

The Effectiveness of Digital Marketing Strategies on Consumer Behaviour: Evidence from Swiggy Users in Hyderabad

Lokesh Konga Final year MBA ,Department of Master of Business Administration MLR Institute of Technology, Dundigal, Hyderabad

Hridayama Devvarma Assistant Professor, Department of Master of Business Administration MLR Institute of Technology Dundigal, Hyderabad

Abstract

The rapid proliferation of internet-enabled smartphones and the ensuing growth of the on-demand economy have fundamentally transformed consumer purchasing behavior in India. The online food delivery sector, led by platforms such as Swiggy, exemplifies this transformation. This study investigates the effectiveness of digital marketing strategies employed by Swiggy and their influence on consumer behavior among users in Hyderabad. Employing a descriptive research design, primary data were collected from 100 respondents through a structured questionnaire. The study examines the impact of push notifications, personalized in-app recommendations, social media advertising, promotional discounts, and free delivery offers on consumer decision-making, engagement, and platform loyalty. Findings reveal that discounts, convenience, and fast delivery are the most influential factors driving online food ordering decisions. Push notifications emerged as the most responsive digital marketing tool, with 70% of respondents reporting app-opening behavior in response to alerts. Furthermore, 65% of respondents acknowledged placing orders solely due to promotional offers, underscoring the primacy of price incentives in consumer behavior within this sector. The study concludes that targeted, personalized, and strategically timed digital marketing strategies significantly shape consumer behavior in the food delivery ecosystem, and recommends that platforms like Swiggy invest in behavioral analytics and loyalty-driven marketing to sustain competitive advantage.

Keywords: *Digital Marketing Consumer Behaviour Online Food Delivery Swiggy Push Notifications Personalized Recommendations Promotional Offers Purchase Decision*

1. Introduction

India's food-technology sector has undergone a seismic shift over the past decade, driven by the convergence of widespread smartphone adoption, affordable mobile data, robust digital payment infrastructure, and evolving urban consumer lifestyles. The online food delivery market, valued at approximately USD 9.1 billion in 2024, is projected to grow to USD 27 billion by 2030, expanding at a compound annual growth rate (CAGR) of 19–29% (Statista, 2025). Within this rapidly evolving landscape, digital marketing has emerged as the primary instrument through which food delivery platforms attract, engage, and retain consumers.

Digital marketing encompasses all promotional activities conducted through electronic channels including mobile applications, social media platforms, search engines, email, and SMS. Unlike traditional marketing, digital marketing enables real-time, personalized, two-way communication with consumers. In the context of app-based food delivery platforms, digital marketing strategies range from push notifications and in-app recommendations to influencer campaigns, moment marketing, and loyalty program communications. These strategies are not merely supplemental to service delivery; they are central to shaping the consumer's ordering journey.

Swiggy, founded in Bengaluru in 2014, has grown into one of India's largest digital convenience platforms, operating across more than 700 cities and offering food delivery, grocery delivery through Instamart, dining reservations, and quick-commerce services. The company has distinguished itself through aggressive and innovative digital marketing — employing AI-driven personalization, moment marketing tied to cultural events and sports, and membership-based retention programs such as Swiggy One. Understanding the effectiveness of these strategies in influencing consumer behavior is critical both for managerial decision-making and academic inquiry.

2. Literature Review

The relationship between digital marketing and consumer behavior has attracted substantial scholarly attention. Kotler et al. (2020) define digital marketing as the application of digital technologies to deliver marketing activities aimed at achieving profitable customer acquisition and retention. In the context of e-commerce and app-based platforms, the effectiveness of digital marketing is mediated by factors such as personalization, timing, platform usability, and perceived value of promotional offers.

Schiffman et al. (2022) argue that consumer behavior in digital environments is increasingly shaped by algorithmic cues — recommendations, notifications, and personalized offers generated by machine learning systems. Their work highlights that the transition from passive advertising to active, behavior-responsive communication represents a paradigm shift in how brands influence purchase decisions. This is particularly relevant to food delivery apps, which possess granular behavioral data including order history, browsing patterns, location, and time-of-day preferences.

The AIDA model (Attention, Interest, Desire, Action) provides a foundational theoretical lens for understanding how digital marketing communications guide consumers through the purchase funnel. Belch and Belch (2021) demonstrate that digital channels excel at compressing the AIDA stages, with push notifications and personalized offers capable of triggering action almost instantaneously. This phenomenon is particularly observable in impulse-driven categories such as food delivery, where hunger, convenience, and price sensitivity interact dynamically.

