

Study of Brand Promotion Strategy Zomato & Swiggy

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Abstract

Brand promotion strategies play a significant role in increasing customer awareness, strengthening brand image, attracting new customers, and improving market competitiveness in the online food delivery industry. This study focuses on analyzing the brand promotion strategies adopted by Zomato and Swiggy to understand how digital marketing, advertising campaigns, promotional offers, customer engagement, and technological innovations influence customer preferences and brand loyalty. The research aims to evaluate the effectiveness of various promotional strategies such as social media marketing, influencer marketing, online advertisements, discount offers, referral programs, customer relationship management, and mobile application marketing practices used by Zomato and Swiggy. In the highly competitive online food delivery market, both companies extensively use technology-driven marketing strategies and digital communication platforms to attract customers and improve customer satisfaction. The research is based on both primary and secondary data collected from customers, company reports, journals, websites, and online marketing publications. The findings indicate that promotional campaigns, digital advertisements, personalized offers, and customer engagement activities significantly influence customer purchasing behavior and brand preference. The study concludes that effective brand promotion strategies, technological innovation, customer-centric marketing practices, and strong digital communication systems play a major role in improving customer loyalty, market performance, and long-term business growth in the online food delivery industry.

Keywords: Brand Promotion Strategy, Digital Marketing, Food Delivery Platforms, Zomato, Swiggy, Consumer Behavior, Brand Awareness, Customer Engagement, Social Media Marketing, Promotional Campaigns, Customer Retention, Online Food Delivery Services.

I. INTRODUCTION

Brand promotion plays an important role in improving customer awareness, strengthening brand image, attracting new customers, and increasing business growth in highly competitive industries. In the modern digital business environment, companies use various promotional strategies such as digital marketing, social media advertising, influencer marketing, online campaigns, customer engagement activities, referral programs, and

personalized offers to create strong market presence and customer loyalty. Brand promotion strategies help organizations communicate effectively with customers, increase product visibility, improve customer satisfaction, and maintain competitive advantage. In recent years, technological advancements, smartphone usage, internet accessibility, and online platforms have significantly transformed marketing and promotional activities, especially in the online food delivery industry.

Zomato and Swiggy are among the leading online food delivery companies in India that extensively use innovative brand promotion strategies to attract customers and strengthen their market position. Both companies use digital marketing tools such as social media advertisements, mobile application promotions, influencer collaborations, discount offers, referral programs, email marketing, and customer relationship management systems to improve customer engagement and customer satisfaction. Zomato and Swiggy focus on personalized promotions, fast delivery services, technological innovation, and customer-centric marketing approaches to influence customer preferences and increase online food ordering activities. The companies also use creative advertising campaigns and digital communication strategies to build strong brand identity and customer loyalty in the competitive online food delivery market. This study focuses on analyzing the brand promotion strategies adopted by Zomato and Swiggy and evaluating their impact on customer awareness, customer engagement, brand preference, and business performance in the online food delivery industry.

Research Objectives

- To study the concept and importance of brand promotion strategies in the online food delivery industry.
- To analyze the brand promotion strategies adopted by Zomato and Swiggy.
- To examine the impact of digital marketing and social media advertising on customer awareness and brand preference.
- To evaluate the effectiveness of promotional campaigns, discount offers, and referral programs used by Zomato and Swiggy.
- To study the influence of influencer marketing and online advertisements on customer purchasing behavior.
- To analyze customer perceptions regarding the promotional activities and services provided by Zomato and Swiggy.

- To examine the role of customer relationship management and personalized offers in improving customer satisfaction and loyalty.
- To understand the impact of mobile applications and technological innovations on customer engagement and online food ordering behavior.
- To identify the strengths and challenges associated with the brand promotion strategies of Zomato and Swiggy.
- To suggest suitable measures for improving brand promotion effectiveness, customer satisfaction, and business growth in the online food delivery industry.

Research Methodology

- The study is based on a descriptive research design to analyze the brand promotion strategies adopted by Zomato and Swiggy in the online food delivery industry.
- The research is analytical in nature as it involves interpretation and evaluation of promotional activities, customer engagement practices, and digital marketing strategies used by both companies.
- Both primary and secondary data were used for conducting the study.
- Primary data was collected through questionnaires, online surveys, interviews, and discussions with customers using Zomato and Swiggy food delivery services.
- Secondary data was collected from company reports, journals, websites, research articles, online marketing publications, and food delivery industry reports.
- The study mainly focuses on analyzing brand promotion strategies such as social media marketing, influencer marketing, online advertisements, discount offers, referral programs, customer relationship management, and mobile application promotions.
- Convenience sampling method was used for selecting respondents for the study.
- A sample size of 50 respondents was selected for collecting opinions

regarding promotional activities and services of Zomato and Swiggy.

