

TO STUDY THE IMPACT OF SOCIAL MEDIA MARKETING STRATEGIES ON RESTAURANTS IN SPECIAL REFERENCE TO MAJOR ONLINE FOOD DELIVERY APPS (SWIGGY & ZOMATO)

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ABSTRACT

Online Marketing was introduced not so long ago. The sector started to grow its roots in the early 2000. Online marketplace was considered into "Service Industry" and not classified as an individual sector, like it is today. Besides, it wasn't even equally distributed globally. People in the eastern countries were far from it. Then in the mid-20th century came in the revolution of the internet, data was made accessible to mostly everyone and people globally started to rely on it.

With this revolution the marketplace was created online and it witnessed a boom after that. The growth of supply and demand chain not only stayed globally but it reached to the microlevel, in such a way that people relied on internet marketplace to buy and experiment with products of nearly every sector.

And soon, the phenomenon to market products on this "marketplace" became so effective that today it is known as an individual sector called "e-commerce".

The recent advancement of online marketing tactics has transformed the landscape of the restaurant business globally. Due to this the adoption of web-based food ordering applications gained its pace in the foodservice industry. This online food services approach has not only boosted the business of the industry but also fulfilled the needs of the customers at better ease to access food services, convenience and affordable costs.

Moreover, with the constant extensive and strategic efforts of social media marketers, post pandemics of online food ordering has changed the entire scenario of the online food industry. Therefore, this research paper has framed objectives that will study the impact of social media marketing on restaurants in special reference to online food delivery apps like Swiggy and Zomato. Also, the research paper will analyze the effect of social media advertising on the restaurant business and its influence on customer purchase patterns.

Keyword: - Social media¹, Social media marketing², Online marketing strategy³, Food delivery⁴, Online food delivery apps⁵, OFD⁶, OFDA⁷ Food technology⁸, Factors influencing online food ordering⁹, Customer purchase

*pattern*¹⁰, *Customer purchase behaviour*¹¹, *Influencing factors*¹², *Social media marketing strategies*¹³, *Swiggy*¹⁴, *Zomato*¹⁵

1. INTRODUCTION

For a restaurant business to succeed, what are the most essential things? Quality? Varieties of cuisines? Customer services?

All these factors play a crucial role in the success of your business, but the most critical factor now is convenience (visibility & reachability). Food can now be ordered wherever and whenever it suits you. From the comfort of their couch, they can enjoy a superb dining experience. It has become more convenient for customers to evaluate the experience and compare services sitting at their homes. Today, these food delivery apps have bridged the gap between the customers and the restaurant. And all these were possible due to the evolution and acceptance of social media. Due to its innumerable advantages and exceptional promotional strategies, today the entire nation is enjoying the benefits of online food delivery apps. As a result of which, customers have increased the usage of online food delivery apps. Moreover, with penetration in the restaurant industry up by 300%, one cannot afford to miss out on this trend. So, if you own a restaurant, implementing an online ordering system could make ordering convenient from your restaurant, experience your services, and enhance your brand value. Thereby, you remove all physical obstacles between you and your customers, making it easier for them to order food from you.

2. OBJECTIVES

1. To study the concept of online food delivery applications.
2. To understand the social media strategies of both the food delivery apps. i.e., Swiggy and Zomato.
3. To identify the inclination factors of customers in ordering food from Swiggy and Zomato.

3. RESEARCH METHODOLOGY

This paper focuses on the comparative analysis of the two leading online food delivery apps and their influence on social media strategies on the restaurant business. Also, the paper highlights some of the crucial factors impacting customers' ordering preferences. Below, the research paper consists of some statistics and figures that are collected from official sites and social media handles of Swiggy and Zomato. As well, as different websites, articles, news feeds, journals and a few more secondary sources. So, the research is exploratory in nature.

4. BACKGROUND

The evolution of online food ordering system has changed the restaurant's culture drastically. This has resulted an amazing comfort zone to consumers globally. Similarly, in today's era, if one wants to dominate the food industry, a presence on social media platforms is a must. Nowadays, you will not only find any fashion & apparel business airing on social media, but also, restaurant businesses. Through social media channels, restaurants are able to exchange information and new ideas.

Today, social media is the most influential networking & promotional tool. That's because social media platforms are advancing every day. Sometimes managing social media platforms can feel overwhelming and but when it comes to real-time marketing it can prove quite challenging due to ever-emerging trends and competition. Platforms such as Instagram, Facebook, Twitter, and YouTube can offer restaurants with promotional content in the form of blogs, images, videos or vlogs. Therefore, to plan and implement an effective online marketing strategy you can observe organizations taking assistance from online marketing experts, digital marketing agencies or potential influencers.

The beauty of social media techniques has shown fruitful results in inclining the reputation of the brand, building new relationships, maintaining loyalty with the existing customer base and generating more revenue.

