

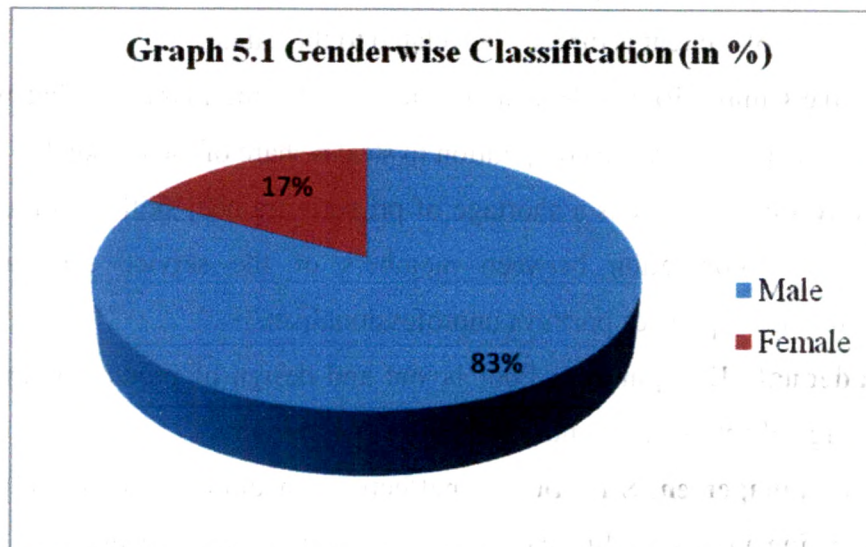
CHAPTER 5

DATA ANALYSIS AND INTERPRETATION

A] CATERER'S OPINION SURVEY

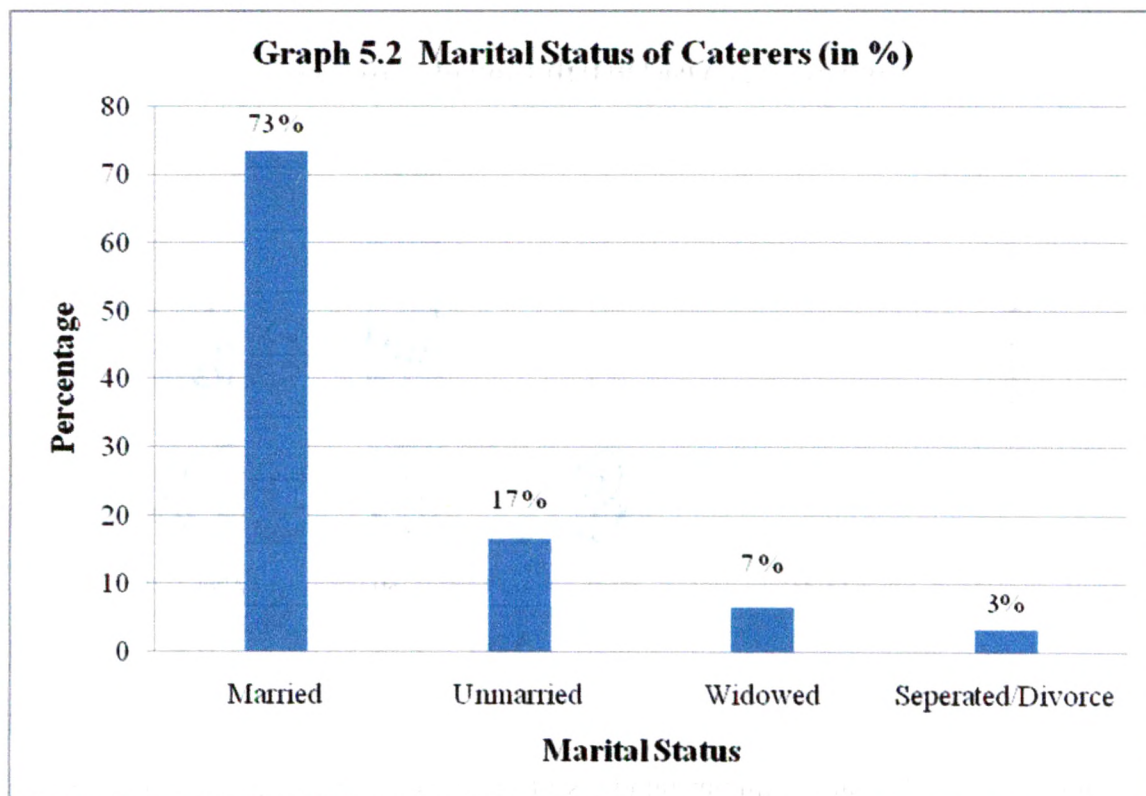
After the completion of survey, data output was calculated into percentage and is represented through various tables and graph wherever necessary. Routine statistical methods of likert scale with average mean, weighted mean was followed to test the hypothesis and no errors were found in data preparation.

Gender	No. of Respondents	Percentage
Male	25	83
Female	5	17
Total	30	100



Out of total 30 caterers, majority (83 percent) of respondents is males and remaining respondents (17 percent) are females. From the above data we can conclude that there are more male caterers in Sangli city as compared to female caterers.

Table 5.2 : Marital Status of Caterers		
Marital Status	No. of Respondents	Percentage
Married	22	73
Unmarried	5	17
Widowed	2	7
Separated/Divorce	1	3
Total	30	100



From the graph 5.2 depicts that majority of the caterers i.e. 73% are married and 17 percent caterers are unmarried. On the other hand, very few caterers are widowed and separated/divorce.

Age	No. of Respondents	Percentage
18-25	0	0
26-35	4	13
36-50	17	57
Above 50	9	30
Total	30	100

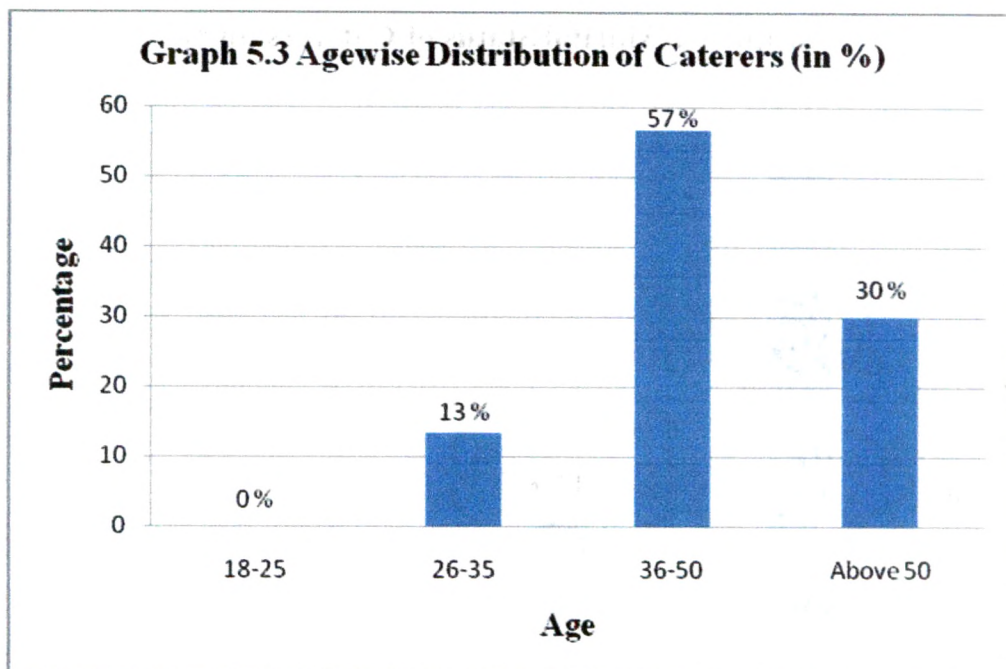
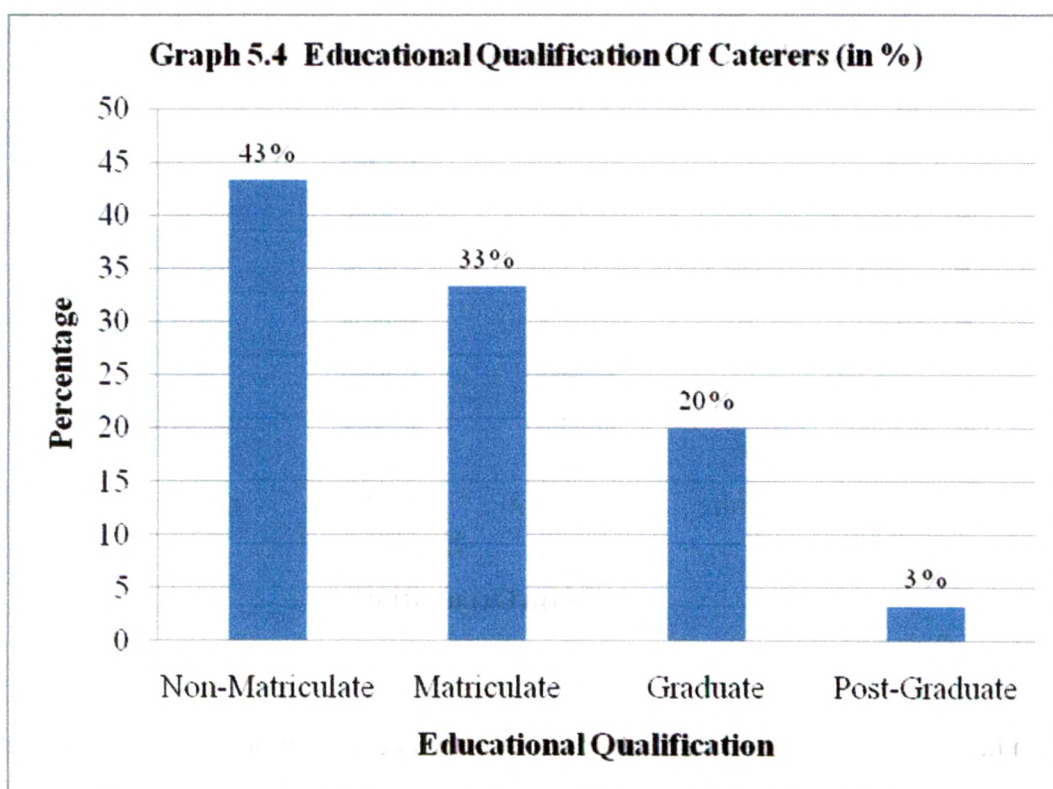


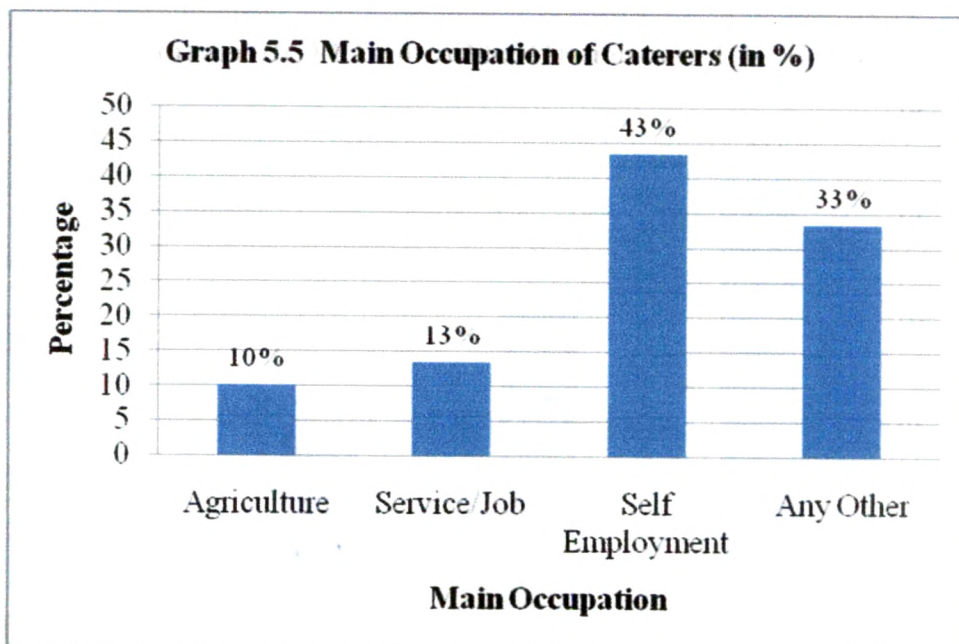
Table 5.3 reveals that maximum numbers of caterers are in the age group of 36-50 years, and 30 % caterers are above 50 years. 13 percent caterers are in the range of 26-35, there is no one in the range of 18-25 years who are into catering business.

Table 5.4 : Educational Qualification of Caterers		
Educational Qualification	No. of Respondents	Percentage
Non-Matriculate	13	43
Matriculate	10	33
Graduate	6	20
Post-Graduate	1	3
Total	30	100



From the above table, we can conclude that maximum caterers are either non-matriculate or are matriculate, while only 20 percent caterers are graduates. Very few caterers are post-graduate. From the data, we can conclude that maximum caterers are under-graduate but then also they provided the catering services as per their practical knowledge.

Main Occupation	No. of Respondents	Percentage
Agriculture	3	10
Service/Job	4	13
Self Employment	13	43
Any Other	10	33
Total	30	100



Graph no.5.5 represents the information about main occupation of the sample caterers. In view point of catering services, most of the caterers (43 percent) are self employed than undertaking catering business as their main occupation. They undertook other occupations like service or job, agriculture and other occupations as a subsidiary occupation to the catering.

Table 5.6 : Annual Income from Catering Business		
Annual Income	No .of Respondents	Percentage
0-250000	13	43
250000-500000	14	47
500000-1000000	2	7
100000-1250000	0	0
1250000-1500000	0	0
Above 1500000	1	3
Total	30	100

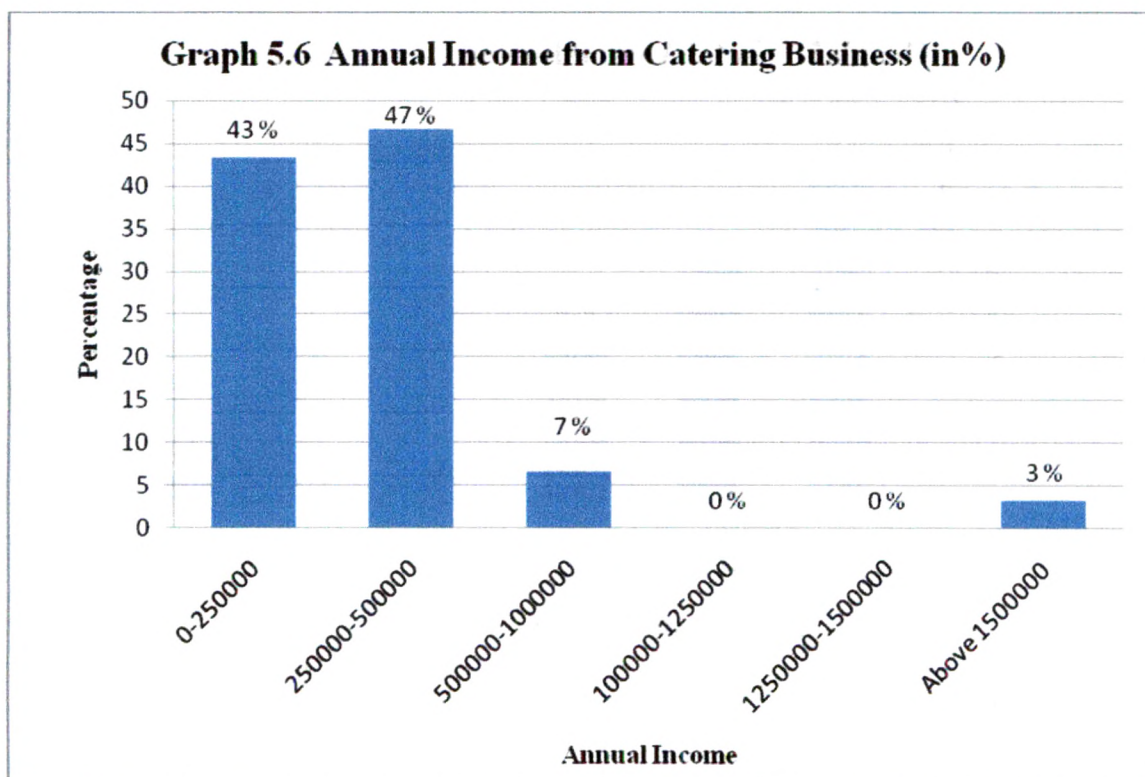


Table no. 5.6 depicts about total annual income from catering business in study area. Most of the caterers have annual income ranging from Rs. 0-250000 (43 percent) and Rs.250000-500000 (47 percent) respectively from catering business, whereas very few caterers have annual income of Rs. 500000-1000000. There are no caterers who have the annual income of Rs. 1000000-1500000 earned from catering business. Only 3 percent caterers have annual income of Rs. above 1500000.

