

Major Research Project

A STUDY ON EVALUATING THE EFFECTIVENESS OF ZOMATO'S MARKETING STRATEGIES

SUBMITTED BY

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CERTIFICATE

This to certify that **Jatin**, roll number **2K22/DMBA/53** a student at Delhi School of Management Delhi Technological University has worked on a research project title "**A STUDY ON EVALUATING THE EFFECTIVENESS OF ZOMATO'S MARKETING STRATEGIES** " in the partial fulfilment of the requirement for the award of the degree of Master in Business Administration program for the academic year 2022-2024.

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DECLARATION

I hereby declare that the project work entitled **“A STUDY ON EVALUATING THE EFFECTIVENESS OF ZOMATO’S MARKETING STRATEGIES ”**submitted to the Delhi School of Management, is a record of an original work done by me under the guidance of Dr Shikha N Khera and this project work is submitted in the partial fulfilment of the requirements for the award of the degree of Master of Business Administration. I declare that this research is my own, unaided work. It has not been submitted before for any other degree, part of degree or examination at this or any other university.

ACKNOWLEDGEMENT

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I pay my gratitude and sincere regards to **Dr. Shikha N Khera**, as he has been a constant source of motivation and inspiration. I am also thankful to him for providing me with suggestions and encouragement throughout my Major Research Project report.

I am also thankful to my friends and family for constantly motivating me and providing me with an environment that enhanced my knowledge and skills.

Jatin

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Executive Summary

The online food delivery industry in India has experienced a meteoric rise in recent years, transforming the way people consume food. This research delves into the historical context of this phenomenon, explores the key drivers of this industry boom, and analyses the specific role of Zomato, a dominant player in this evolving ecosystem.

From Humble Beginnings to a Multi-Billion Dollar Industry:

The seeds of India's online food delivery industry were sown in the early 2000s with the emergence of portals like Foodpanda and JustEat. However, limited internet and smartphone penetration restricted their initial growth. The turning point came around 2014 with a confluence of factors:

- **The Digital Revolution:** Increased internet penetration and widespread adoption of affordable smartphones facilitated online ordering and mobile payments.
- **Urbanization and Disposable Income:** Rapid urbanization led to a growing population of young professionals with disposable income seeking convenient meal options.
- **Shifting Consumer Preferences:** A growing desire for variety, coupled with busy lifestyles, fueled the demand for restaurant-quality food delivered to one's doorstep.

Targeting the Millennial and Gen Z Consumer:

The online food delivery industry thrives on catering to a specific demographic: millennials and Gen Z consumers. These tech-savvy individuals are comfortable with online transactions and rely heavily on their smartphones for various needs, including food choices. The convenience, variety, and control offered by online food delivery platforms perfectly align with their preferences.

A Competitive Landscape with Key Players:

The Indian food delivery market is a battlefield of competition. Zomato, a leading player, offers a platform connecting users with a vast network of restaurants. Users can browse menus, place orders online, and track deliveries in real-time. Zomato's marketing strategies rely heavily on targeted promotions, loyalty programs like Zomato Pro/Gold, and social media engagement to attract and retain users.

Swiggy, Zomato's primary competitor, mirrors their services and marketing strategies. Both companies face pressure from emerging players like Uber Eats (now integrated with Zomato). The competition is fierce, with a constant battle for market share and user loyalty. Platforms strive to offer the most competitive rates, fastest delivery times, widest restaurant selection, and attractive incentive programs.

Zomato: A Platform Connecting Users and Restaurants

Zomato's role transcends mere food delivery. Their platform serves as a valuable tool for both users and restaurants. Users benefit from a curated restaurant selection, user-generated reviews and ratings, and various payment options. Restaurants experience increased reach and visibility, access to a wider customer base, and potential growth in orders.

Zomato's user reviews and ratings play a crucial role in influencing user decisions. Positive reviews and high ratings can significantly increase a restaurant's online presence and attract new customers. The platform also provides valuable insights to restaurants, allowing them to track customer preferences and adapt their offerings accordingly.

Looking Ahead: Navigating an Evolving Ecosystem:

The Indian online food delivery market is still in its early stages of maturity, with immense potential for further growth. Emerging trends like cloud kitchens focused solely on online delivery and the integration of AI for personalized recommendations are already shaping the landscape.

Zomato's success hinges on its ability to adapt and innovate in this dynamic environment. They can achieve this by:

- **Continuously Optimizing User Experience:** Streamlining the online ordering process, ensuring timely deliveries, and offering multiple payment options are crucial for user satisfaction.
- **Leveraging Data and Analytics:** Utilizing user data and analytics can help Zomato personalize recommendations, target marketing campaigns effectively, and identify customer behaviour patterns.
- **Partnerships and Collaborations:** Exploring partnerships with leading restaurants and delivery services can expand their reach and offer users a wider range of options.
- **Sustainable Practices:** Addressing concerns around environmental impact and delivery personnel welfare can enhance Zomato's brand image and attract environmentally conscious consumers.

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1. INTRODUCTION

Zomato begins with an introduction. It is described as a restaurant search and discovery service that launched in 2008. Zomato was created as a search engine to increase the company's reach beyond its 12.5 million monthly website visits. It began as a modest restaurant search firm and managed to distinguish itself from competitors by emphasising elements such as social media. Zomato is the ideal service for all food enthusiasts out there. Because Zomato would assist customers in finding verified food quality restaurants nearby. It gives information about neighbouring eateries, such as their locations, menus, and user ratings. It also includes in-house user evaluations, making it even easier for customers to find the ideal area to visit.

