

Research Paper

**A PROJECT REPORT
ON “PROMOTIONAL STRATEGIES ADOPTED BY
ONLINE DELIVERY”
AT
ZOMATO**

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ABSTRACT

Zomato, a leading online food delivery platform, has leveraged innovative promotion strategies to enhance customer engagement, brand visibility, and market share in the competitive foodtech industry. Its promotional approaches combine digital marketing, strategic partnerships, discounts, and loyalty programs to attract and retain users. Zomato employs social media campaigns, influencer marketing, and app-based notifications to communicate offers and new services effectively, while data analytics helps personalize promotions based on customer preferences and ordering behavior.

This study examines the key promotion strategies adopted by Zomato, focusing on their effectiveness in driving customer acquisition, repeat usage, and brand loyalty. It explores the use of limited-time offers, cashback, referral programs, and subscription-based services such as Zomato Pro to incentivize consumption. Additionally, the research highlights the role of collaborations with restaurants, payment platforms, and delivery partners in enhancing promotional reach. Challenges such as customer retention, market saturation, and cost management are also discussed, emphasizing the need for innovative and sustainable marketing practices.

Zomato's promotion strategies demonstrate a blend of technology-driven personalization, aggressive pricing, and brand communication, which have been instrumental in maintaining its competitive edge in the online food delivery sector.

Keywords: Zomato, Promotion Strategies, Online Food Delivery, Digital Marketing, Customer Engagement, Loyalty Programs, Brand Promotion, Foodtech Industry.

I. INTRODUCTION

Fast-growing internet and smartphone usage have transformed global business. Digitalization affects internet delivery. Online delivery services are essential to modern consumers due to their speed,

convenience, accessibility, and variety. Customers prefer online purchasing over in-store shopping because it saves time and delivers. Due to increased demand for online shopping, food, grocery, medical, and courier services, internet delivery providers compete more. In this competitive market, companies employ promotions to attract, retain, and gain market share.

Brand awareness and sales depend on promotions. Online delivery promotion works because commercials, discounts, cashback incentives, loyalty programs, referral bonuses, influencer marketing, and digital campaigns impact customers. Swiggy, Zomato, Amazon, Flipkart, and Blinkit actively market to keep consumers and increase income. These organizations develop customer connections and enhance shopping experiences with distinctive marketing.

II. STATEMENT OF THE PROBLEM

Internet usage, smartphone use, changing client lives, and digital technology have boosted online delivery. Customers purchase food, groceries, medications, and other items online for convenience and time savings. Internet delivery companies compete fiercely as their numbers expand. Companies attract and retain customers using discounts, cashback, free delivery, referral programs, social media advertising, influencer marketing, and loyalty rewards. Many companies struggle to retain consumers and make a profit despite heavy promotional expenditures.

III. NEED FOR THE STUDY

One of the fastest-growing technology businesses is online meal delivery. Customer convenience, time-saving, and variety make online meal ordering more popular as cellphones, internet services, and digital payment systems increase. Through creative advertising techniques, consumer involvement, and digital marketing initiatives, Zomato has become a leading online meal delivery company. The firm uses discounts, cashback, referral incentives, loyalty programs, social media promotions, influencer marketing, and festival specials to attract and keep consumers.

IV. SCOPE OF THE STUDY

1. The research examines Zomato's promotional techniques in the online meal delivery market. The company's marketing and promotional strategies to attract consumers and boost sales are examined. Discounts, cashback, referral programs, loyalty benefits, social media campaigns, ads, influencer marketing, and app-based alerts are included in the research.
2. The research examines consumer views and reactions to Zomato's promotional initiatives.
3. It examines how these techniques impact consumer satisfaction, purchase choices, and brand loyalty. Promotional strategies are examined for their impact on client engagement and market advantage.
4. The survey focuses on client evaluations on Zomato's online delivery services and advertising efforts. It examines how advertising methods affect online meal delivery customer behavior.
5. The research could enhance the company's promotional strategy and customer connection management.

V. OBJECTIVES OF THE STUDY

6. Examine Zomato's promoting techniques for online meal delivery.
7. Analyze the effect of promotions on consumer satisfaction.
8. Examine how discounts, rebates, and loyalty programs affect client purchase behavior.
9. Assess Zomato's digital marketing and social media campaigns' performance.
10. Identify client preferences for firm promotional offerings.

VI. LIMITATIONS OF THE STUDY

11. The survey solely covers Zomato and excludes other online delivery services.
12. The study relies on consumer views, which may differ depending on personal tastes and experiences.
13. The research had a limited sample size and geographic scope.
14. Time restrictions may hinder deep research of all advertising techniques.
15. Temporary interactions with the platform may prejudice customer responses.
16. The internet delivery business is dynamic, and promotional trends may alter often.
17. Financial and resource constraints may restrict study depth.

VII. REVIEW OF LITERATURE

1. Kotler, Phillip (2017)

According to Philip Kotler, promotions are crucial for attracting and retaining clients in cutthroat sectors. According to his research, customer purchases are significantly influenced by internet marketing, incentives, and loyalty programs. He emphasized that customer-focused marketing boosts consumer happiness and brand loyalty. Personalized communication and social media marketing, according to Kotler, boost online consumer engagement. His study shows how internet delivery companies may utilize promotions to boost revenue and client retention.

