

Production Rate of Different Sweetmeat at Sweetmeat Shops of BabugonjUpazilla in Barisal District, Bangladesh

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Abstract - The study was conducted to determine the production rate of different sweetmeats in sweetmeat shops of Babugonjupazilla in Barisal district of Bangladesh. This study was conducted over a period of 6 months started from 10th April to 10th September, 2016 in seven sweetmeat shops of Babugonj. Sweetmeat shops were selected randomly for data collection. Data was collected at an interval of once a week; four data were collected from each sweetmeat shop in period of one month by interviewed with a structured guided questionnaire in relation to sweetmeat processing, quality & marketing issues. Both dry and wet sweets were produced by the processors. Mainly three types of sweetmeats are produced in these shops, in which Rossgolla, Dahi and Dry sweets. Among different types of sweetmeats the large amount of milk is used to produce dry sweets (17.14 ± 12.665), then dahi (16.28 ± 5.603) and then then Rasogolla (10.14 ± 13.03) at Babugonj. The consumption rates of sweetmeat are very low though the milk production rates are high. The rate of consuming sweetmeat may be increased by manufacturing of different types of sweetmeat.

Keywords - Production, Sweetmeat, Rossgolla, Dahi, Dry Sweets.

I. 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. Bangladeshis (Bengalis) are also like to eat milk made sweets (Shafiqul Islam & Shuvo Basak, 2013). About 10% of the total milk produced in Bangladesh are used for the preparation of chhana and finally for sweetmeat making (Forth Plan Study, 1968). Sweetmeats have a significant role in our culture. Occasions and sweetmeats are the two inseparable part of Bengali tradition as Bangladeshi people

are very much fond of sweetmeats. In this country people could not think to celebrate any auspicious events without sweetmeats. Not only in the country, Bangladeshi sweetmeats also famous to all over the world. There is no such ceremony and festival, which goes without sweetmeats. Any kind of party and guest entertainment either domestic or national level, everywhere sweetmeats are inevitable (Kuila et al., 2000). A huge variety of sweetmeats are produced in our country. The available sweetmeats in the markets of Bangladesh are Rasomalai, Rasogolla, Chamcham, Malaikari, Kalojam, Sandesh, Kachagolla, Rasokadam, Peda, Rajvog, Amirti, Chanar

Polao, Monda, Pantoaetc. That's why a good number of entrepreneurs have already come forward to deal with sweetmeat business by involving sweetmeat production and marketing. Babugonj is upzilla of Barisal division. The total population of Babugonj is 140361 and milk yield 100000 liter (personal communication of author at Upazilla Livestock Office of Babugonj). Though huge production of milk, sweetmeats production in Babugonj area is very low.

There is no specific and systematic study in this area based on uses, consumer preferences and marketing of milk products. So, objective of this study was to get an idea about production rate of different types of sweetmeats at Babugonj Upazilla of Barisal.



Figure1: Map of Bangladesh and South-Central region encircled the study area.

II. METHODOLOGY

The study was conducted over a period of 6 months started from 10th April, 2016 and ended by 10th September, 2016. The study was concentrated at seven sweetmeat shops like-Santonamistannovandar, Sonjoymistannovandar, Sahamistannovandar, Provatmistannovandar, Selim hotel restaurant, VaiVai hotel and restaurant and Bipul restaurant. Five from Babugonj bridge bazaar, two from Khanpura to get details about the sweetmeats processing. The survey was carried out with help of guided questionnaire and person to person dialogue. The whole survey was conducted after the preparation of the final schedules. The study was based on direct interview with a set of questionnaire as designed for this study. Before asking the individual questions the respondents were convinced that the study was purely an academic one and was not likely to have an adverse effect on their daily life style. To attain accuracy and reliability of data, care and caution were taken during the data collection. Attention was paid to the

mood of shopkeepers and a congenial environment was maintained. At the time of interview questions were asked systematically and explained the questions whenever it was found necessary. After completion of each set of questionnaire, the schedule was checked to verify that the answers were obtained adequately, if not they were again interviewed for relevant answers. In order to minimize errors, data were collected in local units. These were subsequently converted into appropriate standard units. After collecting, data were sorted, edited and encoded. All the collected data were summarized and scrutinized tabulated and carefully subjected to the descriptive analyses using SPSS (2016).

III. RESULT

Distribution patterns of milk and milk products:

Information about the obtained milk for making various milk products from this study, it was observed that the shopkeepers of different sweetmeat shops received their raw

milk from middleman (42.85) and goalas (57.15) and all of the raw milk was derived from cow milk (Table 1). There was no preservation technique was followed by the sweetmeat shopkeepers due to regular milk receiving. There was no preservation technique was followed by the sweetmeat shopkeepers due to regular milk receiving are shown in Table 1. Most of the milk was coming from village of Babugonjupazilla.

Table 1.Source, types and collection of milk for sweetmeat production

	Categories	Frequency	Percentage
Milk types	cow	7	100
	Total	7	100
Source of milk	Goala	4	57.15
	middleman	3	42.85
	total	7	100
Preservation of raw milk	No	7	100

	Yes	0	0
	Total	7	100
Frequency of milk receiving	Regular	7	100
	One day pausing	0	0
	Total	7	100

Daily production of different milk products at Babuganj, Barisal: Daily production status of different milk products are shown in Table 3. Results revealed that rasogolla and dry sweets were available in 100% sweetmeat shops whereas Dahi remained 85.71% in sweetmeat shops in Babuganj areas. Tseet *al.* (1989) reported that production status of different milk products largely depends upon the consumer preferences and attitude.

