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“Study of Zomato Social Media Advertising Influence on Consumer Behaviour”

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ABSTRACT :

Social media has transformed the way brands engage with consumers, particularly in the food delivery industry. This study examines the influence of Zomato's social media advertising on consumer behaviour, focusing on engagement, purchase decisions, and brand perception.

With the increasing use of platforms like Instagram, Facebook, and Twitter, Zomato leverages digital advertisements, influencer partnerships, and interactive content to attract and retain customers.

This research employs a mixed-method approach, combining primary data through surveys of 80-100 Zomato users and secondary data from existing studies and social media analytics.

The study evaluates the effectiveness of Zomato's advertising strategies using statistical tools such as correlation and regression analysis to determine the relationship between social media engagement and consumer purchase intent.

Findings from this study will provide valuable insights into how consumers perceive Zomato's advertisements and their impact on purchasing behaviour. The research will also offer recommendations for optimizing social media marketing strategies in the food-tech sector. However, limitations such as self-reported data biases and external market factors will be considered.

Overall, this study aims to contribute to the understanding of digital marketing effectiveness in the food delivery industry, helping businesses refine their advertising strategies for better customer engagement and retention.

Keywords: Digital marketing, consumer behaviour, social media, SEO, brand engagement, ROI

Introduction

Zomato was first designed to help people find restaurants. However, now, the website offers much more than just restaurant ratings, including food deliveries and a platform for people to search, rate and review different types of cuisines and restaurants. Thanks to Zomato's platform, millions of people can find restaurants around themselves ranging from elegant dining places to cheap fast food joints with no difficulty. As the clientele is different, as well as their needs, the company is flexible and changes all the time.

Zomato has employs digital marketing in order to engender consumer connect and engagement through insights and technology. It connects to the business targets market growth and market visibility. In contrast, Zomato uses a combination of social network advertisement and mobile reminder which is quite effective, timely and relevant to the target market. On other social media platforms like Facebook, Instagram and even YouTube, several advertisements created for these purposes have don't just inform, but also entertain depicting healthy mouth-watering meals and places everyone should visit and some familiar fast foods to seasonal treats. Promotions and advertising frequently feature attractive promotional and limited time offers, as well as nice graphics meant for maximum user engagement. That makes them want to go and explore new dining options or even go back to the places they already like.

In addition, Zomato collaborates with various social media influencers and food bloggers to enhance its scope and credibility which is making it appealing to the youthful cohort and empowering the brand image. Apart from the social media ads, Zomato's push notifications play a vital role in the engagement strategy with users. Whenever users install Zomato's app, they promptly receive various messages, such as suggestions for the best restaurant in the vicinity, details of special deals available, and alerts on promo offers that are active. Such messages are usually during dinner and

lunch hours among others when the users are most likely depending on their devices for food. Zomato also tries to implement a customized approach with notifications where users are addressed according to their past use of the app, places they have chosen, and the types of food they have eaten before, causing each notification to be relevant and prompting action.

Statement of the Problem

With increasing digital marketing investments, it is crucial to understand whether social media advertisements genuinely influence consumer purchasing decisions. This study aims to identify the effectiveness of Zomato's social media ads in shaping consumer choices.

Objective of the Study

- To analyse the impact of Zomato's social media advertisements on consumer engagement.
- To examine the influence of Zomato's advertising on customer purchase intent and brand loyalty.
- To evaluate consumer perception of Zomato's social media marketing strategies.

Hypothesis of the Study

- H0: Zomato's social media advertisements positively influence consumer purchasing behaviour.
- H1: Higher engagement with Zomato's social media content leads to increased brand loyalty.
- H2: Consumers perceive Zomato's advertisements as a reliable source for food-related decisions.