The success of any restaurant business depends on how well they execute their marketing strategy; this research paper highlights some of the social media platforms restaurant owners have opted to run their restaurant ads at.

Social media has marked a never-changing impression not only in the restaurant industry but also in industries like transportation, healthcare, education, lifestyle, travel & tourism, real estate, fashion and beauty and more.

Today, there are over 8,500 restaurants in the Pune region, where out of approximately 75% of the restaurants are active on social media channels and offering their services via brand-centric food ordering apps or common food portals like Zomato, Swiggy or more.

4.1 Overview of Online Delivery Platform

Software and platforms that enable a business to receive online orders and provide their products with quick delivery through an efficient distribution system are called online delivery platforms.

In order to make food deliveries faster to consumers at their doorsteps, it leverages disruptive technologies such as Artificial Intelligence, machine learning, and GPS tracking.

The app allows a user to sign up, search for a product, select and place an order and proceed for payment online or offline. The system then locates and matches delivery personnel to fulfil the delivery as soon as possible. This integration provides customers and businesses with the ability to track the exact location of the deliver executive and rate their delivery experience. All operations are executed seamlessly in a Hi-tech integrated software.

4.2 Defining Online Food Delivery Application

In general, an online food ordering system refers to software that allows restaurants to place and manage online orders.

There are generally two components to online ordering systems. Firstly, customers can view and order dishes online through a restaurant's website or mobile app. Secondly, restaurants have access to an admin management interface to receive and manage customer orders.

Listing major online food delivery apps in India are as follows:

- Zomato
- Swiggy
- UberEats and others.

4.3 Concept of Online Food Delivery Apps

The on-demand food delivery apps allow diners to order food items from nearby restaurants and food outlets at their convenience. Once an order is placed, the status of the food delivery agent can be tracked through the app. Restaurants provide all information to customers about their menus, ingredients, cost for easy selection and access. The most famous examples of such online food delivery apps would be Zomato and Swiggy.

Sketching the online food delivery process below:

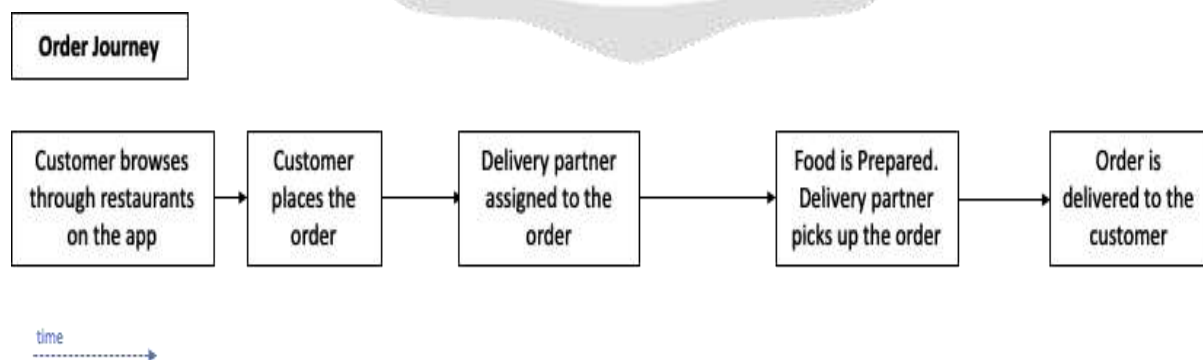


Fig -1: Online Order Process

The variety and convenience of the food portals have made them popular among all. Apparently, everyone is amazed at the ease and immediate availability of food delivery via apps like Zomato and Swiggy. As a result, ordering groceries from your app has exhausted the revenue of the mom-and-pop stores or the traditional 'kirana'.

Just one click and food is delivered at your doorsteps!