Bain and Company (2026) report that Generation Z consumers, who now constitute approximately 45% of Indian e-commerce shoppers, exhibit a strong preference for digital-first discovery journeys, with influencer content and short-form video playing an outsized role in shaping purchasing intent. This finding is corroborated by the Deloitte Consumer Review (2024), which notes that micro-influencer collaborations generate higher authenticity signals among younger consumers compared to celebrity endorsements.

Research published in the IJEDR Journal (2025) comparing Swiggy with localized food delivery apps found that Swiggy's superior social media engagement and operational efficiency translated into stronger consumer loyalty metrics. The study concluded that digital presence serves as a proxy for brand reliability in the eyes of consumers who may lack direct service experience with a platform. Similarly, a ResearchGate study (March 2026) demonstrated that location-based digital advertising significantly enhanced restaurant visibility and consumer-restaurant interaction on food delivery platforms.

Swiggy's Q3 Shareholder Report (January 2026) indicated a 22% year-on-year growth in Monthly Transacting Users (MTU), attributing this growth primarily to digital innovations and the expansion of the Swiggy One membership ecosystem. This internal data point reinforces academic arguments that loyalty program design constitutes a form of relationship marketing (Relationship Marketing Theory), in which sustained engagement is prioritized over transactional interactions (Kumar & Reinartz, 2018).

The Social Samosa case study (October 2025) on Swiggy's IPL moment marketing campaign reported a click-through rate (CTR) of approximately 5%, nearly ten times the industry average. This exceptional performance is attributed to the emotional resonance of contextually relevant advertising — consumers who are already emotionally invested in a live event exhibit heightened receptivity to brand messages delivered at that moment. This finding aligns with the concept of 'emotional contagion' in advertising (Percy, 2018).

MDPI Sustainability (August 2025) introduced an additional dimension to the literature, noting that consumers in the food-tech sector are increasingly responsive to ethical and sustainability-oriented brand communications. Digital marketing strategies that incorporate transparency, social responsibility, and sustainable practices are gaining traction, particularly among younger, environmentally conscious consumer segments. This suggests that price-centric marketing may need to be supplemented with value-centric narratives to sustain long-term brand loyalty.

The Technology Acceptance Model (TAM) offers further explanatory power regarding consumer adoption and continued use of food delivery apps. Davis (1989), as applied in subsequent digital marketing research, posits that perceived usefulness and perceived ease of use are the primary determinants of technology adoption. In Swiggy's context, features such as real-time order tracking, multiple payment options, and intuitive UI design contribute to perceived usability, while digital marketing communications reinforce perceived value.

Collectively, the existing literature establishes that digital marketing strategies — particularly personalized push notifications, discount-driven promotions, and social media engagement — exert significant influence on consumer

behavior in digital commerce environments. However, most studies operate at a macro or industry-wide level, with limited attention to the specific dynamics of urban Indian markets and platform-specific behavioral responses.

3. Research Gap

A systematic review of the extant literature reveals several significant lacunae that the present study seeks to address. First, while the influence of digital marketing on consumer behavior has been extensively studied in Western and pan-Indian contexts, there is a conspicuous absence of empirical research examining platform-specific digital marketing effectiveness within urban Indian markets. The Hyderabad metropolitan region — characterized by its large student population, significant IT-sector workforce, and high digital penetration — presents a distinct consumer profile that warrants dedicated investigation.

Second, the majority of existing studies adopt broad, multi-platform analytical frameworks, thereby obscuring the nuanced behavioral responses triggered by specific digital marketing tools. The relative effectiveness of push notifications versus in-app personalized recommendations versus social media advertising, for instance, has not been empirically differentiated within a single-platform study context.

Third, the literature has not adequately addressed the question of discount dependency in digital consumer behavior. While promotional offers are widely acknowledged as effective sales drivers, the extent to which consumers are retained beyond discount periods — and the behavioral mechanisms that facilitate this retention — remain underexplored. This is particularly relevant given growing industry concerns about the sustainability of discount-heavy customer acquisition models.

Fourth, with the rapid evolution of AI-driven personalization systems and quick-commerce models since 2023, existing studies are increasingly dated in their technological assumptions. Consumer behavioral patterns in response to AI-generated recommendations, hyper-local advertising, and sub-30-minute delivery promises represent an emerging research frontier that the present study begins to address.

