

CHAPTER: 1

INTRODUCTION

Sweetmeat is regarded as the perfect milk product. A food high in sugar and milk is referred to as sweetmeat. It is too tough to find a man in this world who does not enjoy sweets. Bangladeshis enjoy milk-based desserts as well. The majority of individuals in our nation eat sweets. Without milk-made sweets, no celebration can be observed in the daily lives of Bangalis. Due to this, Bangladesh has an abundance of sweets outlets. To meet the need of the majority of the population in Bangladesh, a large number of milk-made sweetmeat enterprises have been formed. Each year, these industries for sweetmeats manufacture hundreds of products. There are four varieties of sweets in Bangladesh, including yogurt, dry sweets, and wet sweets. According to Perdigon et al. (2002), common sweetmeats include Rosogolla, kalojam, Yogurt, Chomchom, etc. Different sweetmeat users have different eating habits. According to Desai et al. (1994), most consumers base their decisions on the flavor, nutrient content, and cost of sweets and other milk-based goods. The production and consumption of milk and milk products in rural areas have fallen recently, while imports have significantly increased to meet the rapidly rising urban demand, despite the lack of trustworthy and adequate data (Mustafa, 1997).

According to Duitschaever (1978), consumption is crucial in directing an economy toward producing the goods and services that people want. With the increase in total income, households' consumption habits in developing nations like Bangladesh are anticipated to alter. The fundamental idea behind demand theory is that buyers seek to maximize utility by keeping the price of the good as low as possible. Consumers' consumption habits are influenced by their income, the cost of the sweets, and their accessibility. The consumption of products is influenced by a variety of factors, including their socioeconomic status, physical environment, its makeup, cultural background, preferences, and economic needs (Mukherjee, 1938; Crotty, 1980; Baker, 1959; Reberte et al., 1996). Therefore, it follows that a wide range of factors, including income, the price of certain goods, the size and makeup of the household, etc., directly influence the consumption expenditure (Shukla et al., 1987). This study's primary goal is to examine how sweetmeats are consumed in particular urban regions. However, this study will assist in determining the current level of sweetmeat consumption among rural and urban

populations as well as assist the government in developing policies for the welfare of the Bangladeshi people.

Goals of the current study:

- To understand Bangladesh's consumption trends for various sweetmeats.
- To understand how age groups affect the consumption of sweets.
- To learn how often different sexes consume sweetmeats.

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MATERIALS AND METHODS

2.1. Description of study area:

Karnaphuli is the second smallest upazila of Bangladesh. The total area of Karnaphuli upazila is 55.36 square kilometers. It is located on the south bank of Karnaphuli river in the southern part of Chittagong City Corporation, covering 22°14' to 22°19' north latitude and 91°47' to 91°53' east longitude. It has 4 unions and the population number is about 1,27,748. The distance of this upazila from Chittagong district headquarters is about 10 km. Data were gathered from various sweetmeat stores located around the Karnaphuli upazila and based on the consumption habits of various groups of individuals. Charlakha, Juldha and Shikalbaha areas were selected for data collection.

