Chapter-VII

Public Participation and Management of Consumer Co-operative Society
Chapter-7

Public Participation and Management of Consumer Co-operative Societies

The present chapter is devoted to the study of consumers' participation in the management of Consumer Cooperative Societies, awareness about the role performance of consumer councils and consumers' perception regarding the management of Public Distribution System.

The consumers' participation is a pre-requisite for the effective and successful functioning of the Public Distribution System. In a democratic set-up, no public policy can be effectively implemented without the active involvement and participation of the clientele. The existence of effective Consumer Councils would act as a moral threat and contain the functionaries from indulging in unhealthy practices. It is not advisable on the part of the consumers to be silent spectators when the Public Distribution System is not operating properly. Experience has shown that the active and meaningful public and consumers' participation has resulted in streamlining of Public Distribution System.

The active members constitute the heart of the Consumer Cooperatives. The active support of the members is very essential if the consumer movement is to strengthen its position and meet the challenges. The success of the
Consumers' Cooperative depends on its members' participation. Therefore, active participation of the member patrons in the control and management of Public Distribution System is very essential for better functioning of the fair price shops.

In the following parts, an attempt is made to study the participation of consumers in the management of Public Distribution System. Participation is assessed in the light of members' cooperative stores which are entrusted with the responsibility of distributing scarce and essential commodities to the public in both the urban and rural sectors. The idea of the members' participation is to involve the members and their representatives in the management of the system. Such participation is essential to judge the real problems and suggest measures to solve them. It is fact that without the whole-hearted participation and cooperation of the members, no progress can be ensured.

Members' participation in the Consumer Cooperatives is very essential though what form the members' participation should take is a different question. For an intelligent participation of the members in a Consumers Cooperative Society, it is essential that there must be a continuous touch and interaction between the members and the management of the Society.

Here, it is intended to assess the participation of consumers in the management of these Cooperative Fair Price Shops as given below.
7.1 \textbf{Consumers' participation in Consumer Cooperative Society.}

In the rural sector, out of the 150 respondents only 50 (i.e. 33.67 percent) are the non-members of the Consumer Cooperatives. In the urban area 28 percent of the households are non members of their Cooperative Fair Price Shops. The study obviously indicates that 72 percent of the respondents from the urban areas and 66.33 percent from the rural areas are the members of the Cooperative Fair Price Shops respectively.

\begin{table}[h]
\centering
\begin{tabular}{|l|c|c|c|}
\hline
Membership & Urban & Rural & Total \\
\hline
Non-Membership & 14(28) & 50(33.67) & 64(32) \\
Member & 36(72) & 100(66.33) & 136 (68) \\
Total & 50(100) & 150(100) & 200(100) \\
\hline
\end{tabular}
\caption{Consumer's Participation in Consumer Cooperative Society.}
\end{table}

\[ X^2 = 4.64, \ P < 0.05. \]

\textit{Note:} Figures in parentheses indicate the percentages of column total.

Since the calculated value of Chi-square is higher i.e. 4.64 at 5 percent
level of significance than the table value, the null hypothesis is rejected with a conclusion that there is significant difference in the level of participation among the members and non-members of rural and urban sector.

7.2 **Awareness of Objectives in Consumer Cooperative Society.**

The members of these FPS have been asked whether they are aware of the objectives of Consumer Co-operative Society. The study revealed that 40 percent of the respondents from the rural and 56 percent from the urban sector are aware of the objectives while 60 percent of the households in the rural and 44 percent from the urban sector are not aware of their objectives.

<table>
<thead>
<tr>
<th>Table 7.2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Awareness of objectives in Consumer Cooperative Society.</strong></td>
</tr>
<tr>
<td>Response</td>
</tr>
<tr>
<td>Aware</td>
</tr>
<tr>
<td>Not Aware</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

\[ X^2 = 5.34, \ P < 0.05. \]

*Note: Figures in parentheses indicate the percentages of column total.*

While testing the hypothesis with the application of Chi-square method, it is found that the calculated value of \( x^2 \) is 5.34 while the table value at 5 percent level of significance is 3.84 percent. Therefore the null hypothesis is rejected with a conclusion that there is a significant difference in the opinion of both the urban and
rural respondents as far as the awareness of the objectives of consumer cooperatives is concerned.

