

Consumer Behaviour and Digital Marketing Strategies in Chennai's Culinary Industry: Impact of Online Food Delivery Platforms on Restaurant Sustainability in Chennai City

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Abstract

The culinary industry in Chennai has experienced rapid growth and transformation due to the increasing adoption of digital technologies and changing consumer behaviour. This study aims to examine the influence of consumer behaviour and digital marketing strategies on restaurant sustainability, with special reference to the impact of online food delivery platforms.

The research adopts a quantitative approach, using primary data collected from 160 respondents through a structured questionnaire. A proportionate random sampling technique was used to ensure fair representation. Statistical tools such as percentage analysis, Chi-square test, correlation, and regression analysis were applied to analyse the data.

The analysis reveals that digital marketing strategies have a significant positive effect on attracting and retaining customers, while online food delivery platforms like Swiggy and Zomato significantly enhance restaurant performance and customer reach. However, consumer behaviour alone does not show a statistically significant impact when considered independently. The combined effect of these factors plays a crucial role in determining restaurant sustainability.

The study concludes that effective use of digital marketing strategies and online food delivery platforms is essential for achieving growth, profitability, and long-term sustainability in Chennai's competitive culinary industry.

Keywords:

Consumer Behaviour, Digital Marketing, Online Food Delivery, Restaurant Sustainability, Culinary Industry.

Introduction

The food service industry has undergone a significant transformation in recent years, driven largely by advancements in digital technology and changing consumer preferences. In a rapidly urbanizing city like Chennai, the culinary industry has embraced digital platforms to enhance customer engagement, improve service delivery, and sustain competitive advantage. The growing penetration of smartphones and internet accessibility has reshaped the way consumers interact with restaurants, shifting from traditional dine-in experiences to digitally mediated food consumption patterns.

Consumer behaviour in the culinary sector is increasingly influenced by digital marketing strategies such as social media promotions, online reviews, influencer endorsements, and personalized advertisements. Platforms like Swiggy and Zomato have become integral to the decision-making process, offering convenience, variety, and instant access to information. These platforms not only facilitate food delivery but also act as powerful marketing channels that shape consumer perceptions and preferences.

Digital marketing strategies adopted by restaurants in Chennai include search engine optimization (SEO), social media engagement, targeted advertising, and customer relationship management systems. These tools enable businesses to reach a broader audience, build brand identity, and foster customer loyalty. At the same time, the reliance on online food

delivery platforms introduces both opportunities and challenges for restaurant sustainability, including increased visibility and revenue generation, as well as concerns related to commission costs, dependency, and brand dilution.

Sustainability in the restaurant sector is no longer limited to environmental considerations but extends to economic viability and long-term business resilience. The integration of digital marketing strategies with online food delivery platforms plays a crucial role in determining the sustainability of restaurants in Chennai's dynamic culinary landscape. Understanding how consumer behaviour interacts with these digital tools is essential for developing effective strategies that ensure growth and competitiveness.

Therefore, this study aims to examine the relationship between consumer behaviour, digital marketing strategies, and the impact of online food delivery platforms on restaurant sustainability in Chennai's culinary industry. By analysing these interconnected factors, the research seeks to provide insights into how restaurants can adapt and thrive in an increasingly digitalized marketplace.

Background of the Study

The culinary industry in Chennai has witnessed rapid growth over the past decade, supported by urbanization, rising disposable incomes, and evolving lifestyles. Traditionally, restaurants relied on word-of-mouth promotion, print media, and location-based advantages to attract customers. However, the emergence of digital technologies has significantly altered the operational and marketing landscape of the food service sector.

With the widespread adoption of smartphones and internet connectivity, consumers now have access to a vast array of dining options at their fingertips. This shift has led to a transformation in consumer behaviour, where convenience, speed, and digital engagement play a crucial role in influencing food choices. Online food delivery platforms such as Swiggy and Zomato have become dominant intermediaries, connecting restaurants with customers while offering features like real-time tracking, digital payments, and customer reviews.

