

Project report on: Consumption Of Milk And Dairy Product at Selected Household in Dhaka City



Submitted to,

Dr. Sheikh Mahatabuddin

Associated Professor and Head

Department of Nutrition and Food Engineering

Faculty of Allied health Science (FAHS)

Daffodil International University ,Dhaka .

Supervised by,

Ms. Fouzia Akter

Assistant Professor

Department of Nutrition And Food Engineering

Faculty of Allied Health Sciences

Daffodil International University ,Dhaka

Submitted by ,

ISRAT JAHAN RIMNY

ID : 171-34-592

Department of Nutrition and Food Engineering

Daffodil International University

Date of submission : 04-06-2021

LETTER OF TRANSMITAL

4th May 2021

Dr. Sheikh Mahatabuddin

Associate Professor and Head,

Department of Nutrition and Food Engineering,

Faculty Of Allied Health Science,(FAHS)

Daffodil International University , Dhaka .

Subject : Submission of Project work report .

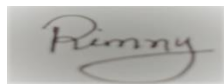
Dear sir ,

It is a great pleasure and honor for me to have the opportunity to submit my project work report on **Consumption of Milk and Dairy Product at Selected Household in Dhaka City** .

I have prepared this report based on the acquired experience and knowledge during my Project period . This report is based on ‘**Consumption of Milk and Dairy Product at Selected Household in Dhaka City** . ’ I have got the opportunity to work in your university under the supervision of Ms. Fouzia Akter (Asistant Professor ,Department of Nutrition and Food Engineering) .

I,therefore, request and expect that you will appreciate me with any sort of recommendation and valued suggestion and will cordially receive this report for your kind assessment .

Sincerely Yours ,




Israt Jahan Rimny .

Approval Certification

This is to certify that the dissertation entitled **Consumption of Milk and Dairy Product at Selected Household in Dhaka City** submitted by, a regular student of B.Sc. in Nutrition and Food Engineering, Faculty of Allied Health Science, Daffodil International University, student ID: 171-34-592 successfully carried out her project work program two month under Pustibid Private Limited, Muhammadpur- Dhaka.

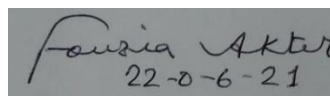
Then she completed her report writing on the base of her data on march 2021 under my direction. We aware that **Israt Jahan Rimny** completed her report under observation of our teacher. In addition, we ensure that her report is a worth of fulfilling the partial requirements of NFE program.



18/07/2021

Dr. Sheikh Mahatabbuddin
Associate Professor and head,
Department of Nutrition and Food Engineering,

Faculty of Allied Health Sciences ,
Daffodil International University.



22-0-6-21

Ms. Fouzia Akter
Assistant Professor ,

Department of Nutrition and Food
Engineering
Faculty of Allied Health Science ,
Daffodil International University, Dhaka .

Acknowledgement

All praises to the Almighty , the most beneficial and most generous to Allah . Without his blessings , all this activities could not have been possible at all .My honorable and respected teacher Professor Ms.Fouzia Akter ,(Assistant Professor , Department of Nutrition And Food Engineering) she offered me the chance to attend the program.

In completing this dissertation , her love , advice , co-operation affection and loyalty helps me a lot . Abu Bakar Siddique , (Nutrition officer at UNICEF Bangladesh) also help me understanding my study work as Co-supervisor, he help me with the questionnaire making process . This project job would be impossible to complete without their guidance. Their encouragement has been a driving force throughout the study time, and their vast knowledge has greatly contributed to the project's success. I'm also grateful to all of the respondents who took part in the studies that laid the groundwork for this project, as well as everyone who helped in other ways. I am also very thankful to my classmate who stay with me and help me doing my study work ,that means a lot to me . At first I face many problem doing my report work but with the instruction of my supervisor and helping hand some of my friends make me feel easy to understand the work in SPSS . Then I feel really comfortable to do my work in SPSS software and able to complete the project report This work will allow me to develop a bright future carrier .My experience were great during this internship program and I enjoyed it very much . Only with the generous contribution of all workers in the nutrition department .My success during this program would undoubtedly help me in my professional work area .

- Israt Jahan Rimny

Table Of Contents :

Name-----	Page no
Acknowledgement -----	iv
Abstract -----	1
Key words -----	1
 Chapter 1	
1.1 Introduction-----	2-4
1.2. Justification of the study	
1.3.Operational definition	
1.4.Research questions	
1.5.Objectives	
Chapter 2 -----	5-6
2.1.Literature review-----	5
2.2.About milk and milk products -----	6
 Chapter 3 -----	
7-9	
3.1.Materials -----	7
3.2.Equipment process	
3.3.Methods	
3.4.Sources of data	
3.5.Sampling	
3.6.Sample size calculation-----	7
3.7.Data collection -----	8
3.8.Data analysis -----	8
3.9.Data analysis process in SPSS software-----	9
Chapter 4 -----	10-35
4.1.Results -----	10
4.2.Some SPSS work -----	10

4.3.Frequency analysis -----	11-25
4.4. Bar chart analysis-----	26-35
Chapter 5 -----	36
Discussion	
Chapter 6-----	37
Conclusion	
Chapter 7 -----	38-42
Reference and questionnaire	

Abstract

This study was carried out to know the consumption level of milk and dairy product consumption among all age family members, Basically their consumption pattern and their knowledge about milk and milk product. To find out their knowledge about different milk product and how they work in our body maintaining system. Basically with this study report I examine the consumption pattern of milk and milk products among different income groups in some selected areas in Dhaka city. Data were collected through household survey during October 7 to November 25 for 50 selected households from different areas in Dhaka city. The sample which is found from the survey here I classified income into different groups like monthly income, monthly expenditure, Food cost, Educational cost, other necessary costs etc. I found out about the consumption of milk related to income sources in every family member. After collecting data then I work in SPSS software for data analysis work and made analysis of data and finally found some analysis work through frequency table, bar chart etc. After completing project work and working on SPSS software study showed that for the consumption of whole milk for last week about 38% respondent answered rarely they took milk, 5% answered off time, 2% answered frequently, 5% answered off time, 2% answered frequently, 5% answered daily. For Consumption of skim milk product about 21% respondent answered rarely, 5% answered off time, 7% answered daily. For the consumption of curd for about last week about 19% respondents answered rarely, 14% respondents answered daily, 9% respondents answered frequently, 8% respondents answered off time, For the consumption of cheese about 28% respondents answered daily, 6% respondents answered frequently, 10% respondents answered rarely, consumption of ghee for last week 11% found daily, 14% found frequently, 12% off time. For the consumption of butter 25% respondent found rarely, 11% respondent found off time, 8% respondent found frequently, 6% respondent found daily. For the consumption of milkshake 29% respondent found rarely, 11% found off time, 7% found daily, 3% found frequently. For the consumption of Semai 25% respondents found rarely, 19% respondents found daily, 6% respondents answered daily. For the consumption of payesh 22% found off time, 12% found frequently, 11% found daily, 5% respondents found rarely. For the consumption of kheer about 19% respondent found off time, 17% found rarely, 10% found frequently, 4% found daily.

Key words : Consumption pattern, milk, milk products, income level.

Chapter 1

1.1.Introduction :

By the people of Bangladesh milk is considered an ideal food to meet rapidly increasing urban demand , in recent years production and rural consumption of milk and milk products have decreased when substantially import has increased .Some people love to consume milk but due to their income level , they are not able to have enough amount of milk . The main objective of this report is to find out ,is there any lacking in their knowledge about milk consumption process or not . To identify the main reason , why they are not having proper milk product , if they are taking milk product , what kind of milk product they are taking etc. There are many kind of nutritional content in milk and milk product , I tried to find out their knowledge through some question .

Consumption plays a crucial role in directing an economy to generate the products and services that it needs to measure the living standard of a nation , the most important point of checking per capita fresh milk and milk products consumption level . When compared the requirement of milk products and milk consumption , Bangladesh people are very much low in this position So, for creating a healthy nation ,it's important to rise production level of milk products . With the rising aggregate income , household consumption pattern depend in increasing or decreasing income level . Household consumption of dairy products accounts for the majority of the Bangladesh dairy industry's overall revenues. As a result, farmers, processors, and manufacturers must consider the aspects that may have a substantial impact on household consumption while designing their operations. This research looks at homes as consuming units and explains and analyzes their dairy purchasing habits.

1.2 Justification of the study:

Through this study of milk and milk product development , with the questionnaire about milk and milk product consumption ,it will help us to know what people think about milk consumption , how much knowledge they have about milk and milk product, how much essential milk for our body growth etc . Also able to understand how much money they spend in milk product consumption and also is there any financial problem to buy milk and milk product, if so how they are facing those problems etc . After doing this survey, it will help us to analyzes milk product consumption level in Dhaka city household .

1.3 . Operational definition :

Milk product and its nutritional content :

Milk product indicates those product , where milk is used in many away to make new product .By coagulating milk butter, cheese, ice cream, yogurt, and condensed and dried milk found . Milk product has many health benefits . Milk contain enzymes , biological proteins , minerals , vitamins , protein, fat, carbohydrates , water, energy etc .^[1]

Energy :

From milk protein ,carbohydrate and fat content the main energy source found but skim milk is exceptional because it has no fat . In form of calories food provides energy to the body . Food contain many components which provide nutritional benefits, but energy only provided only by fat, carbohydrate ,protein , micronutrients etc . By the amount of protein(4 Kcal/gram), Carbohydrate (4 kcal/gram) , fat (9 Kcal/gram) , based on their calories the energy value of a food is calculated .^[1]

Water :

Milk is a good source of water in the diet , because it contain about 87% water . In human metabolism water is extremely important . In our body water is a major component . To the tissues and organs water transports nutrients like glucose and oxygen . Blood volume also maintained by water . During movement of water cushions organs and lubricate joints through sweating water maintains body temperature regulation . There are some body changes that happen due to lack of water , they are fatigue , cramping , mental impairment , decreased athletic performance . If the dehydration increased , it can occur death .^[1]

Carbohydrate :

In the form of lactose milk is 4.9 % carbohydrate approximately . For body activity the main primary source of energy is carbohydrate . Brain only use glucose as form of energy . For later use excess stored in liver and in the muscles in the form of glycogen . In the body hormonal regulation carbohydrates are important . Glucose and galactose bonded together and made

lactose which is a disaccharide . In the small intestine lactase enzyme broke the bond than it can be used by the body . Many people face problem after consuming milk because they have decreased activity of lactose in the small intestine . That is called lactose intolerance . ^[1]

Fat :

Fat present in milk is 3.4% . Cell membranes and hormones have structural component name as hormones . The name of the concentrated energy source is fat . The amount of fatty acids in milk fat are 65% saturated, 29% monounsaturated , 6% polyunsaturated , for cell membranes cholesterol is an important component . It is starting material for production of bile salts and steroids hormones . Fat is associated with cholesterol . Cholesterol level will vary depending on the milk product . ^[1]

Protein :

3.3% protein present in milk . Muscles , skin , hair all are benefited from proteins . Damage tissue repair by the protein , it also give relax to the muscles . As enzymes , hormones and antibiotics protein play a critical role in many body function . By the body protein also used as a great energy source . 82% casein and 18% whey found in milk protein . In milk , yogurt and ice cream casein and whey proteins present in milk . To form curd in most cheess casein is coagulated . ^[1]

1.4.Research questions :

- 1) Do you know the proper idea of nutritional value of milk and milk products?
- 2) What is the system of your milk cooking?
- 3) What is your opinion about the stop of these adulteration problems?

