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A Study on Consumer Satisfaction towards Public Distributive System in Coimbatore City

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1.1 INTRODUCTION

India's public distribution system (PDS) is the largest food security program in the world. PDS has often criticized for its structure, incessant corruption and leakages, and inclusion and exclusion errors in identifying the beneficiaries. The rolling out of the National food Security Act (NFSA) 2013, and the overhauling of PDS in some states has created an aspiration that the system can be made effectual in making the households not only food, but also nutrition secure.

The government has taken more steps and programs to overcome the problem. So the research has attempted to study the satisfaction and the perception of the consumer towards PDS.

1.2 OBJECTIVES OF THE STUDY

- To know the consumer satisfaction towards PDS.
- To study the availability and quality of products.
- To know the product that are frequently purchased by the consumer
- To study the awareness about the digitalization of public distributive system

1.3 SCOPE OF THE STUDY

- The present study has been undertaken to analyze "consumer towards public distributive system with special reference to Coimbatore city"
- It is aimed for improvement and to make changes in public distributive system based on consumer preferences
- To find out if there is any problems like poor quality of commodities supplied, more wastage, malpractice etc.. done by shop owners
- To insist proper knowledge about PDS to consumers

1.4 STATEMENT OF THE PROBLEM

This research has been studied to find out consumer satisfaction towards public distributive system. It is conducted to identify if there's any problems faced by consumers based on this system, if there's any poor quality or shortage of quantity due to malpractice of shop owners etc... And this study will help you to gain proper knowledge about the functioning of public distributive system and problems faced by public distributive system in Coimbatore city.

1.5 RESEARCH METHODOLOGY

Research Methodology is a way to systematically solve the research problem. The science of method is termed as research methodology. It includes techniques that have been used for conducting the research. This Methodology includes the following details:

- Data Collection
- Area of study

- Sample Size
- Sampling Techniques
- Period of Study
- Statistical tools used in the study

1.5.1 Data collection

The purpose for all data collection is to capture best proof and then translate to wealthy data analysis and provides the correct and credible solution to question that has been put-forwarded. There are two types of data collection they are:

- Primary data
- Secondary data

1.5.2 Area of Study

The Area of study is confined to Coimbatore City.

1.5.3 Sample Size

The Sample size of the study is 110 respondents.

1.5.4 Sampling Techniques

Sampling may be either in probability or non-probability basis. This is an important research, design, decision and the one which depends on such factor in which qualitative or quantitative method are used. These are the techniques that have been used in this research.

1.5.5 Period of Study

The period of study is from 2022 to 2023

1.5.6 Statistical tools used in the study

Data collected through questionnaire was prepared in master table. In order to analyze and interpret data the following tools are used:-

- Percentage test
- Chi square test
- Rank Analysis

1.6 LIMITATIONS OF THE STUDY

- The study was primarily limited by small sample size of 110
- The primary data collected may or may not be accurate.
- The study pertains to a limited time period from 2022-2023

2.1 REVIEW OF LITERATURE

Lavanya and Velumurugan (2017) in their study noted that the PDS customers would be satisfied only if they could obtain goods from the PDS regularly or if it should be inaccurate quantity, if the shops have adequate staff members, if these shops are located at an easily accessible place, if the commodities were distributed in time, if the distributed goods were fitted for their consumption and so on.

Barada and Mahalik (2016) in their study applied Kano model by chosen ten factors for the identification of customer satisfaction. The study perceived that when the early PDS system is compared to the current system, the current PDS has improved a lot in the fields of minimally delivery days, better customer grievance system, e-ration card and SMS system that enhanced customer satisfaction. But the same study identified some of the dissatisfactory elements too.

Ashok and Naveena (2014) in their paper revealed that only a few people were satisfied with the current PDS in Mysore District and most of the people were not purchasing anything from the PDS due to the poor quality of commodities supplied by PDS. Also to get their limited quota people have to wait in long queues.

