Consumption pattern of Sweetmeat in Feni District

A production report submitted by

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ACKNOWLEDGEMENT

ABSTRACT

The assessment of the existing pattern of sweetmeat consumption across different socio-economic groups in a particular area is of great strategic importance in the formulation of the suitable marketing strategy and the comprehensive dairy development programme. Consumption pattern depends on monthly household income, occupational status, educational level, food habit, family composition and socio-economic background which vary from region to region. All these underline the desirability of region wise study of the consumption pattern of sweetmeat. The present investigation on consumption pattern of sweetmeat was conducted in Feni District of Bangladesh over a period of two months started from July, 2018 to August, 2018. The study was driven in four upazillas of feni district . Simple random sampling technique was applied for the selection of the sweetmeat shops and showrooms.The main objective of this study was to know the present status of sweetmeat consumption in Feni and what are problems were they faced. Three types of respondents were selected randomly. Both male and female were considered for the interview. The respondents were interviewed with the structured guided questionnaire in relation to sweetmeat consumption, quality & marketing issues. Both dry and wet sweets were produced by the processors. Milk, sugar and flour is the common ingredients for making sweets. Peoples were very much fond of and love to eat sweetmeats.During Eid, Puja festivals ,Pahela Baishakh the selling of sweetmeats increases.Young people generally prefer special type of sweetmeats such as Sandesh, Roshmalai,Yoghurt and among aged people demand of Khondoler Misti, Lal misti, Kalojhum are high.Young people usually like colored sweetmeats. From respondents opinion it can be said that fluctuation in price of raw milk and quality are the main cocern in this sector. So, this study on pattern of consumption of sweetmeats will help to understand the production, processing, distribution and marketing of different types of sweetmeats throughout Feni district.

Keywords: Sweetmeat, Consumption, Pattern, Feni.

CHAPTER: 1

INTRODUCTION

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. Almost same scenario found in Bangladesh. Bengalis are also like to eat milk made sweets. In Bengalis daily life without milk made sweets no festivals can be celebrated. For that reason sweetmeat shops are almost found everywhere in Bangladesh. A huge number of milk made sweetmeat industries established to fulfill the demand of mass people in Bangladeshis. These sweetmeat industries produced hundreds of items around Bangladesh. In Bangladesh sweetmet are divided in four categories; such as- dry sweetmeat, wet sweetmeat, yogurt and others. Mostly common named sweetmeats are likely Rosogolla, Kalojhum, Yogurt, Chomchom etc. Most of the people are buying sweetmeats and it depends on their taste, nutrition and prices. These sectors are contributing a lot in the country's economy. It is also adding value chain with the milk producer to retail markets and consumers. Per day, one big amount of currency exchanged in the sweetmeat industry related sectors. Large number of people involved in this sector. For these reasons it is necessary to know the present situation of sweets and related problems. This survey was conducted for giving emphasis of the sweetmeat consumption process in Feni district based on consumption pattern of sweetmeats (Khondoler misti,Kalojhum,Sandesh,Chomchom etc) in which several parameters were selected such as age,sex,color,flavor,taste.. The main objective of this study was to know the present status of pattern of sweetmeat consumption among different classes of people of Feni district.

The other objectives were to:

    i)   know the types of sweetmeats available in the market.

    ii) know consumer's preference on sweetmeat products.

    iii) find out the problems related to sweet meat processing.

    iv) know influence of age group on sweetmeat consumption pattern.

    v) know consumption rate of sweetmeat in people of different sex.

CHAPTER: 2

MATERIALS AND METHODS

Description of the Study Area:

Bangladesh is one of the most densely populated country in the world and population is near about 160.8 milion(BBS 2017). Bangladesh has 64 districts .Among them Feni is a small district of Chittagong division,located in the south-eastern part of Bangladesh which covers an area of 928.34 square km. Feni district has 6 upazillas,6 thanas,5 municipalities,43 unions,564 villages and 540 mouzas. There are lots of sweetmeat shops in the district. The present study was based on the consumption pattern of sweetmeat of different categories of peoples and data were collected from different sweetmeat shops and showrooms at different locations of Feni district. Feni sadar, Fulgazi, Parshuram, Sonagazi upazilla areas were selected for data collection. These areas give a reflection of the pattern of consumption of sweetmeat in Feni.