4.4 Online Food Delivery Apps are Beneficial to Customers for Several Reasons:

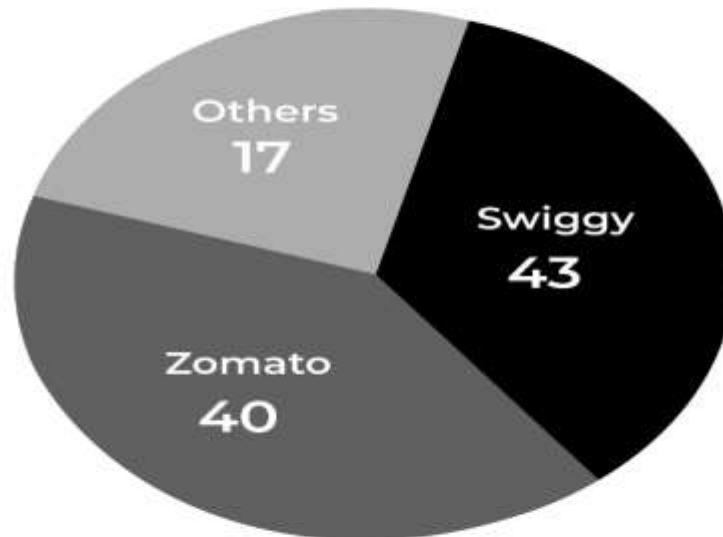
- Catering to new food niche
- 24/7 Availability
- It's fast, easy and comfortable
- Managing a menu online is easier
- Makes the ordering process easier
- Easy access to countless restaurants and cuisines
- Less hassle
- No more long lines to place an order
- Ordering from anywhere and at any time is convenient
- A variety of payment options are available
- Loyalty points can be used for better savings at certain locations
- A great application to eliminate sedentary lifestyle habits
- Workaholics can breathe a sigh of relaxation
- Better deals & services are available
- Increased price transparency
- Enhanced cashless experience
- People from remote places can place an order
- Extra perks in the form of offers and discount coupons

4.5 Online Food Delivery Apps are Beneficial to Restaurants for Several Reasons:

- Catering to new food niche
- Efficient customer and order management
- When ordering from an app, customers take more time to make a decision, which results in higher spending
- Restaurants can increase productivity and accuracy by handling orders with greater accuracy
- Retention of customers and repeat business are easier with loyalty programs
- Rather than opening registers and ordering notebooks, it's easier to check the restaurant's cash flow
- Improved efficiency and lesser running costs
- Free and cheap marketing to stay ahead of the competition
- Better customers data
- Greater reach

*The figure below will give you an understanding of the market share of Indian food tech companies in the month of December.

Indian Food Tech Companies Market Share by Orders in December



Breakdown of 100 million orders

Fig -2: Indian Food Tech Companies Market Share Breakdown in December

5. Overview of Social Media Marketing

Social media marketing (SMM) is the process of promoting a company's products and services through social media strategies, networks and tools. Creating and publishing high-quality content, listening and interacting with your followers, running social media ads to engage your targeted audience and analyzing your results is part of this process.

Through social media marketing, you connect with your audience to increase sales and drive website traffic, build your brand, and build your brand awareness. The analytics tools that are part of social media marketing allow marketers to track their effectiveness. Hence, the purpose of social media marketing is to engage with customers and attract new ones as they promote their cultures, missions, or tones.

Today, the majority of social media marketing is conducted through platforms such as Facebook, Twitter and Instagram.

A business can now use social media in a variety of ways. Social media is no longer just a place to broadcast content. Through social media, they began to market their products and reach out to a wider audience base to gain attention for their interests. This is because these sites can influence consumer behaviour. By taking advantage of social media platforms, marketers can employ a wide range of strategies and tactics to promote content and increase engagement. A number of social networks allow users to provide demographic, geographical, and personal details,

making it possible for marketers to tailor their messages to users' preferences. As a result, society's functioning, as well as our relationships, has changed significantly.

5.1 Impact of Social Media Advertising on Customer Purchase Pattern through Food Delivery Apps

In relation to consumer decision-making and buying behaviour patterns influenced by social media, this study explored the impact of social media platforms and brand awareness. Additionally, the study also illustrates how the food delivery apps successfully implemented online marketing strategies and how those strategies positively impacted their business. Compared to the previous financial year, Swiggy spent Rs 778 crore on advertising and marketing in FY19 [15]. Whereas, Zomato's advertising and promotion costs surged to Rs 1214 crore in FY19 which is 15 times more than previous year [16].

Therefore, with continued offline & online marketing strategies, the two giants stand with noteworthy market share.

