



A STUDY ON CONSUMER SATISFACTION TOWARDS PUBLIC DISTRIBUTION SYSTEM COMMODITIES IN CHENNAI

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Abstract

In India, malnutrition is prevalent at one of the highest levels worldwide, and there are reports of hunger and fatalities due to starvation from various regions within the country. many rural and urban populations don't get food throughout time. The government introduced the public distribution system (PDS) to ensure food safety, but over time, various loopholes emerged in its distribution. This study intends to examine the socio-economic characteristics of the urban and rural populations within the study area, their perception, and their utilization of PDS commodities

Keywords: public distribution system, consumer, satisfaction, utilisation, commodities, food security.

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1. Introduction

The public distribution system (PDS) was originally developed as a means of managing scarcity by distributing food grains to the People at affordable rates. As time passed, PDS became a crucial government policy. under the Department of consumer affairs and public distribution, the Indian government established the Public Distribution System as a food security system.

There are different types of ration cards in India handed under, which are as follows

APL (Above Poverty Line) - This card was issued to homes living above the poverty line

BPL (Below Poverty Line) - This card was issued to homes living below the poverty line.

AnnapoornaYojana (AY) - This card was given to aged people who are poor and above 65 times.

The Tamil Nadu Government designed to be 'poor friendly' by providing rice to all eligible cardholders through the public distribution system.

Tamil Nadu Civil Supplies acquires food grains from the Food Corporation of India. The Distribution of these necessities through fair-price shops.

The main functions of the Corporation are to land essential goods like rice, sugar, and wheat. storehouse, and movement of similar stocks for its distribution from the Taluk functional godowns to public distribution system outlets through the United Societies.

Review of literature

Bhagayasree (2017) The study provides factual information about the PDS, including its operation, network, accessibility, and usage by family card holders. The study indicates that the primary object of the PDS is to provide essentials to the public for affordable prices, and findings suggest that the system has been successful in achieving this objective. However, over time, the effectiveness of the PDS has been hindered by poor management and ineffective control.

R.Velmurugan, D.lavanya(2017)The study reveals that the major problem that exists at PDS discloses that the fair price shops are found overcrowded and the public has to spend two to three hours buying goods at PDS. This study also suggests Public Distribution shops are not to be located on narrow streets or places, thereby overcrowding may be avoided to a maximum extent.

Amudha (2017) one of the main problems will be identified by the researcher of this System is not uniform throughout the country. In some states, the administration of the public distribution system is not effective. The research suggests that there is enough food to meet the needs of all citizens, but the primary cause of food insecurity is the unequal distribution and mismanagement of resources.

Alok Kumar, Krishna (2019) In this study the identification of the real beneficiaries is a tough job for the government. the study suggests that to improve the situation, it is necessary to undertake reforms that aim to establish a transparent process for selecting beneficiaries, implement end-to-end computerisation, and expand the range of commodities provided.

Varma (2021) in Delhi found that consumers were more satisfied with the PDS system when digital technology was used for distribution. They reported that digital ration cards and biometric authentication made the system more efficient and reduced instances of corruption.

Statement of The Problem

The primary responsibility of this System is to provide items to the intended recipients at the proper time, location, quality, quantity, and price. PDS employees are required to take the appropriate efforts to determine their customers' complaints and to address those complaints in a way that would boost customer satisfaction. This study aims to assess the level of satisfaction among customers who use fair-price stores for their daily needs, as well as identify the factors that influence their satisfaction levels. By analysing these factors, the study seeks to determine the overall level of customer satisfaction with the services provided

Need of The Study

A Study is necessary to investigate the individuals who utilise Public distribution services in Chennai, which is a major metropolitan city. While people in Chennai have different levels of income. This research wants to discover how the commodities in PDS are beneficiaries to all sorts of people in Chennai.

Objectives of The Study

- To identify the socio-economic status of beneficiaries of PDS.
- To examine the products' quality
- To find out consumer perception and utilization of PDS commodities.

2. Research Methodology

The survey-based descriptive research study is conducted to find out the results. The sample size of the study is 200. since the respondents are consumers of the public distribution system in Chennai. The respondents are all types of cardholders. The researcher used reliability analysis, Likert Scale Measurement, and percentage analysis for the study.

Analysis and interpretation

- With the help of percentage and frequency analysis

➤ The age category of 40-50 was 36% of the respondent, 27% of the respondent fell in the age category of 30-40.

Table No: 1 shows the age

AGE	Frequency	Percent
20-30	46	23%
30-40	54	27%
40-50	72	36%
51 Above	28	14%

➤ The majority of the respondent is female 62% and the male percentage is 38%

TABLE NO: 4 SHOWS THE RELIABILITY ANALYSIS

Cronbach's Alpha	N of Items
.847	35

Interpretation

The reliability of the data collection is considered good and reliable as the alpha value is 0.847, which exceeds 0.8

Likert Scale Measurement of the Satisfaction Level of PDS Consumers

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Table 4.6 shows products frequently purchased by the respondents

Particulars

Frequency

Percentage

Rice

14

28

Wheat

10

20

Sugar

9

18

Kerosene

10

20

Food kit

7

14

Total

50

100

Source: Primary data

Figure 4.6 shows products frequently purchased by the respondents

Interpretation

Table 4.6 shows the products frequently purchased by the respondents. Above table 4.6 reveals that 28% of the respondents frequently buy rice from the PDS. 20% of the respondents frequently buy wheat, 18% of respondents buy sugar, 20% of respondents buy sugar and only 14% of the respondents frequently buy the foodkit from the PDS

s.no	particulars	Mean value	Rank
1	products are available.	4.15	II
2	convenient times and days	4.24	I
3	adequate measurement	3.99	IV
4	Information	4.12	III
5	Shop keeper approach	3.45	VI
6	Price of items are reasonable	3.80	V
7	Express complaints	3.22	VII

32

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the degree of consumer satisfaction with various PDS variables. A five-point Likert scale with the responses "strongly agree," "agree," "neutral," and "strongly disagree" is used to evaluate how satisfied PDS customers are with their service. It is evident from the analysis that the element that ranks (1) time and days convenient (4.24) is given more weight when measuring the level of consumer satisfaction with PDS. Households responded opening hours on Sunday and the allotted time for the collection of commodities was convenient for all the respondents.

Suggestions

Elderly customers might not be able to wait around for long to receive PDS supplies. Therefore, it is suggested to PDS staff members that they give preference to elderly customers when dispensing commodities to increase their level of satisfaction. Cardholders with a low degree of satisfaction concur that the goods package is damaged at PDS. The Food Corporation of India must take the required actions to prevent deterioration in product quality and to prevent damage to commodities during transportation.

3. Conclusion

The extent to which PDS consumers are satisfied with the caliber of ration shop services determines

how frequently PDS services are used. From the study above, it is clear that the current PDS system, while it partially meets customer needs and satisfaction levels, has to be fully deployed and closely monitored to effectively fulfil its fundamental goals. To improve the coordination and services of the PDS, the Government is expected to use its resources.

4. References

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