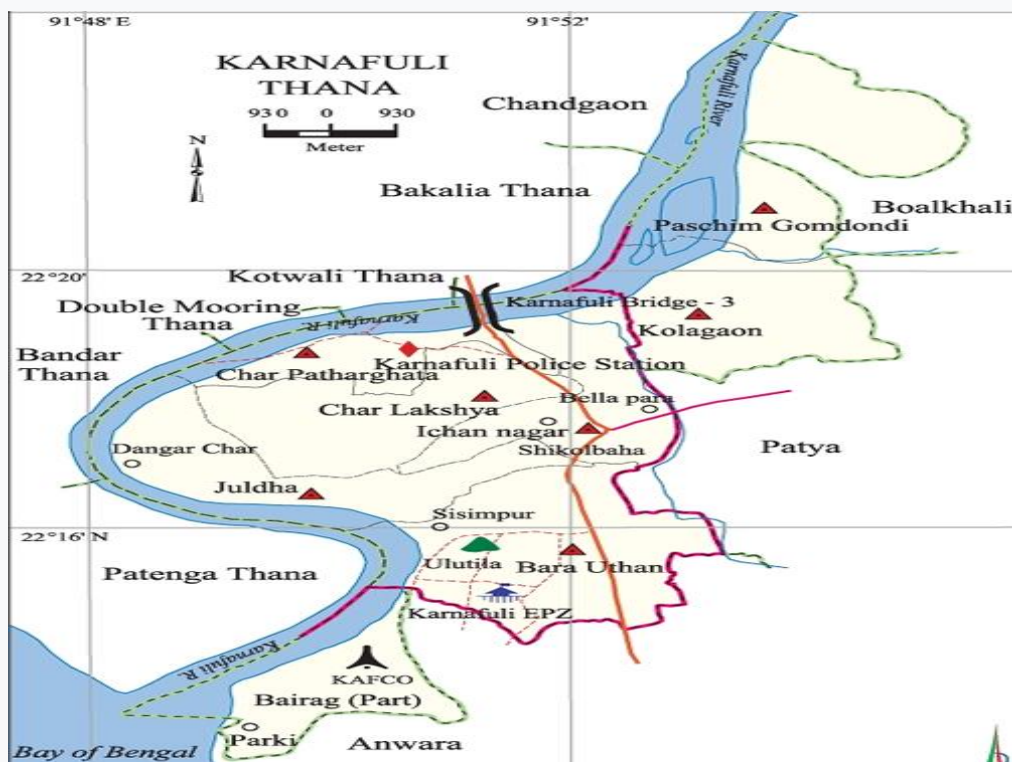


Fig-1: Map of study area.

2.2. Study duration:

The study was carried out from April to June of 2023.

2.3. Data collection:

Four sweet stores—Al-Arafat, Fulkoli, Modhubon and Banoful—were chosen for the study. Open-ended questionnaires were used in conjunction with personal interviews to collect data at random.

2.4. Data analysis:

Statistical analysis were applied to the data that were gathered from various parameters.

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RESULTS AND DISCUSSION

Table-1: Percentage of consumers that consistently favor sweetmeats according to age group:

Parameters	Category	Age (years)			P – value
		01 – 20	21– 50	> 50	
Regularly preferred (%)	Kalo Jum	15.78	24.13	20.79	0.769
	Sada Misti	10.53	12.07	17.39	
	Lal Misti	16.79	20.69	25.08	
	Kacha Sondesh	46.30	33.02	18.32	
Type(%)	Normal	15.69	24.87	33.39	0.634
	Special	51.63	47.26	40.53	
	Dry	49.52	27.95	16.67	
Color(%)	Red	15.29	23.66	17.84	0.246
	Black	45.32	44.48	42.59	
	White	15.79	20.69	24.09	

Table-1 demonstrates that young age groups prefer Kacha sandesh among the kinds of sweetmeat, while older age groups favor lal misti. Most middle-aged individuals favor kacha sandesh. Younger age groups favor exceptional types more often than older age groups, who choose typical types. People in their middle years tend to like specialty items. Almost all age groups favor the color black.

Table-2: Percentage of consumers that like sweets on a regular basis across different sex:

Parameters	Category	Sex		P – value
		Male	Female	
Regularly preferred(%)	Kalo Jum	22.60	9.08	0.293
	Sada Misti	11.35	19.19	
	Lal Misti	16.88	44.54	
	Kacha Sondesh	35.58	18.19	
Type(%)	Normal	30.31	9.06	0.082
	Special	48.88	38.88	
	Dry	27.80	51.59	
Color(%)	Black	26.61	19.66	0.544
	White	59.92	71.72	
	Red	22.37	9.07	

Table-2 shows that males tend to prefer Kacha Sondesh above other types of sweets, while females like lal Misti. Males tend to like particular types, whereas females favor dry types. White is primarily preferred by both genders.

