Research Article

Unveiling the Culinary Cloud: A Study on the Awareness and Adoption of Cloud Kitchens in Ahmedabad

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Abstract

Along with the habits and festivals, Indians have adopted life style from the western countries where parents work and kids manage many things on their own. Here, parents face a common problem of food availability for their kids and for themselves. They keep ordering online platters from the nearby restaurants using online applications and their kids live on junk food, which creates adverse effects on their health in the end. They are always in search for a solution where they can get home like food on regular basis, which is cost effective and good for their health. Cloud Kitchen is an emerging concept of food delivery from one specific location to every place in the city. It is also known as Satellite kitchen, Ghost kitchen or virtual kitchen. Professionals cook food at a specific location and then deliver it to the mentioned address. It has only Take away or Delivery Facility & No Dine in facility. This research paper delves into the awareness about the concept of Cloud Kitchen in Ahmedabad. This research paper helps to understand and analyse the data received from four different age groups in the city of Ahmedabad. The research paper paves way for culinary experts to understand, invest and get involved in the concept of cloud kitchen. The study talks about the awareness among the people of Ahmedabad City so that it can help people to opt for the right profession, earn their livelihood, solve one of the problems of the city, mobilize the resources, provide employment to needy and capable ones, and contribute to GDP. The growth of new businesses have helped Ahmedabad to become a centre of attraction for investors all over the world.

Keyword: Ahmedabad, Applications, Cloud, Culinary, Delivery, Food, Kitchen, Online, Restaurant

1. Introduction

A Cloud kitchen concept is a novel concept for the people of Ahmedabad as the service of Cloud kitchen was used by very few people before Pandemic. The Pandemic of COVID – 19 has become the reason for huge loss of human life and created a lot of challenges to education system, work life of the people, public health, food system, monetary matters etc. Purpose of the study is to know the present status of the cloud kitchen in Ahmedabad. Restaurant owners must know their business life so that they can plan for diversification, those who are unemployed and in search of a stable business can start from scratch and earn their livelihood, because we know that "Necessity is the mother of Inventions" Need of cloud kitchen will increase in next 5 years as Ahmedabad is considered to be the hub for education, medical facilities, entertainment, business park, & food chains. To cater the demand of the coming time, concepts like cloud kitchen will be required. By making a detailed study on the awareness among the customers for cloud kitchen in Ahmedabad, it would be helpful for the cloud kitchen owners to take further developmental decisions.

2. Purpose/Objective
1. The Main purpose of this research paper is to find out whether customers are aware of the cloud kitchen concept.
2. To find out whether Cloud kitchen has a future in Ahmedabad market.
3. To analyse the impact of Cloud kitchen on restaurant business.

3. Methodology
The primary data is collected using a structured questionnaire. Secondary data related to the study is analysed by collecting data from various research papers and publications.

Employment Viewpoint
Right after the lockdown when people started coming back to their normal life, the concept of Cloud kitchen helped thousands of people to start their livelihood as Cloud kitchen concept has a very special characteristic of "No Importance of Physical Location". Those who were good at cooking started preparing food from the comfort of their own homes and started serving nearby office places as per requirement. The 'chefs' started evolving and improving with the passage of time and became proficient in their work, making this their primary profession. This motivated others to follow the same process.

Problem Solving Viewpoint
During and after Lockdown, many people faced the problem of regular food supply when everyone was Covid infected and was quarantined in the home. After the regular work life started, people faced issues of food supply for people whose residence and place of work were at a distance. Single professionals had to face the problem on daily basis. Each of the above problem had one thing in common: they wanted hot and freshly prepared food, which was healthy to consume, and could be consumed on daily basis. Along with them, as the word started spreading about the cloud kitchen, non-professionals also started ordering tasty wholesome food from the cloud kitchen.

Encouragement to Women
When there is a comparison, we have observed that dominance of men is seen over women in terms of employment opportunities in all the sectors. However, in the concept of cloud kitchen, gender has no role to play, and anyone can drive the business without much dependence on others. People can manage multiple brands from a single kitchen.

