

Consumption pattern and consumer behaviour of fish in Dhaka city

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Abstract

The study was conducted to investigate the consumption level, income elasticities and buying behavior of fish in Dhaka city. The required primary data were collected from 75 households during March 2004 in Dhaka city through purposive sampling method. Monthly per capita consumption of different types of fishes increased with the increase of monthly income. The amount of fish consumption increased more than two times from lower income group to higher income group except kechki (*Corea soborna*) and mola (*Amblapharyngodon mola*). These types of fishes were more consumed by lower income group. For this, monthly per capita expenditure percentage decreased with the increase of monthly income except above types of fishes. Most of the fishes were found as a normal/luxury item. Shole (*Channa striatus*), lati (*Channa punctatus*) and mola (*Amblapharyngodon mola*) were found as inferior fish items. Fifty six percent of the households preferred to buy fish in the early morning, 32 percent in the late morning, 13 percent in the evening, 11 percent in the afternoon and 5 percent at noon. The general law of demand was applicable in the study area; that means when the price of fish rose or fell, consumers reduced or increased the consumption of fish. Freshness and taste were found the most important factor for purchasing fish. The households in the studied area for purchasing fish rarely considered the factor cholesterol level. Ilish (*Hilsha ilisha*) was found highly preferable and shrimp was found moderately preferable fish for both male and female groups.

Keywords: Consumption pattern, Consumer behaviour, Fish