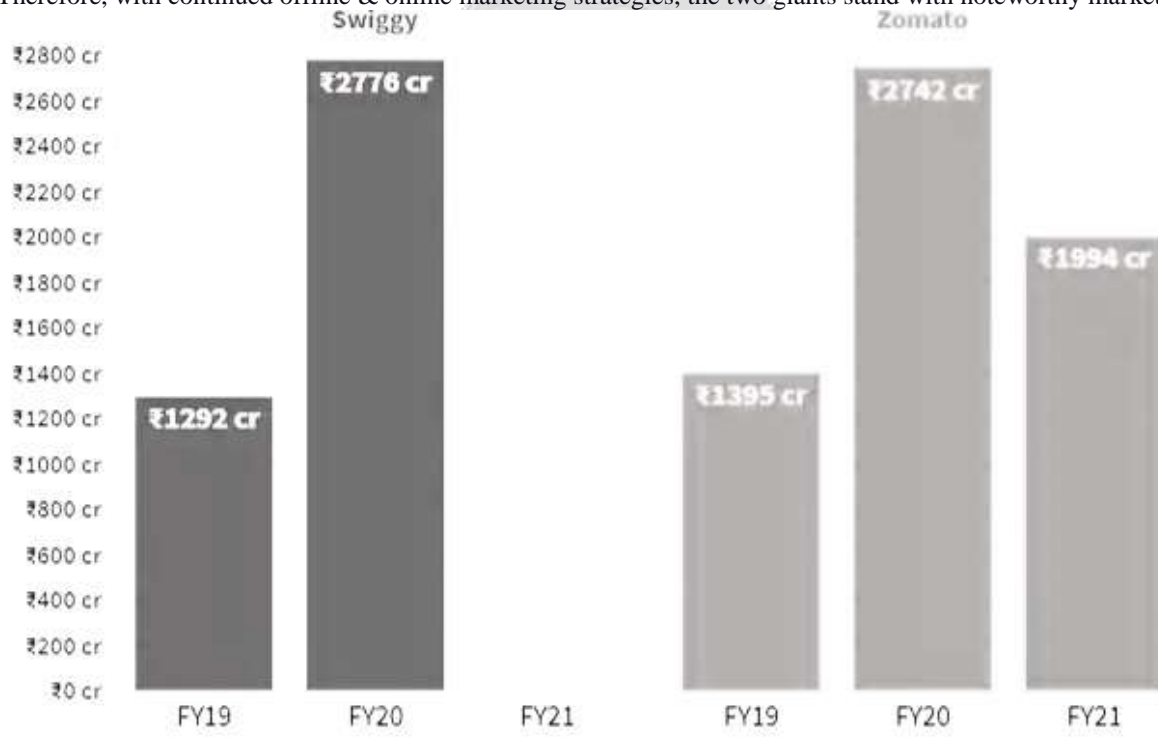


Fig -3: Market Share of Swiggy and Zomato (FY19- FY21)

*Image Source- businessinsider.in

According to surveys undertaken by the Interactive Advertising Bureau and Viggle, approximately 70% of consumers order food online using a smartphone. Platforms such as Facebook, Instagram, Twitter and others are increasingly helping food delivery brands gain awareness, influence purchase decisions, and eventually gain loyal customers through repeat purchases. It has influenced both the consumer and the restaurant owners. However, most of the business entities should know the right ways to utilizes these social media platforms to its increase their business performances. The study has highlighted the strategies of various social media platforms to create brand awareness for online food delivery applications. Additionally, the research mentioned that how the consumers are getting inclined towards Zomato and Swiggy. They are integrating engaging posts, stories, reels and short videos to influence the purchase pattern of the consumers. Social media advertising can be both in the form of organic and sponsored. These promotional activities can also involve tagging of the most popular restaurant, delicious cuisines, customer’s feedback, trending meme or news with the food items, running contests and more.

To attend not particularly in hotel and restaurant industry, but every industry it is important to thoroughly study the perception, purchasing behaviour, psychological factors, purchase intention of the consumers. Therefore, it is

necessary to determine consumer's perception towards social media promotion activities and how it influences their preferences to order food online. A user can share their status and upload photos to express what type of food they prefer, the mediums through which they order food, the influential factors and ads on social media that interest them to order and how they feel after ordering them. Consumers while sharing these types of posts or reviews helps the restaurant owner to understand their food preferences, purchase behaviour and the mediums through which they generally opt to offer. Later after assembling the collected data and evaluating the analytics, further social media promotions are planned accordingly.

A variety of photos are shared on social media to attract and inform others about the brand and their services. Social media is a popular place for people to share pictures of their food. As a result of seeing this picture, other social media users will be attracted to comment, try the food, visit the restaurant, or use online ordering. Different people, different perceptions. Food picture and videos shared across on social media channels influence people in different ways. Some have a positive outlook towards it while others might have negative perspective.

Ultimately, learning about these driving factors will influence consumers to order food online and lead your restaurant business towards success. Therefore, to conclude, Food-tech apps like Zomato and Swiggy has grown six times more from 2017-2019 and has made its presence in greater than 500 cities in India [17].

In the following chart, you can see how the demand for online food delivery applications is on the rise.

