

PERCEPTION OF CONSUMERS TOWARDS “AMMA UNAVAGUM” WITH SPECIAL REFERENCE TO VELLORE CITY, TAMILNADU, INDIA

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ABSTRACT

The main objective of the study is to know the perception of the consumers towards “Amma unavagam” the budget canteens run at Vellore City by the Govt. of Tamilnadu, which is an innovative scheme introduced by the Honorable Chief minister of Tamilnadu Miss.J.Jayalalitha.

This study consists of a sample size of 200 consumers in Vellore city. The researcher collected the required data through structured non disguised questionnaire method and followed the Convenience sampling technique which comes under the Non - Probability sampling method.

KEYWORDS: Amma, Income, Satisfaction