The more reviews accessible, the more accurate the recommendation will be. Zomato provides solutions for restaurants to respond to customer feedback and develop themselves. Many people will install Zomato on their smartphones since it is a highly user-friendly software that everyone, regardless of age, can use. Zomato's marketing approach focuses on achieving the service's overall goals. This covers primary objectives such as increasing the user base and, as a result, the number of restaurants and other services registered on the website and app, as well as offering a useful and dynamic platform that is readily accessible. It also emphasises on clever use of existing resources and technology in order to provide the greatest possible service experience to users.

Fig 1.1



1.1 Overview of Zomato

Overall, the organisation devised and implemented an excellent marketing plan. It was proved that between 2015 and 2016, the number of monthly visitors to Zomato climbed by 1.5 million, while the number of user reviews and ratings on Zomato's website and app increased by 2%. In addition, the firm was able to meet its marketing targets, as the number of monthly food delivery orders through Zomato increased by 70% since September 2015, rising from 600,000 to 1 million orders. The marketing approach not only aided Zomato's growth, but it also helped the company maintain its market leadership. The evolution does not stop here; persistent and continuous efforts are necessary since the environment is continuously changing. This will be demonstrated by critically analysing existing and future marketing tactics with a focus on mobile technologies and delivery.

Zomato's marketing objectives include boosting brand exposure, expanding the customer base, driving consumer engagement, and producing more money. The organisation employs Digital Marketing, one of the two most popular marketing tactics in the UK, which provides a variety of ways that may be utilised to achieve one or more of these goals, including search engine optimisation, content marketing, and data-driven marketing, among others. It was also observed that the company's marketing approach is programmatic and branded.

Programmatic marketing is an algorithm-driven, highly targeted strategy for providing more relevant adverts to customers. Because of the data-rich insights and analysis, the likelihood of a customer reacting to the advertisement displayed has significantly risen. Furthermore, the company focuses its marketing communication on branded environments, particularly on social media platforms, where the company and customers can post their views and content, create a support network, and learn about news and information from one another. This will allow the organisation to strengthen both its consumer base and its brand's effect.

Fig 1.2



In order to create a successful marketing plan, Zomato must first understand its surroundings and create marketing activities that will make sure that the organisation can connect with the customers it serves. This is because there has been an obvious trend towards a more internet-dominated world, in which companies like Zomato have thrived. Economic, social, cultural, natural, and technological factors, including the expanding importance of the internet, all have an impact on Zomato's marketing approach.

Zomato was founded in 2008 as a restaurant search and discovery service, and it has since grown to become one of the most popular food delivery services in several countries, including India. Zomato users may search for restaurants, examine menus and user reviews, and get up-to-date information and images. Users may also order food for delivery via the app or website. Zomato's marketing strategy, like any other company's, is based on the idea of customer centricity, which entails recognising the consumer's requirements and desires and then working to produce products that meet them.

1.2 Problem Statement:-

In the highly competitive Indian online food delivery market, how effective are Zomato's current marketing strategies in driving user acquisition, engagement, and retention compared to industry benchmarks?

This problem statement defines the context (competitive Indian market), the research subject (Zomato's marketing strategies), and the desired outcome (effectiveness in user acquisition, engagement, and retention). It also implicitly mentions comparison with industry standards, making it relevant.

1.3 Research Objective:

1. To determine the effectiveness of Zomato's various marketing channels (social media, influencer marketing, targeted advertising, promotions) in attracting and retaining users.
2. To what extent do Zomato's loyalty programs (Zomato Gold, Zomato Pro) contribute to user retention and increased order frequency.
3. To measure zomato's brand personality and communication style which influence user engagement and brand loyalty.

Exploring the Claims: This research aimed to go beyond merely describing Zomato's marketing techniques. We had assessed the claimed effectiveness of each strategy by analysing user behaviour, engagement metrics, and platform usage data. Further, we had explore the underlying motivations and decision-making processes of Zomato's target audience to understand the impact of various marketing tactics on user retention and loyalty.

2. LITERATURE REVIEW

In recent years, India's internet meal delivery industry has grown rapidly, with Zomato emerging as a key participant. Understanding Zomato's marketing methods and their influence on user retention and platform growth requires a thorough analysis of the available research. This evaluation will look into three main areas:

