

ISSN: 0976-3031

*International Journal of Recent Scientific
Research*

Impact factor: 5.114

A STUDY OF CATERING SERVICES IN RAJKOT CITY



Falguni C. Shatri

Volume: 6

Issue: 10

**THE PUBLICATION OF
INTERNATIONAL JOURNAL OF RECENT SCIENTIFIC RESEARCH**

<http://www.recentscientific.com>

E-mail: recentscientific@gmail.com



ISSN: 0976-3031

Available Online at <http://www.recentscientific.com>

International Journal of Recent Scientific Research
Vol. 6, Issue, 10, pp. 6666-6669, October, 2015

**International Journal
of Recent Scientific
Research**

RESEARCH ARTICLE

A STUDY OF CATERING SERVICES IN RAJKOT CITY

Falguni C. Shatri

Principal, Jasani Arts & Commerce College,1, Vidyanagar, Chhelbhai Dave Marg

ARTICLE INFO

Article History:

Received 15th July, 2015
Received in revised form
21st August, 2015
Accepted 06th September, 2015
Published online 16st
October, 2015

Key words:

Troides minos, Molecular
phylogeny, Himalaya,
Gondwana, Western Ghats.

ABSTRACT

The Southern birdwing butterfly, *Troides minos* Cramer, 1779 is endemic to Western Ghats. This has many synapomorphic features with other members of *Troides* butterflies in Southern Asia. Here we report the partial sequence of mitochondrial cytochrome oxidase subunit I (COI) gene of *T. minos*, isolated from Northern Kerala (GenBank Accession Number: HQ424201.1). The sequence analysis of the COI DNA revealed that *Troides minos*, is closely related to *Troides aeacus* and *Troides helena* isolated from Indian subcontinent and they were evolved from the similar ancestors. The divergence of *Troides* butterflies of Asia began before the joining of Indian Plate with Eurasia and the rise of Himalayas. Molecular data supports the existing view of origin and distribution of their ancestors from Northern hemisphere to the Indian subcontinent and Indonesia. The COI sequences of *T. minos* also demonstrate that their species diversification took place after the rise of Himalayas. The results of the present study also indicate the divergence of *Troides* butterflies of Indian subcontinent and endemism of *T. minos* in Western Ghats are associated with the loss of continuity in distribution of their ancestors as they become extinct in Deccan Plateau. The extinction of *Troides* population in Deccan Plateau was associated with the climatic changes resulted from the vicariance events like rise of Himalayas and disappearance of Tethys Sea.

Copyright © Falguni C. Shatri. 2015, This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution and reproduction in any medium, provided the original work is properly cited.

INTRODUCTION

The liberalization of the Indian economy and its resulting effects on consumer habits is leading to higher incident of eating out among the majority of the consumers. Particularly, middle class families tend to dine out for entertainment. Earlier in our country, catering was not all a common service. People believed to prepare food by themselves along with their family members on special occasions. They had a lot of time at their disposal and less money to spend. But as time progressed, and with the evolution of double income families, nuclear families-where time was a constraint- this gave birth to catering services. Catering services have attained a new dimension in today's scenario. Now along with catering services, caterers provide activities like decoration, arranging for reception arrangements, etc. Thus, catering industries basic purpose is to supply what is needed for the planning and execution of functions on given dates and at specific locations where food is of prime importance.

Identification of the problem

Catering plays a significance role in the overall economic growth of the country. With the rapid industrial growth and promotion of tourism, the catering and hotel sector is booming and is offering job prospects. Our country is one of the major tourist destinations in the world and attracts numerous tourists from around the world every year, resulting in the growth of the hospitality industry. Catering and hotelier jobs are fast

emerging as an interesting and well-paid career option. In today's age, cooking is not considered an everyday chore. Dining out has become a style statement. Cooking is developing; as an art and craft, and there is a lot of competition in this field. An increasing number of catering managers are needed for jobs in business and industry, schools and colleges, the health services and armed forces. With the right experience behind them, many catering manager start their own contract catering business. There is a lot of scope in catering business, that's why the researcher has selected this area of study.

Parsuraman *et al.* (1985) presented a list of ten determinants of catering services quality as a result of their focus group studies with services providers and customers; access, communication, competence, courtesy, credibility, responsiveness, security, understanding and tangibles. According to Susan (1992), Food Type, Food Quality, Food, Varieties are the main reasons for customers to choose a particular caterer. The study also highlighted that style, and atmosphere also attract the customers. The study also highlighted that the meal experience is enhanced by tangible thing in catering. Heung V.C.S. (2000) aimed to measure the satisfaction levels of customers in relation to the catering services in Hong Kong. Using the disconfirmation model, the study was conducted to measure data collection.

