A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING STRATEGIES OF ONLINE FOOD DELIVERY ENTERPRISES WITH REFERENCE TO FOODPANDA AND ZOMATO

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Abstract—*Digital marketing strategies are very essential in recent days to sustain in the cutthroat competition. Online placing an order is beneficial for customers, restaurants, and the online food delivery companies. It is beneficial for customers because it is very easy and convenient to place an order online and get ordered food at doorstep. The other side beneficial for the restaurants because it will increase the revenue of restaurants business and gets opportunity to expand the business. For the any online food ordering company because once they get order from customers, they will get commission from the partner restaurants. This research helps to understand the digital strategies are essential to attract the consumers. This research also focuses the consumer preference on the digital strategies adopted by the company because consumers are the king of market. The need of the study is to measure the impact of digital strategies on consumer buying behaviour that gives future idea for the company. This study is needed to understand the buying behaviour and the preference of consumers that has great contribution to increase the revenue and expansion of the business. To know the different digital strategies adapted by company. This research paper measures the impact of digital strategies on consumer buying behaviour. This research paper tries to understand the consumer preference towards digital strategies used by company.*

Keywords—*Consumer Buying Behaviour, Consumer Preference, Digital Marketing, Digital Strategies, Market.*

INTRODUCTION

Online food ordering becomes a very common in all over the world. In India more than 10% people of total market prefers for online food ordering. More than 50,000 restaurants provide home delivery for ordered food in India. So, online food ordering becomes a very trendy in India. Today people would like to order food through online become a common and because of this reason food delivery companies are getting more revenue in this business. Most of the restaurants would like to join with online food delivery companies like Foodpanda, Swiggy, Zomato, TinyOwl, JustEat, and Tastykhana.

This is one of the easiest and very convenience app is available in all smart phones. It is location-based app so customer can place an order anywhere in all the location which is covered by the company. It provides facility in different cities in India such as Bangalore, Mumbai, Hyderabad, Chennai, Ahmedabad, Indore, Kolkata and Pune. It charges reasonable prices and updates of all the latest changes in menu by the company's employee. Once customer install the app it is shows the nearby location of partner restaurants. It becomes very easy to choose convenient restaurant to place an order for the customers. This app not only provides customers dish and the price of that dish, but it also shows the profile of the chef. It helps to trace the placed order also. Customer gets all the information about the restaurant's food and the quality of food. It provides quick response for the ordered food. More options are available for the selection of partner restaurants as well as food menu. It provides a different kind of offers and discounts to the customers. App has large advertisement on social media such as Facebook, Twitter and Insta. to attract the customers and let them inform about the new offers.

REVIEW OF LITERATURE

(Nadda, Dadwal, & Firdos, 2015) explained the social media as an online content developed by many people and share each other. It is a platform of sociology and technology to enable the people to share their views, ideas, and information.

It has been emerged as a platform for business value development as well. It has three stages, Information publishing, information diffusion and relationship building.

(Taherdoost, Sahibuddin, & Jalaliyoon, 2015) explained the E -Services as the technically equipped directly delivered services using appropriate applications. This reduces human intervention in ordering and delivering the services and the details of the customer remain confidential. The consistency in service quality, price, and solution of customer issues increase the customer loyalty. It is an internet-based service in which the customer can pay electronically and avail the service. The different attributes of e services are, intangibility, process nature, heterogeneity, Inseparability (simultaneous consumption), production and marketing, perishability, ownership, interactive nature, self-service, and no rivalry. The e- technology has two types of application: reduction of human intervention and avoidance of human intervention. In the first category, the system is automated to reduce human intervention like automated manufacturing process while in the second category, the human intervention is only at terminals, supplier, and customer. Hence, E service has three domains: Automate, Informatic, and Transform. Though the e services had its own strength like quickness, timeliness, transparent, it has its own weakness as well and they are, errors, non-accessibility, misguidance etc along with threats like possibility for fraud.