- The collected data was classified and organized systematically using tables and statistical methods.
- Percentage analysis, comparative analysis, graphs, and charts were used for interpretation and presentation of data.
- The study focused on analyzing factors such as customer satisfaction, customer engagement, online promotional campaigns, personalized offers, mobile application usage, and digital communication strategies.
- The research period covered the collection and analysis of customer responses and marketing information for selected months.
- Graphs and charts were used for better understanding and visual representation of customer opinions and brand promotion effectiveness.
- The methodology helped in understanding the effectiveness of brand promotion strategies in influencing customer awareness, brand preference, and online food ordering behavior.
- The study also focused on evaluating the role of technological innovation and digital marketing practices in improving customer loyalty and business performance.
- Certain limitations were faced during the study due to limited time, changing customer preferences, and restricted access to confidential company marketing data and customer analytics.

II. REVIEW OF LITERATURE

Brand promotion strategies have become an important area of study in the online food delivery industry because of increasing competition, changing customer preferences, and rapid digital transformation. Several researchers have emphasized that digital marketing, social media advertising, influencer marketing, and online promotional campaigns significantly influence customer awareness, customer engagement, and brand loyalty in the food delivery sector. Previous studies indicate

that attractive advertisements, discount offers, referral programs, and personalized marketing strategies positively affect customer purchasing behavior and online food ordering decisions. Researchers have also highlighted that customer relationship management systems and mobile application marketing help organizations improve customer interaction, service quality, and customer retention. Effective brand promotion strategies contribute to increased market share, stronger brand image, and long-term business growth in the highly competitive online food delivery market.

Several studies conducted on online food delivery companies reveal that customer satisfaction is highly influenced by promotional offers, delivery efficiency, application usability, customer service quality, and digital communication practices. Research related to Zomato and Swiggy indicates that both companies extensively use innovative digital marketing strategies to attract customers and strengthen customer loyalty. Researchers have observed that social media campaigns, influencer collaborations, referral benefits, online advertisements, and personalized discounts positively influence customer preferences and online ordering behavior. Literature also highlights that technological advancements, mobile applications, data analytics, and AI-based recommendation systems help improve customer engagement and operational efficiency in food delivery services. The existing literature provides valuable insights into digital marketing strategies, customer engagement practices, brand loyalty, and promotional effectiveness, forming a strong foundation for analyzing the brand promotion strategies of Zomato and Swiggy in the online food delivery industry.

III. DATA ANALYSIS & INFERENCES



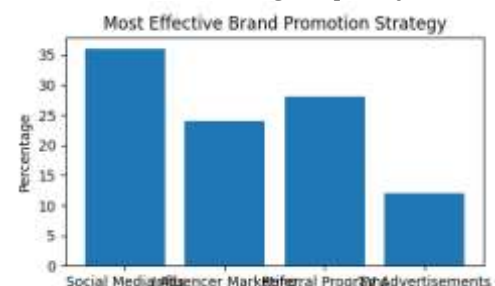
Interpretation:

The graph represents customer preference towards online food delivery platforms. Zomato is slightly more preferred with 38%, followed by Swiggy at 34%. 20% of respondents use both platforms equally, while 8% prefer other platforms. The findings indicate that both companies maintain strong market presence and customer engagement in the online food delivery industry.



Interpretation:

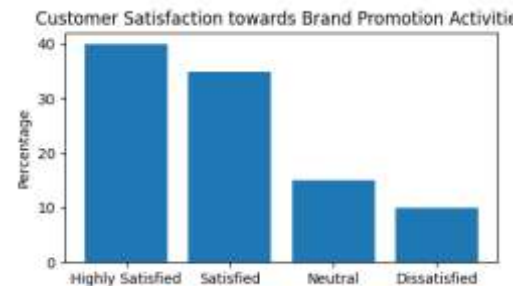
The graph shows the influence of promotional offers and discounts on customer ordering behavior. Most respondents are either highly influenced or influenced by offers such as cashback, coupons, and free delivery. The findings indicate that promotional strategies significantly increase customer attraction and online food ordering frequency.



