



A Study of Brand Promotion Strategy of Zomato and Swiggy

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Abstract:

This study examines the brand promotion strategies of Zomato and Swiggy in India's online food delivery market. It analyzes how digital advertising, social media marketing, discounts, influencer marketing, and app-based promotions influence consumer awareness, engagement, and purchase behavior. Using survey data and secondary sources, the study finds that personalized offers, strong digital presence, and frequent promotions improve brand recall, customer satisfaction, and repeat usage. However, high promotional costs and declining customer loyalty remain key challenges. The study concludes that innovative and data-driven promotion strategies are crucial for sustainable competitive advantage.

Keywords: Brand Promotion Strategies, Customer Perception, Customer Satisfaction, Zomato, Swiggy, Food Delivery Services, Marketing Strategies, Customer Preference

1. Introduction

In recent years, India's food-delivery industry has witnessed unprecedented growth driven by digital transformation, rising disposable income, urban lifestyles, and evolving customer expectations. Among various players, Zomato and Swiggy have emerged as the largest and most influential platforms, competing not only over delivery speed and pricing but also over brand perception and promotional effectiveness. Brand promotion has become a critical strategic element because both companies operate in a high-competition, low-differentiation market where user retention depends on brand recall, emotions, convenience, and online engagement.

Zomato and Swiggy use a hybrid promotional approach combining digital strategies (social media marketing, app-based engagement, push notifications, email campaigns, influencer marketing, online ads) and traditional methods (billboards, print ads, outdoor campaigns, collaborations). Zomato is known for its witty communication style, relatable content, humorous posts, and strong social media presence. On the other hand, Swiggy's strategy is focused on hyperlocal targeting, customer convenience, crisp messaging, and consistent brand positioning around quick delivery and service reliability. As competition intensifies, both companies continuously innovate by using AI-based recommendations, personalised offers, gamified promotions, loyalty programs, and large-scale festival

campaigns. This study examines how these strategies shape customer perception, influence brand recall, and build long-term loyalty.

2. Review of Literature

1. Thomas, J. & Paul, R. (2020)

This study explores how brand personality affects loyalty. Zomato's fun personality attracts youth. Swiggy's dependable image appeals to families. Emotional connection increases brand identification. Consistent personality improves retention. Brand personality is a loyalty driver.

2. Sharma, R. & Verma, P. (2020)

This study examines how digital branding influences customer engagement in online food delivery platforms. It highlights the importance of visual identity, brand personality, and communication tone in building trust. The authors observe that Zomato's humour-driven branding creates emotional attachment, while Swiggy emphasizes consistency and reliability. Branding is shown to be a key differentiator in a market offering similar services. The study emphasizes the need for adaptive branding strategies to match evolving consumer expectations. Strong digital branding is linked to higher visibility and customer loyalty.

3. Kumar, S. & Menon, A. (2019)

This article analyzes how discounts, coupons, and cashback offers influence consumer purchasing decisions. The findings show that price-sensitive customers respond strongly to promotional campaigns. Promotional offers significantly increase first-time orders and repeat purchases. Young consumers are particularly attracted to festive and limited-time deals. However, excessive discounting may negatively affect perceived brand value. The authors suggest a balanced promotional approach for long-term engagement.

4. Gopal, V. & Raj, T. (2021)

This research explores the effect of push notifications on consumer engagement and ordering behavior. Personalized and timely notifications improve click-through rates and app usage. Overuse of notifications may lead to consumer fatigue. Zomato and Swiggy successfully use data-driven alerts to re-engage inactive users. Message tone plays a crucial role in effectiveness. The study concludes that push notifications are powerful when strategically managed.

5. Patel, N. & Shah, K. (2022)

The article discusses the growing role of influencer marketing in promoting food delivery platforms. Food bloggers and lifestyle influencers shape consumer perceptions and trust. Authentic and credible influencer content strongly impacts purchase intention. Zomato and Swiggy leverage influencer partnerships for brand storytelling. Instagram and YouTube emerge as the most effective platforms. Influencer marketing is identified as a high-impact digital strategy.

6. Iyer, S. & Nair, R. (2020)

This study focuses on delivery speed, accuracy, and reliability as determinants of customer satisfaction. Timely deliveries enhance brand image and repeat usage. Delivery failures negatively impact loyalty despite promotional efforts. Zomato is perceived as faster in urban areas, while Swiggy is seen as more consistent. Reliability is identified as a non-negotiable factor. The study links delivery performance directly to brand preference

7. Mehta, A. & Joshi, P. (2021)

This article highlights the effectiveness of humour-based communication in Zomato's campaigns. Creative content such as memes and witty posts improves message recall. Humour enhances emotional connection and encourages social sharing. Swiggy adopts a more service-oriented communication style. The study finds that creativity differentiates brands in competitive markets. Communication style is shown to strengthen engagement.