1. User Retention Strategies in Online Food Delivery:

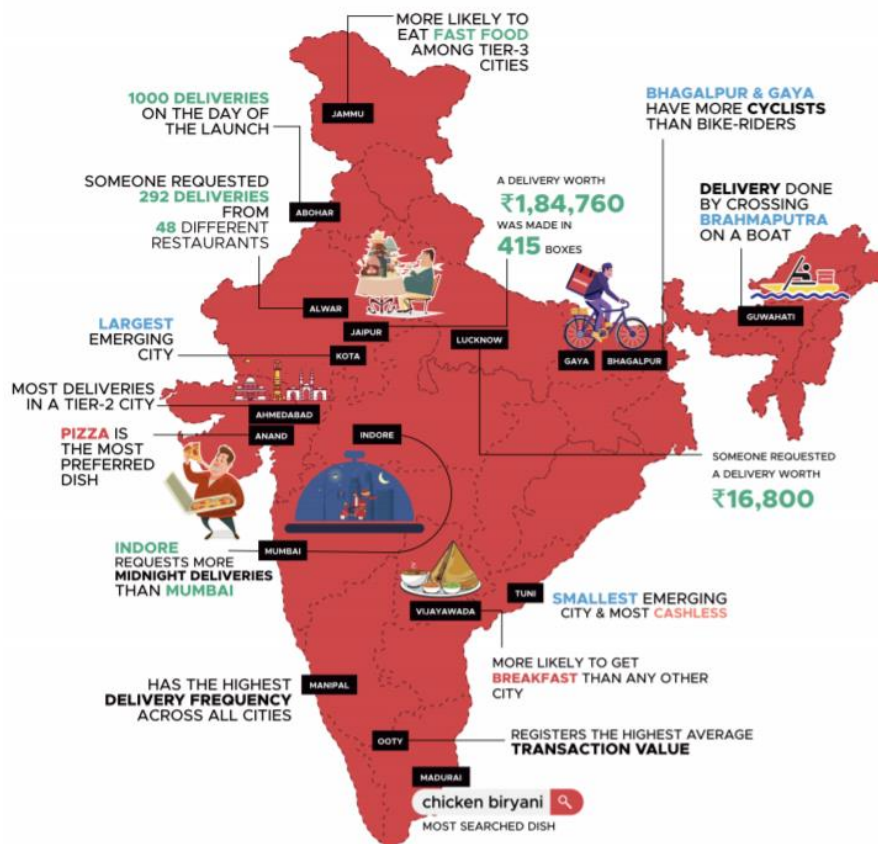
Several key elements have been identified in research on user retention in the online meal delivery market. Kumar and Kaur (2019) and Panda and Agarwal (2020), both of whom studied Zomato, identified targeted promotions, loyalty programmes, user-generated content (UGC), and influencer marketing as important drivers of user retention.

- Verhoef et al. (2003) found that personalised discounts and promotions can greatly improve client retention in online shopping. Similarly, studies by Li et al. (2019) on online meal delivery platforms show that personalised promos based on customer preferences and purchase history might encourage repeat purchases.
- Loyalty programmes, such as Zomato Gold and Zomato Pro, provide discounts on delivery fees and unique deals to encourage regular orders. Luo et al. (2006) found that loyalty programmes, in general, can generate a sense of value and commitment among consumers, resulting in higher retention. However, the efficiency of loyalty programmes in the food delivery industry warrants additional examination. According to Jin et al. (2020), the design and perceived value of loyalty programmes have a substantial impact on user retention.
- Positive user-generated content (UGC), such as restaurant evaluations and high-quality images, can greatly impact user behaviour. Hennig-Thurau et al. (2004) found that user-generated content (UGC) can help create trust and influence purchasing choices. In the context of online meal delivery, user-generated content (UGC) may foster a feeling of community and inspire customers to try new restaurants after receiving favourable peer recommendations.
- Influencer Marketing: Collaborating with social media influencers and food bloggers may help Zomato attract new consumers and promote its services. Hennig-Thurau et al. (2019) found that influencer marketing can be more successful in influencing the purchase decisions of younger populations. However, The long-term effect of influencer marketing on user retention warrants additional investigation. According to Verhoeven et al. (2020), the impact of influencers might reduce with time, necessitating the ongoing adaptation of marketing tactics.

2. Marketing Channels and User Engagement:

The choice of communication channels has a significant impact on the efficacy of marketing campaigns. Existing research provides insights into how customers interact with various marketing platforms in the online meal delivery industry.

- Zomato uses social media sites like as Facebook, Instagram, and Twitter to reach a large audience and promote customised marketing. Constantinides and De Valck (2016) found that social media may be an effective technique for increasing user engagement and brand loyalty. Interactive content, contests, and social listening can help to establish a strong online community around the platform.
- Zomato uses tailored advertising on search engines and social media to attract potential consumers based on geography, demographics, and online behaviour. Goldfarb and Tucker (2016) found that focused advertising increases brand recognition and drives conversions. However, questions about user privacy and data security in targeted advertising must be carefully considered.
- Mobile App Marketing: Zomato's app is a key interaction point for users due to the popularity of mobile meal ordering. Key aspects include push notification optimisation, in-app marketing, and personalised suggestions. Luo et al. (2015) found that the design and user experience of mobile apps had a direct influence on user engagement and retention.



3. Brand Image and User Perception:

The effectiveness of marketing efforts is ultimately determined by the brand image Zomato cultivates. Existing study looks on the relationship among brand personality and customer opinion in the online meal delivery scenario.

