

# **CHAPTER ONE**

## **RESEARCH DESIGN**

# CHAPTER – I

## RESEARCH DESIGN

### 1.1 INTRODUCTION

The liberalization of the Indian economy and its resulting effects on consumer habits is leading to a higher incidence of eating out among the majority of consumers. This emerging trend is especially prevalent amongst middle-class Indians, as dining out is increasingly perceived as a form of entertainment.

Independent operators hold more than an almost 90% value share of the fast food sector in India, offering a variety of menus catering to local tastes. Therefore, value shares held by fast food sub sectors such as burger and chicken are comparatively low, and penetration is still limited. Most multinational-chained food service companies adopted the franchising route to set up operations and expand their market presence, as opposed to direct investment or entering into joint ventures.

In a country like India Catering was not at all a common service. People liked and believed in preparing food themselves along with their family members on special occasion. 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 – the **Catering Services** formed.

The term, Catering is used for a person or a company providing the main meal, food, drinks or similar services for any large event, particularly banquets, wedding and conventions. Any event where all the attendees are provided food and drinks is often called a catered event. The person or company doing the catering is called a Caterer, and is generally responsible for not just preparing the food, but also serving the food, if necessary, or at least displaying the food on tables, often decoratively, where people can take the food at their leisure.

Individual who would arrange and serve food on marriages only first started it. These individuals would serve only a limited area. Their scale of operation

was also very small. They also worked in a different pattern. Initially they would only cook and serve food i.e. the raw material was to be bought by the consumer. In the next step of evolution, they started procuring the raw material themselves and added many other additional services along with cooking and serving food. People saw potential in this sector and a few existing players started investing and expanding in this sector. On the other hand, many new players entered the market. Branding came into the segment with the result of entry of a large number of players. Competition forced the various players to bring in innovation in their service providing process schemes adding more attributes to their services. Along with this they now not only provide catering services in marriages, but also in parties, receptions, thread ceremony or any other occasion.

Catering services have attained new dimension in today's scenario. There are *players in the market who not only provide catering services but along with it they carry out associate activities like decoration, arranging for reception arrangements, etc.* The catering industry's 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. The catering industry also prepares the food that is brought to places of work, to homes and to self service parties.

The general high level of business, the large number of working families and the limited facilities in small houses and apartments brings about the increased demand of self services outside home. Many Public meeting halls that have well-equipped kitchen but no permanent or regular kitchen staff are designed with caterer in mind. Persons renting the facilities of the club may use any caterer approved by the club management.

## **1.2 STATEMENT OF THE PROBLEM**

In this study, researcher has observed that the caterer does not have a formal organization structure and they lack in marketing, communication, management and related competencies. These deficiencies hinder the smooth

functioning of caterers. The caterer seems to have many advantages over hotels to provide food but still their growth seems to be less.

The effectiveness of catering services can be measured, both qualitatively and quantitatively, through a caterer activities aimed at achieving its stated objectives. Hence, the title of present research is **“PROBLEMS AND PROSPECTS OF CATERING SERVICES: A CASE STUDY OF SANGLI CITY”**

The title signifies and suggests some ways and means to improve the present marketing patterns for the survival and growth of the catering industry as well as to improve the quality of services provided to the customers.

### **1.3 TITLE OF THE RESEARCH**

The title of proposed research is **“PROBLEMS AND PROSPECTS OF CATERING SERVICES: A CASE STUDY OF SANGLI CITY”**

### **1.4 IMPORTANCE OF THE STUDY**

It may help to caterers to build or structure the marketing and sales strategy. It will direct them further professional management and help them to find out newer segments and marketing niches. The researcher intends to study the business activities undertaken by the selected caterers, hence focus would be on problem faced by the caterers and their business units so to suggest them remedial measures.

You need to know one thing. That is that people, thousands of years back, have been passionate about food. Today, they are passionate about food, and many, several years in the long run, they will continue to be passionate about food. Therefore it comes as no surprise that catering services will always be in demand; the same will be said for food home delivery services and catering. In this research, the importance of catering will be centered upon. If you're passionate toward to cooking food or if you are passionate about eating food, then a career in catering would possibly be simply your thing. You'd get great job satisfaction. Food is always a vital part of any celebration – be it a marriage or a christening, a celebration or an anniversary, or even a casual

party at home. Whatever be the occasion, you should build it additional special by obtaining some very nice catering services.

