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A RISE IN THE BUSINESS “HOME KITCHENS & BAKERY SHOPS” DURING THE PANDEMIC**¹Dakshita Vijay Bhandare and ²Dr. Varsha More (Guide)**¹Student, TY.BMS/ Marketing²Assistant Professor, BMS Department Satish Pradhan Dnyanasadhana College of Arts, Science & Commerce, Thane**ABSTRACT**

With the onset of the Covid 19 pandemic and normal life thus coming to a halt, the concept of home kitchen and bakery shops gained momentum. The purpose of this study is to ascertain the preference of home kitchen and bakery shops over restaurants during the pandemic. Food delivery globally has been experiencing massive growth, alongside rapid advancement in technology has given a further push to home kitchens and bakery shops. Additionally, the factor of hygiene and safety as a priority and changing sales strategy can further establish the vitality of home kitchens overall.

Keywords: Life in lockdown, home kitchens, bakery products.

INTRODUCTION

The concept of home kitchens and bakery shops is not a fairly new phenomenon, but has a high amount of investment that has steadily increased over the years. Pre pandemic, food orders and delivery were managed by synchronous modes of communication like over the phone, personal references, advertisements and flyers in local newspaper and online food applications. (Kitchens et al., 2021) As technology took over, the operations were mainly managed online, which provided an opportunity to anyone having a kitchen facility home cater to the demand through websites, online applications and food delivery partners. The virus that took the globe in its grasp since its inception in early 2020 and the subsequent lockdown measures have seen a substantial shift in demand, from in-restaurant dining towards home-delivered food. Home kitchens and bakery shops have been key to facilitating this move

IMPACT OF PANDEMIC ON HOME KITCHENS AND BAKERY SHOPS**Making Hygiene and Safety a Priority**

With maintenance costs further reduced, home kitchens and bakery shops have been investing more to ensure the hygiene and quality of the food and packaging, since the beginning of the pandemic (India Today). Kitchens are equipped with infrastructure and the staff is well trained to follow the guidelines provided by the governing authorities. Daily temperature checks for kitchen staff and delivery staff along with regular cleaning, and sanitization of equipment and workstations is undertaken to ensure that the food is not contaminated in any manner. In order to meet the timely and systematic delivery to the customers, home kitchens and bakery shops make use of FSAs or their own employees for a personalised touch. This coupled with the advent of contactless delivery has enhanced the safety not only of customers, but staff as well

Suitable Conditions

The restrictions on dine-in facilities for restaurants have completely changed in favour of food delivery. Customers are heavily relying on food delivery apps for their needs. This is a growing opportunity for home kitchens and bakery shops, which can further expand to combine variations like standalone restaurants, multi-brand kitchens, or kitchens where restaurants can have the whole thing outsourced. The pandemic environment provides for a perfect opening to increase the market share of the Food and Beverage industry by making informed decisions taking into account the choices and needs of the customers. They can easily familiarize to changing customer preferences, which can lead to the rapid growth of home kitchen and bakery shops.

A Change in the Sales Strategy

The universal strategy of offering coupons and discount codes is being changed with the assurance of the delivery of hygienic and safe food. In the current Covid-19 fright, customers look for the trust that can be guaranteed by restaurants if they can guarantee them that the food is made in the most hygienic conditions and is delivered to them with no scope for infection. Customers do not falter in paying the extra amount if brands can ascertain to them that their safety needs are the first priority of the restaurants and delivery agents (Jones, 2020).

Lower Costs and Better Margins

The Food and Beverage industry has suffered economic losses like most industries during these troubled times, which is only getting worse with eminent lockdowns. Kitchens have to cut down on staff to maintain operations and are therefore preferring the cloud model since it only requires a minimal back-end staff, which is

advantageous for both employers and employees in the present conditions Besides, operating cloud kitchens in the lockdown period is optimal, rather it has higher margins given the severe cost cuts in infrastructure and other dine-in facilities. With these margins they can redirect investments to increasing menus and offer competitive rates, leading to more revenue.

