

**Two-Day National Conference on
"GST Reforms: Challenges, Opportunities, and Socio-Economic Effects in Telangana State"
on 09th & 10th June 2026**



CMR TECHNICAL CAMPUS

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Impact of Social Media Marketing on Consumer Behaviour at Zomato

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ABSTRACT

This research investigates the influence of social media marketing on consumer behavior, specifically focusing on Zomato. In the current digital age, social media platforms have emerged as significant instruments for swaying consumer choices, shaping perceptions, and fostering brand relationships. The main aim of this study is to evaluate how social media marketing impacts the decision-making processes of consumers utilizing Zomato services. Furthermore, the research seeks to examine the role of social media in establishing brand trust and affecting consumer perception. By analyzing user interactions, reviews, ratings, and promotional materials, the study delves into how credibility and brand image are cultivated through social media engagement. Moreover, it assesses which forms of social media promotions such as discounts, advertisements, influencer partnerships, and interactive content exert the most substantial influence on consumers' purchasing behaviors. The research utilizes both primary and secondary data, encompassing surveys and an analysis of online consumer feedback.

INTRODUCTION

The integration of social media marketing has fundamentally reshaped consumer behavior within the food-tech industry, with Zomato serving as a premier example of this digital transformation. By leveraging a multi-platform strategy that emphasizes relatability, real-time engagement, and humor, Zomato has transitioned from a mere utility app into a lifestyle brand that dictates daily dining decisions. In the contemporary digital landscape, Zomato utilizes moment marketing, influencer collaborations, and data-driven personalization to move beyond traditional advertising, effectively triggering immediate purchase intentions through high-quality visual content and interactive storytelling. This approach does more than just drive sales; it fosters a deep emotional connection with Gen Z and Millennial demographics, turning passive followers into active brand advocates. Consequently, social media marketing at

Zomato has become a critical mechanism for shaping consumer perceptions, where viral engagement and user-generated content directly correlate with increased user acquisition, brand loyalty, and top-of-mind awareness in an intensely competitive market. Beyond the initial hook of engagement, Zomato's social media strategy serves as a powerful psychological tool that dictates the "discovery" phase of the consumer journey.

REVIEW OF LITERATURE

1. Kaur, Harpreet, and Rajiv Mehta (2024). "Social Media Marketing and Consumer Purchase Behaviour in Food Delivery Apps: A Study on Zomato." *Journal of Digital Marketing and Consumer Research*, Vol. 12, No. 3, 2024, pp. 45–62. This study investigates how Zomato's social media campaigns on Instagram and Twitter influence consumer purchase decisions. Using a survey of 350 respondents, the research finds that visually appealing food content and discount promotions on social media significantly boost order frequency.

2. Singh, Amandeep, and Pooja Sharma (2024). "Role of Instagram Marketing in Shaping Consumer Behaviour: Evidence from Zomato." *International Journal of E-Commerce and Digital Business*, Vol. 9, No. 1, 2024, pp. 78–95. This paper examines the impact of Instagram-based marketing strategies adopted by Zomato on consumer engagement and ordering habits. Through structural equation modelling (SEM) applied to 420 users, the study reveals that influencer endorsements and reel-format food advertisements significantly enhance brand recall and drive repeat purchases. The research recommends leveraging micro-influencers for targeted regional marketing.

3. Verma, Nidhi, and Sundeep Agarwal (2023). "Effect of Social Media Advertising on Consumer Buying Behaviour in Online Food Delivery Platforms." *Asian Journal of Marketing and Retail Management*, Vol. 7, No. 2, 2023, pp. 110–128. This study analyses how paid social media advertisements on Facebook and YouTube affect consumer buying behaviour on platforms like Zomato.

4. Gupta, Priya, and Vikram Sinha (2024). "Influence of Online Reviews and Social Media on Zomato Users' Decision Making." *Journal of Consumer Behaviour and Technology*, Vol. 15, No. 4, 2024, pp. 201–218. This research explores the correlation between social media reviews, star ratings on Zomato's platform, and consumer purchase intentions.

RESEARCH METHODOLOGY

• RESEARCH GAP

➤ Lack of focus on social media content types

Existing studies do not deeply analyze how different content formats (memes, reels, influencer posts, ads) influence consumer behaviour.

➤ Insufficient analysis of emotional vs rational influence

There is limited research comparing how emotional engagement (humor, relatability) vs functional content (offers, discounts) affects purchase decisions.

➤ Lack of demographic-based insights

Few studies examine how age, gender, income, or location influence responses to Zomato's social media marketing.

➤ Limited research on rural and non-metro consumers

Most research is focused on urban users, ignoring behavioural differences in smaller cities and rural markets.

