CONSUMER PERCEPTION OF PUBLIC DISTRIBUTION SYSTEM IN TAMILNADU WITH SPECIAL REFERENCE TO SIVAGANGA DISTRICT

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ABSTRACT

Public Distribution System operates as a complementary system to the private trade which exists side by side. The Public Distribution System as a permanent feature of the strategy to control prices, reduce fluctuations and achieve equitable distribution of essential commodities. Public Distribution System (PDS) PDS is a poverty alleviation programme and it contributes towards the social welfare of the people. Essential commodities like rice, wheat, palm oil, kerosene, sugar and the like are distributed at a subsidized price under this system. Fair Price Shop (FPS) a shop where the essential commodities are distributed to the ration cardholders at fair prices fixed by the Government under the public distribution system. The present study covers the public distribution system in tamilnadu with special reference to sivagangai district only. It does not cover rest of the districts and states. Identifies the family card holder need and measure their perception towards the public distribution system. The researcher has been chosen two objectives first one is to study the consumer perceptions of the public distribution system in tamilnadu with special reference to sivagangai district, next objective is to analyze the motivational factor's influences between among the consumer in study area. The researcher has been used two statistical tools like factor analysis and correlation analysis for consumer perception of public distribution system in tamilnadu. The result found there is a positive relationship between among the variables like Essential products, Restrictions, Fair price products, Low price, Easley accessibility, Providing free products and Requirements.

KEYWORDS: PDS, FPS, Consumer perception

INTRODUCTION

India is one of the densely population countries in the world. Virtually 75 per cent of its population is directly or indirectly engaged in agriculture related operation for their livelihood. Agricultural activities cannot make much impact on the economic conditions of the people. There is several numbers of risks involved in agriculture. Still increasing cost of inputs, severe drought or excessive rainfall, frequent environment changes in monsoon resulting in untimely rainfall, ecological imbalance, large scale urbanization and uneconomic conditions of cultivable land force Indian farmers to face continuous crop failures. The conditions of agricultural workers are also ever deteriorating. Therefore starvation is a common feature among those who are living in rural areas. Under this state of affair, a good government has to supply food grains to the poor either at free of cost or at a subsidized price. In this regard, the Public Distribution System (PDS) acts as a poverty alleviation programme and contributes towards the social health and welfare of the people and is the key element of the Governments food security system in India. It is an essential instrument for ensuring availability of certain essential commodities at inexpensive prices for those who are living below poverty line. The Government, through the Food Corporation of India procures and stocks food grains which are released every month for distribution through the PDS network across the country. In addition to sugar, edible oils and kerosene, the food grains, mainly rice and wheat are also distributed to the public through a network of Fair Price Shops. "Public Distribution System is the whole or a part of the distribution system, operated and regulated by the public authorities on behalf of the Public Distribution System operates as a complementary system to the private trade which exists side by side. The Seventh Plan document recognizes Public Distribution System as a permanent feature of the strategy to control prices, reduce fluctuations and achieve equitable distribution of essential commodities. Public Distribution System (PDS) PDS is a poverty alleviation programme and it contributes towards the social welfare of the people. Essential commodities like rice, wheat, palm oil, kerosene, sugar and the like are distributed at a subsidized price under this system. Fair Price Shop (FPS) a shop where the essential commodities are distributed to the ration cardholders at fair prices fixed by the Government under the public distribution system.

The Government of India has given broad guidelines to the State Governments to organize and run an effective Public Distribution System. The general idea is to ensure a fair price shop for about 2000 cardholders and for much lesser numbers in hilly and tribal areas. At present, the system covers rice, wheat, sugar, kerosene, janatha cloth, soft coke and edible oil. The list varies from State to State Government of India undertakes procurement, storage and transport of rice and wheat through the Food Corporation of India. The other commodities are procured and distributed through a combination of private and public agencies. There are at present about 4, 00,000 fair price shops spread all over the country catering to the needs of almost the entire population of the nation.