Table 5.7 : Total Annual Income of Family		
Total Annual Income	No .of Respondents	Percentage
0-250000	13	43
250000-500000	10	33
500000-1000000	6	20
100000-1250000	0	0
1250000-1500000	0	0
Above 1500000	1	3
Total	30	100

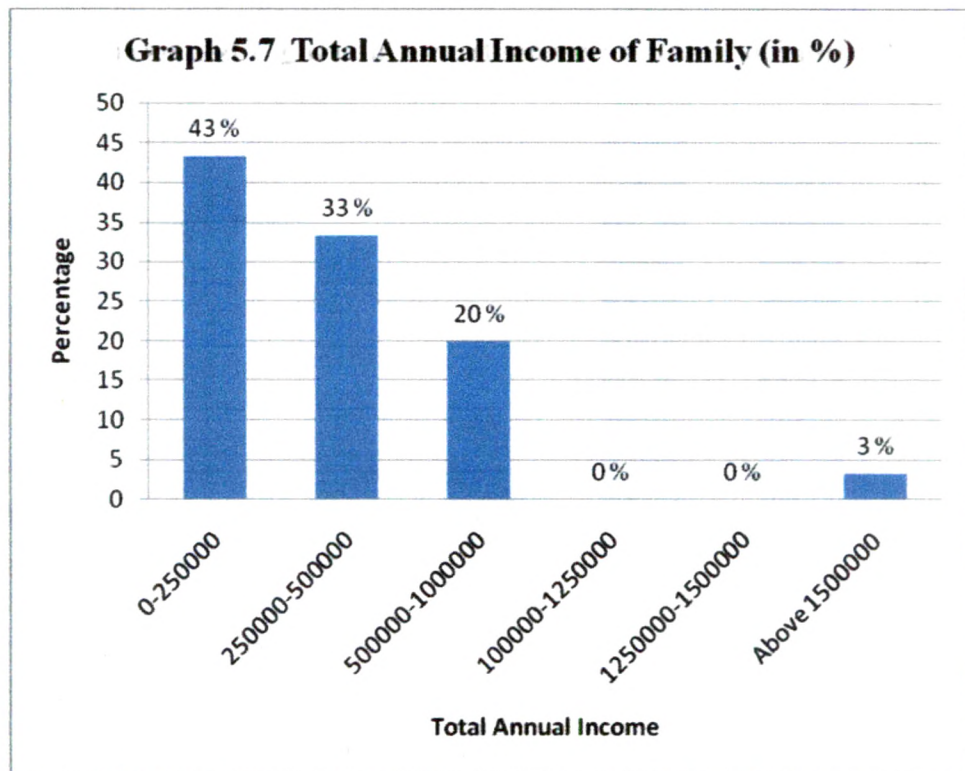
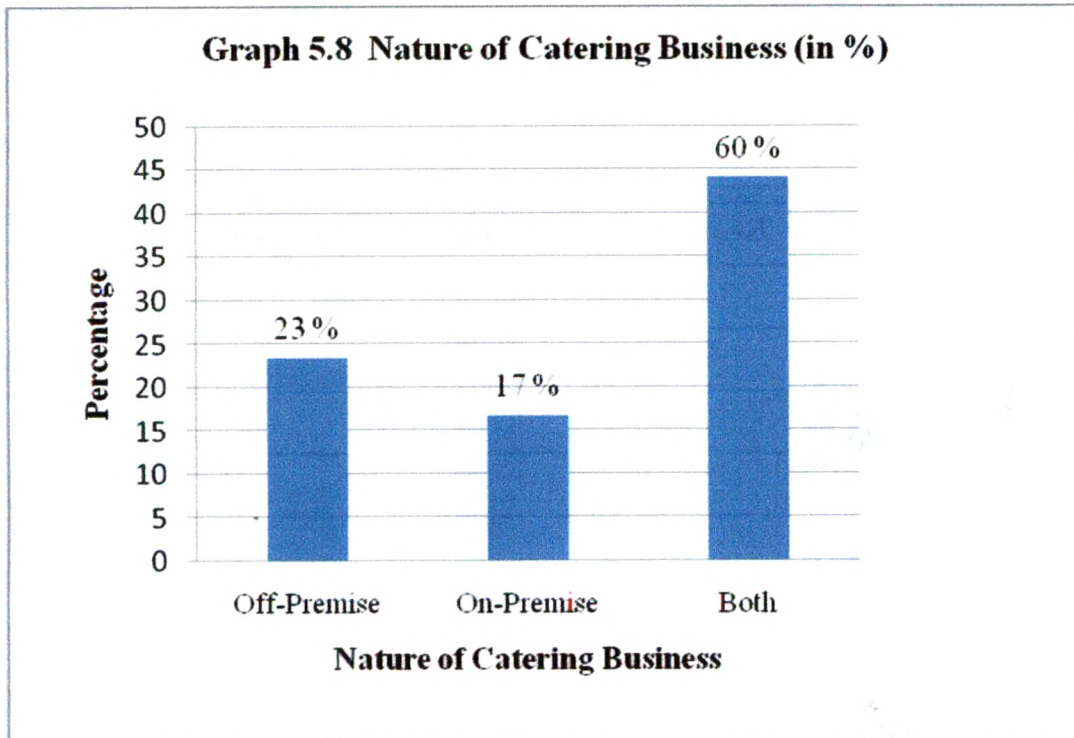


Table no. 5.7 shows the total annual income of family in the study area. Most of the caterer's have annual income of their family ranging between Rs. 0-500000, whereas very few caterers' (20 percent) total annual income from family has Rs.500000-1000000. Only one caterer i.e. 3 percent has Rs. above 1500000 total annual income of family. There is no one in the range between Rs.1000000-1500000.

Table 5.8 : Nature of Catering Business		
Nature of Catering Business	No .of Respondents	Percentage
Off-Premise	7	23
On-Premise	5	17
Both	18	60
Total	30	100



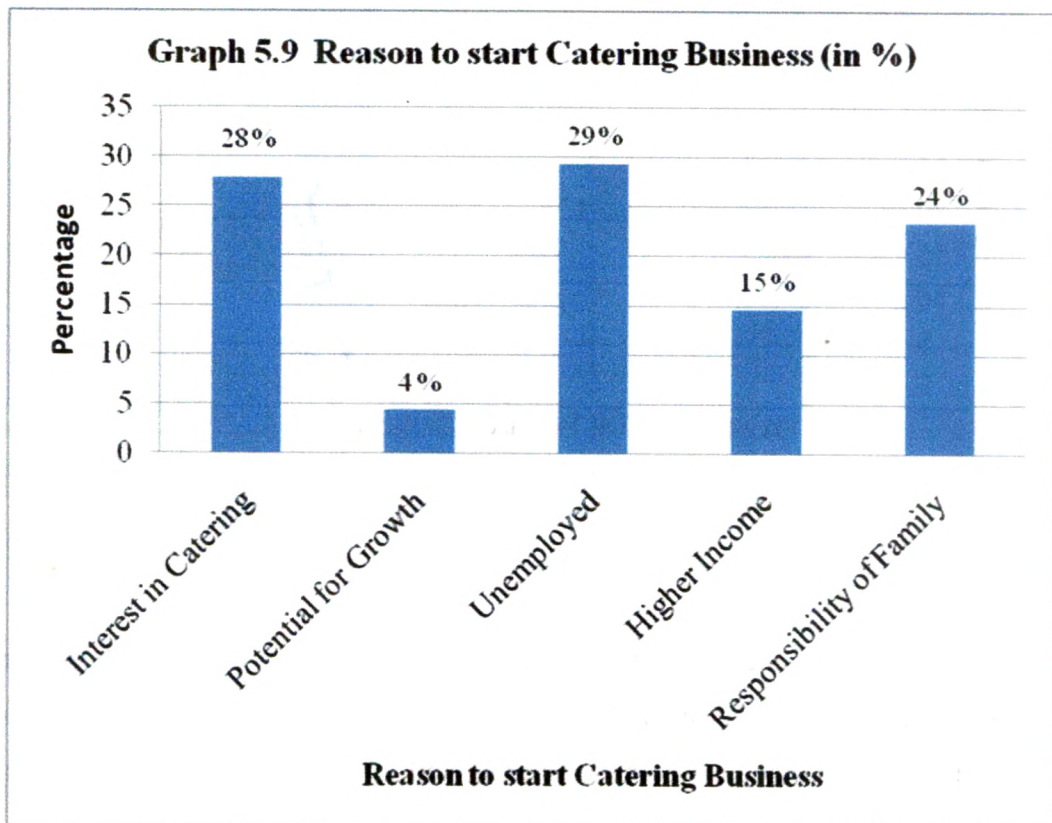
From above graph, of the total caterers, majority of caterers provide both catering services i.e. off-premise catering and on-premise catering services to customers. Also 23 percent caterers provide off-premise catering and 17 percent caterers provide only On-premise catering.

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Reason to start Catering Business	No. of Respondents	Percentage
Interest in Catering	19 (63.33)	28
Potential for Growth	3 (10.00)	4
Unemployed	20 (66.67)	29
Higher Income	10 (33.33)	15
Responsibility of Family	16 (53.33)	24
Total	68	100

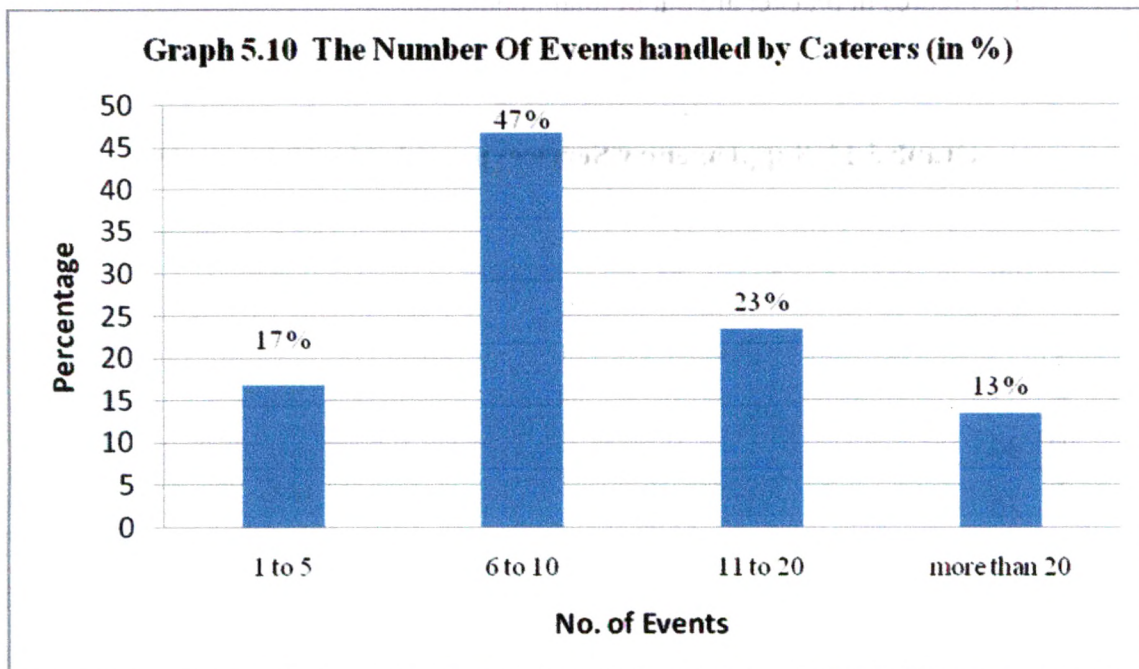
Source: Field Survey

Note: Figures in bracket are out of total population.



Graph 5.9 shows the reason of respondents to start catering business in the study area. Majority of caterers have started catering business due to unemployment and responsibility of family, whereas alarmingly 63 percent caterers have interest in catering business. Around 43 percent caterers started it because they think that they can earn a higher side income in this business and the business has potential for growth.

Table 5.10 : The Number Of Events handled by Caterers		
No. Of Events	No. of Respondents	Percentage
1 to 5	5	17
6 to 10	14	47
11 to 20	7	23
more than 20	4	13
Total	30	100

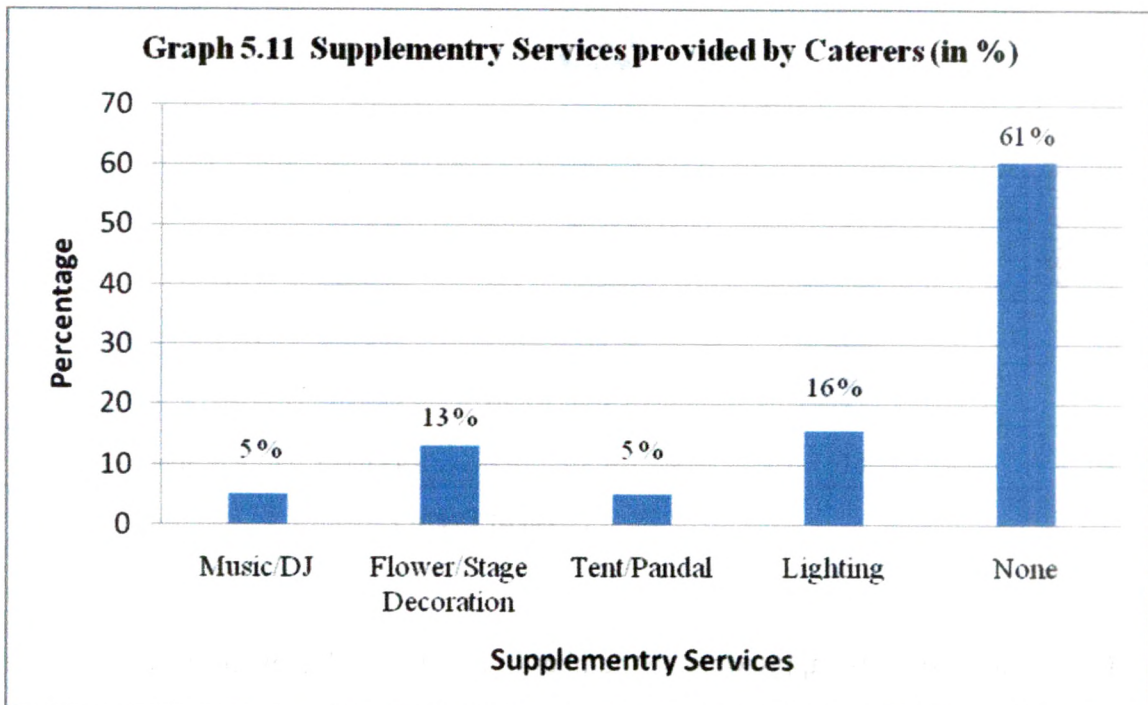


Graph no. 5.10 shows approximately number of events handled by during a given one month's period. Keeping the view point of catering business in study area, out of total caterers, 47 percent caterers has organized 6 to 10 events monthly, whereas 23 percent caterers has organized 11 to 20 events per month. Only very few caterers i.e. 13 percent has organized more than 20 events per month and remaining have 1 to 5 events per month.

Supplementary Services	No. of Respondents	Percentage
Music/DJ	2 (6.66)	5
Flower/Stage Decoration	5 (16.66)	13
Tent/Pandal	2 (6.66)	5
Lighting	6 (20.00)	16
None	23 (76.66)	61
Total	38	100

Source: Field Survey

Note: Figures in bracket are out of total population.

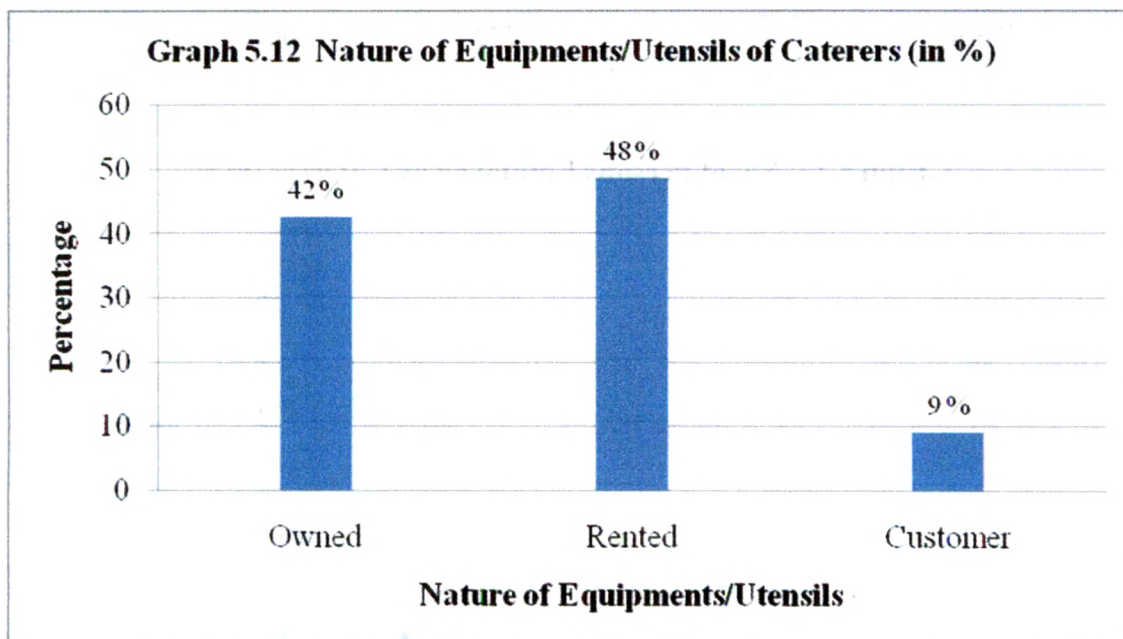


Graph no.5.11 represents the information of supplementary services provided by caterers other than food. In Sangli city, majority of caterers (77 percent) are not providing any supplementary services like music/DJ, Flower/Stage decoration, tent/pandal, lighting etc. other than food. They only provide the address of that person who provides such supplementary services or connect the customer to respective service provider. Some of caterers provide these supplementary services to customers by taking appropriate charges.

