

Unpacking the Impact of Digital Advertising on Consumer Behaviour in the Food Delivery Sector: A Case Study

Diya Kamera¹, Apoorva¹, Yashi Gupta¹, Tanusha Jain^{1*}

ABSTRACT

In today's landscape, there is immense competition between companies due to the huge multitude of brands existing in the market. This is true, especially with similar products from different brands. In such a scenario, one of the major factors that set a product apart from another is the brand image and promotion techniques of the brand. Major promotion techniques included in this research are advertising, personal selling, public relations, direct marketing, and digital marketing. The study incorporates a rigorous and systematic effort to uncover how advertising stimulates the consumption patterns of consumers on online food service platforms. For this, we took the example of Zomato and Swiggy. The purpose is to know what the influencing factors are, their perception, and overall satisfaction towards online food delivery services. The objective of this project is to understand and analyze the impact of advertising on the purchase decision of consumers and determine how a person processes various sensation We took an average sample size of 100 participants and analyzed their responses to study consumer behavior. This research is both exploratory as well as illustrative. Different factors and determinants have been considered while analyzing the behavior and attitude of people toward their consumption patterns and their aspects (considering advertisements as the prominent parameter). It aided us to comprehend the extent to which people are aware of the psychology behind digital advertisements. Our major point of focus was on analyzing the impact of digital advertisements and marketing campaigns of Zomato and Swiggy. Our findings show that advertising is the most influential promotional technique. With the online era and immense reach of social media, social media promotion has become one of the most popular platforms for promotion as well. It is concluded that the audience's response towards brands, brand awareness, and sensory-stimulated advertising have a positive relationship with consumer buying behavior. Moreover, if the organization tries to analyze the consumers' perception, it can alter its products accordingly, and gain a competitive advantage.

Keywords: Digital advertisements, Online food delivery services, Consumer perception, Online consumption pattern, Consumer behavior.

1. Introduction

One of the markets' major goals is the analysis of consumer demand, which represents a near-perfect relationship between consumption patterns and buying behavior of the consumers. Today, marketers use many sources of information and communication techniques such as advertisements to communicate to highly targeted customer base via integrated marketing campaigns that are based on the strengths of existing communication tools to favorably influence the consumption pattern.

Advertising and Consumer Perception

Advertising psychology includes many different characteristics such as visual impact and message, but one of the most critical factors to consider when creating an advertisement is perception. Perception in general is the process which facilitates an individual to select, organize

and interpret stimuli into a meaningful and coherent picture of the world. Perception in advertising refers to a consumer's impression of a specific product or service that may or may not be based on facts. Determining how a person processes various sensations is also a valuable knowledge for the field of marketing. On further reading, this paper shall discuss the consumer perception of some of the food delivery apps available in India.

Analyzing the Food Delivery Industry in India

The mobile application era has thrown open a new pathway for today's marketing. The mobile application has made all traditional modes of business outdated and generated amazing new possibilities in business. Companies have changed their traditional business strategies into online marketing to suit customer needs and taste at any time. This tsunami of change can be widely

1. Department of Management Studies, SRCASW, University of Delhi

* Corresponding Author ✉ tanusha.jain@rajguru.du.ac.in

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viewed in food delivery system in India. Technology has played a key role in revolutionizing the food delivery service, it has contributed to the changes in consumer preferences as their dependency of technology has motivated them to do everything online comprising getting cooked meals delivered to their doorstep. Convenience is the prime factor to the consumers, as placing an order is as simple as a few clicks on any mobile device. The popularity of online food ordering and delivery services is steadily growing, expectations of the users are also increasing. The main players in the following domain are Swiggy, Zomato, Foodpanda, Uber Eats, EatSure, etc. Based on the market share and industry dominance, this paper will highlight the analysis of Zomato and Swiggy. This research paper is aimed to investigate consumers' views about "Analyzing how digital advertisements stimulate consumption pattern of consumers in food delivery industry" with the help of the result of a survey. The survey and its results, followed by findings and conclusions on how the consumers perceive the services can be used by the online food delivery service businesses-SWIGGY and ZOMATO to develop better strategies to market their mobile applications successfully. (Suganya et al, 2020)

2. Case of Swiggy and Zomato

ZOMATO

Introduction

Deepinder Goyal and Pankaj Chaddah founded Zomato in 2008, which has the fastest growth rate among restaurant finding websites. It was first known as Foodiebay before being renamed Zomato in 2010. It offers services including online ordering, table bookings, and management in addition to information about neighboring eateries. With 1.2 million well-known eateries and 80 million foodies per month, Zomato presently operates in 10,000 locations across 36 countries [\[10\]](#).

Marketing Strategy

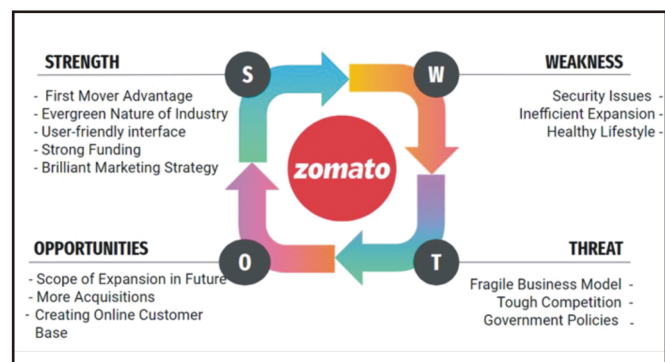
Segmentation: Zomato's demographic segmentation approach focuses on people between the ages of 18 and 35. Those who want to eat out and are interested in learning more about the places they want to visit. Working professionals who prefer to eat out but also want meals delivered to their door represent a wider target market for Zomato. Zomoland, a multi-city culinary and entertainment fair, was introduced by Zomato as part of its entry into the experiential events market. Zomato has made a huge contribution to realizing the idea that food ought to be the center of an experience, and it shares this belief.