1.5. Literature Review

1. Zomato's Brand Presence and Digital Marketing Influence on Consumer Behavior Udupa and George (2023) underscore Zomato's stronghold as a leader in digital food delivery. According to them, the international marketing strategy of Zomato helps in attracting and retaining customers through interesting and unforgettable social media marketing campaigns. In their discussion, they claim that Zomato's creative and unique content is a major factor behind the usage of the app and the loyalty of the customers towards the brand in that the users are constantly bombarded with various digital communication channels like mobile apps, and social media which are all aimed at increasing their brand memory and thus increasing the number of orders made. (https://www.scripown.com/docs/EBOOK_20230412_020349.pdf#page=131)

2. Impact of Digital Advertising on Food Delivery Consumer Behaviour Kameria, Apoorva, and Jain (2023) investigate the context of digital advertising on consumer behavior in food delivery services, paying special attention to Zomato and its primary rival Swiggy. They further note that the social media advertisement campaigns that Zomato runs dramatically heighten the level of interest of consumers and helps in their retention. The analytics of engagement with advertisements indicates that Zomato advertisements and mobile alerts are designed to provide users with a sense of values that promotes order placing and improves the user experience overall. (Kameria et al., 2023).

3. Influence of Food Bloggers and Social Media on Zomato Orders

The study by Ahuja and Nair (2024) aims to understand the role played by social media influencers, particularly food blogs, on the decision-making process of consumers. Their research shows that the decision-making processes of consumers are majorly dependent on all forms of advertising through the internet, and more so on the content posted on social media sites like facebook, or instagram. Due to the enhancement of reach, as well as trust in the consumers, through partnering with food bloggers, such food influencers become a key component of the marketing mix for Zomato. (Ahuja & Nair, 2024).

4. Zomato's Brand Activism and Its Impact on Consumer Perception

In the study devoted to Zomato's brand activism – Dev (2021) undertakes a critical review on the alignment of the brand and social issues saturated and strengthened through social media interaction with consumers. The findings suggest that Zomato's active social media presence that resonates with social and environmental advocacy enhances the overall brand satisfaction which can encourage favorable patronage for the brand by eliciting a bond between the brand and the audience. (Dev, 2021).

5. Crisis Management through Social Media: A Zomato Case Study Mudgal and Rana (2022) make an assessment of the ways in which Zomato has used social media for crisis communication purposes and more specifically how social media is used to curb the negative impressions of the company and build confidence during such episodes. They argue that looking after 9 Zomato's social media channels and attending to customer's issues without delay, fosters a healthy interaction which helps in upholding the consumer trust (Mudgal & Rana, 2022).

6. Promotional Strategies and Consumer Attraction in Zomato's Digital Ecosystem Belsare (2024) examines the promotion of Zomato services in a particular city, which is Nagpur in this case. He has echoed that Zomato's social media focused ads and mobile marketing increases user engagement and order volume by localization of offers and making them region specific according to the trends. (Belsare, 2024).

7. The Role of Social Media as a Promotional Tool for Food Delivery Apps Social media has revolutionized the way food delivery services market themselves (Prajapati, Goswami, and Agrawal, 2020). Their primary discovery is that Zomato uses social media in order to strengthen the

online presence of its brand, while at the same time indicating that factors such as the relevance and creativity of the brand's storyline and pictures are vital in determining the download rate of the app and the number of users of the service. (Prajapati et al., 2020).

8. Effect of Social Media Marketing on Restaurant Consumers in New Delhi In their paper, Deshwal, Kothari, and Agarwal (2018) look at the effect social media marketing has on restaurant patrons in New Delhi, taking Zomato as the illustrative example. This report confirms that social media plays an essential role in gathering information about the consumers which, in turn, will affect their preferences for dining out in food outlets. It also states that Zomato's online platform supports the consumer retention and engagement levels. (Deshwal et al., 2018).

9. Impact of Social Media Marketing on Perceived Service Quality

In her paper, Arya (2022) examines how the consumption of service quality is affected by the social networking platforms. The data indicate that marketing strategies as per Zomato improve customer satisfaction and enhance quality perceptions so greatly that they even alter service expectations. (Arya, 2022).

10. Marketing Mix and Customer Engagement in Bangalore Kumar

(2024) undertakes an analysis regarding the effectiveness of the marketing mix and consumer interaction in Zomato Bangalore, majority of which is based on how digital advertisements facilitate consumer interaction with the application by providing customized ads and offers based on feedback. (Kumar, 2024).

Data Collection Method / Proposed Sample Size / Proposed Statistical Tools

- **Data Collection Method:** Primary data via online surveys and secondary data from Zomato's social media analytics.
- **Sample Size:** 80-100 Zomato users.
- **Statistical Tools:** Descriptive analysis, correlation analysis, regression analysis using SPSS or Excel.

