

## CHAPTER - X

## CONSUMPTION DEMAND FOR TOBACCO : RESULTS OF OPINION SURVEY

The question of cost and relative profitability of tobacco has already been dealt in Chapter V. The relative profitability of tobacco is noted quite high and price cost ratio has become sufficiently higher than unity indicating favourable terms of trade. Time series data on cost and price of tobacco also corroborate the above contention. Inter-year fluctuation in price of tobacco brings about inter-year fluctuation in favourable terms of trade. Analysis of cost price relation in Chapter VI also highlights the bright prospect of tobacco. Notwithstanding favourable terms of trade over years the area and production of tobacco during last three decades would have remained, by and large, stagnant. Moreover, cash constraint is not so much operative as the crop is labour intensive one which have also been highlighted in Chapter V. This production-profitability paradox of a narcotic crop like tobacco cannot be explained without going to its demand side. The purpose of this chapter is to delineate the consumption pattern of these two types of tobacco (Matihari and Jati) leaves and their various products in order to understand the present condition and future trend of demand for tobacco-grown in the area under study.

In view of nonavailability of secondary data on consumption of these two types of tobacco, primary data have been collected through suitably framed questionnaire. One hundred households of which 60 from rural areas spread over 3 villages and 40 from urban (Two municipalities) area have been selected randomly for the present purpose. Stratified simple random sampling has been chosen as the sampling design for this analysis. Income of the households, condition and type of house, extent and type of land owned, durable consumer and capital goods owned, etc. have been taken as the basis of stratification. Thus, the sample households are classified into 4 economic classes, namely, upper middle class, middle class, lower middle and bottom class. The selected households with family profile is presented in Table 10.1.

**Table 10.1 : Percentage distribution of sample households and their family members by economic class**

Particulars Class	Household			Family member			Adult			Child		
	Rural	Urban	Combined	Rural	Urban	Combined	Rural	Urban	Combined	Rural	Urban	Combined
Upper middle	1.0	5.0	6.0	0.53	5.26	5.79	0.46	4.62	5.08	0.59	5.99	6.58
Middle	9.0	12.0	21.0	9.12	13.16	22.28	8.78	13.63	22.41	11.38	9.58	20.96
Lower middle	13.0	15.0	28.0	15.79	13.33	29.12	19.17	14.78	33.95	19.16	7.19	26.35
Bottom	37.0	8.0	45.0	34.56	8.25	42.81	30.72	7.84	38.56	38.32	7.79	46.11
Total	60.0	40.0	100.0	60.00	40.0	100.0	59.13	40.87	100.0	69.45	30.55	100.0

Percentage distribution of tobacco consuming members of selected households according to types of tobacco products or tobacco leaf itself they consume is shown by Table 10.2. Bidi and Cigarettes, however, are not made by the types of tobacco with which the present study deals. Bidi and Cigarette, therefore, may be set aside while examining the present condition and future trend of demand. Out of 51.6 per cent of rural people consuming tobacco only 25 per cent of them are reported to consume rustica or tabaccum in any form. In urban area the proportion of people consuming these two types of tobacco in any form is found to be 43 per cent. Chewing, 'Jarda', and 'Dokta' are found to be the predominating form of tobacco consumption both in rural and urban areas as demonstrated by Table 10.2. In totality about 33 per cent people reportedly consume Matihari/Jati tobacco leaves or its products within which 'Chewing', 'Jarda' and 'Dokta' consumers are 11, 11.8 and 6 per cent respectively and they are belonging mostly to middle to bottom economic group. The people belonging to lower economic groups are consuming more tobacco than their counterparts that has been elicited from Table 10.2.

The frequency of tobacco consumption per day of the sample households alongwith their reported trend of consumption have been summerised in Table 10.3. In case of rural households average frequency of consumption of both 'Chewing' and 'Jarda' is reported to be increasing. In urban areas, however, frequency of 'Jarda' consumption shows a declining trend but that of chewing still increasing. The consumption frequency of 'Dokta' is reported to have been static in rural and decreasing in urban areas. In totality the average consumption frequency (per day) is observed to be increasing for 'Chewing', decreasing for 'Jarda' and static for 'Dokta'. In case of minor other tobacco consumption products namely, 'Guraku', 'Bonket', 'Hookah' and 'Snuff' the average consumption frequency is decreasing irrespective of class and area.