Mahendren(2013) analyzed the customer satisfaction on the food delivery mechanism of universal PDS in Tamil Nadu. The study shows that more than three-fifths of poor families are satisfied with the effective delivery mechanism of universal PDS.

Chandanshiv and Narwade (2013) in their study observed that more than half of the beneficiaries were not satisfied with the quality of the food grains supplied through PDS. But still, they purchase food grains at the Fair Price shop as they don't have enough money to purchase it from the open market.

4.1 PERCENTAGE ANALYSIS

FORMULA:

$$\text{simple percentage} = \frac{\text{No. of respondent}}{\text{sample size}} * 100$$

TABLE NO 4.1.1

EXHIBIT THE SATISFACTION TOWARDS PUBLIC DISTRIBUTIVE SYSTEM OF THE RESPONDENTS

S.NO	SATISFACTION TOWARDS PDS	NUMBER OF RESPONDENTS	PERCENTAGE
1	HIGHLY SATISFIED	16	14
2	SATISFIED	41	37
3	NEUTRAL	37	34
4	DISSATISFIED	11	10
5	HIGHLY DISSATISFIED	5	5
	TOTAL	110	100

SOURCE: Primary Data

Interpretation: The above exhibit indicates that 14% respondents are highly satisfied, 37% of the respondents satisfied, 34% respondents neutral, 10% of the respondents are dissatisfied, 5% respondents are highly dissatisfied.

CHART 4.1.1

CHART SHOWING THE SATISFACTION TOWARDS PUBLIC DISTRIBUTIVE SYSTEM OF THE RESPONDENTS

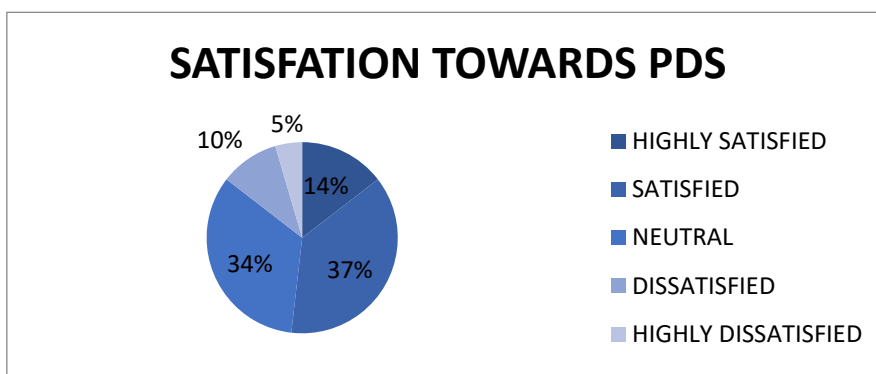


TABLE NO 4.1.2

EXHIBIT THE CUSTOMER SERVICE IN PUBLIC DISTRIBUTIVE SYSTEM BY THE RESPONDENTS

S.NO	CUSTOMER SERVICE IN PDS	NUMBER OF RESPONDENTS	PERCENTAGE
1	VERY HIGH	5	5
2	HIGH	21	19
3	NEURAL	48	44
4	LOW	29	26
5	VERY LOW	7	6
	TOTAL	110	100

SOURCE: Primary Data

Interpretation: The above exhibit indicates that 5% respondents think its very high, 19% of the respondents think its high, 44% respondents think its neutral,26% of the respondents think its low and 6% of the respondents think its very low.

