

FOOD DELIVERY SERVICE MARKETING AT ZOMATO

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ABSTRACT: This paper looks at food delivery companies' marketing methods, with a focus on Zomato, one of India's most well-known online meal ordering and delivery services. The inquiry looks into the methods Zomato uses to recruit and keep customers in a highly competitive industry, such as customer relationship management, social media interaction, digital marketing, and promotional programs. It also analyzes people's behavior, interests, and attitudes concerning online meal delivery services. The paper shows how businesses may expand market share and retain customers by leveraging new technologies, personalized products, and brand positioning. The findings show how Zomato's creative use of interactive marketing, app-based promotions, and personalized advertisements boosted its brand and influenced consumer behavior. The paper continues by emphasizing the significance of continually executing data-driven tactics and generating novel marketing concepts in order to maintain a competitive edge in the ever expanding meal delivery sector and continue to grow.

Keywords: *Marketing Strategies, Food Delivery Services, Zomato, Digital Marketing, Social Media Marketing, Customer Relationship Management (CRM),*

1. INTRODUCTION

Unlike traditional restaurants, food delivery services allow people to dine in the privacy of their own homes or offices. Customers can now order meals with just a few touches, thanks to advances in digital technology and smartphone apps. The way people consume food has been heavily influenced by convenience. This propensity has created a competitive market. Businesses must advertise their services in a way that attracts customers and encourages repeat business, in addition to providing delicious cuisine. In addition to traditional advertising, marketing in this discipline includes digital interaction, promotions, and brand development.

Food delivery firms must use strong marketing methods to retain customers and generate repeat business. When dining at a restaurant, the atmosphere and personal connection are quite important. Nonetheless, it is practical to promote the experience of placing an online meal order. Marketing tactics are useful for showcasing a company's distinguishing features, such as its broad menu, quick delivery, and inexpensive pricing. Businesses are increasingly relying on influencer collaborations, social media marketing, and targeted promotions to acquire new customers and urge them to try new items.

Digital media has transformed the way meal delivery businesses market their services. Websites and applications serve as both marketing and ordering platforms, allowing businesses to collect important consumer information. This data enables customized marketing, such as offering discounts on a customer's birthday or making culinary



recommendations based on previous purchases. While search engine optimization (SEO) and online marketing are good at acquiring new users, email newsletters, text notifications, and loyalty programs are effective at keeping them engaged. Businesses may engage directly with tech-savvy customers while also lowering costs through digital marketing.

Understanding human behavior is critical to promoting food delivery. Consumers today prefer diverse, basic, and quick products. Typically, they choose niche or healthier products. Bundling, seasonal deals, and limited-time promotions are examples of strategies designed to change consumer ordering patterns. Furthermore, ethical sourcing, eco-friendly packaging, and contactless delivery are increasingly important marketing components. This implies a growing sense of social duty. Companies that respond to these expectations are more likely to succeed in the marketplace.

As the food delivery industry expands, marketing will become an increasingly important aspect of corporate success. Companies must devise novel approaches to engage customers in discussions about the benefits of their food, rather than just the food itself. AI-driven suggestions, interactive advertising, and cross-channel marketing methods are expected to shape the future of food delivery promotion.

2. LITERATURE SURVEY

Suryavanshi, Pushpa(2025): This paper investigates the major elements that determine consumer satisfaction on popular online food delivery platforms in India, such as Zomato and Swiggy. It looks into how elements like meal quality, pricing policies, platform usability, customer service, and other patron reviews influence overall satisfaction and preferences. The paper uses descriptive statistics, frequency distribution, and percentage analysis to demonstrate the significance of these characteristics in molding users' mental processes.

Almawash, M., & Saleh, D. (2025): This paper looks into how e-service quality affects consumer loyalty in food delivery mobile applications, as mediated by satisfaction and perceived value. It explores how dependability, punctuality, personalization, ease of use, and information quality influence consumers' perceptions of a service and their intentions to use it again. According to the report, consumers are substantially more satisfied with an e-service that they believe to be of good quality, which increases their loyalty to the platform.

