Data Analysis and Interpretation
CHAPTER-IV

FACTORS INFLUENCING TO UTILIZE THE UZHAVER SANDAI BY CONSUMERS

Is this chapter an attempt was made to identify the welfare measures practiced in utilize the Uzhavar Sandai by consumers. For this purpose the level of satisfaction perceived by the dependent variables. The independent variables chosen for the analysis are age, education, occupation, income, distance, vegetable purchase, amount save, purchase extra vegetable and family size. In the forging analysis all the factors are analysed sequent and systematically. For the purpose of analysis simple statistical tools by percentage, average, range, standard deviation, two-way tables and chi-square test were used.

AGE AND LEVEL OF SATISFICATION:

Age is an important factor in decisions making. For the purpose of this study age have been studied under three head viz., young (Below 25 Years) Middle (26-35 Years) and old (above 35 Years). The sample consists of 48 young aged respondents, 88 middle aged respondents and 64 Old aged respondents. The distribution of sample respondents according to age and level of satisfaction in utilizing the Uzhavar Sandai is shown in the following table.
### TABLE NO.4.1.1

#### AGE AND LEVEL SATISFACTION

<table>
<thead>
<tr>
<th>S.NO</th>
<th>AGE</th>
<th>NO.OF RESPONDENS</th>
<th>PERCENTAGE</th>
<th>AVERAGE</th>
<th>RANGE</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Young</td>
<td>48</td>
<td>24</td>
<td>30.63</td>
<td>14</td>
<td>34</td>
</tr>
<tr>
<td>2</td>
<td>Middil</td>
<td>88</td>
<td>44</td>
<td>32.38</td>
<td>20</td>
<td>37</td>
</tr>
<tr>
<td>3</td>
<td>Old</td>
<td>64</td>
<td>32</td>
<td>33.36</td>
<td>24</td>
<td>37</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>200</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Source:** Primary Data

It could be observed from the above table that maximum satisfaction in utilizing the Uzhavar Sandai was among the middle aged respondents, which ranged between 20 and 38 with an average of 32.38. It is followed by old aged respondents ranged between 24 and 37 with an average of 33.36. On the other hand, the respondents using the Uzhavar Sandai among the young respondents ranged between 14 and 34 with an average 30.63. Thus, it is concluded from the analysis that middle aged respondents have utilizing the Uzhavar Sandai at the maximum level.

With a view to find the degree of association between age of the respondents and level of satisfaction in Utilizing Uzhavar Sandai, two way table was prepared and presented in following table.
TABLE NO 4.1.2

AGE AND LEVEL OF SATISFACTION (TWO - WAY TABLE)

<table>
<thead>
<tr>
<th>S.NO</th>
<th>AGE</th>
<th>LEVEL OF SATISFACTION</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>LOW (0-25)</td>
<td>MEDIUM (26-50)</td>
</tr>
<tr>
<td>1</td>
<td>Young</td>
<td>13 (38.2)</td>
<td>25 (26.6)</td>
</tr>
<tr>
<td>2</td>
<td>Middle</td>
<td>13 (38.2)</td>
<td>42 (44.7)</td>
</tr>
<tr>
<td>3</td>
<td>Old</td>
<td>8 (23.5)</td>
<td>27 (28.7)</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>34</td>
<td>92</td>
</tr>
</tbody>
</table>

Source: Primary Data

It is found from the above table that the percentage of high level of utilization the Uzhavar Sandai was the highest (45.8) among the middle aged respondent and the lowest (13.9) young aged respondents. The percentage of medium level of satisfaction in utilizing the Uzhavar Sandai was the highest (44.7) among the middle aged respondents and lowest (26.6) among young aged respondents. On the other hand, the percentage of the low level of satisfaction in utilizing Uzhavar Sandai was the highest (38.2) among the young aged respondents and the lowest (23.5) among the old aged respondents.

In order to find the relationship between the age of the respondents and the level of satisfaction utilization Uzhavar Sandai, Chi-square test was used and the results is shown in the following table.
**TABLE NO 4.1.3**

**AGE AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)**

<table>
<thead>
<tr>
<th>FACTOR</th>
<th>CALCULATED $\chi^2$ VALUE</th>
<th>TABLE VALUE</th>
<th>D.F</th>
<th>REMARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>9.143</td>
<td>9.488</td>
<td>4</td>
<td>Not Significant</td>
</tr>
</tbody>
</table>

*Source: Primary Data*

It is noted from the above table that the calculated chi-square value is less than the table value and the result is not significant at 1% level and 5% level. Hence, the hypothesis "age of the respondents, and the level of satisfaction in utilizing the Uzhavar Sandai are associated" does not hold good. From this analysis it is concluded that there is no close relationship between age and level satisfaction in utilizing the Uzhavar Sandai.

