

Income Elasticity on Demand for Potato: A Case Study of Bogra District in Bangladesh

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a) Researcher's Identity

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b) Objectives

The overall objectives of this study were to find out the income-elasticity on demand for potato and to find out the changes in demand for potato when income of the consumers is changed.

c) Abstract

Bangladesh is a food deficit country. The government of Bangladesh is trying to attain self-sufficiency in food through various ways such as increasing food production through introducing modern technology and changing food habits. In the methods of changing food habits, it is advocated that potato is to be taken more and pressure on rice is to be reduced. This study was conducted to know the influence of income on the demand for potato. The study was conducted both in rural and urban areas of Bogra district. 100 respondents were selected randomly taking 50 from each of urban and rural areas. The selected respondents were interviewed from December 1987 to November 1988 on weekly basis.

This study was an attempt to find out the income elasticity on demand for potato. The income elasticity on demand for Potato was found to be inelastic for both urban and rural areas.

d) Conclusion

The income elasticity on demand for potato has been determined. It was found that, the annual demand for potato per head and the annual income per head have been shown positive elasticity.

