



A Study on Gen Z Consumers' Perception towards Cloud Kitchen Services

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ABSTRACT

The rapid growth of cloud kitchen services has transformed the food delivery industry by offering convenient and technology-driven dining solutions, especially among Gen Z consumers. The present study aims to examine Gen Z consumers' perception towards cloud kitchen services. A descriptive research design was adopted, and primary data were collected through a structured questionnaire using a five-point Likert scale. Convenience sampling was used to collect responses from 54 Gen Z consumers. The data were analyzed using Chi-square test with the help of SPSS software. The study examined the association between frequency of ordering food and consumers' perception towards cloud kitchens. The Chi-square results revealed that there is no significant association between frequency of ordering and perception towards cloud kitchen services. The findings provide valuable insights for cloud kitchen operators to improve service quality and meet the expectations of young digital consumers.

Keywords: Gen Z Consumers, Cloud Kitchen, Consumer Perception, Online Food Delivery, Food Delivery Apps, Customer Satisfaction, Purchase Intention

INTRODUCTION

In recent years, the food and hospitality industries have been significantly impacted by the rapid advancement of technology, changing customer behavior, and the pervasive use of cell phones and internet services. The emergence of cloud kitchens, sometimes known as virtual or ghost kitchens, is one of the most notable trends in this area. Unlike traditional restaurants, cloud kitchens focus on preparing food for takeout and delivery orders rather than having actual dining rooms. Thanks to this tactic, companies in the food sector have been able to quickly adapt to the digital transformation in consumer purchasing habits.

The growing need for convenient and time-saving services has had a big impact on the development of cloud kitchens. Modern consumers, particularly young people, prefer to buy food online through applications like Swiggy and Zomato rather than visit physical restaurants. By using the cloud kitchen concept, businesses can reduce operational costs

related to personnel, infrastructure, and maintenance while increasing productivity and scalability. It is a popular and flexible option for both entrepreneurs and well-known food chains because it may operate several brands out of a single kitchen.

Cloud kitchens grew even faster during the COVID-19 epidemic as more individuals resorted to contactless meal delivery and internet purchasing. Due to restrictions on dine-in services and health and safety concerns, both businesses and consumers turned to digital food service platforms. Cloud kitchens have become an essential component of the modern food ecosystem because they offer quick service, a large menu, and improved accessibility for patrons in urban areas.

Gen Z consumers have emerged as a key target market for cloud kitchens due to their high levels of digital engagement, technology adoption, and preference for convenience-driven services. The attitudes, opinions, and behavioral intentions of cloud kitchen businesses have a significant impact on their performance. Some of the main factors influencing their choice and level of enjoyment are food quality, price, delivery time, packaging, special offers, and user-friendly tech platforms.

The current study project aims to investigate the elements that impact the views and behaviors of Gen Z consumers about cloud kitchen services. The primary goals of the study are to identify significant influencing factors, examine consumer perception, and understand how specific constructions impact consumers' purchase decisions and future use intentions. It is expected that cloud kitchen operators, marketers, and researchers will find the data very useful in developing strategies that address the evolving needs of young digital consumers in the modern food service business.

FUTURE OF CLOUD KITCHENS & GEN Z CONSUMER BEHAVIOUR:

Cloud kitchens are anticipated to expand quickly in the future as digital food delivery platforms and technology advance. Convenient, speedy, and app-based meal services that provide smooth ordering processes, real-time tracking, and tailored suggestions will be more and more preferred by Gen Z customers. To match the demands of young digital consumers, businesses will need to put more of an emphasis on customer-centric services, creative menu alternatives, sustainable packaging, and enhanced food safety standards.

To improve operational effectiveness and consumer happiness, cloud kitchens will also mainly rely on automation, artificial intelligence, and data analytics. Brands will need to establish solid online reputations through constant quality, openness, and satisfied customers as competition grows. Customers may also insist on ethical sourcing, ecologically friendly procedures, and healthier food options. All things considered, technological innovation, trust-building techniques, and the capacity to adjust to the shifting tastes and lifestyles of Gen Z consumers within the digital food ecosystem will be critical to the future success of cloud kitchens.