➤ Insufficient focus on influencer marketing impact

While some studies consider food bloggers, there is still a gap in understanding long-term influence of influencers on Zomato ordering behaviour.

NEED OF THE STUDY

The rapid expansion of social media platforms has brought a significant transformation in the way businesses communicate with and influence consumers, particularly in the online food delivery industry. Zomato, as one of the leading platforms in this sector, extensively uses social media marketing tools such as advertisements, influencer collaborations, interactive posts, and promotional campaigns to engage customers. In today's digital era, this study is necessary to evaluate the effectiveness of Zomato's social media marketing in attracting new customers as well as retaining existing ones. It helps in understanding how different elements such as discounts, visual content, customer reviews, and brand communication influence consumer decisions. Moreover, with increasing competition from other food delivery platforms, analyzing consumer behaviour becomes crucial for maintaining a competitive advantage. The study also aims to identify key psychological and social factors, such as trust, peer influence, and brand image, that affect consumer choices.

PURPOSE OF THE STUDY

The primary purpose of this study is to examine and understand the impact of social media marketing on consumer behaviour in the context of Zomato. With the increasing use of digital platforms, consumers are constantly exposed to a wide range of marketing content, making it important to analyze how such exposure influences their attitudes, preferences, and purchase decisions. This study aims to evaluate how Zomato's social media strategies such as promotional campaigns, influencer marketing, interactive posts, and customer engagement activities affect consumer awareness and interest in the platform.

OBJECTIVES OF THE STUDY

1. To analyze the demographic profile of respondents (age, gender, occupation, location).
2. To identify the most commonly used social media platforms by consumers.
3. To examine the frequency of social media usage among consumers.
4. To determine whether consumers are exposed to Zomato promotions on social media.

• RESEARCH DESIGN

The study adopts a descriptive research design to analyze the impact of social media marketing on consumer behaviour toward Zomato. It focuses on understanding consumer preferences, attitudes, and decision-making patterns through structured data collection. Primary data is collected using a questionnaire, while supporting information is gathered from secondary sources. This design helps in systematically interpreting relationships between social media marketing activities and consumer responses.

• DATA COLLECTION METHODS

Primary Data : I used surveys and questionnaire for my study.

Response : 100

• Hypotheses testing

Null Hypotheses (H_0)

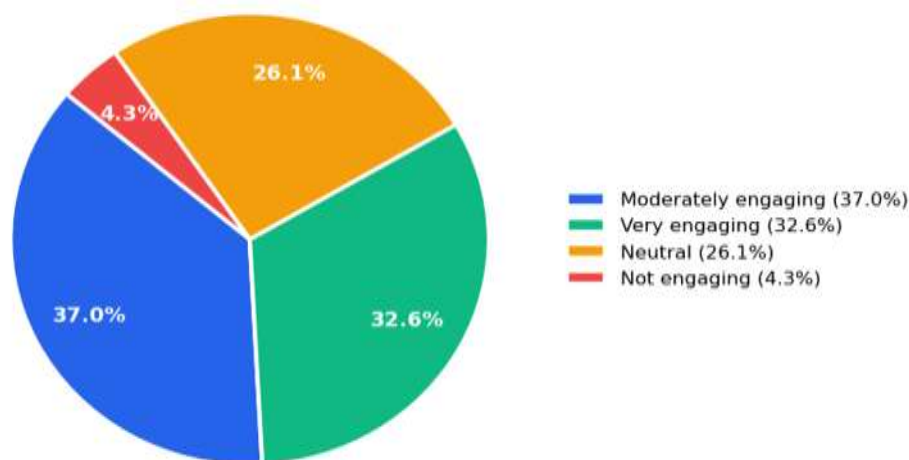
H_0 : Social media marketing has no significant impact on consumer behaviour toward Zomato.

Alternative Hypotheses (H_1)

H_1 : Social media marketing has impact on consumer behaviour towards Zomato.