Abarna, S. M. (2024): This paper looks into consumer preferences and decision-making behavior in the rapidly growing meal delivery app market, with a focus on important criteria including convenience, pricing, food quality, promotional offers, and user-friendliness. It looks into the differences in preferences and satisfaction levels among various demographic groups in an urban Indian setting, explaining the importance of app features for users. The paper investigates consumer reactions to assess how marketing methods, such as targeted promotions and loyalty incentives, affect customer loyalty and retention.

Li, X., Wang, Y., & Chen, H. (2024): present a marketing-oriented perspective on service quality by investigating the impact of perceived utility, perceived ease of use, and convenience on customer satisfaction and intention to reuse online food delivery applications in China. It focuses on the aspects of service quality that encourage good app evaluations and



continuing user interaction, highlighting their strategic importance in the context of competitive difference.

Sharma, D. R., Singh, B., & Jaiswal, K. (2023): investigate the effect of mobile in-app pricing discounts on user engagement and advocacy in food delivery applications in a highly competitive and price-sensitive online ordering market. The paper uses a descriptive research approach using data from 293 food delivery app users in the Delhi-NCR region to evaluate the links between consumer engagement, promotional incentives, and advocacy behaviors. The findings show that price discounts in applications significantly increase user advocacy by serving as a link between engagement and favorable word-of-mouth.

3. ROLE OF FOOD DELIVERY SERVICE MARKETING

Customer Acquisition

Customer acquisition refers to the process of acquiring new customers for a restaurant or food delivery business. This includes the dissemination of information about the service via influencer relationships, internet marketing, referral programs, and social media campaigns. The goal is to encourage potential customers to download the app or place their first order by emphasizing its ease, speed, and variety. To obtain the highest conversion rates, good acquisition tactics also prioritize addressing the right audience, such as working professionals, students, or families.

Customer Retention

The key to customer retention is to keep current users' interest and urge them to submit recurring orders. Loyalty programs, timely discounts, and personalized rewards can be used to instill a sense of appreciation in individuals. Push notifications, subscription models, and seasonal incentives are some of the tactics that can be used to maintain interest. Businesses can generate revenue by reducing attrition and developing long-term connections with their customers. Furthermore, this increases consumer loyalty to the brand.

Brand Awareness

The goal of brand recognition is to establish a meal delivery service's reputation and credibility in a highly competitive market. The service's branding is consistent across the app, social media, packaging, and marketing, making it easier to identify. Collaborating with influencers, creating high-quality content, and gaining social evidence, such as reviews, all help to build trust. Organic growth and the acquisition of new customers are aided by the greater possibility that people will trust a company with which they are familiar.

Revenue Growth

The goal of revenue growth in meal delivery marketing is to increase the amount of money received per user or order. This can be performed by providing premium subscription services, frequent offers to encourage clients to submit repeat orders, and upsells or combo packages. Data research can help identify purchasing trends and generate the most profitable deals. It is ultimately more important to increase revenue than to attract new customers in order to ensure that every transaction and client connection is of the greatest quality.

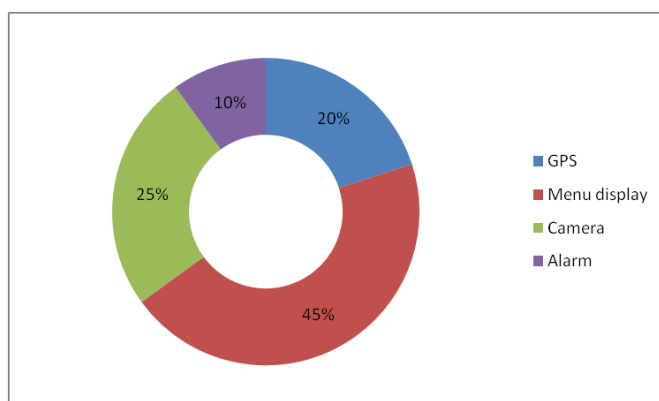
Market Positioning



Market positioning is the process by which a meal delivery service distinguishes itself from competitors in the eyes of clients. You can base your decision on aspects such as the food's quality, price, variety, or quickness, as well as the availability of late-night delivery or healthful meals at certain times. Clear positioning makes it easier to target certain client categories and run effective marketing efforts. A carefully positioned brand may attract consumers who share its basic values, develop a distinct presence in a congested market, and foster customer loyalty.