Target: Zomato focuses on the 18–35 age group as part of their demographic segmentation strategy. People who want to eat out and want to investigate the places they want to visit. The working class, who prefer to eat out and

have food delivered to their door, has proven to be a more lucrative target market for Zomato. It plans to provide new food-related services and product lines for the delivery and eat-out markets.

Positioning: As a platform that connects restaurants, vendors, customers, food suppliers, and logistical partners, Zomato has positioned itself as such. It seeks to establish a future in which providers are cognitively informed on the precise patterns of global consumption of food and taste. An Indian teen's preferred app for eating out is Zomato. It is now required to read reviews and suggestions before eating at a restaurant, and Zomato is promoted as the app users should use to get reliable ratings.

SWOT Analysis



Strengths

- **First Mover Advantage:** One of the first businesses to launch its services in India was Zomato, which has amassed a sizable customer base of over 90 million people (about twice the population of California). People typically use Zomato App first owing to its user-friendliness.
- **Evergreen Nature of Industry:** The restaurant business is a thriving one. Industry could be affected by a slump or an economic downturn, but it will always recover because it is reliable and crucial.
- **User-friendly interface:** Zomato has already won accolades for its outstanding design and user-friendly interface. Customers can quickly and easily use it to look for restaurants nearby or at destinations you intend to visit.
- **Strong Funding:** Since the company has received excellent funding and support from numerous organizations as this brand has grown over the years, there is plenty of money available for the app's ongoing development.
- **Brilliant Marketing Strategy:** Zomato, despite being an online entity, does its marketing both online as well as offline. The Ads created by Zomato are so creative and realistic that they make an instant connection with the customers. It has a strong presence and a massive following on various social media platforms and with

its daily updates about its latest offers and discounts, it does its digital marketing superbly.

Weakness:

- **Security Issues:** Till now, the App has been hacked several times and the data of at least 17 million users (about the population of New York) was being put at risk. These kinds of security issues are like living hell for a developing internet company like Zomato.
- **Inefficient Expansion:** Since this app's launch ten years ago, when it had already established itself in 24 nations, its growth has been consistent. Despite being first in certain nations, Zomato is letting other firms establish themselves in this specific sector. This shouldn't be permitted because they are merely laying the groundwork for harder competitions.
- **Increase in Health-Conscious People:** Nowadays, people are more health-conscious and prefer less outside food. Not seeing the restaurant location and cleanliness of the place, people would hesitate to order food online. This is a big threat to the brand.

Opportunities:

- **Scope of Expansion in Future:** Zomato needs to create its base more quickly and broaden its reach to numerous additional nations. The ease with which services can be duplicated and used is a big problem in the service business. Zomato must therefore establish and grow more quickly than competitors if it wants to stay on top of the game.
- **More Acquisitions:** There are many new players emerging in this field daily, both small and big. Zomato can initiate a partnership with several of its competitors and at the same time keep an eye on the latest technologies and trends happening around to stay ahead and grow further.
- **Increase in Online Customer Base:** In the past few years, the number of smartphones and internet users has increased tremendously. And so, companies like Zomato have a very lucrative opportunity to approach new users and convert them into their customers.

Threats:

- **Fragile Business Model:** Zomato is the first one in this niche to arrive in the Indian market. There was enough scope for the firm to exploit its business model in the international market. But lately, the company business model has somewhat turned fragile. Any new tech company with enough knowledge and expertise in this field can now exploit the model.
- **Tough Competition:** As this is quite evident, the online food delivery market has very tough competition. These harsh conditions make life difficult for the company to grow and prosper.

- **Policies by the Government:** Various issues like identity theft, cybersecurity, data privacy issues, etc. have made the public aware and cautious about their online activity. Due to these reasons, the government is bringing up new policies and regulations for these internet platforms to follow. These policies really hinder the steady flow of the business model of the companies.

SWIGGY

Introduction:

The largest online food ordering and delivery service in India is Swiggy, which also leads the list of India's unicorn startups. It is a Bangalore-based firm that was founded in 2014 by Sriharsha Majety and Nandan Reddy and has now grown to include more than 100 Indian cities. Swiggy launched speedy pick-up and drop-off meal delivery services to make people's lives easier. It provides a single point of contact to make requests from a wide selection of restaurants as well as a complete meal ordering and delivery system that links foodies and local businesses.

Marketing Strategy:

Segmentation: According to demographic segmentation, Swiggy primarily targets youngsters. Teenagers, college-bound students, and office professionals who struggle to commute to their preferred eatery are included in the segmentation of ages.

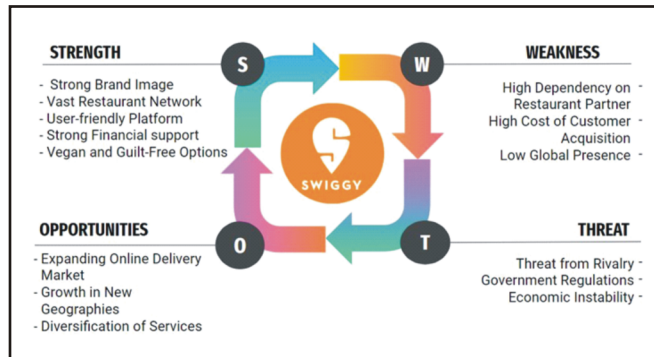
Swiggy focuses mostly on the younger generation in its demographic segmentation. The psychographic segmentation focuses on the consumer who thinks it is preferable to have meals delivered to them rather than go a long distance to a restaurant and deal with the city's heavy traffic. Swiggy caters to individuals who desire an easy way of living.

Target: Swiggy has been successful in reaching a sizable target market, and this market is made up of people with a variety of traits, ages, and behaviors. Swiggy has a sizable market to target in India, but its primary and ideal target demographic is between the ages of 18 and 35. These are the individuals who are enrolled in college, employed as professionals or business owners, leading comfortable lives, and residing in affluent areas.

