



SOCIO-ECONOMIC FACTORS AFFECTING TEA CONSUMPTION AMONG TEA FARMERS IN NIGERIA

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ABSTRACT

In Nigeria, the consumption of tea as a beverage is common among different categories of people and not restricted to consumers households, However, what is not clear is whether tea farmers consumed tea or not. The purpose of the study was, therefore, to assess quantity of tea consumed, time, place and type by tea farmers in Nigeria. Structural questionnaire and oral Interview schedules were used to collect data from 307 tea farmers randomly selected in Mambilla, Sardauna Local Government Area of Taraba State. Data were collected on farmer's socio-economic characteristics and quantity, time, place and type of tea consumed. The data collected for this study were analyzed using the descriptive Statistic, Chi-Square, Pearson product moment correlation (PPMC). This is to ensure that justice is done to the stated objectives and the proposed hypotheses. The result revealed that most (55.9%) of respondents consumed 1.44 litres of tea per day and majority (91.4%) of respondents consumed tea in the morning. While high proportion (94.3%) of tea consumers take home prepared tea. While all (100%) of respondents consumed black tea. About 59.1% of the respondent's consumed green tea. Only marital status and religion of the respondents were not significant factors in tea consumption, while sex and education of the respondents were significant factors in tea consumption at ($p < 0.01$). It is recommended that sensitization and awareness creation be given attention on tea consumption and its health benefits.

KEYWORDS: Consumption, Socio-economic factors, tea, farmers.

INTRODUCTION

Tea originated from China and has routine, as an everyday drink and as a therapeutic aid in many illnesses (Costa *et al.*, 2002). Tea is made up from 2 or 3 leaves and buds of the plant *Camellia sinensis* and is second most consumed beverage in the world, ahead of coffee, beer, wine and carbonated soft drinks (Costa *et al.*, 2002, and Rietveld *et al.*, 2003). A lot of tea is consumed in European countries as well as the countries where it is produced. In USA and European countries, the consumption of tea is lower than that of coffee (Sowunmi *et al.*, 2009). In Nigeria, the consumption of tea as a beverage is common among different categories of people and households. Consumption of tea in Nigeria is not restricted to consumers households, it is purchased taken at motor parks, bus stop and is hawked by different classes of people who earn their living through this means (Sowunmi *et al.*, 2009). According to Sowunmi *et al.* (2009) tea consumption is high among the age bracket of 65years and above and majority of tea consumer's preferred Lipton yellow label tea. According to Sowunmi *et al.* (2009) consumers of tea in Nigeria preferred either eateries or "mai tea" Tea is widely consumed all over the world according to Deng *et al.* (1998). Tea is second most consumed beverage in the world after water (Nutraingredients, 2004). The main objective of the study is to find out the factors affecting tea

consumption among tea farmers in Nigeria and to describe the socio-economic characteristics of the respondents in the study area and determine the quantity of tea consumed, time, place and type in the study area.

METHODOLOGY

The study was carried out in Mambilla, Sardauna Local Government Area of Taraba State, Nigeria. The study area is located on high land around 1,800 m above sea level and falls within latitude 5.30 North and longitude 11.37 East. The study area experienced two distinct climate seasons in a year (rainy and dry seasons). Approximately the land area covered with tea plantation is about 1,200 hectares. The dominant ethnic group in the study area are Fulani, mambila, kaka and kambo. The occupation of the people varies from farming, civil service, cattle rearing and trading. The major crops grown are maize, Irish potatoes, sweet potatoes; tea and livestock include cattle, sheep and goat mostly on free range management. The social amenities found in the study area are schools (both primary and secondary), police post, markets and bank. A multistage sampling technique was used to select the respondents. This method of sample procedure is in stages and the extent of stratification depends on the purpose of the study and the homogeneity of the population (Agboola, 2003). First stage: at this stage, Taraba

State was purposively selected for the study. Stage 11: At this stage purposive selection of Mambilla Plateau in Sardauna local government was used. Stage 111: at this stage, 7 tea growing villages out of the 14 tea growing villages (representing 50%) was selected using sampling random technique and 307 farmers (representing 66%) of the farmers were sampled. Structured questionnaire and interview scheduled was used in data collection for the study. The data collected for this study were analyzed using the descriptive Statistic, Chi-Square, Pearson product moment correlation (PPMC). This is to ensure that justice is done to the stated objectives and the proposed hypotheses.