Table 5.12 : Nature of Equipments/Utensils of Caterers		
Nature of Equipments/Utensils	No. of Respondents	Percentage
Owned	14 (46.67)	42
Rented	16 (53.33)	48
Customer	3 (10.00)	9
Total	33	100

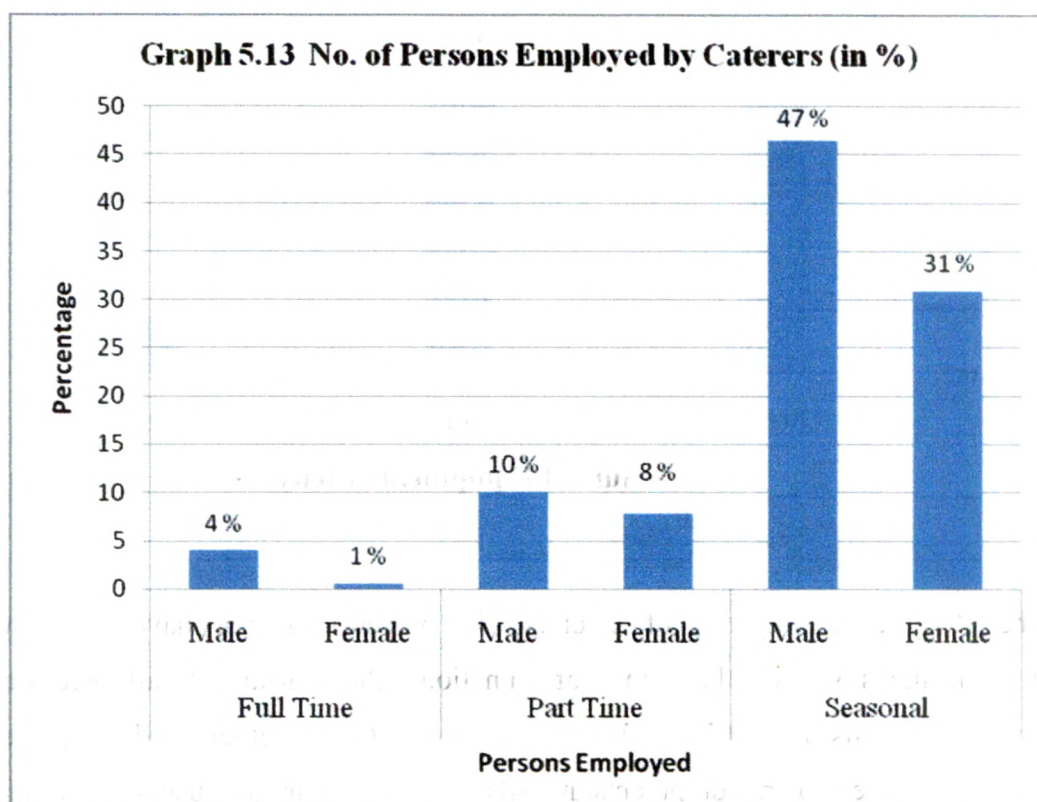
Source: Field Survey

Note: Figures in bracket are out of total population.



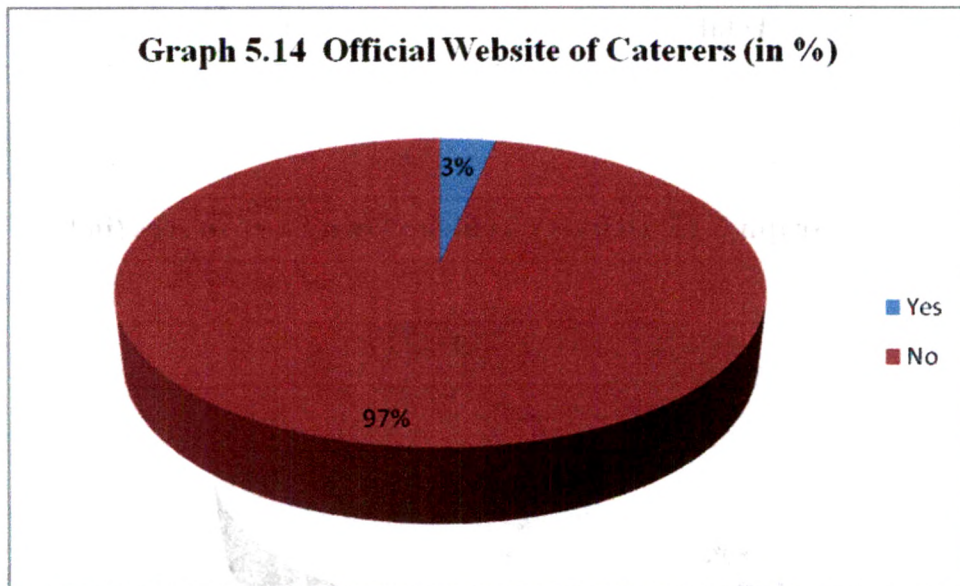
In the study area, majority of caterers (53 percent) do not have their own equipments/utensils. At the time of function, they arranged all necessary equipments/utensils on rent basis from the suppliers. On the other hand, 47 percent caterers have their own equipments/utensils. Few of them are using customer's equipments/utensils, if customer provides the same to the caterer.

Persons Employed	Respondents	Total Employees	Percentage	Mean	Std. Dev.
Full Time	Male	30	4	1.00	1.34
	Female	4	1	0.13	0.43
Part Time	Male	76	10	2.53	4.57
	Female	59	8	1.97	4.06
Seasonal	Male	350	47	12.00	6.60
	Female	233	31	7.77	4.61
Total		752	100		



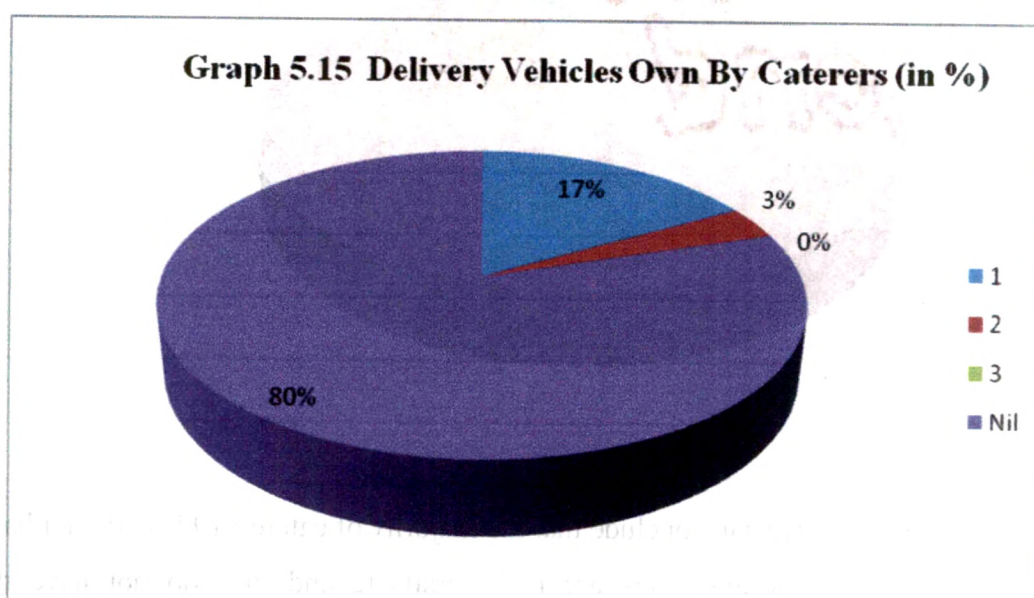
In catering business, caterers appointed the staff/employees, labors as per the season on contract basis. Very few caterers have full time and part time employees. The average persons employed like male, female as full time, part time and seasonal is 1.00, 0.13, 2.53, 1.97, 12.00, 7.77 respectively, whereas, standard deviations of persons employed are 1.34, 0.43, 4.57, 4.06, 6.60, 4.61 respectively. This means caterers need staff as per the season

Table 5.14 : Official Website of Caterers		
Official Website	No. of Respondents	Percentage
Yes	1	3
No	29	97
Total	30	100



From the above data, we can conclude that the majority of caterers (97 %) do not have any official website because they are under-graduate and they do not have the knowledge of computer also. They are not aware about working of websites etc. On the other hand, 3 percent caterer i.e. only one caterer from study area have his official website.

Delivery Vehicles own By Caterers	No. of Respondents	Percentage
1	5	17
2	1	3
3	0	0
Nil	24	80
Total	30	100

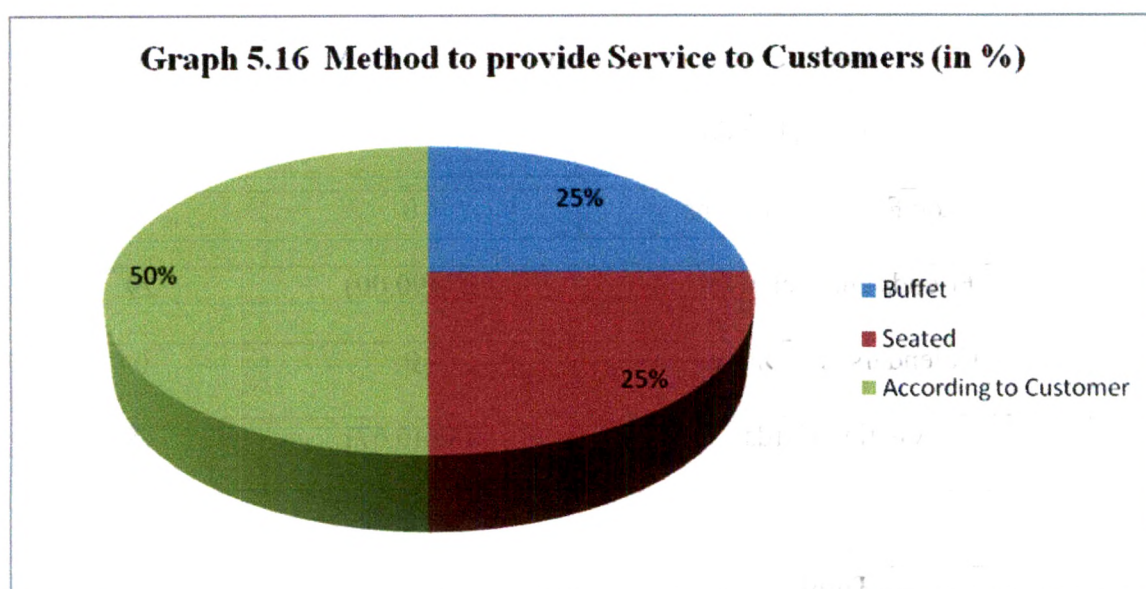


From the above graph 5.15, it is seen that majority i.e. 80 percent caterers do not have their own delivery vehicles for transporting their material, equipments/utensils, food etc., if the catering is off-premise and they have to provide food to customer's venue by making some other arrangements. Only 17 percent caterers have their own one delivery vehicle, while 3 percent caterers have two delivery vehicles. From the data, we can conclude that most caterers transported their material, equipments/utensils, food by procuring vehicles on rental basis.

Table 5.16 : Method to provide Service to Customers		
Method of Service	No. of Respondents	Percentage
Buffet	15 (50.00)	25
Seated	15 (50.00)	25
According to Customer	30 (100.00)	50
Total	60	100

Source: Field Survey

Note: Figures in bracket are out of total population.



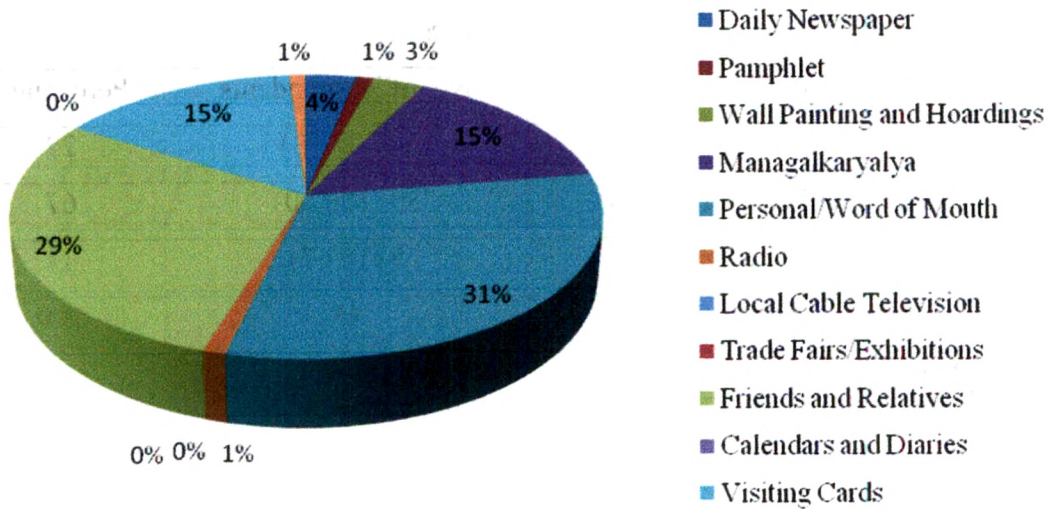
Graph no. 5.16 depicts the method of service provided to customers. All (100%) caterers give the service according to the requirement or choice of customers, that service may be buffet, seated either Pangat or used of table-chairs. Around 50 percent caterers are adopting their own style by providing either buffet or seated system. From the above data, we can conclude that most number of caterers is giving service according to the requirement and demand of customers.

Table 5.17: Advertising Media used by Caterers		
Advertising Media	No. of Respondents	Percentage
Daily Newspaper	3 (10.00)	3
Pamphlet	1 (3.33)	1
Wall Painting and Hoardings	3 (10.00)	3
Managalkaryalya	14 (46.67)	15
Personal/Word of Mouth	29 (96.67)	31
Radio	1 (3.33)	1
Local Cable Television	0	0
Trade Fairs/Exhibitions	0	0
Friends and Relatives	27 (90.00)	29
Calendars and Diaries	0	0
Visiting Cards	14 (46.67)	15
Internet	1 (3.33)	1
Total	93	100

Source: Field Survey

Note: Figures in bracket are out of total population.

Graph 5.17 Advertising Media used by Caterers (in %)

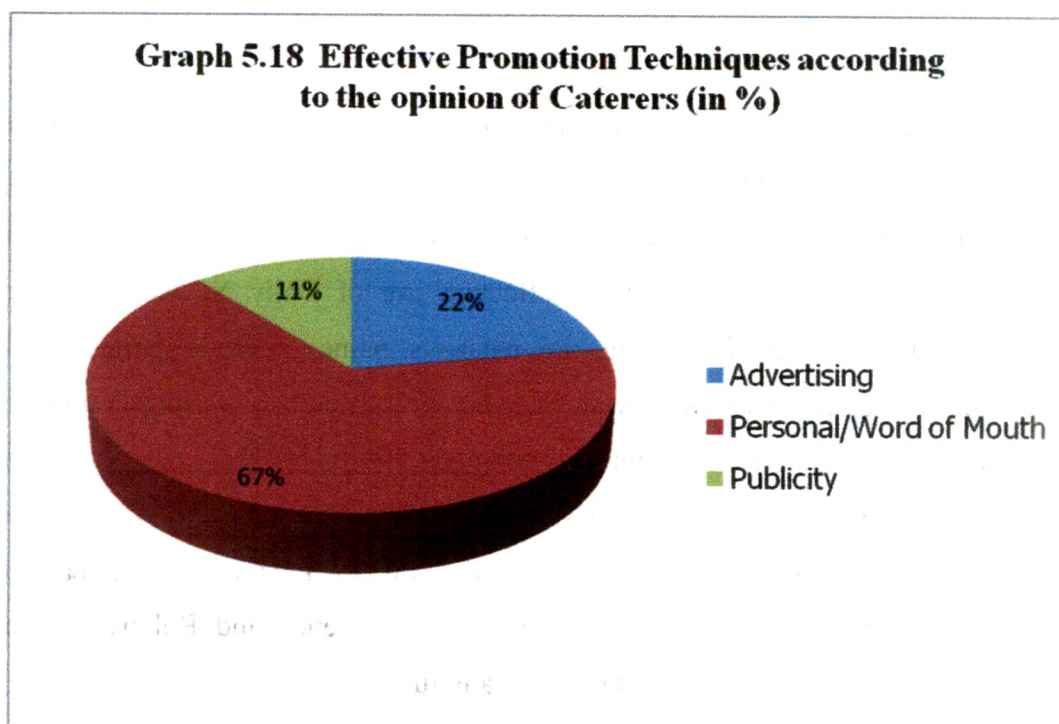


From the above graph, it is seen that the majority of caterers is using Personal/word of mouth and Friends and Relatives as an Advertising media for promotional activities. 47 percent caterers are using Mangalkaryalya and Visiting card as an advertising media. 10 percent caterers have made effective use of Daily Newspapers, Wall Paintings and Hoardings displaying the caterer's name, address, phone/mobile number and the catering services available, very few caterers are using Pamphlets, Radio and Internet i.e. only 1 percent for giving advertisement. There is no one using Local Cable Television, Trade Fairs/Exhibitions and Calendars and Diaries as an advertising media. From the data, we can conclude that the most numbers of caterers are interested only in Personal/word of mouth and Friends and Relatives as an advertising media because it does not required any funds.