CHART 4.1.2

CHART SHOWING THE CUSTOMER SERVICE IN PUBLIC DISTRIBUTIVE SYSTEM BY THE RESPONDENTS

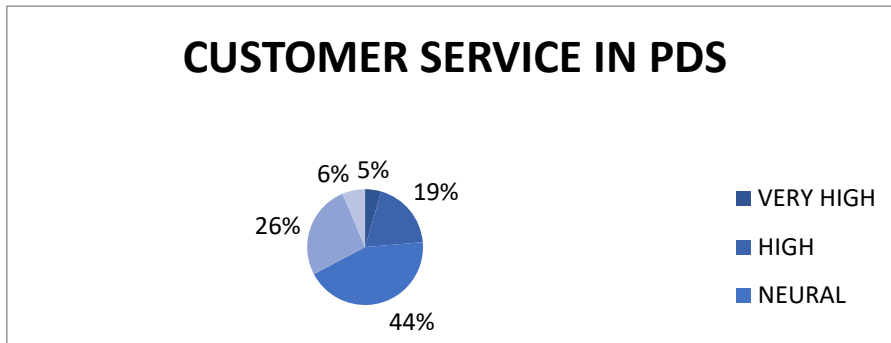


TABLE NO 4.1.3

EXHIBIT THE CHOICE OF PDS PRODUCTS OVER DEPARTMENTAL GOODS BY THE RESPONDENTS

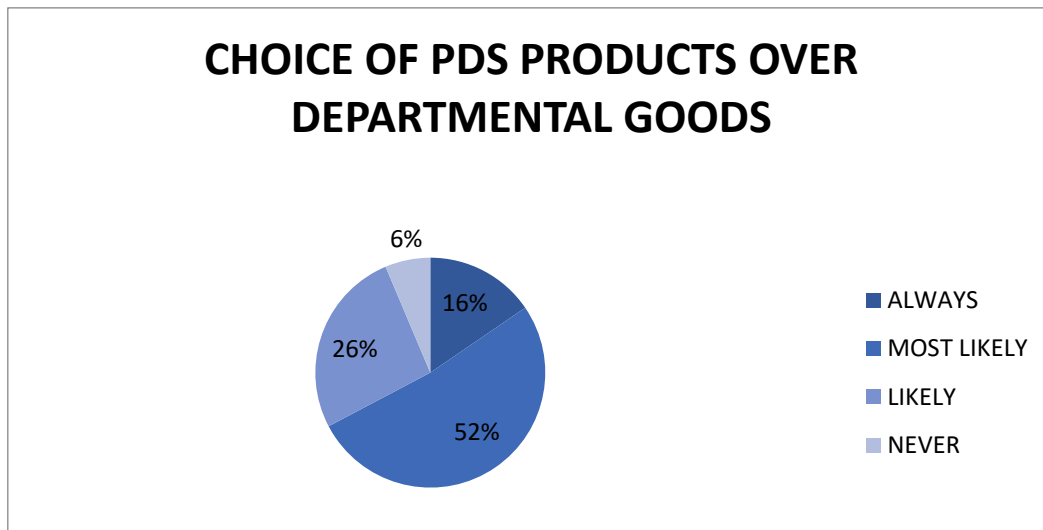
S.NO	CHOICE OF PDS PRODUCTS OVER DEPARTMENTAL GOODS	NUMBER OF RESPONDENTS	PERCENTAGE
1	ALWAYS	17	16
2	MOST LIKELY	57	52
3	LIKELY	29	26
4	NEVER	7	6
	TOTAL	110	100

SOURCE: Primary Data

Interpretation: The above exhibit indicates that 5% respondents think its very high, 19% of the respondents think its high, 44% respondents think its neutral,26% of the respondents think its low and 6% of the respondents think its very low.

CHART 4.1.3

CHART SHOWING THE CHOICE OF PDS PRODUCTS OVER DEPARTMENTAL GOODS BY THE RESPONDENTS



4.2 CHI-SQUARE TEST

TABLE NO: 4.2.1

TABLE SHOWING THE RELATIONSHIP OF ANNUAL INCOME & PRICE OF PRODUCTS IN PUBLIC DISTRIBUTIVE SYSTEM

ANNUAL INCOME AND PRICE OF PRODUCTS IN PDS	LEVELS					TOTAL
	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	HIGHLY DISSATISFIED	
0 to 1,80,000	22	23	11	2	2	60
1,80,001 to 3,00,000	17	8	3	1	0	29
3,00,001 to 5,00,000	4	6	2	1	1	14
Above 5,00,000	3	2	1	1	0	7
TOTAL	46	39	17	5	3	110
O	E		(O-E)	(O-E) ²	(O-E) ² /E	
TOTAL	110				8.748686	