1.5.Objectives :

- 1) The main objective of this study is to find out the consumption pattern of milk.
- 2) Milk product consumption between different age and different income level people

Chapter 2

2.1.Literature review :

In guiding an economy , consumption plays the key role to the production of goods and services . To measures the living standard of a nation one of the most important point to measure per capita fresh milk and milk products consumption .When compared to the requirement Bangladesh is far below to the normal level of milk and milk product consumption . Per capita availability of milk in Bangladesh is only 35ml. But the actual requirement is 250ml.As the requirement , for a healthy nation the necessary of raising milk indeed necessary . With the raising aggregate income , the consumption pattern of household is expected to undergo a change , as Bangladesh is under developing economy . Primary consumer who attempts to minimize utility by spending his income is the basis unit of demand theory . Income, prices and availability of the consumer affect the consumption behavior of milk and dairy products. So, income, prices of individual commodities , size and composition of household those are large number of factors directly affect the consumption pattern . In Bangladesh economy , dairy product and dairy market is a dominating sector. Per capita milk consumption is 120ml, After doing a research , in the year 2025 in Bangladesh 90.9 lakh tones of milk production would be required . ^[2] The demand for dairy products is very high , dairy product is one of the most important and common items in our daily life that's why the market is expanding day by day . The core objective of the study is to evaluate consumer behavior when they purchase dairy products. The core objective has been specified into the following objectives: . ^[2]

2.2.About some milk and milk product :

Whole milk : -

There are 146 calories in 1 cup of whole milk 49% fat , 30% carbs , 21% protein . Nutrition facts in 1 cup serving size , energy 613kj ,fat 7.93g , carbohydrates 11.03 g , sugar 12.83 g, protein 7.86g ,salt 0.24g .^[3]

Skim milk :

When all the milk fat is removed from whole milk , it is called skim milk . It contains only 0.1 % fat . It is fortified with vitamin A and D . Milk loses its nature fat-soluble vitamin when the fat is removed .^[4]

Curd :

It is traditional yogurt or fermented milk product .Fermentation process occur by adding bacteria to the milk . Curd is beneficial in various ways .Curd improves body's digestion process . It also provides strength to bones and teeth .Curd is rich in protein ,as it has a protein content of about 12 percent .The high content of methionine in curd is good news as it's an irreplaceable amino acid that will protect liver from fat . Curd has just around 3% carbohydrates and low lactose levels .Curds is equally rich in phosphorous and calcium ,but their milk content is higher . Riboflavin ,vitamin A ,vitamin B6,vitamin B12 and pantothenic acid are also filled with curd .

[5]

Cheese :

Cheese is a dairy product containing hundreds of different flavors and textures. It is made by adding acid or bacteria from different farm animals to milk, then ageing or refining the solid parts of the milk. Cheese's nutrition and taste rely on how it is made and what milk is used.

Some individuals are worried about cheese being high in fat, sodium, and calories. Cheese, however, is an excellent source of protein, calcium, and many other nutrients as well. Eating cheese can also help to lose weight and avoid heart disease and osteoporosis.

Having said that, some cheeses are healthier than others.^[6]

Chapter 3

3.1. Materials :

3.2. Equipment – purpose :

- 1) Paper- For collecting data from different household , I made copy of my papers .
- 2) Computer –After data collection for data analysis I used computer .
- 3) Fund – I bear fund for my survey research work .

3.3. Methods :

In this study ,I collected data from different household in Dhaka city . Where both low , middle and high income house I found .I tried to collect information of their family member's and about their income sources . All these data for household milk consumption collected through physically and some in online interviewing through zoom app .Each and every individuals response very easily .None behave badly , I really enjoyed collected data from all of them .

3.4. Sources of Data :

My data collection sources is primary source . I collected data from different household member in different family . They nicely co- operate with me and give me enough time to answering all the questions .

3.5. Sampling:

I selected Dhaka city for data collection . 50 respondent were selected for giving information about their family and their milk consumption level . Due to Covid 19 the respondent is not that much high in number .

3.6. Sample Size Calculation :

$$\text{Sample size} = \frac{\frac{z^2 \times P(1-P)}{e^2}}{1 + \left(\frac{z^2 \times p(1-p)}{e^2 N} \right)}$$

N = population size

e = Margin of error (percentage in decimal form)

z = z-score

[Note: Due to pandemic situation, it was hard to collect data form respondents. There were many restrictions due to pandemic that's why I ended up using a little less respondents.]

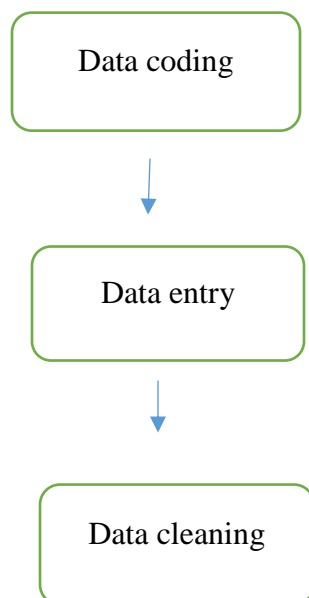
3.7. Data Collection:

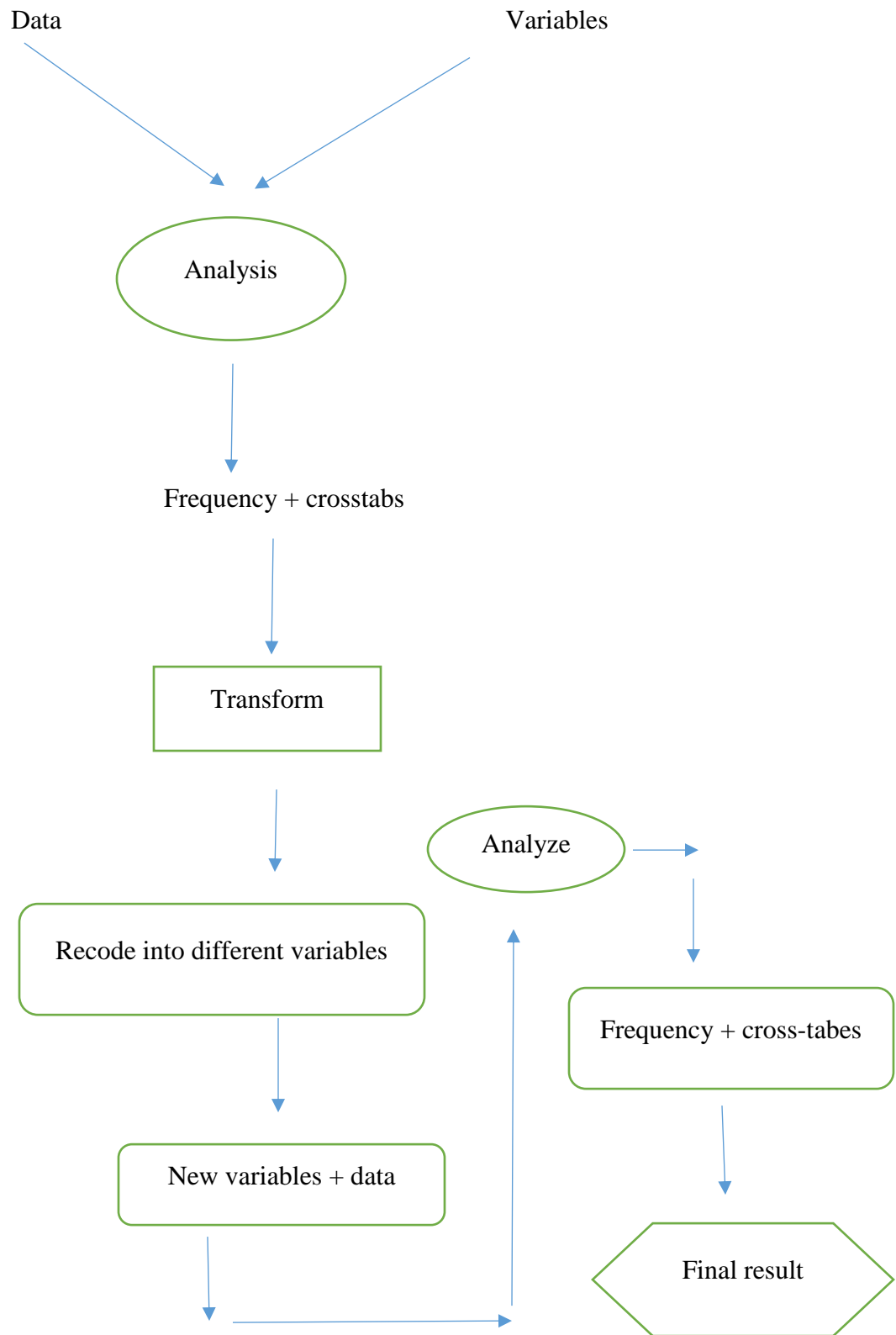
Questionnaire survey technique i used for collecting primary data from the respondent in a document . For Covid 19 , some data collected from hand document and some from online soft copy .

3.8. Data Analysis:

Ms word, Ms excel , Ms powerpoint , SPSS all those software I used for data analysis .

3.9. Data analysis process in SPSS Software :





Chapter 4

4.1. Result :

In my survey research report , here I collected data from the household level , where I found many different age people in a family . From the whole family , I talk to one person and collect data from him/her . In my survey work , through my questionnaire , I found out their knowledge level about milk and milk product and their uses .

As my sample size was 50, it's not too high , because due to covid 19 , I only do my survey work in my nearest Dhaka place . According to my sample size , I found out the knowledge level from them in SPSS software and creat my analysis from the question .

4.2. Here are some SPSS data analysis work :

I used SPSS data analysis software for analyzing my collected data . There are two option available one is data view and another is variable view . This two part is very important for inputting data . I used both part for my work . Here , in every question I used some necessary think what is important for data input .

4.3 : Frequency analysis :

Age frequency analysis :

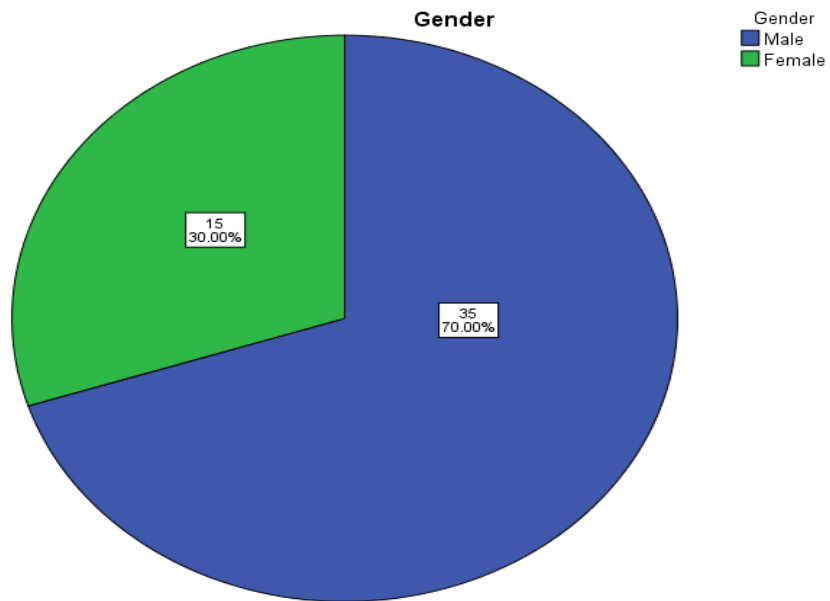


Figure 1.1 : Age frequency

From all the age I gave input in the SPSS software ,after data analysis frequency 15 age found about 30% and 35 age found about 70% . That means 35 age people is more in data collection then 15 age people .