RESULTS & DISCUSSION

Socio-economic characteristics of respondents

Table 1 shows that 35.9% of the tea consumers were between 51 and 70 years old, while only 8.3% were less or equal to 30 years old. This is in agreement with previous study by Sowunmi *et al.* (2009) that tea consumption is high among the age bracket of 65 years and above. This shows that, most of the Nigeria's tea consumers were aged. This may be, because of the Caffeine that serves as a mild stimulant of the central nervous system. The table also shows that about 62.5% of the respondents were male while 37.5% were females. This shows that there were more male tea consumers than female in the study area. Involvement of more male in tea consumption may not be far from the fact that, tea consumption is associated with energy booster. This is in agreement with study by Nutraingredients (2004) who reported that tea is an important source of caffeine and is known to be a major source of stimulant. While majority (76.8%) of the tea consumers are married and (14.8%) were

widows and only 6.0% were single. This implies that almost all the tea consumers place high premium on marriage. This may be because; a married tea consumer can easily ask a family member to prepare him a cup of tea. Goldsmith (2005) reported that marriage is a relationship of two or more persons living together to make ends meet. It was also revealed that majority (81.1%) of the tea consumers were Muslims, while 18.9% were Christians and none of the respondents interviewed practiced traditional religion. This may not be far from the fact that, study area is located in the northern part of Nigeria where Islam is the most popular religion among the people. The domination of Muslims among the tea consumers in study area is as a result of its acceptance as alternative to alcoholic drink to cope with the harsh weather in the region. The educational status of respondents revealed that most (66.8%) of the respondents were not educated, while 28.2% of the respondents acquired one form of formal education or the other and 5% of the respondents have non-formal education. The domination of uneducated farmers in the study area may not be unconnected with the fact that the study area is located on the high plateau of Mambilla where accesses to social amenities are limited. This agreed with studies by Kursat *et al.* (2008) that low level of education of many farmers makes it difficult to share information beyond face to face contact. Also, Ekong (2003) reported that about 70% of Nigeria dwell in the rural areas which lacks functional educational institution. Also Aina (2006); Onwubiko (1999); Ikpi (1989) reported that most farmers in Nigeria have little or no basic education. They are mainly illiterate; they cannot read or write in any language.

TABLE 1: Socio-Economic Characteristic of Tea Farmers

Variables	Description	Frequency	Percentage
Age	30	32	8.3
	31-50	214	55.7
	51-70	138	35.9
Sex	Male	240	62.5
	Female	144	37.5
Marital Status	Single	23	6.0
	Married	295	76.8
	Widow	57	14.8
	Separation	1	.3
	Divorced	8	2.1
	Education	Not educated	220
	Non formal education	13	3.4
	Primary education	23	6.0
	Secondary education	71	18.5
	Diploma	31	8.1
	HND	18	4.7
	B.Sc	8	2.1

Source: Field Survey, 2013

Respondent's quantity of tea consumed per day

Table 2 shows that consumers of 1.44 litres of tea per day formed the highest proportion (55.9%) while 25.5% consumed 0.96 litres of tea per day, (15.6%) consumed

above 1.92 litres of tea per day and 2.1% consumed 0.48 litres of tea per day. This may not be unconnected with the fact that study area is a high temperate and humid region that is very cold during the hamattan and fairly hot during hot

season. Therefore, tea consumption became a regular practice among the people in the study area. This is supported by Sowummi *et al.* (2009) that tea is consumed hot as a hot beverage during the cold season and taking as iced tea during the hot season. Also, Stephanou (2004) reported that consumers of tea for at least one year or 4 cups of tea per day will not develop high blood pressure. While Costa *et al.* (2002) and Rietveld *et al.* (2003) believe that

consumption above require cups of tea for this categories of heart condition patients or major cardio vascular patients and pregnant and breast feeding mothers can cause an increase in heart rhythm. This implies that required quantity of tea consumption is put at 4 cups per day for normal healthy person and 1 or 2 cups of tea per day for categories of patients mentioned above.