Imagine walking into a celebration, and seeing at the so much end of the space, long tables unfold out with delicious looking food. The staff is correct there, with smiles on their faces, waiting to serve you. Wouldn't you're feeling nice? Well, that's exactly why the whole idea of the catering is therefore appealing; in a very means you can help yourself.

## **1.5 NEED FOR THE STUDY**

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 offering job prospects. India 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 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. The culinary Industry is growing by leaps and bounds creating more demand for chefs and professional cooks. An increasing number of catering managers are needed for jobs in business and industry, schools and colleges, the health service and the armed forces. With the right experience behind them, many catering managers start their own contract catering businesses. There is a lot of scope for catering in U.K. and South East Asia. In the backdrop of the above discussion, the researcher has selected the research endeavor of **“Problems and prospects of Catering Services: A case study of Sangli city”**.

## 1.6 OBJECTIVES OF THE STUDY

Present study purports following objectives –

1. To study the growth and development of the catering services in Sangli city.
2. To ascertain the implementation of 7 P's of marketing for catering services.-(Product, Price, Place, Promotion, Process, People and Physical Evidence) in the study area.
3. To find whether catering business in Sangli city is keeping up with recent trends in market.
4. To study the customer care services and satisfaction given by caterers.
5. To know the problems faced by caterers in the study area.
6. To suggest if any, for making catering business in the study area more successful.

## 1.7 SCOPE OF THE STUDY

The scope of the study is highlighted under the following sub-headings:

**Geographical Area:** The geographical area for the present study is the entire Sangli city (Map 2). Caterers are spread over all the area of Sangli city and the selected caterer are contacted through the interview schedule.

**Topical Scope:** The topical scope of the present study is restricted to marketing of catering services.

**Analytical Scope:** The analytical scope covers the aspects pertaining to the fulfillment of the objectives pre-set for the study.

**Functional Scope:** The functional scope includes concrete findings for effective marketing strategies. The study covers the caterers and customers of the Sangli city.

**Scope of interview schedules:** The contact addresses of different types of customers were collected by personally visiting the caterers and then the interview schedules were administered and at the same time the interview of the caterers was conducted through another schedule.

## **1.8 HYPOTHESIS OF THE STUDY**

Based upon these objectives, researcher has developed the following hypothesis:

H1: Customer satisfaction and services provided by caterer are significantly Independent.

H2: Qualification in catering business is significant with respect to customer Satisfaction.

## **1.9 RESEARCH METHODOLOGY**

For accomplishment of the study, methodology is an essential aspect of a research or investigation enables the investigator to look at the problem in a systematic and meaningful way. Research methodology comprises the source of data i.e. primary and secondary data and techniques used for analyzing the data.

### **1.9.1 Sample Design**

This survey targets a sample of 30 caterers out of 154 caterers i.e. 20% of total population. Researcher were selected 150 customers i.e. 5 customers from each caterer.

Simple Random Sampling (Without Replacement) has been adopted by the researcher for the study, keeping the target segment in mind

### **1.9.2 Collection of Data**

Considering the objectives of the study; it was decided to collect the data pertaining to economic development of Sangli city. It was decided to collect all data except statistical pertaining to Sangli city from the primary source and survey was conducted accordingly. The methodology adopted for collecting the data is as under-

#### **1.9.2.1 Primary Data:**

*Generation and organization of any primary data is always a challenging task, particularly for an individual researcher. To collect such information is more time consuming, but it is likely to yield a more accurate picture than a study based on secondary data. The primary data has been collected through*

personal observations, questionnaire method and personal interviews of concerned caterers and their customers. With these basic principles of data collection in mind and for making the study scientific, the following steps were taken while collecting the primary data-