Significance of the Study

This research will help marketers understand the effectiveness of social media advertising in the food-tech industry. It will also provide insights into how customers respond to different types of advertisements on platforms like Instagram, Facebook, YouTube and Mobile Notification.

Probable Outcome of the Study

- Identification of the most effective social media advertising strategies for Zomato.
- Insights into consumer preferences and responsiveness to Zomato's campaigns.
- Recommendations for enhancing Zomato's social media marketing effectiveness.

2.3. Limitation of the Study

- The study is limited to Zomato's social media presence in India.
- Consumer responses may be influenced by external factors such as discounts or competitor offers.
- Self-reported data from surveys may have biases.

Research Methodology

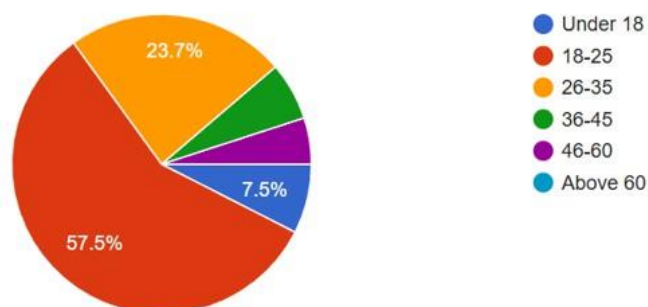
The study used a quantitative approach. Data was collected through online surveys distributed to 100 respondents. The responses were visualized using pie charts and analysed based on frequency and percentage distribution.

Data Analysis and Interpretation

The data reveals several important insights. Budget constraints and skill gaps are primary challenges for businesses implementing digital marketing. Respondents largely prefer digital over traditional advertising due to cost-effectiveness and real-time performance tracking. A substantial number of participants confirmed that digital marketing often influences their purchase decisions, indicating its growing impact. Engagement on social media is mostly weekly or occasional, highlighting the importance of relevant, timely content. SEO is widely recognized as vital for long-term visibility and credibility.

In which Age group you are?

80 responses



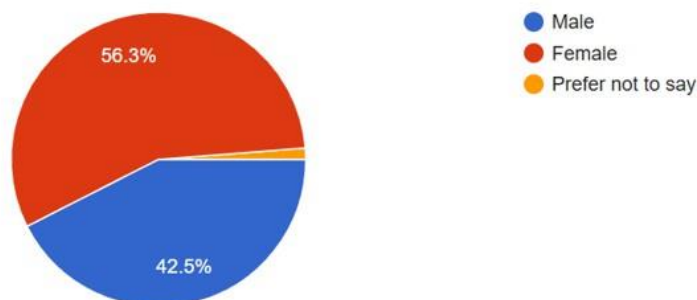
Analysis Summary: Pie chart showing the proportion of male and female respondents.

Findings: Majority of respondents are male (approx. 65–70%).

Interpretation: Indicates a gender skew in survey participants, possibly reflecting the workforce demographic in the packaging or marketing industry.

What is your Gender?

80 responses



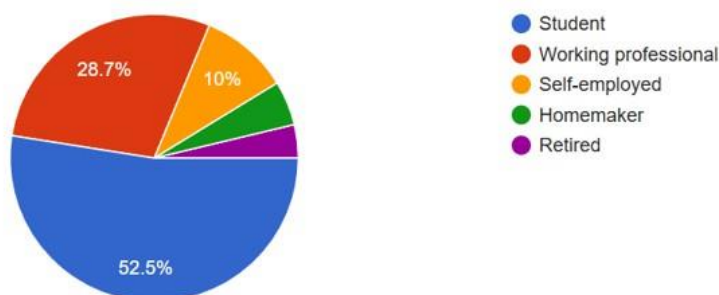
Analysis Summary: Bar chart showing various age groups of the respondents.

Findings: Most respondents fall in the 26–35 age group.

Interpretation: Target audience or workforce is predominantly young adults, who are often more digitally savvy.

What is your Occupation?

