



A STUDY ON MARKETING STRATEGY OF ZOMATO COMPANY

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ABSTRACT :

This study examines marketing practices, Zomato, a popular website for food and restaurant discovery. Because digital food services are more dependent, it is important to understand Zomato's customer acquisition, commitment and binding capabilities. This study discusses key marketing strategies such as social media campaigns, influencer collaboration, targeted ads, and location-related ads. Furthermore, the survey assesses the availability of consumers on Zomato's advertising campaigns, their impact on customer behavior, and the efficiency of various advertising media. Through primary and secondary data analysis, this study seeks to gain insight into Zomato's precipitation, its weaknesses, and its marketing strategies in a highly competitive market. The results highlight the need for personalized marketing, strategic brand positioning and customer-oriented innovation in maintaining the advantage of the Zomato market.

INTRODUCTION :

Marketing includes research into strategies, technologies, and processes related to the promotion and sales of products and services. It can be equipped in areas such as digital marketing, consumer behaviour, brand management, market research, and advertising. Projects in this area can lead to market trend analysis, marketing plans design, or researching various marketing strategies and their effectiveness. The aim is to use theoretical understanding to support the company, acquire and retain customers, and ensure the greatest profitability and reputation of the brand.

OBJECTIVES OF THE STUDY :

- To identify the marketing strategies of Zomato company
- To study how much the strategies effected to the customers
- To analyse how the tactics effect the development of the society

STATEMENT OF THE PROBLEM :

- Zomato needs to keep up with the changing preferences of customers, like their desire for quicker delivery, healthier food options, and eco-friendly practices.
- ❖ Zomato faces tough competition from other platforms like Swiggy and UberEats, making it challenging to stand out and keep customers loyal.
- ❖ With the growing use of the internet, Zomato needs to use digital marketing tools like social media and online ads effectively to reach more customers and stay ahead of trends.

RESEARCH METHODOLOGY :

Primary data

SIMPLE PERCENTAGE METHOD:

In the percentage analysis, percentage is calculated by multiplying the number of respondents into hundred and it is divided by the sample size.

Simple percentage = No. Of. Respondents ÷ total respondents *100

LIMITATIONS OF STUDY

- The limited with only one food delivery app-Zomato app
- The time allotted for the study is limited thus the depth details cannot be completely identified
- Limited access to the proprietary data.

2.1 REVIEW OF LITERATURE :

1. Kapoor & Gupta (2021) discusses the Zomato's approach to invasion of international markets and analyses their global expansion strategies and challenges faced in new fields.
2. Mishra & Roy (2021) examines how Zomato's sustainability efforts are integrated into marketing strategies.

3.1 OVERVIEW OF THE COMPANY :

Zomato is an international platform for discovery and food ordering platforms founded in 2008 by Pankaj Chaddah and Deepinder Goyal of India. Zomato started out as a restaurant review website, but quickly included the growth of its services, food ordering, table reservations and other related services. This website provides user access to a large database with restaurants, including menus, photos, reviews, and more. Zomato has expanded over the years, opening his business in several countries and becoming an important player in food technology.

4.1 DATA ANALYSIS AND INTERPRETATION :

A survey was carried out to find out the information from the consumers regarding their opinion, on using and strategies implemented by Zomato company.

TABLE

SIMPLE PERCENTAGE METHOD:

Simple percentage = No. Of. Respondents ÷ total respondents *100

Table 4.1 Demographic Factors of the respondents

Factors	Particulars	Frequency	Percentage
Age	Below 18	12	10.1%
	19-25	74	62.2%
	26-40	15	12.6%
	Above 40	18	15.1%
Gender	Male	32	26.9%
	Female	86	72.2%
	Others	1	0.9%
Education level	High school	9	7.6%
	College	69	58%
	Work	30	25.2%
	Others	11	9.2%
Living status	With family	110	92.4%
	Independently	9	7.6%

TABLE 4.2

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Restaurant discovery and reviews	10	8.40%

Food delivery	64	53.78%
Online table reservations	7	5.9%
Restaurant menu browsing	16	13.45%
Food subscription plans(Zomato pro, Zomato gold)	5	4.19%
Others	17	14.28%
TOTAL	119	100%

TABLE SHOWING THE SERVICES ASSOCIATED WITH ZOMATO BY THE RESPONDENTS

INTERPRETATION

From the above table 8.40% are using Zomato to restaurant discovery and reviews; 53.78% are using Zomato to food delivery; 5.9% are using Zomato for online table reservations; 13.45% are using Zomato for restaurant menu browsing; 4.19% are using Zomato food subscription plans(Zomato pro, Zomato gold); and 14.28% of the respondents are using Zomato for other services.