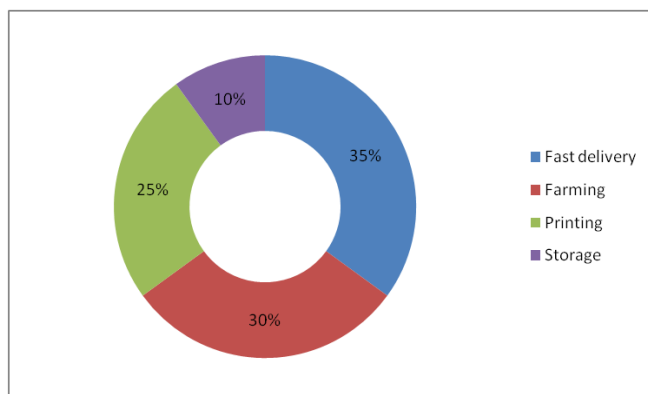
4. DATA ANALYSIS AND INTERPRETATION

1. Which ZOMATO feature makes it easier for clients to select meals via the app?



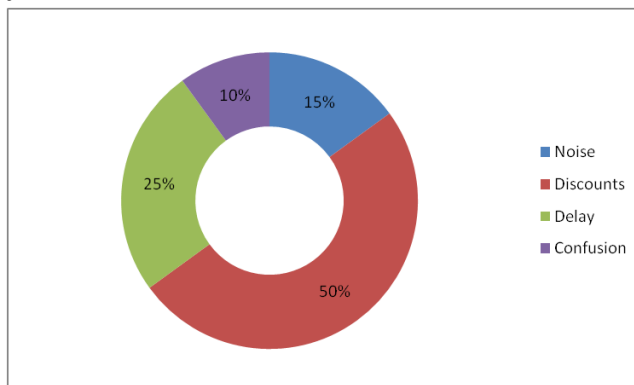
A total of 45% of the respondents who responded indicated a desire to observe the menu, 25% expressed a preference for the camera, and 25% expressed a preference for the camera. Alarms are used by only 10% of people, which is the lowest rate. GPS is used by 20% of people, which is a significant percentage. In conclusion, the evidence reveals that customers value attractive interface aspects over functional characteristics.

2. What is ZOMATO's primary goal in terms of consumer convenience with its meal delivery service?



Rapid delivery is the most preferred option, with 35% of respondents selecting it. Agriculture ranks second, accounting for 30%. Storage is the least used resource, accounting for only 10% of the total. However, printing is very important, accounting for 25%. The research indicates that agricultural demands and efficiency are generally more significant than other services.

3. Which marketing technique employed by ZOMATO leads to higher sales on weekends and holidays?



Discounts, which account for half of the median, are the most influential factor among those who replied. Delay ranks second at 25%. Noise is a substantial issue, accounting for 15%, while confusion is the least concerning at 10%. The findings indicate that operational challenges are outweighed by pricing advantages.

5. CONCLUSION

Promoting food delivery services is critical for business growth and influencing consumer behavior. Brands can gain a larger audience's trust by using effective techniques such as loyalty programs, influencer collaboration, and social media marketing. By using data analytics to determine your customers' preferences, you can build tailored offers that fit their needs and encourage repeat business. Quick delivery and competitive pricing are other important considerations in consumer purchasing decisions. Furthermore, existing clients actually value the simplicity and accessibility that app-based interfaces and digital marketing offer. Businesses that use effective communication and branding can differentiate themselves and enter a saturated market. Seasonal advertising and new deals keep consumers engaged and encourage them to make repeat purchases. Consumer comments and assessments submitted online help to improve the reputation and quality of services. Food delivery marketing often combines a client-centric approach, technology, and strategy to ensure the company's continuing growth. Businesses that consistently adapt to changes and consumer preferences can preserve their relevance and success throughout time.

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