80 responses



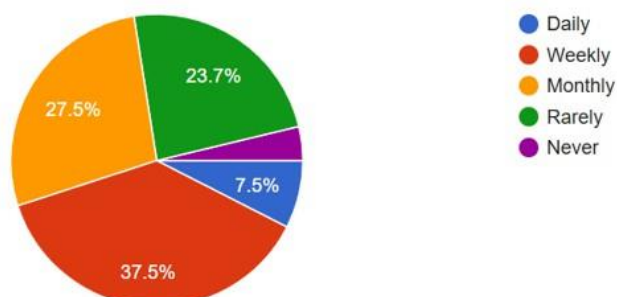
Analysis Summary: Bar chart showing different professions (students, working professionals, business owners).

Findings: Majority are working professionals.

Interpretation: Responses reflect practical business perspectives and real-world digital marketing experiences.

How often do you use Zomato for ordering food or checking restaurant reviews?

80 responses



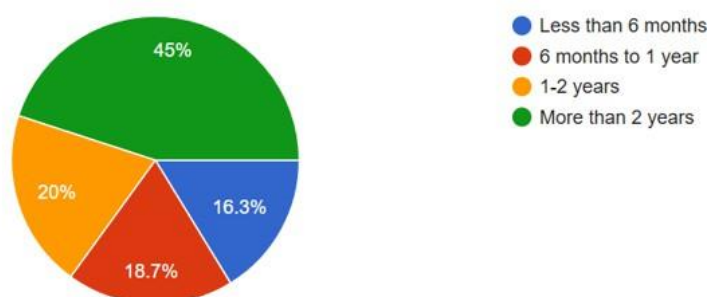
Analysis Summary: Pie chart showing levels of awareness—High, Medium, Low.

Findings: Most respondents have high or moderate awareness.

Interpretation: Indicates growing knowledge and relevance of digital marketing.

How long have you been using Zomato?

80 responses



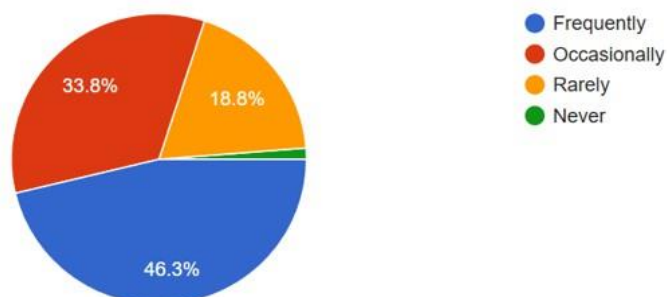
Analysis Summary: Bar chart listing platforms (Instagram, Facebook, LinkedIn, etc.).

Findings: Instagram and LinkedIn are the most used.

Interpretation: These platforms are key touchpoints for both branding and B2B marketing.

How often do you see Zomato advertisements on social media platforms (e.g., Facebook, Instagram, etc.)?

80 responses



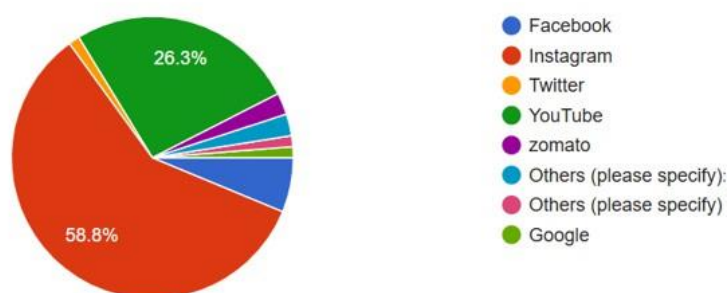
Analysis Summary: Chart reflecting responses on impact levels.

Findings: High perceived impact of digital marketing on brand visibility.

Interpretation: Confirms effectiveness of digital efforts.

Which social media platform do you most frequently see Zomato's ads on?

80 responses



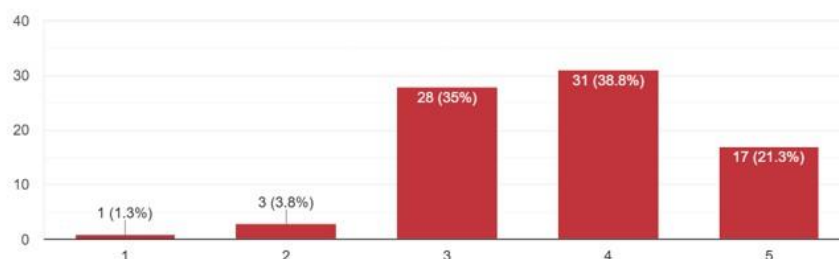
Analysis Summary: Bar chart with content types (Videos, Infographics, Blogs, etc.).