Fig-1: Map of study area.

Study duration:

The present study was driven at the different locations in Feni district of Bangladesh and data were collected by the researcher himself over a period of two months started from July, 2018 to August, 2018 by direct interview and open ended questionnaire.

Selection of Sweetmeats:

Different types of sweetmeat were selected based on consumption patterns by the consumers of Feni district. kacha sandesh , Roshogolla, Kalojhum, Lal misti, Khondoler misti were selected for this study purposes.

Selection of sample and sampling technique:

In this study, 20 sweetmeat shops were selected as a sampling unit by simple random sampling method.Sweetmeat shops were selected based on milk used and consumer's acceptability at different locations of Feni district. For determining the amount of sweetmeat consumption,several open ended questionnaire sheet were given to the owner of several sweetmeat shops.

Figure: Several sweetmeat shops of Feni district.

Preparation of survey schedule:

The survey schedule was designed in accordance with the objectives of the research work. A preliminary schedule was developed for recording data to be obtained from the selected sweetmeat sellers. A draft interview schedule was prepared by keeping in mind the following things such as i) to test suitability of the selected sweetmeat shops ii) to test and verify coverage of all items of the questionnaire iii) to identify the questions which respondents found difficult to answer iv) to assess the respondents willingness and co-operation. After necessary modification, the schedules were improved, modified and rearranged in a simple manner to avoid misunderstanding and to get accurate answer. The schedule was then finalized and questions were listed in a logical sequence so that respondents could easily answer and give their opinions.

Data collection:

Primary data for the present investigation were collected by conventional field survey method on a well developed and pre-tested structured guided questionnaire during the period July-August 2018 through personal interviewing the several producers and consumers of sweemeat of Feni district. Purposes of the study were explained to the interviewees so that they could be convinced as to the purpose of the study and talked freely. Then the questions were asked in a very simple manner with explanation of questions whenever necessary.A friendly relationship was maintained throughout the whole process.After each interview all data were recorded in a sequential manner.Several sweetmeat shops namely Bonoful, Modhubon, Fulkoli, Star line sweets, Modhu mela, Azizia sweets, khondoler 1 no. misti mela were selected for collection of data. Simple random sampling method was used during the selection of sweetmeat shops.

Statistical analysis:

After collection of data by direct interview and open-ended questionnaire feom several sweetmeat shops of Feni district those data were analyzed with the help MS excel 2010.

CHAPTER: 3

RESULTS

Table-1: Percentage of pattern of sweetmeat consumption based on different age group.

Parameters	Category	Age (years)		
		01 – 25	26 – 50	> 50
Taking Presently (%)	Kalojhum	15.29	16.05	27.37
	Khondoler Misti	20.23	27.32	17.56
	Roshogolla	11.53	13.07	16.74
	Lal Misti	17.07	10.16	9.72
	kacha Sandesh	28.85	27.32	21.76
	Others	7.03	6.08	6.85
Type (%)	Normal	22.05	23.14	46.83
	Special	46.37	45.55	27.39
	Dry	31.58	31.31	25.78
Color (%)	Black	25.31	27.32	31.47
	White	64.26	44.66	45.48
	Red	10.43	28.02	23.05

Table-1 shows that among the categories of sweetmeat young age group preferred Kacha sandesh mostly whereas the old age group liked kalojhum. The middle age people preferred to take both khondoler misti and kacha sandesh with equal choice level. The young age group preferred special type mostly whereas the old age group chose normal type. The middle age people preferred to take special type mostly. All the age groups preferred white color mostly.

Table-2: Percentage of pattern of Sweetmeat consumption based on different sex.

Parameters	Category	Sex	
		Male	**Female**
Taking Presently(%)	Kalojhum	26.21	5.45
	Khondoler misti	26.56	20.56
	Roshogolla	12.48	15.18
	Lal Misti	13.61	31.45
	Kacha Sandesh	14.21	22.37
	Others	6.93	4.99
Type(%)	Normal	32.45	8.07
	Special	39.45	37.36
	Dry	28.10	54.57
Color(%)	Black	27.21	26.27
	White	46.19	64.64
	Red	26.6	9.09

Table-2 shows that among the categories of sweetmeat male preferred to take both kalojhum and Khondoler misti with equal choice level whereas female chose lal misti mostly. Male preferred special type mostly whereas female chose dry type. Both male and female preferred white color mostly.

