

Narrowly Exploring the Need and Approval of Cloud Kitchen

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A cloud kitchen can be understood as a 'delivery-only restaurant' that does not have a physical space for dine-in. It depends entirely on the online platform where one can place an order online or a mobile app. Due to the global pandemic, restaurants are closed, making take-away meal options a popular choice in India. The Cloud kitchen concept is booming at the highest CAGR among the other segment in the restaurant industry. Cloud kitchens started becoming popular in the early 2010s in response to increased demand for high-quality meal delivery and rising rents in city-centre locations. The study's objectives were to explore the antecedents of the sustainable cloud kitchen, verify the association among the factors of cloud kitchen, measure the factors of cloud kitchen, and determine the determinants of cloud kitchen. The independent variables taken for the study were online delivery, marketing strategies and demand in a pandemic situation. The data analysis was done using SPSS. There is a positive correlation between all the selected independent variables ghost kitchen, cloud kitchen, online delivery aggregator, demand, and marketing strategy. There exists a significant degree of association between cloud kitchen mean, and online delivery aggregator mean. There is no significant difference among the independent variables of ghost kitchen, cloud kitchen and demand in a pandemic situation

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