Comparative Analysis of the Demand for Different Brands of Tea in Southwestern Nigeria

*Oluyole, K.A., Yahaya, A.T., Akinpelu, A.O. and Okunade, A.F.

Cocoa Research Institute of Nigeria, PMB 5244, Idi-Ayunre, Ibadan, Nigeria
*Email of corresponding author: kayodeoluyole@yahoo.com

ABSTRACT
The study investigates the demand for different brands of tea in the study area. Random sampling technique was used to select Ondo and Ekiti States from the Southwestern part of Nigeria. Two Local Government Areas (LGAs) were randomly selected from Ondo state while three LGAs were randomly selected from Ekiti States. The LGAs selected were Akoko Northwest and Akoko Northeast from Ondo states while Ekiti Southwest, Ekiti West and Gbonyin LGAs were selected from Ekiti state. One community was selected from each LGA thus making a total of five communities used for the study. The communities were Ogbagi (Akoko Northwest), Ikare (Akoko Northeast), Ilawe-Ekiti (Ekiti Southwest), Aramoko-Ekiti (Ekiti West) and Imesi-Ekiti (Gbonyin). A total of 280 respondents were randomly selected from the communities. Information was collected from the respondents with the aid of structured questionnaire and the data retrieved from the questionnaire were analysed using descriptive statistics. The result of the analysis shows that 32.85% of the consumers fell within the age range 21-30 years while 15.71% were above 50 years of age. Most (68.57%) of the total consumers had more preference for Lipton tea while 5.71% had preference for Highland tea. Further analysis shows that 6.54 gramme was the per capita consumption of Lipton tea per week while 0.12 gramme was the per capita consumption of highland tea per week. The study concluded that Lipton tea brand had the highest demand and therefore it is recommended that the producers of the brands that are rarely demanded for would need to organize enlightenment programme in order to popularize their products.
Keywords: Comparative, analysis, tea, brands, Nigeria

INTRODUCTION
Tea (*Camellia sinensis* (L) Kuntze) belongs to the family of theaceae. It is an evergreen bush which is processed as beverage. Tea is one of the most popular and lowest cost beverages in the world and consumed by a large number of people (Oluyole *et al*, 2015). A lot of tea is consumed in European countries as well as countries where it is produced. In Nigeria, consumption of tea is common among different categories of people (Sowunmi *et al,* 2009). Owing to its increasing demand, tea is considered to be one of the major components of world beverage market. Tea plants are native to East and South Asia, and originated around the meeting points of the lands of North Burma and Southwest China as a medicinal drink. The first recorded drinking of tea was in China, with the earliest records of tea consumption dating to the 10th century. Tea was introduced to Portuguese priests in the 16th century and into Great Britain in 1660 but it was not widely consumed in Britain until the 18th century. Tea was eventually introduced into Africa in 1903, when tea seeds from India were first planted on a two acre farm in Kenya. Tea producing countries in Africa include Kenya, Malawi, Tanzania, Zimbabwe, South Africa and Nigeria.
Tea was introduced into Nigeria by de Bouley from West Cameroon in 1952 (Adedeji, 2006, Kaasboll-Smith, 1965). The first commercial clones were imported into the country (specifically, Mambilla plateau) in 1975 when Bohea limited, a United Kingdom based autonomous operating company designed

and established Nigeria's first commercial tea project comprising 450 hectares integrated estate on the Mambilla Plateau (Adedeji *et al,* 2014).

Tea plays important roles in human's health. It is a source of anti-oxidant nutrients such as carotenoids and ascorbic acids; it makes the body to be resistant to bacterial infection; it reduces the incidence of diabetics; it inhibits the growth of cancer cells; it increases body's immunity against viral infection; it is a cadioprotective agent; it protects the brain; it is an anti-inflamatory and antifibriotic. Apart from all these, tea increases alertness and also speeds up heartbeat and breathing rate thus reduces the incidence of hypotension (Aroyeun, *et al,* 2013; Oluyole, *et al,* 2017). As a result of all these health benefits, there is an increasing demand for tea; and this sprang up the different brands of tea by different tea packagers. However, there is lack of information as regards the comparative demand among the brands. Therefore, the objective of this study is to compare the demand among the brands of tea in the study area.

METHODOLOGY

The study was carried out in the Southwestern part of Nigeria. Random sampling technique was used to select two states from the study area. The selected states were Ondo and Ekiti. Two Local Government Areas (LGAs) were randomly selected from Ondo state while three LGAs were randomly selected from Ekiti States. The LGAs selected were Akoko Northwest and Akoko Northeast from Ondo states while Ekiti Southwest, Ekiti West and Gbonyin LGAs were selected from Ekiti state. One community was selected from each LGA thus making a total of five communities used for the study. The communities were Ogbagi (Akoko Northwest), Ikare (Akoko Northeast), Ilawe-Ekiti (Ekiti Southwest), Aramoko-Ekiti (Ekiti West) and Imesi-Ekiti (Gbonyin). A total of 280 respondents (tea consumers) were randomly selected from the communities. Information was collected from the respondents with the aid of structured questionnaire and the data retrieved from the questionnaire were analysed using descriptive statistics as well as multi-variate regression analysis. Regression model was used to evaluate the determinants of the demand for tea in the study area.