Positioning: Swiggy has transformed meal delivery from being only a restaurant's outsourced arm to a successful enterprise. Swiggy's primary positioning approach is indeed an app that allows users to order meals anywhere. All Swiggy's marketing initiatives have contributed to the creation of the perception that Swiggy makes life simple and comfortable for its users, guarantees the greatest customer experience, and strives to keep every user happy with the services provided by both partner restaurants and Swiggy. It has the potential to completely alter how people eat. With only a press of a button, it connects clients with

their preferred eateries under the tagline “no customers go hungry.”

SWOT Analysis



Strengths:

- **Strong Brand Image:** Swiggy is a well-known brand in the Indian market, and its strong brand reputation is based on its extensive restaurant network and effective delivery service.
- **Vast Restaurant Network:** Swiggy offers clients a wide variety of meal options thanks to its extensive network of eateries.
- **User-friendly Platform:** Swiggy's website and app are simple to use and offer customers a seamless ordering experience.
- **Strong Financial Support:** Swiggy has received a sizable amount of financial assistance, which has enabled the business to grow and solidify its place in the market.
- **Increase in health-conscious customers:** Swiggy has a feature known as "Guilt free zone", which provides healthier options top the customers. The nutritional composition of dishes is also mentioned under the guilt free specified restaurants.

Weakness:

- **High Dependency on Restaurant Partners:** Swiggy's supply chain is heavily dependent on its restaurant partners, and any problems with these partners, such as delays or poor quality, might be detrimental to Swiggy's reputation.
- **High cost of customer acquisition:** Swiggy may experience difficulties with its profitability due to the fierce competition in India's food delivery business.
- **Low Global Presence:** Swiggy's limited global presence restricts its potential for development and growth.

Opportunities:

- **Expanding Online Food Delivery Market:** Swiggy has potential to boost its market share and earnings due to India's rapidly expanding online meal delivery

business.

- **Growth into New Geographies:** Swiggy has the chance to take its business outside of India and into other regions where there is a high demand for food delivery services, such Southeast Asia.
- **Services can be diversified** by Swiggy to include additional ones like meal planning or catering to reach a larger audience and generate more income.

Threats:

- **Swiggy faces fierce competition** from other meal delivery services like Zomato and Uber Eats, which could have an influence on the market share and profitability of the business.
- **Government Regulations:** The Indian government has put restrictions on the profitability of online meal delivery services by regulating the commissions that platforms can charge businesses.
- **Economic Instability:** Consumer spending on food delivery services can be severely impacted by economic instability, such as inflation or recession, which might hurt Swiggy's revenue and profitability.

Customer Perception of Swiggy and Zomato

While Swiggy and Zomato may be perceived similarly by customers in certain ways, it's crucial to remember that each platform has its own features and characteristics that might affect how users perceive them.

For instance, Swiggy has built its name on offering a quick and dependable delivery service and largely concentrates on food delivery. Zomato, in comparison, functions primarily as a restaurant finding platform that also provides delivery options for food. Consumers may view Swiggy favorably if they value quick delivery and a large range of restaurants, whereas Zomato may be preferred by those who value restaurant discovery and a varied food menu. (Chandrasekhar et al, 2019)

The consumer perception of Swiggy and Zomato can differ based on several factors, such as -

- **Restaurant selection:** When compared to Swiggy, Zomato offers a bigger variety of eateries and cuisines. Those who are searching for a wider selection of meal options may find Zomato to be a more appealing choice as a result.
- **User experience:** Zomato and Swiggy both have a user-friendly interface, although there may be differences in the organization and navigation of respective services. Consumers may view a platform more favorably if they find it simpler to use than the competition.
- **Pricing:** Delivery charges, order minimums, and restaurant commissions are just a few of the variables that might affect how much Swiggy and Zomato

charge. If Swiggy offers lower delivery rates or cheaper options from their favorite restaurants, customers who emphasize affordability may have a more favorable opinion of Swiggy.

- *Customer service*: How well customers are treated can affect how they are perceived. Consumers who have received prompt and helpful responses to their questions and problems from Swiggy or Zomato's customer care may have a more favorable opinion of the platform.

Ultimately, depending on personal interests and experiences, consumers' perceptions of Swiggy versus Zomato may differ. Even though both platforms provide meal delivery services, different client segments may find their offerings and attributes appealing, which can cause perception gaps. (Saxena, 2019)

3. Literature Review

Manoj Kumar Sharma (2014)

The authors examine post-purchase regret, decision-making complexity, and information overload as some of the reasons for cognitive dissonance in the context of consumer purchasing behavior. Also, they look at the methods consumers employ to lessen cognitive dissonance, like acquiring more knowledge, changing their ideas or attitudes, or avoiding information entirely. Overall, the report offers insightful information about the part cognitive dissonance plays in consumer purchasing behavior and identifies tactics that marketers may use to deal with this issue and increase customer happiness and loyalty.

Dr. Mitali Gupta (2019)

Elucidated the study on Impact of Online Food delivery app on Restaurant Business special reference to Zomato and Swiggy. It also states the revolutionized impact of technology on the Food Delivery Industry. Did a comprehensive study on Zomato's and Swiggy's vision, success factor in terms of sales and savings, Marketing Strategy and Customer Experience. Also, they explain how a technically developed online food ordering system has changed the restaurant's culture drastically and gives a new amazing comfort zone to people across the globe. Organizations that know about the colossal potential for development may wander straight in, yet just the fittest will endure. It has also illustrated the positive and negative effects of food delivery apps on restaurants. This study has been extremely useful in understanding the overall domain and how its correlation with Swiggy and Zomato.

Hudak, Martin & Madleňák, Radovan & Brezániová, Veronika. (2017).