7.3 **Participation in Annual General Body Meeting of Consumer Cooperative Society.**

Table and Figure 7.3 deal with the members' participation in the Annual General Body meetings. It is interesting to note that out of 50 members only 24 have participated from the urban areas while 26 did not participate at all. Whereas 42 percent of the respondents in the rural areas participated and 58 percent did not participate in the Annual General Meeting of Consumer Co-operative Society.
Table-7.3

Participation in Annual General Body

Meeting of Consumer Cooperative Society

<table>
<thead>
<tr>
<th>Response</th>
<th>Urban</th>
<th>Rural</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>24(48)</td>
<td>63(42)</td>
<td>87(43.5)</td>
</tr>
<tr>
<td>Non participation</td>
<td>26(52)</td>
<td>87(58)</td>
<td>113(56.5)</td>
</tr>
<tr>
<td>Total</td>
<td>50(100)</td>
<td>150(100)</td>
<td>200(100)</td>
</tr>
</tbody>
</table>

\[ X^2 = 0.52, P > 0.05. \]

*Note: Figures in parentheses indicate the percentages of column total.*

This clearly indicates that democracy exists in name and on paper but not in the actual practice. Low participation of members consumers in AGMs may be because of non-intimation or unawareness about the corporative principles.

Further the value of Chi-square i.e. 0.52 is less than the table value. This leads to the conclusion that there is insignificant difference in the opinions of members regarding the participation in AGM in both sectors.
7.4 Reasons of Non-Participation in Annual General Meeting

Table & Fig 7.4 reveals the reasons given by the members for non-participating in the General Body Meetings. Majority of the respondents i.e. 58.63 percent said that there was no proper and timely intimation to them about the General Body Meeting.

### Table 7.4

Reasons for Non-participating in General Body Meetings.

<table>
<thead>
<tr>
<th>Reasons</th>
<th>Actual</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No proper and timely intimation</td>
<td>94(72.9)</td>
<td>58.75</td>
</tr>
<tr>
<td>Lack of faith</td>
<td>25(5.62)</td>
<td>15.63</td>
</tr>
<tr>
<td>No time and pre-occupied assignments</td>
<td>20(10)</td>
<td>12.5</td>
</tr>
<tr>
<td>Lack of interest</td>
<td>21(9.25)</td>
<td>13.12</td>
</tr>
<tr>
<td>Total</td>
<td>160</td>
<td>100</td>
</tr>
</tbody>
</table>

\[ X^2 = 3.87, P < 0.05. \]

Note: Figures in parentheses indicate the Chi-square value of the cell.

Major chunk of respondents (i.e. 58.75 percent) perceived that they failed to attend the AGM because of improper and non-intimation.
About 15.63 percent of the members said that they have no faith in the General Body Meetings and 12.5 percent of the respondents find no time and pre-occupied assignments. Only 13.12 percent of the participants revealed that they had no interest in attending the General Body Meetings.

On the application of Chi-square test, it is found that majority of the members failed to attend AGMs due to improper notice since the $X^2$ value of cell is significantly higher and tilt is towards the lack of faith in the procedure and conduct of AGMs.

### 7.5 Participation in Election

Regard to the member's participation in the Cooperative Fair Price Shops' elections only 46 percent of the respondents from the urban areas and 42.67 percent of the respondents from the rural areas said that they participated in the elections. Whereas 54 percent and 57.33 percent members from the urban and the rural areas respectively.

<table>
<thead>
<tr>
<th>Response</th>
<th>Urban</th>
<th>Rural</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>24(48)</td>
<td>63(42)</td>
<td>87(43.5)</td>
</tr>
<tr>
<td>Non-participation</td>
<td>26(52)</td>
<td>87(58)</td>
<td>113(56.5)</td>
</tr>
<tr>
<td>Total</td>
<td>50(100)</td>
<td>150(100)</td>
<td>200(100)</td>
</tr>
</tbody>
</table>

$X^2 = 0.15$, $P > 0.05$.