Interpretation:

The graph represents the most effective brand promotion strategies adopted by Zomato and Swiggy. Social media

advertisements are considered the most effective strategy followed by referral programs and influencer marketing. The findings indicate that digital marketing platforms play a major role in improving customer awareness and brand visibility.



Interpretation:

The graph indicates customer satisfaction regarding promotional campaigns and marketing activities of Zomato and Swiggy. Most customers are satisfied due to attractive offers, engaging advertisements, and personalized promotions. The findings highlight the effectiveness of customer-centric marketing strategies in improving customer loyalty.



Interpretation:

The graph represents how frequently customers order food using Zomato and Swiggy platforms. Most respondents order food frequently or occasionally due to convenience, promotional offers, and easy mobile application usage. The findings indicate that effective promotional strategies and technological convenience positively influence online food ordering behavior.

IV. FINDINGS

- Zomato and Swiggy effectively use brand promotion strategies to improve

- customer awareness and market presence.
- Zomato is slightly more preferred by customers compared to Swiggy, although both companies maintain strong customer engagement in the online food delivery industry.
 - Promotional offers such as cashback, discounts, coupons, and free delivery significantly influence customer ordering behavior.
 - Social media advertisements are considered the most effective brand promotion strategy used by both companies.
 - Referral programs positively influence customer attraction and encourage repeated online food orders.
 - Influencer marketing and online promotional campaigns improve brand visibility and customer engagement.
 - Most customers are satisfied with the promotional activities and marketing strategies adopted by Zomato and Swiggy.
 - Personalized offers and customer-centric marketing practices positively influence customer loyalty and satisfaction.
 - Mobile applications and digital communication systems improve customer convenience and online ordering experience.
 - Attractive advertisements and creative promotional content increase customer interest and brand preference.
 - Customers frequently use online food delivery platforms due to convenience, technological ease, and promotional benefits.
 - Digital marketing platforms help companies improve customer interaction and strengthen customer relationships.
 - Technology-driven marketing practices improve operational efficiency and customer engagement.
 - Social media campaigns and online advertisements significantly contribute to brand recognition and market competitiveness.
 - Customer satisfaction is highly influenced by delivery efficiency, promotional offers, and service quality.

- The study indicates that effective brand promotion strategies significantly contribute to customer loyalty, business growth, market competitiveness, and long-term success in the online food delivery industry.

V. CONCLUSION

The study on the brand promotion strategies of Zomato and Swiggy concludes that effective promotional strategies play a significant role in improving customer awareness, customer engagement, brand loyalty, and business growth in the online food delivery industry. The analysis revealed that digital marketing, social media advertisements, influencer marketing, referral programs, discount offers, and personalized promotions strongly influence customer preferences and online ordering behavior. Both companies effectively use technology-driven marketing strategies, mobile applications, and digital communication platforms to attract customers and strengthen their market position. The study also found that promotional campaigns, cashback offers, and free delivery services positively influence customer satisfaction and increase online food ordering frequency. Most customers expressed satisfaction with the promotional activities and customer-centric services provided by Zomato and Swiggy due to convenience, attractive offers, and efficient service quality. Overall, the study highlights that innovative marketing strategies, customer engagement activities, and technological advancements are essential for maintaining competitive advantage and achieving long-term success in the highly competitive online food delivery market.

- Brand promotion strategies play an important role in improving customer awareness and business growth in the online food delivery industry.
- Zomato and Swiggy effectively use digital marketing and promotional campaigns to attract customers.
- Social media advertisements are highly effective in improving brand visibility and customer engagement.

- Promotional offers such as discounts, cashback, and free delivery strongly influence customer ordering behavior.
- Referral programs positively contribute to customer acquisition and repeated online orders.
- Influencer marketing improves customer attention and strengthens brand image.
- Personalized offers and customer-centric marketing strategies improve customer satisfaction and loyalty.
- Mobile applications and digital communication systems improve customer convenience and online ordering experience.
- Customers frequently use online food delivery platforms due to convenience, fast service, and attractive promotional benefits.
- Technology-driven marketing practices improve customer interaction and operational efficiency.
- Creative advertising campaigns and online engagement activities strengthen customer relationships and brand preference.
- Customer satisfaction is highly influenced by service quality, delivery efficiency, and promotional activities.
- Digital communication platforms help companies maintain strong market presence and competitive advantage.
- Technological innovation and digital transformation positively influence business performance in the food delivery sector.
- The study concludes that effective brand promotion strategies, customer engagement practices, and innovative digital marketing techniques are essential for achieving long-term growth and success in the online food delivery industry.

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