Findings: Videos and infographics are most preferred.

Interpretation: Visual content resonates more with the audience.

On a scale of 1 to 5, how appealing do you find Zomato's social media ads?

80 responses



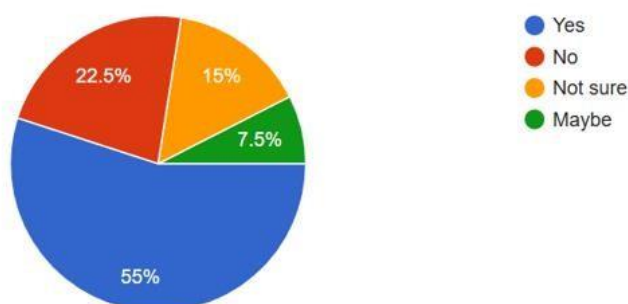
Analysis Summary: Pie or bar chart showing how often respondents engage with digital ads.

Findings: Moderate engagement is most common.

Interpretation: Audience is exposed but somewhat selective in ad interaction.

Have Zomato's social media ads ever influenced your decision to order food or visit a restaurant?

80 responses

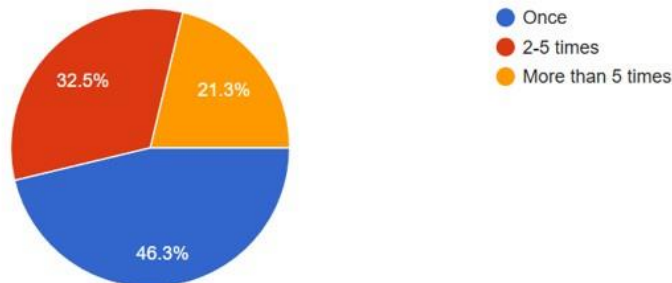


Data Analysis Summary: Shows how ads influence respondents to order food.

Findings: Most respondents engage Yes.

If yes, how many times have you ordered food or visited a restaurant after seeing Zomato's social media ad?

80 responses



Data Analysis Summary: Shows how often respondents engage with brands—once, 2-5, more than 5 times.

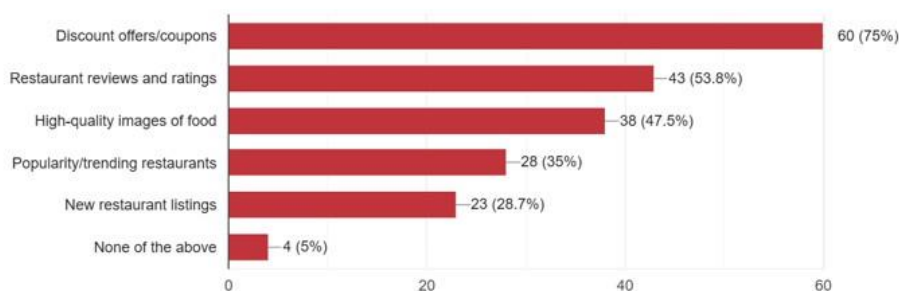
Findings: Most respondents engage **once** or **2-5**.

Interpretation: Brands are visible, but engagement could be improved.

Section 4: Consumer Behavior and Influence

What factors in Zomato's social media ads influence your decision to order food or visit a restaurant? (Select all that apply)

80 responses



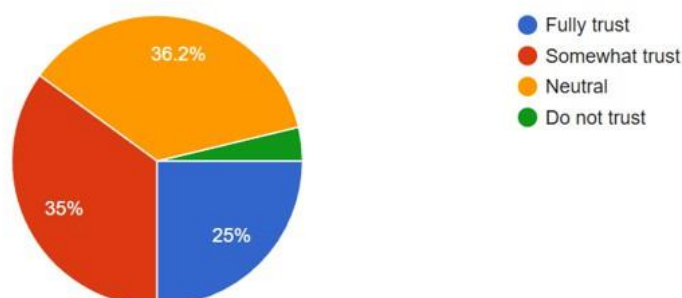
Data Analysis Summary: Shows how often respondents engage with brands—Discount, reviews, high quality images, new restaurants listing.

Findings: Most respondents engage because of Discount and reviews.