A profitable business
Cloud kitchens provide great opportunity to earn lion share in profit and its operation is easy, adoptable & quick compared to restaurant which are providing dine in services. Restaurant earns 15-20% of profit margin whereas Cloud kitchen boasts a whopping $20-25\%$ profit margin, which attracts people to think about it.
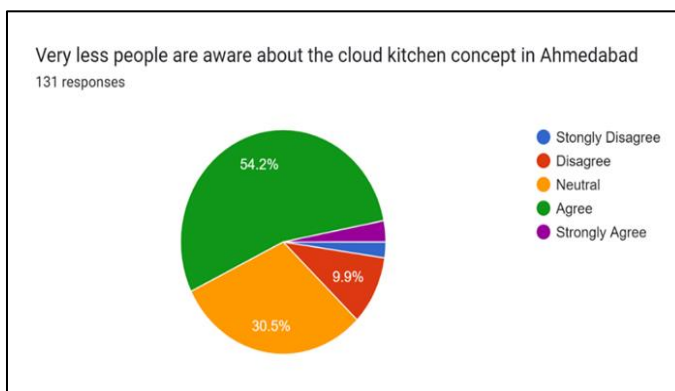
4. **Data Analysis:** A total of 131 residents of the city of Ahmedabad were formally questioned about their awareness and thoughts about the concept of cloud kitchen.
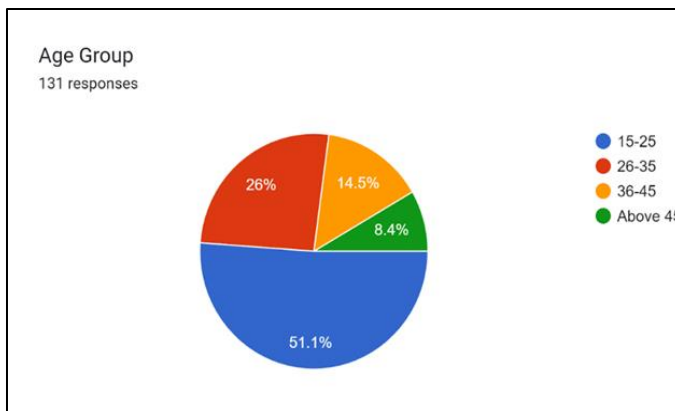

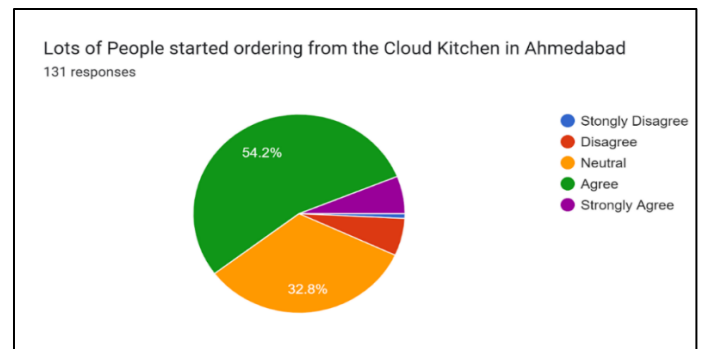The highest number of respondents were of the age 15 – 35 which was 77.1%.
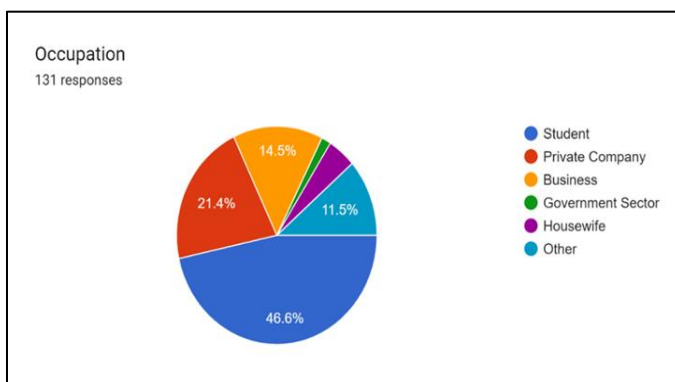
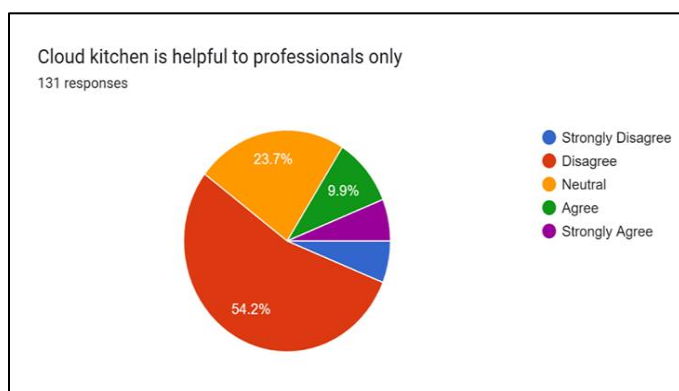Those who contributed their feedback were majorly either from Private Company or were students.