Note: Figures in parentheses indicate the percentages of column total.
sectors replied that they did not participate in the cooperative society's elections. Such a non-participation of members reduces the effectiveness of the cooperative movement and a few individuals would emerge powerful.

It is found that Chi-square calculated value is less than the table value. It leads to the conclusion that the opinion of members significantly differed at 5 percent level of significance in both areas with regard to the participation in election.

7.6 Establishment of Ward Committee—Consumers view

The respondents were asked whether there was a need for the establishment of Ward Committee for the village or town. While 76 percent of the urban respondents and 68 percent of the rural respondents felt that there was a need for such committees, whereas 24 percent of the urban respondents and 32 percent of rural respondents felt that there was no need for such committees.
Table 7.6

Establishment of Ward Committees.

<table>
<thead>
<tr>
<th>Response</th>
<th>Urban</th>
<th>Rural</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Necessary</td>
<td>38(76)</td>
<td>102(68)</td>
<td>140(70)</td>
</tr>
<tr>
<td>Not necessary</td>
<td>12(24)</td>
<td>48(32)</td>
<td>60(30)</td>
</tr>
<tr>
<td>Total</td>
<td>50(100)</td>
<td>150(100)</td>
<td>200(100)</td>
</tr>
</tbody>
</table>

\[X^2 = 1.13, P > 0.05.\]

Note: Figures in parentheses indicate the percentages of column total.

After applying \(X^2\) to the table and Figure 7.6, it is found that the calculated value i.e. 1.13 is less than the table value at 5 percent level of significance, which lead to the conclusion that there is a insignificant difference in the opinions of consumer living in both areas regarding the establishment of ward committees.
Willingness to start Consumer Councils

The respondents were asked whether they would like to take initiative for establishing the Consumer Councils in the urban and rural sectors. About 66 percent and 64.67 percent of the respondents in the urban and rural areas respectively expressed their willingness to take initiative for establishing the consumer councils.

**Table No.7.7**

**Willingness to Start Consumer Councils**

<table>
<thead>
<tr>
<th>Response</th>
<th>Urban</th>
<th>Rural</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Willing</td>
<td>33(66)</td>
<td>97(64.67)</td>
<td>130(65)</td>
</tr>
<tr>
<td>Not Willing</td>
<td>17(34)</td>
<td>53(35.33)</td>
<td>70(35)</td>
</tr>
<tr>
<td>Total</td>
<td>50(100)</td>
<td>150(100)</td>
<td>200(100)</td>
</tr>
</tbody>
</table>

\[ X^2 = 0.027, \quad P > 0.05. \]

*Note: Figures in parentheses indicate the percentages of column total.*
Only 17 respondents from the urban areas and 53 percent from the rural areas viewed that they were not willing towards the establishment of such organisations.

On the application of chi-square test it is found that $X^2$ table value at 5 percent level of significance with 1 degree of freedom is higher than the calculated value i.e. 0.02, so the hypothesis is accepted with the conclusion that there is no significant difference in the opinion of consumer of rural and urban sectors whereas the willingness to start Consumer Councils is concerned.

7.8 **Effect of Consumer Councils on Public Distribution System**

The study reveals that 78 percent of the urban and 70 percent of the rural respondents hoped that Consumer Councils can improve the performance of PDS. About 22 percent of the urban and 30 percent of the rural respondents felt that they cannot improve the performance of PDS. It can be inferred that in both the urban and rural sectors a significant majority of the respondents have the confidence in the strength of Consumer Councils to improve the functioning of Public Distribution System.
Table 7.8

Role of Consumer Councils in PDS

<table>
<thead>
<tr>
<th>Response</th>
<th>Urban</th>
<th>Rural</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constructive Role</td>
<td>39(78)</td>
<td>105(70)</td>
<td>144(72)</td>
</tr>
<tr>
<td>Ineffective Role</td>
<td>11(22)</td>
<td>45(30)</td>
<td>56(28)</td>
</tr>
<tr>
<td>Total</td>
<td>50(100)</td>
<td>150(100)</td>
<td>200(100)</td>
</tr>
</tbody>
</table>

\[ \chi^2 = 1.18, \ P > 0.05. \]

Note: Figures in parentheses indicate the percentages of column total

On the application of Chi-square, it is noticed that calculated value (1.18) is less than the table value, so we accept the null hypothesis. It may be inferred
that respondents opinion is similar in respect of the role of Consumers Councils in the performance of Public Distribution System in both sectors.

