Consumer's Opinion Towards Food Services In Shanthi Social Services, Coimbatore City

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Abstract: Shanthi Social Services, a prominent institution in Coimbatore, has launched a food services program designed to combat food insecurity and meet community needs. This initiative focuses on hydration and nutrition, ensuring underprivileged individuals have access to wholesome meals that enhance their dignity and wellbeing. Prioritizing inclusivity, the program provides nutritious food to all community members, regardless of socioeconomic status. By collaborating with local vendors and volunteers, it offers a diverse menu that respects various dietary needs and cultural backgrounds, ranging from hearty meals to healthy snacks.

Incorporating educational components on food hygiene, culinary skills, and nutrition, Shanthi Social Services empowers individuals to make informed choices. This aligns with the organization's broader mission of social upliftment and community development. By addressing both physical and spiritual needs, the food services program fosters resilience and optimism, reinforcing Shanthi Social Services' commitment to creating a compassionate, equitable society where everyone can thrive.

Key words: Community, Hydration, Nutrition, Food Insecurity, Inclusivity, Wellbeing, Sustainability, Education, Empowerment, Social Upliftment, Resilience.

I. INTRODUCTION

Shanthi Social Services, a respected institution in Coimbatore, proudly announces its Food Services Program, aimed at addressing food insecurity in the community. This initiative focuses on providing freshly prepared meals to underprivileged individuals and families, ensuring that no one goes hungry and promoting dignity and wellbeing. The program prioritizes inclusivity, guaranteeing that all community members, regardless of socioeconomic status, can access nutritious food. By collaborating with local vendors and volunteers, Shanthi Social Services will offer a diverse menu that respects various dietary needs and cultural backgrounds, from hearty meals to healthy snacks. Recognizing the importance of self-sufficiency, the Food Services initiative will include educational components on food hygiene, culinary skills, and nutrition. This empowers individuals to make informed choices, aligning with the organization's broader mission of social upliftment and community development. By providing essential resources, Shanthi Social Services aims to help people lead healthier and more fulfilling lives. The program also addresses the spiritual needs of its clients, fostering resilience and optimism. Ultimately, this initiative reinforces Shanthi Social Services' commitment to building a compassionate and equitable society. By ensuring that everyone has the opportunity to thrive, the Food Services Program represents a significant step forward in nurturing a strong community where individuals feel valued and supported, empowering them to face challenges with hope and strength.

II. LITERATURE REVIEW

This study observed the following research for reference **Dwi Nita Aryani (2022),** The study looks at the effects of online food delivery services Food panda in particular during the COVID-19 pandemic and investigates potential contributing factors. Positive correlation between Food panda app intention and service quality is the hypothesis. A positive correlation is hypothesis between pricing and Food panda app intention. The analysis rejects H1 and H2 and approves H3 and H4. One of the limitations is the localized emphasis. Improvements to the food functionality and information quality are suggested. **Dwi Nita Aryani (2022),** The study looks at the effects of online food delivery services Food panda in particular during the COVID-19 pandemic and investigates potential contributing factors. Positive correlation between Food panda app intention and service quality is the hypothesis. A positive correlation is hypothesis between pricing and Food panda app intention. The analysis rejects H1 and H2 and approves H3 and H4. One of the limitations is the localized emphasis. Improvements to the food functionality and information quality are suggested.

R.Vijayalakshmi (2020), Customers express concerns about the environment, but they find it difficult to convert them into purchases. Perceived value, health benefits, and authenticity especially with regard to local products have an impact on food choices. Factors influencing snack food intake are categorized per study. Convenience sampling was used in the cross-sectional design to assess variables. The paper identifies availability, flavor, price, and quality as the main determinants of consumer behavior when it comes to buying food in the cutthroat Indian market. **Prarthana Aithal (2020),** Online food services are essential for restaurants, providing a convenient, cost-effective system for customers to order and receive deliveries efficiently. To analyses the attitude of customers regarding online food services. The research indicates the success of online food services in India, with swiggy receiving positive feedback. Udupi district residents show a preference, especially those aged 20-30. Chi-square analysis suggests no agerelated correlation with satisfaction in online food services. **Aditya N. Putra (2020),** In the food service sector, client satisfaction and dining experience are greatly impacted by food visualization on social media in addition to taste and cost. Structural equation modeling is used in quantitative research, combining factor analysis and path analysis with convenience and cluster sampling techniques. At Tutup Panci Bistro, food display has a major impact on customer satisfaction (90%). It is advised that in other food service applications, collaboration with chefs and food stylists take place. **Mr. Rahul Gupta (2019),** Modern technology transforms food delivery with online platforms, catering to customer convenience through mobile applications, revolutionizing traditional business strategies. Rising investment trend in high-valued food delivery apps transforms traditional models. Current study focuses on consumer perceptions of food delivery apps, emphasizing preferences, concerns, and spending patterns, aiding companies in improvement. **R. Galabo (2019),** Study assesses canteen service quality at Mintal Comprehensive high school, addressing challenges such as high prices and limited variety, seeking improvement opportunities. Service quality is hindered by characteristics like intangibility, inseparability, heterogeneity, and perishability. Responsive companies prioritize addressing customer requests promptly. Moderate satisfaction in canteen service and student satisfaction with influence. **Yuhanis Mohamed Noor (2018)**, Studying the identity, product, and service aspects of multinational food and beverage franchises in the face of Malaysian competition is the goal. Service quality must be prioritized if you want to satisfy customers and grow your organization. using SPSS. Customer preference for foreign F&B franchises in Malaysia is driven by brand influence, product quality, and service quality, which indicates competition strategies. **Ahmad A. Al-Tit (2015),** The study used the assumption that good food and service would both increase customer happiness, which would then increase customer retention. The study's findings regarding food quality demonstrated that it significantly affects customer happiness. It is among the most significant elements that raises consumer satisfaction levels. Customer retention is positively impacted by service quality. Similar to this, customer satisfaction influences client retention favorably and acts as a mediator in the relationship between customer retention and service quality.