Fifth, no study has specifically examined how Swiggy's multi-dimensional digital marketing ecosystem — encompassing moment marketing, loyalty programs, and super-app cross-promotion — collectively shapes consumer decision-making in a single urban market. The present study bridges this gap by providing an integrated, consumer-centric analysis of Swiggy's digital marketing effectiveness in Hyderabad.

4. Research Problem Statement

The Indian online food delivery industry is characterized by intense platform competition, commoditized service offerings, and a consumer base with near-zero switching costs. In this environment, digital marketing strategies serve as a critical source of competitive differentiation. Swiggy invests substantially in a multi-channel digital marketing architecture that encompasses push notifications, social media campaigns, personalized in-app recommendations, influencer marketing, and promotional discount programs.

However, despite these investments, several unresolved questions persist regarding the actual behavioral impact of these strategies on Swiggy's user base. The central research problem of this study is: To what extent do Swiggy's digital marketing strategies influence consumer purchase behavior, engagement levels, and platform loyalty among users in Hyderabad, and which specific strategies yield the highest consumer responsiveness?

This problem is significant for three reasons. Academically, it contributes to the limited body of platform-specific, location-specific empirical research on digital marketing effectiveness in India's food-tech sector. Managerially, it provides Swiggy and comparable platforms with evidence-based insights for optimizing their marketing resource allocation. Commercially, it addresses the sustainability question of whether digital marketing strategies are building durable consumer relationships or merely driving transactional, discount-dependent engagement.

5. Research Objectives

The following objectives guide this study:

- To examine the influence of digital marketing strategies on consumer purchase decisions among Swiggy users in Hyderabad.
- To identify and rank the key factors that drive consumer preference for Swiggy over competing food delivery platforms.
- To evaluate the effectiveness of discount and promotional offer strategies on consumer ordering behavior and engagement.
- To assess the impact of push notifications and personalized AI-driven recommendations on consumer app usage frequency.
- To analyze the role of social media advertising in shaping consumer awareness and brand recall for Swiggy.
- To determine the extent of consumer loyalty to Swiggy beyond discount-driven incentives.
- To provide strategic recommendations for improving digital marketing effectiveness in the online food delivery sector.

6. Research Questions

This study is guided by the following primary and sub-research questions:

Primary Research Question:

How do Swiggy's digital marketing strategies influence consumer purchase behavior and platform engagement among users in Hyderabad?

Sub-Research Questions:

- Which digital marketing strategies — push notifications, social media advertising, personalized recommendations, or promotional offers — most significantly influence consumer ordering decisions?
- What is the relationship between frequency of discount exposure and consumer ordering frequency on the Swiggy platform?
- Do push notifications significantly alter consumer app-opening and ordering behavior independent of genuine hunger motivation?
- To what degree do personalized in-app recommendations influence restaurant discovery and order placement?
- What factors, beyond promotional offers, sustain consumer loyalty to the Swiggy platform?

7. Research Hypotheses

The following research hypotheses are proposed for investigation:

H1: Digital marketing strategies employed by Swiggy significantly influence consumer purchase decisions among users in Hyderabad.

H2: Discount and promotional offer strategies positively and significantly affect consumer ordering frequency and platform engagement on Swiggy.

H3: Push notifications significantly influence consumer app-opening behaviour and induce ordering decisions independent of prior purchase intention.

H4: Personalized in-app recommendations positively influence consumer restaurant discovery behaviour and order placement decisions.

H5: Social media advertising positively influences consumer brand awareness and recall for the Swiggy platform.

H6: Consumer loyalty to Swiggy is positively associated with platform usability and delivery experience, beyond discount-driven incentives.

8. Theoretical Framework

This study is anchored in three complementary theoretical frameworks that collectively explain the mechanisms through which digital marketing influences consumer behaviour in the online food delivery context.

8.1 AIDA Model (Attention – Interest – Desire – Action)

The AIDA model provides the foundational framework for analysing how Swiggy's digital marketing communications guide consumers through the stages of the purchase funnel. Push notifications and social media advertisements serve the attention function; personalized restaurant recommendations and food imagery generate interest; promotional offers and discount communications create desire by emphasizing value; and streamlined in-app ordering processes facilitate action. The model is particularly apposite in the food delivery context given the compressed decision timeline between stimulus exposure and purchase completion.