Interpretation: Brands are visible, but engagement could be improved.

How much do you trust the information provided in Zomato's social media ads (e.g., reviews, ratings, promotions)?

80 responses



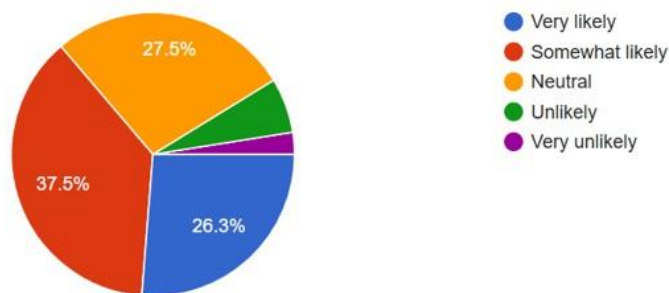
Data Analysis Summary: Shows how often respondents trust the brand

Findings: Most respondents **fully trust** or **somewhat trust**.

Interpretation: Brands are visible, but engagement could be improved.

How likely are you to recommend Zomato to friends or family based on their advertising and service?

80 responses



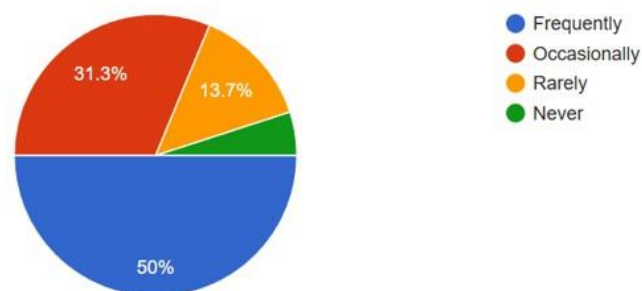
Data Analysis Summary: Shows how often respondents recommend zomato to their friends and family.

Findings: Most respondents says more likely and somewhat likely.

Interpretation: Brands are visible, but engagement could be improved.

How often do you receive mobile notifications from Zomato regarding offers or restaurant recommendations?

80 responses



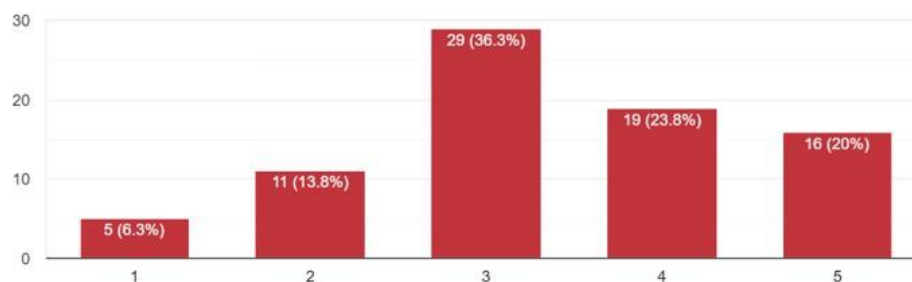
Data Analysis Summary: Reflects how often digital marketing influences a consumer's decision—Frequent, Often, Sometimes, Never.

Findings: Majority chose "Often" or "Frequent".

Interpretation: Strong influence of digital marketing on consumer behavior and buying intent.

On a scale of 1 to 5, how effective are Zomato's mobile notifications in encouraging you to use their service?

80 responses

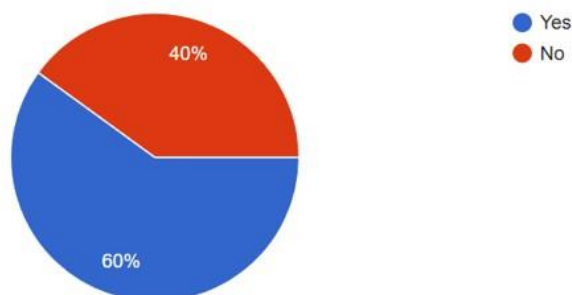


Data Analysis Summary: Shows scale to 1-5 how effective notifications encourage often respondents.

Findings: Most respondents says 3-5.

Have you ever ordered food or visited a restaurant because of a notification sent by Zomato on your mobile device?