Change in Customer Demands

Home Kitchens and bakery shops can adapt to change in demands much faster than restaurants that have been switching to online delivery in the face of this pandemic. Home kitchens and bakery shops have an edge in providing facilities like better packaging and contactless delivery. With families spending time together in lockdowns, the ordering pattern has shifted towards cost effective meals (Choudhary, 2019). Healthy and nutritious foods have also seen a swell in demand, with people trying to live a healthier lifestyle. Home kitchens and bakery shops find it easier in giving in to such demands as compared to other restaurants that will lose out on income if they don't keep up with the changing demands. Food items that were earlier exclusive to the dine-in menu are now added to home delivery menus to attract more customers.

REVIEW OF LITERATURE

(NiteshChouhan, 2019)

Social media has been used most often is the entire home kitchen and bakery shops undertakings. This rise in use of social media has delivered an opportunity for the growth of home kitchen and bakery shops and the rise in number of potential customers. Home kitchen and bakery shops are known to attract customers for its unique dishes, the taste and quality of food, the variety in the number of fast food items offered and the hassle free availability at the doorstep.

(Kumar, 2019)

The home kitchen and bakery shops concept is cost effective, no fuss and the eminent future is for home delivery food and takeaway with the rise in restrictions put forth by governments for containing the pandemic. Home kitchen and bakery shops enterprises advertise through social media marketing which is less costly as compared to big hoarding and bill boards.

(H.M.Moyeenudin, 2020)

Home kitchen and bakery shops as a concept is an emerging trend and modern phenomenon accepted around the globe quite readily. Compared to restaurants and fast food outlets CAGR (compound Annual Growth rate) is very noteworthy for cloud kitchen operations. Multi cuisine restaurants and chain of restaurant have started implementing the concept of home kitchen and bakery shops to be in the competition. Takeaway food outlets that don't have the facility of dine-in within the premises now have an option of setting up cloud kitchens. Home kitchen and bakery shops works as food production team with space for food preparation and delivery at doorstep of customers or takeaway by customers.

Chavan, S. (2020)

The Qualitative Analysis Of home kitchen and bakery shops Emerging as a Viable Food & Beverage (F&B) Alternative Post COVID-19. International Journal of Analytical and Experimental Modal Analysis, XII (IX), 463-471.

(Choudhary, 2019)

Home kitchen and bakery shops have an edge in providing facilities like better packaging and contactless delivery. With families spending time together in lockdowns, the ordering pattern has shifted towards cost-effective meals .

(Loomba, 2019)

Healthy and nutritious food have also seen a swell in demand, with people trying to live a healthier lifestyle. The hospitality industry has witnessed and because of introduction of the technology in the sector. Online ordering agencies and cloud kitchen concept is one of the same.

(Colpaart, 2019)

home kitchen and bakery shops is a commercial space which is used to prepare the food it is a concept which is known by different names such as, ghost kitchen, virtual kitchen, shared kitchen and satellite kitchen etc.

(Moyeenudin, R., et al, 2020)

The home kitchen and bakery shops concept is an emerging trend for smart food delivery and has been a contemporary phenomenon across the world, which is a prominent contributor to the CAGR when it comes to other hospitality businesses.

OBJECTIVE

- To apprehend the need of a home kitchens and bakery shops during the lockdown phases of the Covid 19 pandemic.
- To explore customer preferences of home kitchens and bakery shops.
- To identify and analyse the limitations of home kitchen and bakery shops.

RESEARCH METHODOLOGY

Primary data-The primary data has been collected from people who order food online and take away, phone call sand websites. A questionnaire was circulated which featured relevant questions for analysis of the topic chosen by me.

Secondary data-The primary data has been collected from the internet from websites, pages, research papers and social media.

Sample size-The sample size of this research report involves 33 people who have been selected completely based on convenience and relevant to the study.

Sampling method - Random sampling method has been used to collect the data through a medium of questionnaire

DATA ANALYSIS & INTERPRETATION

Table.1: Do you like eating food from home kitchens and bakery shops?

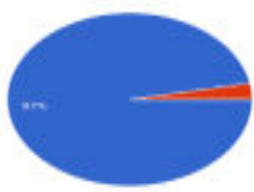
<p>Interpretation:-the above data it is analysed 97% participants agree to the question and responded positively. 3% participants responded negatively and saying no.</p>	<p>1. Do you like eating food from home kitchens and bakery shops? 33 responses</p>  <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>97%</td> </tr> <tr> <td>No</td> <td>3%</td> </tr> </tbody> </table>	Response	Percentage	Yes	97%	No	3%
Response	Percentage						
Yes	97%						
No	3%						

Table.2: where do you prefer ordering food from?

