**CHAPTER: 1**

**INTRODUCTION**

Milk is considered an ideal food by the people of Bangladesh. Sweetmeat is considered an ideal milk product. Sweetmeat means a food rich in sugar with milk. In this world it is too difficult to find a man who does not like sweets. Bangladeshis are also like to eat milk made sweets. Most of the people of our country consume sweetmeat. In Bangalis daily life without milk made sweets no festivals can be celebrated. For that reason sweets shops are found almost everywhere in Bangladesh. A huge number of milk made sweetmeat industries are established to fulfill the demand of mass people in Bangladesh. These sweetmeats industries produce hundreds of items around the year. In Bangladesh sweets are divided in four categories; such as- dry sweet, wet sweet, yogurt and others. Commonly found sweetmeats are likely Rosogolla, Blackjam, Yogurt, Chomchom etc. (Perdigon*et al*., 2002). Consumption behavior of sweetmeat consumers differs from each others. Most of the people buy sweets and other products made of milk based on their taste, nutrition and prices (Desai *et al*., 1994). Though reliable and adequate data are not available, there are indications that in recent years production and rural consumption of milk and milk products have decreased while import has substantially increased to meet rapidly increasing urban demand(Mustafa, 1997).

Consumption plays the key role in guiding an economy to the production of goods and services that they demand (Duitschaever, 1978). In developing country like Bangladesh, the consumption pattern of household is expected to undergo a change with the rising of aggregate income. The basic concept of demand theory is primary consumers attempt to maximize utility by minimizing its cost for the product. Consumption behavior of sweetmeat consumer depends upon income, prices and availability of the sweetmeats. The products consumption depends in turn on interaction of among many other factors; on their socio-economic, physical environment, its composition, cultural background, preferences, economic needs and orientation of the products to the consumers (Mukherjee, 1938; Crotty, 1980; Baker, 1959 and Reberte*et al*., 1996). So, obviously, a large number of factors directly affect the consumption expenditure such as income, prices of individual commodities, size and composition of household etc (Shukla *et al*., 1987).The main objective of this study is to analyze the pattern of consumption of sweetmeats in selected urban areas. However this study will help to measure the present level of consumption pattern of sweetmeats of rural and urban people as well as will help the government to formulate policy for the welfare of the people of Bangladesh.

**Objectives of the present study:**

* To know the consumption pattern of different sweetmeats in Chittagong.
* To know age group influence on sweetmeat consumption pattern.
* To know consumption rate of sweetmeats in people of different sex.

**CHAPTER: 2**

**MATERIALS AND METHODS**

**2.1. Description of study area:**

Chittagong City Corporation area is located in the south-eastern part of Bangladesh, consists of 41 wards. This is the second largest city of Bangladesh. There are lots of sweetmeat shops throughout the city. The study was based on the consumption pattern of sweetmeat of different categories of peoples and data were collected from different sweetmeat shops at different locations of Chittagong Metropolitan . Bahaddarhat, Pahartolli, Chawkbazar and Sholosahar areas were selected for data collection. These areas were generally considered representative units of Chittagong area's sweetmeat consumption pattern situation.  **Fig-1: Map of study area.**

**2.2. Study duration:**

The study was conducted during the month of October, 2016.

**2.3. Data collection:**

Five sweetmeat shops namely Banoful, Modhuban, Highway, Well Food and Mithai were selected for collection of data. The data were randomly collected through personal interviewing by using open-ended questionnaire. 50 questionnaires were filled up for this purpose.

**2.4. Data analysis:**

Data collected from different parameters were subjected to statistical analysis. All statistical analysis was done by using STATA version 11.

**CHAPTER: 3**

**RESULTS AND DISCUSSION**

**Table-1: Consumption pattern of sweetmeats at different age group at present investigation:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Parameters** | **Category** | **Age (years) Group** | | | **P – value** |
| **01 – 25** | 1. **– 50** | **> 50** |
| Taking Presently(%) | KaloJaum | 16.23 | 31.02 | 27.10 | 0.613 |
| Rasogolla | 11.23 | 12.07 | 21.74 |
| Golabjam | 21.05 | 20.69 | 8.70 |
| KachaSandesh | 36.84 | 29.31 | 21.74 |
| MotiLaddu | 15.79 | 8.62 | 21.74 |
| Type(%) | Genaral | 20.59 | 23.91 | 48.01 | 0.219 |
| Special | 47.37 | 46.55 | 17.39 |
| Dry | 31.58 | 29.31 | 34.78 |
| Color(%) | Black | 25.98 | 28.92 | 31.01 | 0.594 |
| White | 63.16 | 46.55 | 43.48 |
| Red | 10.53 | 24.14 | 26.09 |

Table-1 shows that among the categories of sweetmeat young age group prefer Kachasandesh mostly whereas the old age group choose kalojaum. The middle age people prefer to take both kalojaum and kachasandesh with equal choice level. The young age group prefers special type mostly whereas the old age group chooses genaral type. The middle age people prefer to take special type mostly. All the age groups prefer white color mostly.