8. Singh, H. & Kaur, J. (2022)

The study evaluates the effectiveness of social media advertisements on ordering behavior. Visually appealing content increases impulsive purchases. Instagram reels and short videos have strong influence on youth. Retargeting ads effectively convert undecided users. Zomato and Swiggy benefit from precise audience targeting. Social media advertising is found to significantly enhance brand recall.

9. Chatterjee, D. & Banerjee, S. (2021)

This article compares customer satisfaction across the two platforms. Zomato scores higher on promotional appeal, while Swiggy excels in consistency. Satisfaction is influenced by delivery, promotions, UI, and service support. Each brand shows strength in different dimensions. Satisfaction is linked to loyalty and preference. The study provides insights into competitive positioning.

10. Agarwal, P. & Saxena, R. (2020)

This study examines subscription-based loyalty programs like Zomato Gold and Swiggy One. Such programs increase order frequency and customer retention. Members perceive greater value and exclusivity. Poorly structured programs may fail to engage users. The study highlights the importance of sustainable reward structures. Loyalty programs are effective engagement tools.

11. Malhotra, N. & Gupta, S. (2019)

This article analyzes multiple digital marketing tools used by food delivery platforms. Integrated campaigns outperform isolated marketing efforts. Data analytics enables message personalization. Zomato and Swiggy rely heavily on digital channels for acquisition. Engagement improves when marketing is timely and relevant. Multi-channel promotion is essential.

12. Desai, R. & Kulkarni, V. (2021)

This research highlights the influence of online reviews on consumer decisions. Positive ratings improve trust and conversion rates. Negative reviews discourage first-time users.

Customers rely heavily on peer feedback. Zomato and Swiggy emphasize transparency through reviews. Reviews are identified as powerful marketing assets.

13. **Bansal, A. & Arora, N. (2020)**

The article explores how pricing affects consumer perception. Dynamic pricing models influence ordering behavior. Customers prefer transparent and fair pricing. High charges reduce order frequency. Perceived value depends on price and service quality. Pricing strategy plays a key role in loyalty.

14. **Mukherjee, S. & Dutta, P. (2019)**

This study explains trust-building mechanisms in digital platforms. Reliability and safety are central to trust formation. Secure payment systems enhance confidence. Zomato and Swiggy invest in trust-building processes. Trust leads to repeat purchases. Long-term loyalty is trust-driven.

15. **Kapoor, R. & Yadav, S. (2022)**

This study compares the effectiveness of micro and macro influencers. Micro-influencers generate higher engagement due to authenticity. Macro-influencers provide large-scale visibility. Combining both yields optimal results. Influencer selection should match campaign objectives. Authenticity drives conversions.

3. RESEARCH METHODOLOGY

Conceptual Model



Statement of the problem

In the competitive food delivery market, Zomato and Swiggy use various brand promotion strategies to attract and retain customers. However, the **effectiveness of these strategies in shaping customer perception, satisfaction, and overall preference is unclear**. This study aims to examine how

different promotional activities influence customer opinions and determine which strategies are most effective in building loyalty and preference for these brands.

Research Gap

Most existing studies focus on general marketing strategies of food delivery platforms, but there is **limited research on the specific impact of brand promotion strategies on customer perception, satisfaction, and preference** between Zomato and Swiggy.

Objectives

- To study and compare the brand promotion strategies adopted by Zomato and Swiggy.
- To analyze the impact of brand promotion strategies on customer perception and satisfaction.

Hypothesis

Objective 1: To study and compare the brand promotion strategies of Zomato and Swiggy

- **H₀₁:** There is no significant difference in the brand promotion strategies of Zomato and Swiggy.
- **H₁₁:** There is a significant difference in the brand promotion strategies of Zomato and Swiggy.

Objective 2: To analyze the impact of brand promotion strategies on customer perception and satisfaction

- **H₀₂:** Brand promotion strategies do not significantly affect customer perception and satisfaction.
- **H₁₂:** Brand promotion strategies significantly affect customer perception and satisfaction.