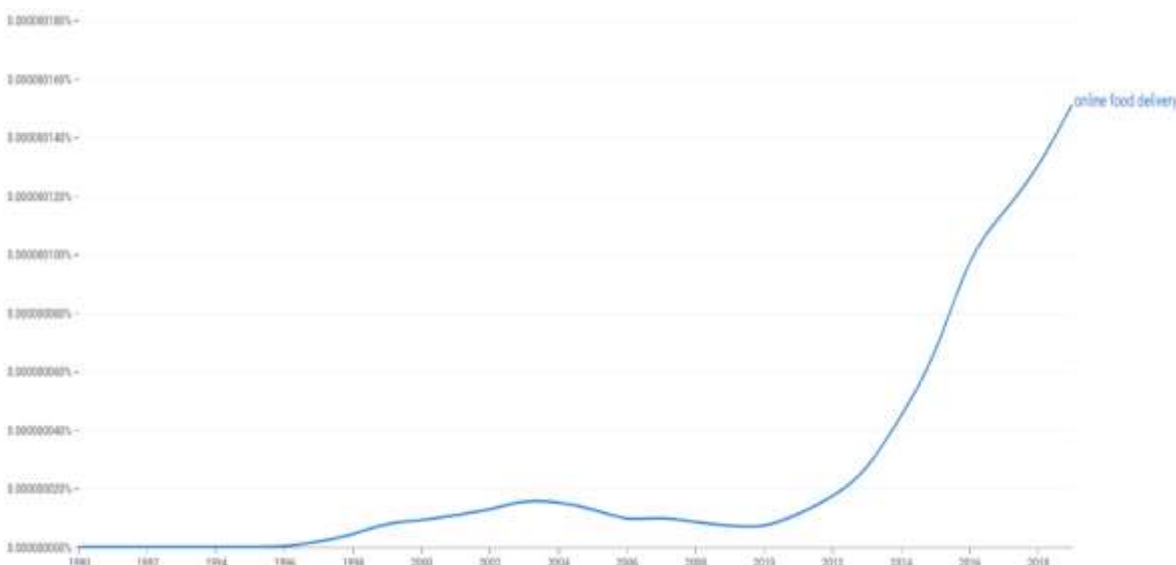


Fig -4: Demand for OFD Apps

*Image Source- bytes.swiggy.com

Technology has transformed the culture of restaurants dramatically. With the development of an online food ordering system, the restaurant culture has been exponentially progressed and now people throughout the world have a new level of comfort. The evolution and adoption of online food delivery apps invited a wave of optimism in the food industry. Considering parameters like the comfort of dining at home, affordable costs, access to multiple cuisines, time-saving, easy to order, additional benefits like a discount, coupons and offer. If you sit to calculate, there are N number of factors that are creating a fondness for the online food application and services.

Witnessing this buzz for the online food apps fast-food chains like Domino's, McDonald's, KFC, Pizzahut and more also geared up their services. In this paper, one of the objectives will highlight the urge and tendency of the customers towards the usage of these applications like Swiggy and Zomato.

6. An Overview on Zomato

In 2008, Zomato was founded as an Indian restaurant aggregator and food delivery company. Zomato provides information about restaurants, menus, and user reviews, along with options to order food from selected restaurants. As of 2019, the service is available in 24 countries and in more than 10,000 cities with customers across the world.

Type: Delivery based start-up

Place of Origin: Portugal

Founders: Deepinder Goyal, Pankaj Chaddah, and Gunjan Patidar

Business Model: B2C, B2B

6.1 Zomato's Social Media Marketing Strategy

According to the research we conducted, it is observed that Zomato's Social Media Strategy played a major part in creating its strong Brand presence in the market and keeps changing according to the current trends.

New customers are attracted to Zomato through Facebook ads

New customers are attracted to Zomato by using Facebook ads and receiving huge discounts. Their strategy is to gain new customers by excluding existing ones. Their ads include "Install Now" buttons. They can install the app by clicking on this button.

Furthermore, Facebook shows this ad to the people who are most likely to install the app because it is automatically optimized based on the users' interests.

Zomato also advertises in local languages to attract new customers

By using multilingual ads, Zomato intends to reach people who use local languages better. These ads usually give more productive results than English language ads.

Customers who already use Zomato can place orders via Facebook ads

The Zomato ad targets people who have already downloaded the Zomato app to their mobile but aren't placing any orders.

The ad also features a "Use App" button, which leads users to Zomato's app so they can order an item.

Zomato uses Facebook, Instagram and Twitter to communicate with people

Communication and not just promotion have always been Zomato's goal with social media. Zomato every day shares beautiful images, videos of tasty food, memes, interesting facts, trending news and more on their Instagram page.

Similarly, on Facebook and Twitter. They share images, articles, trends and updates with the people.

Zomato implements YouTube and Blogging strategy

Throughout its blog, Zomato regularly posts articles on technological, culinary, cultural, and community topics. Additionally, there is also a large fan following on YouTube. Regular pop-up and un-skippable ads are floated on YouTube.

It might be like; the user is watching a video and it is paused for a while and sponsored ads pop up. It can be in a form of a small video or eye-catching food or an offer image that asks you to download the app.

Zomato's approach to Twitter

The marketing strategy at Zomato is oriented towards effective communication. What sets them apart is their unusual tone of voice. They have always been engaging, but without the conventional structure of a news broadcast. Their primary objective is to engage their audience.

Social Media presence of Zomato on following platforms in 2021 and understand which types of posts they prefer:

Platforms	Followers/ Subscribers
YouTube	1.38 lakh
Instagram	513 K
Facebook	1.8 M
Twitter	1.4 M

Chart -1: Social Media Platforms and Followers

*Data is obtained from Zomato's official handles.