Further the respondents have been asked whether there was a need for the establishment of Consumer Councils in the urban and rural sectors. 78 percent of the rural and 80 percent of the urban respondents realised the need for the establishment of the consumer councils whereas 20 percent of the urban and 22 percent of the rural respondents felt that there is no need for the establishment of such councils.

Table 7.9

<table>
<thead>
<tr>
<th>Response</th>
<th>Urban</th>
<th>Rural</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Needed</td>
<td>40(80)</td>
<td>117(78)</td>
<td>157(78.5)</td>
</tr>
<tr>
<td>Not Needed</td>
<td>10(20)</td>
<td>33(22)</td>
<td>43(21.5)</td>
</tr>
<tr>
<td>Total</td>
<td>50(100)</td>
<td>150(100)</td>
<td>200(100)</td>
</tr>
</tbody>
</table>

X² = 0.80, P > 0.05

*Note: Figures in parentheses indicate the percentages of column total.*

The value of Chi-square depicts that calculated value 0.80 is less than table value, so the null hypothesis is accepted with the inferences that there is insignificant difference in the opinion of respondents regarding the need for establishment of Consumer Councils in the urban and the rural sectors.
7.10 **Participation in Consumer Councils**

When the respondents were asked in which form they would like initiative for the establishment for the consumer councils, the majority of them (i.e., 64.29 per cent in urban and 72 per cent in rural) replied that they would join as the ordinary members if someone organises these councils. In the rural areas, 17.5 percent of the respondents were prepared to work as the active members and 10 percent as the organisers of the consumer councils. In the urban sector, 10.71 percent wanted to work as the organisers and 25 percent wanted to work as the active members. In the urban as well as rural sectors, the majority of the consumers were found willing to become mere ordinary members.
Table 7.10

Participation in Consumer Councils.

<table>
<thead>
<tr>
<th>Response</th>
<th>Urban</th>
<th>Rural</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>As an Ordinary Member</td>
<td>18(64.29)</td>
<td>58(72.5)</td>
<td>76(70.37)</td>
</tr>
<tr>
<td>As an Executive Member</td>
<td>7(25)</td>
<td>14(17.5)</td>
<td>21(19.44)</td>
</tr>
<tr>
<td>As an Organiser</td>
<td>3(10.71)</td>
<td>8(10)</td>
<td>11(10.19)</td>
</tr>
<tr>
<td>Total</td>
<td>28(100)</td>
<td>80(100)</td>
<td>108(100)</td>
</tr>
</tbody>
</table>

$X^2 = 0.807, > 0.05$

Note: Figures in parentheses indicate the percentages of column total.

While applying the $X^2$, it is found that the calculated value of $X^2$ from table 7.10 i.e. 80 is less than the table value of $X^2$ at 5 percent level of significance with 2 degree of freedom i.e. 5.99 percent. It is concluded that there is no significant relationship between the responses of the rural and urban people regarding the form of participation.
7.11 Unwillingness to Participate - Respondent view

The table and figure 7.11 reveal that in both the urban and rural sector, majority of the respondents lack time to take initiative for the establishment of the Consumer Councils. Another important constraint is the nature of job of the respondents in both the urban and rural sectors. A few of them i.e. 8.33 percent, 8.33 percent and 4.17 percent from the urban areas and 9.72 percent, 8.33 percent and 2.78 percent of the respondents from the rural gave reasons such as the fear of politics, lack of interest, and difficulty of convincing people etc. for their hesitation to take up the responsibility. Lack of time indicates that the leadership roles can be played only by those who have spare time. As a result, these roles slip into the hands of the