Table-3:Percentage of sweetmeat consumption preferring regularly based on age group:

Parameters	Category	Age (years)		
		01 – 25	26 – 50	> 50
Prefer Regularly(%)	Kalojhum	14.78	21.14	18.74
	Khondoler misti	16.45	20.67	17.56
	Roshogolla	10.53	11.07	14.39
	Lal Misti	16.79	10.69	25.09
	Kacha Sandesh	35.37	27.03	15.39
	Others	6.08	9.4	8.83
Type(%)	Normal	15.79	25.86	43.48
	Special	52.63	48.28	30.43
	Dry	31.58	25.86	26.09
Color(%)	Black	15.79	25.86	21.74
	White	68.42	53.45	52.17
	Red	15.79	20.69	26.09

Table-3 shows that among the categories of sweetmeat young age group preferred Kacha sandesh mostly whereas the old age group chose lal misti. The middle age people preferred to take kacha sandesh mostly. The young age group preferred special type mostly whereas the old age group chose normal type. The middle age people preferred to take special type mostly. All the age groups preferred white color mostly

Table-4: Percentage of sweetmeat consumption preferring regularly at different sex:

Parameters	Category	Sex	
		Male	**Female**
Prefer Regularly(%)	Kalojhum	21.65	8.19
	Khondoler misti	20.56	19.45
	Roshogolla	10.36	17.18
	Lal Misti	11.98	34.45
	Kacha Sandesh	29.58	15.18
	Others	5.87	5.55
Type(%)	Normal	30.34	9.09
	Special	46.07	36.36
	Dry	23.59	54.55
Color(%)	Black	23.60	18.18
	White	53.93	72.73
	Red	22.47	9.09

Table-4 shows that among the categories of sweetmeat male preferred to take Kacha sandesh mostly whereas female chose lal misti. Male preferred special type mostly whereas female chose dry type. Both male and female preferred white color mostly.

Table-5: Percentage of purchasing preferred sweetmeat in home based on age group:

Parameters	Category	Age (years)		
		01 – 25	26 – 50	> 50
Prefer in Home(%)	Kalojhum	6.36	17.77	9.70
	Khondoler misti	18.76	15.89	17.67
	Roshogolla	13.79	8.90	14.24
	Lal Misti	34.11	26.31	30.78
	Kacha Sandesh	21.05	22.86	19.09
	Others	5.93	8.27	8.52
Type(%)	Normal	5.26	15.52	8.70
	Special	36.84	46.55	43.48
	Dry	57.9	37.93	47.82
Color(%)	Black	10.53	20.69	17.39
	White	42.11	31.03	39.13
	Red	47.36	48.28	43.48
Why Prefer(%)	Tasty	15.79	12.07	26.09
	Consumer Like	73.68	84.48	71.91
	Very Sweet	10.53	3.45	2.00

Table-5 shows that among the categories of sweetmeat all age groups preferred lal misti mostly. Both young and old age groups preferred dry type mostly whereas the middle age group chose special type. All the age groups preferred red color mostly. All age groups chose sweetmeat according to their like.

Table-6: Percentage of purchasing preferred sweetmeat in home at different sex:

Parameters	Category	Sex	
		Male	**Female**
Prefer in Home(%)	Kalojhum	15.73	6.56
	Khondoler misti	14.67	16.78
	Roshogolla	10.11	11.09
	Lal Misti	30.46	39.45
	Kacha Sandesh	22.84	19.18
	Others	6.19	6.94
Type(%)	Normal	13.48	2.33
	Special	44.94	36.05
	Dry	41.58	61.62
Color(%)	Black	20.22	2.00
	White	34.83	36.36
	Red	44.95	61.64

Table-6 shows that among the categories of sweetmeat both male and female preferred to take lal misti mostly. Male preferred special type mostly whereas female chose dry type. Both male and female preferred red color mostly.

