

## **A Study on Consumer Perception towards Amma Unavagam in Chennai City**

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### **ABSTRACT**

*The important objective of the have a look at is to recognize the notion of the consumers toward “Ammaunavagam” the finances canteens run at Chennai City through the Govt. Of Tamilnadu, that's an progressive scheme introduced with the aid of the Honorable Chief minister of Tamilnadu Miss.J.Jayalalitha. This observation includes a pattern length of 2 hundred consumers in Chennai city. The researcher accrued the specified records through dependent non-disguised questionnaire method and observed the Convenience sampling method which comes under the Non - Probability sampling method.*

**KEYWORDS:** Ammaunavagam, Income, Satisfaction, Perception, consumer

### **INTRODUCTION**

Due to the effect of globalization and privatization as well as economic recession triumphing in our us of a it became very tough nearly to limit the fee level of the crucial commodities. Particularly the boom in charge level of commodities like onion, dhal etc. Had a severe effect on the center class human beings and those who come underneath the middle class class. Their income almost went inadequate to run their life in towns like Chennai, Trichy, Vellore, Salem, Madurai and so on.

In such a vital situation, the “Ammaunavagam” introduced through our Honorable Chief minister of Tamilnadu Miss. J. Jayalalitha had given confidence to stay peacefully a few of the people of Tamilnadu. Idli is offered for Rs. 1, sambar rice, curd rice, lemon rice and karuveppilai rice are bought for Rs. 5! and Chappathi with dhall for Rs. 3!.

### **OBJECTIVES OF THE STUDY**

To take a look at the consumers belief towards Ammaunavagam at Chennai City.  
To recognize about that desire level of consumers closer to Ammaunavagam.

To find out the consumers level of pride towards the food types and provider rendered with the aid of Ammaunavagam.

To recognize about the purchasers' expectancies closer to Ammaunavagam.

### **LIMITATIONS OF THE STUDY**

- Any examine could not avoid the incomplete, wrong statistics and non-responses from the respondents.
- Time on the disposal of the researcher.

### **REVIEW OF RELATED LITERATURE:**

1. Ashok Kumar & D. Krishnan (2013) conducted a observe on 2 hundred customers of AmmaUnavagam (canteen) in Vellore City. They discovered that AmmaUnavagam (Canteen) has a first-rate advantageous effect on the middle-elegance people and additionally extended „goodwill“ on the Tamil Nadu Government.
2. M.Varun Kumar (2015) in his paper, analyses „the attain and effect of schemes and merchandise of amma brand being implemented for the public welfare in Tamil Nadu“ via the then leader minister Dr. Amma J. Jayalalitha. In this paper, he defined approximately low-cost unavagam and subsidized meals application run by using the Tamil Nadu Government. Under this scheme, Municipal companies of the nation run canteens serving subsidized high-quality food at very low fees. The first canteens had been opened in several localities of Chennai, and later in different organizations of the state. The food chains normally serve South Indian Dishes namely Rice, Curd Rice, Pongal Rice, Curry leaf Rice, Chapathi, Idli, and Sambar. The dishes are offered at low prices.
3. A.RAVIKUMAR (2016) performed a study on 15 (fifteen) Amma Canteens in Chennai District. He discovered that Anna Canteens are located at desirable surroundings, proper locations, smooth to get right of entry to, convenient for touring, and amusing interior atmosphere. Mani Arul Nandhi et al, (2016) conducted a observe with a sample of eleven (11) AmmaUnavagam (Canteens) outlets in Chennai, the capital town of Tamil Nadu. He found out that AmmaUnavagams(Canteens) is a double-edged tool to make certain food safety and sustainable livelihood possibilities for girls contributors to the SHGs that run these canteens on organization unity and democratic norms.
4. Doval (2017) determined in his study that the idea of subsidized meals canteens turned into popularized after the success of “Amma” canteens in Tamil Nadu. Which intended to provide healthful food at closely backed charges, the canteens that are run by means of the government however staffed by means of women from self-help companies were a runaway achievement.
5. Jill Reese (2018) defined in his edited work that amongst Anna brands, one of the important successful meals schemes is AmmaUnavagam (Amma Canteen), a

sequence of masses of presidency-owned restaurants selling Tamil food together with idli, sambar rice, curd rice, lemon rice, and chapattis at costs significantly below market value. Beginning with more than one location in Chennai, the eating places feature „wholesome“ food made in a kitchen with excessive hygienic situations and are run totally by means of ladies employed via nearby ladies“s self-assist agencies. The challenge is billed as one of the empowerments for girls, an attempt to feed healthful meals to the terrible at inexpensive expenses.