54.2% of the respondents believed that people are still not very aware of the cloud kitchen concept in Ahmedabad, which is a surprising element, as well as an aspect that could be of interest to the investors.

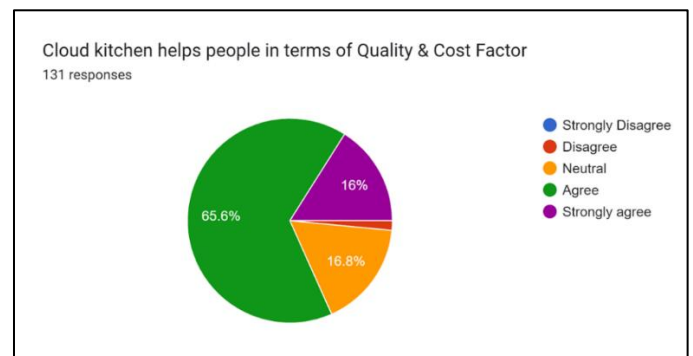Cloud kitchen is a need of today's Situation
131 responses
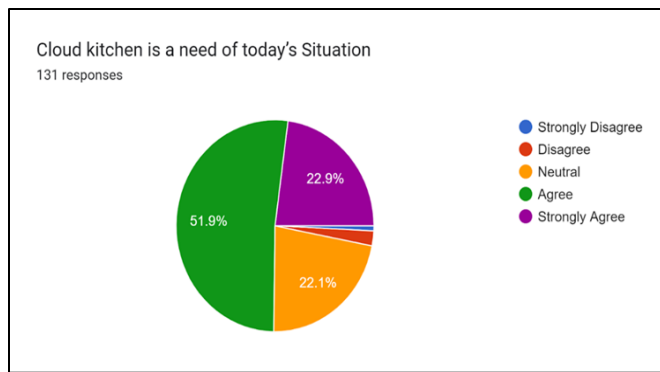
74.8% of the respondents accepted that Cloud kitchen is an emerging concept which is a need of today's situation. This is a ray of hope to the investors and culinary experts.

Cloud kitchen is helpful to professionals only
131 responses

60.2% of the questioned citizens believed that cloud kitchen is helpful to professional as well as others as well.

We do not get Varieties of food in Cloud kitchen option
131 responses

63.4% believed that Cloud kitchen concept has varieties of food to cater the demand of today's customers. With this analysis, the investors could also focus on providing a wholesome and varied menu to the customers.

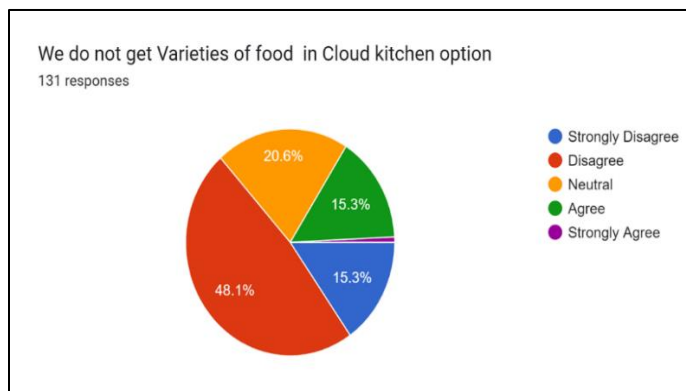Lots of People started ordering from the Cloud Kitchen in Ahmedabad
131 responses

