



A SURVEY ON CONSUMER ATTITUDE TOWARDS MSME WITH SPECIAL REFERENCE TO TRADITIONAL CANDIES IN MADURAI CITY

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ABSTRACT:

The impact of MSME on the Indian economy cannot be emphasized enough. Today's youth need not move too far away from their homes for stable employment. Micro, Small, and Medium Enterprises (MSMEs) are the new fertile ground for ideas, innovation, and growth. These enterprises are at the forefront of driving manufacturing and industrial expansion, job creation, and GDP growth. This study is based on title MSME production of traditional sweets such as Kadlai Mittai, Coconut Candies, Sesame Candies, Honey Candies, and Coco Mittai, which are also becoming extinct. This study is based on respondents to enjoy traditional sweets. Consumers are main respondents about this study, like to know the attitude and preference of that time. Traditional sweets are being forgotten now when new candies are coming. Therefore, researcher effort is to bring the traditional sweets of our country back into use again by highlighting the importance and benefits of traditional sweets in modern society. The quantitative aspect involves a structured questionnaire distributed among a diverse sample of consumers in Madurai City. The survey measures factors such as awareness, preferences, purchasing behaviour, and perceived quality associated with traditional candies produced by MSMEs. Additionally, demographic variables are analysed to identify potential correlations with consumer attitudes.

KEYWORDS:

MSME, TRADITIONAL SWEETS, ATTITUDE, PREFERENCE AND CONSUMERS.

1.1 INTRODUCTION

MSME refers to Micro, Small, and Medium Enterprises. The role of these enterprises is crucial in economic development, particularly in fostering entrepreneurship, creating jobs, and contributing to a country's GDP in India (MSMEs) are an important part of the economy because they generate employment, industrial production and faster entrepreneurship. Tamil Nadu's MSME sector is an essential driver of economic growth, industrial development, and job creation in the state. Efforts to address challenges, promote innovation, and enhance competitiveness will further strengthen the MSME ecosystem, contributing to Tamil Nadu's continued economic progress MSME in Madurai are diverse and span various sectors, including manufacturing, services, and trade. Madurai is also famous for its traditional candies and sweets. More MSME specialize in the production of these delectable treats, offering a wide variety of flavours and types, which are deeply rooted in local culinary traditions.

1.2 STATEMENT OF THE PROBLEM:

MSMEs (Micro, Small, and Medium Enterprises) can be affected by various factors, including economic downturns, changes in government policies, fluctuations in raw material prices, lack of access to finance, technological disruptions, and market demand fluctuations.

Understanding and addressing these challenges is crucial for the resilience and growth of MSMEs. The traditional candies industry in Tamil Nadu, like any other sector, can be affected by factors such as changing consumer preferences, economic conditions, competition from other snacks, and shifts in raw material costs. To assess the specific impact, it's essential to consider the current market conditions, consumer behaviour, and any recent changes in the industry landscape.

1.3 REVIEW OF LITERATURE:

1. Raj Vihari Vuddattu (2022) MSMEs are in a competitive position in terms of product quality, pricing, raw material suppliers, ordering and delivery services, such that the stress of competitors, supply chain partners, or customers, as well as the involvement of technology and logistics facilities, along with lower taxation and many other environmental factors, will be able to boost the performance of MSMEs themselves.

2. Abhilasha Patel¹ and Dr. Bhawana Rewadikar (2024) India's Micro, Small, and Medium-Sized Enterprises are a key engine for the expansion of the Indian Economy. Through the provision of employment opportunities & the industrialization of rural and urban areas, these MSMEs aid in lowering the uneven income distribution among the

population. MSMEs have a huge impact on the growth of the Indian economy through local and export production, less need for capital investment, operational flexibility, technology- oriented businesses, etc. The MSMEs complement the major industries that are active in the etc.,

1.4 OBJECTIVE:

- To find out MSME traditional candies in Madurai city.
- To Analyse the consumer preference in traditional candies in Madurai city.
- To study on consumer satisfaction of traditional candies-making MSMEs in Madurai city.

1.5 RESEARCH DESIGN:

Research design is the framework of research methods and techniques chosen by a researcher to conduct a study. The design allows researchers to sharpen the research methods suitable for the subject matter and set up their studies for success.

1.5.1 METHOD OF DATA COLLECTION:

PRIMARY DATA:

Primary data was collected by means of a self-administered structured questionnaire; field survey was employed to collect the primary data from the selected 50 respondents. Respondents with varying background were selected based on the important demographic aspects like age, gender, educational qualification, occupation and income level for this study

SECONDARY DATA:

The secondary data used in this study were collected from the national and international journals, newspapers, magazines, articles and other records. Websites were also used to collect some statistical information. A number of standard text books in the area of marketing, mass communication was also referred to present the theoretical perspective.