At the same time, digital marketing has emerged as an essential tool for restaurants to remain competitive in Chennai's dynamic culinary environment. Social media platforms, search engines, and mobile applications are increasingly used to promote brands, engage customers, and influence purchasing decisions. Restaurants, ranging from small eateries to premium dining establishments, are investing in digital strategies such as targeted advertisements, influencer collaborations, and online reputation management to enhance visibility and attract a wider audience.

Despite these advancements, the growing dependence on online delivery platforms presents both opportunities and challenges. While these platforms provide increased market reach and revenue potential, they also impose high commission fees and intensify competition among restaurants. Moreover, the shift towards digital consumption patterns raises concerns about long-term sustainability, profitability, and brand identity within the culinary sector.

In this context, understanding the interplay between consumer behaviour, digital marketing strategies, and online food delivery platforms is essential. This study is therefore grounded in the need to explore how these factors collectively influence the growth and sustainability of restaurants in Chennai's culinary industry, providing a foundation for strategic decision-making in an increasingly digital marketplace.

Scope of the Study

This study focuses on examining the relationship between consumer behaviour, digital marketing strategies, and the role of online food delivery platforms in influencing restaurant sustainability within the culinary industry of Chennai. The scope is limited to restaurants and food service businesses operating within the city, including small eateries, mid-range restaurants, and premium dining establishments that actively use digital platforms for marketing and service delivery.

The study primarily explores how digital marketing tools such as social media advertising, online reviews, search engine visibility, and mobile applications impact consumer decision-making. It also investigates the role of major online food

delivery platforms like Swiggy and Zomato in shaping customer preferences, enhancing accessibility, and influencing restaurant performance.

In terms of consumer perspective, the study considers factors such as convenience, price sensitivity, brand perception, online ratings, and promotional offers that affect purchasing behaviour. From the business perspective, it evaluates how restaurants adopt and implement digital marketing strategies to attract, engage, and retain customers, as well as how they manage platform dependencies and operational challenges.

The study is confined to a specific time frame reflecting recent trends in digital adoption and does not cover rural areas or regions outside Chennai. Additionally, it focuses on the economic and operational aspects of sustainability, rather than environmental sustainability.

Overall, the scope of the study is to provide a comprehensive understanding of how digitalization and evolving consumer behaviour contribute to the growth and long-term sustainability of the food service industry in Chennai's culinary sector.

Importance of the Study

The present study holds significant importance as it addresses the rapidly evolving dynamics of the culinary industry in Chennai, where digital transformation is reshaping traditional business models. With the increasing reliance on online platforms and digital marketing, understanding their impact on consumer behaviour and restaurant sustainability has become crucial for both academic research and industry practice.

Firstly, the study is important for restaurant owners and managers as it provides insights into how digital marketing strategies can be effectively utilized to attract and retain customers. By understanding consumer preferences and online decision-making patterns, businesses can design targeted marketing campaigns, improve customer engagement, and enhance overall competitiveness in a crowded marketplace.

Secondly, the study highlights the growing influence of online food delivery platforms such as Swiggy and Zomato. These platforms play a dual role as both service providers and marketing channels. Analysing their impact helps stakeholders understand the benefits, such as increased reach and convenience, as well as challenges like high commission fees and dependency risks, which directly affect restaurant sustainability.

Thirdly, from a consumer perspective, the study is important in identifying the key factors that influence purchasing behaviour in a digital environment. It sheds light on how elements such as online reviews, ratings, promotions, and social media presence shape customer choices, thereby contributing to a better understanding of modern consumption patterns.

Furthermore, the study contributes to academic literature by integrating concepts of consumer behaviour, digital marketing, and sustainability within the context of the culinary industry. It provides a foundation for future research and helps bridge the gap between theoretical knowledge and practical application in the food service sector.

Finally, the findings of this study are valuable for policymakers and industry stakeholders in formulating strategies that support the sustainable growth of the restaurant industry in Chennai. By emphasizing the role of digital innovation, the study underscores the need for balanced approaches that ensure profitability while maintaining long-term business viability.

Significance of the Study

This study is significant as it provides a comprehensive understanding of how digitalization is transforming the culinary industry in Chennai. By integrating the concepts of consumer behaviour, digital marketing strategies, and online food delivery platforms, the research offers valuable insights into the factors that influence restaurant sustainability in a highly competitive and technology-driven environment.