REVIEW OF LITERATURE

Chandanshiv and Narwade(2014)[1] in this study measured an evaluation of public distribution system in Maharashtra a case study. The research mainly expose food security programme like supply of food grains through Public distribution system. In India several scheme allotted by government theses schemes are complementary as majority of the poor people cannot purchase from the fair price shop due to lack of income. Chanchal(2012)[2] in his study public distribution system in Bihar: present scenario. The mainly discussed the performance of public distribution system in Bihar which is improving gradually. In this study covered number year's performance level. In 2004-2005 is 10 per cent of the consumer poor benefitted for the public distribution system ration and the followed year 2010-2011 this increased to 45 per cent which means positive improvement regarding the performance of public distribution system. Sadasivam, Senthamarai (2012)[3] in their research study analyze the fair price shop in tamilnadu with special reference to Usilampatty municipality. The study pointed the majority of the poor people only getting commodities like rice, wheat, sugar and kerosene for main reason is public prefer fair price shop is its low price and not the quality. The government of tamilnadu should take necessary steps to strengthen the fair price shop and control black marketing so that the poorest

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[1] Chandanshiv and Narwade(2014), entitled "An evaluation of public distribution system in the state of Maharastra", Southern Economist, March 1, PP:15-19

[2] Chanchal(2012), public distribution system in Bihar: present scenario, southern economist, may 1, 2012,PP:37-42

[3] Sadasivam, Senthamarai (2012), fair price shop in tamilnadu with special reference to usilampatty municipality. Southern economist, June 1, 2012,   PP:39-43

of the poor may be benefitted. Gayathri, prabhudev (2013)[4] in their research study found that the national food security bill: issues in food and nutritional security. The present study analyzed the environment food security which is the most important human development aspect. The public distribution system is the main plank of India's food management initiatives. Food is universal and every people have to be guaranteed a life free from hunger. The national food security bills do not universalize the public distribution system. In India 75 per cent of the people come from rural and remaining 25 per cent of the people in urban areas would be covered under the public distribution system.

OBJECTIVES OF THE STUDY

1. To study the consumer perceptions of the public distribution system in tamilnadu with special reference to sivagangai district.
2. To analyze the motivational factor's influences between among the consumer in study area.

STATEMENT OF THE PROBLEM

In present scenario number studies by individual, institutions and government agencies have been conducted on the subject of the public distribution system. It is very important for poor people because most of the PDS consumer is in below poverty line not at all. PDS was organized as an integral part of the Indian Food policy for consumer protection. After the new agricultural strategy of 1947, it is incentive price policy and anti-poverty scheme. The government of India developed targeted public distribution system in 1997; under which rice and wheat are distributed to people at different prices based on they fall below poverty and above poverty line. Although developed with a clear logic, has not succeeded due to numerous problems associated with it.

SCOPE OF THE STUDY

Tamilnadu state is geographically divided into 30 revenue districts of which one district have been chosen for the present study. In order to give due representation to all section of the

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[4] Gayathri, prabhudev (2013), national food security bill: issues in food and nutritional security, southern economist, august 1, 2013,PP:42-47

people, it has been decided to give preference to the district known for industrial development, agriculture oriented and draught prone area. The present study covers the public distribution system in tamilnadu with special reference to sivagangai district only. It does not cover rest of the districts and states. Identifies the family card holder need and measure their perception towards the public distribution system.

METHODOLOGY

The present study is empirical in nature and it was studied by using primary data. The primary data were collected from sample respondent fair price shop card holders. The data were collected by using interview schedules. The statistical tools were used factor analysis and correlation matrix. The sample size is 350 card holders from known population on the basis of convenient sampling.

HYPOTHESES OF THE STUDY

1. Ho: There is no significant relationship between among the variables of Essential products.
2. Ho: There is no significant relationship between among the variables of Fair price products.

LIMITATIONS OF THE STUDY

The present study covered only state of tamilnadu with reference to sivagangai district.

DATA ANALYSIS AND INTERPRETATION

The Public Distribution System is the system of management of food economy and distribution of food grains at affordable price. The scheme provides staple food grains, such as wheat, rice, sugar and kerosene through a network of Fair Price Shops in the whole country. Basic motive behind this scheme is to provide food to the weaker section of the country at the cheaper rates. It is still subject to various criticisms and is facing number of problems while getting benefits. In spite of various problems faced by them, still consumers are very much eager to avail the benefits. Hence, the present study aims at to find out the factors motivating to avail the benefits of PDS

CONSUMER PERCEPTION OF THE SAMPLE RESPONDENTS AND AGREEABILITY RELATING TO VARIOUS ASPECTS ABOUT OF PUBLIC DISTRIBUTION SYSTEM IN TAMILNADU

The factor analysis help to reduce the variables of dimension of factors it used to identify the underlying dimensions for the set of variables. The important work is reducing the number of variables in order to simply subsequent analysis.