Table-3: Percentage of sweetmeats consumption prefer to visit relative based on age group:

Parameters	Category	Age (years)			P – value
		01 – 20	21– 50	> 50	
Prefer to Visit Relative(%)	Sweetmeat	94.14	91.11	68.66	0.007
	Fruit	5.37	8.80	31.32	
Which Item(%)	Kalo Jum	37.83	31.13	30.33	0.438
	Sadha Misti	25.33	27.60	13.14	
	Lal Misti	16.78	14.59	14.24	
	Kacha Sondesh	14.78	17.95	17.69	
	Fruit	5.36	5.66	25.89	
Why Prefer(%)	Cheap	63.48	53.62	43.37	0.322
	Tasty	15.88	20.14	29.33	
	Nice to Look	9.53	17.67	19.76	

Table-3 shows that all age groups favor sweetmeat more than fruit when given the choice. All age groups prefer to consume kalo jum the most out of the several types of sweetmeat. Young and middle-aged people generally choose sweetmeat based on pricing. The older age group selects confections based on value and taste, with an equal range of options.

Table-4: Percentage of sweetmeats consumption prefer to visit relative at different sex:

Parameters	Category	Sex		P – value
		Male	Female	
Prefer to Visit Relative(%)	Sweetmeat	79.52	88.83	0.753
	Fruit	11.37	9.87	
Which Item(%)	Kalo Jum	29.46	37.76	0.759
	Sada Misti	28.76	8.08	
	Lal Misti	13.67	19.28	
	Kacha Sondesh	15.98	26.38	
	Fruit	10.35	8.08	
Why Prefer(%)	Cheap	53.59	76.28	0.592
	Tasty	24.56	17.38	
	Nice to Look	17.85	9.57	

Table-4 shows that both males and females favor sweetmeat the most out of fruit. Both sexes prefer to consume kalo jum the most out of the several types of sweetmeat. Male and female consumers typically select sweets based on pricing.

Table-5: Consumption pattern of sweetmeats at different age group at present investigation:

Parameters	Category	Age (years)			P – value
		01 – 20	21– 50	> 50	
Taking Presently (%)	Kalo Jum	16.76	28.59	25.76	0.576
	Sada Misti	11.49	12.88	21.76	
	Lal Misti	21.58	19.99	8.65	
	Kacha Sondesh	34.87	28.59	21.89	
Type (%)	Normal	22.78	23.98	46.53	0.124
	Special	49.37	48.67	18.67	
	Dry	33.59	28.51	39.88	
Color (%)	Black	27.02	28.91	33.40	0.695
	White	62.16	46.57	40.47	
	Red	10.44	23.16	26.88	

Table-5 shows that younger age groups like kacha sondesh over other types of sweetmeat, whereas older age groups favor kalo jum. People in their middle years favor taking both kalo jum and kacha sondesh with an equal level of preference. Younger age groups favor exceptional types more often than older age groups, who choose typical types. People in their middle years tend to like specialty items. Almost all age groups favor the color white.

Table-6: Consumption pattern of sweetmeats by different sexes at present investigation:

Parameters	Category	Sex		P – value
		Male	Female	
Taking Presently(%)	Kalo Jum	28.38	5.68	0.098
	Sada Misti	12.38	17.26	
	Lal Misti	13.59	44.75	
	Kacha Sondesh	28.38	26.38	
Type(%)	Normal	30.03	8.65	0.148
	Special	39.56	35.54	
	Dry	26.58	54.55	
Color(%)	Black	28.65	26.76	0.565
	White	48.45	65.46	
	Red	24.77	8.54	

Table-6 shows that males favor both kalo jum and kacha sondesh among the different types of sweetmeat, but females favor lal misti more frequently. Males tend to like particular types, whereas females favor dry types. White is primarily preferred by both genders.