Table 2.Daily fluid milk selling with their amount and price.

Sl. No.	Selling amount (liters/day)	Milk price/litre
1	50kg	50tk/kg
2	35kg	50tk/kg
3	50kg	50tk/kg
4	60kg	50tk/kg
5	40kg	50tk/kg
6	10kg	50tk/kg
7	25kg	50tk/kg
	38.57±17.008	50 th /kg

Table 3.Availability of different types of sweetmeats:

Sl. No.	Name of sweetmeat	Available in shops (No.)	Total shops (No.)	Availability (%)
1.	Dahi	6	7	85.71
2	Rasogolla	7	7	100
3	Dry sweet	7	7	100

Table 4.Distribution pattern of milk for the preparation of different sweetmeats.

Name of sweetmeat	Milk required/day (Litre)	Minimum (Litre)	Maximum (Litre)
Dahi	16.28±5.60328702	25	7
Rasogolla	10.14±3.0394235	15	3

Dry sweet	17.142±12.66583122	30	10

Table 5.Prices of the purchased milk and manufactured milk products in BDT.

Name of Sweetmeats	Price (Tk/Kg)	Minimum (Tk/Kg)	Maximum (Tk/Kg)
Rasogolla	180.71±8.380	190	170
Dahi	108±10.954	100	140
Dry sweet	130±4.330	110	140

IV. DISCUSSION

Selling of milk and milk products at Babugonj area:

Price of individual milk and milk products, their minimum and maximum price per kg product and mean for various milk and milk products in different sweetmeat shops are given in (Table 5). Rasagolla and Dry sweets produced in maximum shops (100%) whereas minimum in Dahi (85.75%). Cost of milk for producing different milk products was same(50 BDT) in various sweetmeat shops at Babugonj (Table 2).The highest price were for Rasagolla (180.71±8.380) and the lowest for Dahi (108±10.954). In most cases, sweetmeat seller told that the prices were not remained same for all the year round due to fluctuation of raw milk price. This fluctuation of price for individual milk products ranges from BDT 10-15 Tk. Selling of milk and milk products largely depends upon price of products, place and personal values of the seller. Personal values have been found to be the underlying determinants of various aspects of selling products to consumer (Homer and Kahle, 1988). Thus, values are one of the most important influential factors that affect the type of needs consumer tries to satisfy through purchase and consumption behaviors (Tseet *al.*, 1989) and ultimately enhances milk and milk products selling.

Consumer's attitude towards sweetmeats:

According to our analysis Production of dry sweets were higher than dahi and rasogolla. (Table 4). Occasions such as Eid, Puja, SSC or HSC exam results enhances milk products selling abundantly. It is believed that people from different cultural backgrounds have different perceptions and experiences related to food (Lennernaset *al.*, 1997). Hence, it can be noticed that some consumers are more oriented towards food quality, whereas for others food safety is a primary concern. Consumer behavior is also affected by the socioeconomic conditions of the markets namely income, mobility and media access (Tseet *al.*, 1989). As more resources become available, consumers may desire more

emotional image attributes in products or brand (Kim *et al.*, 2002). Brand of a particular product plays a fundamental function in consumer's perception of a product. In fact, perceptions of food quality and safety are likely to be influenced by psychological and cultural factors rather than physiological product experiences alone. Many quantitative and qualitative researches have addressed issues associated with cultural determinants of food choice (Shepherd and Raats, 2007). It is quite evident from such studies that while analyzing factors that influence food choice, it is important to consider consumer's cultural background (Overbyet *al.*, 2004; and Hooglandet *al.*, 2005).

V. CONCLUSION

The obtained finding indicates that the shopkeepers of different sweetmeat shops received their raw milk from middleman (42.85) and goalas (57.15) for manufacturing of various indigenous dairy products. In case of availability of different types of sweetmeats at Babugonj results revealed that rasogolla and Dry sweet were available in 100% sweetmeat shops whereas Dahi remained 85.71% in sweetmeat shops and 100% cow milk used in sweetmeats shop. Information about daily fluid raw milk price/liter, their daily sales are shown in Table 2, sources of milk are shown in Table 1 and other information also shown in Table 3, 4 and 5. On an average milk price was 50 tk/liter. Milk was come from different goalas and middle man who was collecting their milk from the nearest villages and char. They were not preserved their milk because of regular. They usually used. 1 mL measuring tin cup for measuring the amount of milk and after selling got payments on volume basis.

Results also revealed that whole milk required for per unit production of Dahi (37.37%), Dry sweet (39.34%) and rasogolla (23.27%) in Babugonj. The prices of the milk products were not fixed throughout the year in this study area due to fluctuation of raw milk price. Various occasions enhances some milk products selling abundantly in

Babugonj especially dahi and rasogolla. The main problem of sweetmeat producer of Babugonj is that, Babugonj is the nearest upzilla of Barisal, so consumer usually prefers to buy sweets from sweetmeat shops of Barisal City Corporation in different occasions. The results obtained in this study might be taken as indicative and provide some valuable information's to the sellers, consumers and policy makers regarding the milk and milk products in Babugonj of Bangladesh.

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