- Aaker and Joannides (2001) found that businesses may build unique personalities that connect with their target audience. To engage with people, Zomato's marketing efforts can employ personality attributes such as "fun," "reliable," or "convenient". According to Liu et al. (2008)'s research on online meal delivery platforms, a brand considered as trustworthy and user-friendly may generate good user experiences and drive repeat business.
- Analyze social media sentiment to better understand consumer impression of Zomato's brand and marketing initiatives. O'Donovan et al. (2014) found that social media sentiment research can give useful insights into consumer satisfaction and brand impression.
- Understand Zomato's response to bad customer reviews and concerns. Liu (2006) found that responding to unfavourable customer evaluations in a timely and efficient manner is critical for mitigating their impact and maintaining user confidence.
- Examine how Zomato uses public relations to control brand reputation and gain good media attention. Srivastava (2007) found that excellent public relations may increase brand trust and improve consumer perceptions.
- Learn about Zomato's brand advocacy programmes and user-generated content to promote the platform. Muniz and O'Guinn (2001) found that brand communities and user-generated content are effective in increasing brand loyalty and advocacy.
- Comparative Analysis: Compare Zomato's marketing methods to those of its competitors in the Indian online food delivery business, such as Swiggy. This enables you to discover best practices and areas for improvement. Gupta et al. (2021) present an example of how researchers might compare marketing techniques in a competitive environment.

3. RESEAECH METHODOLOGY

This research aimed to assess the effectiveness of Zomato's marketing strategies in driving user retention and platform growth. To achieve this objective, I used a mixed-methods strategy, which included quantitative and qualitative data gathering methodologies. This allowed for a comprehensive understanding of user behavior, motivations, and the impact of Zomato's marketing efforts.

Quantitative Data Collection:

- **Survey:** I conducted an online survey targeting Zomato users across various demographics, locations, and age groups. The survey gathered data on:
 - **Demographics:** Age, gender, income level, location
 - **Usage Patterns:** Frequency of using Zomato, preferred order types (delivery/pickup)
 - **Brand Perception:** User perception of Zomato's brand image and marketing messages
 - **Engagement with Specific Marketing Strategies:** Awareness and experience with Zomato's promotions, loyalty programs, social media presence, and influencer marketing campaigns
 - **User Satisfaction:** Overall satisfaction with Zomato's services and app experience

Website and App Analytics: Zomato provides valuable user data through its website and app analytics platforms. We accessed anonymized data with Zomato's permission to analyze:

- **User Browsing Behavior:** Track how users navigate the Zomato website and app, identifying popular sections and features.
- **Order History:** Analyze trends in user order frequency, average order value, and preferred restaurant categories.
- **App Usage Data:** Examine user engagement metrics within the Zomato app, including session duration, frequency of app launches, and click-through rates on promotions and advertisements.

Quantitative Data Analysis:

Collected survey data was be analyzed using statistical software like SPSS or R. This involved techniques like:

- **Descriptive Statistics:** Summarize user demographics, usage patterns, and brand perception scores using measures like frequency tables, means, and medians.
- **Correlation Analysis:** Identify potential correlations between user engagement with specific marketing strategies (e.g., influencer marketing) and user retention metrics (e.g., order frequency).

- **Regression Analysis:** Explore the causal relationships between independent variables (marketing strategy usage) and dependent variables (user retention, order frequency) to determine the strength and direction of the impact.

Qualitative Data Collection:

To gain deeper insights into user motivations, decision-making processes, and experiences with Zomato's marketing efforts, we conducted:

- **In-depth Interviews:** Semi-structured interviews with a smaller sample of Zomato users from diverse backgrounds. The interviews explored:
 - How users discover and evaluate restaurants on Zomato
 - The influence of marketing campaigns and promotions on their order decisions
 - User perception of Zomato's brand personality and communication style
 - Suggestions for improvement regarding Zomato's marketing approach

Qualitative Data Analysis:

Interview transcripts were identified reoccurring themes and patterns using thematic analysis. This revealed:

- **User Motivations and Decision-Making:** Understand what factors influence users when choosing restaurants and ordering through Zomato.
- **Impact of Marketing Strategies:** Gain insights into how users perceive Zomato's marketing efforts and the extent to which they influence user behavior.
- **User Experience:** Identify potential pain points and areas for improvement within Zomato's marketing approach and overall user experience.

Strengths of the Mixed-Methods Approach:

- **Triangulation:** Combining quantitative and qualitative data allows for triangulation, which means that results from one technique may be used to confirm or expand on those from the other.
- **Comprehensive Understanding:** The mixed-methods approach provides both a broad quantitative picture of user behavior and in-depth qualitative insights into user motivations and experiences.
- **Actionable Insights:** The combined analysis yielded actionable insights for Zomato to optimize their marketing strategies, improve user retention, and drive platform growth.

3.1 Hypothesis Development

Hypothesis 1

H0: There is no significant correlation among the frequency of utilising Zomato to order food and overall satisfaction level with Zomato.

H1: There is a significant correlation among the frequency of utilising Zomato to order food and overall satisfaction level with Zomato.

Hypothesis 2

H0: There is no significant correlation among the frequency of repeat orders from the same restaurant through Zomato and overall satisfaction level with Zomato.

H1: There is a significant correlation among the frequency of repeat orders from the same restaurant through Zomato and overall satisfaction level with Zomato.

Hypothesis 3

H0: There is no substantial relationship between the frequency with which people use Zomato to order food and the characteristics that influence restaurant selection.

H1: There is a substantial relationship between the frequency with which people use Zomato to order food and the characteristics that influence restaurant selection.

Hypothesis 4

H0: There is no significant relationship among the rating of Zomato compared to other online food delivery platforms and the most helpful marketing strategy in making ordering decisions.