This paper helped in determining the tools that the companies use to influence the consumer's perception. The aim of this article is to scan and measure consumer

perception. The goal of this article is to identify, measure, and compare the impact of visual advertising on potential customers which helped in deriving conclusion pertaining to the respective food delivery apps discussed above. In the conclusion of this article, the consumer's perception of different advertising campaigns of swiggy and Zomato is compared and evaluated.

Anupriya Saxena (2019)

This paper focuses upon the conceptual study of the online food delivery applications in India and upon the analyses, gave the insight about emerging innovative technologies in restaurant industry and strategies followed by online food startups like Zomato and Swiggy. From this research paper, the reader could understand drivers of online food sites, different services given by application that makes consumers happy and satisfied and comfort and convenience which makes consumer more inclined towards online food ordering.

Natarajan Chandrasekhar, Saloni Gupta & Namrata Nanda (2019)

This paper reveals how consumer perception plays a crucial role in understanding the decision-making process of the consumers. The purpose of the study was to determine the impact of online food delivery services like Swiggy, Foodpanda, Zomato, etc., on consumers. The result of this paper showed that the consumers mostly prefer uniqueness in terms of price, quality, and delivery. From a managerial perspective, the paper contributes to understanding the consumers in a broader way. Based on the study of consumer perception, it has helped in examining various factors like preference, reliability, liking, etc. related to consumers adding novelty to this research.

V. Suganya, S. Nazira Begum, S. Manikandan (2020)

The research primarily aims at highlighting the level of influence exerted in the people living in different geographic locations and the effects of different advertising forms on them. According to the literature, advertising and online meal delivery services have a big impact on consumer behavior and way of life. Further study is required to determine the scope of this impact and to pinpoint mitigation options for any unfavorable outcomes.

4. Research Methodology

The objective of this project is to understand and analyze the impact of advertising on the consumption pattern of consumers. It aided us to comprehend till what extent people are aware regarding the psychology behind digital advertisements. We have also tried to figure out their perspective in terms of the technique which may have an influential impact on their decision making.

Our major point of focus was on analyzing the impact of advertisements and marketing campaigns of Swiggy and

Zomato on the purchase decision of the consumers as well as their consumption pattern.

We took an average sample size of 100 participants and analyzed their responses to derive a conclusion.

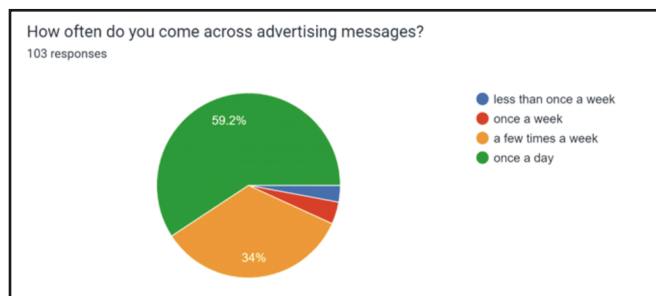
This type of research is both explanatory as well as illustrative. The major proportion is of objective questions. Different factors and determinants have been considered while analyzing the behavior and attitude of people towards their consumption patterns and its aspects (considering advertisements as the prominent parameter).

The multiple choice-based questionnaire was floated, and the results were therefore analyzed. Findings and conclusions are presented in the form of pie-charts and bar graphs and thereafter analyzed in a structured way.

Also, extensive research was done to interpret the influence of advertisements on the consumption pattern of consumers.

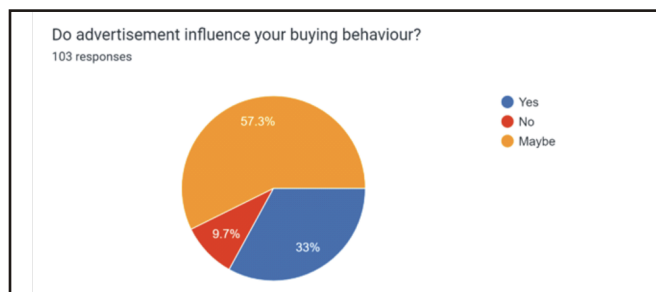
5. Findings and Analysis

1. How often do you come across advertising messages?



In the above question, we analyzed how often one comes across advertisements or advertising messages. After analyzing we found that most of the respondents, that is, **59.2%** of the people come across advertisements at least once a day, **34%** are subjected to advertisements only a few times a week, whereas **3.9%** of the people come across advertisements only once a week and **2.9%** of people come across advertisements less than once a week. *Thus, according to our research, we can conclude that the major strata mostly come across advertisements at least once a day.*

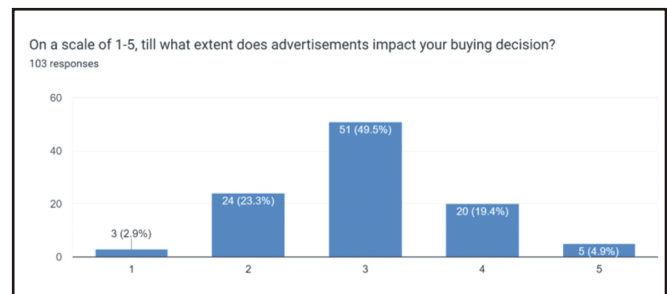
2. Do advertisements influence your buying behavior?



In the above question, we wanted to analyze whether

advertisements affect the buying behavior of consumers. After analyzing we found that most of the respondents, that is, **57.3%** of the people are partly affected by the advertisements, **33%** are surely influenced by the advertisements whereas, **9.7%** of the people's purchase decisions are not influenced by advertisements. *Thus, according to our research, we can conclude that the major strata do consider advertisements but finally, make their informed decisions before buying.*

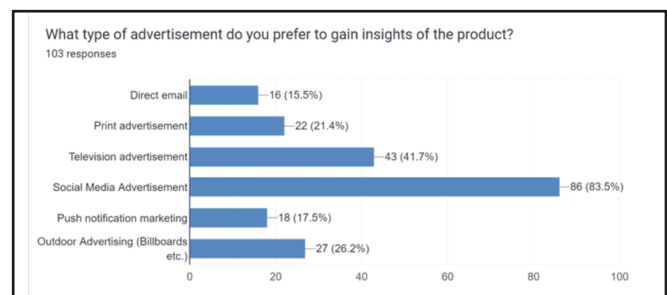
3. On a scale of 1-5, to what extent do advertisements impact your buying decision?



