

# A Study on the Impact of Digital Marketing Strategies of Swiggy on Brand Awareness and Customer Satisfaction

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## ABSTRACT:

Digital technology's explosive growth has drastically changed marketing strategies in many sectors, most notably the food delivery industry. One of the top online meal delivery services in India, Swiggy, has successfully used digital marketing techniques to increase client happiness and brand exposure. The purpose of this study is to investigate how Swiggy's digital marketing tactics—such as influencer partnerships, mobile app promotions, social media marketing, search engine marketing, and tailored notifications—affect consumer satisfaction and brand awareness. Using primary data gathered via structured questionnaires and secondary data from journals, reports, and online publications, the study uses a descriptive research approach. The results show that Swiggy's steady online presence, innovative marketing strategies, and customer-focused promotions have greatly improved customer perceptions and brand memory. According to the study's findings, digital marketing is essential for enhancing Swiggy's brand image and raising customer happiness while also pointing out areas that still need work.

The food-tech industry has become a high-frequency consumer touchpoint due to the quick digitization of the Indian economy. This study looks into how Swiggy's digital marketing tactics affect two important pillars: customer satisfaction and brand awareness. The study examines Swiggy's multi-channel presence, including social media marketing (SMM), search engine optimization (SEO), and AI-driven hyper-personalization, using a mixed-method research technique.

**Keywords:** Digital Marketing, Swiggy, Brand Awareness, Customer Satisfaction, Online Food Delivery, Social Media Marketing, Consumer Behavior.

## INTRODUCTION

In today's corporate world, digital marketing has become a potent instrument that allows businesses to interact with clients in real time, provide tailored experiences, and establish enduring connections. Due to urbanization, rising smartphone adoption, shifting lifestyles, and the ease provided by online platforms, the meal delivery sector in India has experienced exponential expansion. By using cutting-edge digital marketing techniques, Swiggy, one of the major participants in this sector, has become the industry leader. Since its founding in 2014, Swiggy has revolutionized the way customers place food orders by fusing marketing, logistics, and technology. To advertise its services and interact with clients, the corporation makes considerable use of digital channels like social media, mobile apps, email marketing, and search engines. Swiggy has developed a strong brand identity thanks to initiatives like "Swiggy Instamart," "Voice Ordering," and clever social media posts. Customer happiness and brand awareness are two essential elements of a successful business. Customer happiness determines loyalty and repeat use, whereas brand awareness guarantees recognition and recall. By providing pertinent material and regular interaction, digital marketing fills the gap between these two. The goal of this study is to comprehend how Swiggy's digital marketing campaigns affect customers' brand awareness and satisfaction levels. India's urbanization is a major factor in Swiggy's growth. The "Convenience

Economy" has developed as discretionary income rises and time becomes the most important currency for the working class. Swiggy's service and this consumer need are connected through digital marketing. With the launch of Swiggy Instamart (Quick Commerce) and Swiggy Genie, the brand's online presence has grown even further, transforming it from a "food app" into a "lifestyle utility."

### ***Objectives of the study***

- 1) To investigate various digital marketing tactics used by Swiggy.
- 2) To investigate the connection between consumer satisfaction and digital marketing initiatives.

### **Review of Literature**

Prior research has demonstrated the increasing significance of digital marketing in shaping customer behavior. According to Chaffey and Ellis-Chadwick (2019), digital marketing uses data-driven tactics and interactive platforms to increase brand visibility. According to Kaplan and Haenlein (2018), social media marketing greatly increases brand awareness by facilitating two-way contact.

### ***Technology Acceptance Model (TAM)***

According to academics like Davis (1989), "Perceived Usefulness" and "Perceived Ease of Use" influence a user's intention to utilize a technology. According to latest research (2022–2025), Swiggy's UI/UX design serves as the main marketing strategy. Brand awareness more successfully converts into brand loyalty if the interface is user-friendly.

### **Evolution of Digital Marketing in Indian Food-Tech**

The Indian meal delivery industry has evolved over the past ten years from a supplemental service to a necessary one. According to early research by Kumar and Sharma (2021), "necessity-based," especially among the urban migrant population, was the main motivator for food-tech adoption. Recent research from 2024 and 2025, however, points to a move toward "lifestyle-based" consumption.

### **Hyper-local Digital Marketing**

Research on Swiggy's digital strategy for 2025 highlights the "Hyper-local Engine." Scholars contend that Swiggy's marketing is fundamentally regional. Swiggy uses location-based data to precisely target its digital marketing, in contrast to national TV campaigns. According to a study by Singh (2025), Swiggy's digital success is largely due to its capacity to promote particular "Instamart" or "Dineout" alternatives based on a 2km radius of the consumer. This "precision targeting" boosts the brand's relevance in the consumer's everyday life while cutting down on marketing waste.

