

PERCEPTION OF CONSUMERS TOWARDS “AMMA UNAVAGUM” WITH SPECIAL REFERENCE TO VELLORE CITY, TAMILNADU, INDIA

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ABSTRACT

The main objective of the study is to know the perception of the consumers towards “Amma unavagam” the budget canteens run at Vellore City by the Govt. of Tamilnadu, which is an innovative scheme introduced by the Honorable Chief minister of Tamilnadu Miss.J.Jayalalitha.

This study consists of a sample size of 200 consumers in Vellore city. The researcher collected the required data through structured non disguised questionnaire method and followed the Convenience sampling technique which comes under the Non - Probability sampling method.

KEYWORDS: Amma, Income, Satisfaction

INTRODUCTION

Due to the impact of globalization and privatization as well as economic recession prevailing in our country it became very difficult almost to restrict the price level of the essential commodities. Particularly the increase in price level of commodities like onion, dhal etc. had a severe impact on the middle class people and those who come under the middle class category. Their income almost went insufficient to run their life in cities like Chennai, Vellore, Salem, etc.

In such a critical situation, the “Amma unavagam” introduced by our Honorable Chief minister of Tamilnadu Miss. J. Jayalalitha had given confidence to live peacefully among the people of Tamilnadu. Idli is sold for Rs. 1 and sambar and curd rice are sold for Rs. 3!

OBJECTIVES OF THE STUDY

- To study the consumers perception towards Amma unavagam at Vellore City.
- To know about that preference level of customers towards Amma unavagam.
- To find out the consumers’ level of satisfaction towards the food varieties and service rendered by Amma unavagam.
- To know about the consumers’ expectations towards Amma unavagam.

LIMITATIONS OF THE STUDY

- Any study could not avoid the incomplete, wrong information and non-responses from the respondents.
- Time at the disposal of the researcher.

RESEARCH METHODOLOGY

The researcher has done a descriptive research to study the Perception of consumers towards Amma unavagam. Convenience sampling technique has been used and the primary data were collected through well structured questionnaire. Secondary data were collected from the available records, websites etc. The data has been analyzed with the statistical tools like percentage analysis.

ANALYSIS AND INTERPRETATION

Table 1: Personal Details

S. No.	Particulars		No. of Respondents	%	Total %
1	Age	Below 25 yrs	28	14	100
		25-35 yrs	78	39	
		35-45 yrs	64	32	
		45-55 yrs	28	14	
		55 yrs &above	02	01	
		Total-200			
2	Gender	Male	166	83	100
		Female	34	17	
		Total-200			
3	Marital status	Married	142	71	100
		Unmarried	58	29	
		Total-200			
4	Monthly income	Below Rs.5000	32	16	100
		Rs 5000-10000	74	37	
		Rs.10000-15,000	66	33	
		Rs.15,000 and above	28	14	
		Total-200			

Source: Primary data

Inference

From the above table, it is clearly evident that most of the respondents belong to the age group between 25 to 45 years, 83% are male, 71% are married and most of the respondents' income level is between Rs.5000 – 15000.

Table 2: Awareness of the Respondents towards the Low Price Level at Amma Unavagam

Particulars	No. of Respondents	Percentage
Fully aware	134	67%
Partly aware	38	19%
Somewhat aware	26	13%
Not at all aware	02	1%
Total	200	100%

Inference

From the table it is evident that 67% of the respondents are fully aware about the low price level at Amma unavagam.