Table 5.18 : Effective Promotion Techniques according to the opinion of Caterers		
Promotion Techniques	No. of Respondents	Percentage
Advertising	10 (33.33)	22
Personal/Word of Mouth	30 (100.00)	67
Publicity	5 (16.67)	11
Total	45	100

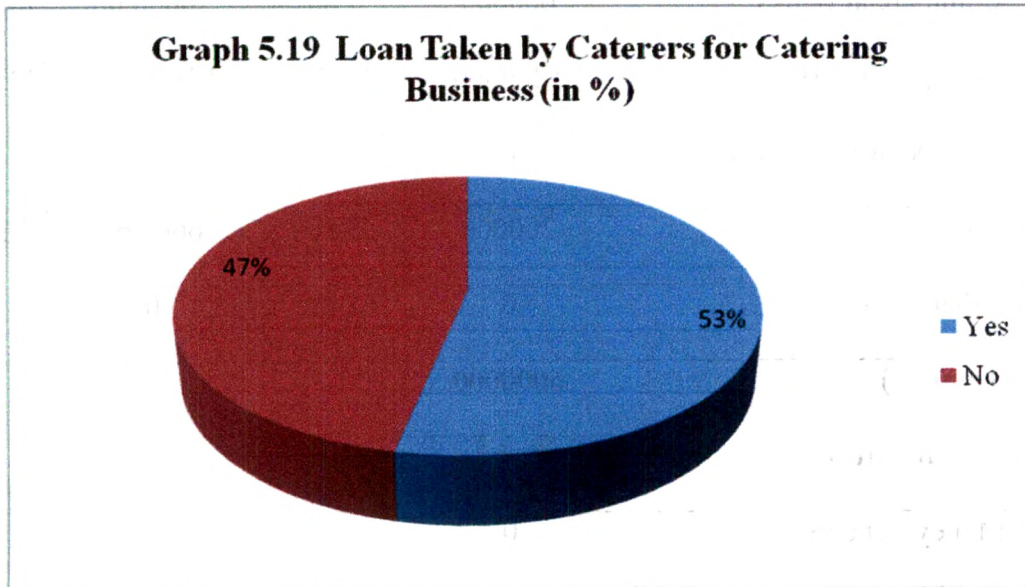
Source: Field Survey

Note: Figures in bracket are out of total population.



Graph no.5.18 reveals that all the caterers believed in personal/word of mouth is the effective promotional techniques as compared to advertising and publicity because it gives immediate effect.

Table 5.19 : Loan Taken by Caterers for Catering Business		
Loan	No. of Respondents	Percentage
Yes	16	53
No	14	47
Total	30	100



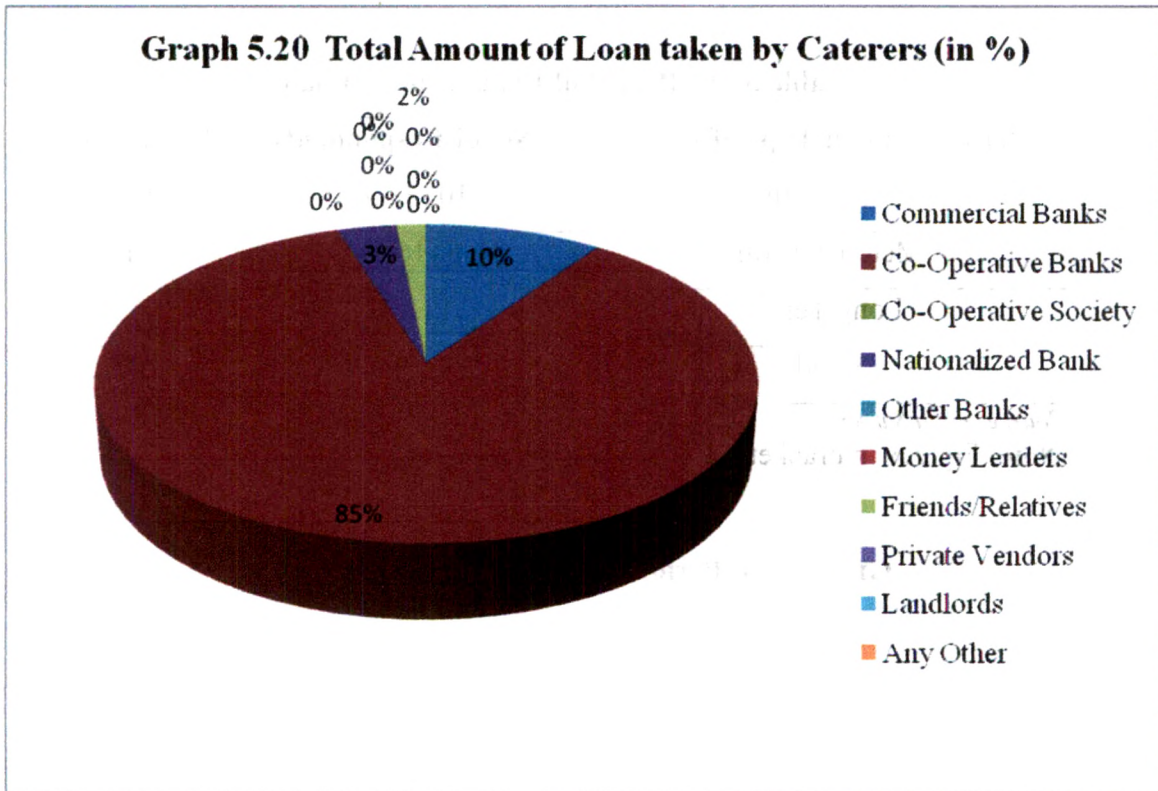
Graph no.5.19 reveals the number of caterers, who has obtained loan for catering services in the study area. Out of total caterers, Maximum caterers (53 percent) have obtained loan for catering services, whereas, remaining caterers (47 percent) have not obtained any loan. From the data, we can conclude that most number of caterers have not obtained loan, because they are arranged their own funds for catering business.

Table 5.20: Total Amount of Loan taken by Caterers from Institutional and Non-Institutional Sources (In Rs.)

Sr. No.	Sources	Total Amount	Percentage	Mean	Std. Dev.
A.	Institutional				
1	Commercial Banks	600000	9.80	20000.00	100515.91
2	Co-Operative Banks	5200000	85.20	173333.33	433059.15
3	Co-Operative Society	0	0.0	0	0
4	Nationalized Bank	200000	3.30	6666.66	36514.84
5	Other Banks	0	0.0	0	0
	Total (A)	6000000			
B.	Non-Institutional				
6	Money Lenders	0	0.0	0	0
7	Friends/Relatives	100000	1.60	3333.33	10933.45
8	Private Vendors	0	0.0	0	0
9	Landlords	0	0.0	0	0
10	Any Other	0	0.0	0	0
	Total (B)	100000			
	Grand Total (A+B)	6100000	100.00		

Source: Field Survey

Note: Figures in bracket are out of total population



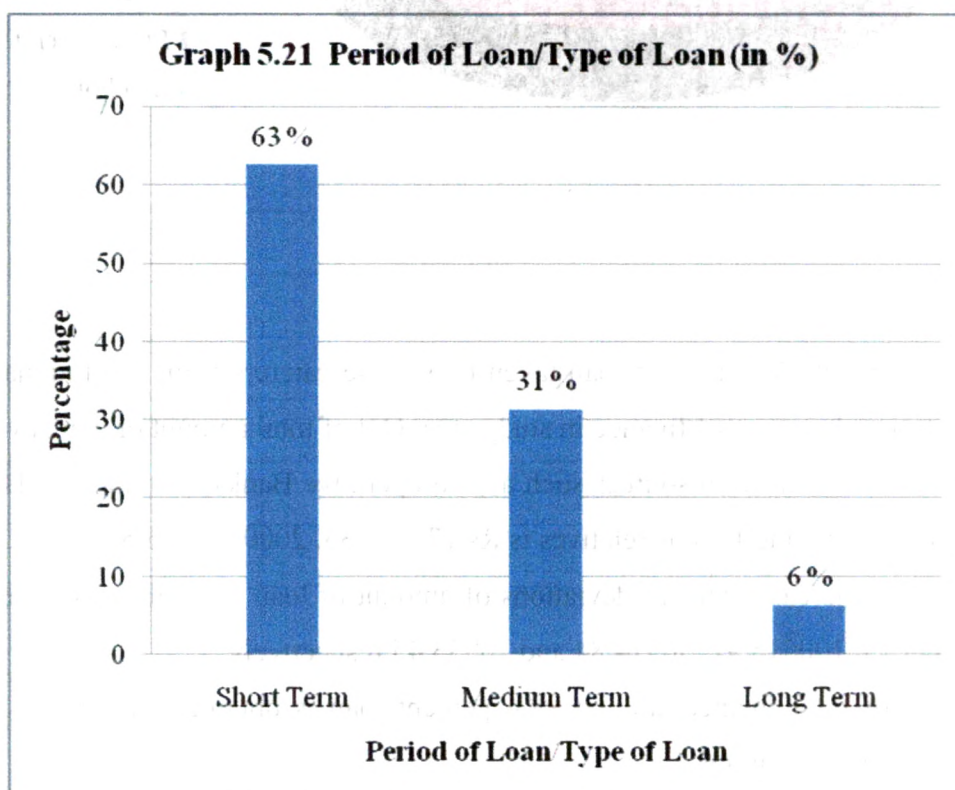
The graph no.5.20 depict about loan taken by sample caterers from institutional and non-institutional sources of finance in study area. Out of total amount of loan, average amount of loan taken from sources such as, Co-operative Banks, Commercial Banks, Nationalized Bank and friends/relatives is Rs.173333.33, 20000, 6666.66 and 3333.33 respectively, whereas, standard deviations of amount of loan from above sources are Rs. 433059.15, 100515.91, 36514.84 and 10933.45 respectively.

1. Out of total finance, around 98.4 percent loan is obtained by caterers from Institutional sources.
2. Out of total finance, only 1.6 percent loan is obtained by caterers from Non-Institutional sources (Friends/Relatives).

Period of Loan/Type of Loan	No. of Respondents	Percentage
Short Term	10 (33.33)	63
Medium Term	5 (16.67)	31
Long Term	1 (3.33)	6
Total	16	100

Source: Field Survey

Note: Figures in bracket are out of total population.

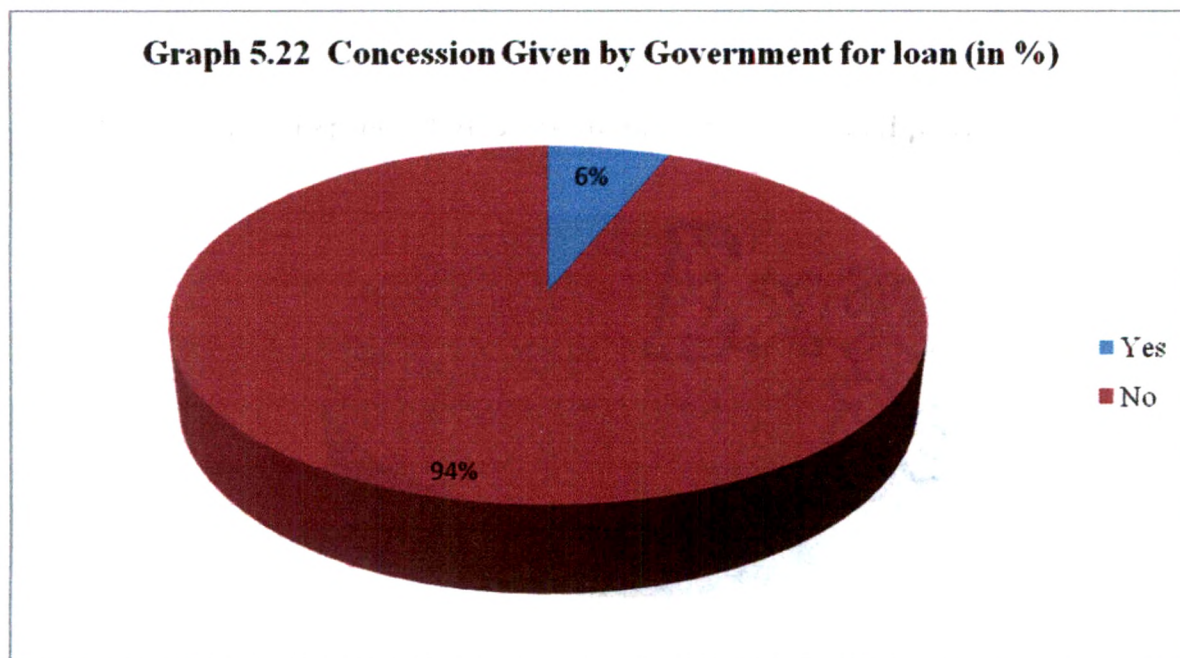


The graph no.5.21 depicts the classification of sample caterers on the basis of period of loan. In the view of catering business, most of the caterers (33 percent) obtained short term-loan, whereas, the proportion of caterers, who have obtained medium as well as long-term loan are very less. From the data we can conclude that maximum caterers preferred short term loan i.e. the period of up to 5 years.

Table 5.22 : Concession Given by Government for loan		
Concession for Loan	No. of Respondents	Percentage
Yes	1 (3.33)	6
No	15 (50.00)	94
Total	16	100

Source: Field Survey

Note: Figures in bracket are out of total population.

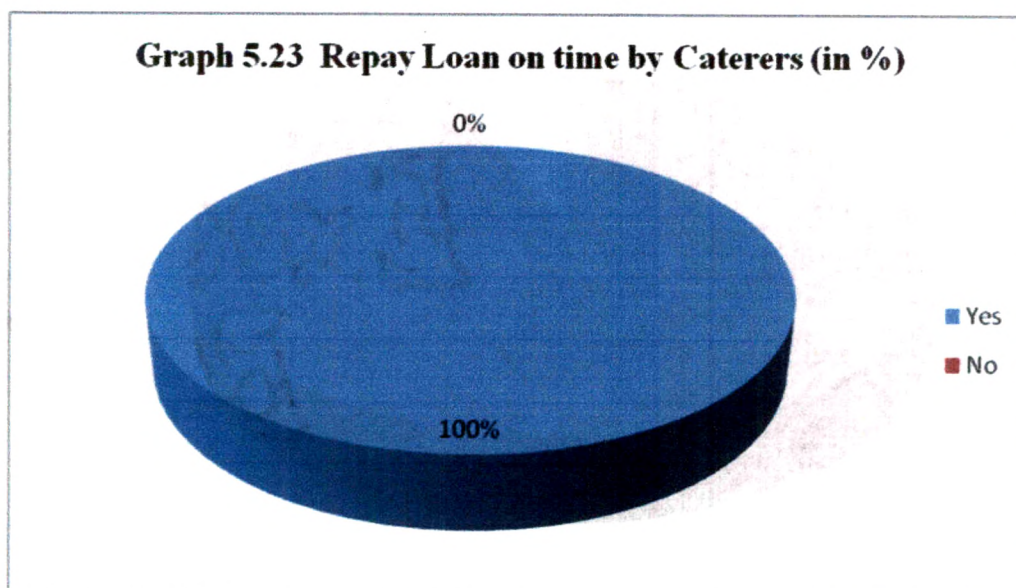


Graph no.5.22 reveals that how many sample caterers who have received concession on loan for catering business. Out of total caterers, majority caterers (50 percent) have not received concession, while only 3 percent caterers have received the concession on loan from government.

Table 5.23 : Repay Loan on time by Caterers		
Repay Loan on Time	No. of Respondents	Percentage
Yes	16 (53.33)	100
No	0	0
Total	16	100

Source: Field Survey

Note: Figures in bracket are out of total population.

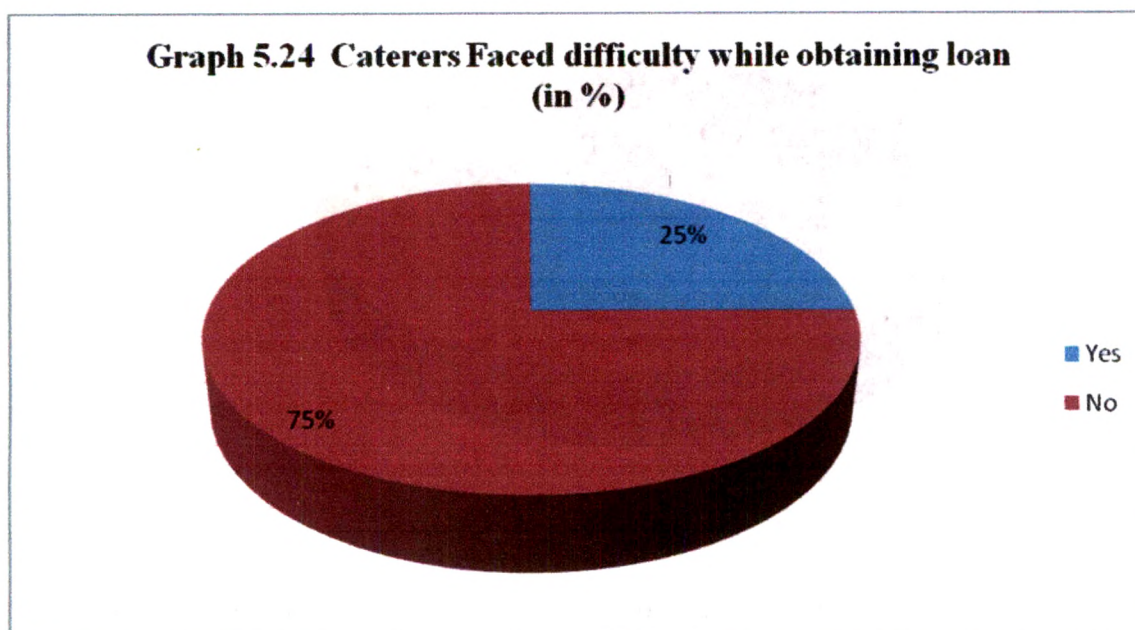


Graph no. 5.23 depicts the response of caterers about loan repayment on time. In the view point of sample caterers in study area, all caterers (100 percent) repaid their loan on time. The data reveals that the economic positions of sample caterers are well in study area.