The study was conducted on primary data. A close-ended questionnaire was prepared for caterers and consumers. Simple

*Corresponding author: Falguni C. Shatri

Principal, Jasani Arts & Commerce College,1, Vidyanagar, Chhelbhai Dave Marg

random sampling technique was used to finalize the sample size

Sample size

Sr.No	Category of respondents	Sample size
1	Caterers	180
2	Customers	600
	Total	780

The study was conducted during 2012-2013.

Data Analysis and Interpretation

Gender	Caterers	Percentage
Male	158	88
Female	22	12
Total	180	100

Out of the 180 caterers, majority (88 percent) of the respondents were male and the remaining respondents (12 percent) were female. So we can console that in Rajkot, male caterers are for and more than female caterers.

Table:2

Educational Qualification of caterers

Educational qualifications	Caterers	Percentage
Illiterate	23	13%
Matriculate	55	31%
Graduate	96	53%
Post Graduate	6	3%
Total	180	100%

Table -2 shows the educational level of the respondents 13% of the caterers were illiterate 31% of the caterers were matriculate, 53% of the caterers were graduates and only 3% respondents were post Graduates.

Table-3:

Annual Income	Caterers	Percentage
Below Rs. 250000	34	19%
Rs. 250000-500000	49	27%
Rs.100000-1250000	58	32%
Rs. 1250000-1500000	39	22%
Above Rs. 1500000	180	100%

The table -3 shows the annual income of the others. Most of the caterers had an annual income ranging from rs 0-250000(%) and Rs. 250000-500000(%) respectively from the catering business, whereas very few caterers had an annual income of Rs. 500000-100000. There were no caterers who had an annual income of Rs. 100000-150000 that was earned from the catering business. Only percentage caterers had an annual income of Rs. above 1500000 per Annam.

Table-4

Reason for starting A catering business

Reason to start catering Business	N=180	Percentage
Interest in catering	114(63.33)	28
Potential for Growth	18(10.00)	4
Unemployed	120(66.67)	29
Higher Income	60(33.33)	15
Responsibility of family	96(53.33)	24
Total	408	100

Table-4 shows that a majority of the caterers returned into the catering business due to unemployment and reasonability of the family whereas 63 percentage caterers had an interest in the

catering business. Around 40 percent of the caterers ventured into the catering business because they thought that they could earn a higher income in this business and the business has good potential for growth.

Table-5 Supplementary Services Provided by Caterers

Supplementary Services	Caterers(n=180)	Percentage
Music/DI	12(6.66)	5
Flower/Stage Decoration	30(16.66)	13
Tent/Pan dual	12(6.66)	5
Lighting	36(20.00)	16
None	138(76.66)	61
Total	228	100

The Table-5 represent the information of supplementary services provided by the caterers (other than food) In Rajkot city, majorities of the caterers (7%) were not providing any supplementary services like music/DJ, flower/stage decoration, tent/pan dual, lighting, etc. Other than food. They only provided the contact details of people who provided such supplementary services or arranged a meeting of the customers with the respective services provider. Some of the caterers provided these supplementary services to customer by taking appropriate changes.

Table-6 Effective promotion Techniques According to the opinion of caterers

Promotion Technique	Caterers	Percentage
Advertising	60	22
Personal /word of mouth	180	67
Publicity	30	11
Total	270	100

The Table-6 reveals that all the caterers believed that personal word of month publicity is an effective promotional techniques as compared no advertising.

Table-7Opinion about the Caterers (n=600)

Statements	Total	Wt.mean
You visited caters because he /she is a highly reputed caterer	2480	41.27
The caterer is flexible for sudden changes in quality and services	2392	39.17
You feel starts with the overall quality of the caterers considering your experience with them	2404	40.01
You received exactly what you ordered	2412	40.21
The caterers has adequately provided the menu and prices of services	2220	37.02
You received exactly what you ordered	2412	40.21
The caterer has adequately provided the menu and prices of services	2220	37.02
The prices of food item and other services are reasonable	2156	35.91
The caterer appears to be fully aware of the customer's requirements	2176	36.24
The caterer follows cleanliness and hygiene During the complete event	2372	39.51
The caterer has the ability to meet the needs the clients	2229	37.04
The caterer the ability to communicate with clients and staff	2404	40.07
The caterer is associated with current trends	1820	30.12

A five point lijjj summated scale was instituted to measure th factors- opinion about the caterers opinion about the services/facilities provided by the caterer.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree

5. Strongly agree

In order to examine how the customers perceived the caterers (table-7) in terms of the above II statements; the scores for all the statements were compared, majority of the customers visited a caterer because he/she was a highly reputed caterer and the customer received exactly what they ordered. Customers felt satisfied with the overall quality of a caterer by considering their experience with the caterer. However the food items and other services were not reasonable and they were not associated with the current trends (rank 10)

