



## A Study on the Consumer Attitude towards Public Distribution System with Special Reference to Thrissur District

**Dr. Jojomon N A**

Associate Professor of Commerce, P M Govt. College, Potta, Chalakudy

Received 8th August 2014, Accepted 30th August 2014

### Abstract

*The Public Distribution System has a great role in our economy. The Indian Food Security System was established by the Government of India under the Ministry of Consumer Affairs Food and Public Distribution. It is managed jointly by State and Government of Central India. The function of PDS is to distribute Food and Nonfood items to India's poor at subsidized rate. To buy these items through PDS the people must have a ration card. The items distributed under PDS are kerosene and food grains such as rice, wheat, sugar etc. consumers get food grains at reasonable and fair price that is price lower than the market price through these rationshops. It is one of the important Food Security Systems in India. PDS is also known as Ration shops.*

© Copy Right, IJRRAS, 2014. All Rights Reserved

### 1. Introduction

The Public Distribution System has a great role in our economy. The Indian Food Security System was established by the Government of India under the Ministry of Consumer Affairs Food and Public Distribution. It is managed jointly by State and Government of Central India. The function of PDS is to distribute Food and Nonfood items to India's poor at subsidized rate. To buy these items through PDS the people must have a ration card. The items distributed under PDS are kerosene and food grains such as rice, wheat, sugar etc. consumers get food grains at reasonable and fair price that is price lower than the market price through these rationshops. It is one of the important Food Security Systems in India. PDS is also known as Ration shops.

Food Corporation of India, a Government owned corporation, procures and maintains the PDS. In our state, Kerala Government is the controller and regulator of PDS. It is necessary to open more Ration shops in rural areas to make Food Security more effectively without any malpractice.

The Public Distribution System came into existence in the State of Kerala with effect from 01/07/1965. The state which has very high deficit in the production of food grains, the PDS has great relevance and importance. Keeping in view the importance and need of promotion of consumer awareness and protection of human rights, Government has formed a separate wing in the food, civil supplies and Consumer Affairs Department.

#### Correspondence

**Dr. Jojomon N A**

Associate Professor of Commerce, P M Govt. College,  
Potta, Chalakudy

It was established with the intention of ensuring equitable rationed supply of food grains and essential commodities to the needy at affordable rate. The PDS has completed half century since its inception. It is in this context a study of this kind has been initiated to evaluate the consumer attitudes and perception on the working of PDS in Kerala.

**SIGNIFICANCE:** Public Distribution System running by the Government to eliminate poverty and make sure food security. But some rare cases of corruption and malpractices have been reported to defame the system. This study helps to examine the problem experienced by the consumers and have thereby an overview on the effectiveness of PDS in Thrissur District. The study is relevant because a large majority of the population depends heavily on the system for livelihood. The PDS is at the heart of alleviating poverty in the Country and the State. It is the last resort for the common public. Any activity unless reviewed, revised and refined frequently will lead to lethargy, favoritism, and bureaucracy. As the system has crossed half a century, it is high time to assess what the consumers have to say about it. No system can grow with a satisfied consumer base.

**SCOPE:** This study is about the attitude of consumers towards local ration shops in Thrissur District. The area of the study is covered by this project is extended to the consumers of ration shops and in the District only. As the products supplied and quantity supplied are identical, information from any PDS dealer will be the same. Only the attitude of the dealer changes from shop to shop.

**STATEMENT OF THE PROBLEM:** The Public Distribution System is a rationing mechanism that entitles households to specified commodities at subsidized prices. Eligible households are given a ration card that entitles them to buy fixed rations or selected commodities. A below poverty line card holder should be given 35kg of food grain, and the card holder above the poverty line should be given 15kg of food grain as per the norms of PDS. Now days, ordinary people in rural area depend heavily on PDS. To certain extent PDS helps to bridge the gap between have and have not. Therefore, it is an attempt to examine the perception of beneficiaries on the effectiveness in the functioning of PDS.

