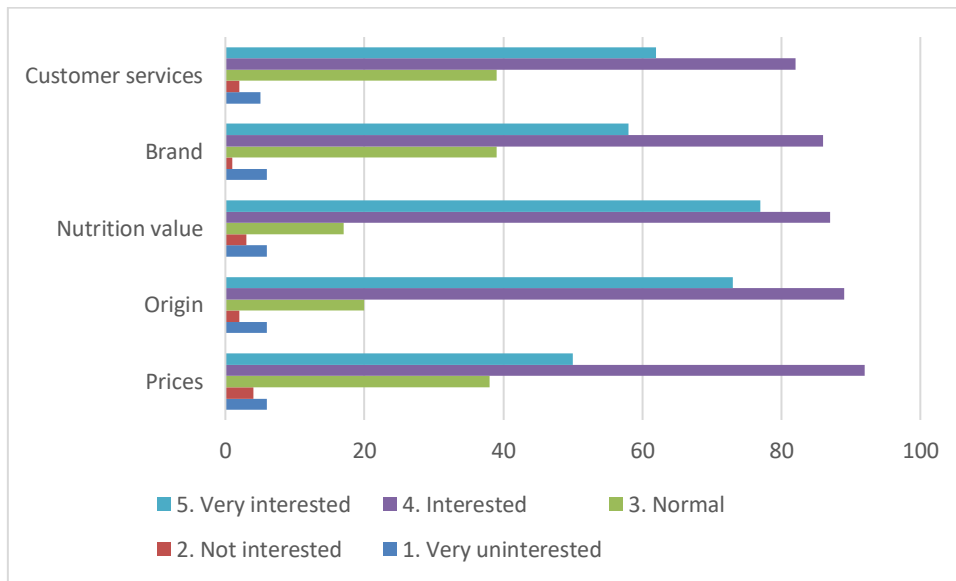
	1	2	3	4	5	Averagescore	Level of concern	Order of level of interest
Prices	6	4	38	92	50	3.93	Care	5
Origin	6	2	20	89	73	4.16	Care	2
Nutritional value	6	3	17	87	77	4.19	Care	1
brand	6	1	39	86	58	3.99	Care	4
costumer service	5	2	39	82	62	4.02	Care	3

Convention: 1. Very uninterested; 2. Not interested; 3. Normal; 4. Interested; 5. Very interested

Source: Survey results

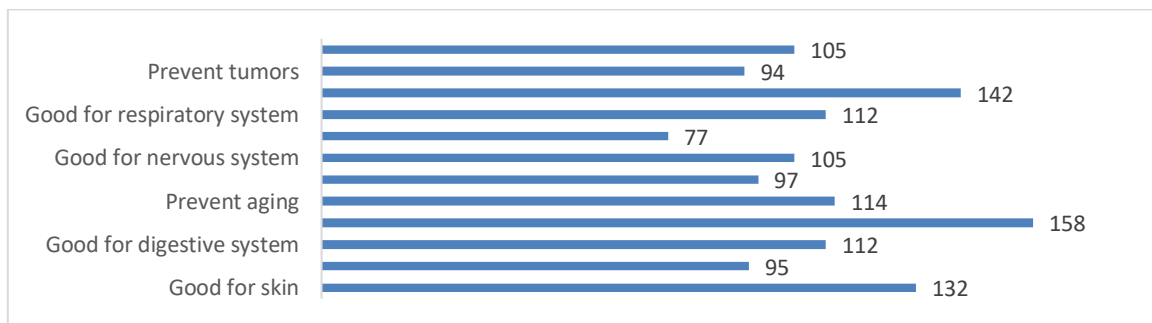
The factors considered are all of interest to consumers, based on the average score achieved, the four levels of concern are: 1. Nutritional value; 2. Origin; 3. Seller's customer service; 4. Brand; 5. Price.

Figure 13. Factors considered when buying salanganes nestby Hanoi consumers



Source: Survey results

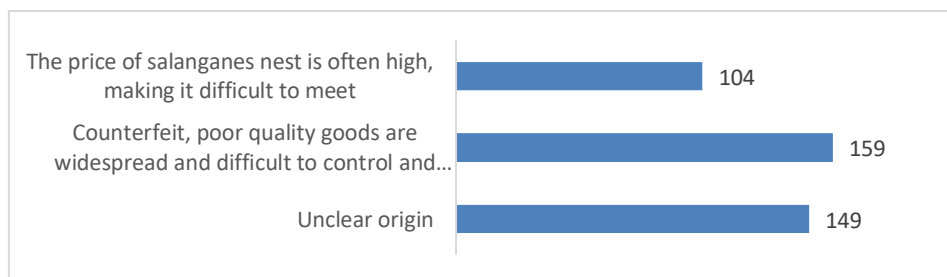
Figure 14. Benefits brought by salanganes nest



Source: Survey results

The survey also recorded many benefits of salanganes nestthat consumers agreed with, in which the largest choice was “Recovering health (when sick, after giving birth...)” with 158 choices, followed by “Boost the immune” 142 choices, “Beautify skin” 132 choices...