Education analysis :

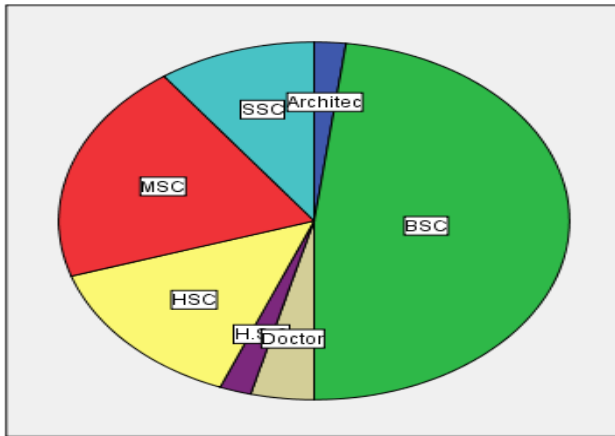


Figure 1.2 : Educational analysis

Here in SPSS occupation analysis , I found that BSC educated is more then MSC then Student and many less doctor , architect and hsc student I found in my analysis questioner .

Frequency of monthly income :

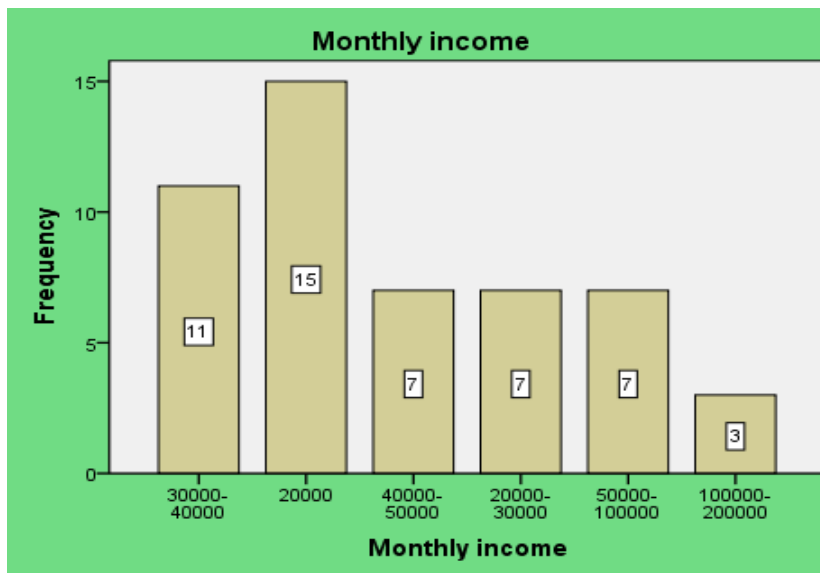


Figure 1.3 : Frequency chart of monthly income

From the frequency chart of monthly income highest 15 people found for 20000 income . And lowest 3 people found for 100000-200000 income .

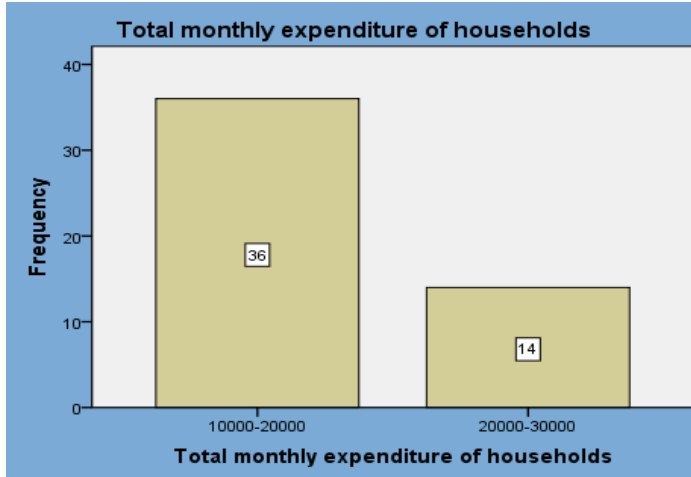


Figure 1.4: Frequency chart of total monthly expenditure of household

I put frequency chart for total monthly expenditure in households and found that about 36 family spend in monthly household expenditure about 1000-2000 taka and about 14 family spend 20000-30000 taka in their monthly expenditure .

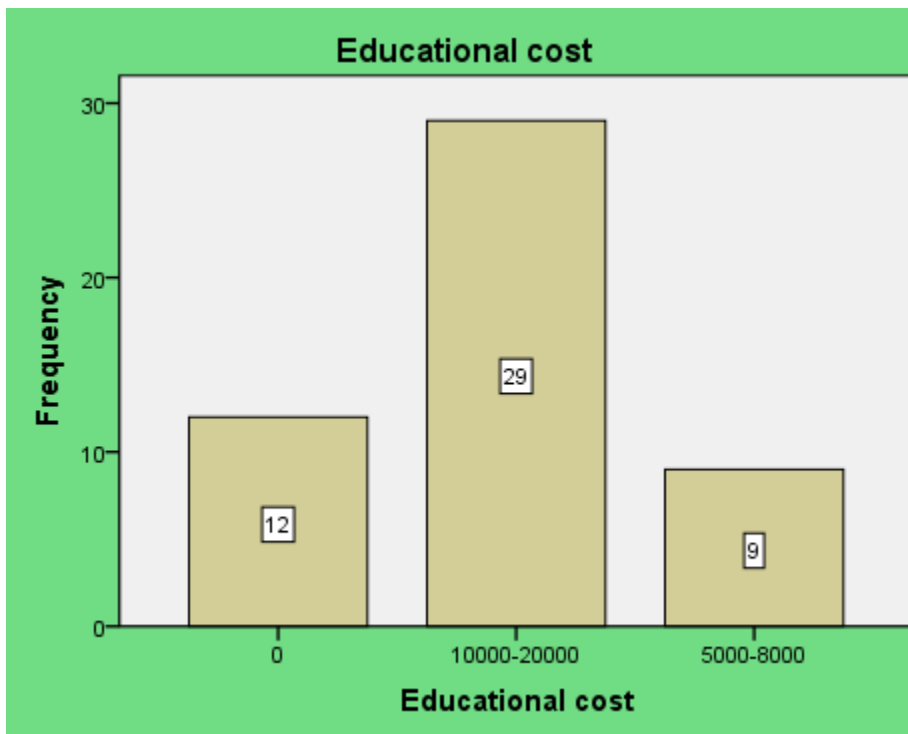


Figure 1.5 : Frequency chart of educational cost

In this educational cost frequency chart 12 family not used any cost for education either they use free education to learn basic knowledge or they use government system for learning . 29 family used 10000-20000 taka in educational cost and 9 family use 5000-8000 taka for educational cost .

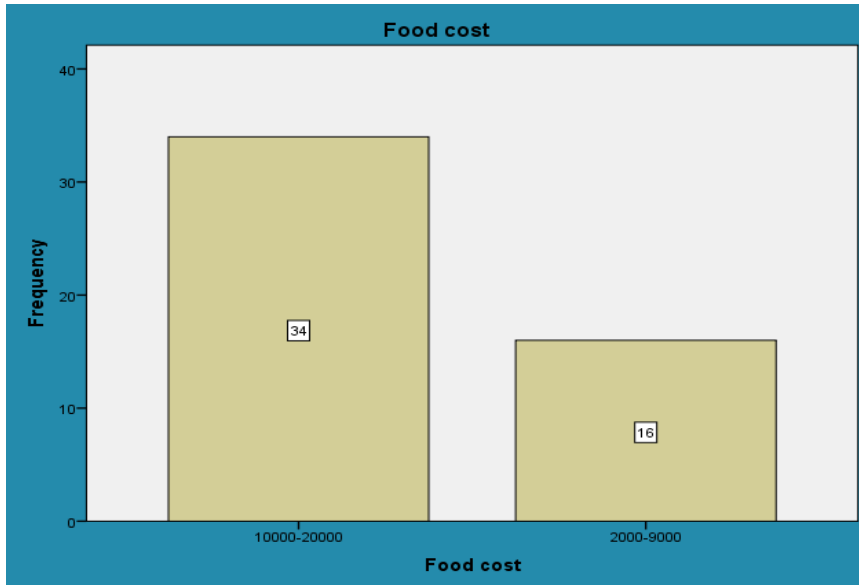


Figure 1.6 : Frequency chart of food cost

For food cost , 34 family spend 10000-20000 taka monthly and 16 family spend 2000-9000 taka .Below showing the frequency chat of food cost ,

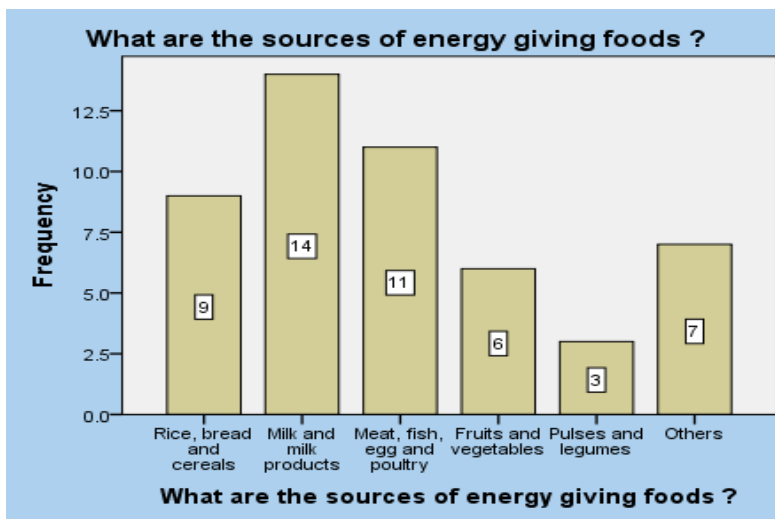


Figure 1.7 : Frequency chart of ‘What are the sources of energy giving foods?’