Trendy

Zomato posts on trending topics in order to engage with its audience. The brand understands the audience's nature. As a result, it increases the likelihood of people sharing, commenting, and revisiting content. Zomato builds engagement with viewers by posting simple images and trendy topics. Posting on trendy topics builds connectivity with the audience. On social media, users seek out fun and amusing content. And, when they come across such exceptionally presented content on their news feed, they couldn't stop without sharing them!

Current Affairs

Zomato had some different plans in mind. They always focus on current trends and topics which they strategies to connect with food. These types of posts throw a long-lasting in the minds of the audience.

Comparisons

When it comes to utilizing this engagement method, Zomato is a master. Examples are abundant to illustrate how Zomato carries out its branding and promotions. The audience is bound to like, share, comment, recommend to others. That's what Zomato wants; engagement, interaction, and being loyal to their audience.

Fun and Sarcasm post

It is related to your food habits. Zomato shares fun facts, stats and info-graphics, memes and humour posts to keep the audience engaged.

The conventional strategy to connectivity with the audience

Their tonality of voice has always been engaging but rather unconventional. As their primary focus is interaction with their audience, they initiate tweets that leave the audience amazed and influence them at the same time. Zomato has adopted a reverse psychology strategy praised by the entire customer base.

According to a recent report by Google and Boston Consulting Group, the Indian food-tech industry is poised to grow at a CAGR of 20-30% to \$8 Billion by the end of 2022. Further, the industry is expected to grow from \$4 billion to \$8 in the next three years as mentioned in an article titled, "Demystifying the Online Food Consumer" [5].

Despite accounting for only 2% of sales, the food industry has invested heavily in digital projects, with e-commerce attracting the majority of funds. So, since digitalization is only about to start affecting the food industry, it is essential to be able to understand how it has affected and what it means for the industry. The average monthly number of active food delivery restaurants on Zomato was 131,233 in FY20. Where 94.9 % of orders were delivered by the delivery partners in FY20 [3].

7. An Overview on Swiggy

Founded in India, Swiggy is the world's largest and most highly valued online e-commerce platform for food ordering and delivery. Also known as India's fastest unicorn started its operations originally in Bengaluru. It is utilised a tech-based platform that allows customers to order food from nearby restaurants and get it delivered to their doorstep.

Type: Delivery based start up

Place of Origin: India

Founders: Sriharsha Majety, Nandan Reddy (Co-founder) and Rahul Jamini (Co-founder)

Business Model: B2C, B2B

Platforms	Followers/ Subscribers
YouTube	23.1 K
Instagram	245 K
Facebook	912 K
Twitter	159 K

Chart -2: Social Media Platforms and Followers

*Data is obtained from Swiggy's official handles.

7.1 Swiggy's Social Media Marketing Strategy

With its awesome ads, Swiggy has been grabbing the attention of its target audience on the most popular platforms such as Facebook, Youtube, Instagram, etc. The company caters to a wide audience age group from 18 to 55. It does not have any restrictions on people like their business, job, demographic area, or their interests. Till date, Swiggy is continuously generating new conceptual ideas to reach and connect to the wide audience.

Their campaigns have succeeded in creating awareness for the company and building a brand for the company. They make people crave good food with their Instagram posts. If people want tasty food, they will look to Swiggy to deliver it to them. The content, new ad designs and new ideas for every event they host have achieved success of their trademark that is undeniable. Swiggy's exceptionally innovative social media campaign strategies make them stand out among its competitors. There are some brilliant campaigns it has sent out in the past like #eatyourveggies, #earnyourcheatmeal, and #superswiggy, where witty one-liners and puns are used to convey the message of healthy eating.

In addition, they make use of the Instagram grid to look more appealing, which keeps people intrigued, increases engagement, and reduces unfollowing. Swiggy also produces short videos and publishes them on their YouTube channel. Each of these videos is no longer than 30 seconds. In this, they discuss the different ways in which Swiggy can help its users. In terms of email marketing, Swiggy does a great job. Coupon codes, which may be used for discounts, are emailed to users. The subject lines framed are very catchy to grab immediate attention. To support this, the emails also have captivating visuals. Additionally, they send humorous emails about current events and issues.

Let's analyze how their posts are:

Stream with the memes

Swiggy uses trending memes to engage customers on social media, spiking up their own twist on these memes to achieve customer interaction.

Trails of Topicals

Swiggy has also embraced this strategy. Using Indian topics and stunning graphics, Swiggy makes great content. They display them at viewers feed via impressive Pictures, GIFs or Infographic post.

Fascinating feed

In social media, aesthetics is key. Swiggy has designed a feed that appeals to everyone. They have taken the initiative to maintain a vibrant feed by placing mouth-watering food in alluring backgrounds. They post pictures of meals on social media that qualify for a millennial's #Instafood, which is a popular hashtag on Instagram.