6. A.R. Nithya et al. (2018) performed an empirical take a look at on Anna Canteens in Chennai and the results of the take a look at are a) AmmaUnavagam (Mother“s Canteen) scheme has ended up a double-edged device for mitigating meals insecurity as well as generating employment for women slum dwellers) An critical offshoot of AmmaUnavagam has been in curbing excessive charges charged by non-public meals canteens inside the city and halting the food inflation. C) And the Hotel Industry is an elevating region; sustainability could be received via the cost of the Product.

## RESEARCH METHODOLOGY

The researcher has completed a descriptive research to examine the Perception of purchasers towards Ammaunavagam. Convenience sampling technique has been used and the primary statistics had been amassed via well established questionnaire. Secondary statistics have been gathered from the to be had information, websites and many others. The data has been analyzed with the statistical equipment like percent evaluation.

## ANALYSIS AND INTERPRETATION

**Table 1: Personal Details**

S. No.	Particulars		No. of Respondents	%	Total %
1	Age	Below 25 yrs	17	9	100
		25-35 yrs	62	31	
		35-45 yrs	78	39	
		45-55 yrs	35	17	
		55 yrs &above	08	04	
		<b>Total-200</b>			
2	Gender	Male	174	87	100

		Female	26	13	
			<b>Total-200</b>		
3	Marital status	Married	118	59	100
		Unmarried	82	41	
			<b>Total-200</b>		
4	Monthly income	Below Rs.5000	23	11	100
		Rs 5000-10000	55	28	
		Rs.10000-15,000	82	41	
		Rs.15,000 and above			
			40	20	
			<b>Total-200</b>		

**Source : Primary Data**

### **Inference**

From the above table, it's miles simply glaring that maximum of the respondents belong to the age group between 25 to 45 years, 70% are male, 59% are married and most of the respondents' income level is between Rs. 5000 – 15000.

**Table 2**

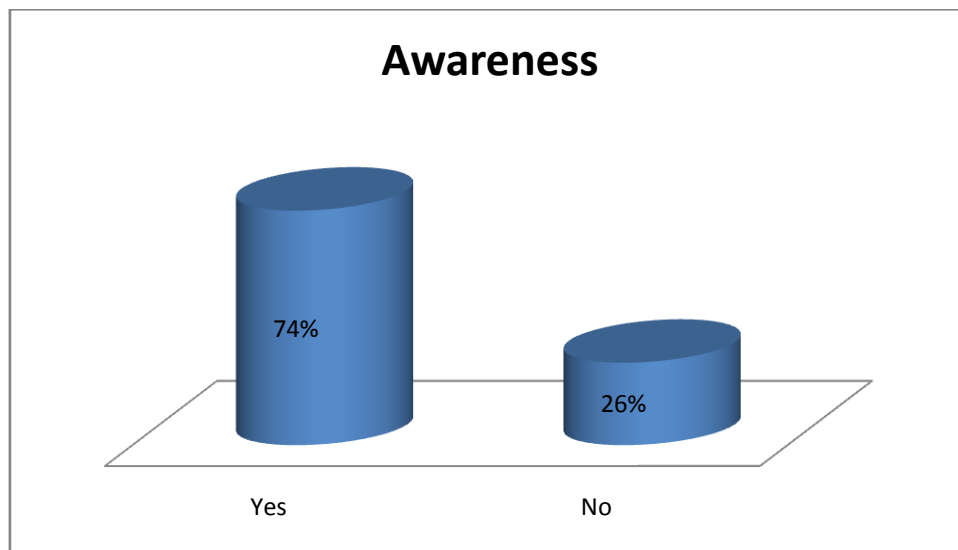
**Awareness of the Respondents towards the Low Price Level at AmmaUnavagam**

Particulars	No. of Respondents	Percentage
Fully aware	134	67%
Partially aware	38	19%
Somewhat aware	26	13%
Unaware	02	1%
<b>Total</b>	<b>200</b>	<b>100%</b>

**Source: Primary data**

**Inference**

From the table it's miles glaring that 67% of the respondents are completely aware about the low charge stage at Ammaunavagam. Perception of Consumers towards “AmmaUnavagam” with Special Reference to Chennai City, Tamil Nadu, India