Table 7.11

Reasons for Unwillingness

<table>
<thead>
<tr>
<th>Response</th>
<th>Urban</th>
<th>Rural</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of time</td>
<td>15(62.50)</td>
<td>44(61.11)</td>
<td>59(61.45)</td>
</tr>
<tr>
<td>Nature of Job</td>
<td>4(16.67)</td>
<td>13(18.06)</td>
<td>17(17.70)</td>
</tr>
<tr>
<td>Fear of Politics</td>
<td>2(8.33)</td>
<td>7(9.72)</td>
<td>9(9.37)</td>
</tr>
<tr>
<td>Lack of Interest</td>
<td>2(8.33)</td>
<td>6(8.33)</td>
<td>8(8.33)</td>
</tr>
<tr>
<td>Difficulty of Convincing people</td>
<td>1(4.7)</td>
<td>2(2.78)</td>
<td>3(3.15)</td>
</tr>
<tr>
<td>Total</td>
<td>24(100)</td>
<td>72(100)</td>
<td>96(100)</td>
</tr>
</tbody>
</table>

$X^2 = .25, P > 0.05.$

*Note*: Figures in parentheses indicate the percentages of column total.
vested interests who will not take initiative in building the strong consumer movements. There is insignificant difference in the opinion of respondents of both areas concerning the reasons responsible to restrain the respondents to participate in consumer councils.
7.12. **Devotion of time for Consumer Councils**

The respondents who were willing to be in the Consumer Councils were asked as to how much of their time they would devote for the work of the Consumer Councils. The study revealed that, in both the urban and rural sectors, a significant majority i.e. 67.39 percent from the rural and 70 percent from the urban respondents said that they would devote 2 to 3 hours per week for the cause of Consumer Councils. In the urban areas, 20 percent of the respondents and 20.65 percent of the rural respondents said that they were prepared to devote three to four hours per week. Only 10 percent in the urban and 11.96 percent in the rural respondents told that they were willing to devote one day in a week for the noble work for the benefit of consumers.

**Table 7.12**

<table>
<thead>
<tr>
<th>Time</th>
<th>Urban</th>
<th>Rural</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 to 3 hours per week</td>
<td>21(70)</td>
<td>62(67.39)</td>
<td>83(60.03)</td>
</tr>
<tr>
<td>3 to 4 hours per week</td>
<td>6(20)</td>
<td>9(20.65)</td>
<td>25(20.49)</td>
</tr>
<tr>
<td>One day per week</td>
<td>3(10)</td>
<td>11(11.96)</td>
<td>14(11.48)</td>
</tr>
</tbody>
</table>

\[ X^2 = 0.096, \quad P > 0.05. \]

*Note: Figures in parentheses indicate the percentages of column total.*

On the application of \(X^2\) test, it is observed that \(X^2\) value (0.096) is less than the table value at 5 percent level of significance with 2 degree of freedom. Therefore the null hypothesis is accepted with the conclusion that there is no
significant difference in the opinion of respondents between the rural and urban people regarding the time to be devoted to Consumer Councils.

![Graph](image)

### TIME DEVOTED TO CONSUMER COUNCILS

<table>
<thead>
<tr>
<th>Time Per Week</th>
<th>Urban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 to 3 Hours</td>
<td>70</td>
<td>67.39</td>
</tr>
<tr>
<td>3 to 4 Hours</td>
<td>20</td>
<td>20.65</td>
</tr>
<tr>
<td>1 Day</td>
<td>10</td>
<td>11.96</td>
</tr>
</tbody>
</table>

7.13. **Consumers Awareness Regarding the National Objectives of Product Cum Distribution**

Table and Fig 7.13 reveal that 56 percent urban respondents and 37.33 percent rural respondents were found aware about the National Product-cum-Distribution Scheme, whereas 44 and 62.67 percent of the households from urban and rural sectors respectively were found unaware about the objectives of National Product-cum-Distribution Scheme. It is also noted that awareness is comparatively high among the urban consumers, may, be because of higher rate of literacy and other modern facilities available in urban sector.
Table 7.13
Awareness of National Product-Cum-Distribution Scheme