Simple yet eye-catching posts

Aside from being hilarious, Swiggy posts wittily on their social media accounts. Swiggy usually posts humour in the form of graphics and has captions that encourage sharing on social media platforms. The posts are easy to understand and entertaining.

Weekly Quiz on Twitter

Swiggy hosts two Twitter quizzes every week. Following Swiggy and retweeting their tweets are the rules to follow. Each quiz has its own hashtag. Besides helping the brand expand its reach, constant activity on the page keeps it interesting. Besides their social media strategy that has been garnering the right kind of attention, they have also taken initiative to retweet tweets that praise their performance.

Creative campaigns

Swiggy's Social Media Strategy serves as an effective example of social media strategies that combine savoury copy with heart-warming campaigns, sprinkled with humour and spiced with right spices.

Approximately 20 parameters were considered by RedSeer across three pillars: most trusted or preferred brand online, maximum value for money, and a meaningful assortment; and best buying experience from restaurant delivery to delivery.

8. Online Food Ordering Factors Influencing Customers Purchase Behaviour

The development of technology has revolutionized food services. It has been attributed to the changes in customer preferences as their reliance on technology has influenced them to do almost everything online. Using a mobile application or an internet site, consumers may order food from local restaurants, from home chefs, and from alternative food service providers. This includes ordering cooked meals to be delivered to their door. With the advent of the latest technology and innovations, young minds in this country are excelling. People particularly among the youth generation like this type of food delivery, so using mobile food ordering and delivery apps is ever-changing the way food is delivered.

All one needs to do is, "Select a favourite eating place, choose the food items, and select delivery." One can pay with credit cards, debit cards, money on delivery, etc. With food delivery apps like Zomato and Swiggy, customers can order a variety of dishes from nearby restaurants.

Over the past few years, this market has gone through a revolutionary phase and has shown enormous potential and attracted heavy investments.

The Indian Online Food Delivery Industry is predicted to grow at a staggering CAGR of 28.94% by 2026 [4]. The main market players like Zomato and Swiggy in India mainly focus on the country's urban areas such as Mumbai, Delhi, Bangalore and Pune. In urban areas, food delivery options have been popularized by the convenience of one-click ordering. In India, lifestyles and eating habits are influencing the growth of the online delivery market. People are increasingly turning to ready-to-eat food offered at a cheaper price due to busy schedules and growing disposable income. Also driving the trend are the increasing proportion of working women in India, a rising digitalization rate among millennials, as well as rising digitalization among millennials. But in years to come the players are targeting to expand itself in smaller cities as well.

Food delivery is split into the Aggregator & Cloud Kitchen delivery types. Users can access the food aggregators via an app that lets them compare and order meals from several restaurants. The trend is more common in India than cloud kitchens since cloud kitchens are commercial facilities specifically intended for the production of food for delivery.

Following are the key features of Swiggy and Zomato apps:

For Customers:

- Easy Registration & Profile Management
- The easy order placement process
- Reviews & Rating of the Restaurant and Food
- Reviewing Order History
- Real-Time GPS Tracking
- Providing Delivery Person's Contact Information
- Easy Payment Options
- Discount/Rewards, Cashback and Loyalty Programs
- Social Media Integration
- Attractive Promo Codes and Offers
- Adding Food to Cart and Scheduling Orders
- Search Different Cuisines
- Push Notifications to grab customer's attention and engage them

According to the reports, around 40% of users use a food ordering app to look for discounts and cashback, while 25% of users use these apps just to earn loyalty points [21]. Besides, there are several inclination factors as well that the result in influencing the customers to order food online. They are:

- Urbanization and changes in eating habits
- Lack of time
- Preference changes
- Easier access to food
- Increasing use of smartphones
- Expanding selection of restaurants
- Discover multiple food options at your fingertips
- Growing income and consumption
- Reviews of restaurants
- Ease of use and flexibility of payment gateways
- Enhanced lifestyles
- Quick & reliable online services
- Women working longer hours
- Elimination of location constraints
- Price & value-added benefits
- Interactive UI
- Engaging notifications
- Attractive coupons and discounts
- Pricing and refund policy

The below figure will help you to understand why and which online food app is most preferred by the customers.