The model could be represented thus:

$$DD = \beta X_i + e$$

Where:

DD = Vector of dependent variable and it represents the quantity of tea demanded (in kilogramme) by the tea consumers in the study area,

β = Vector of unknown parameters,

e = Random error term,

X = Vector of explanatory variables and *i* is the number of respondent tea consumers.

The explanatory variables used in the model includes:

X_1 = Age of the respondents (years);

X_2 = Gender of the respondents (male = 1; female = 2);

X_3 = Educational status of the respondents(no formal education = 1, primary education = 2, secondary education= 3, tertiary education = 4);

X_4 = Marital status of the respondents (male = 1, female = 2);

X_5 = Occupation of the respondents;

X_6 = Brand of the tea consumed (lipton tea = 1, highland tea = 2, toptea = 3, homecup tea = 4);

X_7 = Purpose of buying the tea;

X_8 = Place of buying the tea.

RESULTS AND DISCUSSION

Table 1 shows the socio-economic variables for the consumers. The table shows that the highest consumers fell within the age range 21-30 years while the lowest consumers were those with above 60 years of age. This shows that tea is consumed more among the youths than the old people.The low consumption among the old people in the study area might be due to the lack of awareness of the health

benefits of tea. The result is in consonance with Oluyole *et al* (2017) which found out that only low proportion of the old people in Ogun and Oyo states consumed tea. Table 1 also shows that tea is more consumed among the females than the males as the result shows that 57.14% of the total consumers were females against 42.86% that were males. As regards the level of education, most (64.29%) of the total consumers had secondary school education while only few (7.14%) consumers had tertiary education. In general, 88.57% of the total consumers were formally educated showing that education plays a vital role in the consumption of tea. This is so because an educated person will be more enlightened on the health benefits of tea consumption. The result is in agreement with Oluyole *et al,* (2017) which showed that majority of tea consumers in Ogun and Oyo States were formally educated. Majority (74.29%) of the consumers were married. This is quite obvious as tea is more consumed at household level and household is mostly made up of married people. The table also revealed that the primary occupation of most tea consumers is trading as 60.00% of the total consumers were traders.

Table 1. Socio-economic characteristics of tea consumers

Variables	Frequency	Percentage
Age		
≤ 20	40	14.29
21-30	92	32.85
31-40	44	15.72
41-50	60	21.43
51-60	32	11.42
> 60	12	4.29
Total	**280**	**100.00**
Gender		
Male	120	42.86
Female	160	57.14
Total	**280**	**100.00**
Educational Status		
No formal education	32	11.43
Primary education	48	17.14
Secondary education	180	64.29
Tertiary education	20	7.14
Total	**280**	**100.00**
Marital status		
Single	60	21.43
Married	208	74.29
Widow/widower	12	4.29
Total	**280**	**100.00**
Primary occupation		
Artisan	68	24.29
Trading	168	60.00
Civil service	8	2.86
Farming	16	5.71
Schooling	16	5.71
Retiree	4	1.43
Total	**280**	**100.00**

Source: Field survey, 2018

Table 2 describes the consumers' demand for different brands of tea. The table shows that most (68.57%) of the total consumers had more preference for Lipton tea. This is followed by Top tea (18.57%),

Highland tea (5.71%) and lastly by Homecup tea (7.14%). The analysis shows that Lipton tea is mostly demanded for in the study area. This might be due to the fact that Lipton tea is more relatively available and popular than other brands of tea in the study area. It could also be observed in the table that both the Highland and Homecup tea are poorly demanded for in the study area. This shows that these two brands of tea are not so popular in the study area, hence, the producers of the brands would need to organize enlightenment programme in order to popularize the products in the study area.

Table 2. Consumers' Demand for Different Brands of Tea

Brands of Tea	Frequency	Percentage
Lipton Tea	192	68.57
Highland Tea	16	5.71
Top Tea	52	18.57
Homecup Tea	20	7.14
Total	280	100.00

Source: Field survey, 2018

Table 3 shows the quantity of different brands of tea consumed per person per week. The table shows that 6.54 gramme of Lipton tea is consumed per person per week. This is followed by Top tea with 1.26 grammeper person per week while the least consumed is Highland tea with 0.12 gramme per person per week. Therefore, the brand of tea with the highest consumption per person is Lipton tea.

Table 3.Quantity of per capita consumption of different brands of tea per week

S/N	Brands of Tea	Per capita consumption per week (gramme)
1	Lipton tea	6.54
2	Highland Tea	0.12
3	Top Tea	1.26
4	Homecup Tea	1.20

Source: Field survey, 2018

Table 4 shows the consumption pattern of tea in the study area. It was revealed in the table that majority (85.71%) of the respondents buy tea beverage and 97.14% of the people that bought tea consume it showing that the substantial proportion of the respondents consume tea. It is quite pleasing that tea beverage is available everywhere in the study area as majority (72.86%) of the tea buyers asserted that they get the products buy around their homes. This claim is quite corroborated with the fact that majority (87.14%) of the respondents submitted that they do not have problem in buying tea beverage and the few that do not buy it claimed that they do not have money to do so.

