

A STUDY ON ANALYSIS OF PUBLIC AWARENESS AND CONSUMPTION TOWARDS ANGANWADI PRODUCTS IN COIMBATORE CITY

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ABSTRACT

The study on Analysis of Public Awareness and Consumption Towards Anganwadi Products in Coimbatore city. It examining the study aims to find out the efficiency of Anganwadi products. In Anganwadi they provide to nutrition foods for children and pregnancy ladies. The study is based on the descriptive research design. The study has used both primary data and secondary data for analysis. Primary data collected through questionnaire and secondary data collected through various journals, articles and from Internet. A sample of 120 participants was chosen at random to participate in the study, and they completed a survey form to collect data on their switching and non-switching intentions.

Keywords: Anganwadi products, Services, Organic food, Parents Awareness and Acceptance.

INTRODUCTION

A majority of the advertisements are aimed at young children today, especially those covering food Products. The media, schools and parents along with consumer groups need to help children develop the ability to understand the purpose of advertising. Proper dietary choices require the consumption of vitamins, minerals, carbohydrates, proteins, and fats. Milk products play a significant role in human health. A balanced diet is one that provides the body with all the essential nutrients, vitamins, and minerals required to maintain cells, tissues, and organs as well as to function correctly We also need much smaller amounts of other nutrients such as vitamins and minerals. Despite the small quantities needed, these are essential to provide a healthy diet to Anganwadi going kids.

STATEMENT OF THE PROBLEM

The core focus of this study is to find out how many of the people who have the knowledge of nutritional food available in Anganwadi. This study mainly focused on kind of awareness about nutritional food availability in Anganwadi for both kids and pregnant ladies. Now people got aware through lot of medium about nutritional food. In this study we also going to find out the source of awareness about Anganwadi food products among people. Many groups and communities are struggling to find two square meals per day. Many are not aware of nutritional complements provided at Anganwadi.

SCOPE OF THE STUDY

The study is about Public Awareness and Consumption Towards Anganwadi Products in Coimbatore city. It aims to access and evaluate various aspects of the people awareness and consumption towards nutrition food available in Anganwadi. Five core themes were identified: irregular growth assessment and monitoring, limited access to rehabilitation services, disrupted food supply and substandard food quality, limited parental involvement/care, and curbed support from partnering organizations.

OBJECTIVES OF THE STUDY

1. To study about the awareness level and consumption of food in Anganwadi.
2. To know the people expectation and the quality of nutrition food from Anganwadi.
3. To know the impact of nutrition food from Anganwadi in balancing nutrition level of kids and pregnant ladies.
4. To know the level of satisfaction about the availability of nutrition food from Anganwadi.

RESEARCH METHODOLOGY

Research Design - Descriptive research design.

Source of Data - Primary data & Secondary data.

Sampling Technique - Convenient sampling technique.

Sampling Size - 120 respondents.

Area of the Study - Coimbatore city.

Tools used for Analysis

- Simple percentage analysis. ○ Likert scale analysis.
- Ranking Correlation.

LIMITATION OF STUDY

- Sample size is limited to 120.
- All the findings and observations related to service are purely based on respondents answer.

REVIEW OF LITERATRE

S. Jayashree, Dr.G.Venkatasalam,G.VijayaKumar(2021)¹The study population included 200 respondents from four different professions mainly lawyers, businessman, teachers and housewives 50 in each group to obtain relevant information such as buying behaviour of parents, consumer's awareness about nutrition information and health claims disclosed on food label. Higher percentages of teachers (90) were more concerned about of a product followed by housewives (88), lawyers and businessman (84). More than 80 per cent of teachers, lawyers and housewives read nutrition information when buying a new version of existing product. However, only 67 per cent of businessman looked to nutrition information when buying a new version of existing product.

Dr. A. Vini Infanta(2021)², An parents's awareness towards nutritional aspect of the food are increasing rapidly. In food products, Labels play a significant role in providing nutritional information to parents. The aim of food labeling information has to provide parents. Parents should know the accurate ingredient in food product, how it stored, content of fat, expiry date and other nutrition content. Pre tested structured questionnaire was used to collect the random of 75 respondents. The majority of the respondents existence of food label has to know the expiry date on nutritional component on legal requirement. Finding of their study in food producers should implement the strategies by considering key result in order of food labeling as well as nutrition status of parents.