(Foroudi, 2018) explained that the customer experience and customer dynamics helps to understand it has been accomplished by looking at the commitment of social expectations, duty to learn and customer cooperation to drive customer experience. Further suggestions should try to grasp the administration and promoting systems, which can upgrade the client experience through distinct exploration by connecting shopper elements and client involvement in retail procedures, and retail execution measurements, which may help organizations to draw in more clients. Building a positive customer experience has drawn the consideration of showcasing, the board creators, and retailers, however there is constrained scholarly exploration on this zone.

(Kanade, 2019) examined that online consumer buying behaviour has many dimensions to study, consumers behave in different way in varied situation. From the extensive review of literature following facts have been concluded that the user-friendly architecture of website, ease of information, perceived risk, transactional security, and price are the major influencing factors on the decision making of buyer during online purchase. All the papers are emphasis on the different influencing factors on the offline & online buyers' buying behaviour. Researcher has identified key factors like convenience, that affect buyer decision making in the purchase of Products. But factors influencing on the buying of services are yet not clearly studied. Even comparative study of offline and online buyer behaviour with respect to products and services has not been studied. These factors clearly state that in the new era of digitalization marketer should move with new strategies to attract online buyers. Consumer Behaviour is dynamic process so creating a loyal customer is really a difficult job but with effective online strategies and study of consumer behaviour one can achieve desired results.

(Helversen, 2018) analysed that online customer purchasing conduct has numerous measurements to consider, buyers carry on in various route in differed circumstance. From the broad survey of writing following realities have been finished up it's easy to use design of site, simplicity of data, saw chance, value-based security, and cost are the major affecting components on the dynamic of purchaser during on the web buy. All the papers are accentuation on the distinctive impacting factors on the disconnected and online purchasers' purchasing conduct. Scientist has distinguished key elements like comfort, that influence purchaser dynamic in the acquisition of Products. Be that as it may, factors impacting on the purchasing of administrations are yet not unmistakably considered. Indeed, even similar investigation of disconnected and online purchaser conduct regarding specific items and administrations has not been concentrated inside and out. These elements obviously express that in the new period of digitalization advertiser should move with new techniques to draw in online purchasers. Buyer Behaviour is dynamic procedure so making a dedicated client is a troublesome activity yet with powerful online systems and investigation of customer conduct one can accomplish wanted outcomes.

(Rahman, 2018) stated that nowadays, the rapid development of the Internet and its effect on daily life has introduced a new consumer profile which is referred to as the 'online consumer'. Such consumers are affected by different factors and they have different purchasing habits with respect to traditional consumers. The main goal of it was depict the factors that have an impact on consumers' online purchase intentions through an in-depth analysis of the relevant literature. The factors influencing consumers' online purchase intentions, which have been examined in these selected articles, are classified according to their similarities, and grouped under relevant categories. The study results reveal that while most of the studies focus on the impact of consumer characteristics, and merchant and product characteristics on online purchase intention, the impact of social media is generally underestimated in the literature. This can be attributed to the fact that this is a recently emerged research area. The originality of our paper stems from highlighting a future research agenda for consumers' online purchase intention.

(Pathak, 2016) examined that conditions of competition are changing rapidly today and companies that strategize and react to these changes promptly and quickly are the most successful. Due to technological developments, physical differences of products have decreased. Differentiation should be made on the meaning's products bear instead of on their physical features. A successful brand differentiation can be possible by building personality. Thanks to brand personality, consumer sees brand as friend since it provides him with emotional benefits. In Present Market condition, the Study of Consumer Attitude has become essential. Consumers are the kings of markets. Without consumers no business organization can succeed. All the activities of the business concerns start with consumers and ends with consumer satisfaction. Customer attitude study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer, and buyer. Consumer buying behaviour has become an integral part of strategic market planning. To develop a framework for the study Consumer Attitude it is helpful to begin by considering the evolution of the field of consumer research and the different paradigms of thought that have influenced the discipline. As described in this article, a set of dimensions can be identified in the literature, which can be used to characterize and differentiate, the various perspectives on consumer research. It is argued that Consumer Attitude itself emerged as a distinct field of study during the 1960s; and is characterized by two broad paradigms, the positivist, and the non-positivist. The positivist paradigm encompasses the economic, behavioural, cognitive, motivational / trait / attitudinal, and situational perspectives; these perspectives are referred to as the traditional perspectives as they pre-date the development of the non-positivist paradigm. The positivist paradigm, which is still the dominant paradigm, emphasizes the supremacy of human reason and that there is a single, objective truth that can be discovered by science. The opposing, non-positivist paradigm, envelops the interpretive and postmodern perspectives, which have emerged more recently during the period post-1980 to date.

