

CUSTOMIZATION AND PERSONALIZATION IN CLOUD KITCHENS: A STUDY OF THEIR EFFECT ON CONSUMER HAPPINESS

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Abstract

Happiness is a state of mind that arises when everything goes according to your plan. For many people, happiness also comes from eating, not just from other people or situations.

A novel idea known as "Cloud Kitchen" involves preparing food in a single location and serving it at many places based on customer demand. The dine-in facility is absent from Cloud Kitchen Concept. Employees who work in cities far from their families, students who come to cities for higher education and stay in dorms or hostels, and people who want to host a small party for a small group of people on a tight budget all love the Cloud Kitchen facility. Cloud Kitchen used to have a fixed menu that was served on set days, which caused problems for some people who were picky eaters because they had to pay for the entire platter and couldn't enjoy all the varieties. As time went on and their numbers and competition grew, Cloud Kitchen began offering customization and personalization options, so people no longer have to give up their preferred flavour or desire for a particular variety. Customers can choose their favourite list and pay for the meal they want. From this study we could find that People prefer to customize their food which brings happiness to them, when your cravings are satisfied, your brain releases Dopamine. It is a feel good hormone and released when you are happy. From this finding we can say that there is a significant impact of Personalization and customization on Happiness of the customers.

Keywords: Cloud Kitchen, Personalization, Customization, Consumer Happiness

INTRODUCTION

Every human has a variety of moods, such as anger, sadness, and happiness. Happiness is the most popular emotion among people worldwide. Everyone in society is required to adhere to the specific standards of behaviour that we have established. Everyone agrees with and adopts the actions that promote contentment, happiness, and harmony. Humans always look for happiness, whether it be in the short or long term. They have a lot of goals to achieve, and when they do, they feel content, which makes their lives happier. Speaking of which, the cloud kitchen concept is now widely recognized and loved by many. The Cloud Kitchen is a specific location where food is cooked and delivered to clients via a variety of methods. Unlike restaurants, they serve cuisine that may be eaten every day and do not have a dine-in area. Regular users of Cloud Kitchen include professionals, students, travellers, and those in need of meals.

Current research discusses how customers are happy when they can freely edit or personalize their cuisine in the cloud kitchen. Customers enjoy the variety of cuisine that the cloud kitchen idea offers, and they offer it at extremely affordable prices so that anybody can enjoy it. The majority of people who move from rural to urban areas for higher education are students, those who move to large cities for work in order to make more money, Regular users of the cloud kitchen include city dwellers who are bachelors without parents and those who would rather order food to be delivered to their homes than eat out. Additionally, Cloud Kitchen has expanded their services to allow clients to customize their meals or select their favourite foods from the menu and only pay for what they eat, which makes them feel satisfied and ultimately happy.

People's lives are greatly improved by cloud kitchens since they can purchase affordable, everyday food that doesn't harm their health and helps them stick to their spending plan so they can use the money for other necessities. They provide consumers with a variety of food alternatives, including platters and combos, so that patrons can choose the foods they want.

Many customers do not eat many of the components in combos, but in restaurants, they must accept everything that is served in the combo whether they like it or not. In this situation, they eat what they like and throw away

the things they don't like. They are unhappy because they must pay for things they do not use, which is the source of their suffering. They can personalize their food as needed with Cloud Kitchen and only pay for that. Because of this, cloud kitchens have a significant function in the lives of many people, mediating between their requirements and enhancing their enjoyment in the process.

LITERATURE REVIEW

K Kavyaa (2023) in her research named customer perception towards online cloud kitchen and its satisfaction in the journal *Eur Chem Bull* Concluded that In satisfying the customers many aspects play an important role such as convenience of order, variety of items, Product quality, budget friendly cost, accessibility etc. Due to mobile application ordering food has become very simple and quick. Customers finds cloud kitchen reputable and trust worthy, moreover customers have become very health conscious keeping their health in mind they prefer healthy options to consume and cloud offers variety of healthy options at lower cost, gluten free and vegan options for customers. All above points helps to enhance customers' perception towards cloud kitchen and presents a distinct image of cloud kitchen.

Mohd. Ilham Iswan, Intan farahana Binti Kamsin (2021) in the 14th International conference on developments in eSystems engineering explored through questionnaire and interview method that A big challenge is faced by the working Class Consumers to stay fit as they need healthy and customised food on daily basis which is next to impossible to get from the restaurants that too on daily basis, Cloud kitchen serves and solves to this particular query, cloud kitchen allows them the customization where their meal plans can be uploaded and meal plans can be delivered at the door step. This facility brings atmost satisfaction to the customers which ultimately leads to Happiness.

