

MALAYSIA EDIBLE BIRD NEST INDUSTRY'S SUSTAINABILITY : WHAT CHINA WANTS ?

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With a rapid growing economy and an enormous population China has become one of the most attractive market for global products. Nevertheless, the Chinese still continues their lifestyle with traditional believe on health and wellbeing food. Edible Bird Nest (EBN) is known as a tradition food product that has been consumed for almost 500 years for various functions. The understanding on the needs and wants about the product is still scanty due to the modernization of China's economy and social structure which had led to the new generation of consumers who are more open and exposed to the new lifestyle, affluent and more educated. This paper investigates what are the product features of EBN requested by Chinese consumers. The study was conducted in Shanghai Food and Beverages Exposition in 2014 and revealed that almost 52.55 percent of Chinese belief that EBN is good primarily for maintaining their wellbeing and beautification. The original form of Edible Bird Nest is more preferred by consumers in China, nevertheless apart of that the ready to drink (RDT) is the second most preferred product features by Chinese consumers. The strong support of certification and accreditation of HACCP and GMP is crucial for Chinese consumers, followed by domestic food regulation system. In order to sustain China market, Malaysian industry players should focus on the products preferred by China consumers and undertake the right strategies in four marketing elements, product, price, place and promotion aspect.