STATEMENT OF THE PROBLEM

In competitive era digitalization is buzz word and it has made tremendous change in marketing. From past few years the trends of ordering online food ordering become a very trendy. It is very easy to get ordered food at home within few clicks. Just because of consumer's demand for home delivery food the business become a top in service sector. To sustain in competitive market company should use digital strategy to understand the impact of digital strategies of two different companies. SWOT analysis of both companies helps to examine the required measurement taken by these companies. There is a time limit so we cannot extend the research much, but digital strategies help to understand the ease way of payment and how to get in touch with customers. To collect data in time limit is very difficult that it found major difficulties in data collection. There is a technological challenge for customers and users.

SCOPE OF THE STUDY

Sometimes customer would like to place an order late night at that time restaurants are not open but Foodpanda give facility to place an order anytime and anywhere because it is providing service to the customers 24/7. Customers feel free to place an order when they feel hunger, just few clicks their ordered food come to their doorsteps. So, it is very convenience for the customers wherever they feel to place an order they can. It is simple and convenience to select online menu. To select online menu is very easy and convenience because in this menu when customer need to try different dishes, they can change the order before confirming it. If customer setup daily menu from Foodpanda they get daily SMS or mail from the company. Thus, when customer feels to try new dishes and new taste according to their choice they will get in best price as well as home delivery. As all customers knows that when they will go outside to buy necessity things like Grocery shop or malls, they will find their so many other things which is not required for them but they willing to buy it. But when they will buy from Foodpanda they will get information what they need, so customer can save money and online ordering place an order on Foodpanda reduces unnecessary expenses. Cash on Delivery option helps to increase the brand credibility of Foodpanda. It is happened with customers sometimes they forget to carry their wallet at that time it is difficult to pay amount but if customers placed an order through Foodpanda application then they will get option mode of payment like Online payment or Cash on delivery, If they will chose online payment then they can use E-wallet or debit or credit card. Sometimes if they will add food coupon code then customers will get special discount also. One more option is cash on delivery, if customer is not able to use their credit or debit card then they can pay cash on delivery. It is one of the wonderful options for ordering food from Foodpanda. If customer tries to be calling delivery person but not able to reach him then they can track placed order so customer get to know when their ordered food will arrive. So, GPS plays an important role for tracking online order. It is really an awesome feature of Foodpanda and Zomato to satisfy its customers.

OBJECTIVES OF THE STUDY

1. Understanding different digital marketing strategies of two major Indian players in the food delivery sector.

2. Understanding using quality tools to isolate reasons for growth and development of Foodpanda and Zomato.

3. To study the competitive company's analysis

4. To study the SWOT analysis of Foodpanda and Zomato.

LIMITATION OF THE STUDY:

- The respondents are not a lot of quick to unveil individual data and dynamic procedure.

- Respondents are likewise to a set number.

- There is time steady, time is restricted.

- Proposals depend on the information going to be gathered.

RESEARCH METHODOLOGY

The auxiliary poll regulated to the respondents was planned for inspiring the most fundamental information identifying with the goal. An investigation of all the reaction was finished.

Information was additionally organized on various attributes identifying with the examination. Information was dissected utilizing a measurable strategy. Bar outline and pie diagrams are demonstrated any place it was felt pertinent to comprehend the away from of the utilized.