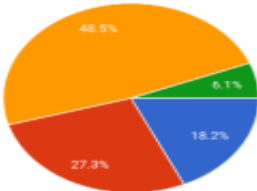
<p>Interpretation:- Majorly participants prefer ordering food from bakery shops. According to the data collected 48.5% of the participants order food from bakery shops. 27.3% people order food from home kitchens, 18.2% people order food from restaurants and less 6.1% people ordering food from snacks centre.</p>	<p>2. Where do you prefer ordering food from? 33 responses</p>  <table border="1"> <thead> <tr> <th>Location</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Bakery shops</td> <td>48.5%</td> </tr> <tr> <td>Home kitchens</td> <td>27.3%</td> </tr> <tr> <td>Restaurant</td> <td>18.2%</td> </tr> <tr> <td>Snacks center</td> <td>6.1%</td> </tr> </tbody> </table>	Location	Percentage	Bakery shops	48.5%	Home kitchens	27.3%	Restaurant	18.2%	Snacks center	6.1%
Location	Percentage										
Bakery shops	48.5%										
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Restaurant	18.2%										
Snacks center	6.1%										

Table.3: preferable mode of ordering home kitchen food and bakery products?

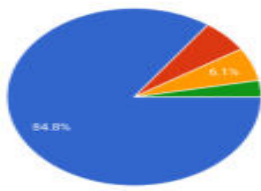
<p>Interpretation:- The highest number of participants i.e., 84.8% prefer ordering food through mobile applications. The other 6.1% prefer food take away from their favourite food joints. 3% participants prefer phone calls for ordering food, The remaining 6.1% participants prefer ordering food directly from the home kitchens or bakery shops website.</p>	<p>3. Preferable mode of ordering home kitchen food and bakery products? 33 responses</p>  <table border="1"> <thead> <tr> <th>Mode</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Mobile applications</td> <td>84.8%</td> </tr> <tr> <td>Website</td> <td>6.1%</td> </tr> <tr> <td>Take away</td> <td>6.1%</td> </tr> <tr> <td>Phone calls</td> <td>3%</td> </tr> </tbody> </table>	Mode	Percentage	Mobile applications	84.8%	Website	6.1%	Take away	6.1%	Phone calls	3%
Mode	Percentage										
Mobile applications	84.8%										
Website	6.1%										
Take away	6.1%										
Phone calls	3%										

Table. 4: How often do you order food online from home kitchens and bakery shops?

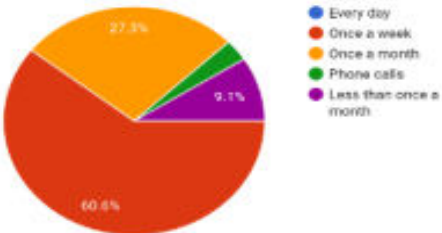
<p>Interpretation:- Looking at the responses above 60.6% of the participants once a week ordering food from home kitchens and bakery shops because of their liking for a particular cuisine and because the home kitchens and bakery shops food is according to their personal preferences for taste 27.3% of the participants order food once a month. 9.1% participants prefer ordering food less than a month. The remaining 3% of the people order food any time on a phone call</p>	<p>4. How often do you order food online from home kitchens and bakery shops ? 33 responses</p>  <table border="1"> <thead> <tr> <th>Frequency</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Every day</td> <td>3%</td> </tr> <tr> <td>Once a week</td> <td>60.6%</td> </tr> <tr> <td>Once a month</td> <td>27.3%</td> </tr> <tr> <td>Phone calls</td> <td>3%</td> </tr> <tr> <td>Less than once a month</td> <td>9.1%</td> </tr> </tbody> </table>	Frequency	Percentage	Every day	3%	Once a week	60.6%	Once a month	27.3%	Phone calls	3%	Less than once a month	9.1%
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Phone calls	3%												
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Table.5: Post lockdown do you think there will be any change in you ordering pattern ?