54.2% strongly believed that major portion of the people who know about cloud kitchen concept does order from the cloud kitchen concept. A wide portion (32.8%) also did not have a strong agreement or disagreement, concluding that if more people are aware about the concept, it would take the market with a sweep.
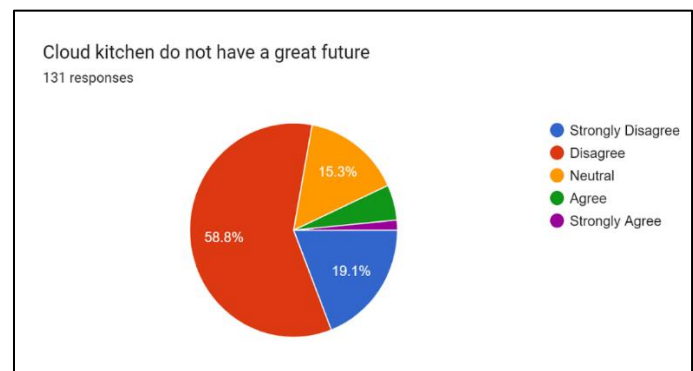

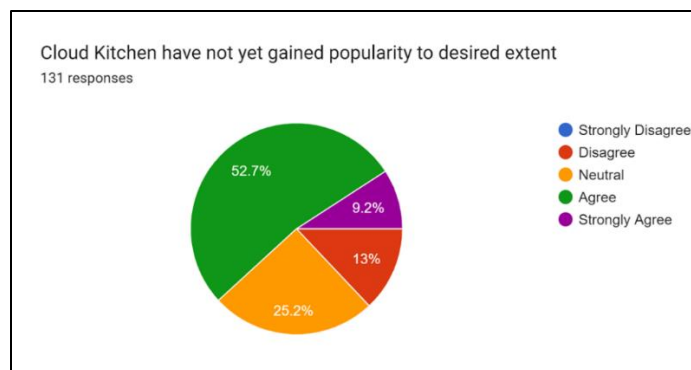Cloud kitchen helps people in terms of Quality & Cost Factor
131 responses

A large part – 81.6% of the respondents believed that Cloud kitchen concept is able to help a lot from the viewpoint of Quality & Cost factor.

Cloud kitchen do not have a great future
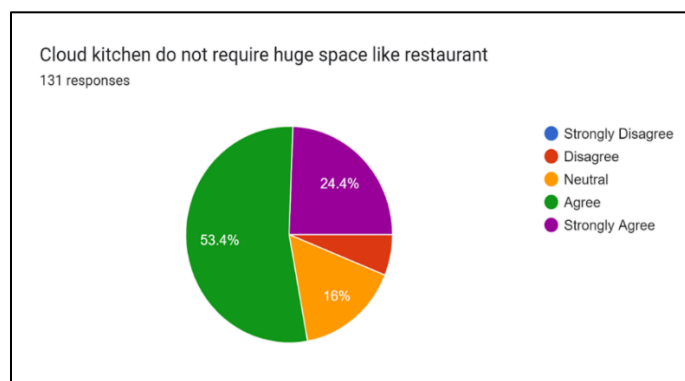131 responses

When it was asked whether cloud kitchen concept has a future of not, about a 77.9% people were in the favour of Cloud kitchen being the future of the food industry and only a minor portion was against the thought.

Cloud Kitchen have not yet gained popularity to desired extent
131 responses

Individuals prefer to order meals and have them delivered to their homes rather than going to a restaurant for a Dine in facility
131 responses