Pookulangara S. (November 2022) in her research Consumer attitudes toward ordering from cloud kitchens: a gender and marital status perspective Published in emerald insight stated that people get positively influenced by Price and food variety which is a positive side of the cloud kitchen concept. Each and every Cloud kitchen whether it is new or old, have to provide best quality of food at the nominal rates if you wish to expand your business.

This has helped in building a good trust among the customers towards cloud kitchen.

Sapkota U. (July, 2022) in his research with the title Consumer satisfaction towards online food delivery from cloud kitchen in Kathmandu valley which was published as dissertation explored using descriptive analysis using independent variables such as Pricing, meal quality, customer service, technology, innovation & delivery service and stated that all these factors have a significant relationship with the consumer satisfaction and happiness, also mentioned that customers are very satisfied with the delivery time, delivery staff and their attitude. He further extended his discussion that the customers have become habituated to order food from the cloud kitchen on daily basis and those who do not order regularly does order twice or thrice in a week.

From the above literature reviews it can be generalised that all the researches that has been done in the field talks about various aspects which brings happiness to the customers which are Price, Variety, Accessibility, Ease of Ordering, availability of Application, Delivery timing, attitude of the delivery guy etc. they have also talked about the happiness and satisfaction coming from having the freedom of not cooking at home and ordering from the cloud kitchen frequently, we also studied that people are very conscious about their health and they prefer to eat food which gives them complete nutrient and less possible fat.

Present research has focused on Customization and Personalization facility that the consumer have while ordering food from the cloud kitchen moreover they get satisfaction from the same and which ultimately leads them to happiness.

OBJECTIVE

- 1) The main purpose of the research is to understand how the customization and personalization in cloud kitchen affects consumer happiness
- 2) To find out whether the freedom of customization and personalization in cloud kitchen leads to satisfaction for the customers.
- 3) To analyse if there is any change in the level of happiness in demographic variable

RESEARCH METHODOLOGY

The Research Methodology is Descriptive in nature, the primary data is collected using a structured questionnaire through google form. The data is collected from the general public of all the age groups who are the regular user of Cloud kitchen facility

Research Design

The present research study on Consumer happiness through Customization and Personalization is Descriptive Cross sectional

Sample Design

The present study is done using non probability convenient sampling as the data is obtained by the professionals, Students, as well as the people who prefer to order from the cloud kitchen.

Sample Size

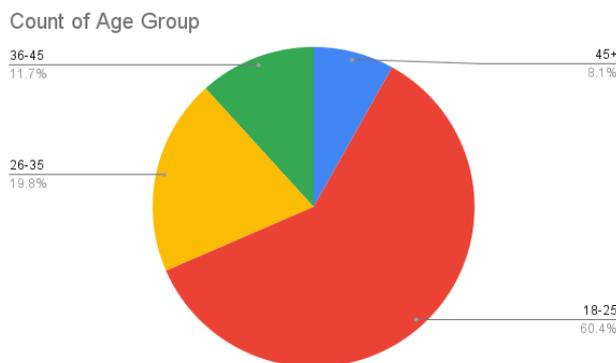
The Present research has been conducted with the sample size of 111 Respondents who are the regular users of Cloud kitchen facility.

Data Collection tool & Technique

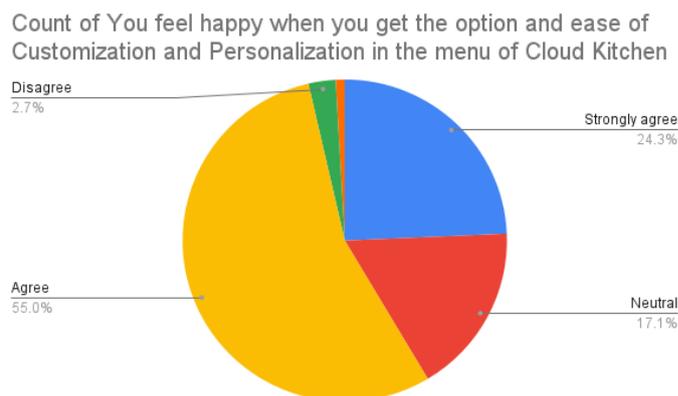
The present data is obtained through a structured questionnaire through a Google form.

DATA ANALYSIS

A total of 111 people of Ahmedabad city were formally questioned about their perception on their Happiness due to available option of Customization and perception in cloud kitchen and here is the analysis

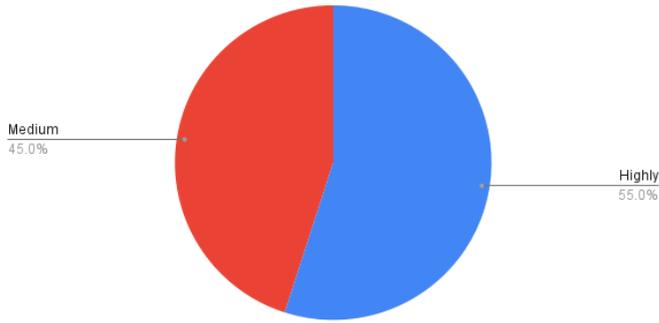


The Highest Number of respondents were from the age group of 18-25 Years which is 60.4% And the Second highest is 26-35 Age group. Lowest Age group of respondents are those who are above 45+



