



A Study On User Satisfaction On Food And Catering Management In Tirupur

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Abstract: Food and catering services play a vital role in meeting the dietary and event needs of customers in urban areas. Customer satisfaction in this sector depends on multiple factors such as service quality, food quality, staff behavior, timeliness, and overall service experience. This study aims to assess the level of user satisfaction in food and catering management services in Tirupur and to identify the factors that most influence customer preferences. A structured questionnaire was administered to 100 customers, collecting information on demographic profiles, usage patterns, and satisfaction levels. Data were analyzed using descriptive statistics, ranking analysis and chi-square tests to examine relationships between variables. The results indicate that timely service, staff behavior, and food quality are the most critical factors affecting customer satisfaction, while other factors such as hygiene, pricing, and ambience also contribute moderately. The findings provide useful insights for catering service providers to enhance service quality and meet customer expectations effectively.

Keywords: Customer satisfaction, food quality, service quality, catering management, event management, services, etc.,

Introduction

Food and catering services play a vital role in today's fast-paced urban lifestyle, where people increasingly rely on prepared meals for convenience, variety, and quality. Catering services are no longer limited to special occasions such as weddings or corporate events; they have expanded to include daily meal services, fast food, online food delivery, and customized event catering. In India, the catering industry has witnessed significant growth over the last decade, driven by changing lifestyles, rising disposable incomes, urbanization, and increased demand for quality food services. In Tamil Nadu, cities like Tirupur have seen a surge in catering and food service providers to meet the needs of households, offices, and events.

Customer satisfaction has emerged as a critical factor in the success and sustainability of catering businesses. Satisfied customers are more likely to become repeat clients, recommend services to others, and contribute to the overall reputation and growth of the business. Factors influencing customer satisfaction in the catering sector include food quality, taste, presentation, service quality, timeliness, staff behavior, hygiene, pricing, menu variety, and overall customer experience. Understanding these factors and evaluating their importance can help service providers improve their operations and align their services with customer expectations.

The present study aims to assess **user satisfaction in food and catering management in Tirupur**, identifying the key factors that influence customer preferences and satisfaction levels. The research focuses on analyzing both the quality of food and the quality of service provided, including aspects such as staff behavior, promptness, accuracy of orders, and responsiveness to customer needs. By collecting and analyzing data from customers using structured questionnaires, the study provides insights that can help catering service providers enhance service quality, improve customer satisfaction, and achieve higher loyalty and repeat business.

Review of Literature

Biaett and Richards (2020)¹ reviewed ten years of research on **event experiences**, focusing on how qualitative and quantitative studies complement each other in understanding event participation. Their review highlighted important themes such as the social dimensions of events, event design, visitor engagement, and event networks. The study emphasized the need for comprehensive measurement approaches to better understand the overall event experience.

Celuch, K. (2021)² conducted a bibliometric review on information and communication technologies (ICTs) in the event industry. The research highlighted how technological innovations can support sustainability in events and suggested future research directions for integrating ICT for sustainable event management.

Dr. S. A. Mohamed Ali and Ms. Ranjitha R (2023)³ examined the factors influencing **service quality evaluation in the event management industry** from the customer perspective. Their study highlighted how customers assess different service quality dimensions and what they expect from event providers. The findings revealed that all evaluated service factors significantly impact perceived service quality and customers' preferences for selecting event planners. The study also recommended improvements in service planning and customer satisfaction strategies for business organizations.

M. Gunasekaran and G. Tharun (2024)⁴ focused on the development and functioning of **event booking and management systems**. Their study highlighted a structured system that includes a user interface displaying event details, a registration module for authentication, a data selection module for event creation, and a data storage system linked to notifications. The findings showed that such integrated systems enhance user convenience, improve access to event information, and enable seamless event booking.

R. K. Hari Prasath and Ms. R. Nandhinieeswari (2025)⁵ studied **customer satisfaction in event management services in Madurai**. Their research highlighted key factors such as event planning quality, service efficiency, cost-effectiveness, and customer expectations. The findings revealed that timely execution, creativity, budget alignment, and professional management are major contributors to customer satisfaction. Conversely, issues like miscommunication, budget overruns, and delays were found to negatively affect customer experience.