For the sources of energy giving foods , from this frequency table I can analyze that rice, bread ,cereals answered by 9 respondent and frequency level shown above 7.5 .Milk and milk products answered by 14 respondent and their frequency level is high . Meat ,fish ,egg and poultry answered by 11 respondent ,fruits and vegetables answered by 6 respondents, pulses and legumes answered by 3 respondent and here frequency level is less then other items

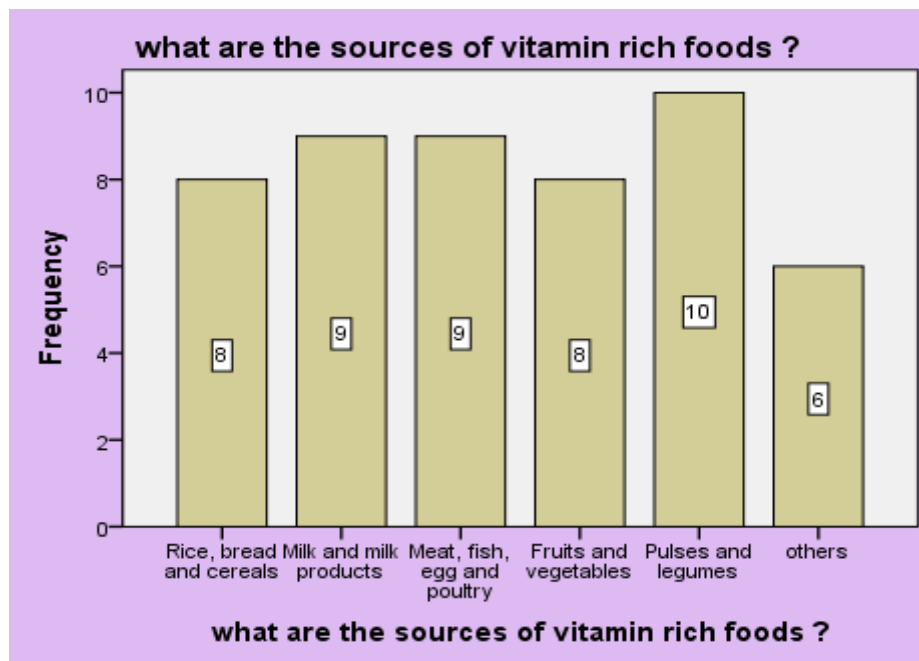


Figure 1.8 : Frequency chart of ‘What are the sources of vitamin rich foods ?’

So now for the sources of vitamin rich food , from the frequency chart list , I can able to analysis that pulses and legumes answered by 10 respondent and frequency level id high than other answered items .Rice,bread and cereals answered by 8 respondents , Milk and milk products answered by 9 respondents , meat,fish and egg poultry answered by 9 respondents , fruits and vegetables answered by 8 respondents and it is lowest than other frequencies .

2. Here are some frequency tables of questions :

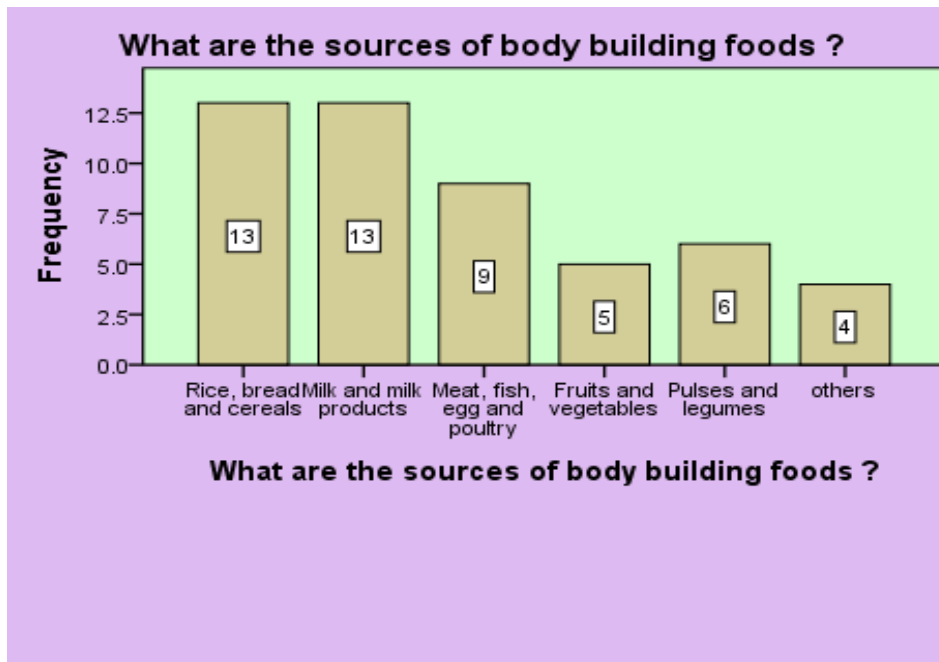


Figure 2.1: Frequency chart ‘What are the sources of body building foods ?’

From the body building foods analysis , rice ,bread and cereals answered by 13 respondents and same for milk and milk products then meat ,fish and poultry answered by 9 respondents ,fruits and vegetables answered by 5 respondents , pulses and legumes answered by 6 respondents so fruits and vegetables found less than other frequencies .

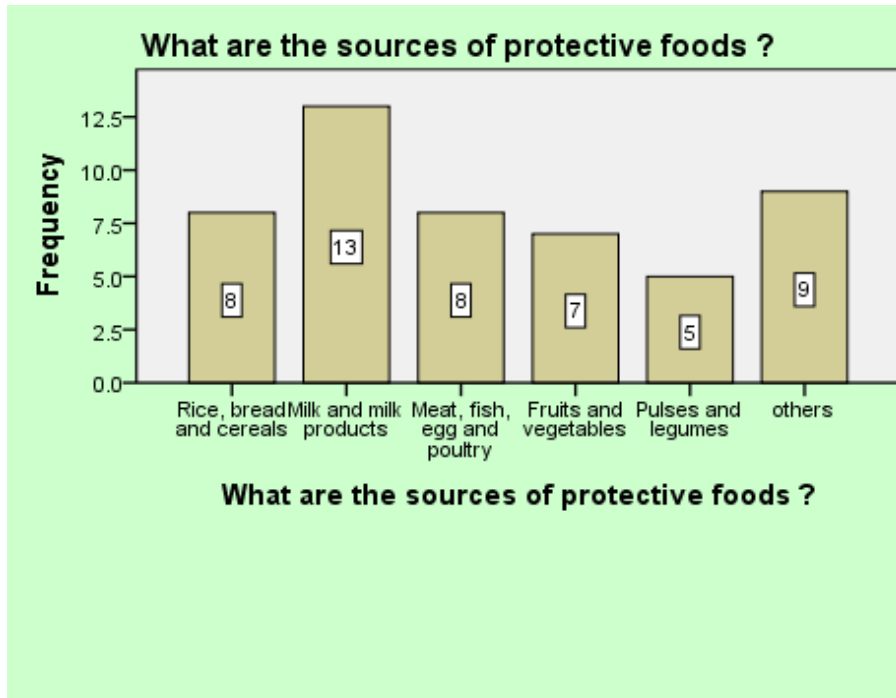


Figure 2.2 : Frequency chart of ‘What are the sources of protective foods ?

So for the sources of protective foods , milk and milk products frequency found high then other foods . about 13 respondents answered for this . Rice, bread ,cereals and meat ,fish ,egg ,poultry found same frequency level as for both 8 respondents answered . Pules and legumes have lowest frequency level found as only 5 respondents give answered for the question .

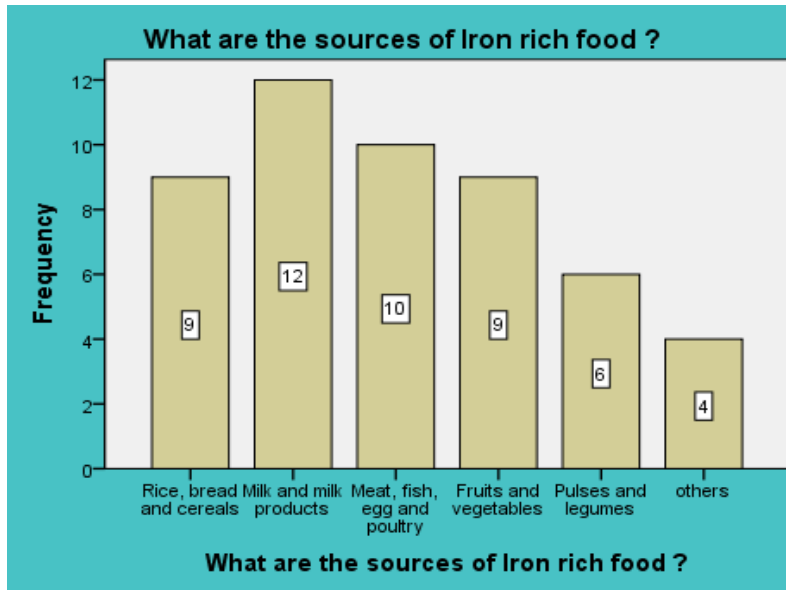


Figure 2.3 : Frequency chart of ‘What are the sources of iron rich foods ?’

From the chart of iron rich foods , here I can analyze that what is the sources of iron ? In this question milk and milk products have high frequency level as most of the 12 respondents found for that product . Then for meat, fish and poultry about 10 respondents found . For fruits and vegetables about 9 respondents answered , bread and cereals same 9 respondents answered and so frequency level found same . Pules and legumes have lowest frequency level found as only 6 respondents found for the product .

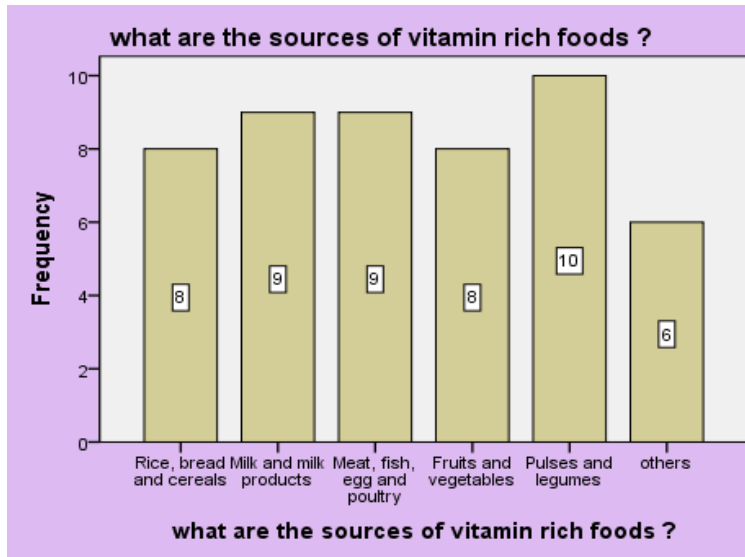


Figure 2.4 :Frequency chart of ‘What are the sources of vitamin rich foods ?’

For the sources of vitamin rich foods ,

Answer of the What are the sources of vitamin rich food , here from the frequency level I found that pulses and legumes answered most of the respondents about 10 respondent , so it’s frequency level is high than others . Here milk and milk products and meat , fish and poultry have same frequency level as same number of respondent 9 answered the same way .