REVIEW OF LITERATURE

Kaavya, K., & Andal, V. (2023) in their study “**Customers’ Perception towards Online Cloud Kitchen and its Satisfaction.**” examined customers’ perception and satisfaction towards online cloud kitchen services using a quantitative approach. Data collected through structured questionnaires, online reviews, and customer feedback were analyzed using descriptive statistical tools. The study found that factors such as food quality, packaging, delivery convenience, and reliable service significantly influence customer satisfaction and positive perception.

Chatterjee, R., Singh, A., & Singh, V. (2022) “Ethical and Sustainable Perceptions on Cloud Kitchen Business: examined ethical and sustainable perceptions of cloud kitchen businesses among consumers and stakeholders during the COVID-19 pandemic. Using a quantitative research design, data collected through structured questionnaires from respondents in Delhi and Kolkata were analyzed using ANOVA and binomial distribution. The study found that cloud kitchens were largely perceived as ethically acceptable and sustainable, highlighting the importance of ethical practices in building trust and long-term acceptance.

Shanmugavadivel, D., & Agalya, M. (2025) conducted a study titled “Evaluating the Consumer Preference and Behaviour towards Cloud Kitchen Services.” analysed consumer preference, satisfaction, and behaviour towards cloud kitchen services in Coimbatore using a mixed-method approach. Data collected from tech-savvy consumers were analysed using descriptive statistics and comparative techniques to understand ordering behaviour and satisfaction factors. The study revealed that food quality, cost, convenience, hygiene, and digital interface efficiency strongly influence customer loyalty and purchase behaviour.

STATEMENT OF THE PROBLEM

The emergence of cloud kitchen services has transformed the food delivery industry by offering technology-driven, convenient, and cost-effective dining solutions, especially attracting Generation Z consumers. Despite the rapid growth and increasing popularity of cloud kitchens, consumers' perception towards these services differs in terms of food quality, hygiene, pricing, service efficiency, and overall reliability. Gen Z, being digitally active and value-conscious, plays a crucial role in determining the success of cloud kitchen platforms. However, there is limited empirical evidence that clearly explains how Gen Z consumers perceive cloud kitchen services and the factors shaping their perceptions. The lack of clear understanding of these perceptions creates challenges for cloud kitchen operators in meeting consumer expectations. Therefore, the present study focuses on examining Gen Z consumers' perception towards cloud kitchen services to provide meaningful insights for improving service strategies.

SCOPE OF THE STUDY

The scope of the present study is confined to examining Gen Z consumers' perception towards cloud kitchen services. The study focuses on understanding consumers' views regarding convenience, food quality, hygiene, pricing, service quality, delivery efficiency, and technology-enabled ordering systems of cloud kitchens. It covers Gen Z consumers who frequently use online food delivery platforms and have prior experience with cloud kitchen services. The study also analyses the relationship between selected demographic variables and consumers' perception towards cloud kitchens. The findings of the study are intended to provide useful insights for cloud kitchen operators and food delivery platforms to improve their services and customer satisfaction.

OBJECTIVE:

To examine consumers perception on cloud kitchen.

HYPOTHESIS

H₀₁: There is no significant association between frequency of ordering food and perception towards cloud kitchens.

H₁₁: There is a significant association between frequency of ordering food and perception towards cloud kitchens.

RESEARCH METHODOLOGY

The above table shows that the Pearson Chi-square value is 1.844 with 4 degrees of freedom, and the corresponding significance value is 0.764, which is greater than the 0.05 level of significance. Hence, the null hypothesis is accepted, indicating that there is no significant association between frequency of ordering food and perception towards cloud kitchen services. This shows that consumers' perception towards cloud kitchens does not vary significantly based on how frequently they order food.

CONCLUSION

The study examined Gen Z consumers' perception towards cloud kitchen services in the digital food delivery environment. The findings indicate that cloud kitchens are widely accepted due to their convenience, ease of ordering, and technology-driven services. Gen Z consumers generally show a positive perception towards cloud kitchens irrespective of their frequency of ordering food. The Chi-square analysis revealed no significant association between frequency of ordering and consumers' perception towards cloud kitchen services. This suggests that perception is influenced more by factors such as food quality, hygiene, pricing, and service efficiency rather than ordering frequency. The study highlights the need for cloud kitchen operators to maintain consistent quality and reliable services. Overall, the findings provide useful insights for improving customer satisfaction and long-term engagement among Gen Z consumers.

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