TOOLS FOR DATA COLLECTION

DATA COLLECTION

The assignments of information assortment start after an exploration issue is characterized and research structures or plan looked at. It fundamentally comprises of various decision questions with the goal that respondents can check at least one of the few decisions of answer and the information assortment utilized in the venture is the Poll.

The two different ways to gather the information are:

- Primary Information

- Secondary Information

1. Primary Information:

Essential Information are gathered new and just because and this is unique in character. The essential information was gathered through close to home Meeting and poll strategy which assists with inspiring the assessment of the retailers in Kolar area.

2. Secondary Information:

Auxiliary knowledge means easily available material that has only been collected and broken down during an inspection by another individual.

Auxiliary information is separated into two:-

- Internal Gathering Information: Broachers, Distributions and Reports.

- External Gathering Information: Web, Diaries and Writing.

DATA ANALYSIS AND INTERPRETATION

TABLE 1: AGE CATEGORY OF THE RESPONDENTS

| Particulars	Respondents	Percentage
15-20 years	14	14%
21-25 years	40	40%
26-30 years	26	26%
31- 40 years	20	20%
41 and above	0	0
Total	100	100%

CHART 1: AGE CATEGORY OF THE RESPONDENTS
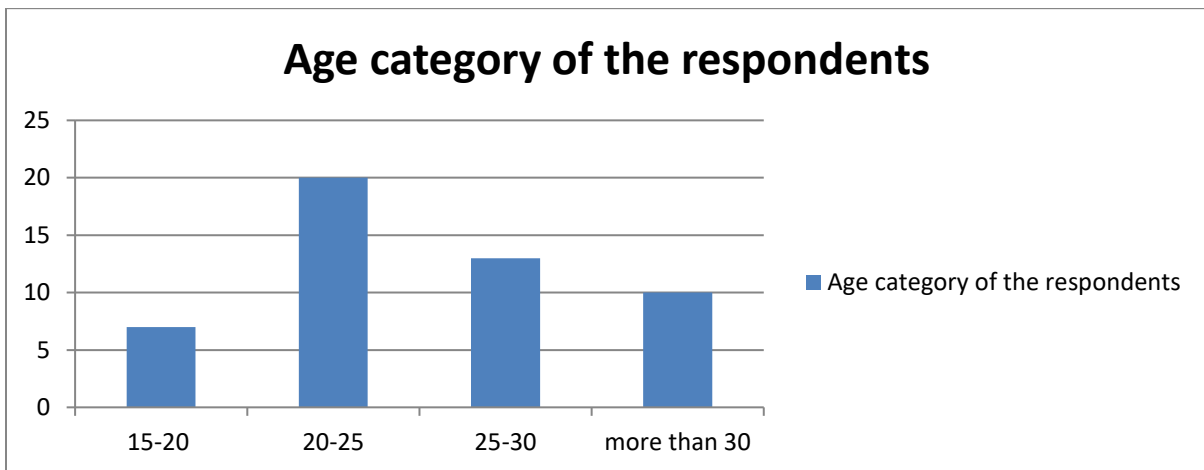
Interpretation:

From the above mentioned chart young respondents would like to place an order through online food ordering through Foodpanda application and where the next is people is they would like to prefer online food ordering because they come late from the work place or sometimes change the taste of food etc., the others are also experienced the digital marketing of the companies.

TABLE 2: OCCUPATION OF THE RESPONDENTS

| Particulars	Respondents	Percentage
Business	14	14%
Service	30	30%
Student	30	30%
Professionals	6	6%
Housewife	20	20%
Total	100	100%