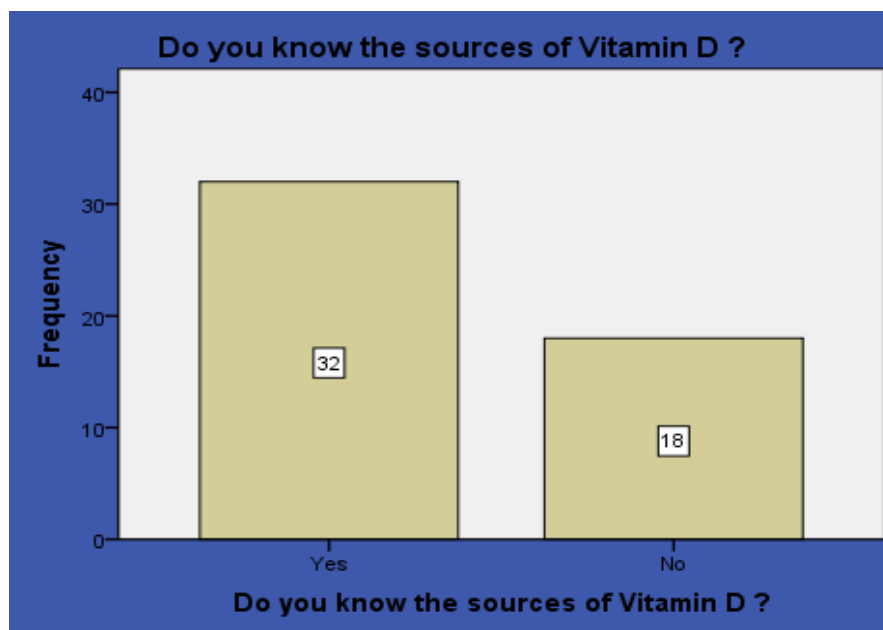


Figure 2.5 : Frequency chart of ‘Do you know the sources of vitamin D ?’

For sources of vitamin D question,

Here in frequency analysis , about 32 respondent give ‘yes’ answer and 18 respondent give ‘no’ answer . Below from the mention vitamin D rich foods , after analyzing frequency level , maximum respondent about 32 answered ‘yes’ that means maximum respondent know about vitamin D rich foods .

And about 18 respondent answered ‘No’ that means they don’t know about vitamin D sources .

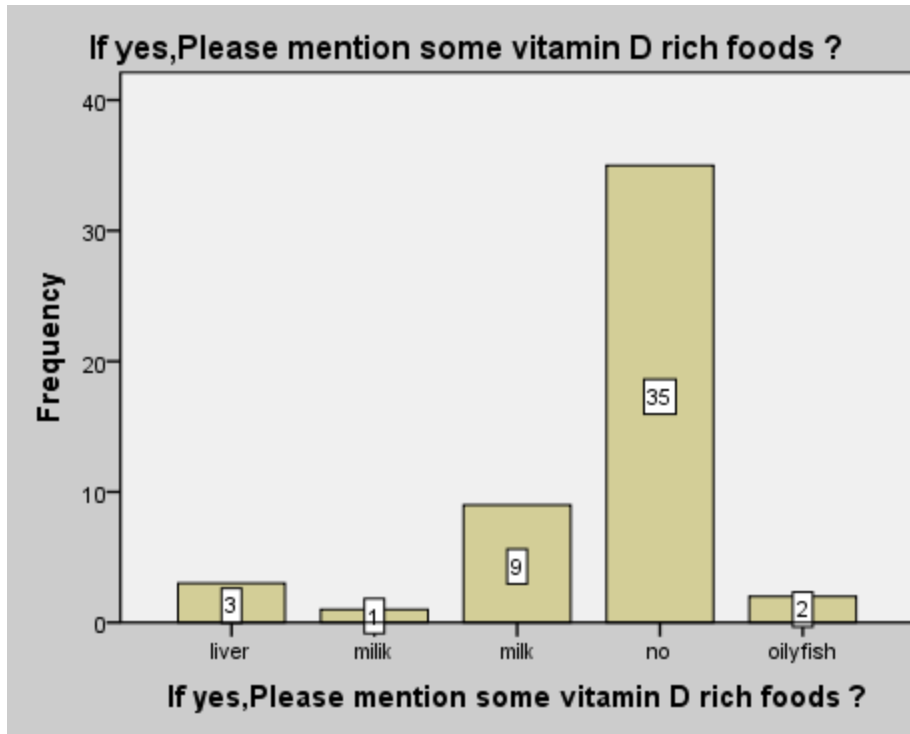


Figure 2.6 : Frequency chart of the question ‘Please mention some vitamin D rich foods ?’

Below from the mention vitamin D rich foods , after analyzing frequency level , maximum answer comes ‘yes’ that means maximum respondent know about vitamin D rich foods . And very lowest number of respondent answered liver, milk and oily fish .

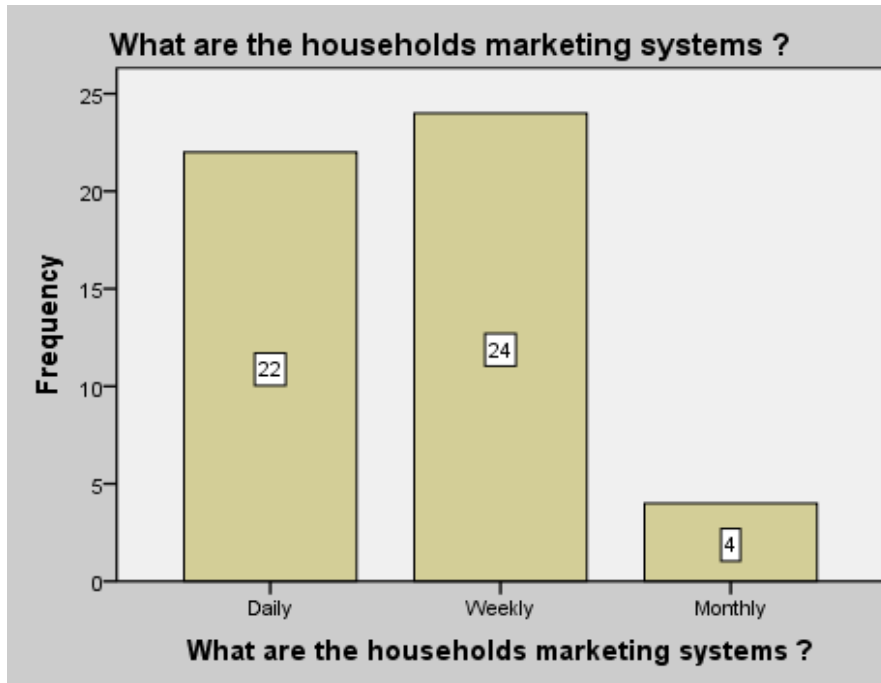


Figure 2.7 : Frequency chart of ‘What are the households marketing systems?’

Now, below given household marketing system frequency level ,

here maximum marketing system found weekly about 24 respondents . Then daily marketing found about 22 respondents and very less monthly about 4 respondents .

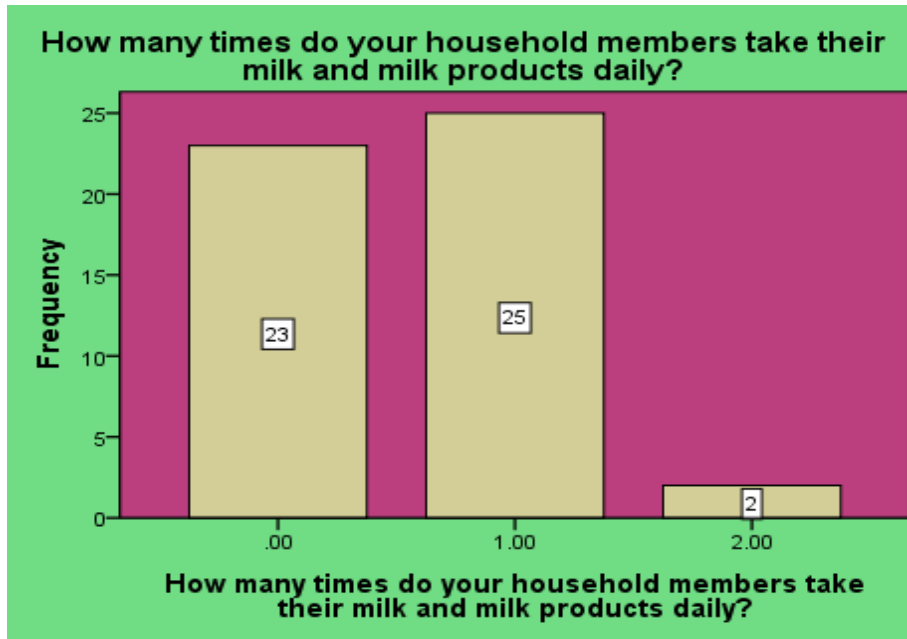


Figure 2.8 : Frequency chart of ‘How many times do your household members take their milk and milk products daily ?’

From this chart , I can say that about 25 respondent ensured that they take milk and milk product maximum 1 time in a day . On the other hand , 2 respondents ensured that they take maximum 2 times milk and milk products in a day and at last 23 respondent ensured that they don't take that much milk product in a day.

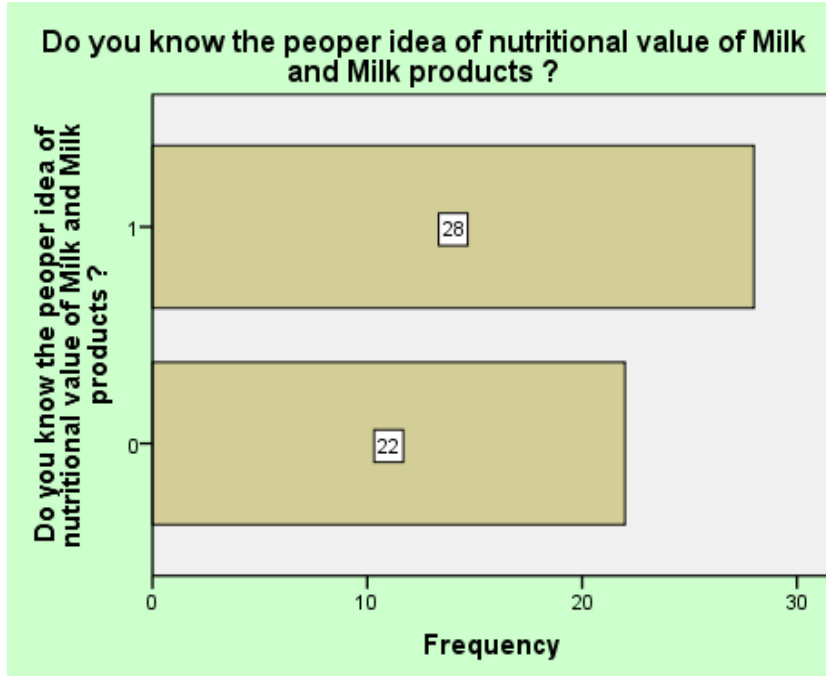


Figure 2.9 : Frequency chart of ‘Do you know the people idea nutrition value of milk and milk products ?

From the frequency chart of nutritional value of milk and milk products , here basically 0 and 1 I used for yes and no option for the question .

So, 28 respondent give their opinion 1=no , that means 28 respondents don’t know about the nutritional value of milk and milk products .

And 22 respondents know about the nutritional value of milk and milk products .