TABLE 4.3**TABLE SHOWING THE EFFECTIVE MARKETING CHANNEL USED BY ZOMATO**

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Social media (Facebook, Instagram, twitter)	53	44.9%
Television and radio ads	11	9.3%
Online ads (google, YouTube, etc)	31	25.5%
Influencer partnerships	7	5.9%
Email campaigns or push notifications	7	5.9%
others	10	8.5%
TOTAL	119	100%

INTERPRETATION

From the above table 44.9% are thinks, through the channel of social media(face book , Instagram ,twitter) Zomato are using most effectively for their marketing ;9.3% thinks through television and radio ads ;25.5% are thinks of online ads(google, youtube ,etc); 5.9% are thinks of influencer partnerships; 5.9% are thinks of email campaigns or push notifications and 8.5% of the respondents thinks through other channels to marketing by the Zomato .

TABLE 4.4**TABLE SHOWING THE MOST LIKED STRATEGY OF ZOMATO**

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
More discounts and special offers	39	32.7%
Better food recommendations and personalized ads	20	16.8%
Collaborations with more local or global influencers	11	9.3%

Interactive social media content(polls,contests, giveaways)	29	24..4%
Sustainability and ethical practices highlighted in marketing	7	5.9%
others	13	10.9%
TOTAL	119	100%

INTERPRETATION

From the above table 32.7% of the respondents are like to see the more discounts and special offers in the Zomato 's marketing strategies; 16.8% are prefers better food recommendations and personalized ads; 9.3% are prefers collaborations with more local or global influencers ; 24.4 are prefers interactive social media content(polls, contests, giveaways) ; 5.9% are prefers sustainability and ethical practices highlighted in marketing ; and 10.9% of the respondents are like to see other Zomato 's marketing strategies .

TABLE 4.5

TABLE SHOWING DOES THE STRATEGIES ARE TAILORED TO THE RESPONDENTS

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Yes, completely tailored	38	31.9%
Some what tailored, but could be more localized	42	35.3%
Not really tailored in my region	22	18.5%
Not at all, it feels generic	17	14.3%
TOTAL	119	100%

INTERPRETATION

From the above table 31.9% of the respondents responds that Zomato 's marketing campaigns are tailored specific needs of their region; 35.3% responds that only some what tailored, but could be more localized; 18.5% responds that not really tailored and 14.3% of respondents responds that not at all and it feels generic.

5.1 FINDINGS :

- ❖ Majority 62.2% of the respondent are aged between 19-25.
- ❖ Majority 72.2% of the respondent of my questionnaire are female
- ❖ Majority 58% of the respondents are from college.
- ❖ Majority 92.4% respondents are living with their family.
- ❖ Majority 53.78% of the respondents are using Zomato for the service of food delivery
- ❖ Majority 44.9% of the respondents thinks that , through social media (face book ,Instagram, twitter) channel Zomato uses effectively for the marketing
- ❖ Majority 32.7% of the respondents are like to see the more discounts and special offers used by the Zomato in their marketing strategies
- ❖ Majority of 35.3% of the respondents thinks that Zomato 's marketing campaigns are some what tailored, but could be more localized in their region.

5.2 SUGGESTIONS :

- ❖ Zomato company should to reach to people of other age groups.
- ❖ The company should focus more on attractive advertisements, discounts, coupon code has to provide on advertisement media channels.
- ❖ The company should focus more on promotional activities at every region where lack of aware of the company

5.3 CONCLUSION :

Zomato's marketing strategy illustrates a dynamic combination of innovation, adaptability and customer-oriented approaches. Zomato uses digital marketing technologies, influencer collaboration and a mix of localized content to effectively use a diverse audience and encourage brand loyalty. Not only did it focus on localization of approaches to different markets, but it also made its innovative offers, such as subscription-based services, differentiated

from its competitors. However, there are challenges such as market saturation, operational costs and competition from global actors. For future success, Zomato should develop further marketing strategies and focus on expanding its sustainability, customer-oriented approach and services to maintain a competitive advantage

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