<table>
<thead>
<tr>
<th>Response</th>
<th>Urban</th>
<th>Rural</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aware</td>
<td>28(56)</td>
<td>56(37.33)</td>
<td>84(42)</td>
</tr>
<tr>
<td>Non-Aware</td>
<td>22 (44)</td>
<td>94(62.67)</td>
<td>116(58)</td>
</tr>
<tr>
<td>Total</td>
<td>50(100)</td>
<td>150(100)</td>
<td>200(100)</td>
</tr>
</tbody>
</table>

\[ X^2 = 5.34, \ P > 0.05. \]

Note: Figures in parentheses indicate the percentages of column total.

After applying the chi-square test to the table and figure 7.13 it is observed that the table value i.e. 3.84 at 5 percent level of significance at 1 degree of freedom is less than the calculated value i.e. 5.34. Hence the null hypothesis is rejected which leads to the conclusion that there is a significance difference in the opinion of the people living in both sectors, regarding the awareness of National Product-cum-Distribution Scheme.

It is observed from the respondents while interacting with them in an
informal way and on the series of data calculated that they failed to participate actively in the activities of these societies. For instance, the attendance and participation in the General Body Meetings is negligible. The reason for such an indifference is said to be absence of timely intimation. This shows that the organisers also do not take the members' participation seriously. Participation of members in the elections of Consumer Cooperative Society is also equally low. The members said that although they were aware of the importance of the General Body and election meetings, they did not attend them as there was a lot of political manipulations which rendered their participation futile. They add that all the distortions found in the General Elections have an echo in the Consumer Cooperative Movement elections. They opined that democracy in running the cooperative movement is nil and each member felt helpless about the situation. In fact, the purpose of the cooperative movement has been to enable individuals to overcome their helplessness through cooperative effort. This is completely defeated.

Regarding the Consumer Councils and Ward Committees, the study revealed that both in the urban and rural sectors, a significant majority is favourably disposed towards the Consumer Councils and the Ward Committees. They think that they are of positive use in the functioning of Public Distribution System. An overwhelming majority favoured the idea of the establishment of Consumer Councils. However, in starting these councils is low as more than half of them are not prepared for it. Among those who were willing to take initiative for establishing Consumer Councils, the majority preferred to be ordinary members and not active organisers. This denotes that a majority were not willing to take the leadership responsibility for the establishment of Consumer Councils although they felt the need for the
establishment of such voluntary organisations. This type of zone of indifference is a major constraint on the consumer movement as such. This, in turn affects the Public Distribution System and weakens its accountability to the general public at large.

7.14 **Perception of the Consumers regarding the Management of Public Distribution System.**

Any meaningful study of the PDS need to focus its attention on the various factors that affect the degree of utilisation and access for the consumers. In this part of chapter, we analyse the result of our survey of 200 respondents sampled from particularly the rural and urban areas. The relevant information regarding their perception with regard to the management of Public Distribution System has been collected through the household questionnaire. The information is compiled and analysed in the following parts.

7.14.1. **Consumer perception towards the timely supply of Public Distribution System items.**

It is observed that majority of the respondents in both areas are found to be dissatisfied regarding timely supply of PDS items. The supply is slightly in time in urban areas in comparison to rural areas. It is also observed from the table 7.14 and figure 7.14.1 that the majority of the consumers have moderately negative attitude in rural areas and slightly negative attitude in urban areas as far as the timely supply of Public Distribution System goods is concerned.
<table>
<thead>
<tr>
<th>S.No.</th>
<th>In Receipt of Supply</th>
<th>Urban Respondents N=50</th>
<th>Rural Respondents N=150</th>
<th>Consumer Perception towards the Management of Public Distribution System</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Table 7.14</td>
</tr>
</tbody>
</table>
CONSUMERS' PERCEPTION WITH REGARD TO TIMELY SUPPLY OF PDS GOODS
7.14.2  **Perception of consumers with regard to delivery of goods.**

From the table 7.14 and figure 7.14.2, it is observed that a large chunk of the respondents in rural areas have slightly positive attitude regarding the delivery of goods and the tilt is seen towards slightly positive. Further moderately negative attitude in urban sector has been noticed with regard to the delivery of goods is concerned and tilt is seen towards slightly negative. Only a respondent have kept their opinion reserve on the said variable.