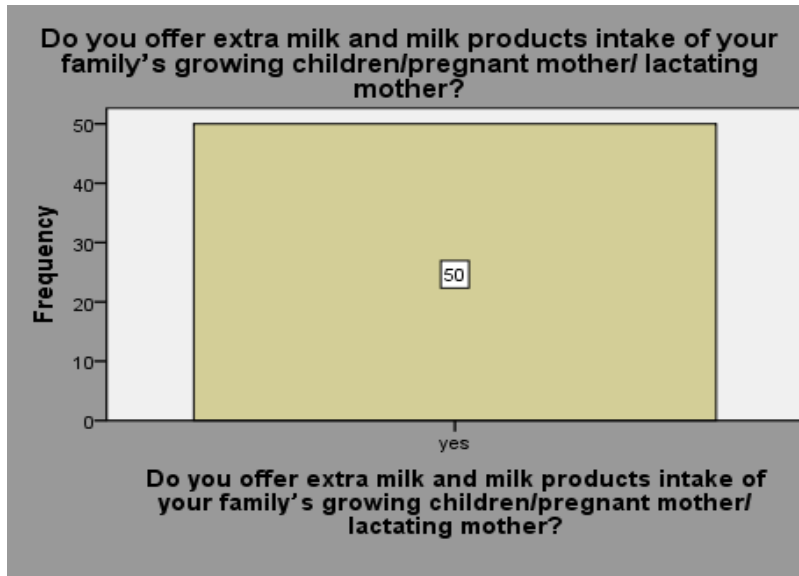


Figure 2.10 : Frequency chart of ‘Do you offer extra milk and milk products intake of your family’s growing children/pregnant mother / lactating mother ?

Here in this question of offering extra milk , about 50 respondents that means 100% agree as they all give ‘yes’ to the question .

4.4 . Bar charts :

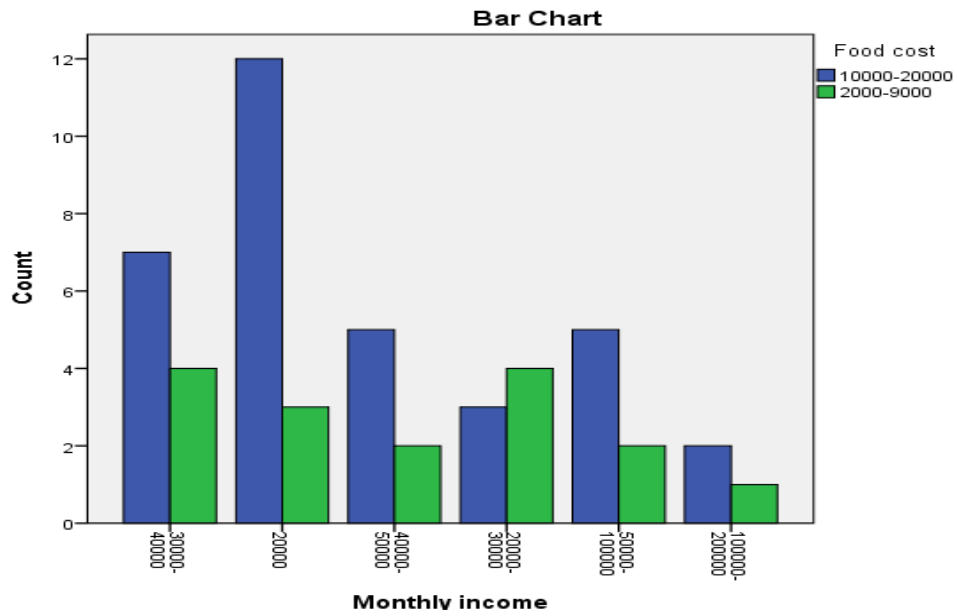


Figure 3.1 : Bar chart of monthly income

From the bar chart of the food cost , blue color indicates 10000-20000 food cost which is higher then green color which indicates 2000-9000 food cost .

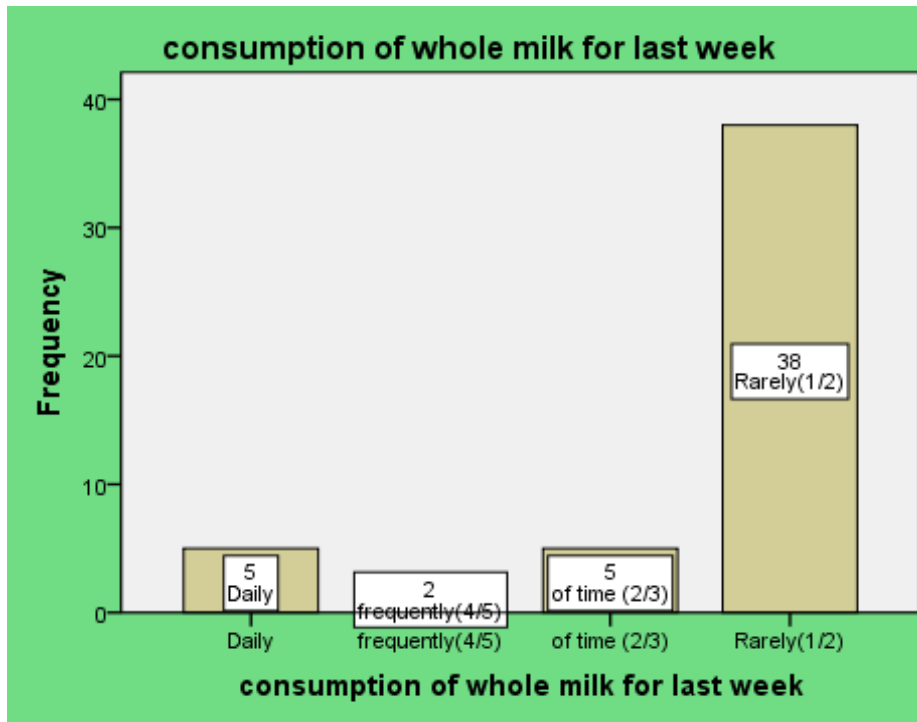


Figure 3.2 : Bar chart of Consumption of whole milk for last week

From the bar chart of consumption of whole milk for last week , here about 38 respondent answered rarely they took milk , then 5 respondents answered off time , 2 respondent answered frequently,5 respondent answered daily .

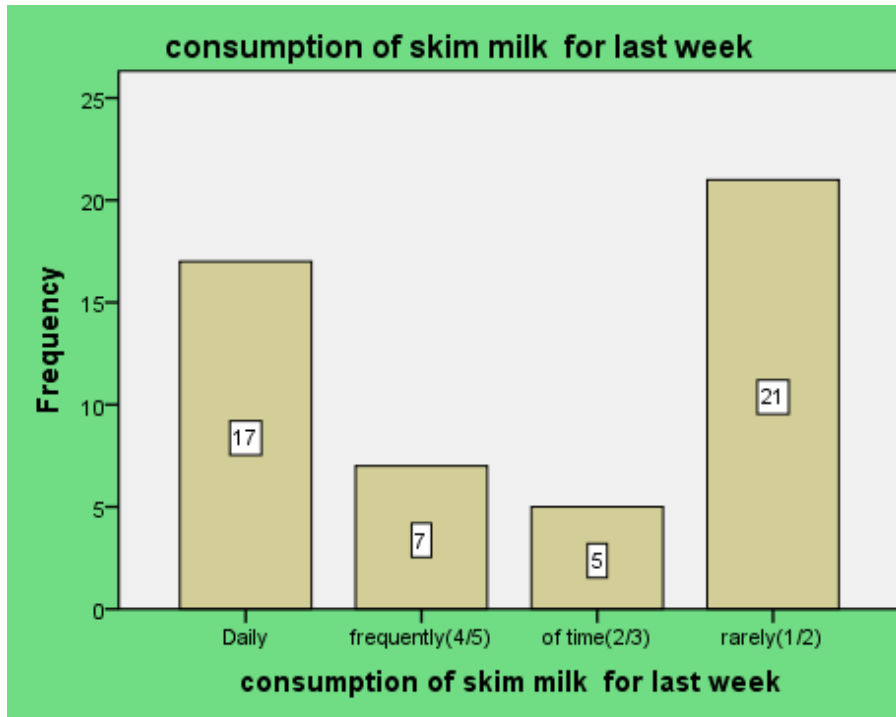


Figure 3.3 : Bar chat of consumption of skim milk for last week

For the consumption of skim milk products ,

21 respondents answered rarely, 5 respondents answered off time,7 respondents answered frequently , 17 respondent answered daily .

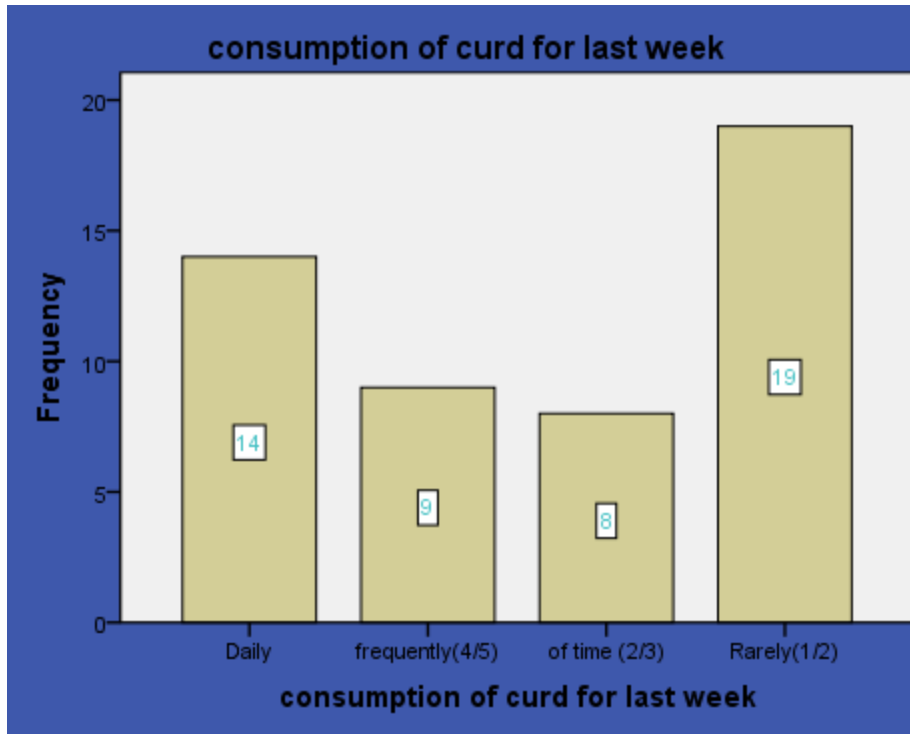


Figure 3.4: Bar chart of consumption of curd for last week

For the consumption of curd for last week ,

From the 50 respondents ,

About 19 respondents answered rarely , 14 respondents answered daily , 9 respondents answered frequently , 8 respondents answered off time .