Table 1- KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.614
Bartlett's Test of Sphericity	Approx. Chi-Square	2626.043
	df	171
	Sig.	.000

Source: Computed Data

From the above table 1 describes that high value of KMO is .614 it indicate that a factor analysis is useful for the present data. The significant value of Bartlett's Test of Sphericity is 0.000 and the less than 0.05 which indicate that there is s significant relationship among the variables like the aspect of public distribution system. The result value of KMO test and Bartlett's test indicate that present data is further useful for factor analysis.

Table 2- Communalities

Variables	Initial	Extraction
products are supplied at lower price than open market price	1.000	.737
Low price leads to purchase of products	1.000	.629
Card holders only can purchase the products goods. It leads to minimum competition and no price hike	1.000	.638
Card holders only allow purchasing in a prescribed limit. So, there is no place for shortage	1.000	.718
Price is the same even small quantity of products is purchased	1.000	.693
Need not have more money because products are supplied at various time	1.000	.662
products are purchased even if there is a crowd	1.000	.557
Seasonal frees are given	1.000	.406
Due to family card, some commodity can be bought at free of cost	1.000	.626
Regular works are affected	1.000	.783

products are purchased even though it is of low quality	1.000	.813
Most of the essential products are supplied	1.000	.777
Essential products are supplied at lower prices	1.000	.903
Supplied at good quality of product	1.000	.727
sufficient product's quantity	1.000	.744
Ration card is a symbol of citizenship	1.000	.778
Non- regular purchase leads to cancellation of Ration card	1.000	.781
It is moreover nearer to residence	1.000	.811
Easy to bring the goods from shop	1.000	.833
Extraction Method: Principal Component Analysis.		

Source: Computed Data

The following table 2 highlights the communalities of factor analysis about consumer perception of public distribution system in tamilnadu with special reference to Sivaganga Dirstrict. The given table shows that communalities values of the variables. It is regression values of each variable in scale, which is shared by all other variables. The cut off value for variables is 0.4 variable above 0.4 values are considered for the further studies. In case all the variables have the value above 0.4, so all variables will be considered further for factor analysis.

The following table 3 shows the rotated component matrix. It depicts the pattern of factor that is grouped together based on their regression weight and degree of freedom. For the purpose of extraction principal component analysis method had been used and for the rotation varimax with Kaiser Normalization had been used. The rotated component matrix helps to understand the variable group of the together to form of factors

Table 3- Rotated Component Matrix

Rotated Component Matrix							
	Component						
	1	2	3	4	5	6	7
Most of the essential products are supplied	.852	-.103	-.035	.179	.081	.027	.025
Essential products are supplied at lower prices	.925	.190	-.015	.044	-.038	-.001	.086
Supplied at good quality of product	.803	.207	.100	.078	.150	-.004	-.026
sufficient product's quantity	.360	.762	.108	-.060	.082	-.021	.112
Ration card is a symbol of citizenship	-.075	.866	.004	.019	.121	.024	-.087
Non- regular purchase leads to cancellation of Ration card	.121	.826	-.008	.078	.277	.024	-.012

Price is the same even small quantity of products is purchased	.052	.079	**.809**	-.041	.098	.074	.110
Need not have more money because products are supplied at various time	-.056	-.048	**.806**	.038	.031	.050	-.039
products are purchased even if there is a crowd	.099	.050	**.643**	.225	-.024	.246	-.140
Due to family card, some commodity can be bought at free of cost	.051	.121	.156	**.753**	-.037	.116	.054
Regular works are affected	.002	.035	.033	**.861**	.181	-.053	.066
products are purchased even though it is of low quality	.405	-.161	-.032	**.783**	-.083	-.044	-.001
It is moreover nearer to residence	.085	.244	.045	.046	**.855**	-.010	.099
Easy to bring the goods from shop	.073	.162	.031	.024	**.894**	.015	-.001
products are supplied at lower price than open market price	.023	-.086	.076	.011	.111	**.841**	-.067
Low price leads to purchase of products	.103	.108	.136	-.121	-.132	**.551**	.503
Seasonal frees are given	-.168	.263	.248	.200	-.177	**.406**	.103
Card holders only can purchase the products goods. It leads to minimum competition and no price hike	.051	-.065	-.091	.137	.159	.052	**.759**
Card holders only allow purchasing in a prescribed limit. So, there is no place for shortage	-.036	.059	.584	.029	-.110	-.206	**.562**

Source: Computed Data

Factor analysis help to reduce the variables of dimensions of factors it used to identify the underling dimensions for set of variables. The important work is reducing the number of variables in order to simply subsequent analysis.The rotated factors are loading received by the factors F1 (essential products), F2, (Restrictions) F3 (Fair price products) F4 (Low price), F5 (Easley accessibility), F6 (Providing free products), F7 (Requirements) are present in the table.