### **The AIDA and AISAS Models**

Marketing was traditionally guided by the AIDA (Attention, Interest, Desire, Action) model. However, academics increasingly prefer the AISAS paradigm (Attention, Interest, Search, Action, Share) in the food-tech industry. According to published research, Swiggy performs particularly well throughout the "Search" and "Share" stages. When a customer has a "hunger pang," Swiggy's SEO and SEM tactics make sure it is at the top of the search results. Swiggy's clever alerts are "instagrammable" after a purchase, which motivates customers to "Share" their experience on social media and builds brand recognition naturally.

### **Moment Marketing and Social Media Engagement**

The core of Swiggy's social media strategy is "relatability." Puns and clever one-liners, like their well-known late-night or rainy-day notifications, help the company shift from being a service provider to a "friend." Because it humanizes the business, this emotional connection is a major factor in consumer happiness. Even though moment marketing works, some academics caution about its "regressive" potential. According to Amorim (2024), a business may experience "ad

fatigue" or unfavorable consumer reactions if the "moment" is delicate or divisive if it makes an excessive effort to link every event to its service.

### **Concluding Synthesis of the Literature Review**

A significant shift in the food-tech industry from transactional advertising to a digitally integrated "ecosystem" approach is highlighted by the synthesis of current research. Swiggy has revolutionized brand recognition by mastering Moment Marketing and Hyper-local SEO. Therefore, this study expands on these theoretical underpinnings to investigate how the combination of multi-service platforms and AI-driven personalization generates a long-term competitive advantage. In the end, it makes the case that, for Swiggy, the digital interface is both the product and a marketing channel, requiring a constant balance between intrusive algorithmic "nudging" and true consumer utility.

### **Study of background area**

The corporate environment has changed dramatically due to the quick development of digital technology, especially in the service industry. Consumer buying habits have changed as a result of the increasing use of cellphones, inexpensive internet connection, and digital payment methods. These technical advancements have sped up the expansion of app-based services in India, making digital platforms a necessary part of everyday life. Convenience, quickness, and urban consumers' shifting lifestyle tastes have made the meal delivery sector one of the fastest-growing in the digital economy. As a result, in fiercely competitive marketplaces, digital marketing has emerged as a crucial instrument for raising brand awareness, influencing consumer choices, and improving customer satisfaction.

### **Digital Transformation and the Rise of Digital Marketing**

Due to shifting lifestyles, rising urbanization, and an expanding working population with little time for cooking, the Indian internet meal delivery market has grown remarkably. Customers are depending more and more on meal delivery apps to easily access a variety of cuisines. Due to the increased rivalry among food delivery services brought about by this change in consumer behavior, businesses are being encouraged to make significant investments in digital infrastructure and online marketing initiatives. Food delivery businesses now primarily communicate their offerings, advertise discounts, and cultivate enduring relationships with clients using digital marketing channels like social media platforms, search engines, mobile applications, and email marketing.

### **Emergence and Market Position of Swiggy**

Since its founding, Swiggy has strategically used technology and digital marketing to become one of the biggest companies in the Indian online meal delivery sector. Through its digital platforms and mobile application, the organization has continuously concentrated on improving the user experience. Because of its robust online presence, Swiggy has been able to create a unique brand identity that is defined by dependability, speed, and convenience. Swiggy has been able to reach a wide range of customers, improve brand recall, and establish itself as a reliable meal delivery service among urban and semi-urban customers by skillfully employing digital marketing tools.

### **Role of Digital Marketing in Swiggy's Brand Communication**

The foundation of Swiggy's brand communication strategy is digital marketing. Through social media sites like Facebook, Instagram, and Twitter, the business actively interacts with its clientele by posting original, funny, and culturally appropriate content. Swiggy's digital reach is further enhanced by search engine advertising, push notifications, influencer marketing, and app-based promotions. These tactics support the brand's continued visibility in consumers' minds and promote regular engagement with the platform. In addition to increasing revenue, Swiggy's digital marketing initiatives aim to build emotional bonds with consumers, strengthening brand recognition and favourable brand perception.

### **Customer Satisfaction in Digital Food Delivery Services**

For digital service-based organizations to remain viable and expand, customer satisfaction is essential. Understanding and meeting consumer expectations with technology-driven solutions is a top priority for Swiggy. A smooth user

experience is enhanced by features like real-time order tracking, a variety of payment methods, tailored suggestions, and effective customer service. Swiggy may collect consumer feedback and behavioral data through digital marketing, which enables ongoing service quality improvement. Swiggy's market position is further strengthened by high customer satisfaction levels, which also increase customer retention, positive online reviews, and improved brand loyalty.