H1: There is a significant relationship among the rating of Zomato compared to other online food delivery platforms and the most helpful marketing strategy in making ordering decisions.

Hypothesis 5

H0: There is no significant correlation among the frequency of repeat orders from the same restaurant through Zomato and the average order value when using Zomato.

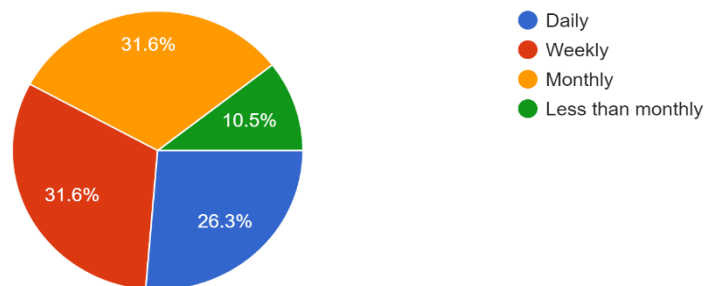
H1: There is a significant correlation among the frequency of repeat orders from the same restaurant through Zomato and the average order value when using Zomato.

3.2 Questionnaire Respondents

Question 1

How often do you use Zomato to order food?

38 responses

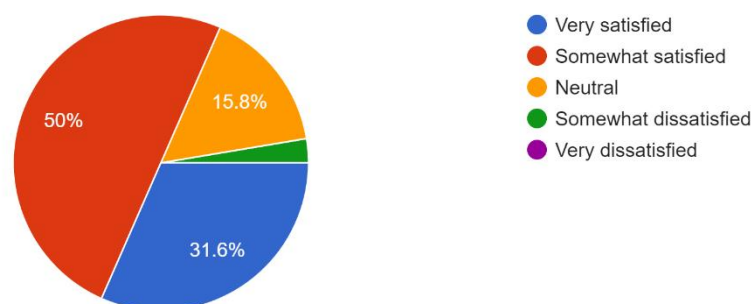


Out of the 38 those who responded, 26.3% were daily users, 31.6% were weekly users, 31.6% were monthly users and 10.5% were less than monthly users.

Question 2

How satisfied are you with your overall experience using Zomato?

38 responses

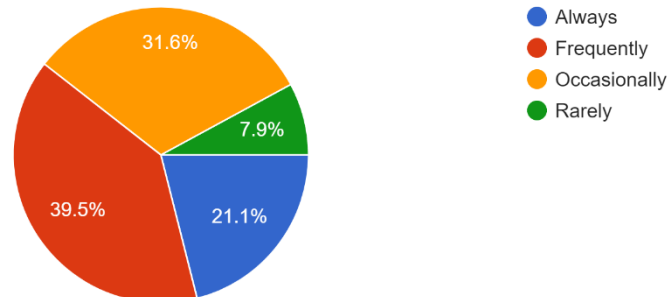


Out of the 38 those who responded, 31.6% were very satisfied with overall experience using Zomato, 50% were somewhat satisfied with overall experience using Zomato, 15.8% were neutral with overall experience using Zomato and 2.6% were somewhat dissatisfied with overall experience using Zomato.

Question 3

How often do you place repeat orders from the same restaurant through Zomato?

38 responses

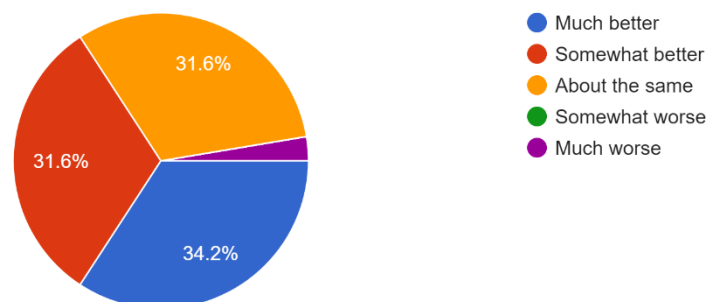


Out of the 38 those who responded, 21.1% were always place orders from the same restaurant, 39.5% were frequently place orders from the same restaurant, 31.6% were occasionally place orders from the same restaurant and 7.9% rarely place orders from the same restaurant through Zomato.

Question 4

Compared to other online food delivery platforms you use, how would you rate Zomato?

38 responses

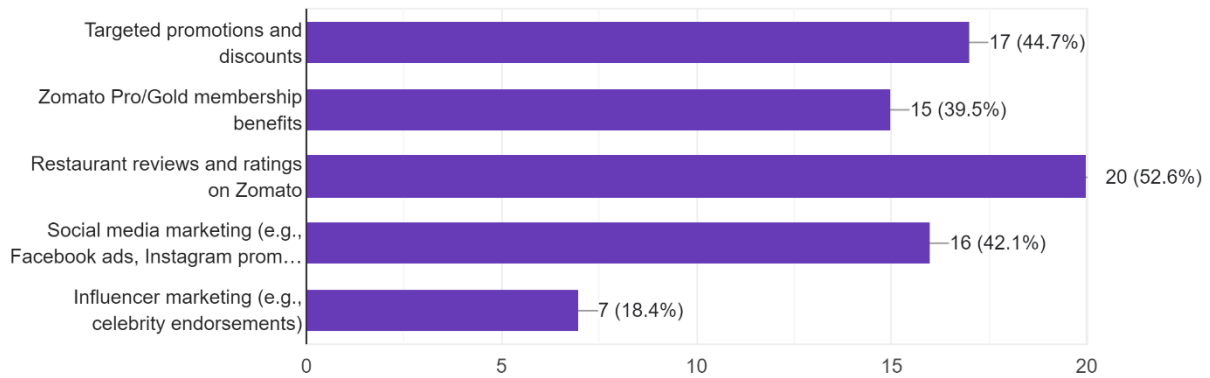


Out of the 38 those who responded, 34.2% rated Zomato much better platform than its competitors, 31.6% rated Zomato somewhat better platform than its competitors, 31.6% rated Zomato about the same platform than its competitors and 2.6% rated Zomato much worse platform than its competitors.