Table 5.24 :Caterers Faced difficulty while obtaining loan		
Caterers Faced difficulty while obtaining loan	No. of Respondents	Percentage
Yes	4 (13.33)	25
No	12 (40.00)	75
Total	16	100

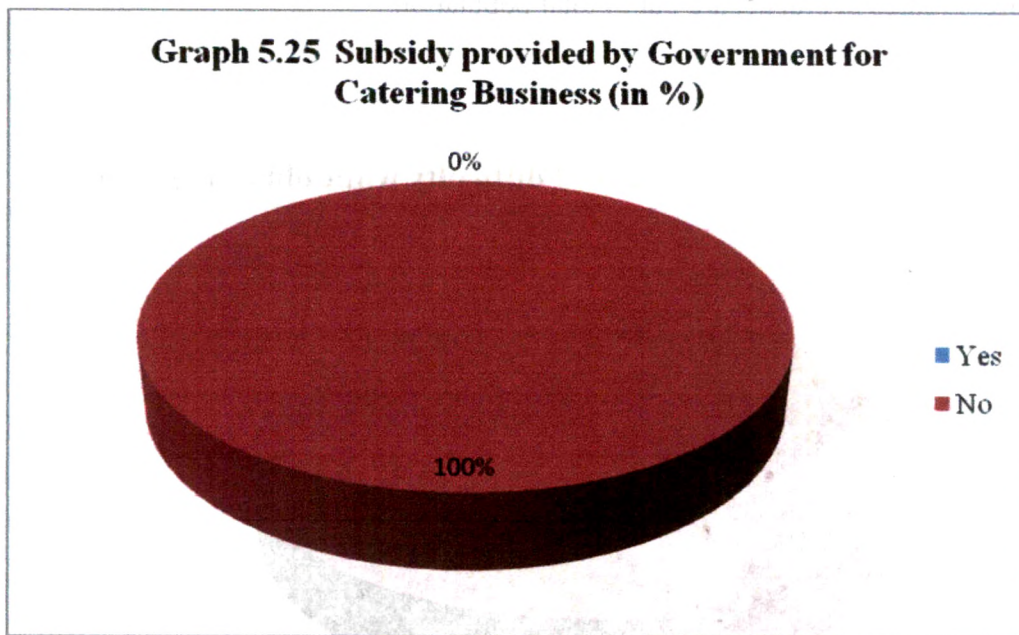
Source: Field Survey

Note: Figures in bracket are out of total population.



Graph no.5.24 depicts the response of caterers about difficulties faced by caterers while obtaining loan. Out of total caterers, most of the caterers do not faced difficulties while obtaining loan. On the other hand, very few around 14 percent caterers faced some technical difficulties while obtaining loan.

Table 5.25 : Subsidy provided by Government for Catering Business		
Subsidy from Government	No. of Respondents	Percentage
Yes	0	0
No	30	100
Total	30	100

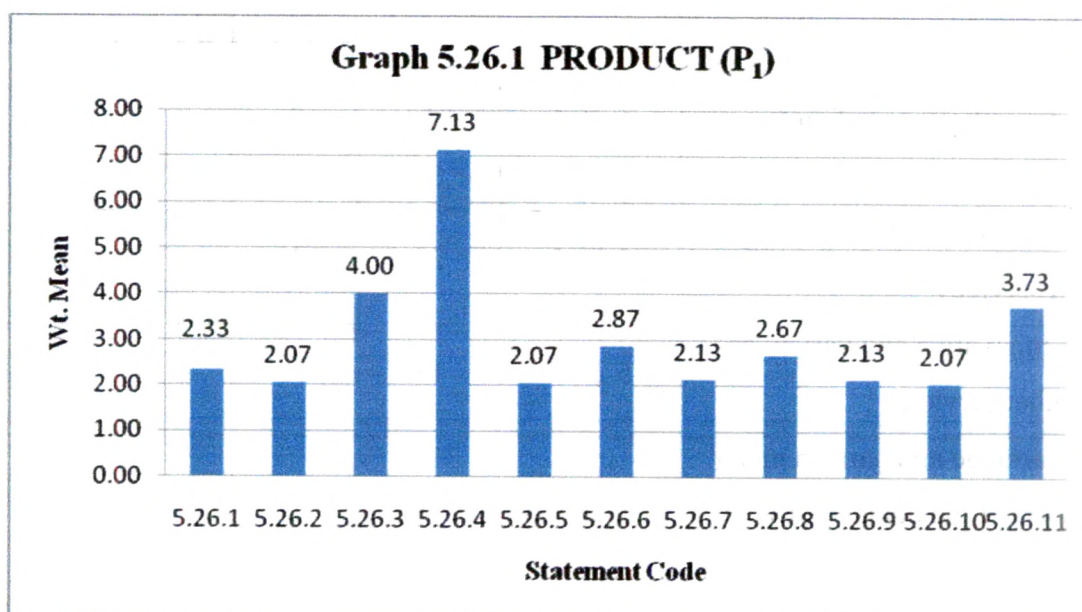


Graph no.5.25 depicts the response of sample caterers about subsidy for catering business. All the caterers (100 percent) do not get subsidy. The data reveals that government is not providing any type of subsidy for expansion of catering business.

Table 5.26 : Degree of agreement with the following statements

PRODUCT (P₁)					
Statements	Statement Code	Always	Most of the time	Sometime	Never
You always use nutritional and healthy ingredients while preparing food.	5.26.1	26	3	1	0
You take care of validity of raw material like Trade Mark, Expiry Date etc.	5.26.2	29	1	0	0
You give daily preference to purchase raw material.	5.26.3	6	19	4	1
You discuss and prepare all food menus in consultation with your chef and function manager.	5.26.4	1	3	4	22
You believe in quality before quantity for menu and services	5.26.5	29	1	0	0
You provide Innovative and variety of Dishes and other services.	5.26.6	18	11	1	0
You present, arrange and garnish menu and services as per the demand of your customer.	5.26.7	28	2	0	0
You always use Silver Foils, Tissue Papers etc for presenting food.	5.26.8	23	5	1	1
You take care of cleanliness and hygiene of equipments and utensils.	5.26.9	29	0	1	0
You follow the 4Cs i.e. Cleaning, Chilling, Cooking, Cross-Contamination for good hygiene.	5.26.10	29	1	0	0
You are creating the “Wow!” factor in your menu and services.	5.26.11	8	19	2	1

Statement Code	Total	Wt. Mean	Rank
5.26.1	35	2.33	3
5.26.2	31	2.07	1
5.26.3	60	4.00	7
5.26.4	107	7.13	8
5.26.5	31	2.07	1
5.26.6	43	2.87	5
5.26.7	32	2.13	2
5.26.8	40	2.67	4
5.26.9	32	2.13	2
5.26.10	31	2.07	1
5.26.11	56	3.73	6

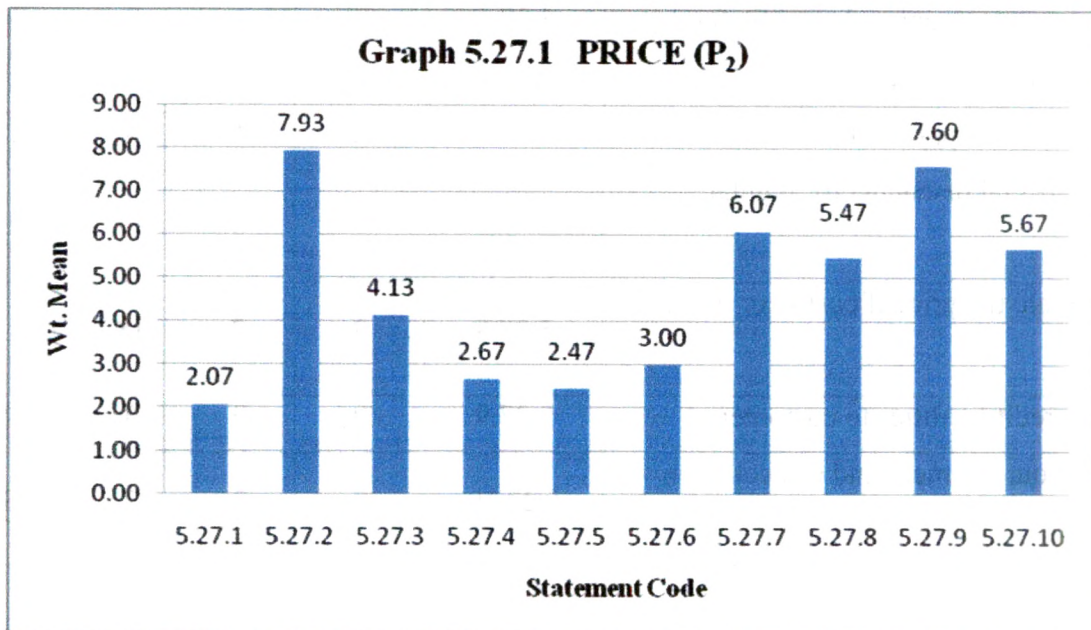


In order to examine how the caterers perceived the opinion about product, in terms of above 11 statements; the scores for all the statements have been compared. The findings of caterers of the above influencing statements are presented in Table no.5.26.1. Majority of caterers believe in quality before quantity for menu and services as per the demand of customer by taking care of cleanliness and hygiene of equipments and utensils. They take care of validity of raw material like Trade Mark, Expiry Date etc. and follow the 4Cs i.e. Cleaning, Chilling, Cooking, and Cross-Contamination for good hygiene. Caterers always use nutritional and healthy ingredients while preparing food. But majority of caterers are never discuss and prepare all food menus in consultation with chef and function manager.

Table 5.27 : PRICE (P₂)

Statements	Statement Code	Always	Most of the time	Some time	Never
You consider quality, variety and exclusivity while deciding the price of menu and services.	5.27.1	29	1	0	0
You charge the price of menu and services as per competitors.	5.27.2	0	0	1	29
You consider the season while fixing the price.	5.27.3	8	16	2	4
You consider Geographical Area while fixing the price	5.27.4	22	7	0	1
You charge separately for services like Tent, DJ, Floral arrangement and specific food like Ice-cream, Juice etc.	5.27.5	27	1	0	2
You take advance payment from customers.	5.27.6	23	1	4	2
You give special discounts for regular customers.	5.27.7	1	1	24	4
You negotiate the price if customer insists you.	5.27.8	2	7	18	3
You give credit facilities to customers	5.27.9	0	0	6	24
You have your payment and Cancellation policies.	5.27.10	8	2	7	13

Statement Code	Total	Wt. Mean	Rank
5.27.1	31	2.07	1
5.27.2	119	7.93	10
5.27.3	62	4.13	5
5.27.4	40	2.67	3
5.27.5	37	2.47	2
5.27.6	45	3.00	4
5.27.7	91	6.07	8
5.27.8	82	5.47	6
5.27.9	114	7.60	9
5.27.10	85	5.67	7

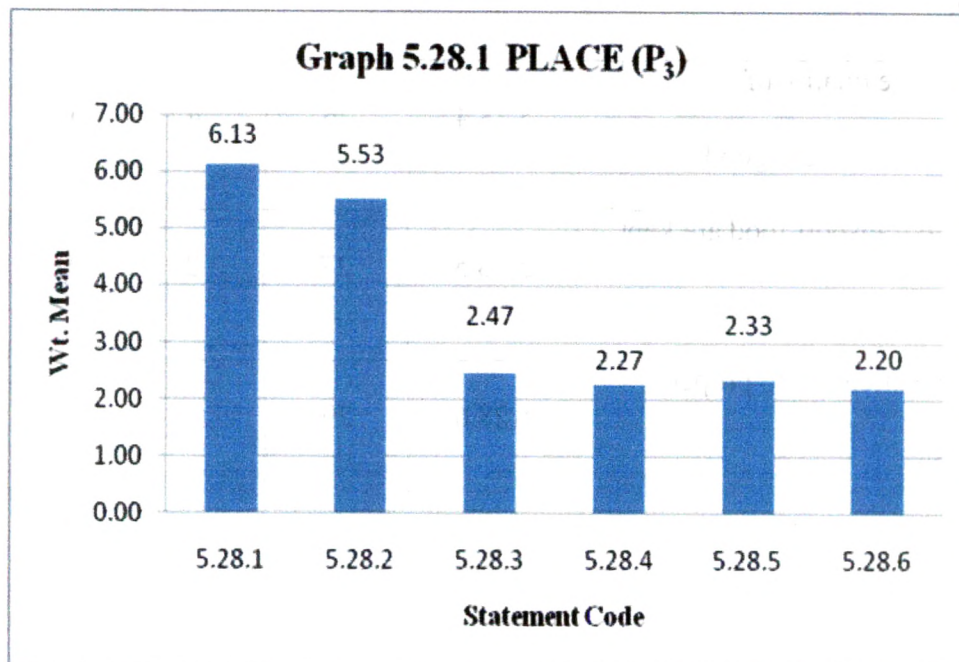


The above graph reveals that the majority of respondents are considering quality, variety, exclusivity and geographical area while deciding the price of menu and services. They also charge separately for services like Tent, DJ, Floral arrangement and specific food like Ice-cream, Juice etc. They never charge the price of menu and services as per competitors and never give the credit facilities to customers.

Table 5.28: PLACE (P₃)

Statements	Statement Code	Always	Most of the time	Some time	Never
You offer convenience facilities like Mobile catering, Tea-Coffee, Cold-drink vendor machines to the customers.	5.28.1	8	1	2	19
You have tie up with other caterer or Mangalkaryalya.	5.28.2	11	2	0	17
You are transporting food in packaging or containers that protect it from <i>contamination</i> .	5.28.3	25	4	0	1
In your opinion, the quality of equipments and utensils are good.	5.28.4	26	4	0	0
Vehicles used to transport food are kept clean and in good repair.	5.28.5	27	2	0	1
You always give attention to proper disposal of waste.	5.28.6	29	0	0	1

Statement Code	Total	Wt. Mean	Rank
5.28.1	92	6.13	6
5.28.2	83	5.53	5
5.28.3	37	2.47	4
5.28.4	34	2.27	2
5.28.5	35	2.33	3
5.28.6	33	2.20	1



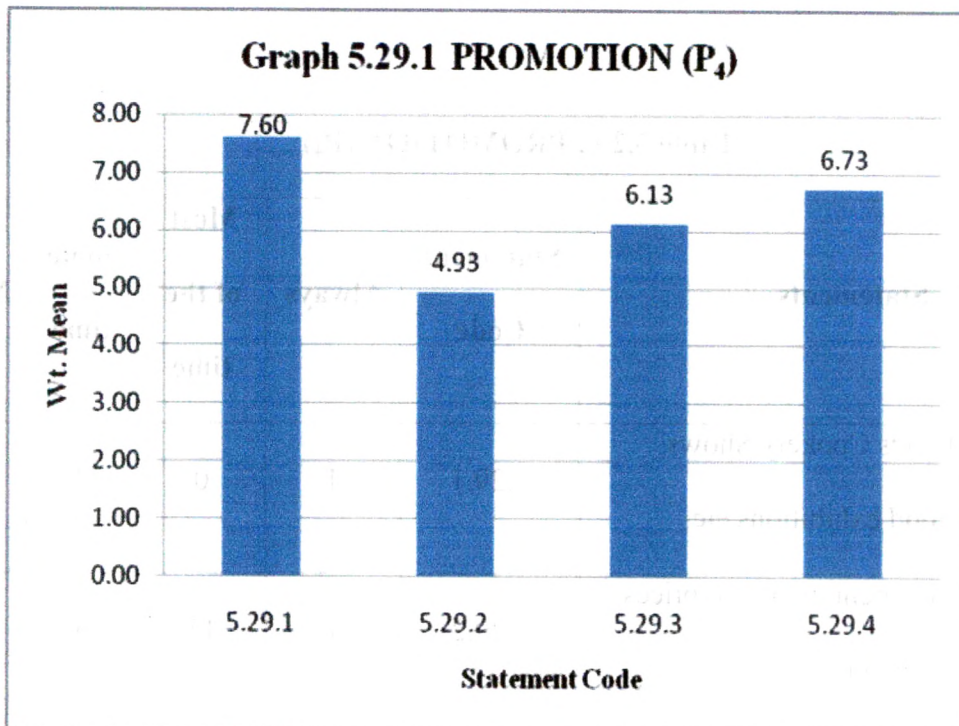
From the above graph, it is clear that majority of caterers always give the attention to the quality of equipments/utensils and proper disposal of waste. Vehicles used to transport food are kept clean and in good repair. Most of the caterers do not offer convenience facilities like Mobile catering, Tea-Coffee, Cold-drink vendor machines to the customers. And they do not have tie up with other caterer or Mangalkaryalya.