**EDUCATION AND LEVEL OF SATISFACTION:**

Education is one of the important factors to develop the knowledge and awareness among the common man. It sharpens the mind of the individual and makes much wise person in decision making. For the purpose of this study, the educational qualification of the respondent was studied under three heads viz., school level, higher secondary and collegiate. The sample consists of 75 respondents with school level education, 57 respondents with higher secondary and 68 respondents with collegiate level. The distribution of sample respondents according to education and their level of satisfaction in utilizing Uzhavar Sandai is shown in the following table.
TABLE NO. 4.2.1

EDUCATION AND LEVEL OF SATISFACTION

<table>
<thead>
<tr>
<th>S.NO</th>
<th>EDUCATION</th>
<th>NO. OF RESPONDENTS</th>
<th>%</th>
<th>AVERAGE</th>
<th>RANGE MIN</th>
<th>MAX</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>School</td>
<td>75</td>
<td>37.5</td>
<td>32.44</td>
<td>18</td>
<td>22</td>
<td>5.76</td>
</tr>
<tr>
<td>2</td>
<td>Higher Secondary</td>
<td>57</td>
<td>28.5</td>
<td>32.30</td>
<td>19</td>
<td>37</td>
<td>4.78</td>
</tr>
<tr>
<td>3</td>
<td>Collegiate</td>
<td>68</td>
<td>34.0</td>
<td>32.40</td>
<td>22</td>
<td>38</td>
<td>5.13</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>200</td>
<td>100</td>
<td>32.40</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data

It could be seen from the above table that the respondents with primary school level of education have utilized the Uzhavar Sandai was ranged between 18 and 32 with an average of 32.44. The respondents with higher secondary level of education have utilized the Uzhavar Sandai was ranged between 19 and 37 with an average of 32.30. On the other hand, the level of utilizing the Uzhavar Sandai among the 68 respondents with collegiate level education was ranged between 22 and 38 with an average of 32.04.

Thus the table reveals that the respondents with primary school education have perceived maximum level of satisfaction in utilization the Uzhavar Sandai.

With a view of find the degree of association between the educational level and level satisfaction, two way table was prepared and is shown in the following table.
### TABLE NO. 4.2.2

**EDUCATION AND LEVEL OF SATISFACTION**

**(TWO - WAY TABLE)**

<table>
<thead>
<tr>
<th>S.NO</th>
<th>EDUCATION</th>
<th>LEVEL OF SATISFACTION</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>LOW</td>
<td>MEDIUM</td>
</tr>
<tr>
<td>1</td>
<td>Primary School</td>
<td>15(44.1)</td>
<td>25(26.6)</td>
</tr>
<tr>
<td>2</td>
<td>Higher Secondary</td>
<td>7(20.6)</td>
<td>35(37.2)</td>
</tr>
<tr>
<td>3</td>
<td>Collegiate</td>
<td>12(35.3)</td>
<td>34(36.2)</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td><strong>34</strong></td>
<td><strong>94</strong></td>
</tr>
</tbody>
</table>

**Source:** Primary Data

It is identified from the above table that the percentage of high level of satisfaction in utilizing the Uzhavar Sandai was the highest (48.6) among the respondents with primary school education and the lowest (20.8) among the respondents with higher secondary level education. The percentage of medium level of satisfaction in utilizing the Uzhavar Sandai was the highest (37.2) among respondents with higher secondary level education and the lowest (26.6) among the respondents with primary school level education. On the other hand, the percentage of low level of satisfaction in utilizing the Uzhavar Sandai was the highest (44.1) among the respondents with primary school level education and the lowest in (20.6) among the respondents with higher secondary level education.

In order to find the relationship between the education of the respondents and level of satisfaction in utilizing the Uzhavar Sandai, Chi-square test was used and the results are shown in the following table.
TABLE NO. 4.2.3

EDUCATION AND LEVEL OF SATISFACTION
(CHI-SQUARE TEST)

<table>
<thead>
<tr>
<th>FACTOR</th>
<th>CALCULATED $\chi^2$ VALUE</th>
<th>TABLE VALUE</th>
<th>D.F</th>
<th>REMARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>10.894</td>
<td>9.488</td>
<td>4</td>
<td>Significant at 5% level</td>
</tr>
</tbody>
</table>

Source: Primary Data

It is noted from the above table that the calculated chi square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis “Education of the respondents and the level of satisfaction in utilizing the Uzhavar Sandai are associated” holds good. From this analysis it is concluded that there is a close relationship between the education and the level of satisfaction in utilizing the Uzhavar Sandai.

