

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

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### ABSTRACT

*Amma Unnavagam*, literal translation: "Mom's Restaurant" - is a food subsidization program, enacted by the Tamil Nadu state government, in India. Under this scheme, the state's municipal corporations run canteens serving food. It **holds a most special place** in the hearts of the lakhs of people in Tamilnadu, introduced by our late chief minister Ms. J. Jayalalithaa. This study consists of a sample size of 200 consumers in 13 different places within Coimbatore 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:** Canteens, Municipal Corporation, Tamil Nadu,

### 1.INTRODUCTION

**Amma Unnavagam** entails providing meals at a small cost of Rs 5. literal translation: "Mom's Restaurant" - is a food subsidization program, enacted by the Tamil Nadu state government, in India. Under this scheme, the state's municipal corporations run canteens serving food, mainly Idlis, Sambar Rice and Curd rice at low prices. Under the scheme, the corporations, with the help of self-help groups, establish canteens at various places in a city and sell food at very low prices, as low as Re.1 for an Idli, and Rs. 3 per plate of Sambar Rice or Curd Rice. The menu is also planned to be expanded to include Pongal, Tamarind rice, or curry leaf rice and Chapathi. The canteens are also planned to be solar-powered. Offering food at subsidized rated under the scheme will incur the Corporations loss (for example, it was reported that in Coimbatore, the loss would be Rs. 2.64 for an idli , Rs. 9.73 for a unit of sambar rice and Rs. 4.44 for a unit of curd rice, incurring a total of Rs. 2.70 crore a year on the Corporation) and the release of funds to this scheme was opposed in Tirunelveli. Also, concerns were raised on the effect these corporation canteens will have on pushcart eateries, who cannot compete with the prices offered by the canteens.

### 1. STATEMENT OF PROBLEM

The global food crisis and rising food prices paved way for our late chief minister Ms. J. Jayalalithaa to come up with the Amma unavagam scheme in the year 2013 February 24<sup>th</sup>, to help the impoverished fight food inflation. Let it be any product offered to the people, it's important to know the perception of the customers towards the food and service received by them. Thus the study was undertaken by the

researcher to find the customers feedback, based on which further improvements can be done by the Government for the betterment of the people.

**1. OBJECTIVES OF THE STUDY**

1. To study the consumers perception towards Amma unavagam at Coimbatore City.
2. To know about that preference level of customers towards Amma unavagam.
3. To find out the consumers’ level of satisfaction towards the food varieties and service rendered by Amma unavagam.
4. To know about the consumers’ expectations towards Amma unavagam.
- 5.

**2. REVIEW OF LITERATURE**

During the course of the study, the study of several authors was referred and it is imperative that an outline of the literature survey is put to note and the following references are worth mentioning.

[1]Amartya Sen and Jean Dreze, August 13<sup>th</sup>, 2013 in his latest book, 'An Uncertain Glory - India and its contradictions', has praised the efficient delivery of public services in Tamil Nadu

[2]Bhagwati Jagdish and Panagariya Arvind, 2013, New York, Public Affairs, “perspectives-on-India’s-social”, entitled,” Why Growth Matters, “have highlighted how economic growth in India reduced poverty and the lessons for other developing countries.

[3]Geeta Pandey, 4 July 2016, in The BBC's,” Amma canteen: Where an Indian meal costs only seven cents”, highlighted the treats given at Amma Unavagam, Chennai and the popularity among the poor, middle class people and even the IT company employees making use of the service provided at a very low price.

[4]Mani Arul Nandhi, 15<sup>th</sup> November 2016, Cooperative Management, Food Security and Amma Unavagam- A Case Study from the Indian State of Tamil Nadu. 11<sup>th</sup> Asia Pacific Research Conference on Cooperatives and Sustainable Development, New Delhi, enlightened the efficiency of food service management at Amma Unavagam.

[5]J.Sam Daniel Stalin, June 04, 2013, “What makes Jayalithaa's 'Amma' canteens so successful” has stated the extention of the Amma canteens to 9 major cities like Coimbatore, Madurai, Trichy, Tirunelveli, Tuticorin, Salem, Erode, Vellore and Tirupur and has given relevant aspects upon the variety of food being provide in the canteen with full clean environment.

[6]T E Narasimhan, Chennai July 20, 2015 , Amma Canteens for Aam Aadmis, have thrown light on the aspect planned by the Delhi government to open low cost canteens.

**3. ANALYSIS AND FINDINGS**

**TABLE NO.1**

**THE PERSONAL DETAILS OF THE RESPONDENTS AVAILING THE FOOD PROVIDED AT AMMA UNAVAGAM**

Particulars	No. of Respondents	Percentage of Respondents (%)
<b>Age</b>		
Below 25 yrs	20	10
25-35 yrs	48	24
35-45 yrs	64	32
45-55 yrs	36	18
55 yrs & above	32	16
<b>Gender</b>		

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Male	130	65
Female	70	35
<b>Marital status</b>		
Married	160	80
Unmarried	40	29
<b>Monthly income</b>		
Below Rs.5000	32	16
Rs.5000 - Rs.10000	74	37
Rs.10000 - Rs.15000	66	33
Rs.15000 and above	28	14

**Inference**

From the above table, it is clearly evident that 32% of the respondents belong to the age group 35 to 45 years.65 % of the respondents were male who were frequently visiting the unavagam for consuming food.80% of the respondents who were married were regular customers. Finally 37 % of the respondents are earning income between Rs.5000- Rs. 10000.