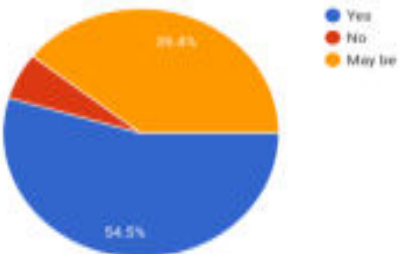
<p>Interpretation:- From the above data it is analysed 54.5% participants agree to the question and responded positively. 39.4% participants responded negatively and saying no, the remaining 6.2% participants not confirm and say may be.</p>	<p>5. Post lockdown do you think there will be any change in you ordering pattern 33 responses</p>  <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>54.5%</td> </tr> <tr> <td>No</td> <td>39.4%</td> </tr> <tr> <td>May be</td> <td>6.2%</td> </tr> </tbody> </table>	Response	Percentage	Yes	54.5%	No	39.4%	May be	6.2%
Response	Percentage								
Yes	54.5%								
No	39.4%								
May be	6.2%								

Table.6: why you prefer home kitchens and bakery shops for ordering food? If you choose home kitchens and bakery shops

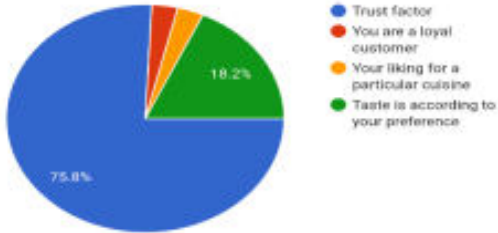
<p>Interpretation:- Looking at the responses above 75.8% of the participants prefer ordering food from home kitchens and bakery shops because of their trust factor.18.2% participants order food from home kitchens and bakery shops because of food is according to their personal preferences for taste 3% participants order food from home kitchens and bakery because they liking for a particular cuisine. The remaining 3% of the people order food from home kitchens and bakery shops because they have been visiting a particular restaurant for quit a long time and are loyal customers.</p>	<p>6. Why you prefer home kitchens and bakery shops for ordering food?...itchens and bakery shops 33 responses</p>  <table border="1"> <thead> <tr> <th>Reason</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Trust factor</td> <td>75.8%</td> </tr> <tr> <td>You are a loyal customer</td> <td>3%</td> </tr> <tr> <td>Your liking for a particular cuisine</td> <td>3%</td> </tr> <tr> <td>Taste is according to your preference</td> <td>18.2%</td> </tr> </tbody> </table>	Reason	Percentage	Trust factor	75.8%	You are a loyal customer	3%	Your liking for a particular cuisine	3%	Taste is according to your preference	18.2%
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Your liking for a particular cuisine	3%										
Taste is according to your preference	18.2%										

Table.7: what according to you are the reason for people’s inclination towards ordering from home kitchens or bakery products?

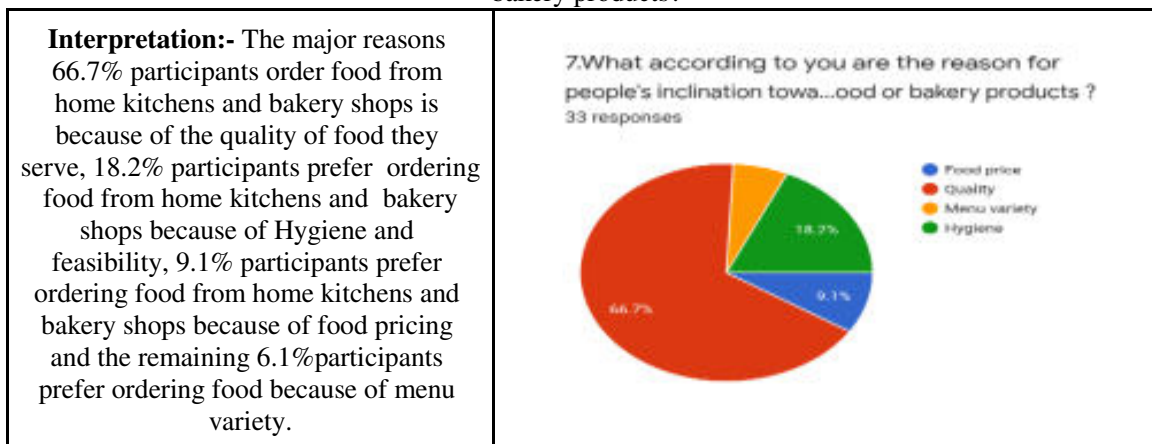


Table .8: Do you feel that in the past year home kitchens and bakery shops gained popularity over restaurants when it comes to ordering food products?