Figure 15. Concerns when consuming salanganes nest



Source: Survey results

Some concerns when consuming salanganes nestthat were also agreed upon by the surveyors were that fake, counterfeit and poor quality goods are widespread and difficult to control and distinguish; The origin is unclear and salanganes nestprices are often high, making it difficult to meet.

5. Some exchanges and discussions

With the results collected from surveying salanganes nestconsumption trends of Hanoi consumers, the research team made some discussions as follows:

Businesses providing salanganes nest need to **improve product quality** to meet increasing demands from consumers. Businesses need to regularly organize Customer Conferences to honor typical distributors, agents, store systems... to be able to express gratitude to the good and sincere feelings of consumers. Because the survey results show that customers are the ones who spread the word about the product well, which is an effective word-of-mouth marketing channel with the characteristics of products with high nutritional value, but high selling prices and information channels from relatives/ acquaintances are being prioritized by consumers for product reference.

Businesses need to know how to **take advantage of, exploit and develop the supply of salanganes nestfrom nature**. Salanganes nestbusinesses need to improve their reputation, brand and product quality, regularly soliciting opinions from partners and consumers. Building a system of agents and branches, implementing many solutions to change business methods, encouraging creativity in business, adjusting production strategies, investing in upgrading modern chain systems, bringing bringing new products to the market suitable for many consumers.

Businesses producing and trading salanganes nestalso need to **focus on improving the quality of customer care**, promoting online sales channels, and promoting the export of salanganes nestto many markets such as Hong Kong, Taiwan, Singapore, Japan, America... Build new processing factories, produce products from bird's nest, strive to improve competitiveness in the market.

There are still many solutions to stimulate market demand in the difficult context after the Covid-19 pandemic, requiring salanganes nestbusinesses to focus on **offering many preferential policies to encourage the operations of branch systems, agents, affiliated store systems**. Businesses need to have many policies to encourage and support systems, agents, and affiliated stores to improve sales. Promote scientific research in production to promptly bring new products to market, meet the increasing demands of consumers, and create breakthroughs in the business strategy of enterprises in the salanganes nest market.

In the context of the 4.0 revolution, businesses also need to **take advantage of sales management software applications and build distribution systems, upgrade websites, and pay attention to human resources** in direct and online sales departments to exploit these sales channels in the most effective way; Businesses need to apply 4.0 technology to management, production and business, speed up the process of building a chain of high-quality, standard salanganes nesthouses; Implement product linkage chains, build a process to trace the origin of salanganes nestproducts to serve the domestic market as well as export markets.

It is necessary to build a medium and long-term production and business strategy, and salanganes nestbusinesses need to clearly determine their development orientation. Promoting factors such as technological innovation, outstanding quality, ensuring food hygiene and safety, aiming at values for the benefit of the community, protecting the ecological environment and sustainable development. Along with that, businesses also need to focus on promoting the tradition of the salanganes nest sector; Honor the beauty of corporate culture and consider it the foundation for sustainable business development.

Furthermore, to develop Vietnamese *salanganes nestbrands*, **businesses need to be supported by authorities with a uniform set of quality standards to create the right value for the product**. Must regularly organize, introduce, and promote the brand through domestic and international trade fairs and exhibitions, and regularly have scientific seminars so that consumers can better understand salanganes nestand the values that salanganes nest bring. Sao brings to consumers. Only then can Vietnamese salanganes nestproducts meet the increasing demands from domestic consumers and reach out to the international level.

Conclude

Vietnamese salanganes nestbrands are gradually asserting their brand and economic value. In order for Vietnamese salanganes nestto enhance its brand and create greater competitive strength, developing the domestic market and export must be associated with scientific and technological innovation, diversifying products from the salanganes nest. Developing production along the product chain, linking the stages from production, processing to consumption, in which processing and consumption enterprises play an important role in order orientation, raw material standards, and support. Support production, promote the strengths of linkages, and serve as a premise to promote rapid and effective development of salanganes nestfarming. In addition, businesses must regularly organize, introduce and promote their brands through fairs, develop domestic and international trade showrooms, and regularly have scientific seminars for consumers. Understand more about salanganes nestand feel secure about business distribution channels by building an increasingly professional and modern sales and customer care system.

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