III. OBJECTIVE OF THE STUDY

- To explore the perception of consumer on price fairness of food and services
- To analyze the level of satisfaction among the food services Shanthi social services
- To identify the problem faced by the consumer in Shanthi social services

IV. STATEMENT IF THE PROMBLE

There is a lack of comprehensive understanding of consumer opinion towards food services at Shanthi social services in Coimbatore city. To address this a study is needed to explore satisfaction levels, quality perceptions, preferences, and area for improvement as perceived by consumer. This study aims to gather insights into consumer's sentiments and experiences with the food services provided by Shanthi social services

V. SCOPE OF THE STUDY

The study provides a detailed view of Shanthi Gears food services. It will focus on factors such as food quality, services efficiency, and overall satisfaction. The scope is to understand the consumer preference and improve the quality of the service in Shanthi social service. It helps in the promotes of the service among the consumer and overall increase in their standard of food sector of Shanthi social service

VI. RESEARCH METHODOLGY

Research Design:

The Convenient Research design was applied in the research methodology of the study

Sources of Data:

The study is based on primary data and secondary data. The primary data have been collected by using the questionnaire and the secondary data has been collected from the various website and internet and magazine.

Sampling Techniques:

The study used primary data which have been collected from 120 respondents

VII. TOOLS OF ANALYSIS

- Simple percentage analysis
- Likert scale analysis

VIII. LIMITATIONS OF THE STUDY

- The study is based on primary data by getting response from the consumer so the result may not be accurate as the opinion of the consumers may change.
- The study is limited to Coimbatore City only.
- The study focuses on food sector of Shanthi social services

IX. ANALYSIS
SIMPLE PERCENTAGE ANALYSIS

Based on the simple Percentage Analysis we have the following findings

FORMULA

$$\text{Percentage} = \frac{\text{Number of response}}{\text{Total number of respondents}} \times 100$$

TABLE NO: 1.1 TABLE SHOWING AGE OF THE REPONDENTS

S.NO	PARTICULARS	NO. OF RSPONDENTDS	PERCENTAGE (%)
1	Below 18	4	3
2	18-30	85	71
3	31-60	30	25
4	Above 60	1	1
	Total	120	100

INTERPRETATION

It revealed that 3% of the respondents are Below 18, 71% of the respondents are 18- 30, 25% of the respondents are 31-60 and 1% of the respondents are Above 60

INFERENCE

Majority 71% of the respondents are 18-30 in the age group of years

TABLE No:1.2 TABLE SHOWING OCCUPATION OF THE RESPONDENTS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Students	57	47.5
2	Employed	42	35
3	Professional	7	5.8
4	Business man	4	3.3
5	Home make	10	8.4
	Total	120	100

INTERPRETATION

It is revealed that 47.5% of the respondents are Students, 35% of the respondents are Employed, 5.8% of the respondents are Professional, 3.3% of the respondents are Business man and 8.4% of the respondents are Home maker

INFERENCE

Majority 47.5% of the respondents are Students

TABLR NO:1.3 TABLE SHOWING THE MODE OF KNOWING ABOUT SHANTHI SOCIAL SERVICES

S.NO	PARTICULARS	NO. OF RESPODENTS	PERCENTAGE (%)
1	Family	56	46.7
2	Friends	38	31.7
3	Relative	10	8.3
4	Social media	16	13.3
	Total	120	100

INTERPRETATION

It is revealed that 46.7% of the respondents are knowing about Shanthi social services through Family, 31.7% of the respondents are knowing about Shanthi social service through Friends, 8.3% of the respondents are knowing about Shanthi social service through Relative and 13.3% of the respondents are knowing about Shanthi social service though social media.