## Methodology

The approach used in this study is intended to methodically investigate how Swiggy's digital marketing tactics affect consumer happiness and brand awareness. To provide thorough and trustworthy analysis, the study uses data from both primary and secondary sources. Users of the Swiggy app were given a structured questionnaire to complete in order to gather primary data on their awareness of the company's digital marketing initiatives, usage frequency, satisfaction levels, and general brand perception. Academic publications, books, business reports, research articles, and reliable internet sources about digital marketing and consumer behavior were the sources of secondary data. Convenient sampling methods were used to choose the study's sample since they made it simple to reach respondents who frequently utilize online meal delivery services.

## Research Design

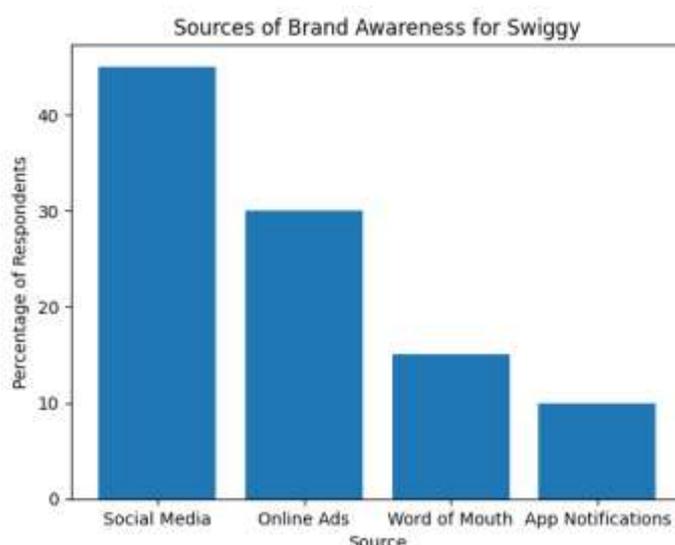
The current study uses a descriptive research approach in order to explain and examine Swiggy's current digital marketing strategies and how they affect customer happiness and brand recognition. Because it allows the researcher to observe, document, and analyze client views and experiences without changing any factors, a descriptive research approach is suitable for this study. This design aids in comprehending how customers feel about Swiggy's online promos, digital advertising, and service features. Rather than demonstrating cause-and-effect links, the study concentrates on finding patterns and connections between digital marketing initiatives and consumer responses.

## Research Approach

Because the current study focused on gathering numerical data to examine consumer perceptions of Swiggy's digital marketing tactics, a quantitative research approach was used. A quantitative approach enables the researcher to use statistical techniques to interpret consumer responses and aids in the objective measurement of brand recognition and customer satisfaction levels. This method works well for finding patterns, trends, and connections between customer responses and digital marketing initiatives.