In the above question, we wanted to analyze the extent of advertisements that impact the buying decision of consumers. According to our research, we found that on the scale of 1 to 5 most respondents, i.e., **49.5%** of the people selected scale 3, which means that advertisements do impact the buying decision of consumers. **2.9%** and **23.3%** of the people selected scale 1 and scale 2 respectively which shows that advertisements do not impact the buying decision of these consumers. On the other hand, **19.4%** and **4.9%** of the people selected scale 4 and scale 5 respectively which shows that advertisements impact their buying decision.

Thus, as per our research we can conclude that advertisements impact the buying decision of consumers.

4. What type of advertisement do you prefer to gain insights of the product?



Through the given question, we wanted to analyze the type of advertisement people prefer to gain insights of a product. These advertisements include Direct emails, Print Advertisement, Television Advertisement, Social Media Advertisement, Push Notification Marketing, Outdoor Advertising, etc.

Let's first discuss about these advertisements:

Direct Email: It is a type of marketing in which email messages are distributed to prospects directly. This marketing strategy aims to improve connections with clients as well as offer goods and services.

Print Advertisement: Advertisements that are published in print form in publications (newspapers, magazines, journals, leaflets, fliers) that your target audience is likely to read.

Television Advertisement: Creating and broadcasting television ads with the intention of promoting a good or service is referred to as the process.

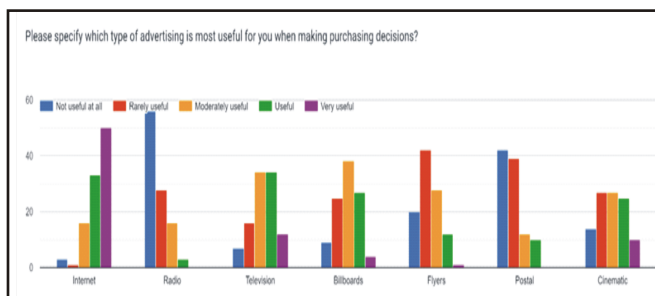
Social Media Advertisement: It is a sort of digital marketing that uses social media platforms like Facebook, Twitter, and Instagram to send sponsored advertisements to your target demographic.

Push Notification Marketing: It describes the process of disseminating marketing messages by "push" technology, which can be done on both desktop and mobile devices.

Outdoor Advertising: It is the type of advertising that Consumers are exposed to when they are away from their homes. This includes billboards, wallscapes, and posters seen while "on the go".

According to our research, we could identify that most of the audience, i.e., **83.5%** of the people gain insights regarding a product through Social Media Advertisements. Television Advertisement (**41.7%**) and Outdoor Advertisement (**26.2%**) follow the list after Social Media Advertisement. The remaining audience get insights of a product through other types of advertisement. **Thus, as per our study, we conclude that the majority of people gain insights regarding a product through social media. This shows that social media advertisements have a significant impact on consumer behavior.**

5. Please specify which type of advertising is most useful for you when making purchasing decisions.



In the given question, we have mentioned the prominent types of advertising i.e., Internet, Radio, Television, Billboards, Flyers, Postal, Cinematic. First, let's understand them one by one:

- **Internet:** a global computer network that provides a variety of information and communication services

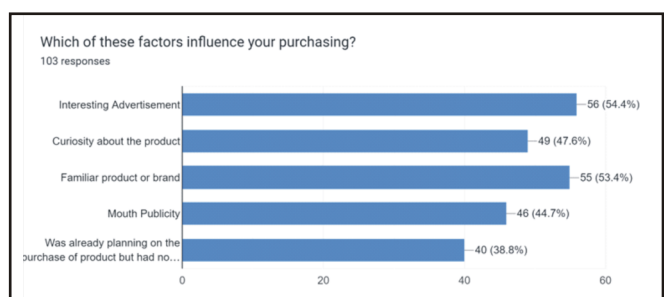
and is made up of interconnected networks that use standardized communication protocols

- **Radio:** a form of sound communication that transmits music, news, and other programs from a single broadcast station to many individual listeners equipped with radio receivers
- **Television:** a system for transmitting visual images and sound that are reproduced on screens, chiefly used to broadcast programs for entertainment, information, and education
- **Billboards:** a large outdoor board for displaying advertisements; a hoarding
- **Flyers:** a type of print advertisement that promotes a product, service, or event on a single sheet of paper
- **Postal:** of or relating to the mails or the post office
- **Cinematic:** relating to the cinema

According to our research and given statistics, the **Internet** is found to be '**very useful**' by most of the audience. **Radio** has been opted as '**not useful at all**' by the major strata. **Television**, majorly, has received an equal number of votes ranging from '**useful to moderately useful**'. **Billboards** hold a '**moderately useful**' edge in impact on purchasing decisions. The majority chose **flyers** as '**Rarely useful**'. **Postals** range from '**not useful at all**' to '**rarely useful**'. **Cinematic** has combinedly received votes for **all** the ranges provided.

To conclude, the Internet has been the tremendous usage tool which causes genuine influence and most wide impact on consumers when they are purchasing a product or seeking a service. The main reasons for the same can be - easy accessibility, most convenient, widely used and freely available. It can be accessed at any time and from anywhere in the whole wide world when a consumer is confused between a product or service, wants to gain insights about the respective product, service, or brand. It is the most efficient and effective tool. After all, we all have Google as our search engine!