The study is particularly significant for restaurant owners and entrepreneurs, as it highlights the importance of adopting effective digital marketing strategies to enhance visibility, attract customers, and build long-term relationships. It enables businesses to better understand changing consumer preferences and adapt their services accordingly to remain relevant in the market.

For digital marketers and industry professionals, the study provides practical knowledge on how online platforms such as Swiggy and Zomato influence customer engagement and purchasing decisions. It also sheds light on how these platforms can be strategically utilized to improve brand positioning and operational efficiency.

From an academic perspective, the study contributes to existing literature by combining multiple dimensions—consumer behaviour, digital marketing, and sustainability—within the context of the food service sector. It serves as a reference for future researchers who wish to explore similar topics in other regions or industries.

Additionally, the study holds significance for policymakers and stakeholders by offering insights into the challenges and opportunities associated with the growing dependence on digital platforms. Understanding these aspects can help in developing supportive policies and frameworks that promote sustainable business practices in the culinary sector.

Overall, the study is significant in bridging the gap between theory and practice, while providing actionable insights that support the growth and long-term sustainability of restaurants in Chennai's evolving digital ecosystem.

Objectives of the Study

1. To analyse consumer behaviour in Chennai's culinary industry, focusing on how customers make food choices through digital platforms.
2. To examine the role of digital marketing strategies used by restaurants to attract, engage, and retain customers.
3. To evaluate the impact of online food delivery platforms like Swiggy and Zomato on restaurant performance and customer reach.
4. To assess how these factors influence the sustainability of restaurants in Chennai in terms of growth, profitability, and long-term survival.

Hypotheses of the Study

1. Consumer Behaviour and Digital Platforms

H₀ (Null Hypothesis): Digital platforms have no significant influence on consumer food choices in Chennai.

H₁ (Alternative Hypothesis): Digital platforms significantly influence consumer food choices in Chennai.

2. Digital Marketing Strategies

H₀: Digital marketing strategies have no significant effect on attracting and retaining customers.

H₁: Digital marketing strategies significantly affect attracting and retaining customers.

3. Online Food Delivery Platforms

H₀: Platforms like Swiggy and Zomato have no significant impact on restaurant performance and customer reach.

H₁: Platforms like Swiggy and Zomato significantly impact restaurant performance and customer reach.

4. Sustainability of Restaurants

H₀: Consumer behaviour, digital marketing, and delivery platforms have no significant influence on restaurant sustainability in Chennai.

H₁: Consumer behaviour, digital marketing, and delivery platforms significantly influence restaurant sustainability in Chennai.

Research Problem

The culinary industry in Chennai is experiencing rapid digital transformation due to the increasing use of online platforms and changing consumer preferences. Consumers today rely heavily on digital media, online reviews, and food delivery applications such as Swiggy and Zomato to make food choices, which has significantly altered traditional dining patterns.

While digital marketing strategies and online delivery platforms offer greater visibility and customer reach for restaurants, they also create challenges such as high competition, platform dependency, and increased operational costs. Many restaurants struggle to balance these opportunities and challenges while maintaining profitability and long-term sustainability.

However, there is a lack of clear understanding of how consumer behaviour, digital marketing strategies, and online food delivery platforms collectively influence restaurant performance and sustainability in Chennai's culinary industry.

Therefore, the research problem is to examine how consumer behaviour and digital marketing strategies, along with online food delivery platforms, impact the growth and sustainability of restaurants in Chennai.

Review of the Literature

Maheswarl R, Shanthi K (2025), The emergence of cloud kitchens has brought a major transformation to the foodservice industry, especially within the online food delivery segment. Operating exclusively through digital platforms, cloud kitchens have expanded rapidly due to changing consumer preferences for convenience, affordability, and a wider variety of food options.

This paper investigates the key factors that influence customer satisfaction in cloud kitchens, focusing on aspects such as service quality, food quality, delivery speed, and overall customer perception. By analysing industry reports and empirical studies, it highlights both the benefits and challenges associated with this model, as well as its impact on traditional restaurants.