7.14.3. **Quality of Goods-Respondents' view.**

As far as the quality of Public Distribution System goods in urban areas is concerned, the table 7.14 and figure 7.14.3 reveal that the majority of the respondents have moderately positive altitude and tilt is towards slightly positive perception, whereas in the rural areas, 30 percent of the respondents have slightly positive attitude followed by slightly negative as far as the quality of goods is concerned, and 8 respondents did not express their views regarding the quality of Public Distribution System goods.

7.14.4. **Consumer's perception towards the price of the PDS items.**

It is inferred from the table 7.14 and figure 7.14.4 that the majority
ATTITUDE OF CONSUMERS REGARDING DELIVERY OF GOODS

NO. OF RESPONDENTS

NO. OF RESPONDENTS N=50

Rural Respondents N=150

-3 

-2 

-1 

0 

+1 

+2 

+3 Highly Positive

Moderately Positive

Slightly Positive

Undecided

Slightly Negative

Moderately Negative

Highly Negative

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of the respondents have positive perception in urban areas with regard to the charging of price and Public Distribution System goods. Further 14 respondents of urban areas viewed their opinion in favour of moderately positive and tilt is towards slightly positive as far as the price charge of goods is concerned. It is further observed that there is moderately negative attitude of the respondents in rural areas and tilt is towards slightly negative while the prices are fixed and charged for PDS items. 20 respondents in both sectors have kept their opinion reserve with regard to the charging of price.

7.14.5.  **Perception of consumers towards the service after sale**

We can derive inference from the table 7.14 and figure 7.14.5 that the majority of the respondents have higher negative attitude in both the sectors as far as the service after sale is concerned. Only the small number of the respondents viewed positively on said aspects. 12 respondents have remained neutral and did not say anything.

7.14.6  **Consumer's perception towards the working hours of shop.**

It is analysed from the table 7.14 and figure 7.14.6 that the majority of the respondents have slightly negative attitude in urban areas and moderately negative attitude in the rural areas towards the management of working hours of the fair price shops. It is further observed that tilt of the
NO OF RESPONDENTS

FIG. NO. 14.5

CONSUMERS ATTITUDE TOWARDS SERVICE AFTER SALE

Rural Respondents N=150
Urban Respondents N=50
respondents in rural areas is towards slightly positive and in urban areas the same is towards moderately positive.

7.147. **Consumer's attitude towards the fair dealing.**

It is clear from the table 7.14 and figure 7.14.7 that the respondents have highly positive attitude in urban sector and moderately positive atitude in rural areas regarding the fair dealing given to them at fair price shops. The respondents of the urban areas have also perceived highly positive version with regard to fair dealing in urban areas and tilt is towards slightly negative.

7.14.8. **Consumer's perception towards the communication network**

It is derived from the figure 7.14.8 and data placed in the table 7.14 that the majority of the respondents have moderately positive attitude in urban areas and slightly negative attitude in the rural areas. Second majority of respondents have viewed slightly negative in the urban sector and moderately negative attitude in the rural areas as far as the communication network followed in the fair price shops and consumer cooperation is concerned.

It may be concluded from the preceding discussion that majority of respondents have negative perception with regards to the management of Public Distribution System. It is advocated that certain variables connected with the
FIG. NO. 14.7

ATTITUDE OF CONSUMERS WITH REGARD TO FAIR DEALING

NO OF RESPONDENTS

Rural Respondents N=150
Urban Respondents N=50

Positive
Highly

Moderately

Slightly

Undecided

Negative

-8

-12

-13

-3

4

6

21

13

48

50
FIG. NO: 14.8

NO. OF RESPONDENTS

NO. OF RESPONDENTS

Consumers Perception Towards Communication Networks

Rural Respondents N=150
Urban Respondents N=50
management of Public Distribution System required immediate attention just to control the affair of the management and to improve the overall functioning of Public Distribution System items.
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