2. Keller, Kevin Lane (2018)

Digital brand marketing was a field of study for Kevin Lane Keller. Internet delivery firms, he said, utilize promotions to compete and retain customers. According to the survey, consumers choose platforms that give refunds, discounts, and referral bonuses. Keller emphasized that continuous advertising fosters trust and brand familiarity. Excellent promos boost short-term revenue, customer loyalty, and the expansion of online delivery services, he discovered.

3. Aaker, David (2019)

David Aaker investigated promotions and brand value in online marketplaces. According to his study, consumer interaction and innovative advertising increase the market share of online delivery businesses. According to the survey, promotional offers increase consumer satisfaction and encourage repeat

business. According to Aaker, influencer marketing and emotional advertising are necessary for young people. In competing online businesses, he found that excellent customer service and advertising increase brand equity and customer happiness.

4. Armstrong, Gary (2018)

Gary Armstrong studied advertising in the online service industry. He discovered that personalized offers, smartphone alerts, and digital marketing all had an impact on customers. Customizing promotions to consumer preferences and market developments was recommended in the report. According to Armstrong, online delivery services employ promotions to raise awareness, engagement, and purchase frequency. He said that in order to sustain business success, promotional methods must include innovation, communication, and customer service.

5. Jagdish Sheth (2020)

Jagdish Sheth researched changing customer behavior in online delivery and digital commerce. According to his research, internet shopping was influenced by cost, promotions, and convenience. He said that consumers like loyalty schemes, free delivery, and discounts. Customer expectations are altered by market rivalry and technological advancements, according to Sheth. The study found that in order to maintain client satisfaction, internet delivery providers need to deploy adaptable, customer-focused advertising.

6. Kumar V. (2019)

V. Kumar researched CRM and online advertising. He said that tailored incentives and data-driven marketing boost profit and client retention. According to the poll, internet delivery companies use digital analytics and client purchase history to tailor offers and suggestions. According to Kumar, consumer options enhance advertising. He said that targeted discounts and loyalty programs foster enduring client connections with online delivery services.

7. Byron Sharp (2020)

Byron Sharp researched consumer purchase frequency and promotions in competitive marketplaces. According to him, such promotions help businesses stay prominent and draw in new clients. According to his research, internet delivery businesses profit from social media, mass advertising, and seasonal promotions. According to Sharp, consistent brand presence boosts market share and consumer awareness. According to his study, marketing and first-rate customer service may increase revenue and client loyalty.

VIII. RESEARCH METHODOLOGY

Research Design

Descriptive research is used. It examines Zomato's promotional methods and their effects on consumer happiness and purchase.

Nature of Study

The study is qualitative and quantitative. Qualitative analysis interprets client views, whereas quantitative analysis interprets questionnaire data.

Sources of Data — Primary Data

Structured surveys and personal contact with Zomato consumers capture primary data.

Secondary Data

Internet delivery services and promotional methods are studied using secondary data from firm websites, journals, research articles, books, magazines, newspapers, and internet sources.

Sampling Method

Selecting respondents via convenience sampling offers straightforward and rapid data gathering from online delivery service users.

Sample Size

The research uses 100 participants.

Data Collection Tool

Responses are collected using a structured questionnaire including multiple-choice and opinion-based questions.

Data Analysis Tools

Data is examined using:

- Percentage analysis
- Charts and tables
- Graphical representation
- Interpretation methods

Area of the Study

The research targets Zomato online delivery clients in the targeted area.

Period of the Study

Data collection schedules and respondent availability determine the 45-day study timeframe.

IX. DATA ANALYSIS AND INTERPRETATION

1. Gender Distribution of Respondents (N = 100)

Gender	No. of Respondents	Percentage
Male	60	60%
Female	38	38%
Other	2	2%
Total	100	100%

Interpretation: Table displays 100 respondents' gender distribution. Participant genders are 60% male, 38% female, and 2% other. This shows that male responders dominate the survey, whereas female involvement is smaller but still considerable. A modest number of different genders shows sample inclusiveness. Although the data shows a modest gender imbalance, it offers a diversified sample for basic survey analysis and interpretation.

2. Age Group Distribution

Age Group	No. of Respondents	Percentage
Below 18	10	10%
18–25	55	55%
26–35	25	25%
Above 35	10	10%
Total	100	100%

Interpretation: The majority of responders (55%) are 18–25 years old, showing that Zomato is mostly used by young individuals. 25% are 26–35, 10% are under 18 and 10% are over 35. This shows that younger, tech-savvy people who purchase meals online use it. Marketing should focus on the 18–35 age group for improved engagement and client reaction, according to the statistics.