Table-7: Percentage of purchasing preferred sweetmeat to visit relative based on age group:

Parameters	Category	Age (years)		
		01 – 25	26 – 50	> 50
Prefer to Visit Relative(%)	Sweetmeat	93.57	91.20	68.56
	Fruit	6.43	8.80	31.44
Which Item(%)	Kalojhum	14.79	23.03	29.43
	Khondoler misti	18.67	18.89	18.44
	Roshogolla	16.55	15.67	15.76
	Lal Misti	12.79	15.52	11.04
	Kacha Sandesh	27.84	18.97	17.39
	Others	9.36	7.92	7.94
	Fruit	5.26	6.90	25.09
Why Prefer(%)	Cheap	73.68	56.90	43.48
	Tasty	15.79	24.14	43.48
	Nice to Look	10.53	18.96	13.04

Table-7 shows that among fruit and sweetmeat all age groups preferred sweetmeat mostly. Among the categories of sweetmeat all age groups preferred to take kalojhum mostly. The young and middle age groups chose sweetmeat according to cheap price mostly. The old age group chose sweetmeat according to cheap price and tasty with equal choice level.

Table-8: Percentage of purchasing preferred sweetmeat to visit relative at different sex:

Parameters	Category	Sex	
		Male	**Female**
Prefer to Visit Relative(%)	Sweetmeat	86.65	92.91
	Fruit	13.35	7.09
Which Item(%)	Kalojhum	21.46	15.36
	Khondoler misti	18.56	14.78
	Roshogolla	17.28	13.67
	Lal Misti	14.61	21.18
	Kacha Sandesh	16.85	23.27
	Fruit	11.24	11.74
Why Prefer(%)	Cheap	55.06	72.73
	Tasty	28.09	18.18
	Nice to Look	16.85	9.09

Table-8 shows that among fruit and sweetmeat both male and female preferred sweetmeat mostly. Among the categories of sweetmeat both male and female preferred to take kalojhum mostly. Male and female chose sweetmeat according to cheap price mostly.

Table-9: Percentage of sweetmeat consumption during falling of the price of fruit based on age group:

Parameters	Category	Age (years)		
		01 – 25	**26 - 50**	**>50**
Prefer When Fruit Price was lower(%)	Fruit	55.49	54.46	67.57
	Sweetmeat	3.4	3.17	11.69
	Both	41.11	42.37	20.74

This table indicates that when fruit price was lower all age group preferred to take fruit mostly.

Table-10: Percentage of sweetmeat consumption according to sex group during falling of the price of fruit:

Parameters	Category	Sex	
		Male	**Female**
Prefer When Fruit Price was lower(%)	Fruit	57.87	53.98
	Sweetmeat	5.44	1.7
	Both	36.69	44.32

Table-10 shows that when fruit price was lower male preferred to take fruit mostly. Female preferred to take both fruit & sweetmeat mostly.

CHAPTER: 4

Discussion

Very few field surveys occurred in the sweetmeat processing industries in Bangladesh. So that enough number of information has not found in this topic. Maximum sweetmeat shop owners explain that they are making sweetmeat in a good way and also healthier way. But it not is 100% ensured by anyone. Everyone ensured that paying money of sweetmeat makers always given in time. Government doesn't give any financial support to them and some of shop owners don't want government supports because of their painful systems. They explained their problems of making sweetmeat and others, their benefits, sources of ingredients, shop's sweetmeat items, sweetmeat names and prices and amount of milk required for per unit sweetmeat production. Sweetmeat are the common foods overall in Bangladesh. The people from rural village to urban were habituated with sweetmeat products. Common problems were recognized by the respondents of which lack of quality milk and appropriate processing technology are the main hindrance in this sector. A remarkable contribution is possible to the country's economy, if the perceived problems could be solved.

The various socio-economic characteristics such as occupation, per capita monthly income, family size and education level etc. affect the consumption pattern of sweetmeat across the people of Feni district. Among educated and rich people, consumption rate of sweetmeat is higher than others. The shopkeepers of sweetmeat shops received milk from Farmer (60%) ,Goala (35%) and other ways(5%). Maximum amount of milk is required in the production of wet sweetmeat such as Roshogolla(25%), Roshmalai(20%), Khondoler misti(18%),Kalojhum (17%). On the other hand less amount of milk is required for making dry sweetmeat like chomchom, laddu, Kacha sandesh etc. The investigation reveals that young people mostly liked Kacha sandesh, khondoler misti whereas middle and old age people liked Kalojhum, Lal misti, Roshogolla. Young people liked colored sweetmeat whereas old people liked mostly white coloured sweetmeat. Young people always preferred special type of sweetmeat whereas old people liked normal type.