Table-8 Opinion About the Services/Facilities provided by the caterers (n=600)

Statements	Total	Wt.	Mean	Rank
Time and attention are given to food safety in storage, preparation and display	2468	41.11		1
You are happy with the equipment used by the caterer	2324	38.58		5
You are happy with the presentation of the food and services like decoration stall arrangement, entertainment, music etc	2080	34.69		7
You are happy with the parking facilities	1960	32.67		8
The caterer provided pure drinking water	2432	40.56		2
The caterer provides for a separate hand wash basin facility	2420	40.31		3
You are satisfied with the seating arrange	2360	39.31		4
You are very satisfied with services provided by the caterer	2252	37.57		6

Table 9 Problems Faced by caterers

Problems	Sources	caterers	Percentage
Marketing problems	Competitive Price	6(3.33)	0.23
	Poor Marketing Design	48(26.67)	1.69
	Competition from Hotels and Restaurants	162(26.56)	5.67
	Lack of Storage Facilities	18	0.62
	Lack of Advertisements	114	4.03
Financial Problems	Sudden Changes in Prices of Raw Materials	174	6.11
	Lack of Credit Facilities	36(19.98)	1.27
Administrative Problems	Problem of Capital	60(32.33)	2.13
	Non-cooperation Among Staff	126(69.99)	4.39
	Lack of Manpower Planning	72(39.67)	2.49
Labour Problems	Lack of Training	96(52.79)	3.34
	Lack of Motivation	36(19.78)	1.26
Technical Problems	Lack of Professionalism	108(59.98)	3.79
	Scarcity of Labour	174(96.67)	6.19
Natural Problems	Lack of Skill	138(76.67)	4.89
	Lack of Dissemination of Information	66(36.67)	2.33
Political Problems	Lack of Modern Equipment	84(46.67)	2.98
	Weather Condition	30(16.67)	1.07
Other Problems	No Season for Events	150(83.33)	5.34
	Lack of System of Subsidy	156(73.33)	5.46
	Low State Participation	150(83.33)	5.33
Specific Problems	Lack of Co-operative Societies	132(40.00)	4.70
	Lack of Research and Innovation	72(40.00)	2.56
	Lack of Quality Production	66(36.67)	2.37
	Illiteracy	132(73.33)	4.70
	Lack of Economic Holdings	42(23.33)	1.50
	Seasonal Activity	162(90.00)	5.77
	Lack of Transportation Facilities	48(26.67)	1.71
Total	Poor Quality Equipment/Utensils	78(43.33)	2.78
	Women Labour	72(40.00)	2.56
	Total	2808	100

The table 8 depicts the opinion of the customers about the services/facilities provided by the caterers. Majority of the customers were satisfied for giving time and attention to food safety in storage. Preparation and display; also caterers provided pure drinking water and separate hand wash basin

facility, seating arrangement, etc. But customers were not satisfied with the services provided by the caterer as after calculating the weighted mean it obtained the rank 6.

Table 9 depicts the problems faced by caterers while providing catering services in the study area. Out of the total caterers, around 97 percent caterers faced problems of sudden changes of prices of raw material and labour problem i.e. scarcity of labour, and 77 percent caterers faced the problem of lack of skilled labour, followed 90 percent caterers who faced the problem of competition from hotels and restaurants and seasonal activity, whereas 83 percent caterers rated to natural conditions, i.e. no reason for events etc. Most of the caterers faced problems related to policies i.e. lack of a system subsidy, low state participation, lack of co-operative societies. A major problem was lack of training (53 per cent) among the administrative staff and illiteracy (73 per cent) of the staff as well as of the caterers.

The afore-mentioned major problems of caterers create hurdles in the growth of the catering business: and the government should take serious steps to resolve the growth hurdles.

RESULTS AND DISCUSSION

After applying the Likert Scale test and calculating the weighted mean with rank, the Table 7 indicates that the highest (Rank 1) has been given to the 'reputation of career', followed by 'customers received exactly what they had ordered' (Rank 2) and the Table 8 indicates that the 'satisfaction regarding services provided by the caterers' obtains the 6th Rank, though the customers were getting exactly what they had ordered, but customers were not actually satisfied with the services provided by the caterers. It indicates that the 'customer satisfaction and services provided by the caterers are significantly independent.

From the Table 2, it is clear that most of the caterers (43%) were illiterate and from the Table 7, it is clear that the third highest rank was given to customer satisfaction. Hence, both tables together indicate that irrespective of the qualification of the caterers, the customers were satisfied with the overall quality of the caterers considering their experience with them.