¹ S.Jayashree,Dr.G.Venkatasalam,G.VijayaKumar(2021)-“**The study on awareness of Parents towards Nutrition food in Anganwadi**”, International Journal of Current Microbiology and Applied Sciences ISSN: 2319-7706 Volume 10 issue- 02, pp.no:2696-2700.

²Dr. A. Vini Infanta(2021), “**A Study on Awareness of Nutrition of Food In Anganwadi**” The International journal of analytical and experimental modal analysis ISSN NO:0886-9367, vol-13,issue5,pp.no:286-295.

Dr.Y.S. Irine Jiji, R.Guna priya(2019)³Organic food comprises of those agricultural food products that are not treated with chemical fertilizers, pesticides, herbicides and other synthetic chemical substances during its production, processing and storage. In addition, Anganwadi foods are not containing genetically modified materials, with the purpose of reaching sustainable system of agriculture. The Anganwadi foods awareness towards the public is keep on increasing, because of the health consciousness and the environmental consciousness. The research is focused on parents awareness and satisfaction towards Anganwadi foods.

SIMPLE PERCENTAGE ANALYSIS

Percentage analysis is the method to represent raw streams of data as a percentage for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding. It particularly useful method of expressing the relative frequency of survey responses and other data.

TABLE NO 1

TABLE SHOWING SOURCES OF AWARENESS ABOUT ANGANWADI FOOD PRODUCTS

S. No	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
1	Public Media	78	65
2	Friends &Relatives	31	26
3	Personal interests & Knowledge	11	9
total		120	100

(Source: primary data)

INTERPRETATION

The table 4.1.8 we identified that 65.00% of the respondents Aware through the Public Media, 26.00% of the respondents Aware through Friends and Relatives, 9% of the respondents Aware through personal interests and knowledge **Majority 65.00% of the respondents Aware through the public media.**

³ Dr.Y.S. Irine Jiji, R.Guna priya(2019),“A Study on Parents Awareness Towards Anganwadi Foods”, Journal of Emerging Technologies and Innovative Research, Volume 6, Issue 5,ISSN NO-2349-5162,pp.no:218-224.

TABLE NO 2

TABLE SHOWING DURATION OF CONSUMPTION BY ANGANWADI GRAIN FOODS PRODUCTS

S. No	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
1	1year	14	12
2	Above 1 to 2 years	30	25
3	Above 2 to 3 years	20	17
4	Above 3years	56	47
Total		120	100

(Source: Primary Data)

INTERPRETATION:

The Table 4.1.10 we identified that 12% of the respondents consuming Anganwadi products for 1 year, 25% of the respondents consuming Anganwadi products for above 1 to 2years, 17% of the respondents consuming Anganwadi products for above 2 to 3 years and 47% of the respondents consuming Anganwadi products for above 3years.

Majority 47% of the respondents consuming Anganwadi products for above 3years.

TABLE NO 3

TABLE SHOWING CHILDREN FOOD IN THE ANGANWADIS

S. No	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
1	Development of brain	0	33
2	Development of body	3	36
3	Balance nutrition	3	28
4	All of the above	4	3
Total		20	100

(Source: primary data)

INTERPRETATION:

The Table 4.1.14 we identified that 33% of the respondents describes about children food in the anganwadis is used for their development of brain, 36% of the respondents describes about children food in the anganwadis is used for their development of body, 28% of the respondents describes about children food in the anganwadis is used for their balance nutrition and 3% of the respondents describes about children food in the anganwadis used for their all of the above. **Majority 36% of the respondents describes about children food in the Anganwadis used for their development of body.**

LIKERT SCALE

Likert scales are the most broadly used method for scaling responses in research studies. Research questions that ask you to indicate your level of agreement, from strongly agree or highly satisfied to strongly disagree or highly dissatisfied, use the likert scale. In Likert scale method, a person’s attitude is measured by combining (additional or averaging) their responses across all items.