Question 5

Which of Zomato's marketing strategies do you find most helpful in making your ordering decisions?
(Select all that apply)

38 responses

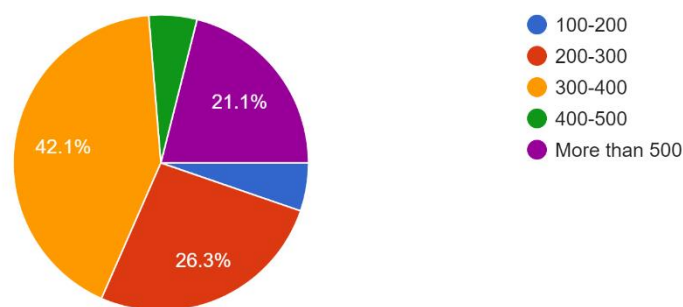


Out of the 38 those who responded, 44.7% find targeted promotions and discounts helpful in making their ordering decisions, 39.5% find Zomato Pro/Gold membership benefits helpful in making their ordering decisions, 52.6% find Restaurant reviews and ratings on Zomato helpful in making their ordering decisions, 42.1% find Social media marketing (e.g., Facebook ads, Instagram promotions) helpful in making their ordering decisions and 18.4% find Influencer marketing (e.g., celebrity endorsements) helpful in making their ordering decisions.

Question 6

On average, what is your order value when using Zomato?

38 responses

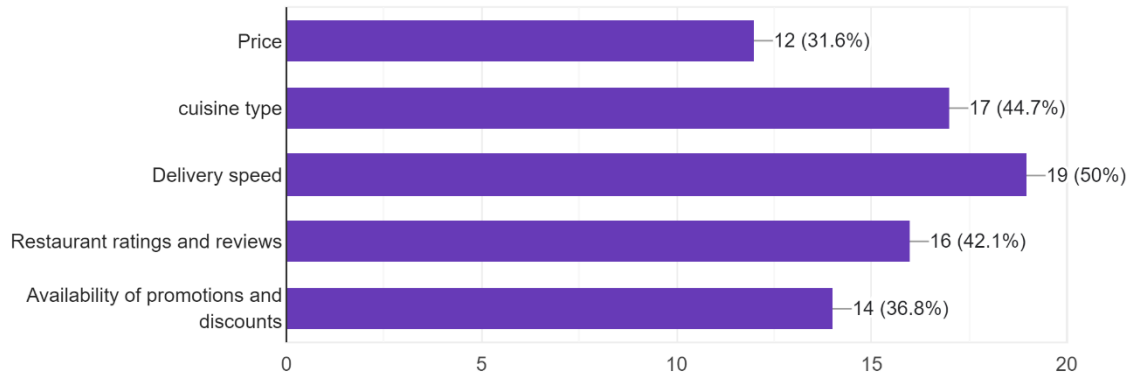


Out of the 38 those who responded, only 5.3% has their order value between 100 to 200, 26.3% has their order value between 200 to 300, 42.1% has their order value between 300 to 400, 5.3% has their order value between 400 to 500 and 21.1% has their order value more than 500.

Question 7

What factors influence your choice of restaurant when using Zomato? (Select all that apply)

38 responses



Out of the 38 those who responded, 31.6% find price as a factor before choosing restaurant, 44.7% find cuisine type as a factor before choosing restaurant, 50% find delivery speed as a factor before choosing restaurant, 42.1% find restaurant ratings and reviews as a factor before choosing restaurant and 36.8% find availability of promotions and discounts as a factor before choosing restaurant.

4. ANALYSIS, DISCUSSION AND RECOMMENDATIONS

Hypothesis 1

H0: There is no significant correlation among the frequency of utilising Zomato to order food and overall satisfaction level with Zomato.

H1: There is a significant correlation among the frequency of utilising Zomato to order food and overall satisfaction level with Zomato.

How oftendoyouuseZomatotoorderfood * HowsatisfiedareyouwithyouroverallexperienceusingZomato Crosstabulation

Count

		HowsatisfiedareyouwithyouroverallexperienceusingZomato				Total
		Neutral	Somewhat dissatisfied	Somewhat satisfied	Very satisfied	
How oftendoyouuseZomatotoorderfood	Daily	1	0	6	3	10
	Less than monthly	0	1	3	0	4
	Monthly	3	0	5	4	12
	Weekly	2	0	5	5	12
Total		6	1	19	12	38

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.697 ^a	9	.177
Likelihood Ratio	10.434	9	.317
N of Valid Cases	38		

a. 13 cells (81.3%) have expected count less than 5. The minimum expected count is .11.