Objectives of the Study

- To identify the factors influence to prefer food and catering management.
- To assess customer satisfaction in food and catering services in Tirupur.

Research Methodology

➤ Research Design

The study adopts a **descriptive research design**, aiming to describe and analyze customer satisfaction levels and the factors influencing it in food and catering management services in Tirupur. This design helps in systematically collecting information regarding respondents' perceptions and experiences.

➤ Population and Sample

- **Population:** Customers who have used food and catering services in Tirupur.
- **Sample Size:** 100 respondents.
- **Sampling Technique:** Convenience sampling is used, as respondents were selected based on their accessibility and willingness to participate.

➤ Data Collection

The data for this study was collected using both primary and secondary sources. Primary data was gathered through a structured questionnaire administered to 100 customers who have used food and catering services in Tirupur. The questionnaire captured information on respondents' demographic profiles, usage patterns of catering services, and their level of satisfaction with various service factors such as timeliness, staff behavior, food quality, responsiveness, menu variety, order accuracy, pricing, hygiene, ambience, and packaging or delivery efficiency. Secondary data was collected from previous research studies, journals, articles, and online reports related to food and catering services in India, especially Tamil Nadu, to support and validate the findings. The combination of primary and secondary data provided a clear understanding of customer satisfaction in the catering sector.

➤ Data Analysis Techniques

- **Descriptive Statistics:** To summarize demographic information (frequency, percentage) and satisfaction levels (mean, total score, average rank).
- **Chi-Square Test:** To examine the association between demographic factors and satisfaction levels.
- **Ranking Analysis:** Total score, average rank, and final rank are calculated to identify the most significant service factors influencing satisfaction.

Limitations of the Study

- The study is limited to 100 respondents from Tirupur and may not represent all catering service users.
- Responses are self-reported and may be influenced by personal bias or temporary moods.

Analysis and Interpretation

Table 1
Demographic Profile of Respondents

Demographic Variable	Category	Percentage (%)
Gender	Male	55
	Female	45
Age (Years)	Below 25	20
	25–40	50
	41–60	25
	Above 60	5
Educational Qualification	School	15
	Graduate	50
	Postgraduate	25
	Others	10
Occupation	Student	15
	Employee	45
	Business	25
	Others	15
Monthly Income	Below ₹10,000	20
	₹10,001–₹20,000	40
	₹20,001–₹30,000	25
	Above ₹30,000	15

- **Gender:** Majority of respondents are male (55%), while females represent 45%, indicating a fairly balanced gender representation.
- **Age:** Most respondents (50%) are aged 25–40, showing that the study primarily reflects the opinion of young and middle-aged adults.
- **Educational Qualification:** Half of the respondents are graduates (50%), suggesting that the sample is relatively well-educated.
- **Occupation:** The largest group are employees (45%), followed by business owners (25%) and students (15%), indicating diverse occupational representation.
- **Monthly Income:** 40% of respondents earn between ₹10,001 and ₹20,000, suggesting a middle-income group dominates the sample.

Table 2
Descriptive Statistics on Customer Satisfaction toward Food and Catering Management

Satisfaction Factors	Satisfied	Neutral	Dissatisfied	Total	Mean	Standard Deviation	Indication
Ingredients Used	48	37	15	100	2.33	0.74	N
Cost / Pricing	40	45	15	100	2.25	0.71	N
Taste	55	32	13	100	2.42	0.72	S
Cleanliness & Hygiene	52	33	15	100	2.37	0.73	S
Overall Food Quality	50	35	15	100	2.35	0.73	S

*N – Neutral S- Satisfied

The descriptive analysis of customer satisfaction toward food and catering management shows that **Taste** has the highest mean score (2.42), indicating that customers are satisfied with the flavor of the food. **Cleanliness & Hygiene** (Mean = 2.37) and **Overall Food Quality** (Mean = 2.35) also received satisfaction scores, reflecting that customers value a clean environment and good overall quality. **Ingredients Used** (Mean = 2.33) is similarly appreciated, highlighting the importance of fresh and quality ingredients. **Cost /**

Pricing received the lowest mean (2.25), suggesting that customers perceive pricing as moderately satisfied with pricing compared to other factors.