TABLE NO 4

TABLE SHOWING ANGANWADI FOOD PRODUCTS WILL ERADICATE NUTRITION DEFICIENCY

S. No	PARTICULARS	NUMBER OF RESPONDENTS	LIKERT SCALE(X)	TOTAL
1	Strongly agree	49	5	245
2	Agree	42	4	168
3	Neutral	20	3	60
4	Disagree	5	2	10
5	Strongly Disagree	4	1	4
Total		120		487

(Source: Primary Data)

INFERENCE:

Likert scale value 4.0583 is greater than the middle value (3), so the respondents were agreed to that they preferred Anganwadi food products will eradicate Nutrition deficiency.

TABLE NO 5

TABLE SHOWING LEVEL OF ANGANWADI FOOD PRODUCTS CONSUMPTION

S. No	PARTICULARS	NUMBER OF RESPONDENTS	LIKERT SCALE(X)	TOTAL
1	Strongly agree	2	5	210
2	Agree	7	4	148
3	Neutral	8	3	84
4	Disagree	3	2	26
5	Strongly Disagree	0	1	0
Total		20		468

(Source: Primary Data)

INFERENCE

Likert scale value 3.9 is greater than the middle value (3), so the respondents were agreed to that the Level of Anganwadi food products consumption

RANK CORRELATION

A rank analysis is any of several statistics that measure an ordinal association, the relationship between ranking of different ordinal variables or different ranking of the same variables, where a “ranking” is the assignment of the labels “first”, “second”, “third”, etc., To different observation of a particular variable. A rank analysis measures of similarity between two rankings, and can be used to assess the significance of the relation between them. It is not necessarily a total order of object because two different objects can have the same ranking.

The ranking themselves are totally ordered.

TABLE NO 6

TABLE SHOWING RANK OF SATISFACTION LEVEL OF ANGANWADI FOOD PRODUCTS

FEATURES	1	2	3	4	5	TOTAL	RANK
Nutrition Level	34(5)	45 (4)	27 (3)	12 (2)	2 (1)	457	4
Quantity	33 (5)	31 (4)	32 (3)	18 (2)	6 (1)	427	5
Quality	47 (5)	45 (4)	19 (3)	4 (2)	5 (1)	488	2
Availability	56 (5)	32 (4)	21 (3)	10 (2)	1 (1)	492	1

Taste	46 (5)	44 (4)	6 (3)	20 (2)	4 (1)	468	3
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(Source: Primary Data)

INFERENCE:

Majority of the respondents ranked Availability as a first satisfaction level of Anganwadi products.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

SIMPLE PERCENTAGE ANALYSIS:

- 65.00% of the respondents Aware through the public media.
- 47% of the respondents consuming Anganwadi products for above 3years.
- 36% of the respondents describes about children food in the Anganwadis used for their development of body.
- 53% of the respondents requires improvement in Anganwadi food product for their availability.

LIKERT SCALE ANALYSIS

- The respondents were agreed to that they preferred Anganwadi food products will eradicate Nutrition deficiency.
- The respondents were agreed to that the Level of Anganwadi food products consumption.

RANK CORRELATION

Majority of the respondents ranked Availability as a first satisfaction level of Anganwadi food product.

SUGGESTIONS

- The creation of awareness level of Anganwadi foods is necessary among children and pregnant women.
- Raising the awareness of the importance of a healthy lifestyle and a balanced diet should be a continuous and planned process. In order for the necessary level of Awareness among young people about how to eat and live healthily.

- It could be due to the lack of awareness campaigns or programs that promote the use of anganwadi products among children and their families.
- The government and other organizations may work towards educating people about the benefits and availability of these products to ensure their widespread usage. Additionally, they should also focus on making these products easily accessible for all, especially those living in rural areas, where anganwadi centers are often located.

CONCLUSION

The study looked into the nutritional education it is also important to address the issue of food sharing to ensure that the intended beneficiaries receive the proper nutrition. This could be achieved through community awareness campaigns and strict monitoring by authorities. It is also important to regularly evaluate the effectiveness of Supplementary Nutrition services and make necessary improvements to ensure that they are meeting the needs of the target population. By investing in proper nutrition education and services for children, we can improve their overall health and well-being, and ultimately contribute to a healthier and more productive society.

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