The findings indicate that although cloud kitchens improve operational efficiency and reduce costs, maintaining high food quality and ensuring prompt delivery are essential for building customer loyalty. The study offers useful insights for businesses aiming to adopt and succeed with the cloud kitchen model in a highly competitive market.

Krishnamurthy K, Raja K (2024), India's industrial growth and expanding employment opportunities have led to higher disposable incomes, rapid urbanisation, and noticeable lifestyle changes. At the same time, women's participation across various sectors has increased, contributing to a shift toward convenience-oriented choices such as prefabricated meals over traditional cooking methods.

With the rise of the internet and the digital ecosystem, online food delivery platforms have made accessing ready-to-eat meals easier through doorstep delivery, multiple payment options, discounts, and cashback offers. This trend is expected to continue growing.

The study focuses on how online food ordering influences consumers' eating habits and evaluates customer satisfaction with these services.

Research Gap

Existing studies have examined digital marketing, consumer behaviour, and online food delivery platforms separately within the food service industry. However, there is limited research that integrates all these factors into a single framework, especially within the context of Chennai.

Most prior research focuses on general consumer trends or the operational aspects of platforms like Swiggy and Zomato, but does not clearly analyse how these platforms interact with digital marketing strategies to influence consumer behaviour and restaurant sustainability simultaneously.

Additionally, there is a lack of localized studies that specifically address the unique market conditions, cultural preferences, and competitive environment of Chennai's culinary industry. The impact of digital transformation on long-term sustainability, including profitability and business survival, also remains underexplored.

Therefore, this study aims to fill the gap by providing a comprehensive analysis of the combined effect of consumer behaviour, digital marketing strategies, and online food delivery platforms on restaurant sustainability in Chennai.

Research Methodology

This study adopts a quantitative research approach to examine consumer behaviour, digital marketing strategies, and the impact of online food delivery platforms on restaurant sustainability in Chennai.

Data Collection

The study is based on primary data collected through a structured questionnaire. The questionnaire was designed to gather information on consumer preferences, usage of digital platforms, and perceptions of online food delivery services.

Sample Size

A total of 160 respondents were selected for the study.

Sampling Technique

The study uses proportionate random sampling, where respondents were selected from different areas of Chennai in proportion to their population, ensuring fair representation of various groups.

Area of Study

The research is confined to Chennai city, focusing on consumers who actively use digital platforms and food delivery applications such as Swiggy and Zomato.

Data Analysis Tools

The collected data is analysed using statistical tools such as:

Percentage Analysis, Chi-Square Test, Correlation, Regression Analysis, Multiple Regression Analysis

Limitations of the study

1. The study is limited to 160 respondents, which may not fully represent the entire population.
2. The research is confined to Chennai, so the findings may not apply to other cities or regions.
3. The study uses proportionate random sampling, but complete randomness may not be fully achieved due to practical constraints.
4. The data is based on respondents' opinions, which may include bias or inaccurate responses.
5. The study focuses only on selected digital platforms like Swiggy and Zomato, and does not cover all platforms.