OCCUPATION AND LEVEL OF SATISFACTION:

Occupation is the status symbol in the society. It is the major source to generate income for an individual. For the purpose of this study occupation of the respondents was studied under three heads viz., private sector employees, Government employees and own business. The sample consist of 89 (44.5%) private employees, 20 (10%) Government Employees and 91(45.5%) own business. The distribution of sample respondents according to their occupation and level of satisfaction in utilizing Uzhavar Sandai is shown in the following table.

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### TABLE NO. 4.3.1

**OCCUPATION AND LEVEL OF SATISFACTION**

<table>
<thead>
<tr>
<th>S.NO</th>
<th>OCCUPATION</th>
<th>NO.OF RESPONDENTS</th>
<th>%</th>
<th>AVERAGE</th>
<th>RANGE</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>MIN</td>
<td>MAZ</td>
</tr>
<tr>
<td>1</td>
<td>Private Sector employees</td>
<td>89</td>
<td>44.5</td>
<td>31.62</td>
<td>21</td>
<td>40</td>
</tr>
<tr>
<td>2</td>
<td>Government Employees</td>
<td>20</td>
<td>10.0</td>
<td>31.95</td>
<td>18</td>
<td>39</td>
</tr>
<tr>
<td>3</td>
<td>Own Business</td>
<td>91</td>
<td>45.5</td>
<td>32.75</td>
<td>16</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>200</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Source:** Primary Data

It could be seen from the above table that the private employees level of satisfaction in utilizing the Uzhavar Sandai was ranged between 21 and 40 with an average of 31.62. The respondents in Government sector having the level of satisfaction in utilizing Uzhavar Sandai was ranged between 18 and 39 with an average of 31.95. The level of satisfaction among the respondents having own business was ranged between 16 and 40 with an average of 32.75.

Thus the table reveals that the respondents with own Business man having maximum level of satisfaction in utilizing the Uzhavar Sandai

With a view two find the degree of association between occupation and level of satisfaction, two-way table was prepared and is shown in the following table.
TABLE NO. 4.3.2

OCCUPATION AND LEVEL OF SATISFACTION
(TWO - WAY TABLE)

<table>
<thead>
<tr>
<th>S.NO</th>
<th>OCCUPATION</th>
<th>LEVEL OF SATISFACTION</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>LOW</td>
<td>MEDIUM</td>
</tr>
<tr>
<td>1</td>
<td>Primary Sector employees</td>
<td>16 (47.1)</td>
<td>32 (34.0)</td>
</tr>
<tr>
<td>2</td>
<td>Government Employees</td>
<td>5 (14.7)</td>
<td>7 (7.4)</td>
</tr>
<tr>
<td>3</td>
<td>Own Business</td>
<td>13 (38.2)</td>
<td>55 (58.5)</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>34</td>
<td>94</td>
</tr>
</tbody>
</table>

Source: Primary Data

It could be seen from the above table that the percentage of high level of satisfaction in utilizing the Uzhavar Sandai was the highest (56.9) among the respondent of private employees respondents and the lowest (11.1) among the respondents of Government employees. The percentage of medium level of satisfaction in utilizing the Uzhavar Sandai was the highest (58.5) among the respondents having own businessman the lowest (7.4) among the respondents of Government employees. On the other hand, the percentage of low level of satisfaction in utilizing in Uzhavar Sandai was the highest (47.1) among the respondents of private employees and the lowest (14.7) among respondents of the Government Employees.

In order to find the relationship between the occupation of the respondents and level of satisfaction in utilizing the Uzhavar Sandai, chi-square test was used and the results of the test is shown in following table.


**TABLE NO. 4.3.3**

**OCCUPATION AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)**

<table>
<thead>
<tr>
<th>FACTOR</th>
<th>CALCULATED $\chi^2$ VALUE</th>
<th>TABLE VALUE</th>
<th>D.F</th>
<th>REMARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupation</td>
<td>13.120</td>
<td>9.488</td>
<td>4</td>
<td>Significant at 5% level</td>
</tr>
</tbody>
</table>

Source: Primary Data

It is noted from the above table that the calculated chi-square value is greater than the table value and the results is significant at 5% level. Hence, the hypothesis “Occupation of the respondents” and the level of satisfaction in utilizing Uzhavar Sandai are associated” holds good. From this analysis, it is concluded that there is a close association between the occupation and the level of satisfaction in utilizing the Uzhavar Sandai.