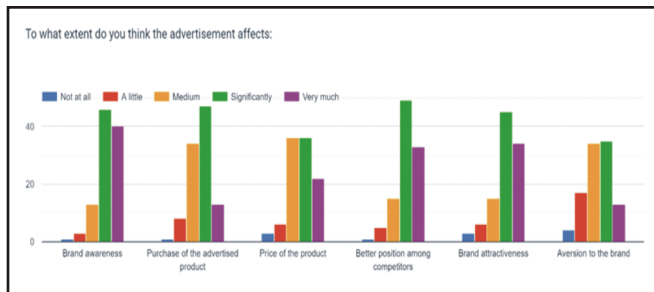
6. Which of these factors influence your purchase?



The above question aided us to analyze which of the following factors the people keep in mind while making a purchase. On analysis, we found that the majority, that is

54.4% of the people are influenced by interesting advertisements which induces their purchase, almost close to it by 53.4% is the factor of prior brand awareness or loyalty. 47.6% purchase a product out of curiosity. 44.7% of the audience are influenced by the word of mouth that prompts a purchase. And at last, 38.8% of the people are prompted to purchase due to an emergence in a prior need or demand. **Thus, we can conclude that most people tend to get inclined towards an interesting advertisement while making a purchase.**

7. To what extent do you think the advertisement affects?



Brand awareness: It is the extent to which consumers are familiar with the image or the qualities of brands of goods or services.

Better position among competitors: It is how a certain company differentiates its products from those of the competitors.

Brand Attractiveness: It is a brand's ability to attract customers and influence their willingness to buy.

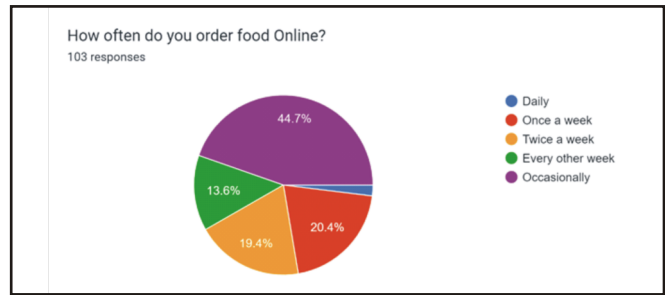
Aversion to the brand: It is the opposite to Brand Loyalty. It can be defined as the distrust or dislike towards a brand based on past experiences.

In this question, we wanted to analyze the extent to which advertisement affects the consumer behavior of the consumer in different aspects.

We found that in the case of **brand awareness**, people are **'significantly' to 'very much'** affected by advertising campaigns. While in the case of the **Price of the Product**, our audience is **'Medium-Significantly'** affected by the advertisements.

We could observe that most people's decision to **purchase a product** is **'Significantly'** affected by advertisements. We could study that advertising **provides an upper edge** to the company **over its competitors** present in the market. Advertisement and promotional campaigns make a brand look **more attractive and appealing** to the customers hence the customers prefer to buy from the brand. **Aversion** to a brand is **medium-moderately** based on the advertisements as it is **majorly influenced by the past experiences of the customers or due to Word of Mouth.**

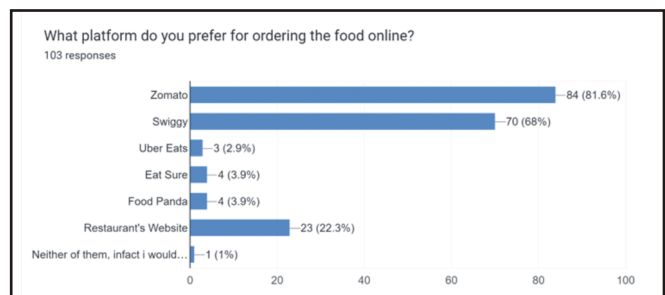
8. How often do you order food online?



With the help of the above question, we wanted to ascertain the frequency of the customers in ordering the food online. We could identify that **44.7%** of the respondents i.e., almost half of the people order occasionally. Around **20%** order online twice a week. Only **1.9%** of our respondents order daily.

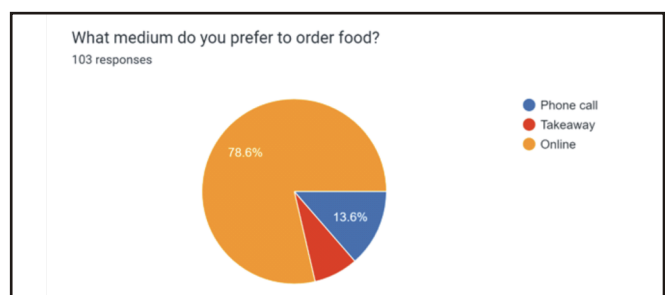
Thus, according to our research, people are aware of the consequences of eating outside food, thus, they prefer its intake occasionally.

9. What platform do you prefer for ordering food online?



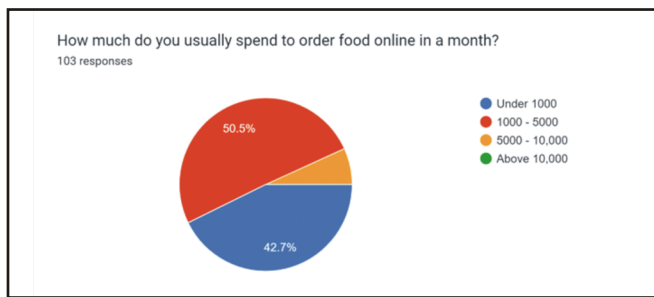
The above question aided us to tap the platform which our audience mostly uses to order food. As there are different platforms of ordering food online like Zomato, Swiggy, Uber Eats, Eat Sure, Food Panda, etc. We found that the majority, that is **81.6%** of the people prefer ordering from Zomato, while **68%** of the people prefer Swiggy for ordering food. **22.3%** of the audience orders directly from the Restaurant's Website and the remaining audience use other platforms. **Thus, we can conclude that most people tend to use either Zomato or Swiggy for ordering food.**

10. What medium do you prefer to order food?



The above question aided us to tap the medium which our audience mostly uses to order food. As there are different mediums of ordering food like - Online (apps and personal websites), Phone calls and takeaways. We found that the majority, that is **78.6%** of the people prefer the online mode, including websites and applications to order food. **13.6%** of the people preferred ordering via phone calls, and **7.8%** of people preferred takeaways i.e., picking up the food directly from the restaurant. Thus, we can **conclude** that '**Online**' medium is the **most feasible, convenient, suitable, and economical mode** which the majority chunk prefers to order their food.