1.5.2 SAMPLE SIZE:

The define as the number of observations used for determining the estimations of a given population. The size of the sample has been drawn from the population. 50 respondents are taken for the study.

Sampling is the process of selection of a subset of individuals from the population to estimate the characteristics of the whole population. To take the survey from the respondent to clarify the MSME traditional candies from the questionnaires.

1.5.3 SAMPLE TECHNIQUE:

SIMPLE RANDOM SAMPLING

Simple random sampling is a type of probability sampling in which the researcher randomly selects a subset of participants from a population. Each member of the population has an equal chance of being selected. Data is then collected from as large a percentage as possible of this random subs.

1.6 DATA ANALYSIS:

1.6.1 PREFERENCE OF CANDIES

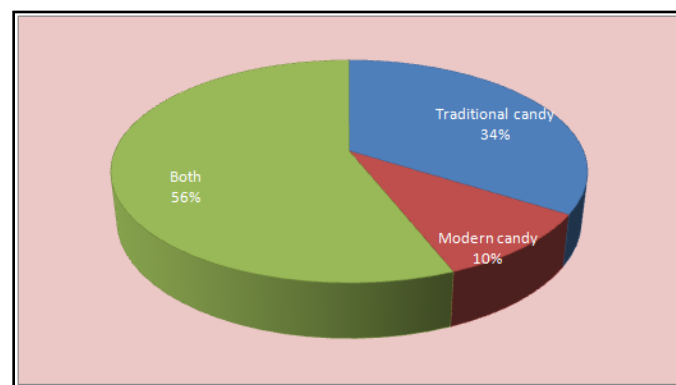
Traditional candies to discover your favourites. Enjoying traditional sweets can be a delightful way to experience and appreciate different cultures and culinary traditions.

TABLE 1.6.1 PREFERENCE OF CANDIES

PARTICULAR	NO OF RESPONDENT	PERCENTAGE
Traditional candies	17	34
Modern candies	5	10
Both	28	56
Total	50	100

Source: Primary data

FIGURE 1.6.1 PREFERENCE OF CANDIES



34% of respondents from 50 respondents consumed traditional candies only. 10% of respondents from 50 respondents consume modern candies only, and 50 respondents consume both traditional candies and modern candies, for a total of 56%.

1.6.2 POPULAR TRADITIONAL CANDIES

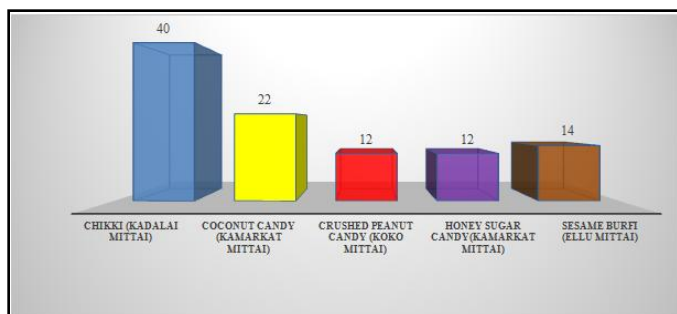
Traditional candies and sweets those are popular in Madurai. Each of these treats showcases the rich culinary heritage of the region and is beloved by locals and visitors alike for their unique flavours and textures.

1.6.2 TABLE POPULAR TRADITIONAL CANDIES

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Chikki (Kadalai Mittai)	20	40
Coconut candies (Kamarkat mittai)	11	22
Crushed Peanut Candies (Koko Mittai)	6	12
Honey Sugar Candies (kamarkat mittai)	6	12
Sesame Burfi (Ellu Mittai)	7	14
Total	50	100

Source: Primary data

1.6.2 FIGURE POPULAR TRADITIONAL CANDIES



The sample size for the survey was 50. Above the table, 40% of respondents consume Chikki (Kadalai Mittai). 22% of respondents consume coconut candies (kamarkat mittai). 12% of respondents said they crushed peanut candies (Koko Mittai). 12% of respondents were consumers of Honey Sugar Candies (Thaen Mittai). 14% of respondents consumed sesame burfi (Ellu Mittai).