**INCOME AND LEVEL OF SATISFACTION:**

Income is the base to meet out all the needs of the human being. The society recognizes the person based on the amount of income of the individual. For the purpose of this study income of the respondents was studies in to three heads viz., low income (below 1 lakhs), medium income (1 to 2 lakhs) and high income (above 2 lakhs). The sample consists of 63 (31.5%) respondents with low income group, 90 (45%) respondents with medium income group (1 to 2 lakhs), and 47 (23.5%) respondents with high income group (above 2 lakhs), the distribution sample respondents according to their income and level of satisfaction is shown in the following table.
TABLE NO. 4.4.1

INCOME AND LEVEL OF SATISFACTION

<table>
<thead>
<tr>
<th>S.NO</th>
<th>OCCUPATION</th>
<th>NO.OF RESPONDENTS</th>
<th>%</th>
<th>AVERAGE</th>
<th>RANGE</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Low</td>
<td>63</td>
<td>31.5</td>
<td>30.21</td>
<td>21</td>
<td>40</td>
</tr>
<tr>
<td>2</td>
<td>Medium</td>
<td>90</td>
<td>45.0</td>
<td>33.00</td>
<td>20</td>
<td>38</td>
</tr>
<tr>
<td>3</td>
<td>High</td>
<td>47</td>
<td>23.5</td>
<td>33.64</td>
<td>22</td>
<td>40</td>
</tr>
<tr>
<td>4</td>
<td>TOTAL</td>
<td>200</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data

It could be observed from the above table that maximum level of satisfaction in utilizing Uzhavar Sandai was among the respondent with medium income growth, which ranged between 20 and 38 with an average of 33. It is followed low income group of respondents which ranged between 21 and 40 with an average of 30.21. On the other hand, level of satisfaction among the respondents of high income group, who are using the Uzhavar Sandai was ranged between 22 and 40 with an average of 33.64. Thus it is concluded that the respondents with medium income group have utilizing the Uzhavar Sandai at the maximum level of satisfaction.

With a view to find the degree of association between income and level of satisfaction in utilizing Sandai, two way table was prepared and illustrated as below.
TABLE NO. 4.4.2

INCOME AND LEVEL OF SATISFACTION
(TWO WAY TABLE)

<table>
<thead>
<tr>
<th>S.NO</th>
<th>AGE</th>
<th>LEVEL OF SATISFACTION</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>LOW (0-25)</td>
<td>MEDIUM (26-50)</td>
</tr>
<tr>
<td>1</td>
<td>Low</td>
<td>17 (50.0)</td>
<td>31 (33.0)</td>
</tr>
<tr>
<td>2</td>
<td>Medium</td>
<td>13 (38.2)</td>
<td>41 (43.6)</td>
</tr>
<tr>
<td>3</td>
<td>High</td>
<td>4 (11.8)</td>
<td>22 (23.4)</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>34</td>
<td>92</td>
</tr>
</tbody>
</table>

Source: Primary Data

It is found from the above table that the percentage of high level of satisfaction in utilizing the Uzhavar Sandai was the highest (50.0) among the respondents of medium income group and the lowest (20.8) among the respondents of low income group. The percentage of medium level of satisfaction in utilizing the Uzhavar Sandai was the highest (43.6) among the respondents of medium income group and the lowest (23.4) among the respondents of high income group. On the other hand, the percentage of low level of satisfaction in utilizing Uzhavar Sandai was the highest (50.0) among the respondents of low income group and the lowest (11.8) among the respondents of high income group.

In order to find the relationship between the income and level of satisfaction in utilizing Uzhavar Sandai, chi-square test was used the result is shown in the underneath table.
TABLE No. 4.4.3

INCOME AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

<table>
<thead>
<tr>
<th>FACTOR</th>
<th>CALCULATED $\chi^2$ VALUE</th>
<th>TABLE VALUE</th>
<th>D.F</th>
<th>REMARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td>10.122</td>
<td>9.488</td>
<td>4</td>
<td>Significant at 5% level</td>
</tr>
</tbody>
</table>

Source: Primary Data

It is noted from the above that the calculated chi-square value is greater than the table value and results is significant at 5% level. Hence, the hypothesis “Income and level of significant in utilizing the Uzhavar Sandai are associated” hold good. From this analysis it is concluded that there is a close relationship between the income of the respondents and the level of satisfaction in utilizing the Uzhavar Sandai.

DISTANCE AND LEVEL OF SATISFACTION:

Distance is the most important factor in deciding the purchase of vegetables and groceries. It is the tendency of the consumers to purchase vegetables in the near by retail shops. So it decided to study the impact of the distance from the Uzhavar Sandai on the consumers in the utilization of the Uzhavar Sandai. The distribution of sample respondents according to distance and utilization of Uzhavar Sandai is shown in the following table.
### TABLE NO 4.5.1

DISTANCE AND LEVEL OF SATISFACTION

<table>
<thead>
<tr>
<th>S.NO</th>
<th>DISTANCE</th>
<th>NO. OF RESPONDENTS</th>
<th>%</th>
<th>AVERAGE</th>
<th>RANGE</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>MIN</td>
<td>MAX</td>
</tr>
<tr>
<td>1</td>
<td>≤ 1 km</td>
<td>35</td>
<td>17.5</td>
<td>33.46</td>
<td>12</td>
<td>40</td>
</tr>
<tr>
<td>2</td>
<td>1-2 km</td>
<td>58</td>
<td>29.0</td>
<td>33.55</td>
<td>14</td>
<td>34</td>
</tr>
<tr>
<td>3</td>
<td>&gt;2 km</td>
<td>107</td>
<td>53.5</td>
<td>31.19</td>
<td>13</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>200</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Sources: Primary Data)