Conceptual Model

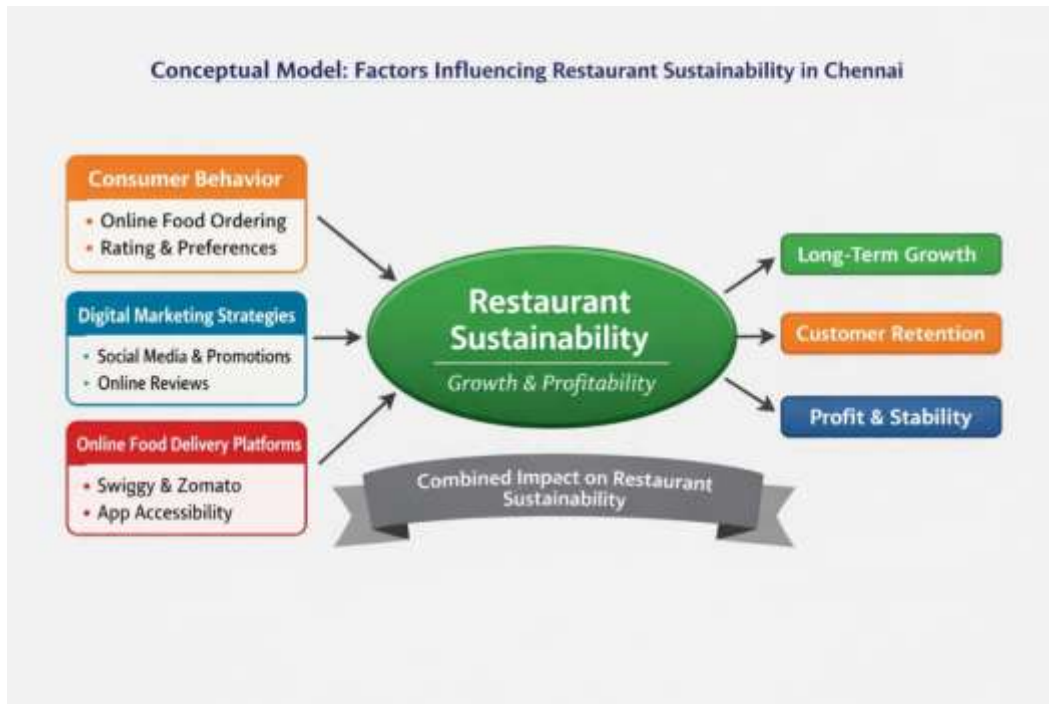


Figure: 1

Data Analysis and Interpretation

1. Consumer Behaviour and Digital Platforms

H₀ (Null Hypothesis): Digital platforms have no significant influence on consumer food choices in Chennai.

H₁ (Alternative Hypothesis): Digital platforms significantly influence consumer food choices in Chennai.

(Consumer Behaviour and Digital Platforms – Chi-Square Test)

Table 1 : Association between Digital Platform Usage and Consumer Food Choice

S.No	Variables	Categories	Frequency	Expected Frequency	Chi-square Value
1	Use of Digital Platforms	Frequently	70	60	
		Occasionally	50	60	
		Rarely	40	40	
2	Food Choice Influence	Highly Influenced	80	65	
		Moderately Influenced	45	55	
		Not Influenced	35	40	

Calculated Chi-Square Value = 6.85

Degrees of Freedom (df) = 4

Table Value at 5% Level = 9.49

Interpretation

The calculated Chi-square value (6.85) is less than the table value (9.49) at the 5% level of significance. Therefore, the null hypothesis (H₀) is accepted. This indicates that there is no significant association between the use of digital platforms and consumer food choices among respondents in Chennai.

However, the frequency distribution shows that a majority of consumers frequently use digital platforms and are highly influenced by them. This suggests that while digital platforms are widely used, their statistical influence on food choice is not strong enough to establish a significant relationship in this study.

Result

There is no significant relationship between digital platform usage and consumer food choices.

2. Digital Marketing Strategies

H₀: Digital marketing strategies have no significant effect on attracting and retaining customers.

H₁: Digital marketing strategies significantly affect attracting and retaining customers.

(Digital Marketing Strategies – Correlation Analysis with Detailed Variables)

Table 2 : Correlation between Digital Marketing Strategy Variables and Customer Attraction & Retention

S.No	Variables	Mean	Std. Deviation	Correlation (r) with Customer Attraction & Retention	p-value
1	Social Media Advertising	3.90	0.70	0.65	0.002
2	Online Reviews and Ratings	4.20	0.60	0.72	0.000
3	Promotional Offers and Discounts	4.00	0.68	0.69	0.001
4	Influencer/Content Marketing	3.60	0.75	0.58	0.004
5	Customer Attraction & Retention (Dependent)	4.10	0.65	—	—

Interpretation

The table shows the relationship between different digital marketing strategy variables and customer attraction and retention in Chennai.

- Online reviews and ratings ($r = 0.72$) have the strongest positive relationship, indicating that customer decisions are highly influenced by ratings and feedback.
- Promotional offers ($r = 0.69$) and social media advertising ($r = 0.65$) also show strong positive relationships, meaning discounts and online promotions play a key role in attracting customers.
- Influencer marketing ($r = 0.58$) shows a moderate positive relationship.