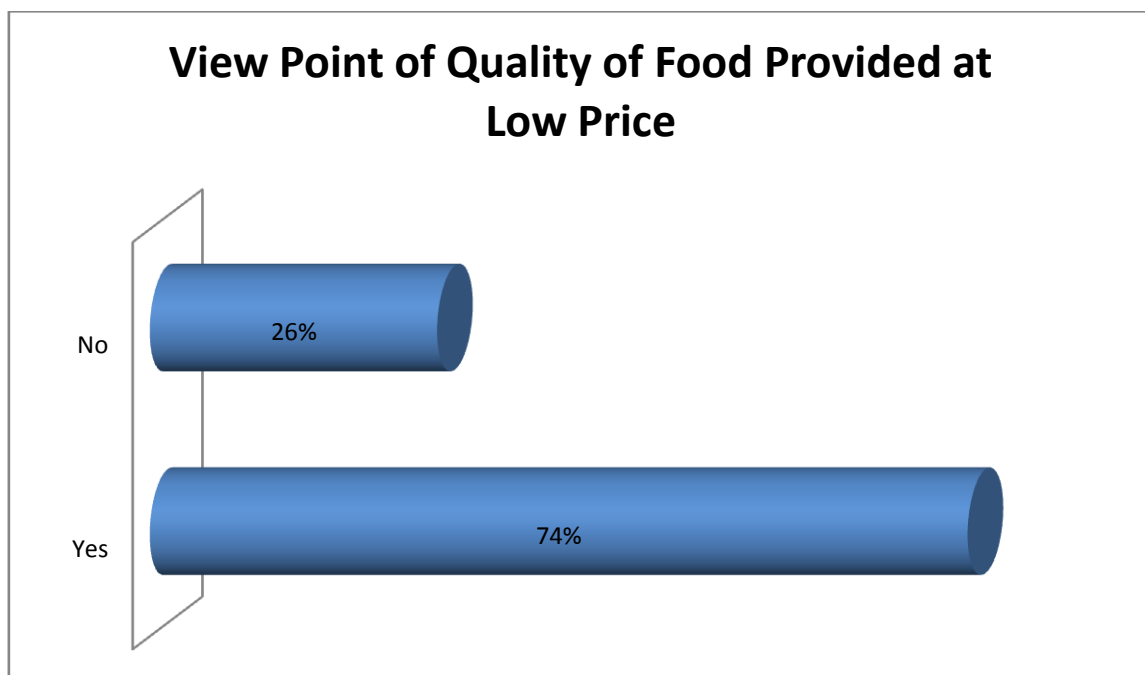
**Table 3**  
**Quality of Food Provided at AmmaUnavagam at the Lowest Price**

Particulars	No. of Respondents	Percentage
Accepted	146	73%
May be accept	48	24%
Not Accepted	6	3%
<b>Total</b>	<b>200</b>	<b>100%</b>

Source: Primary data

**Inference**

The above table shows that 73% of the respondents accepted that quality of food is being provided at lower cost at Ammaunavagam.



**Table 4**

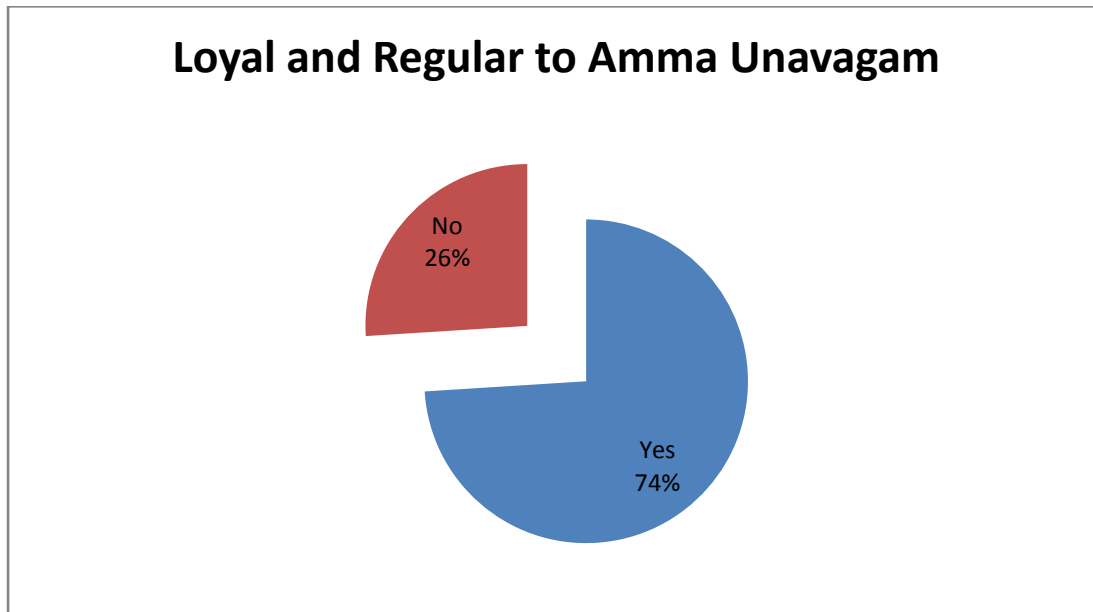
**Opinions of Respondents whether they are Loyal and Regular to AmmaUnavagams in Chennai District**