Table 5.29 : PROMOTION (P₄)

Statements	Statement Code	Always	Most of the time	Some time	Never
Your staff attends Cookery Shows, Trade Fairs, food exhibitions etc.	5.29.1	1	0	3	26
You display the menu item and prices of menu to customers.	5.29.2	7	11	3	9
You display the special dish of the day to customers.	5.29.3	4	1	14	11
You give some items free as a token of love like Tea, Coffee, Chocolates, Tissue papers, Tooth Picks etc.	5.29.4	3	1	8	18

Table 5.29.1 : Weighted Mean

Statement Code	Total	Wt. Mean	Rank
5.29.1	114	7.60	4
5.29.2	74	4.93	1
5.29.3	92	6.13	2
5.29.4	101	6.73	3



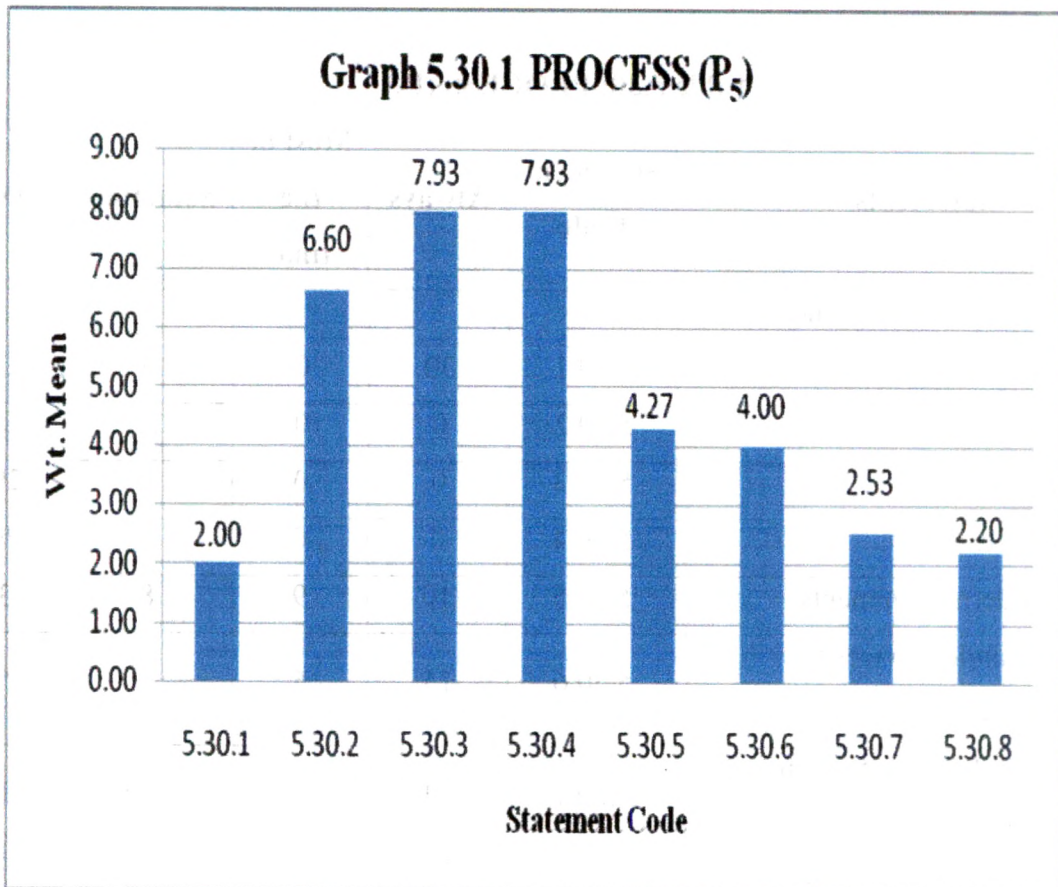
The above graph reveals that the majority of caterers sometimes display the menu item and prices of menu and special dish of the day to customers as a promotional activity. They never give items free as a token of love like Tea, Coffee, Chocolates, Tissue papers; Tooth Picks etc. Their staff never attends Cookery Shows, Trade Fairs, food exhibitions etc. The data reveals that the promotion strategy is very poor.

Table 5.30: PROCESS (P₅)

Statements	Statement Code	Always	Most of the time	Sometime	Never
Your method of Food Production					
Cook-and-serve	5.30.1	30	0	0	0
Cook-and-hold	5.30.2	0	0	21	9
Cook-and-chill	5.30.3	0	0	1	29
Cook-and-freeze	5.30.4	0	0	1	29
You use modern equipments.	5.30.5	10	9	8	3
You offer mobile services to customers.	5.30.6	15	5	5	5
You strictly follow the time in processing of order and services.	5.30.7	24	5	0	1
The time for menu deliver is appropriate.	5.30.8	27	3	0	0

Table 5.30.1 : Weighted Mean

Statement Code	Total	Wt. Mean	Rank
5.30.1	30	2.00	1
5.30.2	99	6.60	6
5.30.3	119	7.93	7
5.30.4	119	7.93	7
5.30.5	64	4.27	5
5.30.6	60	4.00	4
5.30.7	38	2.53	3
5.30.8	33	2.20	2



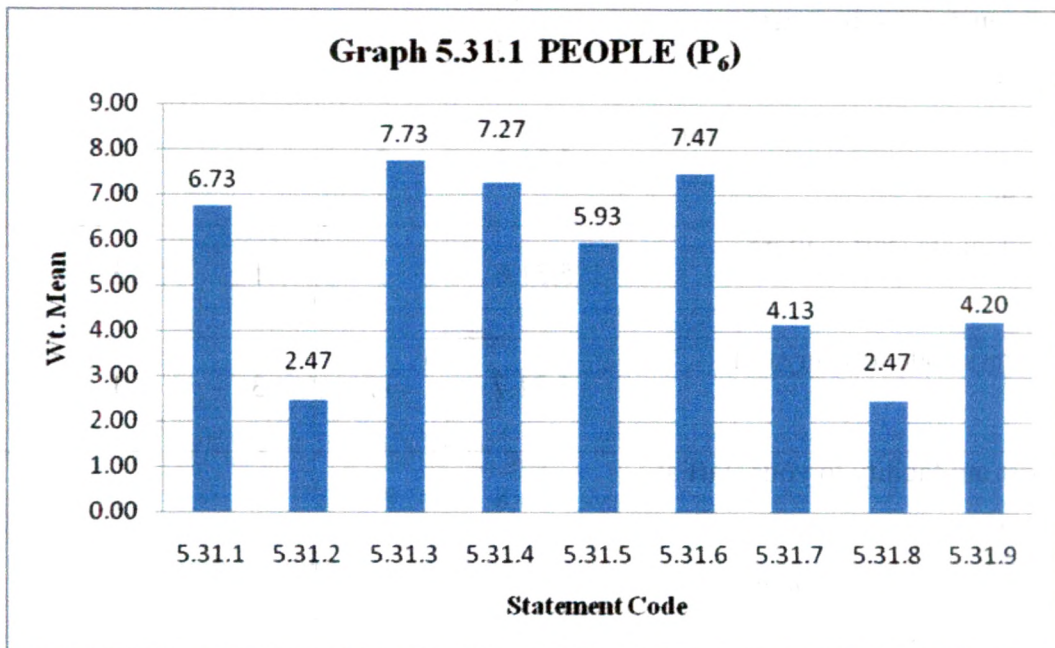
The above graph reveals that the majority of caterers always used the method of Food Production is Cook-and-serve and they strictly follow the time in processing of order of food and services. But very less respondents are used the modern equipments for catering in the study area.

Table 5.31 : PEOPLE (P₆)

Statements	Statement Code	Always	Most of the time	Sometime	Never
You give training to new staff like chef, waiters etc.	5.31.1	4	2	3	21
You provide hand gloves, Chef Cap, Aprons to your staff while preparing and serving the food.	5.31.2	26	1	3	0
The knowledge of your staff is updated by participating in cookery shows, trade fairs and exhibitions.	5.31.3	1	0	1	28
You provide monetary/non-monetary incentives to your staff.	5.31.4	1	2	4	23
You provide special incentives to staff in seasonal period.	5.31.5	3	3	16	8
You provide adequate staff welfare measures.	5.31.6	1	1	3	25
You provide dress code to your staff.	5.31.7	17	3	1	9
You assess first aid facility to your staff at your workplace.	5.31.8	26	2	1	1
You provide a Doctor or environmental health service to your staff.	5.31.9	10	10	7	3

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Statement Code	Total	Wt. Mean	Rank
5.31.1	101	6.73	5
5.31.2	37	2.47	1
5.31.3	116	7.73	8
5.31.4	109	7.27	6
5.31.5	89	5.93	4
5.31.6	112	7.47	7
5.31.7	62	4.13	2
5.31.8	37	2.47	1
5.31.9	63	4.20	3

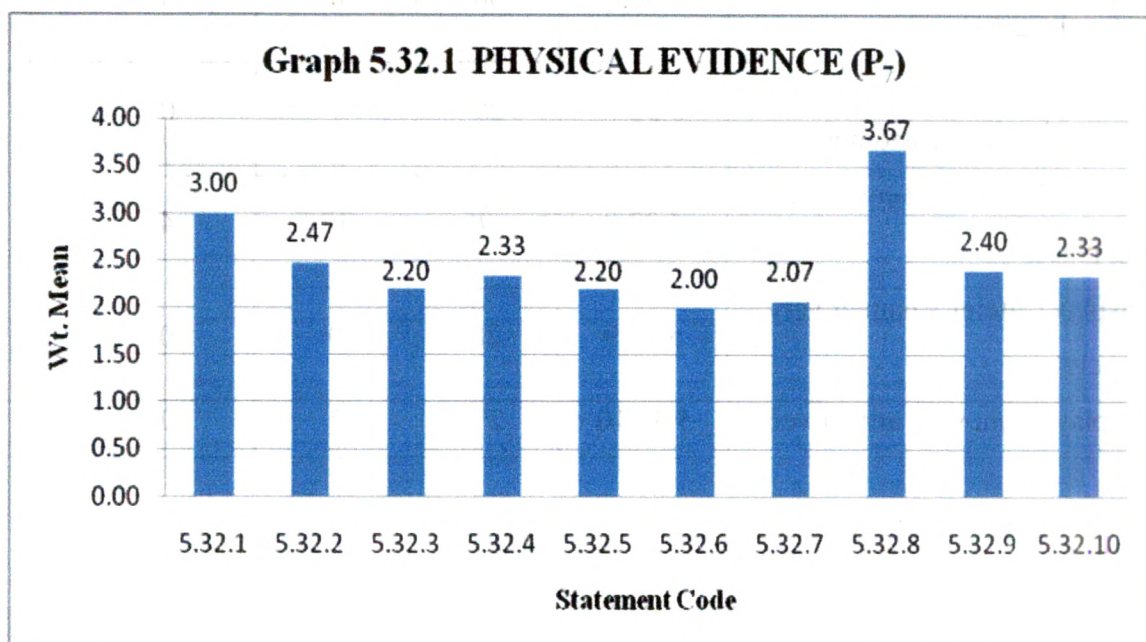


From graph no. 5.31.1, the majority of respondents are assessing first aid facility and Doctor or environmental health service to the staff at the workplace. They also provide hand gloves, Chef Cap, Aprons, dress code to the staff while preparing and serving the food. Majority of respondents are never updated the knowledge of their staff by participating in cookery shows, trade fairs and exhibitions. Major problem of employee turnover and quit the job of staff is that the caterers are never provided them adequate welfare measures and monetary/non-monetary incentives. Very few employees are getting special incentives sometimes in seasonal period.

Table 5.32: PHYSICAL EVIDENCE (P₇)

Statements	Statement Code	Always	Most of the time	Sometime	Never
The external appearance of your premises is attractive.	5.32.1	18	9	3	0
You provide appropriate lighting in Venue.	5.32.2	27	0	2	1
You keep the function area clean.	5.32.3	29	0	0	1
The décor of venue are visually appealing.	5.32.4	25	5	0	0
You provide adequate water supply and washing facilities	5.32.5	29	0	0	1
You provide separate hand wash basins for the guests.	5.32.6	30	0	0	0
You provide proper seating arrangement to your customers.	5.32.7	29	1	0	0
You give sufficient and comfortable parking place.	5.32.8	9	17	4	0
You display Caterer's banner very attractively.	5.32.9	28	0	0	2
You display menu very attractively.	5.32.10	27	2	0	1

Statement Code	Total	Wt. Mean	Rank
5.32.1	45	3.00	7
5.32.2	37	2.47	6
5.32.3	33	2.20	3
5.32.4	35	2.33	4
5.32.5	33	2.20	3
5.32.6	30	2.00	1
5.32.7	31	2.07	2
5.32.8	55	3.67	8
5.32.9	36	2.40	5
5.32.10	35	2.33	4



From the above graph, it indicates that the highest rank with weighted arithmetic mean 2.00 is given to the statement No.5.32.6. It means maximum respondents are always providing separate hand wash basins for the guests and customers are satisfied with the service. Majority of respondents are always provided proper seating arrangement, adequate water supply and washing facilities, decoration, appropriate lighting in Venue,

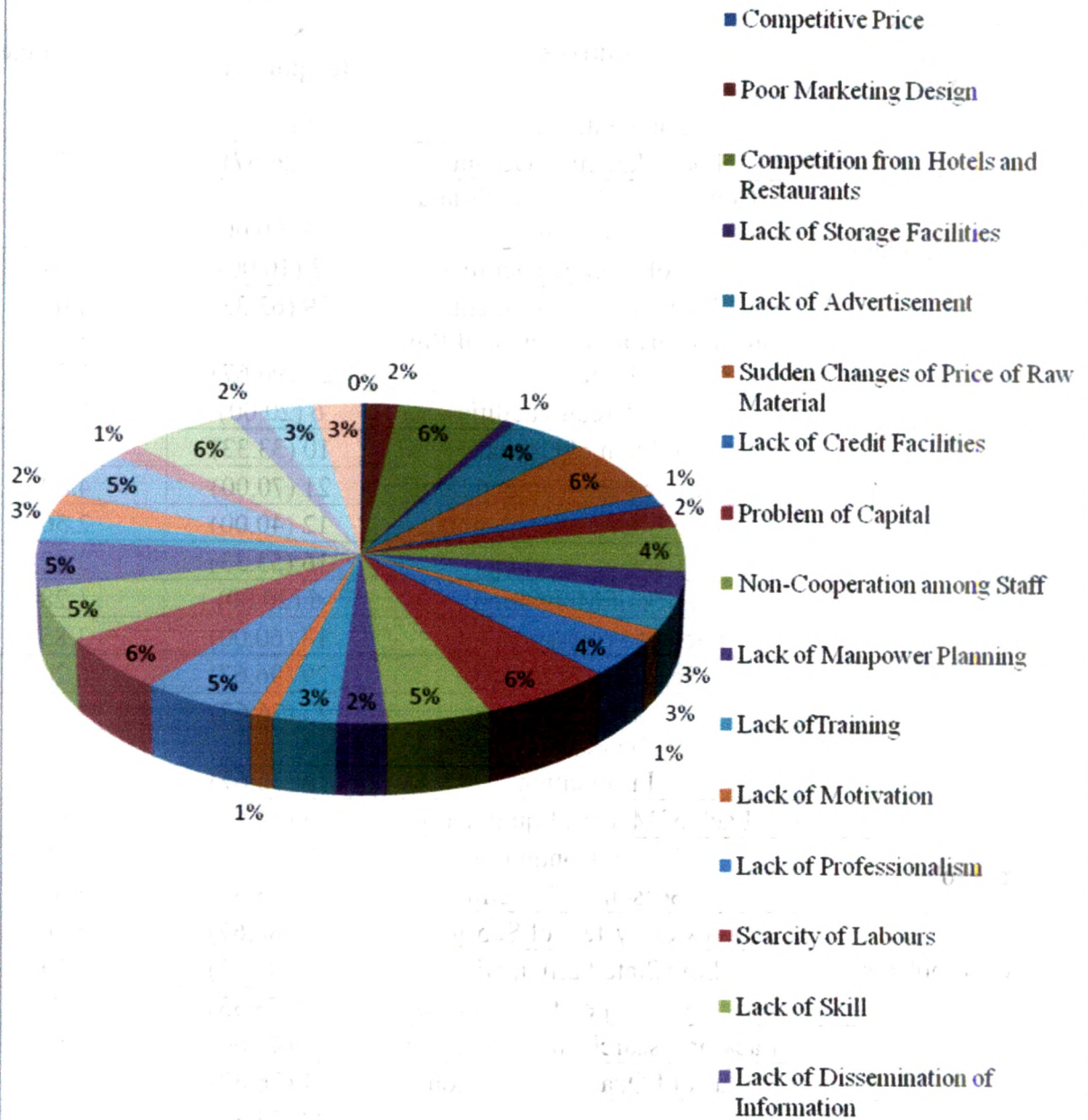
Table 5.33: Problems Faced by Caterers

Problems	Sources	No. of Respondents	Percentage
I] GENERAL PROBLEMS			
Marketing Problems	Competitive Price	1 (3.33)	0.21
	Poor Marketing Design	8(26.67)	1.71
	Competition from Hotels and Restaurants	27 (90.00)	5.77
	Lack of Storage Facilities	3 (10.00)	0.64
	Lack of Advertisement	19 (63.33)	4.06
	Sudden Changes of Price of Raw Material	29 (96.67)	6.20
Financial Problem	Lack of Credit Facilities	6 (20.00)	1.28
	Problem of Capital	10 (33.33)	2.14
Administrative Problem	Non-Cooperation among Staff	21 (70.00)	4.49
	Lack of Manpower Planning	12 (40.00)	2.56
	Lack of Training	16 (53.33)	3.42
	Lack of Motivation	6 (20.00)	1.28
	Lack of Professionalism	18 (60.00)	3.85
Labour Problem	Scarcity of Labours	29 (96.67)	6.20
	Lack of Skill	23 (76.67)	4.91
Technical Problem	Lack of Dissemination of Information	11 (36.67)	2.35
	Lack of Modern Equipments	14 (46.67)	2.99
Natural Problems	Weather Conditions	5 (16.67)	1.07
	No Season for Functions	25 (83.33)	5.34
Political Problems	Lack of System of Subsidy	26 (86.67)	5.56
	Low State Participation	25 (83.33)	5.34
	Lack of Co-operative Societies	22 (73.33)	4.70
Other Problems	Lack of research and Innovations	12 (40.00)	2.56
	Lack of Quality Production	11 (36.67)	2.35
II] SPECIFIC PROBLEMS	Illiteracy	22 (73.33)	4.70
	Lack of Economic Holdings	7 (23.33)	1.50
	Seasonal Activity	27 (90.00)	5.77
	Lack of Transportation Facilities	8 (26.67)	1.71
	Poor Quality Equipments/Utensils	13 (43.33)	2.78
	Women Labour	12 (40.00)	2.56
	Total	468	100.00

Source: Field Survey

Note: Figures in bracket are out of total population.