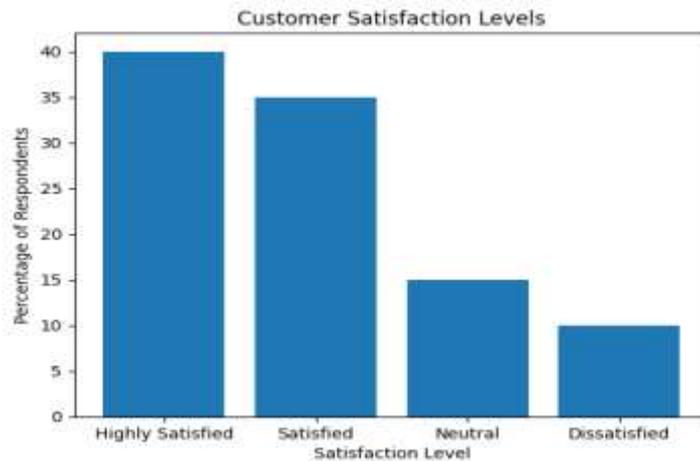
## Data Analysis

### 1. Brand Awareness Through Digital Marketing Channels



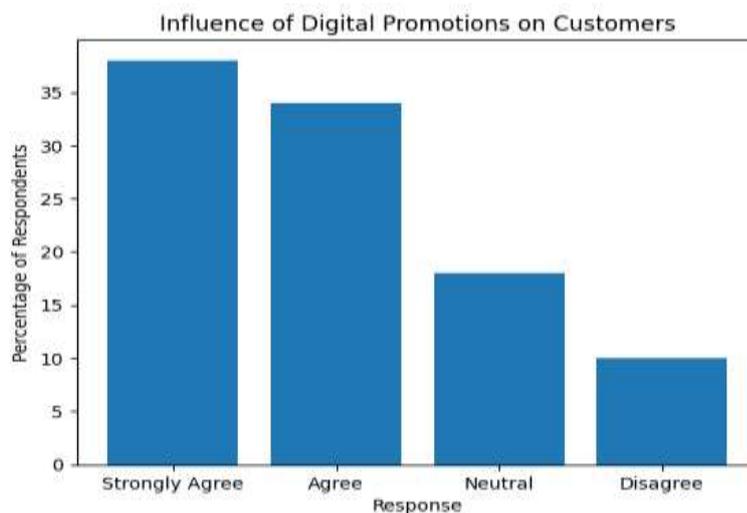
The sources that respondents learned about Swiggy are depicted in the above figure. According to the study, social media platforms account for 45% of brand awareness, with internet ads coming in second at 30%. This demonstrates how Swiggy's robust online presence on social media sites like YouTube, Instagram, and Twitter contributes significantly to raising brand awareness. 10% comes from app notifications, and 15% comes from word-of-mouth. The data makes it abundantly evident that digital marketing platforms, particularly social media and online advertising, are very successful in building and maintaining Swiggy's brand awareness.

## 2. Customer Satisfaction Level



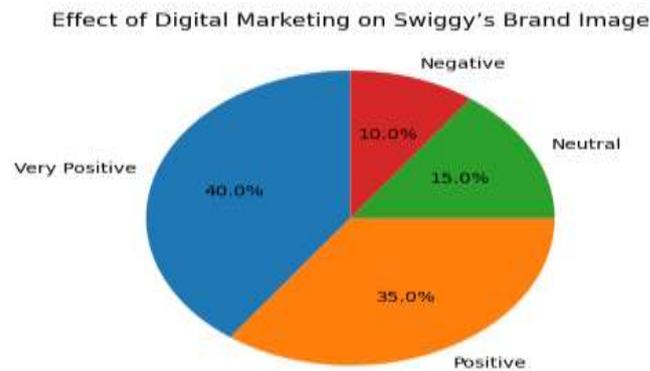
According to the customer satisfaction chart, 35% of respondents are satisfied with Swiggy's services, while 40% of respondents are extremely satisfied. This suggests that most consumers are satisfied with the brand. Just 10% of respondents are dissatisfied, while about 15% are neutral. Swiggy's user-friendly software, prompt marketing, and effective digital communication are all responsible for the high degree of satisfaction. Overall, the graph shows that customer happiness is greatly impacted by Swiggy's digital marketing and service provision.

## 3. Influence of Digital Promotions on Customer Behaviour



Customer responses about how digital promotions affected their shopping decisions are shown in the third chart. According to the data, 34% of respondents agree and 38% strongly agree that Swiggy's digital promotions have an impact on their usage habits. This demonstrates how successful reward programs, internet discounts, and app-based promotional alerts are. Just 10% disagree, and about 18% are neutral, showing little opposition to marketing tactics. The data demonstrates that digital promotions are essential for drawing clients and promoting recurring business.

#### 4. Effect of Digital Marketing on Swiggy's Brand Image



This pie chart depicts customer perception of Swiggy's brand image influenced by digital marketing. The data reveal that 40% of respondents perceive the brand image as very positive, while 35% view it as positive. 15% have a neutral opinion, and only 10% perceive it negatively. This clearly demonstrates that Swiggy's digital marketing strategies play a major role in building a strong and favourable brand image among consumers.

#### Overall Interpretation of Data Analysis

The total data analysis makes it abundantly evident that Swiggy's digital marketing tactics significantly raise consumer happiness and brand recognition. While digital promos and app features raise consumer satisfaction levels, social media marketing and internet advertising greatly increase company recognition. The majority of customers react favorably to Swiggy's digital endeavours, despite a tiny number expressing disappointment. This investigation demonstrates that Swiggy's success in the cutthroat online meal delivery industry is mostly due to digital marketing.

#### Findings:

##### High Level of Brand Awareness Through Digital

- The main sources of brand recognition are social media sites like YouTube, Instagram, and Twitter.
- Brand remember is further enhanced by app notifications and online ads.
- Regular exposure to digital content guarantees that Swiggy stays at the forefront of consumers' minds when selecting a meal delivery service.

##### Dominant Role of Social Media Marketing

- High levels of interaction with Swiggy's social media content, such as memes, festival-based campaigns, and promotional postings, were reported by respondents.
- Customer impression is positively impacted by influencer partnerships and engaging posts.
- Social media facilitates two-way conversation, which boosts brand trust and emotional bonding.