As expected about the lack of awareness, 61.9% people believed that cloud kitchen has still not attained desired extent of popularity.
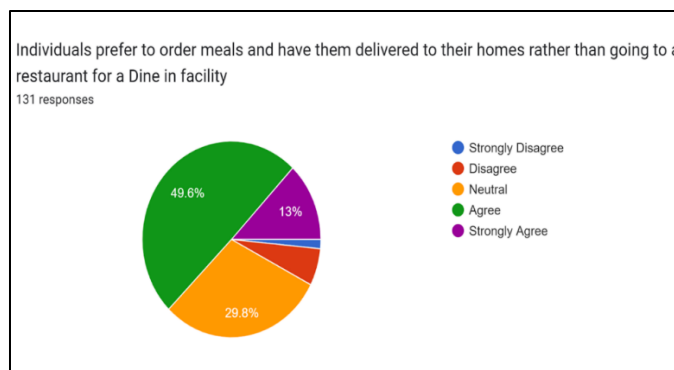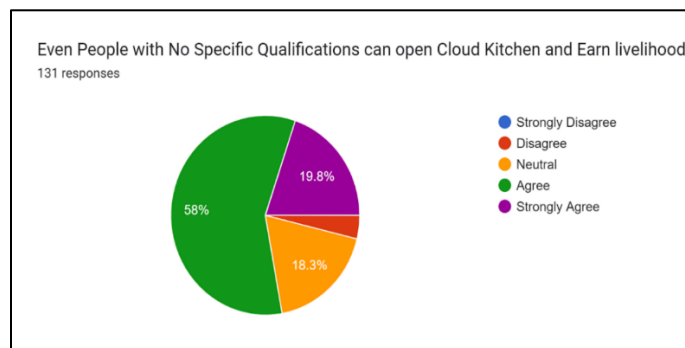
62.6% of the total crowd interrogated believed that people have developed the habit of ordering food online and avoid going to restaurant for dine in facility, which is the basis of cloud kitchen.

Cloud kitchen do not require huge space like restaurant
131 responses

Receiving meals delivered at a fair price and on time is one of the main advantage that cloud kitchens have offered to all
131 responses

77.8% of the people believe that Cloud kitchen can be operated from a small place and no big investment is required for buying a land or a place. This is why the investors are investing their time, energy and money in the concept.
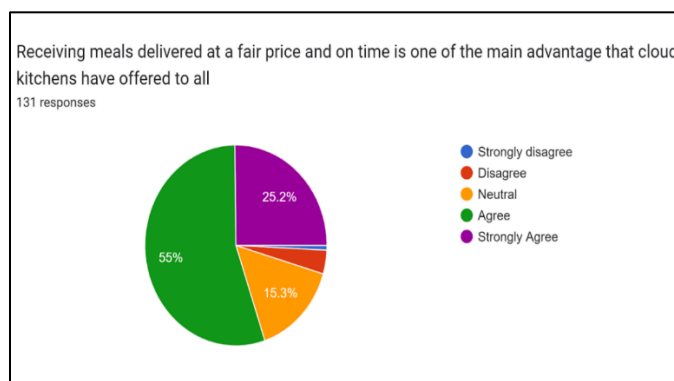
80.2% asserted that cloud kitchen has proved the success ratio by delivering food on time and at a fair price, two of the main reasons for ordering food online.

Even People with No Specific Qualifications can open Cloud Kitchen and Earn livelihood
131 responses

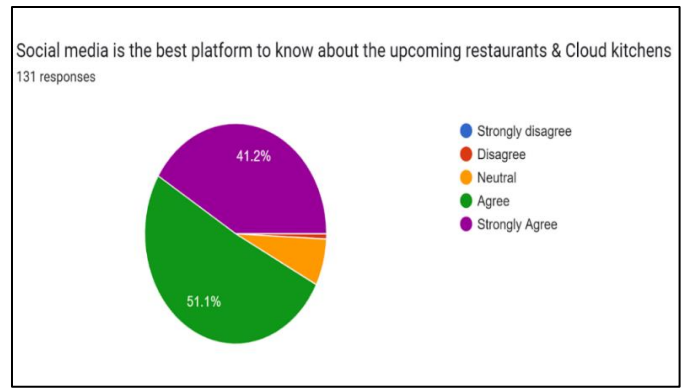For Me, Taste is more important than Quality
131 responses