How Engaging Do You Find Zomato's Social Media Content

Q9: Engagement Level of Zomato Content

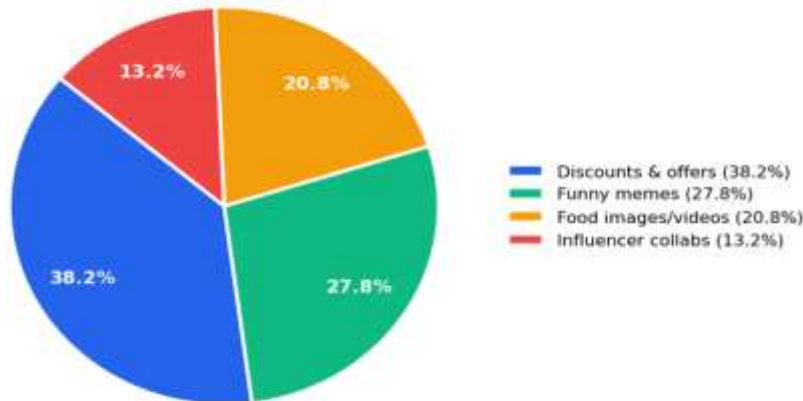


INTERPRETATION

Nearly 70% of respondents find Zomato's content engaging (moderately or very), indicating an effective content strategy. Only 4.3% find content not engaging at all. However, 26.1% remain neutral representing a valuable segment to convert into active brand advocates through more personalised, interactive, or humour-driven content formats.

What Type of Content Attracts You Most

Q10: Content Type That Attracts Most

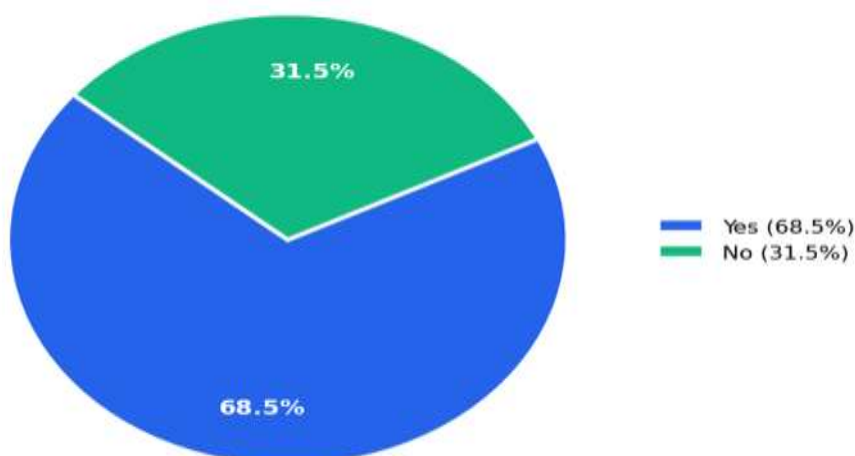


INTERPRETATION

Discounts and offers are the top content driver at 38%, confirming that price-sensitive users respond most to promotional content. Funny memes (28%) and food imagery/videos (21%) show that emotional appeal and visual storytelling are also highly effective. Influencer collaborations (13%) offer niche targeting value. A content mix of 40% deals, 30% entertainment, and 30% visual food content is recommended.

Has Social Media Marketing Influenced Your Decision to Order

Q11: Has Social Media Influenced Your Order?

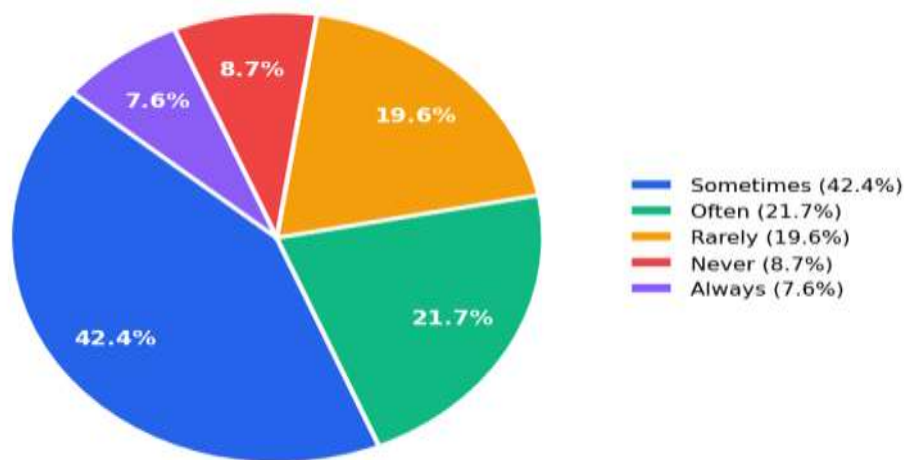


INTERPRETATION

68.5% of respondents confirm that Zomato's social media marketing has directly influenced their food ordering decisions a strong conversion signal that validates the ROI of social media advertising. The 31.5% who say no may represent habitual users or those who prefer competitor platforms. Understanding this segment can help Zomato refine its targeting strategy.

How Often Do You Order After Seeing a Social Media Post

Q12: How Often Order After Social Post?