Table 4.Status of tea demand among the respondents

Variables	Frequency	Percentage
Do you buy tea beverage?		
Yes	240	85.71
No	40	14.29
Total	280	100.00
If no, why are you not buying it?		
No response	240	85.71
I don't like it	32	11.43
I don't have money to buy it	4	1.43
I don't know where to buy it	4	1.43
Total	280	100.00
Why do you buy tea?		
For personal consumption	272	97.14
To give out as gift	8	2.86
Total	280	100.00
Where do you buy tea?		
Around my home	204	72.86
Market	64	22.86
Other places	12	4.29
Total	280	100.00
Do you have problem in buying tea?		
Yes	36	12.00
No	244	87.14
Total	280	100.00
If yes, what problem?		
No response	240	85.71
No money to buy it	32	11.43
Not always available in my area	8	2.86
Total	280	100.00

Source: Field survey, 2018

Table 5 shows the determinants of the demand for tea in the study area. The table revealed that out of the eight variables investigated, five variables were found to have significantly affected the demand for tea in the study area. The variables are age of the consumers $p<0.01$, gender of the consumers $p<0.05$, educational status of the respondents $p<0.05$, marital status of the respondents $p<0.01$ and purpose of buying tea $p<0.01$. Other factors such as occupation of the respondents, brand of the tea consumed and place of buying the tea do not affect tea demand significantly.

Table 5. Determinants of the demand for tea

Variables	Coefficient	t_value	Prob.
Constant	0.1989039	0.56	0.578
Age of the respondent	0.2703957	2.68	0.008
Gender of the respondent	-0.173726	-2.06	0.040
Educational status of the respondents	0.2111311	2.44	0.015
Marital status of the respondents	-0.3408737	-2.85	0.005
Occupation of the respondents	0.0858581	1.41	0.159
Brand of the tea consumed	0.0857265	1.57	0.118
Purpose of buying the tea	0.857388	5.55	0.000
Place of buying the tea	-0.1478054	-1.70	0.091
R-squared	0.57		
Adj R-squared	0.55		

Source: Field survey, 2018.

CONCLUSION AND RECOMMENDATION
Tea is consumed by all the categories of people in the study area and the brand of tea that is mostly demanded for is Lipton tea. This was followed by Top tea while Homecup and Highland tea were sparingly demanded for in the study area. Apart from this, Lipton tea has the highest per capita consumption among all the brands of tea consumed by the respondents, thus further confirming that Lipton tea has the highest demand. In a nut shell, tea was generally demanded for in the study area and the factors that affected the demand were age of the consumers, gender of the consumers, educational status of the respondents, marital status of the respondents and the purpose of buying tea.
The study hereby recommends that the producers of the brands that are rarely demanded for in the study area (such as highland or homecup tea) would need to organize enlightenment programme in order to popularize their products. Also, the old people in the study area should be enlightened on the health benefits of tea in order to encourage them to increase their tea consumption.

REFERENCES

Aroyeun, S.O., Shittu, T.R., Yahaya, A.T., Sowunmi, F.A., Odumbaku, L.A., Okelana, F.A., and Akoroda, M.O. (2013).Green Tea Processing in Nigeria and its Economic Implications. Global Advanced Research Journal of Management and Business Studies. 2(1): 050-055.

Oluyole, K.A., Daniel, M.A. and Yahaya, A.T. (2015). Land Use and Its Effects on the Income of Tea Farmers on Mambilla Plateau in Taraba State, Nigeria. Journal of Basic and Applied Research International. 4(3): 122-125.

Sowunmi, F.A., Aroyeun, S.O., Okoruwa, V.O. and Biobaku, M.O. (2009). Tea consumption in Ogun State, Nigeria: Prevalence and Characteristics of Consumers. Current Research Journal of Social Science. 1 (1): 24-30.

Adedeji, A.R. (2006). Thread blight disease of tea [Camellia sinensis(L.) O.Kuntze] caused by Marasmius pulcher (Berk & Br.) Petch in the South Western Nigeria. African Scientist Vol. 7, No. 3, Pp. 107-112.

Kaasboll-Smith, S.A. (1965).. Notes on cultivation of Arabica coffee on mambilla District. Ministry of Agriculture, Northern States, Nigeria, 21pp.

Oluyole, K.A., Ndagi, I., Yahaya, A.T. and Agbebaku, E.E.O. (2017). Evaluation of the Status of Tea Consumption in Nigeria. *Journal of Innovative Agriculture.* Vol. 4, Issue 2. Pp. 29-35.

Adedeji, A.R., Olaniyi, O.O., Ipinmoroti, R.R., Aroyeun, S.O., Adebowale, O., Oloyede, A.A., Oluyole, K.A., Ndagi, I., Akanbi, O.S.O., Aderolu, I.A., Yahaya, A.T. and Adeosun, S.A. (2014). Key Factors on Production in Nigeria. CRIN at 50. A Book in Commemoration of the 50th Anniversary Ceremony of the Cocoa Research Institute of Nigeria (1964 to 2014).