77.8% of the total crowd believes that academic qualification is not a hurdle for livelihood if you have passion for work and have great culinary skills.
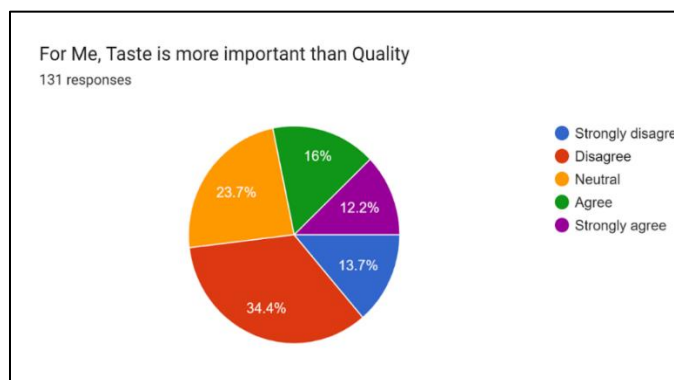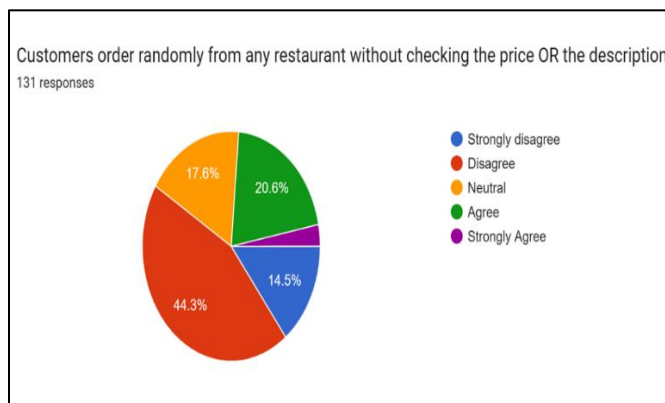
48.1 preferred quality over taste whereas 28.2% preferred taste over quality in their food preference. Both, could be finely delivered by the cloud kitchens.
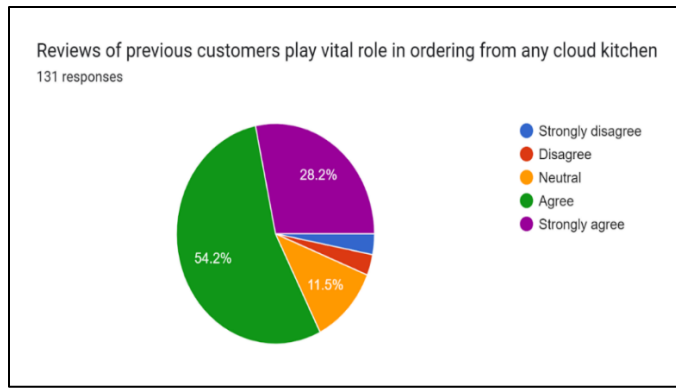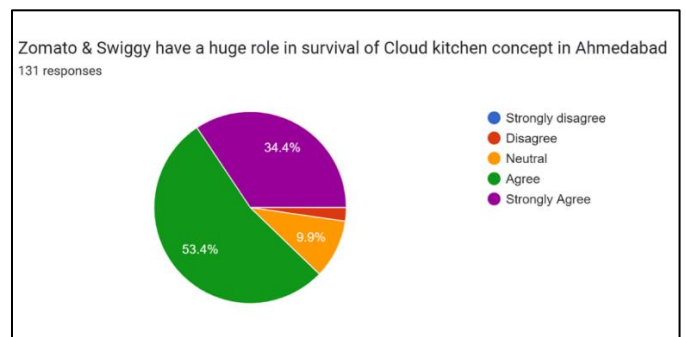
Reviews of previous customers matters a lot according to 82.4% people. So restaurant as well as Cloud kitchen owners must keep a check on their reviews.

58.8% people mentioned that they take the decision of ordering food on the basis of description and price of the food.