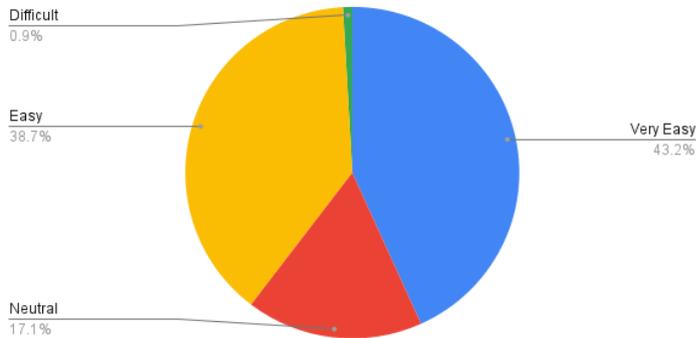
79.3% of the total respondents felt happy after having the option of Customization and Personalization option.

Count of How much does customization influence your overall satisfaction compared to other factors (e.g., food quality,



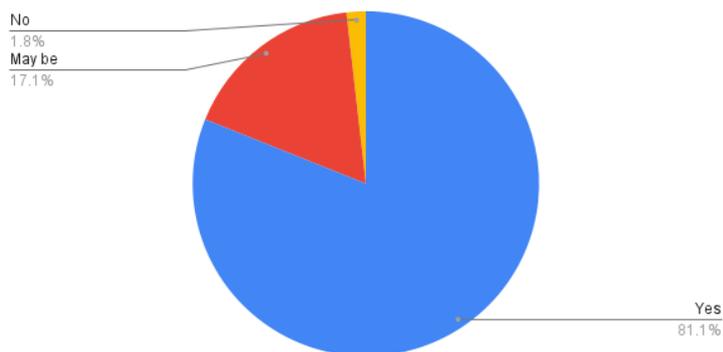
Maximum respondents among all the age groups believe that the Customization Influences their overall satisfaction compared to other factors.

Count of How easy is it for you to use the technology (app/website) for customizing your order in cloud kitchens?



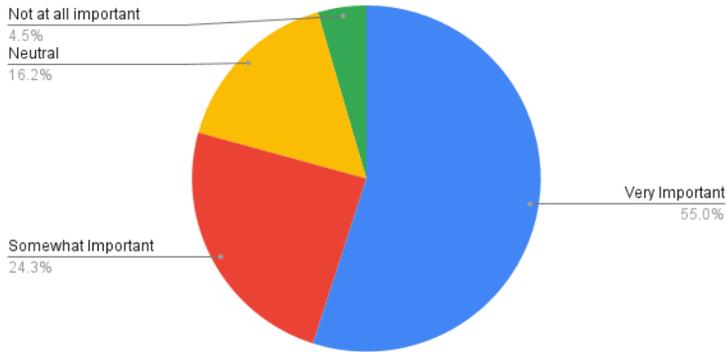
43.2% of the total respondents finds it very easy to use Application or website to order the food through Cloud kitchen and 38.7% found it easy.

Count of Do you think, Personalization in menu enhances your dining experience?



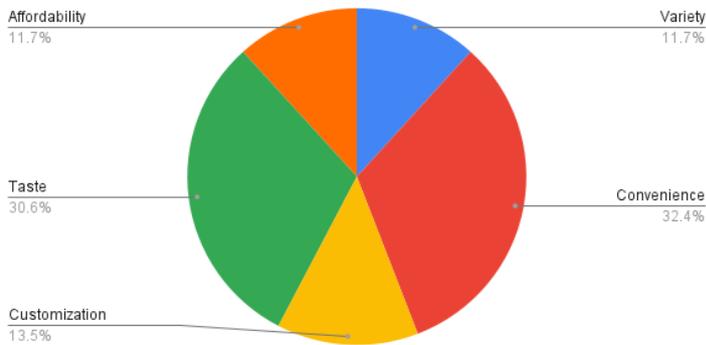
81.1% of the total respondents agrees to the statement that Personalization in the menu enhances their dining experiences which gives them satisfaction and which ultimately leads to Happiness.

Count of How important is the option of customization your meal while ordering?