CHART 2: OCCUPATION OF THE RESPONDENTS
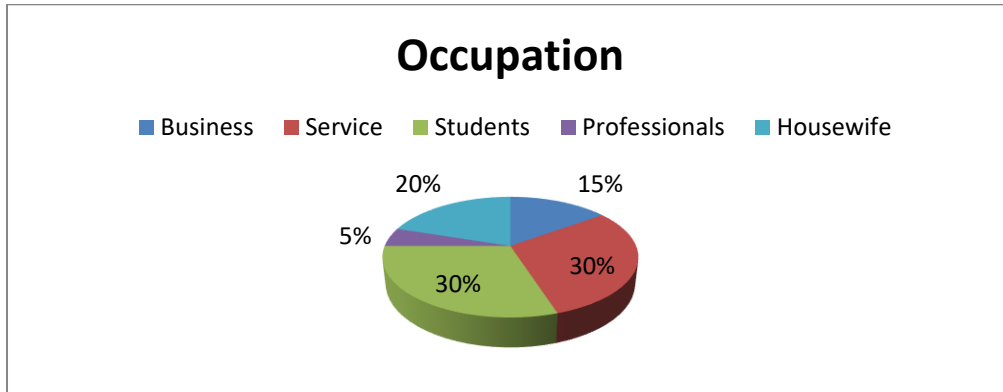
Interpretation:

The ratio of the students using Foodpanda application is the highest is the students would like to prefer Foodpanda for order online food. The next whom they are in doing job or service they do not have time to go out to have food because of their busy schedule so the ratio is of them. Housewife they feel bored from routine work so sometimes they ordered online food and give surprise to children and husband, so the ratio of housewife is also included. The business occupied people prefer because they need to go out with other parties and all the professionals only to place an order through online food application.

TABLE 3: TOP CONCERN WHILE ORDERING THROUGH FOOD DELIVERY ONLINE APPS

Particulars	*Respondents*	*Percentage*
Quality	70	70%
Timeliness	23	23%
Quantity	1	1%
Good packaging	6	6%
Overcharging	0	0%
Total	100	100%

**CHART 3: TOP CONCERN WHILE ORDERING THROUGH FOOD   DELIVERY ONLINE APPS**
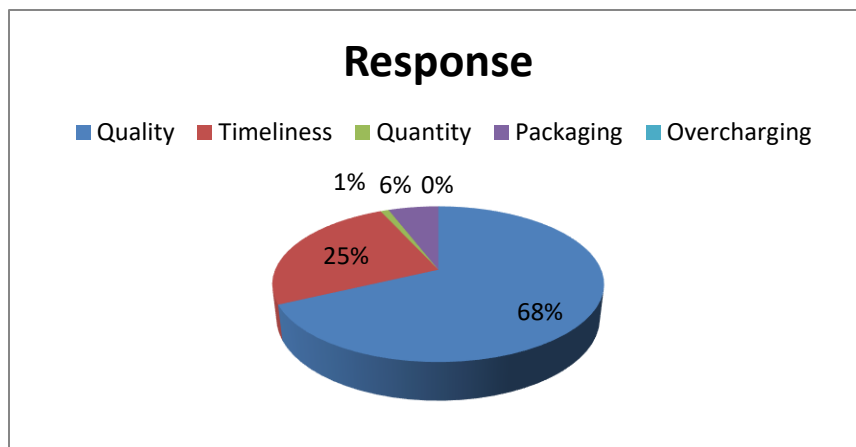
Interpretation:

From the above chart it clear that most of the customers top concern while ordering food online is quality and then it comes to timeliness. While few customers look for the packaging of food as packaging attracts customers and helps to change buying behviour. Only respondent concern about quantity as few sellers' cheat in quantity so they are concern about it.

TABLE 4: SHOWING THE RESPONDENTS GET NEW LAUNCHED CUISINE INFORMATION THROUGH FOODPANDA AND ZOMATO

Particulars	Respondents	Percentage
E-Mail	27	27%
Television	4	4%
SMS	55	55%
Content Marketing	14	14%
Total	100	100%