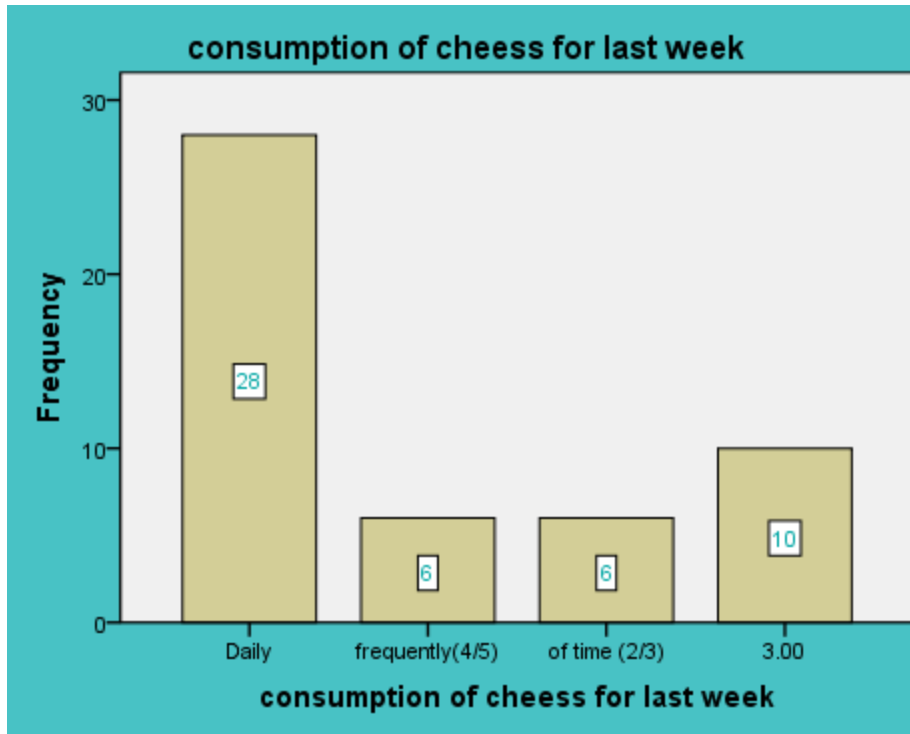


Figure 3.5 : Bar chart of consumption of cheess for last week

Consumption of cheess products ,

About 28 respondents answered daily ,6 respondents answered frequently , 6 respondents answered off time and 10 respondents answered rarely .

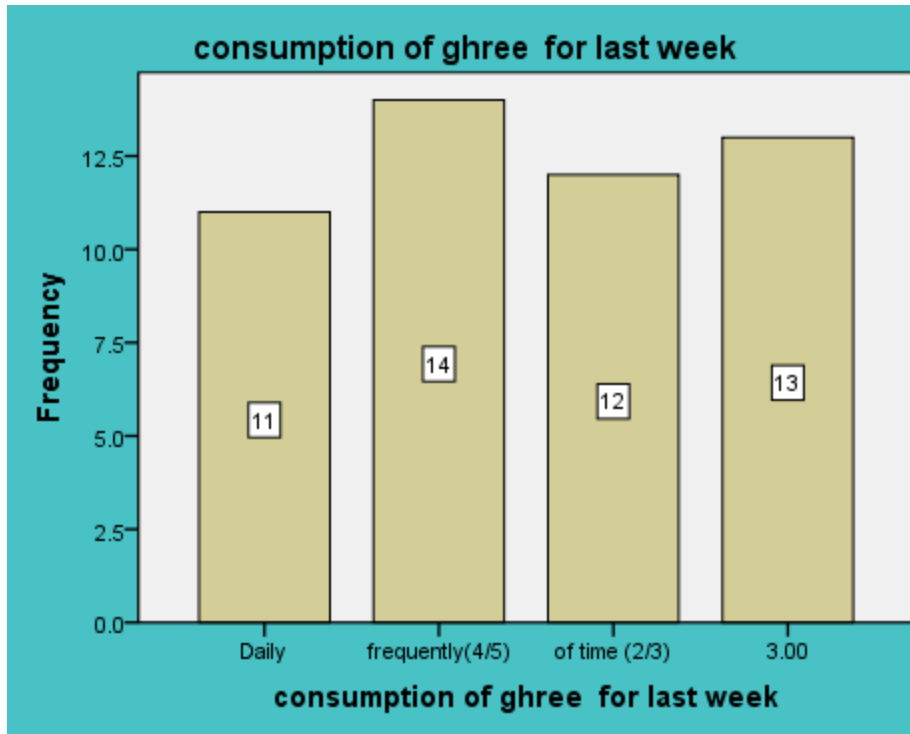


Figure 3.6: Bar chart of consumption of ghree for last week

From the consumption of ghree for last week ,

11 respondent give answer to daily , 14 answered frequently , 12 answered off time .

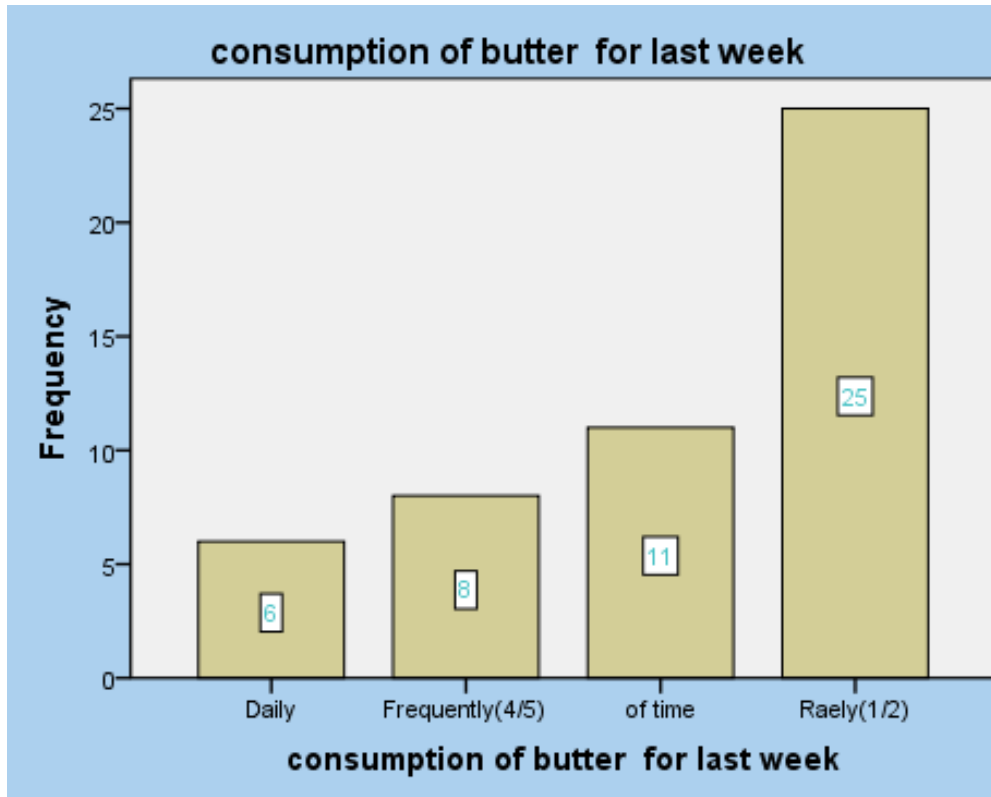


Figure 3.7 : Bar chart of consumption of butter for last week

From the consumption of butter for last week ,

About 25 respondent give answer rarely , 11 respondent answered off time , 8 respondent answered frequently , 6 answered daily .

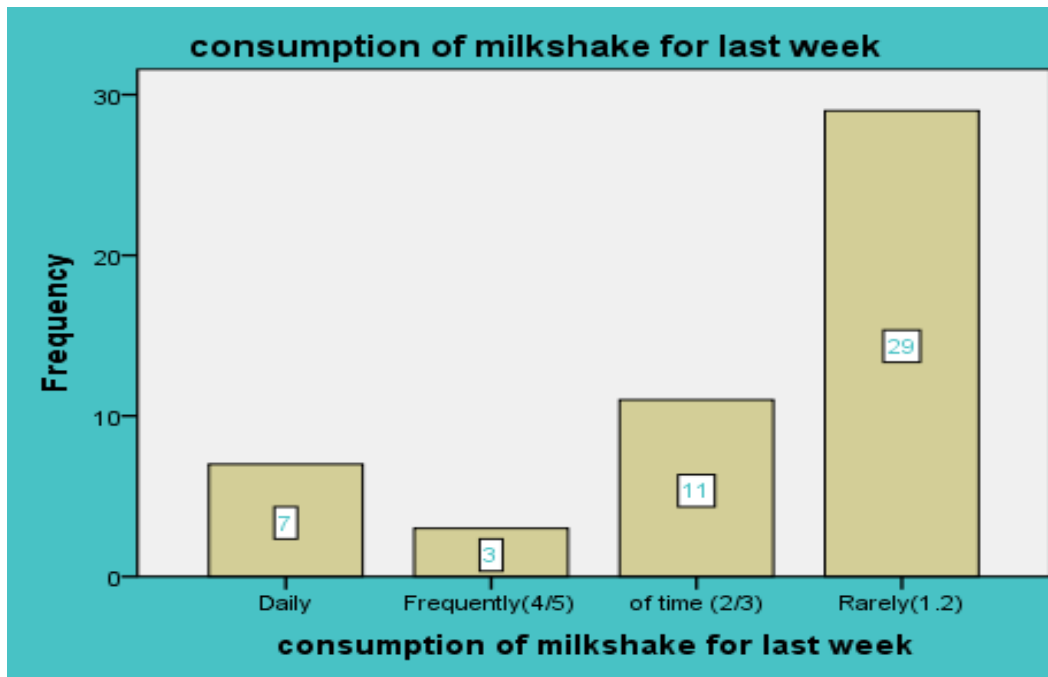


Figure 3.8 : Bar chart of consumption of milkshake for last week

From the consumption of milkshake for last week , About 29 respondent answered rarely , 11 answered of time , 7 answered daily , 3 answered frequently .

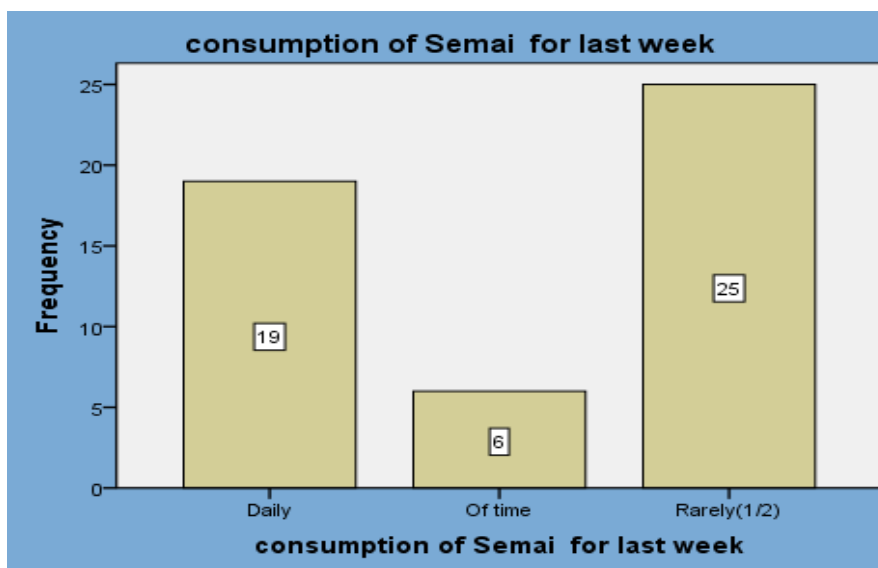


Figure 3.9 : Bar chart of Consumption of Semai for last week

From the consumption of semai, 25 respondent answered rarely ,19 respondent answered daily ,6 respondent answered daily .