INFERENCE

Majority 46.7% of the respondents are knowing about Shanthi social services through Family

TABLE NO:1.4 TABLE SHOWING VISITING DURING OF RESPONDENTS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Daily	5	4.2
2	Weekly	24	20
3	Monthly	53	44.2
4	Rarely	38	31.6
	Total	120	100

INTERPRETATION

It is revealed that 4.2% of the respondents are visiting Daily, 20% of the respondents are visiting Weekly, 44.2% of the respondents are visiting Monthly and 31.6% of the respondents are visiting Rarely

INFERENCE

Majority 44.2% of the respondents are visiting Monthly.

TABLE NO:1.5 TABLE SHOWING FOOD PREFERNCE OF RSPONDENTS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Meals	88	73.3
2	Herbal Juice	11	9.2
3	Snack	21	17.5
	Total	120	100

INTERPERTATION

It is revealed that 73.3% of the respondents are preferred the food of meals, 9.2% of the respondents are preferred the food of Herbal juice and 17.5% of respondents are preferred the food of snacks.

INFERENCE

Majority 73.3% of the respondents are preferred the food of Meals

TABLE NO: 1.6 TABLE SHOWING VISTING TIME OF RESPONDENTS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Morning	16	13.4
2	Afternoon	51	42.5
3	Evening	37	30.8
4	Dinner	16	13.3
	Total	120	100

INTERPERTATION

It is revealed that 13.4% of the respondents are visiting Shanthi social services at Morning, 42.5% of the respondents are visiting Shanthi social services at Afternoon, 30.8% of the respondents are visiting Shanthi social services at Evening and 13.3% of the respondents are visiting Shanthi social services at Dinner

INFERENCE

Majority 42.5% of the respondents are visiting Shanthi social services at Afternoon

TABLE NO:1.7 TABLE SHOWING PROBLEM OF SERVICES OF RESPONDENTS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Taste of the food	14	11.7
2	Overcrowd of consumers	8	6.7
3	More Waiting time	47	39.1
4	Issues related to Payment	6	5
5	Quantity	45	37.5
	Total	120	100

INTERPRETATION

It is revealed that 11.7% of the respondents are Taste of the food, 6.7% of the respondents are Overcrowd of consumers, 39.1% of the respondents are More Waiting time, 5% of the respondents are Issues related to payment and 37.5% of the respondents are Quantity

INFERENCE

Majority 39.1% of the respondents are More Waiting time

LINKERT SCALE ANAYSIS
Formal

$$\text{Likert Scale} = \frac{\sum(FX)}{\text{Total number of respondents}}$$

TABLE NO:2.1 TABLE SHOWING THE CONSUMER SATISFACTION OF PRICE

S.NO	FACTORS	NO. OF RESPONDENTS	LIKERT SCALE (X)	TOTAL (FX)
1	Highly satisfied	93	4	372
2	Satisfied	23	3	69
3	Neutral	3	2	6
4	Dissatisfied	1	1	1
	Total	120		448

Likert scale = $\sum(FX)$/ Total no of respondents

= 448/120

= 3.7

Likert scale value 3.7 is greater than middle value (2.5), so the consumers are highly satisfied with price.

TABLE NO:2.2 TABLE SHOWING THE CONSUMER SATISFACTION OF THE QUALITY OF FOOD

S.NO	FACTORS	NO.OF RESPONDENTS	LIKERT SCALE (X)	TOTAL (FX)
1	Highly satisfied	71	4	284
2	Satisfied	40	3	120
3	Neutral	9	2	18
4	Dissatisfied	0	1	0
	Total	120		422

Likert scale = $\sum(FX)$/ Total no of respondents

= 422/120

= 3.5

Likert scale value 3.5 is greater than middle value (2.5), so the consumers are satisfied with Quality of food

X. FINDINGS FROM PERCENTAGE ANALYSIS

- Majority 71% of the respondents are 18-30 in the age group of years
- Majority 47.5% of the respondents are Students
- Majority 44.2% of the respondents are visiting Monthly
- Majority 46.7% of the respondents are knowing about Shanthi social services through Family
- Majority 73.3% of the respondents are preferred the food of Meals
- Majority 42.5% of the respondents are visiting Shanthi social services at Afternoon
- Majority 39.1% of the respondents are Waiting time

XI. FINDINGS FROM LIKERT SCALE ANALYSIS

- Likert scale value 3.7 is greater than middle value (2.5), so the consumers are highly satisfied with price
- Likert scale value 3.5 is greater than middle value (2.5), so the consumers are satisfied with Quality of food

XII. SUGGESTIONS

- They can increase their number of bill counter in billing section
- They can improve their menu by introduction new variety of food
- The study suggested to increase the dining area of the Shanthi social service in Coimbatore city.

XIII. CONCLUSION

The study result shows the majority of the consumers are satisfied with the food service of Shanthi social services. If the necessary steps taken to resolve the problem like expanding dining area, increase in number of bill counter as the billing process can be done quickly the sales volume will be high. If the Shanthi social service understand the customer opinion and overall satisfaction in their food sector, it can provide the service with even better quality of services by these opinion and it will help in the further development of the Shanthi social services.

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