11. How much do you usually spend ordering food online in a month?



Through the given question, we wanted to analyze the approximate monthly expenditure on online food ordering of our audience under study. According to our research, we could identify that almost half i.e., **50.5%** of the people spend approximately rupees 1,000-5,000 in a month on ordering food, which is a very mediocre range for online food ordering if we consider them from a middle-income group. Whereas **42.7%** of people spend under 1,000 rupees monthly. There is a small proportion, that is, **6.8%** of the people who spend around 5,000-10,000 rupees monthly on ordering food, which might belong to a relatively higher income group of people. Thus, as per our study, we **conclude** that people are likely to spend and are comfortable to invest a mediocre range of 1,000-5,000 in ordering the food online. **This shows their willingness, affordability and trust in their respective brands and restaurants.**

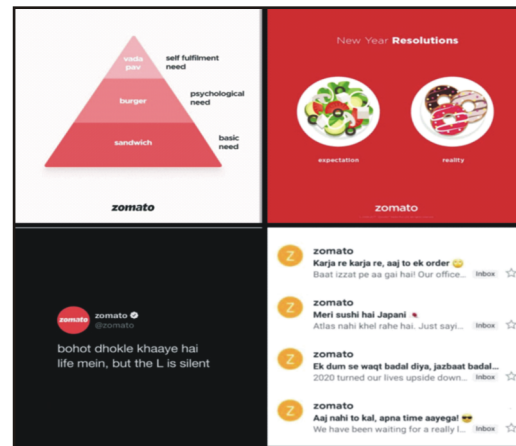
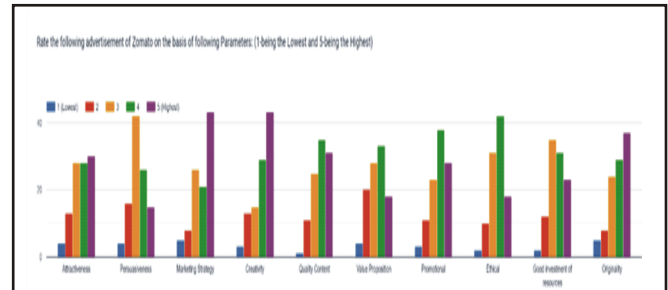
12. Do you seek discounts while ordering food?



Through the above question, we wanted to analyze whether consumers seek discounts while ordering food or

not. After analyzing this we found that most of the respondents, that is, **88.3%** of the people, seek discounts. On the other hand, **8.7%** of the people partly look for discounts while ordering and the remaining **4%** do not seek any discounts. **Thus, according to our research, we can conclude that the major strata seek discounts while ordering food.**

13. Rate the following advertisement of Zomato based on following Parameters: (1-being the Lowest and 5-being the Highest)



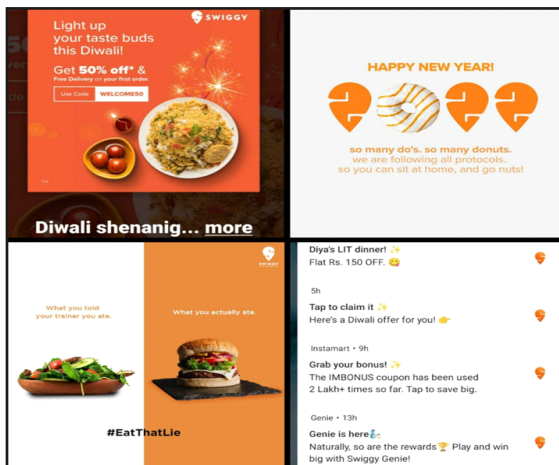
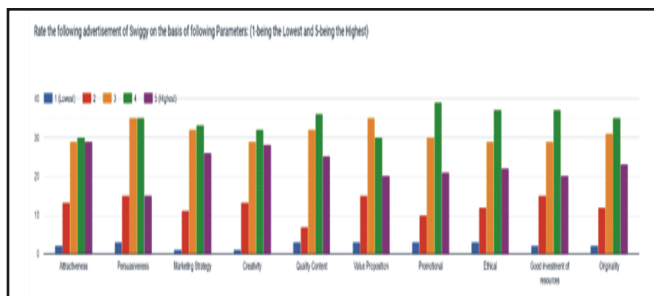
Parameters	1	2	3	4	5
Attractiveness	4	13	28	28	30
Persuasiveness	4	16	42	26	15
Marketing Strategy	5	8	26	21	43
Creativity	3	13	15	29	43
Quality Content	1	11	25	35	31
Value Proposition	4	20	28	33	18
Promotional	3	11	23	38	28
Ethical	2	10	31	42	18
Good investment of resources	2	12	35	31	23
Originality	5	8	24	29	37

The data represents the number of respondents who have filled in the form and have marked the respective parameters of Zomato's Advertisements that we have attached above, on the scale of 1 to 5 to the best of their knowledge.

(1 being the LOWEST and 5 being the HIGHEST)

The highlighted values in each row represent the number of respondents who by seeing the attached advertisements of Zomato in the survey provided us with the insights as to which parameters cause an imperative impact on the purchase decision as well as the consumption pattern of consumers.