3. Frequency of Using Zomato

Usage Frequency	No. of Respondents	Percentage
Daily	20	20%
Weekly	45	45%
Occasionally	25	25%
Rarely	10	10%
Total	100	100%

Interpretation: The data reveals that 45% of respondents use Zomato weekly, the most typical trend. Around 20% utilize it every day, demonstrating a loyal consumer base. The platform is used by 25% infrequently and 10% seldom. It seems that Zomato has a loyal, regular user base with moderate reliance. The statistics show substantial market penetration, particularly among weekly users. Enhancing engagement tactics may turn infrequent users into devoted clients.

4. Most Used Food Delivery App

App Used	No. of Respondents	Percentage
Zomato	50	50%
Swiggy	40	40%
Others	8	8%
None	2	2%

App Used	No. of Respondents	Percentage
Total	100	100%

Interpretation: Zomato is the most popular meal delivery app at 50%, followed by Swiggy at 40%. Eight percent utilize other platforms, and 2% don't use apps. This demonstrates considerable rivalry between Zomato and Swiggy, with Zomato slightly ahead. Market duopoly is shown by the limited number of alternative applications. The significant concentration of consumer preference suggests that user experience, discounts, and delivery efficiency influence app selection.

5. Awareness of Promotional Offers

Response	No. of Respondents	Percentage
Yes	85	85%
No	15	15%
Total	100	100%

Interpretation: Zomato promotional offers are known by 85% of respondents and unknown by 15%. This shows the company's powerful marketing initiatives and communication techniques. According to high awareness, most consumers see discounts, coupons, and offers often. However, the tiny proportion of ignorant users suggests there is room for improvement in addressing all client categories. High promotional awareness boosts consumer engagement and platform use.

6. Helpfulness of Push Notifications

Response	No. of Respondents	Percentage
Very Helpful	30	30%
Helpful	40	40%
Neutral	20	20%
Not Helpful	10	10%
Total	100	100%

Interpretation: About 70% of respondents considered push notifications useful or very helpful, 20% neutral, and 10% not helpful. This suggests push notifications are successful in spreading offers and promotions. They boost app use and client engagement. A tiny percentage of users may find them irrelevant or invasive. Thus, notification customization improves user happiness and response rates.

7. Attractiveness of Zomato Advertisements

Response	No. of Respondents	Percentage
Strongly Agree	30	30%
Agree	45	45%
Neutral	20	20%
Disagree	5	5%

Response	No. of Respondents	Percentage
Total	100	100%

Interpretation: The research shows that 75% of respondents found Zomato ads appealing or highly attractive, 20% indifferent, and 5% disagree. This illustrates that Zomato's ads usually grab customers' attention. Creative messaging, incentives, and attractive imagery undoubtedly contributed to this good reaction. However, a tiny percentage of consumers dislike adverts, indicating targeting and content design improvements. Brand exposure and consumer engagement are greatly improved by advertising.

8. Impact of Festive Offers on Ordering Frequency

Response	No. of Respondents	Percentage
Yes	50	50%
No	20	20%
Sometimes	30	30%
Total	100	100%

Interpretation: Festive offers improve ordering frequency for 50% of respondents, 30% sometimes, and 20% never. This suggests holiday marketing marginally increases consumer activity. Seasonal discounts attract many consumers, but not evenly. The data imply that holiday ads boost sales during certain dates. Zomato can boost engagement with more tailored and appealing holiday promotions.

X. FINDINGS

- The sample has a modest gender imbalance, with 60% of respondents being male.
- Users are mostly 18–25 years old (55%), suggesting young people are the main target market.
- The greatest weekly Zomato use (45%) indicates modest but consistent participation.
- The most popular meal delivery app is Zomato (50%) followed by Swiggy (40%).
- Promotional offer awareness (85%) indicates excellent marketing exposure.
- Discount coupons (40%) are the most popular promotional kind.
- 75% of respondents say promotions impact their ordering selections.
- 60% of consumers routinely utilize discount coupons, indicating price sensitivity.
- Push notifications aid 70% of consumers in finding deals.
- 75% found Zomato ads appealing, suggesting strong branding.

XI. SUGGESTIONS

18. Zomato should prioritize the 18–35 age bracket, its primary user base.
19. Enhanced engagement techniques may turn infrequent users into daily or weekly users.
20. Enhance price tactics to rival or surpass Swiggy's services.

21. Expand awareness efforts to reach the 15% of users uninformed of promos.
22. Increase promotion of discount coupons, the most popular offer kind.
23. Customize promotions depending on user preferences and purchase history.
24. Enhance push notification targeting to minimize unwanted distractions.
25. Optimize Instagram marketing as the most successful channel.
26. To improve referral programs, make incentives more appealing and user-friendly.
27. Increase customer interest with creative bundle offerings.

XII. CONCLUSION

The research on Zomato's promotional techniques demonstrates that promotions affect consumer behavior, use frequency, and satisfaction. Discounts, vouchers, and internet marketing initiatives are more effective among 18–25-year-olds. Research shows that promotional offers greatly influence ordering, restaurant choice, and app preference. Zomato's social media, push alerts, and ads generate excellent awareness and consumer satisfaction. However, customization, referral schemes, and novel advertising formats may be improved. Zomato's promotional techniques attract and keep consumers, but ongoing development is needed to be competitive in the rising meal delivery business.

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