4. Result and Discussion

Frequencies

		Statistics							
N	Valid	Age	Gender	bsp1	bsp2	bsp3	bsp4	o1	o2
	Missing	103	103	103	103	103	103	103	103
		0	0	0	0	0	0	0	0
Mean		2.16	1.66	1.84	1.83	1.89	1.85	1.93	1.92
Std. Error of Mean		.129	.047	.078	.082	.080	.091	.088	.086
Median		1.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
Mode		1	2	1	1	1	1	1	1
Std. Deviation		1.304	.476	.789	.830	.815	.923	.889	.871
Variance		1.701	.227	.623	.688	.665	.851	.789	.759
Range		3	1	2	3	2	4	3	3
Minimum		1	1	1	1	1	1	1	1

Maximum	4	2	3	4	3	5	4	4
Sum	222	171	190	189	195	191	199	198

Interpretation

- The majority of respondents are aged 18–25 (51.5%), with fewer in older age groups.
- Female respondents (66%) outnumber male respondents (34%).
- For BSP1, most respondents either agree (35.9%) or strongly agree (39.8%) that the promotional strategy is effective.
- BSP2 shows a similar trend, with 42.7% strongly agreeing and 32% agreeing, while only 1% disagreed.
- BSP3 also has a positive perception, with 38.8% strongly agreeing and 33% agreeing.
- BSP4 is perceived most positively, with 44.7% strongly agreeing and 29.1% agreeing; very few (1.9%) strongly disagree.
- Overall, customer perception variables (O1 and O2) reflect positive opinions, as most respondents agree or strongly agree, indicating general satisfaction with the brand promotion strategies.

Correlation

Descriptive Statistics

	Mean	Std. Deviation	N
bsp1	1.84	.789	103
bsp2	1.83	.830	103
bsp3	1.89	.815	103
bsp4	1.85	.923	103
o1	1.93	.889	103
o2	1.92	.871	103

Correlations

		bsp1	bsp2	bsp3	bsp4	o1	o2
bsp1	Pearson Correlation	1	.814**	.827**	.628**	.698**	.738**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	103	103	103	103	103	103
bsp2	Pearson Correlation	.814**	1	.814**	.724**	.729**	.810**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	103	103	103	103	103	103
bsp3	Pearson Correlation	.827**	.814**	1	.813**	.775**	.789**
	Sig. (2-tailed)						
	N	103	103	103	103	103	103

	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	103	103	103	103	103	103
bsp4	Pearson	.628**	.724**	.813**	1	.753**	.742**
	Correlation						
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	103	103	103	103	103	103
o1	Pearson	.698**	.729**	.775**	.753**	1	.677**
	Correlation						
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	103	103	103	103	103	103
o2	Pearson	.738**	.810**	.789**	.742**	.677**	1
	Correlation						
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	103	103	103	103	103	103

** . Correlation is significant at the 0.01 level (2-tailed).

Intrepretation

- Correlation was conducted between brand promotion strategies (BSP1–BSP4) and customer perception (O1, O2).
- All brand promotion variables show **strong positive correlations** with customer perception and opinion.
- Correlation coefficients range from **0.698 to 0.810**, indicating high association.
- BSP1 correlated with O1 at 0.698 and with O2 at 0.738.
- BSP2 correlated with O1 at 0.729 and with O2 at 0.810.
- BSP3 and BSP4 also show strong correlations with O1 (0.775, 0.753) and O2 (0.789, 0.742).
- All correlations are **statistically significant at $p < 0.01$** , confirming that better brand promotion is associated with higher customer perception.

5. Conclusion

The study concludes that **brand promotion strategies significantly influence customer perception, satisfaction, and preference** for Zomato and Swiggy. Most respondents showed a positive perception toward the promotional activities, and correlation analysis confirmed a **strong positive relationship** between promotion strategies and customer opinion. Regression analysis identified **BSP4 as the most influential strategy**, indicating that certain promotional activities have a greater impact on shaping customer perception than others. Overall, the findings suggest that **well-planned and targeted promotional strategies enhance customer satisfaction, strengthen brand loyalty, and can guide Zomato and Swiggy in focusing on the most effective promotional efforts** to maintain a competitive advantage in the food delivery market.

Limitations

- The study is based on a relatively small sample (103 respondents), which may limit generalizability.

- Convenience sampling may introduce bias and may not represent the entire customer population.
- The study focuses on specific regions and may not reflect perceptions in all areas.
- Responses are based on questionnaires, which may be influenced by personal opinions or social desirability.
- Data collection was limited to a short period, which may not capture seasonal or changing trends in customer behavior.

Future Research Scope

Future studies can explore **other factors influencing customer loyalty**, such as service quality, app usability, and pricing, and can include **larger and more diverse samples** to generalize findings across different regions and demographics.

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