During different festivals and occasions like Eid, Puja, selling of sweetmeat increases rapidly. The rate of consumption of sweetmeat during different feastivals in Feni district are given bellow:
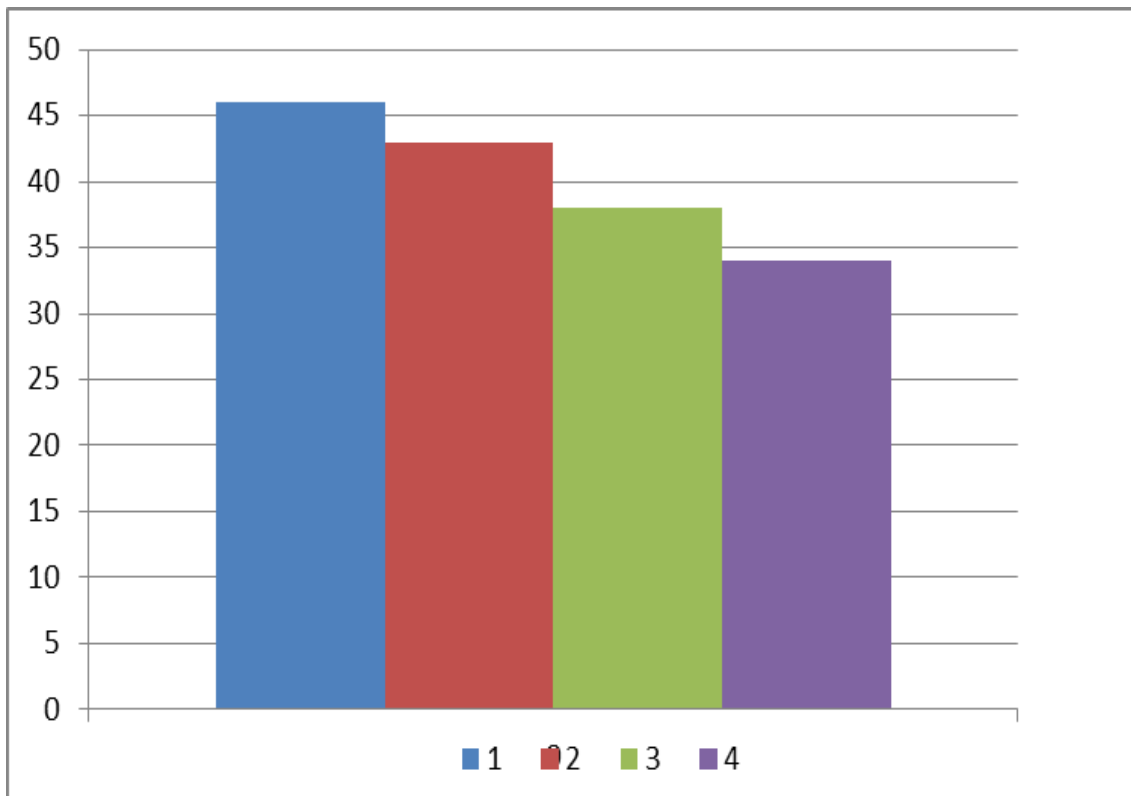

Fig: Chart of selling increase of sweetmeat during occasions.

In the chart, bars show that increase trend of selling sweetmeat in different occasion. Blue bar indicates Pahela Baishakh, Red bar indicates Eid festivals, Green bar indicates Durga puja and purple bar indicates rise in the selling of sweetmeats after publishing public examination result.From the chart we can see that selling of sweetmeat mostly increase in Pahela baishakh (46%), then in Eid festivals (43%), then Durga puja (38%)and after publishing public examination result (34%).

Limitations of the Study:

In spite of having great academic and practical relevance, it has the following limitations:

1) The data for the present study were collected from 20 sweetmeat shops during the period July to August 2018 and due to the limitation of time it may not reflect the total scenario.

2)The data were collected by personal interview method. The owner of sweetmeat shops do not maintain any records. Though every effort has been made to record data as accurate as possible, the estimates may be affected by inappropriate answer by the interviewee.