1.6.3 PASSIONATE ABOUT TRADITIONAL CANDIES

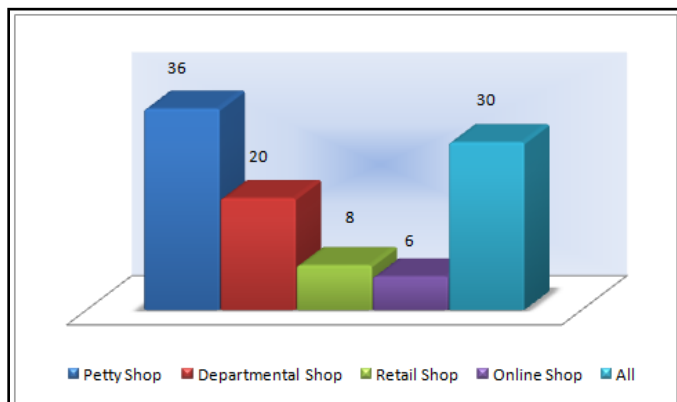
Traditional candies for a variety of reasons, ranging from nostalgia and cultural connection to the simple pleasures of indulging in sweet treats. A traditional candy holds a special place in many people's hearts, offering a delightful experience that transcends time and generations.

1.6.3 TABLE PASSIONATE ABOUT TRADITIONAL CANDIES

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Petty Shop	18	36
Departmental Shop	10	20
Retail Shop	4	8
Online Shop	3	6
All	15	30
Total	50	100

Source: Primary data

1.6.3 FIGURE PASSIONATE ABOUT TRADITIONAL CANDIES



The sample size for the survey was 50. Above the table, 36% of respondents consume Petty Shop. 20% of respondents said they use department stores. 8% of consumers use retail shops. 6% of consumers use online shopping. 30% of respondent consumers consider all these places.

1.6.4 FAVOURITE CANDIES PREFERRED BY CONSUMER

Favourite traditional candies flavours are enjoyed by consumers. Ultimately, personal taste preferences vary, and what one person loves, another may not enjoy as much. Experimenting with different flavours and varieties can help you discover your own favourite traditional candies to indulge in and enjoy.

1.6.4 TABLE FAVOURITE TASTE BY CONSUMER

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Chikki (Kadalai Mittai)	12	24
Coconut candies (kamarkat mittai)	13	26
Crushed Peanut Candies (Koko Mittai)	9	18
Honey Sugar Candies (kamarkat mittai)	2	4
Sesame Burfi (Ellu Mittai)	14	28
Total	50	100

Source: Primary data

The sample size for the survey was 50. 24% of respondents above the table have a liking for Chikki (Kadalai Mittai). Coconut candies (kamarkat mittai) are enjoyed by 26% of respondents, according to their responses. A crunched peanut candy (Koko Mittai) is favoured by 18% of consumers. 4% of respondents like Honey Sugar Candies (Thaen Mittai). 28% of respondents have a liking for sesame burfi (Ellu Mittai).

FINDING:

- » 34% of respondents from 50 respondents consumed traditional candies only. 10% of respondents from 50 respondents consume modern candies only, and 50 respondents consume both traditional candies and modern candies, for a total of 56%.
- » The sample size for the survey was 50. Above the table, 40% of respondents consume Chikki (Kadalai Mittai). 22% of respondents consume coconut candies (kamarkat mittai). 12% of respondents said they crushed peanut candies (Koko Mittai). 12% of respondents were consumers of Honey Sugar Candies (Thaen Mittai). 14% of respondents consumed sesame burfi (Ellu Mittai).

- » The sample size for the survey was 50. Above the table, 36% of respondents consume Petty Shop. 20% of respondents said they use department stores. 8% of consumers use retail shops. 6% of consumers use online shopping. 30% of respondent consumers consider all these places.
- » The sample size for the survey was 50. Above the table, 30% of respondent consumers taste Chikki (Kadalai Mittai). 22% of respondents said they tasted coconut candies (kamarkat mittai). 18% of consumers taste crushed peanut candies (Koko Mittai). 8% of coconut consumers tasted Honey Sugar Candies (Thaen Mittai). 22% of respondent consumers taste sesame burfi (Ellu Mittai).
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SUGGESION:

Traditional candies can be carried among the young generation by telling them about their traditional specialty and their medicinal properties to make them aware of them. Capitalize on the trend towards healthier options by offering candies made with organic and natural ingredients. This can include fruit-based candies, honey-based treats, or even sugar-free options for health-conscious consumers.

CONCLUSION:

In the MSME sector, traditional candy production aligns with the cultural and artisanal values of a generation. Embracing and promoting these time-honoured practices not only preserves cultural heritage but also opens avenues for economic growth.

As people show a growing interest in authenticity and nostalgia, the MSME involved in traditional candy-making has the potential to thrive by connecting with consumers who appreciate the richness of heritage in every sweet indulgence.

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