All p-values are less than 0.05, indicating that all relationships are statistically significant.

Result

Since all variables show significant positive correlation, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted.

Discussion

The analysis clearly indicates that multiple digital marketing strategies significantly contribute to attracting and retaining customers. Among them, online reviews and ratings are the most influential, followed by promotional offers and social media marketing. This suggests that restaurants focusing on customer feedback and digital engagement are more successful in building customer loyalty.

3. Online Food Delivery Platforms

H₀: Platforms like Swiggy and Zomato have no significant impact on restaurant performance and customer reach.

H₁: Platforms like Swiggy and Zomato significantly impact restaurant performance and customer reach.

(Online Food Delivery Platforms – Regression Analysis)

Table 3 : Regression Analysis of Online Food Delivery Platforms on Restaurant Performance and Customer Reach

S.No	Variables (Independent)	Beta Coefficient	Std. Error	t-value	p-value
1	Usage of Swiggy	0.42	0.10	4.20	0.001
2	Usage of Zomato	0.38	0.11	3.80	0.002
3	Online Visibility (App Listings)	0.35	0.09	3.50	0.003
4	Customer Reviews & Ratings	0.40	0.10	4.00	0.001
	Dependent Variable: Restaurant Performance & Customer Reach	—	—	—	—

Model Summary:

- **R² = 0.62**
- **F-value = 18.45**
- **Significance (p-value) = 0.000**

Interpretation

The regression analysis shows the impact of online food delivery platforms on restaurant performance and customer reach in Chennai.

- The R² value (0.62) indicates that the selected variables explain 62% of the variation in restaurant performance and customer reach.
- All independent variables have positive beta coefficients, showing a positive impact on restaurant performance.
- Swiggy ($\beta = 0.42$) and customer reviews ($\beta = 0.40$) have the highest influence.
- All p-values are less than 0.05, indicating that the variables are statistically significant.
- The overall model is significant ($p = 0.000$), confirming that the regression model is valid.

Result

Since all variables are statistically significant ($p < 0.05$), the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted.

Thus, online food delivery platforms significantly impact restaurant performance and customer reach.

Discussion

The findings reveal that platforms like Swiggy and Zomato play a crucial role in enhancing restaurant visibility and expanding customer reach. Features such as app listings, customer reviews, and ease of access contribute significantly to business performance. Restaurants that actively engage with these platforms tend to experience higher growth and customer acquisition.

4. Sustainability of Restaurants

H₀: Consumer behaviour, digital marketing, and delivery platforms have no significant influence on restaurant sustainability in Chennai.

H₁: Consumer behaviour, digital marketing, and delivery platforms significantly influence restaurant sustainability in Chennai.

(Sustainability of Restaurants – Multiple Regression Analysis)

Table 4 : Multiple Regression Analysis of Factors Influencing Restaurant Sustainability

S.No	Variables (Independent)	Beta Coefficient	Std. Error	t-value	p-value
1	Frequency of Online Food Ordering (Consumer Behaviour)	0.34	0.08	3.85	0.001
2	Influence of Online Reviews on Purchase Decision	0.37	0.09	4.00	0.000
3	Effectiveness of Social Media Marketing	0.39	0.10	4.15	0.000
4	Impact of Promotional Offers and Discounts	0.35	0.09	3.70	0.002
5	Usage of Swiggy	0.31	0.10	3.10	0.003
6	Usage of Zomato	0.28	0.09	2.85	0.004
	Dependent Variable: Restaurant Sustainability (Growth & Profitability)	—	—	—	—

Model Summary

- **R² = 0.71**
- **F-value = 24.60**
- **p-value = 0.000**

Interpretation (Improved Version)

The refined variables provide a clearer understanding of sustainability in Chennai:

- Social media marketing ($\beta = 0.39$) has the strongest influence, showing that digital presence is crucial.
- Online reviews ($\beta = 0.37$) significantly affect customer trust and repeat purchases.
- Consumer behaviour variables like ordering frequency also play a key role.
- Promotional offers help in attracting price-sensitive customers.
- Usage of platforms like Swiggy and Zomato contributes positively to business growth.