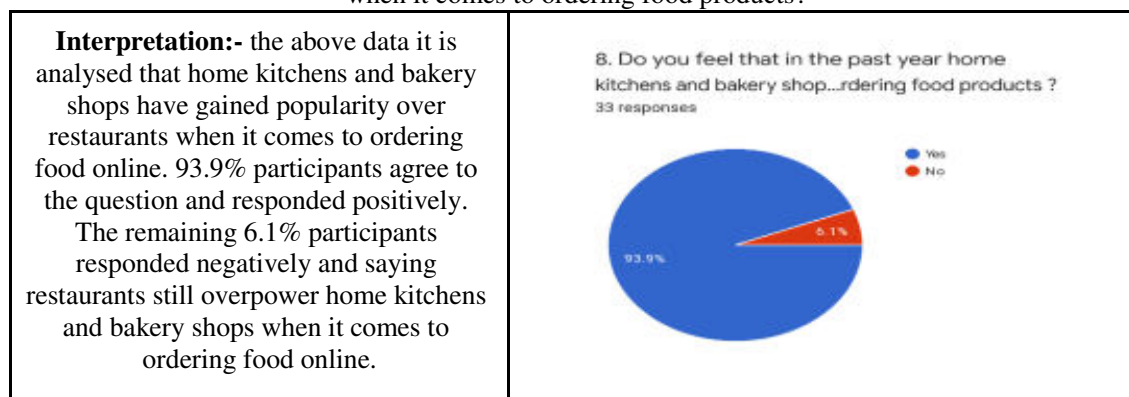


Table.9: why do we need more home kitchens and bakery shops?

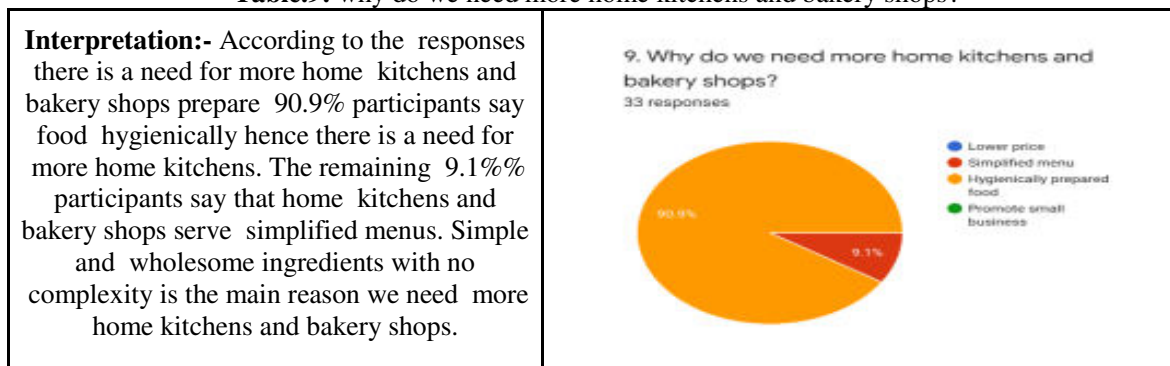


Table.10: what according to you are the limitations faced by home kitchens and bakery shops?