63.3% people keep the opinion that Cloud kitchens are cheaper than the restaurant as they do not have to cater a big place like a restaurant and a lot of investment and expenses are cut out, making the final customer get the food at a reasonable price.
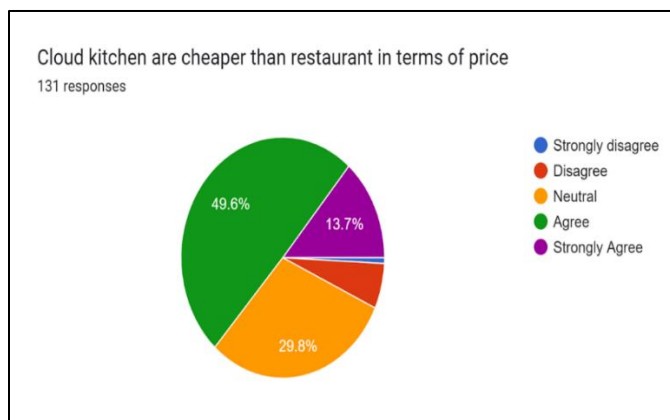

92.3% people believes that social media platforms are the best way to know about any updates related to food. This shows the engagement and reliance that people have on social media.

87.8% people have the opinion that logistics applications like Zomato and Swiggy play big role in survival of the Cloud kitchen concept, as there is no dine-in facility and the food is delivered online only.

5. Findings

The concept of the cloud kitchen is still relatively new, with a lesser part of the residents understanding it. Word-of-mouth advertising is the primary method of dissemination, and it spreads progressively depending on the needs of the user.

People who are already familiar with the notion concur that it is necessary given the circumstances of today, that people want regular delivery of affordable, freshly cooked food that is healthy to eat. As soon as people learn about cloud kitchens, they start placing orders and if they're satisfied, encourage others to do the same. Those who are aware of the cloud kitchen concept in Ahmedabad city know that cloud kitchen can solve all their problems which cannot be solved by restaurants.

Let us look at a comparison:

1. While food from cloud kitchens can be enjoyed every day as it is almost like home, food from restaurants cannot be consumed every day.
2. Since restaurant food is expensive, it is not possible to subscribe for a full month or longer, although one of the goals of cloud kitchen is to meet the need for daily food service for both professionals and non-professionals.

3. Unlike cloud kitchen, which supplies a regular menu that individuals create at home every day, restaurant cuisine is not healthful enough to be consumed on a daily basis.
4. Even while restaurant food is delivered to your home via an internet platform, it frequently goes cold, although one of the goals of cloud kitchen is to serve hot cuisine.
5. If we look from the business perspective than opening a Restaurant requires huge amount of capital compared to Capital required for cloud kitchen
6. Cloud kitchen requires less space compared to restaurant business which is way costly in Ahmedabad

According to the comments made, cloud kitchens are economical and offer solutions that suit the needs of many categories of people at reasonable prices. Additionally, they think that cloud kitchens have a bright future because they are simple to use and address current societal issues. One of the best things about cloud kitchens is that you may start a cloud kitchen business without any special qualifications if you have a passion for the food industry and work to meet customer wants and solve societal problems. According to the report, quality is prioritized over taste since individuals are more aware of their health than ever before. Since social media is so prevalent in this day and age, posting reels from the kitchen on these platforms allows users to share the notion and attract more attention.

Online delivery of meals Platforms like Uber Eats, Zomato, Swiggy, and others are innovative and widely used ways to transport food from a kitchen to a customer, which eliminates the logistical challenge faced by any new food service enterprise.

6. Conclusions
Cloud kitchen has evolved in Ahmedabad slowly and gradually with the pace of time. Any new idea or business plan needs time to be successful and develop. Traditional restaurants and cloud kitchen models are directly competing with one another on a global scale. It is also important that consumers accept the novel business idea. At the same time cloud kitchen will have to be proactive. The cloud kitchen model has potential in the long run, even though it is currently in its early stages in Ahmedabad.

The market's participants have to improve their skills in trend analysis and gap analysis. These include understanding the need of the customers, difficulty in providing unique products, the dearth of aggressive targeted marketing, insufficient dynamic integration of customer feedback, absence of in-house delivery systems, lack of long-term partnerships with more extensive delivery associates that have clear mitigation policies, maintaining same taste and quality over a period of time and the reluctance to work with other cloud kitchen contenders under a facilitator umbrella. Entrepreneurs and policymakers can learn from the experiences of places such as Bangalore, Delhi, or Mumbai in order to create laws that promote Cloud Kitchen-based eateries while also considering the benefits of this model over traditional ones. If these things are kept in mind and followed to the points, Cloud kitchen has immense opportunities in Ahmedabad.

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