Considering all these, the state of demand for tobacco seems to be glomy. One may raise question, at this juncture, as to the validity of the findings to generalise the condition of demand based on consumption data collected from limited area of Jalpaiguri and Coochbehar while

**Table 10.2 : Percentage distribution of tobacco consuming family members of selected households according to different types of tobacco products they consume**

Item of tobacco product		Zarda	Gundi/ Dokta	Chewing	Goraku	Bidi	Cigarette	Bonket	Hookah	Snuff	Total
Economic class											
RURAL	Upper middle	-	-	-	-	-	0.50	-	-	-	0.50
	Middle	5.26	7.89	5.26	-	21.05	5.26	-	-	-	44.72
	Lower middle	10.84	2.41	8.43	2.41	14.46	3.61	-	-	-	42.16
	Bottom	8.27	3.00	12.78	0.75	28.57	2.26	2.26	1.50	-	59.39
	Total	8.59	3.52	10.16	1.17	22.66	3.52	1.17	0.78	-	51.57
URBAN	Upper middle	20.0	-	5.0	-	-	20.0	-	-	5.0	50.0
	Middle	11.86	11.86	16.95	1.69	8.47	10.17	-	-	1.69	62.69
	Lower middle	20.31	9.38	7.81	-	10.94	10.94	-	-	1.56	60.94
	Bottom	14.71	14.71	17.65	-	17.65	8.82	-	-	11.75	85.29
	Total	16.38	10.17	12.42	0.56	10.17	11.30	-	-	3.39	64.39
TOTAL	Upper middle	0.92	-	0.23	-	-	1.15	-	-	0.23	2.53
	Middle	2.08	2.31	2.77	0.23	3.00	1.85	-	-	0.23	12.33
	Lower middle	5.08	1.85	2.77	0.69	4.39	2.31	-	-	-	14.78
	Bottom	3.70	2.08	5.31	0.23	10.16	1.39	0.69	0.46	0.92	27.56
	Total	11.78	6.24	11.08	1.15	17.55	6.70	0.69	0.46	1.38	57.20

Table 10.3 : Average frequency alongwith trend per day of consumption of different tobacco products of the selected households by economic class

Class	Frequency of consumption with trend	Jarda	Gundi/Dokta	Chewing Tobacco	Guraku	Bidi	Cigarette	Bonket	Hookah	Snuf	Total
R U R A L	Upper middle	-	-	-	-	-	10.0	-	-	-	10.0
		-	-	-	-	-	Decreasing	-	-	-	Decreasing
	Middle	5.0	5.5	7.50	-	19.17	3.5	-	-	-	8.13
		Increasing	Decreasing	Increasing	-	Increasing	Increasing	-	-	-	Increasing
	Lower middle	7.5	6.5	10.25	2.0	14.78	6.5	-	-	-	7.92
		Increasing	Increasing	Increasing	Decreasing	Increasing	Decreasing	-	-	-	Increasing
	Bottom	6.33	7.83	7.23	2.0	13.70	8.0	7.5	8.5	-	7.64
		Static.	Static.	Increasing	Decreasing	Increasing	Decreasing	Decreasing	Decreasing	-	Decreasing
	Total	6.28	6.61	8.33	2.0	15.88	7.0	7.5	8.5	-	7.76
		Increasing	Static.	Increasing	Decreasing	Increasing	Decreasing	Decreasing	Decreasing	-	Decreasing
U R B A N	Upper middle	6.0	-	8.0	-	-	5.33	-	-	5.0	6.08
		Decreasing	-	Increasing	-	-	Decreasing	-	-	Decreasing	Increasing
	Middle	7.34	5.0	13.17	2.0	6.17	4.34	-	-	6.38	6.34
		Decreasing	Decreasing	Increasing	Decreasing	Decreasing	Decreasing	-	-	Static.	Decreasing
	Lower middle	4.84	5.2	6.63	-	4.75	8.59	-	-	3.5	5.59
		Static.	Decreasing	Increasing	-	Static.	Decreasing	-	-	Static.	Decreasing
	Bottom	5.5	10.0	7.5	3.0	8.40	2.5	-	-	6.29	6.17
		Decreasing	Decreasing	Static.	Decreasing	Decreasing	Decreasing	-	-	Decreasing	Decreasing
	Total	6.05	6.73	8.83	2.5	6.44	5.19	-	-	5.29	5.86
		Decreasing	Decreasing	Increasing	Decreasing	Decreasing	Decreasing	-	-	Decreasing	Decreasing

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Table 10.3 : Continued.