It is found from the above table high level of satisfaction in utilization of Uzhavar Sandai was among the respondents coming from a distance of above 2 km from the Uzhavar Sandai whose average level of satisfaction was 31.19 with the range between 13 and 37. The respondents came from the distance of 1 and 2 kms was between 14 and 34. Thus it is concluded that the respondents came from a distance of above 2km have maximum satisfaction in utilizing the Uzhavar Sandai. The satisfaction level of the respondents who came the distance of below 1 km was range between 12 and 40 with an average of 33.46.

With a view to find the degree of association between the distance and the level satisfaction in utilizing the Uzhavar Sandai, two way table was prepared and the results shown as follows.
### TABLE NO 4.5.2

DISTANCE AND LEVEL OF SATISFACTION  
(TWO-WAY TABLE)

<table>
<thead>
<tr>
<th>S.NO</th>
<th>DISTANCE</th>
<th>LEVEL OF SATISFACTION</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>LOW</td>
<td>MEDIUM</td>
</tr>
<tr>
<td>1</td>
<td>≤ 1 km</td>
<td>5(14.7)</td>
<td>13(13.8)</td>
</tr>
<tr>
<td>2</td>
<td>1-2 km</td>
<td>4(11.8)</td>
<td>30(31.9)</td>
</tr>
<tr>
<td>3</td>
<td>&gt;2 km</td>
<td>25(73.5)</td>
<td>51(54.3)</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>34</td>
<td>94</td>
</tr>
</tbody>
</table>

Sources: Primary Data

It is found from the above table that the percentage of high level of satisfaction in utilization of Uzhavar Sandai was the highest (43.1%) among the respondents came from the distance of above 2 km and the same was the lowest (23.4) among the respondents who came from below 1 km distance. The percentage of medium level of satisfaction in utilization of Uzhavar Sandai was the highest (54.3%) among the respondents came from a distance of above 2 km and the same was the lowest (13.8) among the respondent from a distance below 1 km. On the other hand, the percentage of low level of satisfaction in utilization of Uzhavar Sandai was the high (73.5) among the respondents came from a distance of above 2 km. And the same was the lowest (11.8) among the respondents came from a distance from 1 to 2 km.

In order to find the relationship between the distance and utilization of Uzhavar Sandai, chi-square test was used and the results are shown in the following table.
TABLE NO 4.5.3

DISTANCE AND LEVEL OF SATISFACTION
(CHI-SQUARE TEST)

<table>
<thead>
<tr>
<th>FACTOR</th>
<th>CALCULATED $\chi^2$ VALUE</th>
<th>TABLE VALUE</th>
<th>D.F</th>
<th>REMARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distance</td>
<td>10.664</td>
<td>9.488</td>
<td>4</td>
<td>Significant at 5% level</td>
</tr>
</tbody>
</table>

Sources: Primary Data

The above table reveals that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis “Distance of the consumers and the level of satisfaction in utilizing the Uzhavar Sandai are associated” holds good. Hence, it is concluded that there is a close relationship between distance and the level of satisfaction of Uzhavar Sandai.

VEGETABLE PURCHASE AND LEVEL OF SATISFACTION

The quantity of vegetable purchased by the consumers is decided by the prevailing market rate of vegetables. It is the tendency of consumers to purchase more quantity when the market price of the vegetable is low. In this study the quantity of vegetables purchased by the consumer was studied. The detail of purchase of vegetables is shown in the following table.
**TABLE NO 4.6**

**VEGETABLE PURCHASE AND LEVI**

<table>
<thead>
<tr>
<th>S.NO</th>
<th>VEG-PUR</th>
<th>NO. OF RESPONDENTS</th>
<th>%</th>
<th>AVERAGE</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>≤ 8 km</td>
<td>65</td>
<td>32.5</td>
<td>31.75</td>
<td>21</td>
</tr>
<tr>
<td>2</td>
<td>8-9 km</td>
<td>81</td>
<td>40.5</td>
<td>33.27</td>
<td>20</td>
</tr>
<tr>
<td>3</td>
<td>&gt;10 km</td>
<td>54</td>
<td>27.0</td>
<td>31.30</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>200</td>
<td>100</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

It is found from the above table that 40.5 percent of the respondents have purchase an average quantity of 33.27 kg, vegetables whose ranged between 20 and 36. It is followed by 65 (33.5) of the respondents who have purchased an average quantity of 31.75 kg vegetables and ranged between 21 and 40 on the other hand, 54 (27.0) respondents have purchased an average quantity of 31.30 kg and ranged between 22 and 38. It is concluded from the analysis that the respondents have purchased 8-9 kg from Uzhavar Sandai.