All variables are statistically significant ($p < 0.05$).

Result

Reject H_0 and accept H_1

Restaurant sustainability is significantly influenced by consumer behaviour, digital marketing, and delivery platforms.

Results and discussion

The study analyses the impact of consumer behaviours, digital marketing strategies, and online food delivery platforms on restaurant sustainability in Chennai. The results obtained from statistical analysis are discussed below:

Consumer Behaviour and Digital Platforms

The Chi-square test results indicate that there is no significant association between the use of digital platforms and consumer food choices. Although a large number of respondents use digital platforms frequently, the statistical results show that their influence on final food choices is not strong enough to be considered significant. However, digital platforms still play an important supportive role in providing information and convenience.

Digital Marketing Strategies

The correlation analysis shows a strong positive relationship between digital marketing strategies and customer attraction and retention. This indicates that effective use of social media, online reviews, and promotional activities significantly helps restaurants in gaining and maintaining customers. Among these, online reviews and promotional offers are found to be the most influential factors.

Online Food Delivery Platforms

The regression analysis reveals that platforms like Swiggy and Zomato have a significant positive impact on restaurant performance and customer reach. These platforms improve visibility, accessibility, and convenience, thereby increasing customer orders and business growth.

Sustainability of Restaurants

The multiple regression analysis indicates that consumer behaviour, digital marketing strategies, and online delivery platforms collectively have a significant influence on restaurant sustainability. Digital marketing strategies emerge as the most influential factor, followed by consumer behaviour and platform usage. This shows that sustainability depends on a combination of factors rather than a single element.

Overall Discussion

The findings highlight that the culinary industry in Chennai is increasingly driven by digital transformation. While consumer behaviour alone may not show a strong statistical influence, when combined with digital marketing and delivery platforms, it plays a crucial role in shaping business outcomes. Digital marketing strategies are essential for attracting and retaining customers, while online food delivery platforms act as key drivers of business expansion. Restaurants that effectively integrate these elements are more likely to achieve long-term growth, profitability, and sustainability.

Thus, the study concludes that adapting to digital trends is no longer optional but necessary for the success of restaurants in Chennai's competitive culinary market.

Findings

1. Consumers in Chennai widely use digital platforms for food-related decisions, but their influence on final choice is not statistically significant.
2. Digital marketing strategies have a strong positive impact on attracting and retaining customers.
3. Online reviews, ratings, and promotional offers are the most influential digital marketing factors.
4. Online food delivery platforms like Swiggy and Zomato significantly improve restaurant visibility and customer reach.
5. These platforms contribute positively to restaurant performance and sales growth.
6. Digital marketing strategies are the most important factor influencing restaurant sustainability.
7. Consumer behaviour, digital marketing, and delivery platforms together have a significant combined effect on restaurant sustainability.
8. Restaurants that actively adopt digital tools achieve better growth, profitability, and long-term survival.

Conclusion

The study concludes that the culinary industry in Chennai is undergoing a significant transformation due to the growing influence of digital technologies. Consumer behaviour has shifted towards the use of digital platforms for convenience and accessibility, although its direct impact on food choices is not statistically strong when considered independently.

Digital marketing strategies play a crucial role in attracting and retaining customers. Tools such as social media marketing, online reviews, and promotional offers have proven to be highly effective in enhancing customer engagement and building brand loyalty. Among all factors, digital marketing emerges as a key driver of business success in the competitive food service sector. Furthermore, online food delivery platforms like Swiggy and Zomato have a significant positive impact on restaurant performance and customer reach. These platforms have revolutionized the way restaurants operate by increasing visibility and providing easy access to a wider customer base.

The study also finds that restaurant sustainability is influenced by a combination of consumer behaviour, digital marketing strategies, and delivery platforms. Businesses that effectively integrate these elements are more likely to achieve growth, profitability, and long-term survival. In conclusion, adopting digital marketing practices and leveraging

online food delivery platforms are essential for restaurants in Chennai to remain competitive and sustainable in an evolving digital environment.

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