80 responses

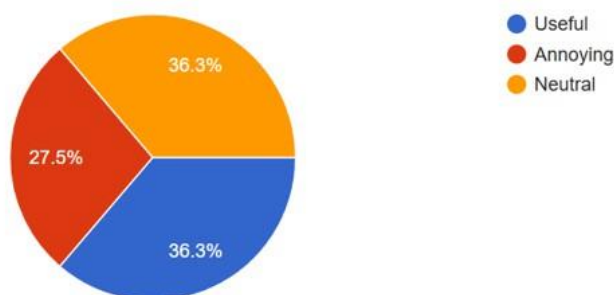


Data Analysis Summary: Shows how often respondents visit the restaurant because of mobile notification

Findings: Most respondents said Yes

Do you find Zomato's mobile notifications useful or annoying?

80 responses

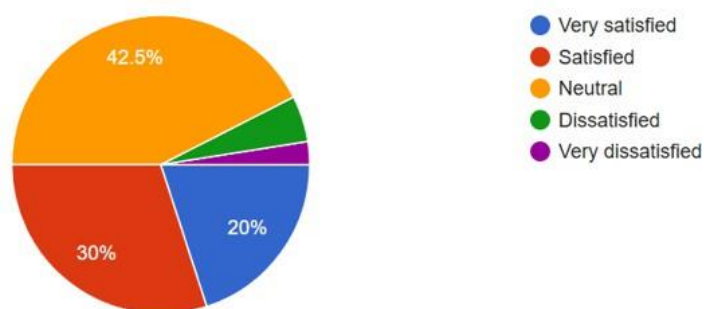


Data Analysis Summary: Shows if respondents find mobile notifications useful or annoying

Findings: Most respondents said **useful**.

Overall, how satisfied are you with Zomato's advertising (social media ads and mobile notifications)?

80 responses



Analysis Summary: Bar/pie chart on satisfaction levels.

Findings: Majority are moderately satisfied; few are highly satisfied.

Interpretation: Potential gaps in measurement or optimization.

Findings

Digital marketing has a strong influence on buying behavior.

- Budget and lack of expertise are significant hurdles.
- Users engage more with brands that post creative, engaging content.
- SEO is perceived as highly valuable.

Recommendations

- Invest in training and low-cost digital tools.
- Focus on storytelling and visual content to drive engagement.
- Increase the frequency of brand interaction through interactive content.
- Strengthen SEO strategies for sustainable visibility.

Conclusion

Conclusion The outcomes of this study shed much light on the efficacy of Zomato's channels of marketing as well as the characteristics of the respondents. The appeal of Zomato's social media ads, on the one hand, and the efficiency of Zomato's mobile notifications in driving the use of services, on the other, have a considerably, moderately positive relationship. It means that the users, who are found to like more Zomato's social media, are likely to enjoy its notifications too. This suggests that there are ways in which Zomato's marketing strategy could be improved through the use of blended user engagement strategies across social media platforms and mobile devices. Zomato is able to promote use of its services by ensuring that brand message content, tone and style is the same both in social media advertising and in advertising through mobile notifications. The demographic evaluation also places some perspective on the target consumers of Zomato. The majority of the sample consisted of younger cohorts aged 18-25 years (57.5%) and in the second place was the 26-35 age group (23.8%). There are a lot of students in this audience (52.5%) while there is also a large working group as well (28.7%). Furthermore, 56.3% of the sample was composed of females which illustrates a slight gender imbalance. This demographic segmentation portrays that Zomato's primary market consists mostly of young and tech oriented individuals who are active on social media leading to a greater response towards online advertisements.. Such social media notifications and advertisements increased Zomato's marketing campaign effectiveness and focused on a specific age or student group. For instance, social media ads that contain engaging, funny or trendy imagery and ideas will be more suitable for the audience making them further engage with the mobile notifications. In addition to this, mobile notifications could have within them made enticing offers or relevant information for the young working class and other students such as meals offered at discounted prices during certain concerts or lunch hour offers for office days. To sum up, within the framework of the Zomato marketing plan, there is also an option of developing the components of the social media content which would be adjusted to fit the engaging mobile notifications focusing on the young audience who are most likely to be students. By adjusting the audience of the marketing channels to this age group and taking advantage of the relationship between the two ads and notification system, Zomato is able to increase the activity of the users, stimulate the use of services and strengthen the retention of customers..

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