**Table-2: Consumption pattern of sweetmeats at different sex at present investigation:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Parameters** | **Category** | **Sex** | | **P – value** |
| **Male** | **Female** |
| Taking Presently(%) | KaloJaum | 29.21 | 4.58 | 0.069 |
| Rasogolla | 13.48 | 18.18 |
| Golabjam | 14.61 | 45.45 |
| KachaSandesh | 29.21 | 27.27 |
| MotiLaddu | 13.48 | 9.09 |
| Type(%) | Genaral | 31.46 | 9.09 | 0.139 |
| Special | 40.45 | 36.36 |
| Dry | 28.09 | 54.55 |
| Color(%) | Black | 29.21 | 27.27 | 0.475 |
| White | 47.19 | 63.64 |
| Red | 23.60 | 9.09 |

Table-2 shows that among the categories of sweetmeat male prefer to take both kalojaum and Kachasandesh with equal choice level whereas female choose golabjam mostly. Male prefer special type mostly whereas female choose dry type. Both male and female prefer white color mostly.

**Table-3: Percentage of sweetmeats consumption prefer in home based on age group:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Parameters** | **Category** | **Age (years)** | | | **P – value** |
| **01 – 25** | 1. **– 50** | **> 50** |
| Prefer in Home(%) | KaloJaum | 5.26 | 18.97 | 8.70 | 0.768 |
| Rasogolla | 15.79 | 6.90 | 13.04 |
| Golabjam | 42.11 | 29.31 | 34.78 |
| KachaSandesh | 21.05 | 25.86 | 26.09 |
| MotiLaddu | 15.79 | 18.97 | 17.39 |
| Type(%) | Genaral | 5.26 | 15.52 | 8.70 | 0.520 |
| Special | 36.84 | 46.55 | 43.48 |
| Dry | 57.89 | 37.93 | 47.83 |
| Color(%) | Black | 10.53 | 20.69 | 17.39 | 0.817 |
| White | 42.11 | 31.03 | 39.13 |
| Red | 47.37 | 48.28 | 43.48 |
| Why Prefer(%) | Tasty | 15.79 | 12.07 | 26.09 | 0.253 |
| Consumer Like | 73.68 | 84.48 | 73.91 |
| Very Sweet | 10.53 | 3.45 | 1.01 |

Table-3 shows that among the categories of sweetmeat all age groups prefer golabjam mostly. Both young and old age groups prefer dry type mostly whereas the middle age group chooses special type. All the age groups prefer red color mostly. All age groups choose sweetmeat according to their like.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Parameters** | **Category** | **Sex** | | **P – value** |
| **Male** | **Female** |
| Prefer in Home(%) | KaloJaum | 15.73 | 1.91 | 0.534 |
| Rasogolla | 10.11 | 9.09 |
| Golabjam | 31.46 | 45.45 |
| KachaSandesh | 25.84 | 18.18 |
| MotiLaddu | 16.85 | 27.27 |
| Type(%) | Genaral | 13.48 | 2.38 | 0.255 |
| Special | 44.94 | 36.36 |
| Dry | 41.57 | 63.64 |
| Color(%) | Black | 20.22 | 2.09 | 0.228 |
| White | 34.83 | 36.36 |
| Red | 44.94 | 63.64 |

**Table-4: Percentage of sweetmeats consumption prefer in home at different sex:**

Table-4 shows that among the categories of sweetmeat both male and female prefer to take golabjam mostly. Male prefer special type mostly whereas female choose dry type. Both male and female prefer red color mostly.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Parameters** | **Category** | **Age (years)** | | | **P – value** |
| **01 – 25** | 1. **– 50** | **> 50** |
| Prefer to Visit Relative(%) | Sweetmeat | 94.74 | 93.10 | 69.57 | 0.008 |
| Fruit | 5.26 | 6.90 | 30.43 |
| Which Item(%) | KaloJaum | 36.84 | 31.03 | 30.43 | 0.428 |
| Rasogolla | 26.32 | 27.59 | 13.04 |
| Golabjam | 15.79 | 15.52 | 13.04 |
| KachaSandesh | 15.79 | 18.97 | 17.39 |
| Fruit | 5.26 | 6.90 | 26.09 |
| Why Prefer(%) | Cheap | 73.68 | 56.90 | 43.48 | 0.211 |
| Tasty | 15.79 | 24.14 | 43.48 |
| Nice to Look | 10.53 | 18.97 | 13.04 |

**Table-5: Percentage of sweetmeats consumption prefer to visit relative based on age group:**

Table-5 shows that among fruit and sweetmeat all age groups prefer sweetmeat mostly. Among the categories of sweetmeat all age groups prefer to take kalojaum mostly. The young and middle age groups choose sweetmeat according to cheap price mostly. The old age group choose sweetmeat according to cheap price and tasty with equal choice level.