On top of the food chain

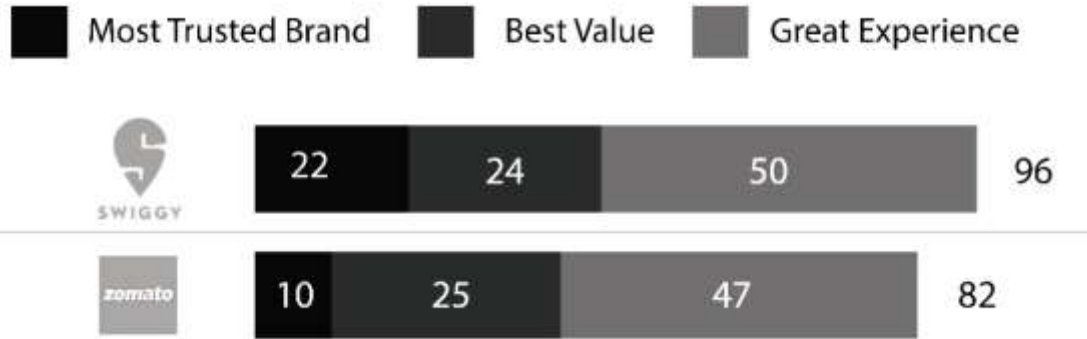


Fig -5: Most Preferred OFD App

9. FINDINGS

- The popularity of online food delivery apps is increasing due to the activities of social media marketing.
- Due to the online marketing is done, the food apps have gained a competitive edge and have changed the dynamics of the restaurant industry.
- Over the years of creative social media activities, online food services have successfully derived engagement, strengthened brand awareness and generate direct sales.
- The audience is more engaged with eye-catching texts, videos & photos, trend updates over a lengthy form of blog posts.
- The social media strategies adopted by both the top players in the industry like insane ideas, online competitions, promo ads, games, give away and many more.
- Swiggy focuses more on User experience than Zomato. Hence, implements online marketing strategies and advertising techniques that are more influential.
- Besides, discounts and coupons, consumer focuses more on convenience.
- Today, due to the adoption of food apps a common man can also afford a variety of cuisines without any hesitation & experiment with their food habits in their comfort zone.
- Additionally, a number of factors such as interface accessibility, pricing & refund policy, coupons and offers, tie-ups with restaurants and many others have been highlighted.
- Reachability and access to try flavours from far away hotels have become much easier just with a single snap.
- Sitting at home you get to check out the whole menu of a particular restaurant or can scroll for better selection options as per your preference.
- By seeing your menu, your customers are visually stimulated to order more food items than they would ordinarily order over the phone.

10. RECOMMENDATION

The on-demand food ordering apps have played a significant role in urban life with a variety of benefits. In the years to come, we can only expect this thriving industry to make deeper inroads into the life of more people beyond the cities and metropolitan limits.

Among them, Facebook, Instagram, Twitter, YouTube play major roles. These platforms include forums, ratings, reviews, that help restaurant owners to study and evaluate their customers base and take necessary measures as per their feedback and recommendations. This approach gives businesses the opportunity for customer base expansion, improving their competitive position in the current market and hence builds cordial relations with their customers.

Therefore, to continue with the online marketing trends, the majority of the restaurant and catering businesses have a persistent presence on social media platforms.

There is no excuse for ignoring these online food delivery apps. Being an owner, it becomes vital that your restaurant reflects its presence on these food portals. These applications are supported by the majority of mobile phones and web-based devices. These online food applications serve as a platform for the consumers to explore, analyze, evaluate and purchase any food items.

So, to cope with the changing scenario, online food delivery apps should not only implement effective social media strategies. Also, to stay as an anti-recessionary segment, they need to stay updated and incorporate the emerging trends.

11. CONCLUSION

One of the most important features among all is the “Social Media Integration”. Certainly, social media has grown significantly in recent years as a contribution to online marketing. It's one of those unpretentious views that improve the customers' decisions. Social media integration allows customers to share photos and videos of their favourite dishes with their family and friends, allowing them to make the most of their dining experience. Social media makes it easy to promote your food app on a regular basis through social media, and you can easily grab the attention of customers. Social media can be a powerful tool for customers and can utilize social media to experience numerous benefits. The social media feature of loyalty/discount programs could be used to encourage existing customers to invite new customers and earn points/rewards. As a result, A successful marketing campaign can greatly increase customer acquisition while converting one-time customers into recurring ones.

It is estimated that around 69% of customers order meals online using their mobile devices. Mobile apps are also assisting people to order food online through Facebook. As Mobile ordering has become the future of foodservice today, the majority of the nationalized restaurant chains, such as Domino's, have provided mobile ordering options for years, which enables nearby eateries to leverage mobile technology for foodservice, gain more visibility and enhance the brand value. Additionally, mobile ordering is not just becoming popular with consumers, but it is also providing restaurants and food chains with an efficient means to fuel their operations and streamline their processes.

Over 60%-70% of men and women today buy online meals because major chain restaurants such as Swiggy, Zomato and many more offer online meal ordering options so that they can receive food at their doorstep. The food industry including restaurants, cafes and a few different food joints has become more inclined to use apps for online food order advertising. Besides promoting, these apps also cater to the needs of their users and fulfil their wishes.

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