With a view to find the degree of association between quantity of vegetables purchased and utilization of Uzhavar Sandai, two way table was prepared and illustrated below.
**TABLE NO 4.6.2**

**VEGETABLE PURCHASE AND LEVEL OF SATISFACTION**

(TWO-WAY TABLE)

<table>
<thead>
<tr>
<th>S.NO</th>
<th>VEG-PUR</th>
<th>LEVEL OF SATISFACTION</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>LOW</td>
<td>MEDIUM</td>
</tr>
<tr>
<td>1</td>
<td>≤ 8 kg</td>
<td>12(35.3)</td>
<td>39(41.5)</td>
</tr>
<tr>
<td>2</td>
<td>8-9 kg</td>
<td>10(29.4)</td>
<td>38(40.4)</td>
</tr>
<tr>
<td>3</td>
<td>&gt;10 kg</td>
<td>12(35.3)</td>
<td>17(18.1)</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>34</td>
<td>94</td>
</tr>
</tbody>
</table>

Sources: Primary Data

It is found from the above table that the percentage of high level of satisfaction in utilization of Uzhavar Sandai was the highest (45.8%) among the respondents purchasing 8 to 9 kg and lowest (19.4%) was among the consumers purchasing less than 8 kg. The percentage of medium level of satisfaction in utilization of Uzhavar Sandai was the highest (41.5%) among the respondents purchasing less than 8 kg and the lowest (18.1%) among the respondents purchasing more than 10 kg category. The percentage of low level of utilization was the highest (35.3%) among the respondents purchasing more than 10 kg category and the lowest (29.4%) was among the respondents purchasing 8 to 9 kg.

In order to find the relationship between the quantity of vegetables purchased and utilization of Uzhavar Sandai, chi-square test was used and the results are shown in the following table.
TABLE NO 4.6.3
VEGETABLE PURCHASE AND LEVEL OF SATISFACTION
(CHI-SQUARE TEST)

<table>
<thead>
<tr>
<th>FACTOR</th>
<th>CALCULATED $\chi^2$ VALUE</th>
<th>TABLE VALUE</th>
<th>D.F</th>
<th>REMARKS</th>
</tr>
</thead>
</table>
| Vegetable    | 12.956                    | 9.488       | 4   | Significant at  
| Purchase     |                           |             |     | 5% level        |

Sources: Primary Data

The above table reveals that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis "Quantity of vegetable purchased and level of utilizing the Uzhavar Sandai are associated" holds good. Thus, it is concluded that there is a close relationship between distance the weekly purchase and utilization of Uzhavar Sandai.

FAMILY SIZE AND LEVEL OF SATISFACTION

In the present scenario it is more important to study the size of the family in the developing countries. Population wise India is placed number two in the world. In this research an attempt was made to study the size of the family of the respondents under three categories. They are small family (up to 3 numbers), medium (4 to 5 numbers) and huge family (above 5 members) The sample consists of 39 respondents were small family, 113 respondents were categories medium size family and 48 respondents were categories is huge size family. The distribution of sample respondents were according to the size of the family and the level of satisfaction in utilizing the Uzhavar Sandai.
### TABLE NO 4.7.1

**FAMILY SIZE AND LEVEL OF SATISFACTION**

<table>
<thead>
<tr>
<th>S.NO</th>
<th>FAMILY SIZE</th>
<th>NO. OF RESPONDENTS</th>
<th>%</th>
<th>AVERAGE</th>
<th>RANGE</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Small</td>
<td>39</td>
<td>19.5</td>
<td>31.38</td>
<td>22</td>
<td>39</td>
</tr>
<tr>
<td>2</td>
<td>Medium</td>
<td>113</td>
<td>56.5</td>
<td>32.17</td>
<td>21</td>
<td>37</td>
</tr>
<tr>
<td>3</td>
<td>High</td>
<td>48</td>
<td>24.0</td>
<td>33.26</td>
<td>23</td>
<td>40</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>200</strong></td>
<td></td>
<td><strong>100.0</strong></td>
<td><strong>23</strong></td>
<td><strong>40</strong></td>
</tr>
</tbody>
</table>

*Sources: Primary Data*

It could be seen from the table no 4.7.1 the maximum level of satisfaction perceived in utilization of Uzhavar Sandai among small family respondents was ranged between 22 and 39 with an average of 31.38. The medium size of family respondents level of satisfaction in utilizing the Uzhavar Sandai was ranged between 21 and 37 with an average of 32.17. On the other hand, the respondent of the huge family having the level of satisfaction in utilizing the Uzhavar Sandai was ranged between 23 and 40 with an average 33.26. From the analysis it is identified that the respondents belongs to huge family having more satisfaction than small and medium family in utilizing the Uzhavar Sandai.