$$\text{Chi-Square Value } \chi^2 = \sum (O-E)^2 / E$$

$$= 0.079533$$

$$\text{Degree of freedom} = (\text{row}-1) (\text{column}-1)$$

$$= (4-1) (5-1)$$

$$= (3) (4)$$

$$= 12$$

Significance Level = 0.05

Table Value= 21.026

X² Calculated Value > X² Tabular Value

HYPOTHESIS

H₀ There is no significant relationship between annual income & price of products in public distributive system..

INTREPRETATION

In the above analysis the calculated value (0.079533) is lower than the table value (21.026) at the level of 0.05 significance. Hence there is no significant relationship between annual income & price of products in public distributive system.

4.3. RANK ANALYSIS

TABLE 4.3.1**TABLE SHOWING RANKING BASED ON THE RATING OF EXPERIENCE IN PDS BY THE RESPNDENTS**

RANKING BASED ON THE RATING OF EXPERIENCE IN PDS BY THE RESPNDENTS	LEVELS					TOTAL	RANK
	1	2	3	4	5		
Smart card facility	34	16	19	20	21	308	II
Pongal scheme	16	24	27	13	430	347	I
Service for senior citizens	24	34	30	20	2	272	III
Service for farmers	27	35	33	12	3	259	IV
Service for single parent (women)	33	35	22	16	4	253	V

INTERPRETATION

The above table depicts that the level of rating on the experience in PDS by the respondents is that the highest rank towards "Pongal scheme", Second rank towards "Smart card facility", Third rank towards "Service for senior citizens", Fourth towards "Service for farmers" and Fifth towards "Service for single parent(women)".

5.1 FINDINGS

PERCENTAGE ANALYSIS

1. Majority of 37.3% respondents are satisfied towards public distributive system
2. Majority of 43.6% respondents choose that customer service in public distributive system is neutral
3. Majority of 51.8% respondents choose products of public distributive system most likely over that of departmental goods.
4. Majority of 61.8% respondents think non adulteration/organic about the products of public distributive system.
5. Majority of 40% of the respondents satisfied with the pricing strategy of public distributive system

5.2 SUGGESTIONS

- ❖ Age old consumers may not in a position to stand for long time for availing the PDS goods. Hence, it is advised to PDS staff members to give first preference to age old consumers on goods disbursement, thereby their satisfaction level may be improved.
- ❖ Quality of items released from the Supply Department for distribution should be improved.
- ❖ Smart system communication like information can be provided to consumers by SMS about rations.
- ❖ Beneficiaries are not possible to obtain goods from the PDS in all months, as PDS goods are diverted in open market. Thus, the stringent measures have to be taken against the politicians and PDS staff members, who indulge in black marketing activities in order that public may obtain goods all over the month.
- ❖ Fair price shops are to be located at a place, which are easily accessible to consumers, so that they may avail goods to a maximum extent.

5.3 CONCLUSION

The prime motto of establishing the fair price shops will be fulfilled when the real beneficiaries have optimally utilized the services offered at PDS. Whereas, the utilization of services by the beneficiaries depend on satisfaction which they derive from ration shops. The result of the study disclose that the general public will be satisfied when they could obtain goods from the PDS in all months, goods are supplied with accurate weight and adequate staff members are employed, PDS should be located at easily accessible place, distribution of variety of goods, supply of goods in time, goods supplied at PDS are fit for consumption, fair price shops are to be opened in accurate time, staff members of PDS should not insist the general public to buy unnecessary goods, PDS employees should redress the general public grievance at the earliest.