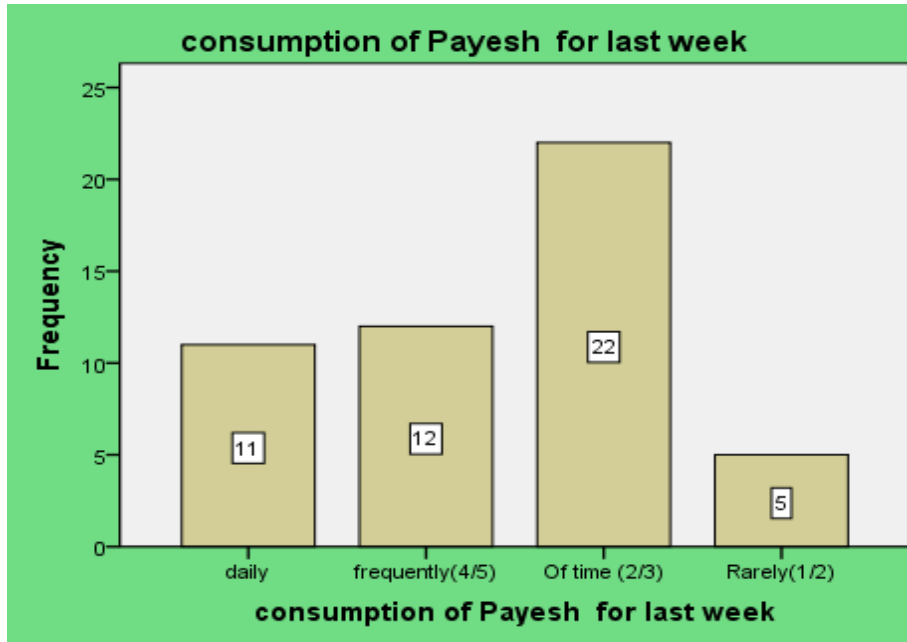


Figure 3.10 : Bar chart of Consumption of Payesh for last week

From the consumption of payesh for last week, 22 respondent answered off time ,12 answered frequently, 11 answered daily, 5 answered rarely .

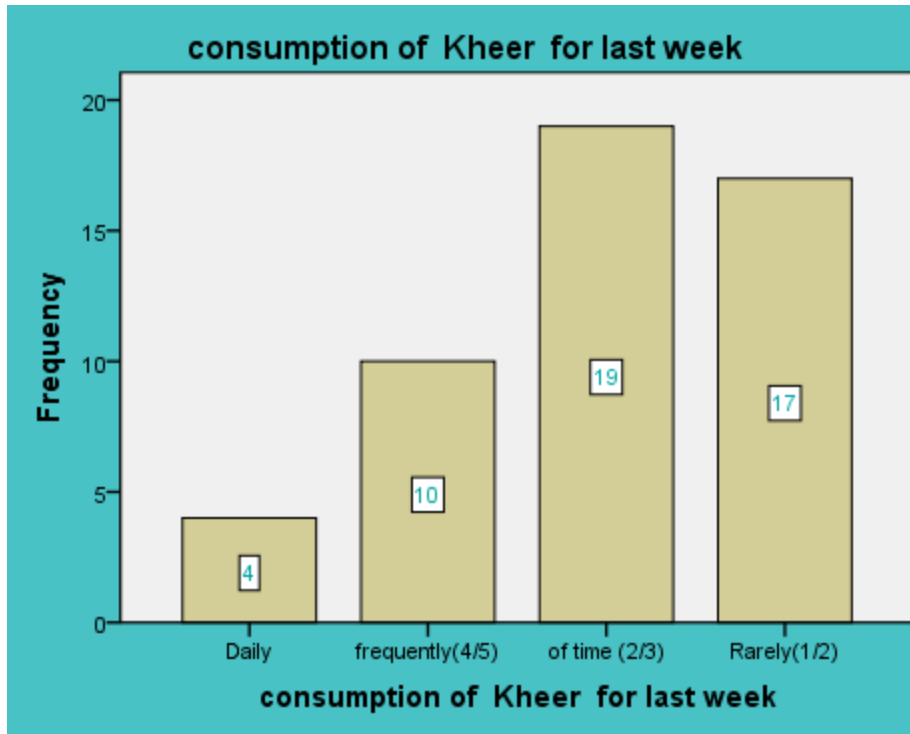


Figure 3.11 : Bar chart of Consumption of Kheer for last week

From the consumption of kheer for last week about 19 respondent answered off time , 17 answered rarely , 10 answered frequently , 4 answered daily .

Chapter 5

Discussion :

Most items' consumption levels were found to be influenced by demographic parameters such as the consuming unit's age and gender structure. The effects of altering household consumption was investigated by constructing an estimated consumption pattern for a hypothetical household during its life cycle. A 20 percent increase in consumption was estimated for a young adult couple. The association between income and dairy consumption was examined on two levels. The point at which increases in household income did not lead to increases in dairy product consumption was also explored. The amount was roughly one standard deviation above average household income for most products. Family milk consumption reaches a maximum of \$16,200 per year for fluid milk. The observations were divided into two categories: those with employed wives and those without. According to the distribution of the study subsample, 70.3 percent of households had nonworking women, while 29.7% had working women. According to the census, distribution was 65.2 percent and 34.8 percent, respectively. For all 13 items, the equations were statistically significant at the one percent probability level.^[7]

For all goods, significant at the ten percent probability level.

For all items, pricing parameters were negatively associated and were

Except for one, all products are statistically significant at the ten percent probability level.

The number of males and females between the ages of 21 and 40.

Households' purchases of natural cheese are positively influenced. Household purchases of processed cheese, bulk frozen, ice cream, and fluid milk were positively influenced by the number of males in this age group, but not by the number of females. The amount of females in this age range affects purchases of American cheese in a beneficial way.^[8]

Chapter 6

Conclusion :

This study shows that about 25% respondent ensured that they take milk and milk product maximum 1 time in a day . On the other hand , 2% respondents ensured that they take maximum 2 times milk and milk products in a day and at last 23% respondent ensured that they don't take that much milk product in a day. Total monthly expenditure in households and found that about 36% family spend in monthly household expenditure about 1000-2000 taka and about 14% family spend 20000-30000 taka in their monthly expenditure from that only 10-15% they spend for milk products . About 100% respondents agree that they offer extra milk and milk products to the pregnant ,children and lactating mothers .But very low percentage about 20% adult take milk and milk products in their daily food consumption .According to the research result butter consumption daily very low only 6% , 11% took off time ,milkshake consumption 29% respondent took rarely and 75 took daily . Semai consumption 25% took rarely and 19% took daily .Payesh consumption 22% took off time and 11% took daily .Kheer consumption 19% took off time and 4% took daily . This study might be better but due to pandemic I was unable to do it in a more efficient way. In future if I have a scope, I can explore different angles of this study.

Chapter 7

References

- [1] L. A. C. U. Roger A. Clemens, U. S. Olle Hernell and C. D. Kim Fleischer Michaelsen, Milk and Milk Products in, Nestlé Nutrition Institute Workshop Series , 2011.
- [2] M. Jabbar and S. Raha, "CONSUMPTION PATTERN OF MILK AND MILK PRODUCTS IN," 1984.
- [3] FatSecret Platform API, "fatSecret," 2021. [Online]. Available: <https://www.fatsecret.com/calories-nutrition/generic/milk-cows-fluid-whole>.
- [4] fatSecret platform, 2021. [Online]. Available: <https://www.fatsecret.com/calories-nutrition/group/cheese-milk-and-dairy>.
- [5] E. Magee, 2005-2021. [Online]. Available: <https://www.webmd.com/diet/features/benefits-of-yogurt#1>.
- [6] fatSecret Platform , 2021. [Online]. Available: <https://www.fatsecret.com/calories-nutrition/food/cheese>.
- [7] C. THRAEN, J. HAMMOND and B. M. BUXTON, An Analysis of Household Consumption of dairy products.
- [8] C. THRAEN, J. HAMMOND and B. M. BUXTON, An analysis of household consumption of dairy products.

Questionnaire on

“Consumption of Milk and Dairy Products in Selected Household in Dhaka city “

A) Background Information :

1. Name of the Household Head:
2. Name of the Respondent:
3. Age:
4. Sex:
5. Religion:
6. Home Town (Upazilla):
7. Education of the respondent:
8. Education of the Household head:
9. Household's Size: 3/ 4 / 5 / 6/ 7/ 8/
10. Monthly income of the Household's:
11. Total monthly expenditure of the Household's :
12. Education cost:
13. Food cost:
14. Other Accessories cost:

B) Information of Dietary knowledge and behavior

15. What are the sources of energy giving foods?

- a) Rice, bread and cereals
- b) Milk and milk products
- c) Meat, fish, egg and poultry
- d) Fruits and vegetables
- e) Pulses and legumes
- f) Others

16. What are the sources of body building foods?

- a) Rice, bread and cereals
- b) Milk and milk products
- c) Meat, fish, egg and poultry
- d) Fruits and vegetables
- e) Pulses and legumes
- f) others

17. What are the sources of protective foods?

- a) Rice, bread and cereals
- b) Milk and milk products
- c) Meat, fish, egg and poultry
- d) Fruits and vegetables
- e) Pulses and legumes
- f) others

18. What are the sources of iron rich foods?

- a) Rice, bread and cereals
- b) Milk and milk products
- c) Meat, fish, egg and poultry
- d) Fruits and vegetables
- e) Pulses and legumes
- f) others

19. What are the main sources of Vitamins rich foods?

- a) Rice, bread and cereals
- b) Milk and milk products
- c) Meat, fish, egg and poultry
- d) Fruits and vegetables
- e) Pulses and legumes
- f) others

20. Do you know the sources of vitamin D and Calcium rich foods? Yes/No

21. If yes, please mention some vitamin D and Calcium rich foods? -----

C) Information of the consumption patterns and behavior

22. What are the Household's marketing system? Daily/ weekly/ Monthly
23. How many times do your household members take their milk and milk products daily? 1/
2/ 3/ 4/
24. Do you mention about the knowledge of adequate milk and milk products intake and their importance? -----
25. Do you know the proper idea of nutritional value of milk and milk products?
26. What is the system of your milk cooking?
27. Do you offer extra milk and milk products intake of your family's growing children/pregnant mother/ lactating mother? Yes/No
28. "The common phenomena in Bangladesh is some milk and milk products are adulterated" please give your opinion/idea.
29. If you know the adulterated of milk and milk products names, please specify.....
30. What is your opinion about the stop of these adulteration problems? Please mention

D) Consumption of Milk and Dairy Products for the Last Week

Food items	Daily (once/twice)	Frequently (4/5 times per week)	Of time (2/3)	Rarely (1-2 times)
Whole Milk				
Skim Milk				
Curd				
Cheese				

Ghee				
Butter				
Milk Shake Laschi				
Semai				
Kheer				
Payes				
Custards				
Pudding				
Halua				
Others				

Thank You for Your Nice Cooperation

Date of Interview:

Sign of the Interviewer