<b>Particulars</b>	<b>No. of respondents</b>	<b>Percentage</b>
Yes	148	74
No	52	26
Total	200	100%

**Source: Primary data**

**Inference:**

This table shows that option „Yes“(74%) is the highest then followed by option „No“(26%).Hence, 26 % of the respondents state that they are loyal and regular to AmmaUnavagam in Chennai District .



**Table – 5**

**Respondents Opinion of towards the Preparation of Food in Hygienic Environment at AmmaUnavagam in Chennai District .**

<b>Particulars</b>	<b>No. of respondents</b>	<b>Percentage</b>
Agree	162	81
Neutral	26	13
Disagree	12	6
Total	200	100%

**Source: Primary data**

**Inference:**

The table shows that the highest option „agree (81%) is the highest then followed by the option „partially agree“ (13%) and don’t agree (6%). So, 81% of the respondents agree that foods are being prepared in hygienic environment at Anna Canteens in Visakhapatnam District.

**Table - 6**

**Varieties available at AmmaUnavagam**

<b>Particulars</b>	<b>No. of respondents</b>	<b>Percentage</b>
Fair	110	55
Average	80	40
Poor	10	5
Total	200	100%

**Source: Primary data**



**Inference:** The table shows that option „Fair“ (55%) is the highest then followed by option „Average“ (40%) and option „poor“ (5%). Here, clearly shows that 55 % of the respondents opinion is that taste of the food varieties available at AmmaUnavagam is Fair.

**Table – 7**

**Respondents Level of Satisfaction towards availabilty of Foods at AmmaUnavagam**

Particulars	No. of Respondents	Percentage
Highly Satisfied	134	67%
Satisfied	34	17%
Neutral	24	12%
Dis-satisfied	6	3%
Highly Dissatisfied	2	1%
<b>Total</b>	<b>200</b>	<b>100%</b>

**Source: Primary data**

**Inference:**

In this table option „Highly satisfied“ (67%) is the highest then followed by option „satisfied“ (17%), Neutral (12%), option dissatisfied (3%), Highly dis-satisfied (1%). Here, the highest 67% of the respondents are highly satisfied towards the availability of foods at AmmaUnavagam.

**FINDINGS**

- Most of the respondents belong to the age group between 25 to 45 years 70% are male, 59% 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 Ammaunavagam.
- 73% of the respondents agreed that the quality of food is being provided at Ammaunavagam.
- It is found that majority respondents (74 %) claim that they are loyal and regular to Ammaunavagam.
- 81% of the respondents agree that foods are being prepared in hygienic manner at Ammaunavagam.

- Most of the respondents agreed fair opinion variety of foods available at AmmaUnavagam.
- It is found that majority 67% of the respondents are highly satisfied on availability of foods at AmmaUnavagam.

### **SUGGESTIONS**

- 1) The Awareness campaign about „ AmmaUnavagam “ is to be extended most of the public in Tamilnadu and in particular of meals varieties and their low fees.
- 2) Respondents opinion that extra beneficiaries may be retained and new beneficiaries can be attracted through increasing the „quantity“ of the food cooked for breakfast lunch and dinner.
- 3) If viable, the Government of Tamilnadu need to launch these AmmaUnavagam in rural and tribal regions (tribal people an awful lot suffering from Malnourishment) also with changed price and menu.
- 4) In AmmaUnavagam, the authorities have to offer „Kid meal“ or „extra rice“ to the beneficiaries who accompanying their kids.
- 5) If Possible the government must provide sitting arrangements to old age folks.

### **CONCLUSION**

From this study, it's miles very clear that „AmmaUnavagam“ has an extremely good superb effect on the labour class, middle magnificence and bad people who are living in the Chennai District. If the identical strategy is continued or maybe improved in future, this scheme will create an awesome call and repute to the Government of Tamilnadu. In the future, the Tamilnadu Government correctly implement efficiently in more areas sustainably, it turns into a function model to other states and Country.

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