#### OBJECTIVES:

- i. To identify the consumers attitude towards ration shops.
- ii. To examine the satisfaction level of consumers towards various aspect of PDS on the effectiveness of PDS.
- iii. To assess the aspects where improvement is needed in the functioning of PDS.

#### METHODOLOGY

**Sources of Data:** The data collection of the study includes primary source and secondary source. The primary data are collected from consumers under Ration shops in Thrissur District. Ten PDS outlets were selected at random from the Thrissur District and data were collected from the respondents therefrom. Convenience sampling method was used to identify samples. Data were collected using structured questionnaires. These secondary data are collected from internet, journals and other publications etc.

**Population, Sampling and the Sample:** The Ration Card holders in the selected PDS outlets are the population for the purposes of the study. The representation is highly heterogeneous with respect to sex, age, education, income level and religion. From this heterogeneous population a sample of 60 has been selected using convenience sampling method. Adequate representation of all strata is ensured in the sample.

**Tools Used for analysis:** The data will be analyzed by using statistical tools. The relevant statistical tools and techniques are “**Percentage method and Likert Scale method**” used for analyzing and interpreting the collected data. Diagrams and Charts were used to present the data.

#### Analysis and Interpretation

- 1) **Demographic Profile of Respondents:** It is learnt that 90% are males and 10% are females. 70% of the respondents have less than 55 years. 25% of respondents are illiterate. 65% of people

are come from nuclear type of family. Occupational status shows that 60% are daily wage earners. The annual income distribution reveals that 38% respondent belongs to less than 25000. 55% respondents hold's BPL ration cards.

- 2) **Purchase of Items from PDS Shops:** 90% of the respondents are regular visitors to PDS and 10% visits PDS occasionally.
- 3) **Reason for PDS Aversion:** 50% of the respondents opined that lack of information arrival is the main reason for not making purchase from PDS shops. Another reason is lack of time and bulk purchase from the super markets.
- 4) **Frequency of Purchase from PDS:** 80% of the respondents make purchases weekly. 10% make purchases monthly and the rest 10% occasionally.
- 5) **Responses on Quality of Products Supplied:** 60% of the respondents opined that the products supplied are of excellent quality. 20% opined that goods are of moderate quality. 10% were neutral and 10% opined that qualities of goods are to be improved.
- 6) **Facilities at PDS:** 40% are happy with the facilities offered in PDS. 20% are neutral and the rest 40% are unhappy with the kind of infrastructure available in the PDS.
- 7) **Behavioral aspects of the Dealer:** 40% opined that the treatments of the dealer are excellent. 25% opined that it is satisfactory. 35% are of the view that it needs it is to be improved to make it more friendly.
- 8) **Complaint Redressal Mechanism:** 80% of the respondents opined that the complaint redressal mechanism at the PDS is poor. 20% were neutral to the issue.
- 9) **Mal Practices on Weights and Measures:** All opined the weights and measures at the PDS are correct and better than any other shops.
- 10) **Mal Practices on Price:** All opined that products are offered at the standard prices only. No instance of charging higher price was reported.
- 11) **Non availability of Goods:** 60% of the respondents reported that quite often some goods get out of stock. 20% opined that it

happens but rarely only. 20% kept neutral without any comments on the question.

- 12) **Opinion about timings:** Respondents are generally happy with the present timings of the PDS...

**Suggestions:** The opinion on the general functioning of the PDS is very good. However efforts shall be initiated to make it more and more customer friendly and need based. Use of technology will be an added advantage considering the technological ambiance of the country.

This study was conducted with the main objective of analyzing the consumer's attitude towards PDS shops in the District. Ration shops are at the grass root level functioning of the total public distribution system in India to ensure food security. Strong intervention from the government to ensure adequate full supply to every poor in the society helps to eradicate poverty by attaining food security.

Please cite this article as: **Dr. Jojomon NA**, Associate Professor of Commerce, P M Govt. College, Potta, Chalakudy(2014). **A Study on the Consumer Attitude towards Public Distribution System with Special Reference to Thrissur District.** *International Journal of Recent Research and Applied Studies*. 1. 3(26). 105-107.