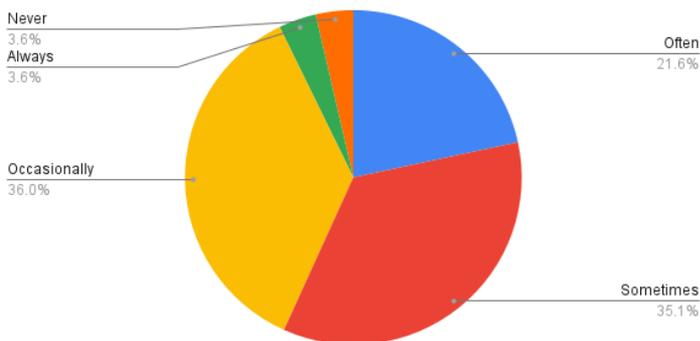
It is very important to have the option of customization while ordering food according to 55% of the respondents. So when they get the desired option of Customization they get highly satisfied as they pay for what they consume.

Count of What is your Primary reason for ordering food from Cloud kitchen or Restaurant?



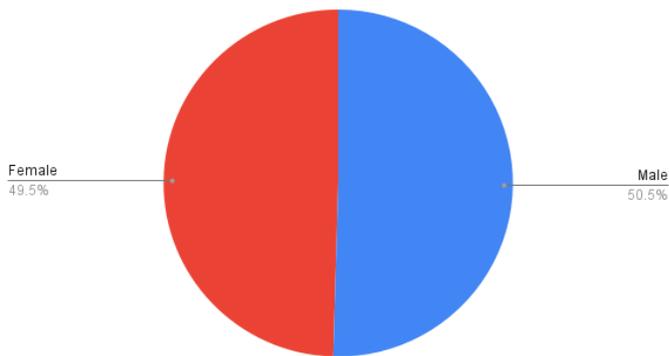
Among so many variables and available options, the foremost reason for ordering food online from cloud kitchen is the convenience in ordering which is 32.4 %, this shows that Customization and Convenience of ordering plays important role in customer happiness and wellbeing.

Count of How often do you order food from Cloud kitchen or Restaurant?



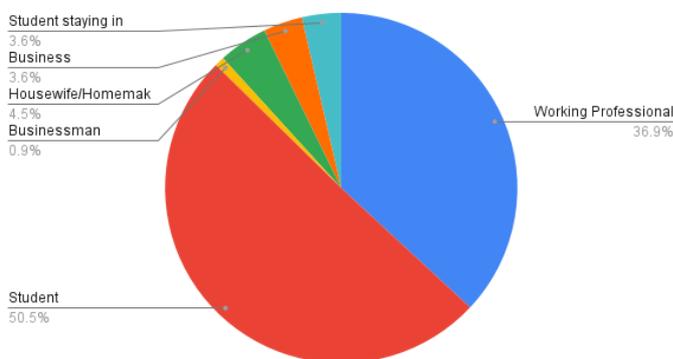
74.8% of the respondents do order food from the cloud kitchen frequently, there are least people among the respondents who never order from the cloud kitchen.

Count of Gender



The Respondents are divided into equal numbers that is Males 50.5% and females are 49.5% When comes to happiness, this shows that happiness is equal for both and shows Gender Parity

Count of Your Present Status



Major number of respondents are Students Category that is 50.5% and 36.9% Are Working professionals who frequently needs the food from the cloud kitchen.

FINDINGS

The Cloud kitchen concept is now known to everyone, people have started using the services of cloud kitchen to cherish tasty and wholesome food at lower cost. They do use the facility of Customization and Personalization to enjoy their meal and get the maximum level of satisfaction, from the analysis we have come to the following findings.

1. Maximum numbers of people feel happy when they have the option of customization and personalization from the cloud kitchen
2. Even though having the option of ordering from the restaurants, Maximum people order food from the cloud kitchen as they know that their personal needs of customization will be taken care very well.
3. Having option of selecting their favourite options, and paying as much amount as consumed brings another level of satisfaction which brings happiness among the consumers.
4. People of all the ages love to order food from the cloud kitchen and customize their orders as per their need, such need is never taken care in restaurants.
5. Some traditional veggies or authentic preparations which cannot be served by restaurants but can be served by Cloud kitchen which works as a satisfaction giving feature.

CONCLUSION

The well-known and widely accepted cloud kitchen concept has now been useful not only for professionals and students but also for families who would rather order food from the cloud kitchen and eat comfortably at home rather than go to a restaurant, wait for long hours, and receive subpar service. Additionally, consumers choose cloud kitchens over restaurants when traveling because traffic management has become a major problem in all megacities these days. After working long hours, people don't want to return to the heavy traffic and waste time looking for parking spots everywhere. From a financial perspective, Cloud Kitchen offers food of the same or higher quality at a far lower cost.

When these features are combined with the extra benefit of allowing customers to personalize or customize their meals, it becomes the greatest choice for them. Choices for personalization and modification include adding more components to your meal or leaving them out, choosing toppings, and, if they are at work, adjusting the delivery time. When people are given the chance to personalize their meals in this way, they eat them with the greatest enjoyment and pleasure, which ultimately results in their happiness.

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