Graph 5.33 Problems Faced by Caterers (in %)



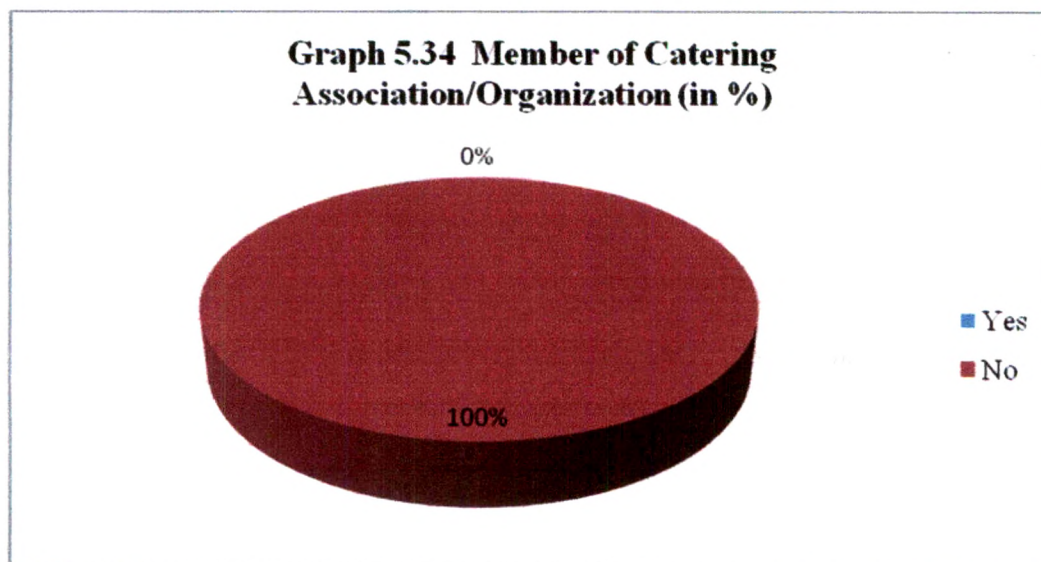
Like the other business, catering business is not free from various problems, which are faced by caterers. Table no.5.33 and graph no.5.33 depict the problems faced by caterers while providing catering services in the study area. From the view of caterers, out of total caterers, around 97 percent caterers faced problem of sudden changes of prices of raw material and labor problem i.e. scarcity of labours and 77 percent caterers faced the problem of lack of skill labors, followed by 90 percent caterers faced problem of competition from hotels and restaurants and seasonal activity, whereas, 83

percent faced problem of natural calamities i.e. no season for function etc. Most of the caterers faced the political problem i.e. lack of system of subsidy, low state participation, lack of co-operative societies. There is again major problem is lack of advertising (63 percent), lack of professionalism (60 percent), lack of manpower planning(40 percent), lack of training (53 percent) to administrative staff and illiteracy (73 percent) of staff as well as caterers

Above major problems of caterers create hurdles in the growth of catering business, which should solved by government.

Table 5.34: Member of Catering Association/Organization

Member of Catering Association/Organization	No. of Respondents	Percentage
Yes	0	0
No	30	100
Total	30	100



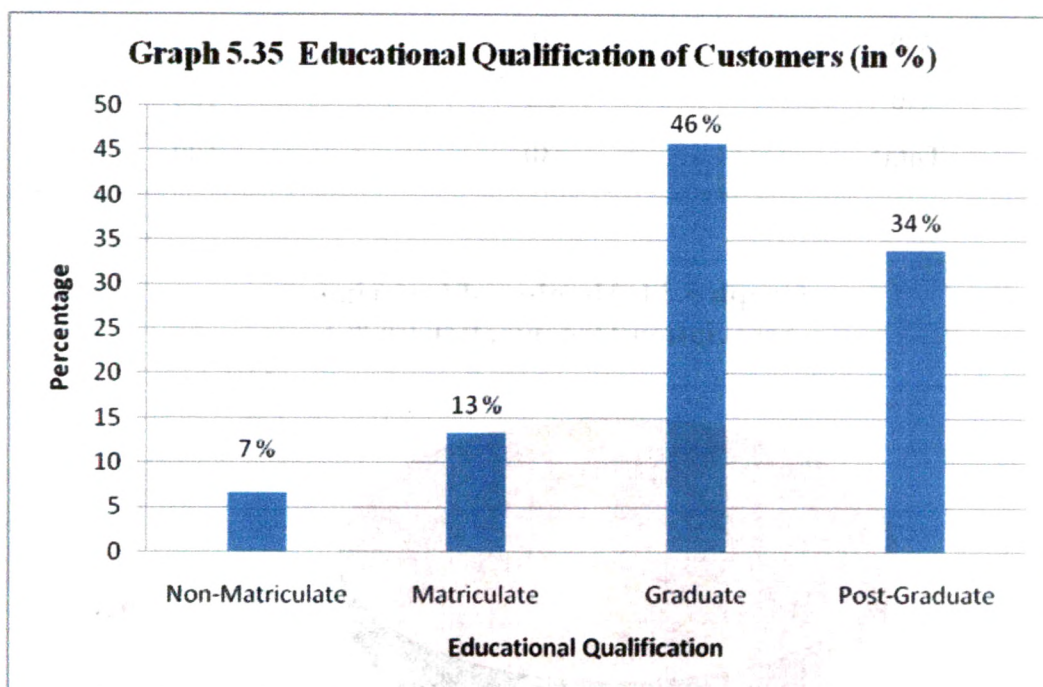
From above graph, it is clear that there is no caterer having membership of catering Association/Organization because in the study area there is no any association or organization actively working for promoting catering business. Caterers are not aware that they can form this type of Association/Organization for future development. Some caterers even do not know the other fellow caterers who are working in Sangli city other than reputed caterers.

DATA ANALYSIS AND INTERPRETATION

B) CUSTOMER'S OPINION SURVEY

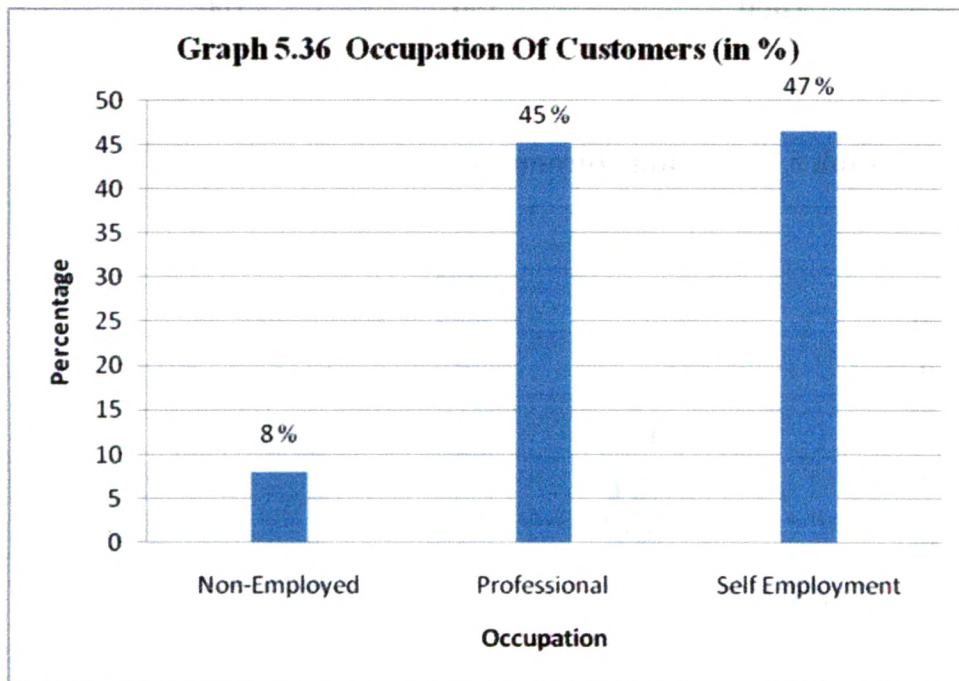
Table 5.35: Educational Qualification of Customer

Educational Qualification	No. of Respondents	Percentage
Non-Matriculate	10	7
Matriculate	20	13
Graduate	69	46
Post-Graduate	51	34
Total	150	100



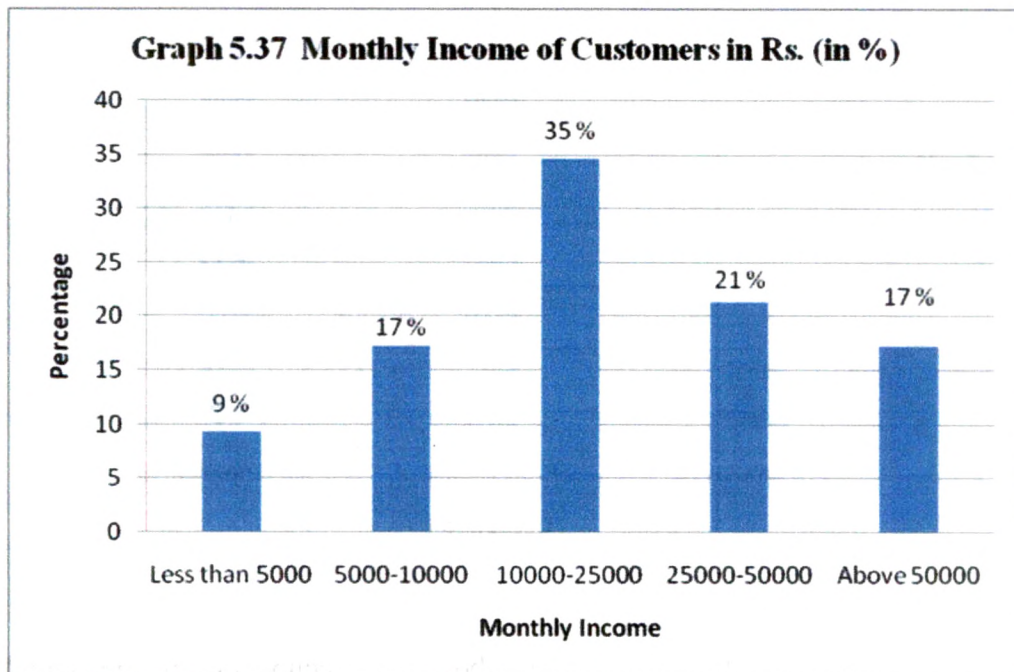
From the above graph, it shows that the Graduate/Post-graduate segment contributes majority of customers. Very few customers are under-graduate. From the data we can conclude that maximum customers are literate and well educated. They know very well what type of services they required from caterer for their functions at affordable price.

Occupation	No .of Respondents	Percentage
Non-Employed	12	8
Professional	68	45
Self Employment	70	47
Total	150	100



Graph no.5.36 represents the information about the occupation of the sample customers in the study area. In view points of catering services, most of customers are self employed and professional. Very few customers are non-employed.

Monthly Income	No. of Respondents	Percentage
Less than 5000	14	9
5000-10000	26	17
10000-25000	52	35
25000-50000	32	21
Above 50000	26	17
Total	150	100



Graph no. 5.37 depicts about monthly income of customers in the study area. Most of the customers have monthly income of Rs. 10000-25000. 38% customers have the range of Rs. 25000 to above 50000 monthly incomes, while 17 percent customers are in the range of Rs. 5000-10000. Very few customers have monthly income of Rs. Less than 5000. The data reveals that economic position of sample customers is well in the study area.

Table 5.38 : Sources to Know about the Caterer		
Sources	No. of Respondents	Percentage
Friends and Relatives	86 (57.33)	50
Visiting Card	5 (3.33)	3
Mangalkaryalya	37 (24.67)	21
Any Function	35 (23.33)	20
Advertisement	9 (6.00)	5
Website/Internet	1 (0.67)	1
Total	173	100

Source: Field Survey

Note: Figures in bracket are out of total population.

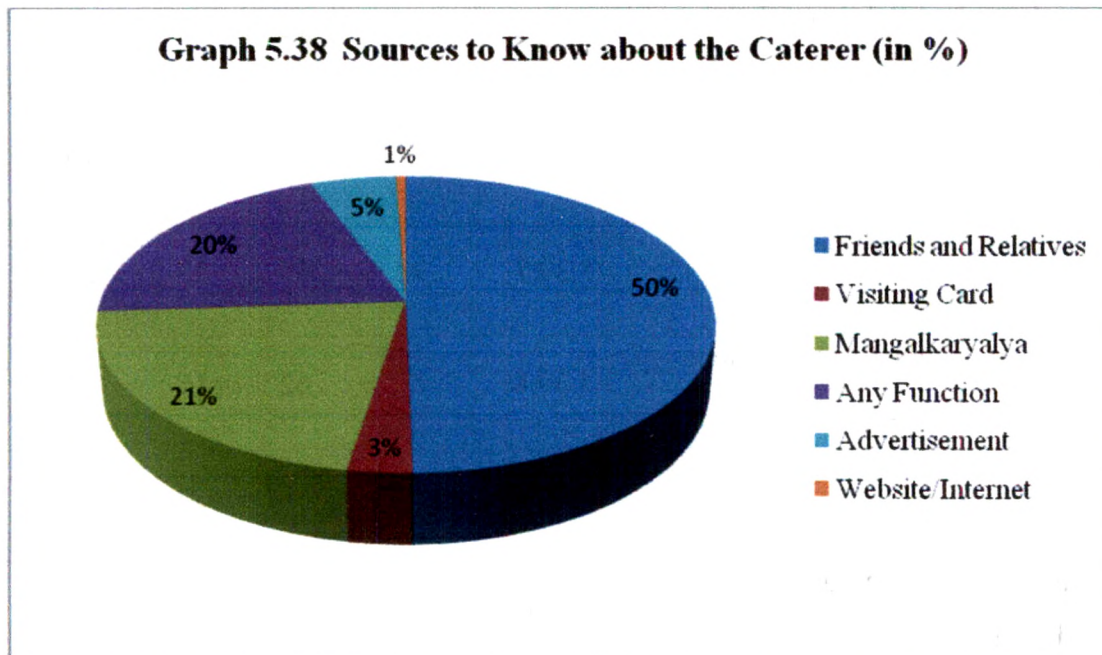


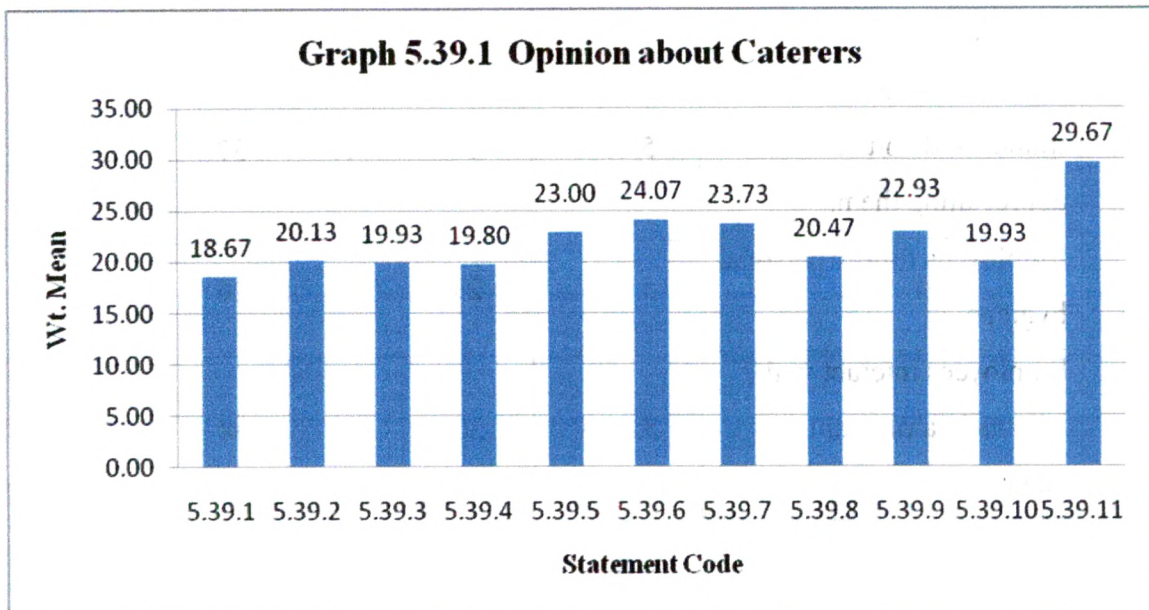
Table no.5.38 and graph no. 5.38 shows the frequency distribution of sources of information about catering services to customers. Out of total customers, around 50 percent (maximum) customers has got the information about catering services from friends and relatives followed by Mangalkaryalya and any function. Very few customers have got the information from visiting card, advertisement and website/internet sources which are negligible in catering business. From the data we can conclude that friends and relatives of customers, mangalkaryalya and any function related to customers have played significant role in providing the information to customers.