Findings:

- The percentage of male caterers was higher than the number of female caterers. Women took up the catering business mostly due to the death of the husband or due to separation/ divorce and they had to provide for their family.
- The researcher found that the majority of caterers were illiterate. Their annual income from the catering business was in the range of below Rs. 5, 00,000.
- Majority of the caterers started the catering business due to unemployment, responsibility of the family or they had an interest in catering.
- Majority of the caterers were not providing any supplementary services like music/DJ, flower/stage decoration, tent/pandal, lighting etc. other than food. Also, they did not have their own equipment/utensils. At the time of the event, they arranged for all the necessary equipment/utensils on a rental basis from suppliers.

- The internet/website was still not a very significant distribution channel for the catering business. The caterers were not Internet/tech savvy and were unaware of how technology could be implemented to further their business.
 - Most of the caterers believed that personal/word of mouth publicity, friends and relatives are the effective media for advertisement and it is an effective promotional technique.
- Stand behind your work. If it is wrong, make it right;
 - Dress professionally.
1. It is not just a matter of food and presentation and theme trends. Caterers who are not wired to do business online through the internet and e-mail are missing huge opportunities. Caterers need to get in the habit of getting a website for the business and responding to e-mail correspondence as soon as possible, as well as providing e-mailed proposals to those clients who prefer to do business via their computers. If caterers are not in the habit of working online, they are behind the times.
 2. There should be active participation of women in catering activities. More governmental schemes and adequate programmes on management skills should be provided women caterers.

Recommendations

1. The State Government should take initiatives to make the catering business successful and support the caterers by distributing loans without much formality. There should be a provision of subsidy to the targeted caterers on a sustainable basis for their development. Government should provide the training through DIC's for caterers so that they will get the latest information regarding food and other services.
2. Caterers should provide the required managerial and technical training to their staff as to make them accountable and responsible for executing the tasks entrusted to them.
3. Careful selection of cook/chef and staff to promote new clusters in the potential catering zone is very essential. Therefore, there is a need for good cooks/chefs/staff and their timely and continuous support regarding recent trends in the market, including frequent monitoring and appropriate evaluation. For the same purpose, the catering management should motivate the staff by providing welfare measures, monetary/non-monetary incentives, and job security to retain the employees.
4. Caterers should take efforts to create new customers and also maintain and retain them by providing good and prompt services as well as arrange for follow up services to take care and solve their problems patiently. There must be various payment options in catering like accepting payment via credit card, cheque etc. the management must focus on customer comfort and promptness of service.
5. Sales promotion activities need to be taken up and advertisements should be aired in the local cable television, newspapers, and the internet for giving information to customers who are spread over the domestic as well as national markets. Customers should attend trade fairs/exhibitions for updating their knowledge in the catering business.
6. The caterers who are not professional in their business practices will never reach the pinnacle of success in their fields. The researcher has suggested the following guidelines for the caterers:
 - Give price quotes and commitments only when you know everything about the event;
 - Treat clients and staff members with respect;
 - Build relationships with clients. Do not look at them as accounts or projects;

CONCLUSION

In the present business scenario, identification of consumer preferences has become a crucial element. It is found that consumers prefer the caterers who provide them with maximum degree of satisfaction. By this study, it has been concluded that various factors are responsible for affecting the choice of consumers regarding catering services. The catering management can increase their sale and market share by taking into account the factors like, payment options, behavior of staff, presentation, price, hygiene, quality of food, quality of beverages, ambience and experience, behavior and loyalty, comfort and promptness, packaging and supplementary services, and use of good advertising media. The caterers should develop and maintain a healthy relation with customers so that customers can give them maximum business, and it will help them for the future growth of their business.

References

1. Agnes, Monica (2004), "Customer Satisfaction in the catering industry.", *Journal of Marketing Research*, Vol.5, pp.92-96.
2. Heung V.C.S. (2000), "Satisfaction Levels of Customers with Hong Kong Hotel Services", *International Journal of Contemporary Hospitality Management*, Vol.12, Issues 5, pp.308-311.
3. Keller Manfred (2009), "How to Manage A Successful Catering Business," *New Age International Publication*, New Delhi, 1st Edition, pp. 109-118.
4. Kinton Ronald, Cererani victor, Foskett David (1999), "Theory of Catering". Hodder and Stoughton Educational, London, 9th Edition, pp. 109-118.
5. Reddy S. (1999), "Food Hygiene and Sanitation in Food Industry:" *Tata McGraw- hill Publishing Co. Ltd*, New Delhi, 3rd Edition, pp.76-81.
6. Scanlon Nancy Loman (2007), "Catering Management", *John Wiley and sons, Inc.*, 3rd Edition, pp. 336-361.

*International Journal of Recent Scientific
Research*

ISSN 0976-3031



9

770576

303009