**Table-6: Percentage of sweetmeats consumption prefer to visit relative at different sex:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Parameters** | **Category** | **Sex** | | **P – value** |
| **Male** | **Female** |
| Prefer to Visit Relative(%) | Sweetmeat | 87.64 | 90.91 | 0.753 |
| Fruit | 12.36 | 9.09 |
| Which Item(%) | KaloJaum | 31.46 | 36.36 | 0.748 |
| Rasogolla | 25.84 | 9.09 |
| Golabjam | 14.61 | 18.18 |
| KachaSandesh | 16.85 | 27.27 |
| Fruit | 11.24 | 9.09 |
| Why Prefer(%) | Cheap | 55.06 | 72.73 | 0.532 |
| Tasty | 28.09 | 18.18 |
| Nice to Look | 16.85 | 9.09 |

Table-6 shows that among fruit and sweetmeat both male and female prefer sweetmeat mostly. Among the categories of sweetmeat both male and female prefer to take kalojaum mostly. Male and female choose sweetmeat according to cheap price mostly.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Parameters** | **Category** | **Age (years)** | | | **P - value** |
| 1. **– 25** | **26 - 50** | **>50** |
| Prefer When Fruit Price Lower(%) | Fruit | 57.89 | 53.45 | 69.57 | 0.299 |
| Sweetmeat | 1.08 | 3.45 | 8.70 |
| Fruit/Sweetmeat | 42.11 | 43.10 | 21.74 |

**Table-7: Percentage of sweetmeats consumption prefer when fruit price lower based on age group:**

Table-7 shows that during fruit price lower compare to sweetmeat, all age groups prefer to take fruit mostly.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Parameters** | **Category** | **Sex** | | **P - value** |
| **Male** | **Female** |
| Prefer When Fruit Price Lower(%) | Fruit | 59.55 | 45.45 | 0.423 |
| Sweetmeat | 4.49 | 2.11 |
| Fruit/Sweetmeat | 35.96 | 54.55 |

**Table-8: Percentage of sweetmeats consumption prefer when fruit price lower at different sex:**

Table-8 shows that during fruit price lower compare to sweetmeat, male prefer to take fruit mostly. Female prefer to take fruit/sweetmeat mostly.

**Fig: Chart of selling increase of sweetmeat shop**

In the chart, bars show that increase trend of selling sweetmeat in different occasion. Blue bar shows Pahela Baishakh, Red bar shows durga puja and green bar shows after publishing public examination result.

From the char we can assume that selling of sweetmeat mostly increase in pahelabaishakh (41%), then in durga puja (35%) and after publishing public examination result (32%)

**CHAPTER: 4**

**CONCLUSION**

Milk and milk products are preferred food items for the people of Bangladesh. Among the milk products sweetmeat is very much favorite item though it is believed that the sweetmeat items are liked by people of almost all age and sex but this study has shown that consumption pattern of sweetmeat differed among various age groups and sex. So it can be said that types of sweetmeat, price, age and sex of consumer, price of other substitute products etc play in complex way to determine the consumption pattern of sweetmeats.

**CHAPTER: 5**

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**BIOGRAPHY**

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**APPENDIX**

**Chittagong Veterinary & Animal Sciences University**

**Department of Dairy and Poultry Science**

**Consumption pattern of sweet meats**

**Questionnaire**

1. Name of the consumer:

2. Age: 1-25/ 26-50/ Above50

3. Sex: M/F

4. What does he/she taking now? …………………………………………………………………………..

Type: …………………color:………………………size: ………………… flavor:………………others:…………………….

5. What do you prefer to takeregularly?.........................................

Type: ………………… color:………………………size:……………………flavor:………………others:………………

6. Why do you prefer this item?..............................................................

7. What type of sweetmeat do you prefer to take in your home?.....................................

Type: ………………… color:………………………size:……………………flavor:………………others:…………………….

8. Why do you prefer to take this item to your resident?

…………………………………………………………………………………………………………………………………………………....

9. Name of sweatmeat shop:……………………………………………

10. Items available in sweatmeat shop:

……………………………………………………………………………………… ……………………………………………………………………………………….

11. During visiting relatives which item do you prefer to take? Sweatmeat/ Fruit

12. Which item and why?................................................................................................................

13. Which item do you prefer when the price of fruit is lower?......................................................

Signature of Consumer Signature of Interviewer

………………………………… …………………………. ………………………………… ………………………….