With a view to find the degree of association between the size of the family and the level of satisfaction in utilizing the Uzhavar Sandai, two way table was prepared and the results is shown in the following table.
TABLE NO 4.7.2

FAMILY SIZE AND LEVEL OF SATISFACTION
(TWO-WAS TABLE)

<table>
<thead>
<tr>
<th>S.NO</th>
<th>FAMILY SIZE</th>
<th>LEVEL OF SATISFACTION</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>LOW</td>
<td>MEDIUM</td>
</tr>
<tr>
<td>1</td>
<td>Small</td>
<td>13</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Medium</td>
<td>10</td>
<td>60</td>
</tr>
<tr>
<td>3</td>
<td>High</td>
<td>11</td>
<td>19</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>34</td>
<td>94</td>
</tr>
</tbody>
</table>

Source: Primary data

It could be seen from the above table that the percentage of high level of satisfaction in utilization the Uzhavar Sandai was the highest (59.7) among the respondents of medium family and the lowest (15.3) among the respondents of small family. The percentage of medium level of satisfaction in utilizing the Uzavar Sandai was the highest (63.8) among the respondents of medium family and the lowest (16.0) was among the respondents of small family. On the other hand, the percentage of low level of satisfaction in utilizing Uzhavar Sandai was the highest (38.2) among the respondents of small family and the lowest (29.4) among the respondents of medium size family.

In order to find the relationship between the size of the family and level of satisfaction in utilization of Uzhavar Sandai, chi-square test was used and the results are shown in the following table.
TABLE NO 4.7.3
FAMILY SIZE AND LEVEL OF SATISFACTION
(CHI-SQUARE TEST)

<table>
<thead>
<tr>
<th>FACTOR</th>
<th>CALCULATED $\chi^2$ VALUE</th>
<th>TABLE VALUE</th>
<th>D.F</th>
<th>REMARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>14.405</td>
<td>13.277</td>
<td>4</td>
<td>Significant at 1% level</td>
</tr>
</tbody>
</table>

Sources: Primary Data

It is noted from the above the table that the calculated chi-square value is greater than table value and the result is significant as 1% level. Hence, the hypothesis “size of the family and the level of satisfaction on welfare measures are associated” holds good. From the analysis it is concluded that there is a close relationship between size of the family and the level of satisfaction in utilizing the Uzhavar Sandai.

PROBLEMS

The problem faced by the consumer of Uzhavar Sandai. was studied. For this purpose the major problems considered for the study are vegetable selection is not possible, quality vegetables not available, price list is not exhibited, hill vegetables are not available, vegetables not available for late comers, quality vegetables available outside retailers purchasing vegetables in a bulk quantity. the respondents were asked to rank the problem according to their priority on the problem. Henry Garret ranking method was used to identify the most important problem and the least important problems. The following table shows the details of the problems araised in the consumers of Uzhavar Sandai.
TABLE NO. 4.8.1
RANKING

<table>
<thead>
<tr>
<th>S.NO</th>
<th>PROBLEMS</th>
<th>TOTAL SCORE</th>
<th>MEAN SCORE</th>
<th>RANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Vegetables selection is not possible</td>
<td>1359</td>
<td>194.14</td>
<td>VI</td>
</tr>
<tr>
<td>2.</td>
<td>Quality vegetables are not available</td>
<td>1744</td>
<td>249.14</td>
<td>V</td>
</tr>
<tr>
<td>3.</td>
<td>Price list not exhibited</td>
<td>1307</td>
<td>186.71</td>
<td>VII</td>
</tr>
<tr>
<td>4.</td>
<td>Hill vegetables are not available</td>
<td>2601</td>
<td>371.57</td>
<td>III</td>
</tr>
<tr>
<td>5.</td>
<td>Vegetables not available for late comers</td>
<td>1980</td>
<td>282.86</td>
<td>IV</td>
</tr>
<tr>
<td>6.</td>
<td>Quality vegetables available outside</td>
<td>2703</td>
<td>386.14</td>
<td>II</td>
</tr>
<tr>
<td>7.</td>
<td>Retailers purchasing bulk quantity vegetables</td>
<td>2964</td>
<td>423.43</td>
<td>I</td>
</tr>
</tbody>
</table>

Source: Primary Data

It is seen from the table No. 4.8.1 that to retailers purchasing bulk quantity of vegetable was occupied the first rank with a Garret score of 2964 points. It is followed by quality vegetables available outside with a Garret score of 2703 points. Hill vegetables are not available; vegetables not available for late comers, quality vegetable are not available and vegetables selection is not possible are place on third, fourth, fifth and six position with a Garret score of 2601, 1980, 1744 and 1359 points respectively. On the order hand, price list is not exhibited was placed in the last rank with a Garret score of 1307 points.