Result: Because the number is more than five. The null hypothesis is accepted. As a result, it is not possible to conclude that there is a substantial relationship between the frequency of using Zomato to order food and overall satisfaction level with Zomato.

Hypothesis 2

H0: There is no significant correlation among the frequency of repeat orders from the same restaurant through Zomato and overall satisfaction level with Zomato.

H1: There is a significant correlation among the frequency of repeat orders from the same restaurant through Zomato and overall satisfaction level with Zomato.

Howoftendoyouplacerepeatordersfromthesamerestaurant * HowsatisfiedareyouwithyouroverallexperienceusingZomato Crosstabulation

Count

		HowsatisfiedareyouwithyouroverallexperienceusingZomato				Total
		Neutral	Somewhat dissatisfied	Somewhat satisfied	Very satisfied	
Howoftendoyouplacerepeatordersfromthesamerestaurant	Always	0	0	2	6	8
	Frequently	2	0	11	2	15
	Occasionally	4	0	4	4	12
	Rarely	0	1	2	0	3
Total		6	1	19	12	38

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.583 ^a	9	.002
Likelihood Ratio	21.303	9	.011
N of Valid Cases	38		

a. 14 cells (87.5%) have expected count less than 5. The minimum expected count is .08.

Result: Because the number is fewer than five. The null hypothesis is rejected. As a result, it is possible to conclude that there is a substantial relationship between the frequency of repeat orders from the same restaurant through Zomato and overall satisfaction level with Zomato.

Hypothesis 3

H0: There is no substantial relationship between the frequency with which people use Zomato to order food and the characteristics that influence restaurant selection.

H1: There is a substantial relationship between the frequency with which people use Zomato to order food and the characteristics that influence restaurant selection.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	65.603 ^a	54	.134
Likelihood Ratio	63.628	54	.174
N of Valid Cases	38		

a. 76 cells (100.0%) have expected count less than 5.
The minimum expected count is .11.

Result: Because the number is more than five. The null hypothesis is accepted. As a result, it is not possible to conclude that there is a substantial relationship between the frequency of using Zomato to order food and the factors influencing the choice of restaurant.

Hypothesis 4

H0: There is no significant relationship among the rating of Zomato compared to other online food delivery platforms and the most helpful marketing strategy in making ordering decisions.

H1: There is a significant relationship among the rating of Zomato compared to other online food delivery platforms and the most helpful marketing strategy in making ordering decisions.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	57.238 ^a	48	.170
Likelihood Ratio	53.206	48	.281
N of Valid Cases	38		

a. 68 cells (100.0%) have expected count less than 5.
The minimum expected count is .03.

Result: The null hypothesis is accepted. As a result, it is not possible to conclude that there is a substantial relationship between the rating of Zomato compared to other online food delivery platforms and the most helpful marketing strategy in making ordering decisions.

Hypothesis 5

H0: There is no significant correlation among the frequency of repeat orders from the same restaurant through Zomato and the average order value when using Zomato.

H1: There is a significant correlation among the frequency of repeat orders from the same restaurant through Zomato and the average order value when using Zomato.

Howoftendoyouplacerepeatordersfromthesamerestaurantth * OnaveragewhatisyuorordervaluewhenusingZomato Crosstabulation

Count

		OnaveragewhatisyuorordervaluewhenusingZomato					Total
		100-200	200-300	300-400	400-500	More than 500	
Howoftendoyouplacerepeatordersfromthesamer estauranth	Always	0	1	1	2	4	8
	Frequently	0	6	8	0	1	15
	Occasionally	0	3	6	0	3	12
	Rarely	2	0	1	0	0	3
Total		2	10	16	2	8	38

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.004 ^a	12	.000
Likelihood Ratio	28.216	12	.005
N of Valid Cases	38		

a. 18 cells (90.0%) have expected count less than 5. The minimum expected count is .16.

Result: Because the number is fewer than five. The null hypothesis is rejected. As a result, it is possible to conclude that there is a substantial relationship between the frequency of repeat orders from the same restaurant through Zomato and the average order value when using Zomato.

4.1 Findings and Recommendations

Findings

1. There is no significant correlation among the frequency of utilising zomato to order food and overall satisfaction level with Zomato.
2. There is a significant correlation among the frequency of repeat orders from the same restaurant through Zomato and overall satisfaction level.
3. There is no substantial relationship between the frequency with which people use Zomato to order food and the characteristics that influence restaurant selection.
4. There is a significant correlation among the frequency of repeat orders from the same restaurant through Zomato and the average order value when using Zomato.
5. There is a significant association between the factors influencing the choice of restaurant and the average order value when using Zomato.
6. There is no significant relationship among the rating of Zomato compared to other online food delivery platforms and the most helpful marketing strategy in making ordering decisions.