**CHART 4: RESPONDENTS GET NEW LAUNCHED CUISINE INFORMATION THROUGH FOODPANDA AND ZOMATO**
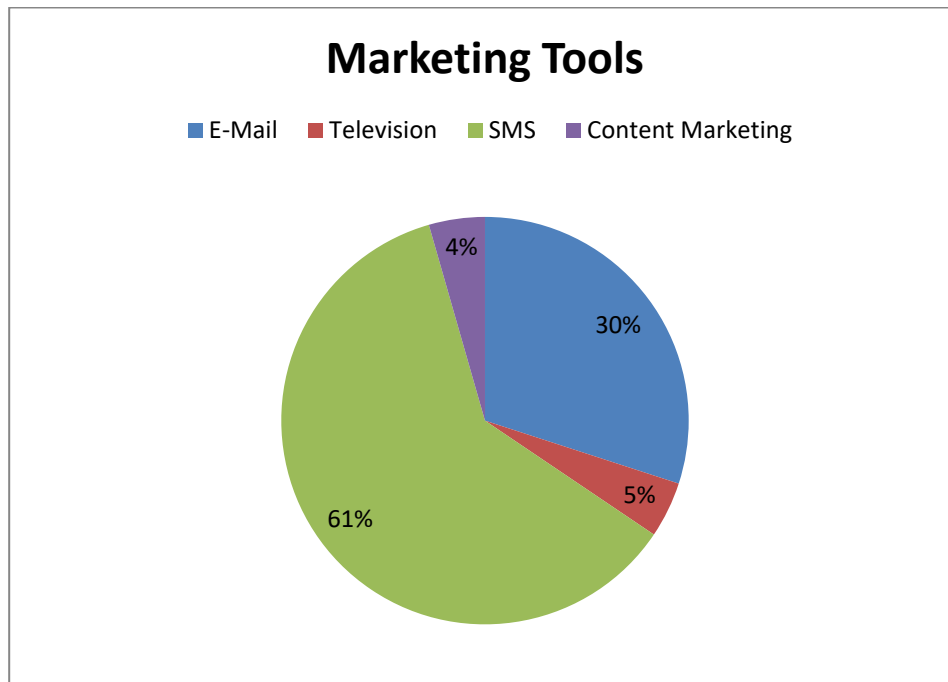
Interpretation:

From the above chart majority of customers getting information through SMS or any changes in variety of food also. It may help them to get new information based on their taste and preference. As usage of Email increasing rapidly so many customers get information through it and content marketing also play important portion here. As people are busy with their busy schedule, they cannot watch TV much.

TABLE 5: RESPONSE FOR OFFERS AND DISCOUNT POLICY ADOPTED BY FOODPANDA AND ZOMATO

Particulars	*Respondents*	*Percentage*
Yes	95	95%
No	5	5%
Total	100	100%

CHART 5: SHOWING THE RESPONSE FOR OFFERS AND DISCOUNT POLICY ADOPTED BY FOODPANDA AND ZOMATO
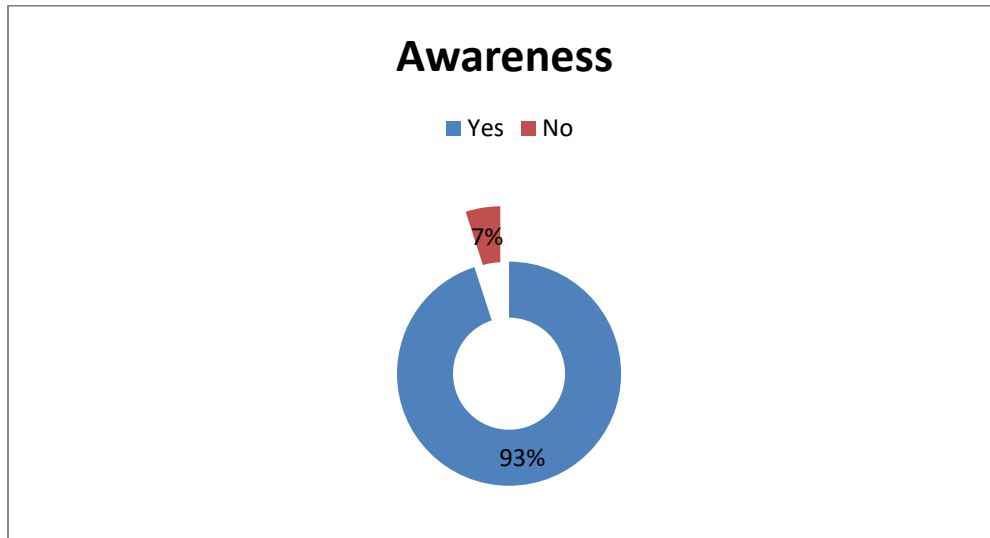
Interpretation:

From the total population most of the respondents are aware about the Foodpanda and Zomato application as they use discount coupons and offers while few respondents are using competitor's application as they are not aware about the application. The awareness about these foods application helps to make customers aware about the new offers and coupons as well as discounts offered by the companies.

FINDINGS

- Digital marketing strategy used by companies like social media marketing, mobile marketing and Email marketing is more effective than other promotional tools.

- The company is responding to the customer quick and up to date solution of the problems.

- The company has 40% orders through their internal fleet and 60% through its partner restaurants.

- The company is getting commission 10-25% and in certain cases its increasing 30-35% from partner restaurants.

- The company is getting more orders in South Bangalore in BTM Layout, Jaya Nagar, Koramangala and Electronic city because it is an IT area, PG's, Hostels, management schools and apartments are located so they would like to prefer online companies to place online food order.

- Sometimes people are facing problems for payment of ordered food because some partner restaurants are not ready for COD.

- Because of advertisement and promotional tools like offers, discounts and coupon code people attract towards the Foodpanda and Zomato application.

- Company is maintaining the quality of food, so number of loyal customers is increasing day by day.

- Company has many partner restaurants, so delivery process is also very fast.

- Company is having a good brand image in the market and excellent response for using digital strategies

- The company's delivery boys are also well trained so knows how to behave with customers and maintain long time relationship with the customers.

- They also known on time delivery is the main objective of the company, so they need to deliver an ordered food before time or on time.

- The packing of the ordered food is very neat and hygiene.

- Based on company executives reviews we come to know the infrastructure of the company is very good and managers are also very supportive in nature.

- The existing employees are enjoying their work and doing work with fun not with pressure.

- The company is providing attractive incentives and bonus to the delivery executives, so they are ready to do work with enthusiasm.

- It is becoming Indian market leader and expansion of the company is also very fast.

- Company is growing day by day and increasing the market share of the company.

- The company is well known for the best and fast service and process of ordering food as well as cancellation of ordered is also easy and quick.

- People would prefer Foodpanda and Zomato application to order online food because of offers, discounts and coupon code, COD, large selection of menu and fast home delivery.

- The company's main objective is to satisfy the customers with good quality, reasonable prices, and fast home delivery.

CONCULSION

Digital marketing strategies in food industry play a vital role to get in touch with customers. Companies should focus on mobile marketing, social media marketing and Email marketing because its more responses received for these strategies. Company can start the marketing activities in colleges and PG's will be more effective and to get many loyal customers. Rural area where people do not have any idea about online ordering in that kind of residential area and apartments marketing plays an important role to attract the customers and help them for online food ordering. Company has to advertise or marketing in that area where large number of mobile user existence. So, it becomes effective to attract the new customers. In marketing strategy combo offers also helps to get many customers. Promotional tools like online advertisements, poster, hoardings etc. if displayed then it will attract more and more customers and customer awareness about the Food ordering apps will increases. They would like to prefer online food ordering because they became so tired for their routine work schedules and regular taste of food so they would like to change the taste. Online they will get more restaurant option, so many different dishes, online payment, COD facility and home delivery. Now the question arises is where we can find the target people. We can find our target people near PG's, hostel, companies where availability of large number of working people, restaurants, shopping malls, small shops, various hangout places like coffee day or park etc. based on the location. But I found most of the target people around the restaurant, hostel, and small shops.

To achieve the desired objective is how we can reach our target people in most effective way so we can achieve desired goal and response from them as well as they get to know about Foodpanda and Zomato application and the features and the benefits of the application. The main thing is how to attract them to use Foodpanda and Zomato app for place online food order for that, attractive advertisement is required.

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