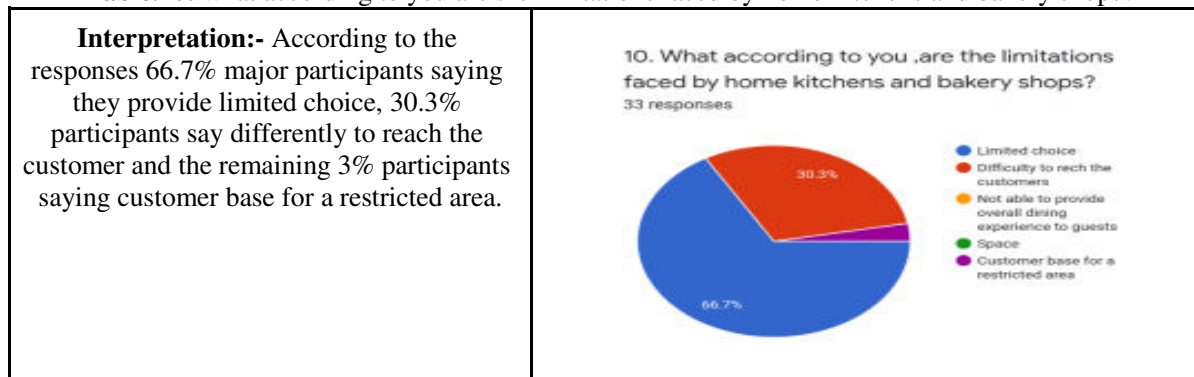
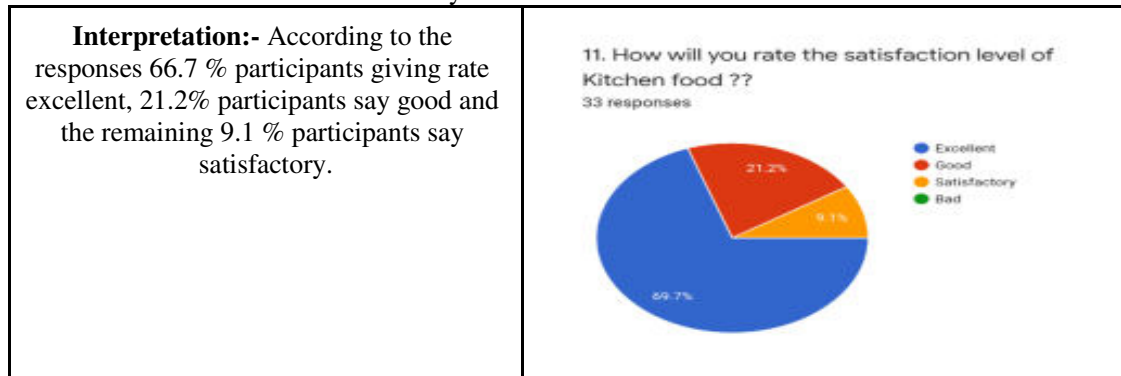


Table.11: how will you rate the satisfaction level of Kitchen ?

FINDINGS

1. Majority of respondents are know about home kitchens and bakery shops. 2. Majorly participants prefer ordering food from bakery shops.
3. The highest number of participants i.e., 84.8% prefer ordering food through mobile applications
4. Looking at the major responses above 60.6% of the participants once a week ordering food from home kitchens and bakery shops
5. From the above data it is analysed 79% participants agree to the question and responded positively.
6. Looking at the responses above 78% of the participants prefer ordering food from home kitchens and bakery shops because of their trust factor..
7. The major reasons 66.7% participants order food from home kitchens and bakery shops is because of the quality of food they serve.
8. From the above data it is analysed that home kitchens and bakery shops have gained popularity over restaurants when it comes to ordering food online. 93.9% participants agree to the question and responded positively.
9. According to the responses there is a need for more home kitchens and bakery shops prepare 90.9% participants say food hygienically hence there is a need for more home kitchens.
10. According to the responses 66.7% major participants saying they provide limited choice. 11. Major participants giving rate excellent for home kitchens and bakery shops.

CONCLUSIONS

To conclude, home kitchens and bakery shops are a concept prepare food and deliver it through online delivery applications to their customers. home kitchens and bakery shops have become popular during the pandemic as people had no dining options available. home kitchens and bakery shops serve food with good quality, taste and that too at a reasonable price. home kitchens and bakery shops have lower operational costs, lesser number of staff required, no restriction of space, no dining area to maintain and hence can offer products of the same quality but at a lower price than that of restaurants. Setting aside all the odds home kitchens and bakery shops have emerged to be a tough competition for the restaurant business in the world and in India. They have made a space for themselves in the market and are serving customers. All this to the extent that restaurants started following their business model during the pandemic to vail away their daily operating expenses and earn minimum profits. This shows that every difficult time gives us an opportunity to upgrade and innovate ourselves and the one who changes with the time is sure to sustain in any given situation

SUGGESTIONS

1. A limited choice of menu is a concern with customers, entrepreneurs can add menu variety for more customer satisfaction
2. Since the customers have no access to kitchens there is a concern on the hygiene, entrepreneurs need to give customers the assurance of quality and hygiene, through ways of packaging and use of non-reusable containers, and vacuum packaging as this is need of the pandemic.
3. Feedback from customers are important and implementing them gives an assurance to them and increases profitability.

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