14. Rate the following advertisement of Swiggy based on following Parameters: (1-being the Lowest and 5-being the Highest)



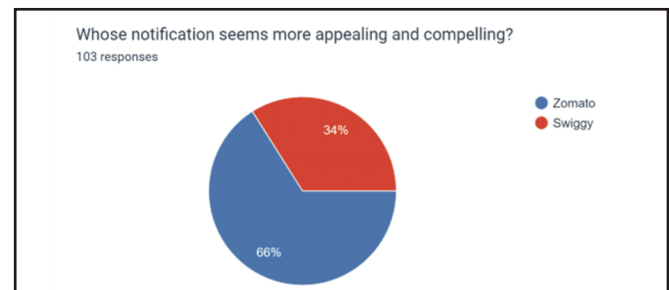
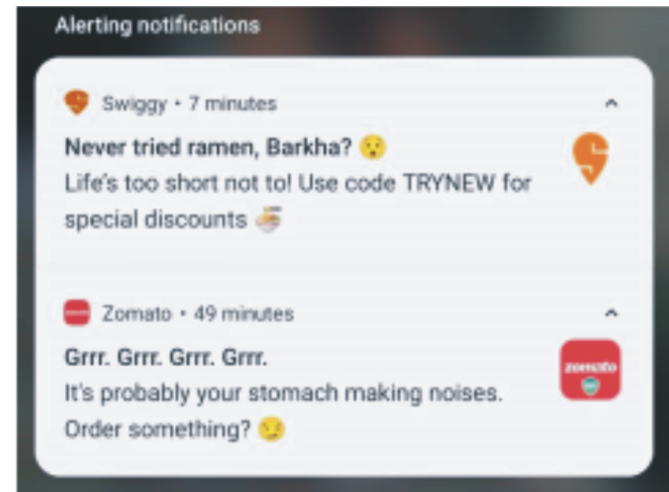
The data represents the number of respondents who have filled in the form and have marked the respective parameters of Swiggy's Advertisements that we have attached above, on the scale of 1 to 5 to the best of their knowledge.

(1 being the LOWEST and 5 being the HIGHEST)

The highlighted values in each row represent the number of respondents who by seeing the attached advertisements of Swiggy in the survey provided us with the insights as to which parameters cause an imperative impact on the purchase decision as well as the consumption pattern of consumers.

Parameters	1	2	3	4	5
Attractiveness	2	13	29	30	29
Persuasiveness	3	15	35	35	15
Marketing Strategy	1	11	32	33	26
Creativity	1	13	29	32	28
Quality Content	3	7	32	36	25
Value Proposition	3	15	35	30	20
Promotional	3	10	30	39	21
Ethical	3	12	29	37	22
Good investment of resources	2	15	29	37	20
Originality	2	12	31	35	23

15. Whose notification seems more appealing and compelling?



In the above question, we analyzed out of Swiggy and Zomato whose notifications are more compelling based on the image shown to them. After analyzing we found that most of the respondents, that is, 66% of the people, find Zomato's notifications more compelling, whereas 34% of the people prefer Swiggy's notification over Zomato. Thus, according to our research, we can

conclude that the major strata find Zomato's notifications more compelling.

6. Conclusion

The objective of advertising is to persuade people to buy a product they had never considered before. Ads work by using psychology to influence how people think and feel about a product or service. Advertisements can capture consumers' attention, which increases their perception and builds a belief in the brand and its product. If the consumer has a positive perception and belief in the product, he or she will almost certainly buy it.

The purpose of our survey was to know the influencing factors, buyer's perceptions, needs, positioning of various attributes of different online portals in their mind and overall satisfaction towards online food delivery services. According to the responses to the survey, most of the respondents have shown their inclination towards Zomato as they find the advertisements by Zomato more compelling. These advertisements affect their perception of the brand thereby affecting their buying behavior. With the online era and immense reach of social media, social media promotion has become one of the most popular platforms for promotion as well. It is concluded that the audience's response towards brands, brand awareness and sensory stimulated advertising have a positive relationship with consumer buying behavior.

Zomato has been recognized by customers as a highly active online food delivery service with excellent promotional offers and courteous delivery staff, leading to higher customer satisfaction than Swiggy. Zomato places a great emphasis on data-driven operational and commercial efficiencies, such as delivery time prediction, logistics optimization, ad distribution, and supply prioritization. This is one of the main reasons for their success. The use of Twitter and Instagram in Zomato's social media marketing campaigns has also aided in the company's establishment of a global footprint. Swiggy may increase its customer effect by using marketing strategies, high-quality content, and customized advertising campaigns. These elements have a significant impact on consumer patterns and behavior.

7. Suggestions

On analyzing Zomato and Swiggy in terms of their advertising, we discovered that Zomato emerged as the dominant player. We noticed that Swiggy primarily focuses on outdoor marketing, such as billboards and hoardings on streets, but it should also diversify its marketing presence to online platforms. Instead of solely focusing on meme and moment marketing, Zomato should include its partners and food outlets in its advertising.

Moreover, as we observed that there is hardly much reach of both the platforms in rural areas, hence the brands can use aggressive advertising to take advantage of the

expanding technical opportunities to various rural areas. Apart from this, fake review systems occasionally exist on platforms. By implementing a reward-based system, the brand must confirm the veracity of such reviews. These online food delivery platforms must continue to innovate. They should be updated with new features like virtual tours of eateries. Live video shots from café/pubs can be uploaded if some famous band is performing over there. The brand should build on its most used aspects.

Since sense modalities can influence users' experiences and make it possible for them to learn from adverts, we advise using sensory-stimulated advertising to change consumer purchasing behavior. We advise conducting in-depth research on the target audience to understand their consumption patterns and purchasing habits to ensure effective advertising. Since customer patronage is heavily influenced by emotion, we advise focusing greater effort on emotion-related advertising.

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9. Appendix