### **Strong Customer Engagement and Usage Frequency**

- A sizable portion of respondents use Swiggy either every day or every week.
- Frequent use indicates a reliance on Swiggy for time-saving and convenience.
- Digital marketing campaigns are more successful when there is high levels of involvement.

### **Positive Impact of Digital Promotions on Customer Satisfaction**

- Customers greatly value discounts, cashback incentives, and free delivery programs.
- Recurring orders are encouraged with in-app promotions and push notifications.
- Promotional offers that are timely and tailored are perceived by customers as having more value.

### **Favourable Brand Image and Overall Customer Satisfaction**

- The majority of respondents said they were satisfied with the app's features, which included payment options, order monitoring, and simplicity of navigation.
- A favourable emotional bond with the brand is facilitated by digital marketing.
- Overall opinions are still positive, despite a small amount of discontent brought on by delivery fees or delays.

It is clear from the data analysis and interpretation that Swiggy's digital marketing tactics significantly and favourably affect consumer happiness and brand recognition. All of the results show that Swiggy has been able to sustain high visibility and solid customer relationships through regular digital interaction through social media, online marketing, and app-based communication. In addition to drawing in new customers, efficient use of digital platforms promotes regular usage and repeat business. Even while some operational issues have a minor impact on the customer experience, the brand's overall reputation is still very positive. Thus, the study demonstrates that, in the cutthroat online meal delivery business, digital marketing is essential to boosting customer satisfaction and solidifying Swiggy's brand image.

### **Limitations-**

#### **Limited Sample Size and Representation**

The study's sample of 100 respondents might not accurately reflect Swiggy's varied clientele throughout India. The results could be impacted by the opinions of just the chosen participants because there are a lot of Swiggy users in various cities and areas. A larger and more varied sample might improve the study's dependability and yield more broadly applicable conclusions. As a result, the conclusions may not accurately represent the views of Swiggy's larger consumer base.

#### **Geographical Constraints**

Urban and semi-urban respondents with easy access to digital platforms and food delivery services were the main focus of the study. The survey excluded customers from isolated or rural locations, where there may be less internet penetration. Regional differences in awareness, engagement, and satisfaction may not be recorded due to this restriction, which limits the comprehension of digital marketing efficacy across all client segments.

### Time and Resource Constraints

The study's time constraints limited the breadth of research and the depth of data collection. Better insights into consumer behavior trends, seasonal usage patterns, and the long-term effects of digital marketing efforts might have been obtained through longitudinal research or observations spanning several months. Furthermore, the lack of resources made it difficult to hold focus groups or in-depth interviews, which could have improved the calibre of the results.

### Respondent Bias and Subjectivity

Participants' self-reported answers were a major source of data. Based on their recent experiences with Swiggy, respondents might have given socially acceptable responses or overstated their satisfaction levels, either intentionally or unintentionally. These biases may have an impact on the results' objectivity and accuracy. Furthermore, based on individual tastes, past experiences, or expectations from meal delivery services, consumer perceptions are subjective and might differ significantly.

### Focused Scope on Digital Marketing

This study only looks at Swiggy's digital marketing tactics and how they affect customer happiness and brand awareness. Other important elements that could affect consumer behavior, like food variety, pricing, delivery effectiveness, competitiveness, and service quality, were not thoroughly taken into account. Although digital marketing plays a major role, brand perception and satisfaction may also be greatly impacted by the interaction of operational, logistical, and competitive variables.

### Conclusion-

The current analysis comes to the conclusion that Swiggy's digital marketing tactics significantly and favourably affect customer satisfaction and brand awareness. The data shows that Swiggy's exposure and recognition among customers have increased due to consistent interaction through social media, online marketing, push notifications, and app-based incentives. Consumers react favourably to innovative marketing strategies, tailored discounts, and intuitive app features, all of which raise user satisfaction and promote recurring use.

Although operational problems including delivery delays and exorbitant fees during busy times were observed, they did not considerably affect the brand's generally favourable image. The survey also emphasizes how important digital marketing is to preserving a competitive edge in the quick-paced online meal delivery sector. The study does, however, admit many limitations, including a small sample size, a geographic focus on metropolitan regions, and a reliance on descriptive analysis. It suggests that future research may broaden the scope and use more sophisticated analytical tools to obtain more profound insights.

Overall, the results confirm that Swiggy's smart use of digital marketing is crucial to establishing a solid brand image, encouraging client loyalty, and maintaining development in a cutthroat online market.

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