Class	Frequency of consumption with trend	Jarda	Gundi/Dokta	Chewing Tobacco	Guraku	Bidi	Cigarette	Bonket	Hookah	Snuf	Total
T O T A L	Upper middle	6.0 Increasing	- -	8.0 Increasing	- -	- -	7.67 Decreasing	- -	- -	5.0 Decreasing	6.67 Increasing
	Middle	6.17 Increasing	5.25 Decreasing	10.34 Increasing	2.0 Decreasing	12.67 Increasing	3.92 Decreasing	- -	- -	6.38 Static.	6.68 Increasing
	Lower middle	6.17 Static.	5.85 Increasing	8.44 Increasing	2.0 Decreasing	9.77 Increasing	7.55 Decreasing	- -	- -	3.5 Static.	6.18 Decreasing
	Bottom	5.92 Static.	8.92 Static.	7.87 Increasing	2.50 Decreasing	11.05 Increasing	5.25 Decreasing	7.5 Decreasing	8.5 Decreasing	6.29 Decreasing	7.03 Decreasing
	Total	6.07 Decreasing	6.73 Static.	8.54 Increasing	2.17 Decreasing	11.06 Increasing	6.10 Decreasing	7.5 Decreasing	8.5 Decreasing	5.29 Decreasing	6.88 Decreasing

tobacco leaf is being marketed in different parts of West Bengal, Assam and Orissa. Keeping this limitation in view, the opinions of traders trading tobacco to different parts of India are pooled together. They opined that the volume of tobacco trade to the traditional markets would have remained, by and large, unchanged over last three decades. If one add the secular trend of population growth with the above finding of declining trend in tobacco consumption, the finding which will emanate therefrom may plausibly be corroborative with opinion of invariant demand for tobacco leaf ('Matihari' and 'Jati') as expressed by the traders. Therefore, on a broad basis, one may conclude, at least qualitatively, that there is hardly any possibility of expansion of demand for tobacco if existing use pattern of tobacco is maintained. The production profitability paradox arising in the production front can thus be explained while accounting for present and future trend of tobacco consumption pattern. The stagnant demand, keeping in view, the tobacco growers prefer to maintain relatively high safety margin by restricting acreage and production of a commercial narcotic crop like tobacco.

The possibility of expansion of demand is lying with the possibility of emerging new uses of tobacco in order to create form utility, which is revealed by Table 10.3.

Making tobacco leaf or its products less hazardous to the people may be an attempt to restore its demand in view of reported decline in tobacco consumption by a sizeable portion of sample households because of its injurious effects to health<sup>(1)</sup>. It has already been identified that nicotine, salanesol, maleic acid, citric acid, furfural, rutin and proteins are the potential phytochemicals that can be obtained from tobacco<sup>(2)</sup>. Nicotine converted to nicotine sulphate finds its use as insecticides having less residual effect and other drawbacks associated with synthetic insecticides. It also finds use in the pharmaceutical industry in the form of nicotinic acid, nicotinamide and nike-thamide.

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1. B.K. Tripathi : "Tobacco : Making it less hazardous", Survey of Indian Agriculture, The Hindu, 1991, pp. 115-117.

2. Ibid p. 117.

Solanesol is used as an intermediate for synthesis of a cardiac drug and vitamin K analogues. Malic acid and citric acid are used in food and pharmaceutical industries. The tobacco leaf protein may find use for human consumption<sup>(3), (4)</sup> and furfural is a well-known industrial solvent. Based on identified contents of tobacco having their diverse uses, research achievements towards extraction of the above contents on commercial basis for their purposeful use may make a sizeable dent to the creation of demand for tobacco in future.

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3. TSO, T.C. and Gori, G.B. : "A novel approach in tobacco production as a food source and smoke material year 1976 and year 2000", Coresta inf. Bull, special issue, p. 130-131, 1976.
  4. TSO, T.C. : "Tobacco is a potential food source and smoke material" Betir, Tobakforch, Vol. 9, p. 63-66, 1977.