

Consumption Pattern of Sweetmeat at Karnaphuli

Upazila, Chattogram



By

Md. Shahadat Hossain

Roll No: 18/49 ; Reg No: 03011

Intern ID : 46

Session: 2017-18

Faculty of Veterinary Medicine

A production report submitted for partial satisfaction of the requirements for the
degree of

Doctor of Veterinary Medicine

Chittagong Veterinary and Animal Sciences University

Khulshi, Chittagong-4225, Bangladesh

Consumption Pattern of Sweetmeat at Karnaphuli Upazila, Chattogram



Approved by:

.....

Prof. DR. Goutam Kumar Debnath

Head

Department of Dairy & Poultry Science

Chittagong Veterinary and Animal Sciences University

Khulshi, Chittagong-4225, Bangladesh

CONTENTS

CHAPTER	SERIAL	SUBJECTS	PAGE
		Acknowledgement	
		Abstract	
Chapter: 1		Introduction	1
Chapter: 2		Materials and Methods	3-4
		Description of study area	3
		Study duration	4
		Data collection	4
		Data analysis	4
Chapter: 3		Results and discussion	5-13
Chapter: 4		Conclusion	14
Chapter: 5		References	15
		Appendix	16
		Biography	18

LIST OF TABLES

SL NO.	TITLE OF THE TABLE	PAGE
1	Percentage of consumers that consistently favor sweetmeats according to age group	5
2	Percentage of consumers that like sweets on a regular basis across different sex	6
3	Percentage of sweetmeats consumption prefer to visit relative based on age group	7
4	Percentage of sweetmeats consumption prefer to visit relative at different sex	8
5	Consumption pattern of sweetmeats at different age group at present investigation	9
6	Consumption pattern of sweetmeats by different sex at present investigation.	10
7	Percentage of sweetmeats consumption prefer in home based on age group	11
8	Percentage of sweetmeats consumption preferred in home by different sex	12
9	Percentage of sweetmeats consumption prefer when fruit price lower based on age group.	13
10	Percentage of sweetmeats consumption prefer when fruit price lower at different sex.	13

Acknowledgement

It gives me heavenly delight to convey my appreciation, obligation, and divine adoration to the almighty, whose blessings have assisted me in completing this study project.

I highly express my deepest perception of gratitude, respect, and immense gratefulness to my honorable teacher and supervisor, Prof. Dr. Goutam Kumar Debnath, Professor and Head of Department of Dairy and Poultry Science, Faculty Of Veterinary Medicine, Chattogram Veterinary and Animal Sciences University.

I would like to convey my sincere appreciation and respect for facilitating this internship program to Prof. Dr. Mohammad Lutfur Rahman, Dean, Faculty of Veterinary Medicine, and Prof. Dr. A. K. M. Saifuddin, Director of External Affairs at Chattogram Veterinary and Animal Sciences University.

For his permission and assistance, I would like to express my gratitude to Dr. Rumon Talukdar, Upazilla Livestock Officer of Karnaphuli Upazilla, Chattogram.

I'd also want to express my gratitude to the people of Karnaphuli Upazilla for their kind assistance throughout the survey.

ABSTRACT

The study was carried out in the Karnaphuli Upazila Chattogram to look at how sweetmeat was consumed in various showrooms and shops. Using a pre-tested questionnaire, information was gathered randomly from four showrooms in Karnaphuli Upazila: Banoful, Fulkoli, Al-arafat and Madhuban. According to the investigation, young individuals preferred Kacha Sandesh by over 37%, while older generations preferred Kalojum by almost 26%. When it came to sweetmeat type preferences, the younger group favored special type (47%) while the older groups selected normal type (48%). White was the sweetmeat color that both the young group and the older group preferred the most in terms of color.