Awareness towards the low price level

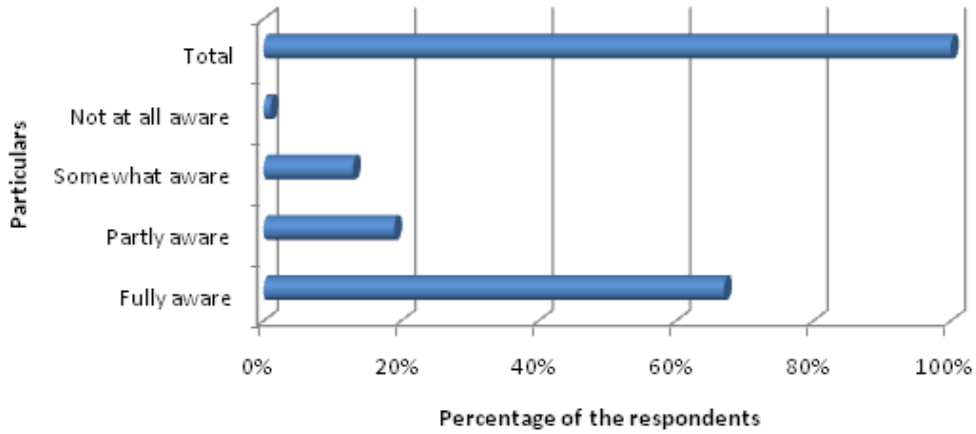


Figure 1

Table 3: Opinion towards the Sufficient Quantity of Food Provided at Amma Unavagam at the Lowest Price

Particulars	No. of Respondents	Percentage
Agree	146	73%
No opinion	48	24%
Disagree	6	3%
Total	200	100%

Inference

The above table shows that 73% of the respondents agree that sufficient quantity of food is being provided at Amma unavagam.

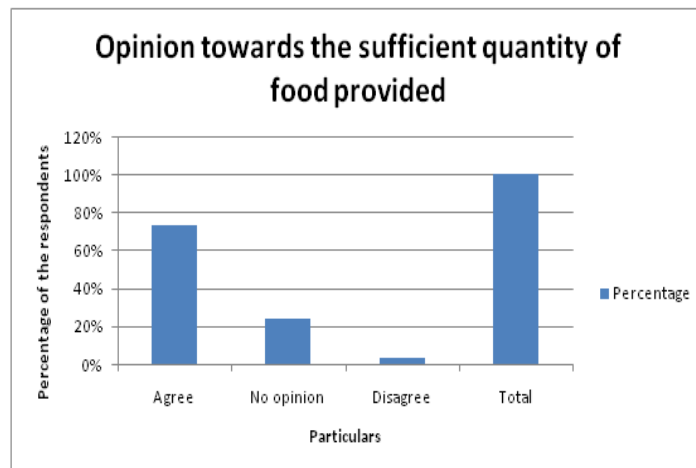


Figure 2

Table 4: Opinion towards the Preparation of Food in Hygienic Manner

Particulars	No. of respondents	Percentage
Agree	112	56%
Partially agree	2	1%
Don't agree	86	43%
Total	200	100%

Inference

56% of the respondents agree that foods are being prepared in hygienic manner at Amma unavagam.

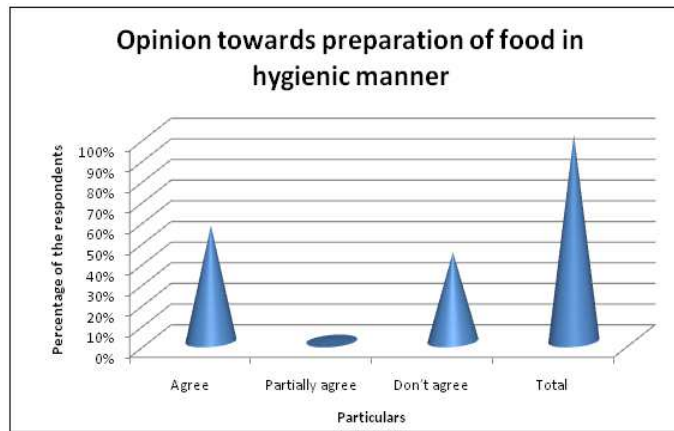


Figure 3

Table 5: Opinion towards the ‘Good’ Taste of Food Types Provided at Amma Unavagam

Particulars	No. of Respondent	Percentage
Good	74	37%
Average	124	62%
poor	2	1%
Total	200	100%

Inference

62% of the respondents opine that taste of the foods at Amma unavagam is average.

Table 6: Satisfaction Level towards Variety of Foods Provided at Amma Unavagam

Particulars	No. of Respondents	Percentage
Highly satisfied	192	96%
Satisfied	04	2%
Neutral	-	-
Dis-satisfied	04	2%
Highly dis-satisfied	-	-
Total	200	100

Inference

96% are highly satisfied towards the variety of foods provided.