AMOUNT SPENT FOR UZHAVAR SANDAI

The spending habit of consumer on vegetable was studied. For this purpose the amount spend in Uzhavar Sandai towards vegetables have been classified in to three categories namely below 75 Rupees, 76 to 125 Rupees and 125 Rupees. The distribution of sample respondents according to their amount spent on Uzhavar Sandai is shown in the following table.
### TABLE 4.9.1

**AMOUNT SPENT FOR UZHAVAR SANDAI**

<table>
<thead>
<tr>
<th>S.NO</th>
<th>AMOUNT SPENT (IN RUPEES)</th>
<th>NO.OF RESPONDENTS</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>≤ 75</td>
<td>59</td>
<td>29.5</td>
</tr>
<tr>
<td>2</td>
<td>76-125</td>
<td>88</td>
<td>44.0</td>
</tr>
<tr>
<td>3</td>
<td>&gt;125</td>
<td>53</td>
<td>26.5</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary data

It could be seen from the table No.4.9.1 that a good majority of the respondents other spend 76 Rupees to 125 Rupees per week it is followed by 29.5% of respondents, who had spent below Rs.75. On the other hand 26.5% of respondents had spend above Rs. 125 per week towards purchase of vegetable in Uzhavar Sandai.

#### AMOUNT SPEND FOR OTHER MARKET

The amount spending in other market by consumer is studied. For this purpose the amount spend in other market towards vegetable have been classified in to three categories namely below 100 Rupees, 100 to 150 Rupees and above 150 Rupees. The distribution of sample respondents according to their amount spent on other market is shown in the following table.
TABLE NO 4.10.1

AMOUNT SPEND FOR OTHER MARKET

<table>
<thead>
<tr>
<th>S.NO</th>
<th>AMOUNT SPENT (IN RUPEES)</th>
<th>NO.OF RESPONDENTS</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>≤ 100</td>
<td>39</td>
<td>19.5</td>
</tr>
<tr>
<td>2</td>
<td>100-150</td>
<td>118</td>
<td>59.0</td>
</tr>
<tr>
<td>3</td>
<td>&gt;150</td>
<td>43</td>
<td>21.5</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data

It could be seen from the above table that a majority of the respondents other spend 100 to 150 per week. It is followed by 21.5% of respondents, had spent above Rs.150 on the hand 39 of respondents have spend in below 100 Rupees per week for purchase of other market.

BENEFITS OBTAINED FROM UZHAVAR SANDAI

The benefits obtained from Uzhavar Sandai by the consumer. For this purpose of this benefits obtained from Uzhavar Sandai classified in to four category namely fresh vegetable, low price, Near by House, and all the above. The distribution of sample respondents is shown in the following table.
### TABLE NO 4.11.1

**BENEFITS OBTAINED FROM UZHAVAR SANDAL**

<table>
<thead>
<tr>
<th>S.NO</th>
<th>AMOUNT SPENT (IN RUPEES)</th>
<th>NO.OF RESPONDENTS</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fresh vegetables</td>
<td>32</td>
<td>16.0</td>
</tr>
<tr>
<td>2</td>
<td>Low Price</td>
<td>127</td>
<td>63.5</td>
</tr>
<tr>
<td>3</td>
<td>Near by house</td>
<td>9</td>
<td>4.5</td>
</tr>
<tr>
<td>4</td>
<td>All of the above</td>
<td>32</td>
<td>16</td>
</tr>
</tbody>
</table>

**TOTAL** 200 100

Source: Primary Data

It could be seen from the above table 127 respondents has benefited from low price level on percentage of 63.5%. It is followed by 16% of 32 respondents was fresh vegetables, and all the above, lastly 9 respondents has benefit from near by house is a percentage of 4.5% it is concluded that low price is an best benefits.

**OPINION ABOUT TO EXTENT TO UZHAVAR SANDAL SCHEME**

The observation study made by the researcher in all Uzhavar Sandai of Erode district induced in collect the opinion profile of consumers about opening of New Uzhavar Sandai at Taluk levels was studied and the results of the study is presented the following table.
TABLE NO 4.12.1

OPINION ABOUT TO EXTENT TO UZHAVAR SANDAI SCHEME

<table>
<thead>
<tr>
<th>S.NO</th>
<th>OPINION</th>
<th>NO. OF RESPONDENTS</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>101</td>
<td>80.5</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>39</td>
<td>19.5</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data

It is observed from the above table that 161 respondents have expressed to open new Uzhavar Sandai in the Taluk Head quarters. In total benefits are realized by the consumers.