Degree of agreement with the following statements

Table 5.39 : Opinion about the Caterer

Statements	Statement Code	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
You visited caterer because he/she is a highly reputed caterer.	5.39.1	65	56	15	12	2
Caterer is flexible for sudden changes in quantity and services.	5.39.2	39	77	27	7	0
You feel satisfied with the overall quality of caterer considering all of your experience with them.	5.39.3	49	65	25	10	1
You received exactly what you ordered.	5.39.4	57	60	17	11	5
The caterer has adequately provided the menu and prices of services.	5.39.5	41	57	24	22	6
The prices of food item and other services are reasonable.	5.39.6	26	68	31	19	6
The caterer appears to be fully aware of customer's requirements.	5.39.7	32	65	23	25	5
Caterer follows cleanliness and hygiene during the complete event.	5.39.8	52	62	16	17	3
Caterer has ability to meet the needs of clients	5.39.9	31	68	30	18	3
Caterer has ability to communicate with clients and staff.	5.39.10	48	69	22	8	3
Caterer is associated with current trends.	5.39.11	30	29	31	36	24

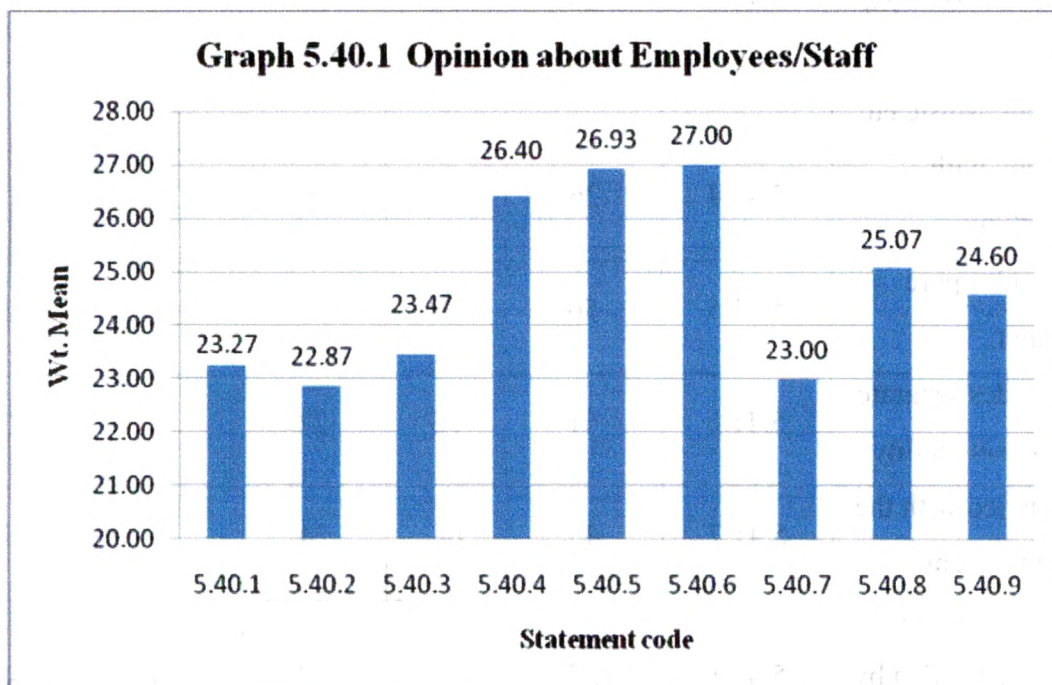
Statement Code	Total	Wt. Mean	Rank
5.39.1	280	18.67	1
5.39.2	302	20.13	4
5.39.3	299	19.93	3
5.39.4	297	19.80	2
5.39.5	345	23.00	7
5.39.6	361	24.07	9
5.39.7	356	23.73	8
5.39.8	307	20.47	5
5.39.9	344	22.93	6
5.39.10	299	19.93	3
5.39.11	445	29.67	10



In order to examine how the customers perceived the opinion about caterers, in terms of above 11 statements; the scores for all the statements have been compared. The findings of customers of the above influencing statements are presented in Table 5.39.1. Majority of customers visited caterer because he/she is a highly reputed caterer and received exactly what they ordered. Customers feel satisfied with the overall quality of caterer considering all of their experience with them. But the prices of food item and other services are not reasonable and they are not associated with the current trends.

Table 5.40 : Opinion about Employees/Staff						
Statements	Statement Code	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Employees are very helpful and attentive.	5.40.1	29	75	24	12	10
Employees' service is prompt.	5.40.2	24	80	28	15	3
Employees and servers Appearance is neat and clean.	5.40.3	32	64	31	16	7
Employees understand your needs.	5.40.4	13	71	33	23	10
Your problems regarding Venue, Menu and other services are promptly handled.	5.40.5	21	51	45	19	14
Staff members are well trained and you feel like appreciating them.	5.40.6	26	48	37	23	16
Employees follow personal hygiene.	5.40.7	29	73	26	18	4
Employees interact with clients in a pleasant manner.	5.40.8	30	50	38	28	4
You are very satisfied with the behavior of the staff.	5.40.9	28	63	32	16	11

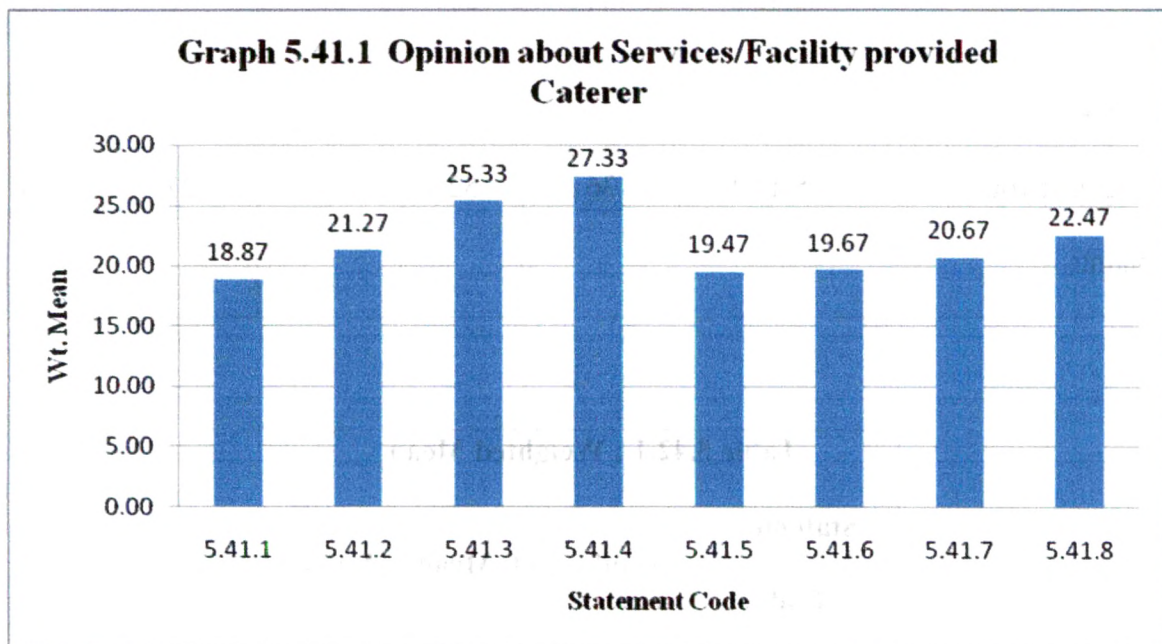
Statement Code	Total	Wt. Mean	Rank
5.40.1	349	23.27	3
5.40.2	343	22.87	1
5.40.3	352	23.47	4
5.40.4	396	26.40	7
5.40.5	404	26.93	8
5.40.6	405	27.00	9
5.40.7	345	23.00	2
5.40.8	376	25.07	6
5.40.9	369	24.60	5



The above graph depicts the opinion of customers about employees/staff. Majority of customers are satisfied with employees prompt service, their personal hygiene and their helpful and attentive behavior. They are not handled the problems regarding Venue, Menu and other services promptly. Customers are not feeling like appreciating them as they are not well trained.

Table 5.41: Opinion about Services/Facility provided Caterer						
Statements	Statement Code	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Time and attention are given to food safety in storage, preparation and display.	5.41.1	49	75	21	4	1
You are happy with the equipments used by the caterer.	5.41.2	39	68	30	11	2
You are happy with presentation of food and services like Decoration, Stall arrangement, Entertainment, Music etc.	5.41.3	29	58	25	30	8
You are happy with adequate parking.	5.41.4	26	52	29	22	21
Caterer provides pure drinking water.	5.41.5	56	60	22	10	2
Caterer provides separate hand wash basin facility.	5.41.6	61	53	22	8	6
You are satisfied with the seating arrangement.	5.41.7	45	68	24	8	5
You are very satisfied with services provided by the caterer.	5.41.8	37	64	28	17	4

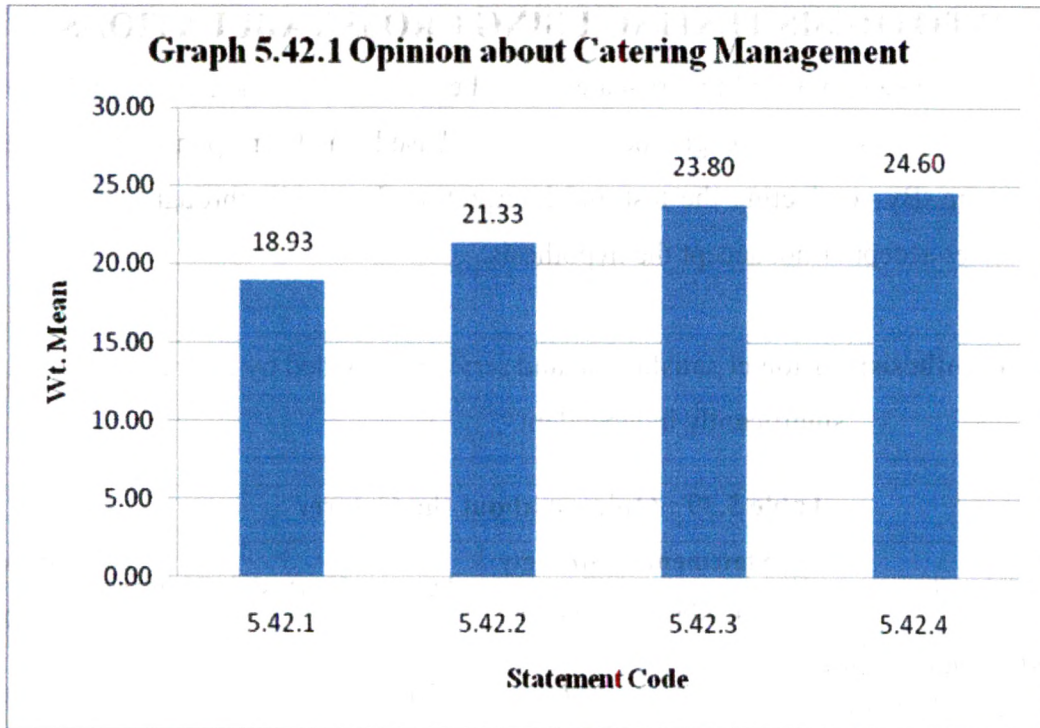
Statement Code	Total	Wt. Mean	Rank
5.41.1	283	18.87	1
5.41.2	319	21.27	5
5.41.3	380	25.33	7
5.41.4	410	27.33	8
5.41.5	292	19.47	2
5.41.6	295	19.67	3
5.41.7	310	20.67	4
5.41.8	337	22.47	6



The above graph depicts the opinion of customers about services/Facility provided by caterer. The findings of customers of the above influencing statements are presented in Table 5.41.1. Majority of customers are satisfied for giving time and attention to food safety in storage, preparation and display, also caterers provides pure drinking water and separate hand wash basin facility, seating arrangement etc.

Table 5.42: Opinion about Catering Management						
Statements	Statement Code	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The managements approach is Customer oriented.	5.42.1	54	69	19	5	3
Caterer always hears your problems patiently and solves it.	5.42.2	34	80	22	10	4
Your suggestions are appreciated.	5.42.3	41	51	30	16	12
Caterer takes proper action against your Complaints.	5.42.4	36	52	27	27	8

Table 5.42.1 : Weighted Mean			
Statement Code	Total	Wt. Mean	Rank
5.42.1	284	18.93	1
5.42.2	320	21.33	2
5.42.3	357	23.80	3
5.42.4	369	24.60	4



The above graph depicts the opinion of customers about Catering management. Majority of customers are satisfied with catering management. Overall managements approach is Customer oriented and they hears customer's problems patiently and solves it.

5.43 HYPOTHESIS TESTING USING CROSS TABULATIONS

The weighted mean, rank and Likert scale would help us to know the interdependency between statements those are grouped into pairs based on the responses from the questionnaire. By conducting the test and interpreting the results through the value, we can either accept or not accept the hypothesis.

- Hypothesis:** Customer satisfaction and services provided by caterer are significantly independent.

Statements	Statement Code	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<i>You visited caterer because he/she is a highly reputed caterer.</i>	5.39.1	65	56	15	12	2
<i>Caterer is flexible for sudden changes in quantity and services.</i>	5.39.2	39	77	27	7	0
<i>You feel satisfied with the overall quality of caterer considering all of your experience with them.</i>	5.39.3	49	65	25	10	1
You received exactly what you ordered.	5.39.4	57	60	17	11	5
<i>The caterer has adequately provided the menu and prices of services.</i>	5.39.5	41	57	24	22	6
<i>The prices of food item and other services are reasonable.</i>	5.39.6	26	68	31	19	6
<i>The caterer appears to be fully aware of customer's requirements.</i>	5.39.7	32	65	23	25	5
<i>Caterer follows cleanliness and hygiene during the complete event.</i>	5.39.8	52	62	16	17	3
<i>Caterer has ability to meet the needs of clients</i>	5.39.9	31	68	30	18	3
<i>Caterer has ability to communicate with clients and staff.</i>	5.39.10	48	69	22	8	3
<i>Caterer is associated with current trends.</i>	5.39.11	30	29	31	36	24

Statement Code	Total	Wt. Mean	Rank
5.39.1	280	18.67	1
5.39.2	302	20.13	4
5.39.3	299	19.93	3
5.39.4	297	19.80	2
5.39.5	345	23.00	7
5.39.6	361	24.07	9
5.39.7	356	23.73	8
5.39.8	307	20.47	5
5.39.9	344	22.93	6
5.39.10	299	19.93	3
5.39.11	445	29.67	10

Statements	Statement code	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Time and attention are given to food safety in storage, preparation and display.	5.41.1	49	75	21	4	1
You are happy with the equipments used by the caterer.	5.41.2	39	68	30	11	2
You are happy with presentation of food and services like Decoration, Stall arrangement, Entertainment, Music etc.	5.41.3	29	58	25	30	8
You are happy with adequate parking.	5.41.4	26	52	29	22	21
Caterer provides pure drinking water.	5.41.5	56	60	22	10	2
Caterer provides separate hand wash basin facility.	5.41.6	61	53	22	8	6
You are satisfied with the seating arrangement.	5.41.7	45	68	24	8	5
You are very satisfied with services provided by the caterer.	5.41.8	37	64	28	17	4

Statement Code	Total	Wt. Mean	Rank
5.41.1	283	18.87	1
5.41.2	319	21.27	5
5.41.3	380	25.33	7
5.41.4	410	27.33	8
5.41.5	292	19.47	2
5.41.6	295	19.67	3
5.41.7	310	20.67	4
5.41.8	337	22.47	6

After applying Likert test and calculating weighted mean with rank , the table no. 5.39.1 indicates that highest rank (1) has been given to reputation of caterer followed by customers received exactly what they ordered (**rank 2**) and Table 5.41.1 indicates the **satisfaction regarding services** provided by caterer which has the **rank 6**. Though customers are getting what exactly they have ordered, customers are **not** actually satisfied with the services provided by caterers. It indicates, the hypothesis stated as Customer satisfaction and services provided by caterer are significantly independent, hence the hypothesis is accepted.

- Hypothesis:** Qualification in catering business is significant with respect to customer Satisfaction.

Educational Qualification	No. of Respondents	Percentage
Non-Matriculate	13	43
Matriculate	10	33
Graduate	6	20
Post-Graduate	1	3
Total	30	100

Table 5.39 : Opinion about the Caterer

Statements	Statement Code	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
You visited caterer because he/she is a highly reputed caterer.	5.39.1	65	56	15	12	2
Caterer is flexible for sudden changes in quantity and services.	5.39.2	39	77	27	7	0
You feel satisfied with the overall quality of caterer considering all of your experience with them.	5.39.3	49	65	25	10	1
You received exactly what you ordered.	5.39.4	57	60	17	11	5
The caterer has adequately provided the menu and prices of services.	5.39.5	41	57	24	22	6
The prices of food item and other services are reasonable.	5.39.6	26	68	31	19	6
The caterer appears to be fully aware of customer's requirements.	5.39.7	32	65	23	25	5
Caterer follows cleanliness and hygiene during the complete event.	5.39.8	52	62	16	17	3
Caterer has ability to meet the needs of clients	5.39.9	31	68	30	18	3
Caterer has ability to communicate with clients and staff.	5.39.10	48	69	22	8	3
Caterer is associated with current trends.	5.39.11	30	29	31	36	24

Statement Code	Total	Wt. Mean	Rank
5.39.1	280	18.67	1
5.39.2	302	20.13	4
5.39.3	299	19.93	3
5.39.4	297	19.80	2
5.39.5	345	23.00	7
5.39.6	361	24.07	9
5.39.7	356	23.73	8
5.39.8	307	20.47	5
5.39.9	344	22.93	6
5.39.10	299	19.93	3
5.39.11	445	29.67	10

From table no. 5.4, it is clear that most of the caterers (76%) are **non-graduate** and from table no. 5.39.1, the **third highest rank** has been given to the **customer satisfaction**. Hence both tables together indicate, immaterial of the qualification of caterer, the customers are satisfied with the overall quality of caterer considering all of their experience with them. It indicates, the hypothesis stated as Qualification in catering business is not significant with respect to customer satisfaction, hence the hypothesis is rejected.

The Formulae used for testing the above stated and tested hypothesis in the statistical technique i.e. weighted mean is as under-

$$\bar{X} = \frac{\sum W_i X_i}{\sum W_i}$$

Each data value (X_i) has a weight assigned to it (W_i)

Data values with larger weight contribute more to the weighted mean & Data values with smaller weights contribute less to the weighted mean.

W = Assign weight to the statement

X= Variable i.e. Statements

$$\text{Average } \bar{X} = \frac{\sum X_i}{N}$$

$$\text{Standard Deviation (SD)} = \frac{\sum (\sqrt{X - \bar{X}})^2}{N}$$