Table 5 - Labeling of Factors

S.No	Name of Factor	Variables	No of Items	Eigen Value	Variance	Reliability (Cronbach's Alpha)
1	Essential products	Most of the essential products are supplied		3.688	19.411	
		Essential products are supplied at lower prices	3			.821

		Supplied at good quality of product				
2	Restrictions	sufficient product's quantity	3	2.403	12.649	.810
		Ration card is a symbol of citizenship				
		Non- regular purchase leads to cancellation of Ration card				
3	Fair price products	Price is the same even small quantity of products is purchased	3	2.337	12.300	.750
		Need not have more money because products are supplied at various time				
		products are purchased even if there is a crowd				
4	Low price	Due to family card, some commodity can be bought at free of cost	3	1.641	8.635	.701
		Regular works are affected				
		products are purchased even though it is of low quality				
5	Easley accessibility	It is moreover nearer to residence	2	1.282	6.747	.655
		Easy to bring the goods from shop				
6	Providing free products	products are supplied at lower price than open market price	3	1.174	6.177	.612
		Low price leads to purchase of products				
		Seasonal frees are given				
7	Requirements	Card holders only can purchase the products goods. It leads to minimum competition and no price hike	2	1.093	5.752	.623
		Card holders only allow purchasing in a prescribed limit. So, there is no place for shortage				

Source: Computed Data

The total variance accounted for, by all the seven factors with Eigen value greater 1 is 71.67 per cent and remaining variance is explained by other variables among the seven factors. The factor account for around 13.75 percent of variance which is the prime criteria considered among the three factors.

CORRELATION ANALYSIS

The following table 6 highlight the correlation analysis for the selected variables like V1-Most of the essential products are supplied V2-Essential products are supplied at lower prices, V3-Supplied at good quality of product.

Ho: There is no significant relationship between among the variables of Essential products.

Table 6- Correlations

		V1	V2	V3
V1	Pearson Correlation	1		
	Sig. (2-tailed)			
V2	Pearson Correlation	.732**	1	
	Sig. (2-tailed)	.000		
V3	Pearson Correlation	.528**	.757**	1
	Sig. (2-tailed)	.000	.000	

**. Correlation is significant at the 0.01 level (2-tailed).

The above table reveals that the result of correlation analysis of essential products. There is significant and positively correlated with "most of the essential products are supplied" and "essential products are supplied at lower prices". The Supplied at good quality of product are highly correlated with V1 and V2.

The following table 7 highlight the correlation analysis for the selected variables like V1-Need not have more money because products are supplied at various time, V2-Price is the same even small quantity of products is purchased, V3- products are purchased even though it is of low quality.

Ho: There is no significant relationship between among the variables of fair price products.

Table 7- Correlations

		VI	V2	V3
V1	Pearson Correlation	1		
	Sig. (2-tailed)			
V2	Pearson Correlation	.491[**]	1	
	Sig. (2-tailed)	.000	350	
V3	Pearson Correlation	-.021	-.035	1
	Sig. (2-tailed)	.693	.508	

**. Correlation is significant at the 0.01 level (2-tailed).

The table 7 indicates correlation analysis of fair price product. There is a significant and positively correlated V1 "Need not have more money because products are supplied at various time" and V2 "Price is the same even small quantity of products is purchased". There is insignificant and negatively correlated with V3- products are purchased even though it is of low quality.

CONCLUSION

The research study conclude that consumer perceptions of public distribution system in tamilnadu with special reference to sivagangai district. The researcher point out various benefit based on the study like Essential products, Restrictions, Fair price products, Low price, Easley accessibility, Providing free products and Requirements. There is a significant relationship between among the variables based on the consumer benefits. The public distribution system should play in obliteration of poverty and destitution in the state of tamilnadu after developing that the public distribution system is superior to all other anti-poverty measures.

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