Table 7: Opinion of the Respondents towards the Response and Hospitality Shown by the Employees of Amma Unavagam

Particulars	No. of Respondents	Percentage
Excellent	28	14%
Good	88	44%
Average	78	39%
Poor	6	3%
Total	200	100%

Inference

Most of the respondents state that the response and hospitality shown is good at Amma unavagam.

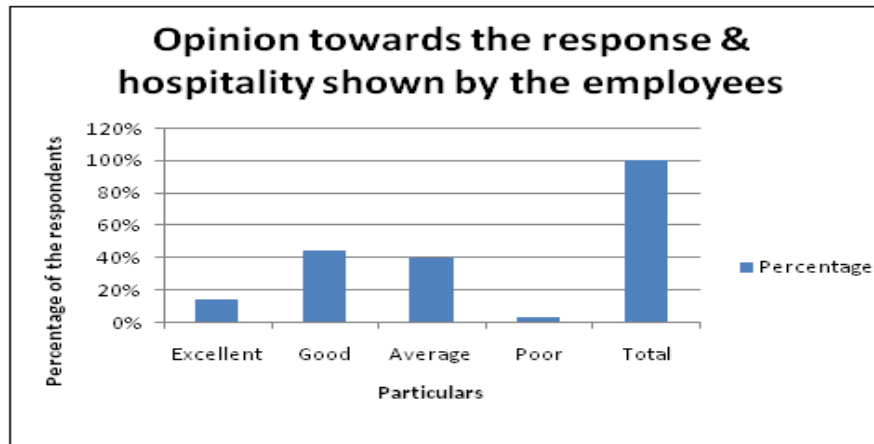


Figure 4

Table 8: Whether Respondents are Loyal and Regular to Amma Unavagam

Particulars	No. of Respondents	Percentage
Yes	110	55%
No	90	45%
Total	200	100%

Inference

55% state that they are loyal and regular to Amma unavagam.

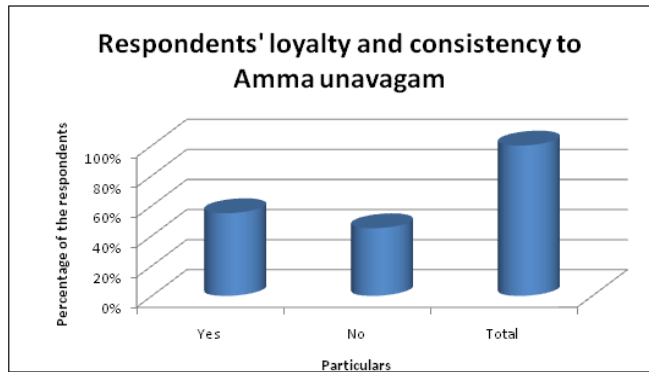


Figure 5

FINDINGS

- Most of the respondents belong to the age group between 25 to 45 years, 83% are male, 71% are married and most of respondents’ income level is between Rs.5000 – 15000.
- 67% of the respondents are fully aware about the low price level at Amma unavagam.
- 73% of the respondents agree that sufficient quantity of food is being provided at Amma unavagam.
- 56% of the respondents agree that foods are being prepared in hygienic manner at Amma unavagam.
- 62% of the respondents opine that taste of the foods at Amma unavagam is average.

- 96% are highly satisfied towards the variety of foods provided.
- 55% state that they are loyal and regular to Amma unavagam.
- Most of the respondents state that the response and hospitality shown is good at Amma unavagam.

SUGGESTIONS

- Awareness of 'Amma unavagam' is to be improved more among the public. Particularly about the food varieties and their low price.
- Only 55% of the respondents state that they will be loyal and regular to 'Amma unavagam'. So, it is the duty of the state govt. to improve the loyalty among the customer through proper advertising campaign.
- Respondents also state that, the time allotted to serve food is very less. This can be considered and little time can be extended for serving food.
- They also tell that more number of customers can be retained and new customers can be created by increasing the total 'quantity' of the food cooked for breakfast and lunch.

CONCLUSIONS

From this study, it is very clear that 'Amma unavagam' has a great positive impact among the middle class people who are living in the Vellore city. If the same strategy is continued or even improved, this scheme will create a great 'good will' on the govt. of Tamilnadu.

REFERENCES

1. www.ammaunavagam.com