TABLE 2: Respondents distribution on Quantity of Tea consumed per day in litre

Quantity of tea per day	Frequency	Percentage
0.48 litres	12	3.0
0.96 litres	98	25.5
1.44 litres	215	55.9
Above 1.92 litres	60	15.6

Source: Field Survey, 2013

Respondent’s time of tea consumed per day

Table 3 revealed that morning tea consumers formed the highest proportion (91.4%) in the study area. This may not be far from the fact that the study area is located on the high land in northern part of Nigeria where tea consumption is prevalent because of the morning harsh hammattan. About 84% consumed tea in the evening, while (64.1%) consumed tea in the afternoon. Only (43.7%) of respondents consumed tea before bed. The implication is that tea is generally

consumed by many during breakfast and also used to warm the body temperature morning and evening during hammattan. Therefore, those consuming tea as breakfast sees it as a normal meal not knowing that they also stand to gain the health benefits associated with tea consumption. Also, consumers of tea in the evening may consume it for the evening hammattan which is common among security guards so as to remain alert throughout the night.

TABLE 3: Time of Tea Consumption

Time of tea consumption	Frequency	Percentage
Morning	351	91.4
Afternoon	246	64.1
Evening	321	83.6
Before Bed	168	43.7

NB: Frequency is greater than 384 because of multiple responses

Source: Field Survey, 2013.

Respondents place of tea consumption.

Table 4 revealed that the highest proportion (94.3%) tea consumers take home prepared tea, 46.6% consumed tea at eateries while 28.1% and 21.6% respectively consumed tea in the office and at Motor Park. The domination of tea consumers at home may not be unconnected with the fact that most of the respondents’ consumers were married and will easily have access to hot tea at home. Also eateries offer free tea service to their customers instead of water because

of the cold nature of the study area. Some of the tea consumers claimed to take tea in the office so as to be mentally alert and that tea consumption make them active throughout the day in the office. This finding is consistent with previous study by Sowummi *et al.* (2009) who reported that tea is consumed at motor parks, bus stop, office and home and is hawked by different classes of people. This implies that tea can be consumed anywhere convenient and of interest to consumers.

TABLE 4: Place of Tea Consumption

Time of tea consumption	Frequency	Percentage
Office	108	28.1
Home	362	94.3
Eateries	179	46.6
Motor park	83	21.6

Multiple Responses

Source: Field Survey, 2013.

Respondent’s type of tea consumed

Table 5 shows that all (100%) of respondents consumed black tea but have never drank oolong tea before. About

59.06% of the respondent’s consumed green tea. The high proportion of black tea consumers may not be unconnected with the fact that black tea is the common and cheapest tea

available in Nigerian market. The only tea factory (highland tea) located in the study area is one of the producers of black tea which popularize the consumption of black tea among the respondents in the study area. However, green tea is not very common and is very expensive but of higher health benefits compared to black tea. According to Siddiqui (2004) green tea is the best good source of a group called catechnis and catechins are more powerful than vitamin C and E in halting oxidative damage to cells and appear to have other disease fighting properties. Furthermore,

according to the author, regular consumers of green tea stand the benefit of reduced risk of heart disease and the antioxidants in tea help block the oxidant of LDL (bad) cholesterol, increase HDL, (good) cholesterol and improve artery function. In other words, green tea is richer in terms of health given properties than black tea, but it is not common in the open market and that makes it expensive than black tea. The implies that close to half of the respondents were not consuming high quality (green) tea in Nigeria.