Table-7: Percentage of sweetmeats consumption prefer in home based on age group:

Parameters	Category	Age (years)			P – value
		01– 20	21– 50	> 50	
Prefer in Home(%)	Kalo Jum	5.56	17.45	8.45	0.857
	Sada Misti	14.87	8.77	12.58	
	Lal Misti	47.74	25.57	36.54	
	Kacha Sondesh	21.57	23.67	25.86	
Type(%)	Normal	4.57	13.46	7.99	0.620
	Special	37.46	44.49	42.44	
	Dry	58.47	39.39	49.56	
Color(%)	Black	10.11	19.64	18.64	0.817
	White	39.78	30.03	38.47	
	Red	48.04	47.48	41.84	
Why Prefer(%)	Tasty	14.85	13.94	26.84	0.356
	Consumer Like	72.58	81.84	78.47	
	Very Sweet	11.34	2.68	1.79	

Table-7 shows that all age groups enjoy lal misti the most among the various types of sweetmeat. While the middle-aged group prefers special kind, both the young and the old choose dry type. Red is the color that most appeals to all age groups. Each age group selects sweets based on their preferences.

Table-8: Percentage of sweetmeats consumption preferred in home by different sexes:

Parameters	Category	Sex		P – value
		Male	Female	
Prefer in Home(%)	Kalo Jum	14.40	1.03	0.644
	Sada Misti	10.17	8.08	
	Lal Misti	30.35	43.89	
	Kacha Sondesh	28.84	16.56	
Type(%)	Normal	12.44	0.00	0.255
	Special	43.87	35.77	
	Dry	39.76	66.57	
Color(%)	Black	21.46	3.45	0.248
	White	36.66	38.56	
	Red	42.46	62.46	

Table-8 shows that both men and women favor lal misti the most among the several types of sweetmeat. Males tend to like particular types, whereas females favor dry types. Red is primarily preferred by both sexes.

Table-9: Percentage of sweetmeats consumption prefer when fruit price lower based on age group:

Parameters	Category	Age (years)			P - value
		01– 20	20 - 50	>50	
Prefer When Fruit Price Lower(%)	Fruit	56.90	51.54	65.75	0.391
	Sweetmeat	2.45	6.64	9.70	
	Fruit/Sweetmeat	44.54	45.43	23.56	

Table-9 shows that all age groups favor fruit when the price is lower than sweetmeat.

Table-10: Percentage of sweetmeats consumption prefer when fruit price lower at different sex:

Parameters	Category	Sex		P - value
		Male	Female	
Prefer When Fruit Price Lower(%)	Fruit	61.67	48.56	0.538
	Sweetmeat	5.49	1.69	
	Fruit/Sweetmeat	39.45	51.56	

Table-10 shows that males like to eat fruit more often when it is less expensive than sweetmeat. Women typically like to consume fruit and sweets.

CHAPTER: 4

CONCLUSION

In Bangladesh, sweetmeat is one of the most popular dairy products. Although it is generally accepted that sweetmeat products are enjoyed by people of practically all ages and sexual orientations, this study has revealed that sweetmeat consumption patterns varied among different age groups and genders. The price of alternative substitute items, the price of the sorts of sweetmeats, the consumer's age and sex, and other factors all play a complex role in determining the consumption pattern of sweetmeats.

CHAPTER: 5

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APPENDIX

Questionnaire

1. Name of the consumer:

2. Age: 1-20/ 21-50/ Above 50

3. Sex: M/F

4. What does he/she taking now?

.....

Type:color:.....size:

flavor:.....others:.....

5. What do you prefer to take regularly?.....

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 home?

.....

.....

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

10. Items available in sweatmeat shop:

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.....

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

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Biography

This is Md Shahadat Hossain, the eldest child of Md Mazaharul Huq and Ambia Akter, is completing his Doctor of Veterinary Medicine (DVM) degree at Chattogram Veterinary and Animal Sciences University, Faculty of Veterinary Medicine. He passed the Secondary School Certificate Examination (SSC) in 2014 from Chittagong Collegiate School with a grade point average of 5.00 and the Higher Secondary Certificate Examination (HSC) in 2016 from Chattogram College with a grade point average of 5.00 out of 5.00. Currently, he is completing his internship of one year. He is keen to become a qualified veterinarian in the future and has a tremendous passion for research.