- 1] Selection of Caterers and Customers:
  - a. Out of 154 caterers in Sangli city, 30 caterers were selected randomly for the study.
  - b. 5 customers from each caterer i.e. 150 customers were selected for the study.
- 2] The set of final interview schedules were printed in the form of (Appendices 1 and 2) and the interview of the caterers and customers were conducted.
- 3] Contents of Final Questionnaire Schedules: Two sets of Questionnaire schedules were finalized, one for the Caterer and another for the customers. The contents of the final interview schedules contained the following- (a) An interview schedule for evaluating physical parameters of caterers; (b) A structured interview scheduled for the customers.
- 4] Analysis of Data: For the analysis of the data, the following statistical methods were applied:
  - a) Tabulation and classification,
  - b) Likert-type Five Point Scale for Caterers and Four Point Scale for Customers,
  - c) Mean Scores, Percentage and Standard Deviation,
  - d) Computer applications i.e. the Graphs and Charts were designed with the help of computer.

#### **1.9.2.2 Secondary Data**

The secondary data in the form of archival information necessary for this investigation was collected from various Libraries, Magazines, Annual Reports, Websites, Government's published source, Digital media and other published form.

1. Barr. Khardekar Library, Shivaji University
2. Vasantdada Institute of Management Studies and Research, Sangli
3. G. A. College of Commerce, Sangli.



4. Food and Drugs Department Sangli and Udyog Bhavan, Sangli
5. Chh. Shahu Central Institute of business Education and Research, Kolhapur
6. Hotel Victor Palace, College of Hotel Management and Catering Technology, Kolhapur.
7. Dr. D. Y. Patil Hotel Management and Catering Technology, Sant Tukaram Nagar Pune.
8. National Institute of Hotel Management and Catering Technology, Nigdi, Pune
9. Novel Group of Institution NIBR's Hotel Management and Catering Technology, Akurdi, Pune.

#### **1.10 LIMITATIONS**

Any study based on a customer survey through a pre-designed questionnaire suffers from the basic limitations of the possible difference between what is recorded and what is truth, no matter how carefully the questionnaire has been structured and field investigation conducted. This is because caterers and customers may not deliberately report their true views and even if they want to do so, they are bound to be different owing to oblivious problems of filters in communication process. Researcher has tried to minimize this error by conducting interviews personally and spending a lot of time on establishing rapport with respondents. Yet there is no foolproof way of avoiding the possible of error creeping in here and there inadvertently.

Thus, the conclusions drawn and the suggestions put forward are based upon the responses received from the respondents.

1. The study was restricted to only Sangli city.
2. Sample size for the study was very small as compared to size of population considering the heterogeneity of population.
3. There may be lack of confidential information on specific issues.
4. The customers and caterers were provided the information based on their recall memory.

## 1.11 CHAPTERIZATION SCHEME

Proposed research is going to be organized in six chapters as follows.-

### 1. Chapter One: Research Design

It highlight the detailed design of the study comprising of statement and description of the problem, objectives of the study, hypothesis, scope of the study, importance and need of the study, significance of the study methodology of data collection, limitations.

### 2. Chapter Two: Review of Literature

### 3. Chapter Three: Profile of the Sangli city

In this chapter, an attempt is made to highlight Sangli city at-a-glance, location of Sangli city, physical features and highlights of Sangli city.

### 4. Chapter Four: Marketing of Catering Services : An Overview

This chapter deals with the theoretical analysis regarding the features of services and 7 P's of marketing of the catering services, namely, Product, Price, Place, Promotion, Process, People and Physical Evidence are highlighted on the basis of the theoretical aspects of marketing of services.

### 5. Chapter Five:

#### A] Data Analysis and Interpretation: Caterer's Opinion Survey

In this chapter, the survey data collected from the sampled Caterers has been presented, analyzed and interpreted regarding the 7P's of Catering services marketing. An attempt is made to find out the effectiveness of the various aspects of Catering marketing mix.

#### B] Data Analysis and Interpretation: Customers Opinion Survey

In this chapter, the survey data collected from the customers as regards four aspects of their interaction with the caterers has been presented, analyzed and interpreted.

### 6. Chapter Six: Findings, Conclusion and Suggestions

In the light of the major findings of the work and the conclusions reached, here in this chapter, an attempt is made to suggest some remedial measures regarding the various aspects of marketing of Catering services in Sangli city.

**\*Appendices**

**\*Bibliography**