TABLE 5:Type of Tea Consumed

Type of tea consumed	Frequency	Percentage
Green tea	229	59.6
Black tea	384	100.0
Oolong tea	384	100.0

Multiple Responses
Source: Field Survey, 2013

Respondent’s alternative drink to tea

Table 6 shows that many (33.1%) of the respondents consumed alcoholic drink (30.2%) cocoa (29.9%) coffee robusta (6.2%) coffee arabica as alternative drink to tea. The high consumption of alcoholic drinks and coffee robusta as an alternative to tea among the respondents may not be far from the fact that alcoholic drink is locally brewed and processed locally in the study area. On the other hand, cocoa

beverage (Bournvita, Milo, and Ovaltine) is one of the commonest beverages that are found in Nigeria market. All these alternative drinks were consumed for the purpose of warming up the body temperature because of the cold nature of the study area. Based on personal interaction, farmers said that they have to consume something hot most time to enable them withstands the harsh weather in the study area.

TABLE 6: Alternative drink to tea consumption

Alternative drink	Frequency	Percentage
Coffee Arabica	24	6.2
Coffee Robusta	115	29.9
Cocoa Beverage	118	30.2
Alcoholic Drink	127	33.1

Multiple Responses
Source: Field Survey, 2013

Table 7 revealed that only marital status and religion of the respondents were not significant factors in tea consumption, while sex and education of the respondents were significant factors in tea consumption ($p < 0.01$). Data in Table 9 shows that sex of the respondents ($X^2 = 19.47$, $p = 0.05$) influenced the quantity of tea consumed in the study area. This is probably because tea consumption is associated with health benefits. This is in line with Siddiqui (2004) assertion that regular consumers of tea stand the benefit of reduced risk of heart disease and block bad cholesterol and increase good cholesterol and improve the entry function. Also, there was an indication that education of the respondents ($X^2 = 54.15$, $p = 0.05$) had positive influence on quantity of tea consumed. As the consumers level of education increases, the quantity of tea consumed increases. This implies that a consumer that is highly educated will be widely informed on the health benefits of tea consumption and consequently

consume a good quality of tea. This is supported by Ola (2009) that education is generally believed to be the bed rock of development. Marital status of respondents ($X^2 = 7.21$, $p = 0.05$) was not significant factor of the quantity of tea consumed in the study area. This indicates that, irrespective of whether an individual is single or marry, the quantity of tea consumed in the study area was not affected. This might be, because tea is offered free for water in almost all the eateries’ in the study area due to weather condition. Also Table 9 revealed that religion of the respondents ($X^2 = 3.53$, $p = 0.05$) was not a significant factor of the quantity of tea consumed in the study area. This implies that, the religion of an individual either Islam or Christianity does not influence the quantity of tea consumed in the study area. This may not be unconnected with the fact that tea is offered free in almost all the eateries, is non alcoholic and also associated with health benefits.

TABLE 7: Relationship between Socio–Economic Characteristics and Quantity of Tea Consumed

Socio – economic variables	χ^2 value	df	P value	Decision
Sex	19.47	1	0.00	Sig.
Education	54.15	6	0.00	„
Marital status	7.21	3	0.65	Not sig.
Religion	3.53	1	0.60	„

Source: Field Survey, 2013

CONCLUSION

In the forgoing, the study examined from a historical perspective the fundamental role of some socio-economic characteristic of the tea farmers in Nigeria .The result available also revealed the quantity of tea consumed by tea farmers, place, time and type of tea consumed in the study area. The consumers of tea in the morning with home tea consumers were high. The Statistical result revealed that only marital status and religion of the respondents were not significant factors in tea consumption, while sex and education of the respondents were significant factors in tea consumption ($p < 0.01$). Based on the findings, the study recommended that there should be intensive enlightenment campaign on the health benefits associated with tea consumption by both printing and electronic media so as to promote tea consumption in the study area. The need to step down the tea cultivation to low land areas and promote local processing of both black and green tea in the study. It is hoped that, the recommendation given in this study, if given careful consideration, will help to increased tea consumption and improve health status of the tea farmers.

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