Impact of Social Media Marketing on Cloud Kitchen And Consumer Satisfaction In Coimbatore City

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I. INTRODUCTION

The ordering and consumption of food have undergone significant changes as a result of technological advancements. Due to one-click order placement, dependable delivery, and integrated digital payments, online ordering has become convenient.

II. STATEMENT OF PROBLEM

A cloud kitchen typically takes six to nine months to make a significant influence in the area where it operates, depending on criteria including location, menu, food quality, and price.

III. OBJECTIVES

1. To study the consumption pattern of consumers of cloud kitchen.
2. To analyse how food aggregators affect the purchasing habits.

IV. REVIEW OF LITERATURE

Mr. Donald James D'souza and Dr. Anil Kumar (2023)1 have made a study on "Cost Impact On Cloud Kitchen Business Post Covid19" its main goal is to evaluate and ascertain the variations in cost impacts on cloud kitchen business units following COVID19. Additionally, it seeks to understand how the cloud kitchen concept has endured in the face of the pandemic. They are thoroughly inspected, and the results are documented. According to secondary data analysis, the cost of cloud kitchen business units increased in the areas of staffing costs, packaging, and more on hygiene measures. As long as customers are happy with the food's quality and the way it is delivered, cloud kitchens will continue to grow in this industry.

V. RESEARCH METHODOLOGY

The following has been the Research Methodology of the study:

Source of Data:

- Primary Data: Primary Data have been collected from the group of people in online mode through a structured Questionnaire.
- Secondary Data: Secondary Data have been collected from various journals, books, articles and websites.

VI. ANALYSIS AND INTERPRETATION

CONSUMPTION PATTERN OF CONSUMERS:

CONSUMPTION PATTERN OF CONSUMER	NO OF RESPONDENT	PERCENTAGE
Vegetarian	28	23.3%
Non Vegetarian	71	59.2%
Vegan	8	6.7%
Eggetarian	10	8.3%
Others	3	2.5%
Total	120	100%

Sources of data: Primary data

INTERPRETATION:

From the above table,23.3% of respondents are vegetarian, 59.2% of respondents are non-vegetarian, 6.7% of respondents are vegan, 8.3% of respondents are eggetarian and 2.5% of respondents others.
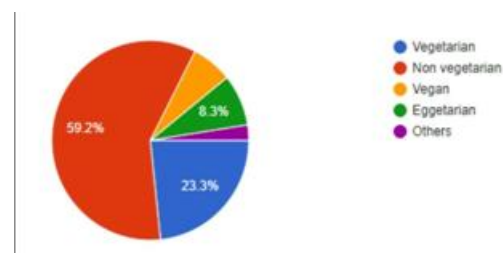
HENCE THE MAJORITY, 59.2% OF RESPONDENTS ARE NON VEGETARIAN.

VII. FINDINGS

Hence the majority, 59.2% of respondents are non-vegetarian

VIII. SUGGESTIONS

The following are some suggestions based on the study's findings,

The level of awareness about the concept of Cloud Kitchen business has to be increased among the general public especially among the aspiring entrepreneurs. Taking part in local food carnivals, giving out free samples along with every order, collaborating with celebrities and social media influencers are the modern suggestions that help cloud kitchens increase awareness about their brands.

IX. CONCLUSION

The growing population, changing dining habits, longer wait times, and longer travel times are driving forces for more convenient, less expensive, and home delivery possibilities of having food brought to our doorsteps. Popular food delivery applications such as Swiggy, Zomato, Food Uber Eats and other food aggregators have become unavoidable for customers in the digital age. Restaurants are shifting their focus from traditional kitchens to cloud kitchens in order to capitalize on the abundant potential in this industry. The consumption pattern of the consumers had a rapid change in the recent years which made the concept of cloud kitchen more popular.