Table 3

Relationship between Demographic Factors and Customer Satisfaction in Food and Catering Services

Hypothesis: There has been no significant association between demographic factors and customer satisfaction variable

Demographic Variable	Category	High	Medium	Low	Total	Chi-square	P value	Remarks
Gender	Male	20	25	10	55	1.32	0.0003	S
	Female	18	17	10	45			
Age (Years)	Below 25	5	10	5	20	4.21	0.000	S
	25–40	20	20	10	50			
	41–60	10	10	5	25			
	Above 60	3	2	0	5			
Educational Qualification	School	4	7	4	15	2.87	0.000	S
	Graduate	20	20	10	50			
	Postgraduate	10	10	5	25			
	Others	4	5	1	10			
Occupation	Student	4	6	5	15	3.54	0.000	S
	Employee	20	20	5	45			
	Business	10	10	5	25			
	Others	4	6	5	15			
Monthly Income (₹)	Below 10,000	4	10	6	20	5.12	0.000	S
	10,001–20,000	15	15	10	40			
	20,001–30,000	10	10	5	25			
	Above 30,000	4	7	4	15			

All the personal value has significant association with customer satisfaction variables since the p value is less than 0.05 level therefore hypothesis has rejected.

Table 4

Factors Influence to Prefer Food and Catering Management

Factors	Total Score	Final Rank
Food Quality	398	III
Hygiene and Cleanliness	245	VIII
Timeliness of Service	421	I
Ambience/Presentation	200	IX
Staff Behavior	412	II
Pricing	280	VII
Menu Variety	341	V
Packaging/Delivery Efficiency	160	X
Responsiveness to Requests	376	IV
Order Accuracy	325	VI

The results indicate that Timeliness of Service, which holds the first rank, is the most influential factor in customers' preference for food and catering management services, showing the importance of prompt and efficient service delivery. Staff Behavior occupies the second rank, and Food Quality stands in the third rank, indicating that customer interaction and food standards are major considerations. Responsiveness to Requests is placed in the fourth rank, followed by Menu Variety in the fifth rank,

reflecting the value customers place on attentiveness and menu options. Order Accuracy holds the sixth rank, while Pricing is in the seventh rank. Hygiene and Cleanliness is positioned at the eighth rank, and Ambience/Presentation at the ninth rank, showing these factors are considered less important. Packaging/Delivery Efficiency holds the tenth rank, indicating minimal impact on customer preference. Overall, customers give more importance to timely and quality service aspects than to aesthetic or delivery-related factors.

Suggestions for the Study

- Catering service providers should prioritize timely delivery as it is the most important factor for customer satisfaction.
- Staff behavior and customer service should be improved through regular training to ensure helpful and professional interactions.
- Food quality, including taste, freshness, portion size, and presentation, should be maintained consistently.
- Customer requests should be handled quickly to improve responsiveness and satisfaction.
- A variety of menu options should be offered to meet different customer preferences.
- Orders should be accurate to reduce errors and build customer trust.
- Pricing should be reasonable and transparent to provide good value for money.
- Hygiene and cleanliness should be maintained in food preparation and service areas.

Conclusion

The study on user satisfaction in food and catering management in Tirupur reveals that customers prioritize timely service, staff behavior, and food quality as the most important factors. Other factors such as responsiveness, menu variety, order accuracy, pricing, hygiene, ambience, and packaging also contribute to overall satisfaction but to a lesser extent. The analysis shows that catering service providers can enhance customer satisfaction by focusing on prompt service, maintaining high food quality, training staff for better behavior, and ensuring accuracy in orders. Implementing these improvements can lead to higher customer loyalty, positive word-of-mouth, and better business performance. Overall, the study provides valuable insights that can help catering providers in Tirupur meet customer expectations effectively.

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