3)The present study was confined to the Feni district only. Therefore, the results of the study are needed to be substantiated further for its wider applicability.

CHAPTER: 5

CONCLUSION

The people of Bangladesh are fond of sweetmeats. Bengalis are always loved to eat sweetmeats. So everywhere in Bangladesh people are eating it, making it, selling it and buying it. Though sweetmeat items are liled by people of all ages and sex but this study on consumption pattern of sweetmeat indicates that consumption pattern differed among various age groups and sex. So it can be said that types of sweetmeat,age and sex of consumer,price of other substitute products play a massive role in case of consumption pattern of sweetmeats. The results obtained in this study might be taken as indicative and provide some valuable information to the sellers,consumers and policy makers regarding the consumption pattern of sweetmeat in Feni district. This sector will rise in future if the government provides support for financial solvency, market opportunity and trained them for quality control and appropriate processing. Some of recommendations should be taken to improve the present condition of sweetmeat industry in Bangladesh.

1. Need to undertake motivational program for the manufacturer and the seller.

2. Creating public awareness.

3. Need to undertake motivational program for the manufacturer and the seller.

4. Maintaining the hygienic way to make sweetmeat.

5. Don't use any chemical that causes harm to health.

6. Always ensure the good quality of sweetmeat.

7. Need more study on problems and prospect of sweetmeat processing in Bangladesh.

CHAPTER: 6

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বিক্রেতা

১)দোকানের নামঃ

২)মালিকের নামঃ

৩)আপনার দোকানে কি কি ধরণের মিষ্টিজাত পণ্য পাওয়া যায়?

৪)মিষ্টিজাত পণ্যের চাহিদা কাদের মধ্যে বেশি(ক্রেতা)?

- ১-২৫ বছর/২৬-৫০বছর /৫০ বছর বা তদূর্ধ

৫)আপনি দুধ কোথায় থেকে সংগ্রহ করেন?

– কৃষক/গোয়ালা/অন্যভাবে।

৬) আপনি দৈনিক কি পরিমাণ দুধ সংগ্রহ করেন?

৭)মিষ্টিজাত পণ্যের দাম নিয়ে কি আপনি সন্তুষ্ট?

- হ্যা /না

স্বাক্ষরঃ

ক্রেতা

১) ক্রেতার নামঃ

২) ক্রেতার বয়সঃ ১-২৫ বছর/২৬-৫০বছর /৫০ বছর বা তদূর্ধ

৩)লিঙ্গঃ পুরুষ/মহিলা

৪)আপনি নিয়মিত কি ধরণের মিষ্টিজাত পণ্য খেতে পছন্দ করেন?

৫) আপনি এখন কোন ধরণের মিষ্টিজাত পণ্য খাচ্ছেন?

৬)আপনি এই মিষ্টিজাত পণ্যকে কেন অগ্রাধিকার দিচ্ছেন?

৭)আপনি আপনার পরিবারের জন্য কি ধরণের মিষ্টিজাত পণ্য ক্রয় করেন?

৮)আপনার পরিবারে এই ধরণের মিষ্টিজাত পণ্যের চাহিদা বেশি কেন?

৯)আপনি কি মিষ্টিজাত পণ্যের গুণগত মান নিয়ে সন্তুষ্ট?

 - হ্যা /না

১০)ফলের দাম কম থাকলে আপনি কোনটি কিনেন?

 -মিষ্টিজাত পণ্য/ফল

১১)আত্মীয়ের বাড়িতে বেড়ানোর সময় আপনি কোনটি নিয়ে যান? কেন?

-মিষ্টিজাত পণ্য/ফল.

 স্বাক্ষর:

Biography

Name	Md. Abu Omar Faruque Nadim
Present position and affiliation	Intern student, 18th Batch, FVM, Chittagong Veterinary and Animal Science University.
Educational background and year	Doctor of Veterinary Medicine in 2017 (appeared), Chittagong Veterinary and Animal Science University. I completed my S.S.C and H.S.C with GPA5 from Rangamati Govt. High School and Govt. Hazi Mohammad Mohsin College respectively.
Research interest	Dairy Science and technology.
Aim	Establish a dairy plant in field level