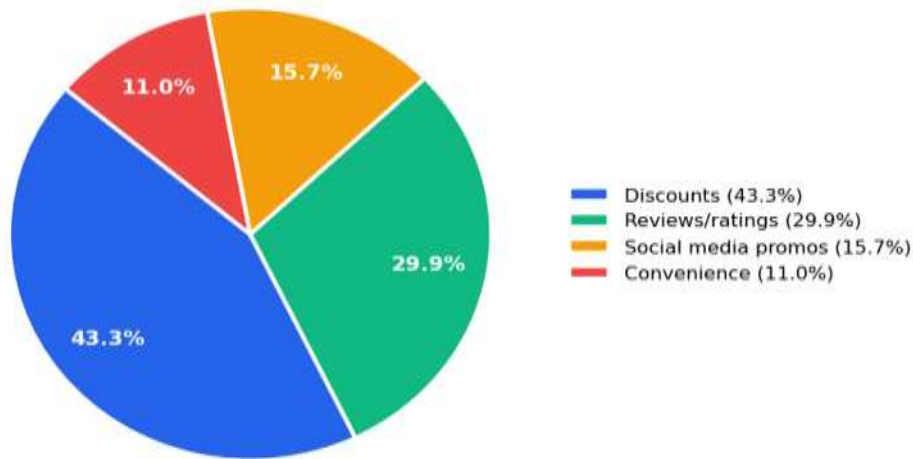


INTERPRETATION

A combined 64.1% order sometimes, often, or always after seeing a social media post, indicating strong purchase intent triggered by social content. Only 8.7% never act on posts. The largest group is 'sometimes' (42.4%), suggesting that consistent, repeated exposure through retargeting campaigns is needed to convert occasional responders into frequent buyers.

. What Motivates You to Order from Zomato

Q13: Motivation to Order from Zomato



Interpretation: Discounts remain the top motivator at 43%, underscoring the importance of deal-driven marketing in food delivery. Reviews and ratings (30%) show social proof is the second strongest motivator meaning user-generated content and visible reviews are crucial. Social media promotions directly drive 16% of orders, while convenience (11%) reflects the core app value proposition.

STATISTICAL TOOL FOR ANALYSIS

Hypotheses testing

Null Hypotheses (H_0)

H_0 : Social media marketing has no significant impact on consumer behaviour toward Zomato.

Alternative Hypotheses (H_1)

H_1 : Social media marketing has significant impact on consumer behaviour toward Zomato.

Ordering Frequency	Influenced (Yes)	Influenced (No)	Total
Very Often	25	3	28
Often	20	5	25
Sometimes	22	6	28
Rarely	8	4	12
Never	5	2	7
Total	80	20	100

Category	Yes (Observed)	No (Observed)	Expected (Yes)	Expected (No)
Very Often	25	3	22.4	5.6
Often	20	5	20.0	5.0
Sometimes	22	6	22.4	5.6
Rarely	8	4	9.6	2.4
Never	5	2	5.6	1.4

The table shows that most respondents who frequently order food are influenced by social media marketing. A higher number of “Yes” responses indicates that social media plays an important role in shaping consumer behaviour. The results suggest a strong relationship between social media exposure and ordering decisions on Zomato.

FINDINGS

- Most respondents use Instagram and Facebook as their primary platforms to discover Zomato's offers, restaurant listings, and promotional content.
- Descriptive statistics reveal that a large number of respondents place food orders on Zomato after viewing social media advertisements and influencer posts.
- Social media advertisements have the highest impact on driving purchase decisions among Zomato consumers compared to other marketing variables.
- Chi-square test findings reveal a significant association between age and gender and consumer response to Zomato's social media marketing strategies.

SUGGESTIONS

- Zomato should increase its investment in influencer marketing by collaborating with food bloggers, YouTubers, and Instagram influencers to reach a wider audience and drive more consumer engagement.
- Zomato should focus on creating more engaging and interactive content such as reels, short videos, polls, and stories on Instagram and Facebook to attract and retain young consumers.
- Zomato should personalize its social media advertisements based on consumer preferences, location, and past order history to make promotions more relevant and effective.

CONCLUSIONS

- The impact of social media marketing on consumer behaviour at Zomato concludes that social media marketing plays a vital and significant role in shaping the purchasing decisions, brand awareness, and brand loyalty of consumers on the Zomato platform. The findings of the study clearly establish that social media platforms such as Instagram, Facebook, and Twitter have become powerful marketing tools that directly influence how consumers discover, evaluate, and engage with Zomato's services and offerings.
- concludes that the majority of Zomato's consumers are young adults between the age group of 18 to 30 years who are highly active on social media and are greatly influenced by digital content such as advertisements, influencer posts, online reviews, and promotional offers. This highlights the importance of targeting younger consumer segments through creative and engaging social media campaigns to drive higher purchase intention and customer retention.

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