Recommendations

1. Zomato should focus on enhancing user experience for both frequent and infrequent users to improve overall satisfaction. This could include personalized recommendations, faster delivery options, and improved customer support.
2. Zomato should encourage and facilitate repeat orders by offering incentives, such as loyalty programs or exclusive discounts, to enhance overall satisfaction and retain loyal customers.
3. Zomato should tailor its marketing strategies and offerings based on users' preferences and priorities, such as price sensitivity, cuisine preferences, and the importance of reviews and ratings.
4. Zomato should focus on encouraging repeat orders as they contribute to higher average order values. This could involve promoting loyalty programs or offering incentives for larger orders.
5. Zomato should consider users' preferences and priorities when recommending restaurants and offerings, as this can influence their spending behavior. Providing personalized recommendations based on factors such as price, cuisine type, and availability of promotions can help increase the average order value.
6. Zomato should invest in marketing strategies that resonate with its target audience and contribute to positive brand perception. This could involve leveraging targeted promotions, improving the Zomato Pro/Gold membership benefits, and enhancing restaurant reviews and ratings.

4.2 Limitations of the Research

- **Self-Reported Data:** Survey data is based on self-reported information, which may be biased.
- **Access to Data:** Obtaining anonymized website and app analytics data from Zomato will require their permission and cooperation.
- **Generalizability:** The results may not be generalizable to the complete Zomato user base depending on the selected sample size and demographics.

5. SIGNIFICANCE AND CONCLUSION

This research had Used a mixed-methods technique to investigate the effectiveness of Zomato's marketing strategies in driving user retention and platform growth. By combining quantitative data analysis with in-depth qualitative insights, this study offers valuable contributions to both Zomato and the whole online meal delivery sector.

Significance for Zomato:

- **Optimizing Marketing Strategies:** The findings can guide Zomato in optimizing their marketing efforts by identifying the most effective channels and strategies for user engagement and retention. By understanding user preferences and responses to specific marketing tactics, Zomato can allocate resources more efficiently and tailor campaigns to resonate with their target audience.
- **Improving User Experience:** The research can uncover potential pain points in the user experience and how specific marketing strategies can address them. For instance, the study might reveal a disconnect between advertised promotions and user expectations. This insight allows Zomato to bridge the gap and ensure a smooth user journey.
- **Enhancing Brand Image:** The analysis of user perception enables Zomato to refine their brand messaging and communication style to strengthen their brand image. By understanding what aspects of their brand resonate with users and what areas require improvement, Zomato can create a more compelling and trustworthy brand identity.
- **Developing Long-Term Strategies:** Insights into user motivations, decision-making processes, and the impact of marketing over time can inform Zomato's long-term marketing strategies. By understanding the evolving needs and behaviors of their user base, Zomato can adapt and innovate their marketing approach to retain users in a competitive market.

Significance for the Online Food Delivery Industry:

- **Benchmarking Best Practices:** This research provides valuable benchmark data and insights for other players in the online meal delivery sector. By learning effective marketing methods used by Zomato, competitors can learn and adapt them to their own platforms, promoting growth and user engagement across the industry.
- **Understanding Millennial and Gen Z Consumers:** The research sheds light on the preferences and methods of choice of tech-savvy millennial and Generation Z customers. This knowledge is not only valuable for online food delivery companies but also for brands across various sectors seeking to effectively connect with these demographics. The study provides insights into how marketing strategies can be tailored to resonate with digital-first consumers who rely heavily on online platforms for decision-making.
- **The Future of User Engagement:** The research delves into emerging trends in user engagement and marketing strategies within the online food delivery space. This knowledge can inform future marketing practices in the industry and contribute to

developing innovative approaches to captivate and retain users in a continuously evolving digital landscape.

Conclusion

This research has demonstrated the significant marketing techniques play an important part in boosting Zomato's user retention and platform growth. The study's analysis of quantitative and qualitative data gave significant insights into the success of certain marketing methods and their effects on user behaviour. The findings offer practical recommendations for Zomato to optimize their marketing efforts and solidify their position within the competitive online food delivery market.

Furthermore, the research contributes to a broader understanding of user engagement and marketing strategies within the industry. Its findings will be valuable for other online food delivery platforms and brands seeking to connect with tech-savvy millennial and Gen Z consumers. As the landscape continues to evolve, this research acts as a useful beginning point for investigating future of user engagement and marketing strategies within the online food delivery industry.

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APPENDIX

A STUDY ON EVALUATING THE EFFECTIVENESS OF ZOMATO'S MARKETING STRATEGIES

1. How often do you use Zomato to order food?
 - Daily
 - Weekly
 - Monthly
 - Less than monthly

2. How satisfied are you with your overall experience using Zomato?
 - Very Satisfied
 - Somewhat satisfied
 - Neutral
 - Somewhat dissatisfied
 - Very dissatisfied

3. How often do you place repeat orders from the same restaurant through Zomato?
 - Always
 - Frequently
 - Occasionally
 - Rarely

4. Compared to other online food delivery platforms you use, how would you rate Zomato?
 - Much Better
 - Somewhat Better
 - About the same
 - Somewhat worse
 - Much worse

5. Which of Zomato's marketing strategies do you find most helpful in making your ordering decisions?
 - Targeted promotions and discounts
 - Zomato Pro/Gold membership benefits
 - Restaurant reviews and ratings on Zomato
 - Social media marketing (e.g., Facebook ads, Instagram promotions)
 - Influencer marketing (e.g., celebrity endorsements)

6. On average, what is your order value when using Zomato?
- 100-200
 - 200-300
 - 300-400
 - 400-500
 - More than 500
7. What factors influence your choice of restaurant when using Zomato? (Select all that apply)
- Price
 - cuisine type
 - Delivery speed
 - Restaurant ratings and reviews
 - Availability of promotions and discounts

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