**TABLE NO.2**

**AWARENESS OF THE RESPONDENTS TOWARDS THE LOW PRICE LEVEL AT AMMA UNAVAGAM**

Particulars	No. of Respondents	Percentage of Respondents (%)
Fully aware	200	100
Partly aware	NIL	NIL
Somewhat aware	NIL	NIL
Not at all aware	NIL	NIL
<b>Total</b>	<b>00</b>	<b>100</b>

**Inference**

From the above table, it's inferred that almost all the respondents were aware of the low price at Amma unavagam which is the main success factor that has attracted them in visiting the canteen frequently to get the food at a comparatively low price than in any other shops.

**TABLE NO.3**

**OPINION TOWARDS THE SUFFICIENT QUANTITY OF FOOD PROVIDED AT AMMA UNAVAGAM AT THE LOWEST PRICE**

Particulars	No. of Respondents	Percentage of Respondents (%)
Agree	180	90 %
No opinion	NIL	NIL
Disagree	20	10
<b>Total</b>	<b>200</b>	<b>100</b>

**Inference**

The above table shows that 90% of the respondents agree with the sufficient quantity of food provided at a lower price which has been a major reason for them to be the regular customers of Amma unavagam.

**TABLE NO.4**

**OPINION TOWARDS THE PREPARATION OF FOOD IN HYGIENIC MANNER**

Particulars	No. of Respondents	Percentage of Respondents (%)
Agree	176	88 %
Partially agree	10	5 %
Don't agree	14	7 %
<b>Total</b>	<b>200</b>	<b>100</b>

**Inference**

From the above table it is inferred that 88 % of the respondents agree towards the hygienic way of food being prepared at Amma unavagam.

**TABLE NO.5**

**OPINION TOWARDS THE GOOD TASTE OF FOOD PROVIDED AT AMMA UNAVAGAM**

Particulars	No. of Respondents	Percentage of Respondents (%)
Good	52	26
Average	144	72
poor	2	1
<b>Total</b>	<b>200</b>	<b>100</b>

**Inference**

From the above table, it has been agreed by 72% of the respondents that the taste of the food provided at Amma unavagam is average, so majority of them are not satisfied with the taste of the food but are happy only with the low price.

**TABLE NO.6**

**SATISFACTION LEVEL TOWARDS VARIETY OF FOODS PROVIDED AT AMMA UNAVAGAM**

Particulars	No. of Respondents	Percentage of Respondents (%)
Highly satisfied	190	95
Satisfied	4	2
Neutral	NIL	NIL
Dis-satisfied	4	2
Highly dis-satisfied	2	1
<b>Total</b>	<b>200</b>	<b>100</b>

**Inference**

The above table shows that 95% of the respondents are highly satisfied with the variety of food being provided at Amma unavagam and a very less percentage of 2% are highly dissatisfied, so it's evident that the people are satisfied with the variety of dish.

**TABLE NO.7**  
**OPINION OF THE RESPONDENTS TOWARDS THE RESPONSE AND HOSPITALITY**  
**SHOWN BY THE EMPLOYEES OF AMMA UNAVAGAM**

Particulars	No. of Respondents	Percentage of Respondents (%)
Excellent	30	15
Good	92	46
Average	68	34
Poor	10	5
<b>Total</b>	<b>200</b>	<b>100</b>

**Inference**

From the above table, it is evident that 46% of the respondents are with a good opinion towards the hospitality shown by the staffs serving at Amma unavagam, which makes them feel at home while having the food.

**TABLE NO.8**  
**WHETHER RESPONDENTS ARE LOYAL AND REGULAR TO AMMA UNAVAGAM**

Particulars	No. of Respondents	Percentage of Respondents (%)
Yes	130	65
No	70	35
<b>Total</b>	<b>200</b>	<b>100</b>

**Inference**

The above table shows that 65 % of the respondents are regular to Amma unavagam but 35 % of them are not loyal and its mainly because they are not happy with the taste of the food being provided.

**4. FINDINGS**

- 1) 32% of the respondents belong to the age group 35 to 45 years.
- 2) 65 % of the respondents were male who were frequently visiting the unavagam for consuming food.
- 3) 80% of the respondents who were married were regular customers.
- 4) 37 % of the respondents are earning income between Rs.5000- Rs.10000.
- 5) 100% of the respondents were aware of the low price at Amma unavagam.
- 6) 90% of the respondents agree with the sufficient quantity of food provided at a lower price.
- 7) 88 % of the respondents agree towards the hygienic way of food being prepared at Amma unavagam.
- 8) 72% of the respondents agree that the taste of the food provided at Amma unavagam is average.
- 9) 95% of the respondents are highly satisfied with the variety of food being provided at Amma unavagam.
- 10) 46% of the respondents are with a good opinion towards the hospitality shown by the staffs serving at Amma unavagam.
- 11) 65 % of the respondents are regular to Amma unavagam.

## 5. SUGGESTIONS

1. Only 65% of the respondents state that they are 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 and by improving the hospitality shown by the staffs.
2. The respondents also stated that, the time allotted to serve food is very less. This can be considered and little time can be extended for serving food.

## 8. CONCLUSION

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 impression for the govt. of Tamilnadu.

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