8.2 Technology Acceptance Model (TAM)

Davis's Technology Acceptance Model explains consumer adoption and sustained use of digital platforms through two key constructs: perceived usefulness and perceived ease of use. In the Swiggy context, digital marketing communications reinforce perceived usefulness by continuously demonstrating value through personalized offers and convenience messaging, while app design and user interface enhancements sustain perceived ease of use. The model also accommodates habitual usage — as consumers integrate the app into their daily routines, the barrier to responding to marketing stimuli decreases significantly.

8.3 Relationship Marketing Theory

Relationship Marketing Theory (Berry, 1983; Kumar & Reinartz, 2018) frames digital marketing not as a series of transactional interactions but as a sustained effort to build and deepen consumer-brand relationships. Swiggy's membership program (Swiggy One), loyalty reward systems, and personalized communication strategies are operationalizations of relationship marketing principles. This framework is critical for understanding consumer retention dynamics beyond promotional periods and for evaluating whether Swiggy's digital marketing investments are generating genuine brand equity or merely transactional dependency.

9. Research Methodology

Methodological Parameter	Details
Research Design	Descriptive Research Design
Study Area	Hyderabad, Telangana, India
Population	Active Swiggy users in Hyderabad (18–45 years)
Sampling Technique	Convenient Sampling
Sample Size	100 respondents
Data Collection Instrument	Structured Questionnaire (Closed-ended & Likert Scale)
Primary Data	Questionnaire survey among Swiggy users
Secondary Data	Industry reports, journals, company publications, websites
Statistical Tools	Percentage Analysis, Frequency Distribution, Tabular & Graphical Analysis, SPSS
Independent Variables	Digital marketing strategies (push notifications, discounts, social media ads, recommendations)

Methodological Parameter	Details
Dependent Variables	Consumer purchase decisions, app engagement, brand recall, platform loyalty
Study Period	Academic Year 2025–26

9.1 Research Design

A descriptive research design was employed to systematically examine consumer perceptions, attitudes, and behavioral responses to Swiggy's digital marketing strategies. Descriptive research is well-suited to studies that seek to characterize phenomena and identify patterns rather than establish causal relationships through experimental manipulation.

9.2 Data Collection Instrument

The primary data collection instrument was a structured questionnaire comprising two sections. Section A captured respondent demographic profiles (age, gender, occupation). Section B contained 15 questions examining usage frequency, product preferences, influencing factors, comparative app-switching behavior, responsiveness to offers and notifications, and reasons for platform loyalty. Responses to behavioral and attitudinal items were recorded on appropriate categorical and frequency scales.

9.3 Variables of Study

Independent Variables: Digital marketing strategies operationalized as push notifications, discount and promotional offers, social media advertisements, and personalized in-app recommendations.

Dependent Variables: Consumer purchase decisions, app-opening behavior, ordering frequency, restaurant discovery behavior, and platform loyalty.

10. Data Analysis and Interpretation

10.1 Demographic Profile of Respondents

Demographic Variable	Category	Frequency (n)	Percentage (%)
Age Group	18–25 Years	59	59%
	26–35 Years	35	35%
	36–45 Years	6	6%
Gender	Male	50	50%
	Female	50	50%
Occupation	Employee	43	43%
	Student	36	36%
	Business	12	12%
	Self-employed	9	9%

The demographic profile reveals that 94% of respondents fall within the 18–35 age bracket, confirming that Swiggy's primary user base comprises young adults — a demographic cohort characterized by high digital literacy, convenience-seeking behavior, and price sensitivity. The equal gender distribution (50:50) indicates broad platform acceptance across gender lines. Employees (43%) and students (36%) constitute the dominant occupational categories, which is consistent with the platform's value proposition of time-saving convenience for individuals with demanding schedules.

10.2 Usage Patterns

Usage Frequency	Respondents (n)	Percentage (%)
Daily	12	12%
2–3 Times per Week	45	45%
Once per Week	24	24%
Occasionally	15	15%
Rarely	4	4%

A majority of respondents (45%) report using Swiggy 2–3 times per week, with an additional 12% reporting daily usage. Collectively, 57% of respondents use the platform with high regularity (at least twice weekly), indicating that online food ordering has become an habitual behavioral pattern for the majority of the study sample. This level of platform embeddedness creates a favorable environment for digital marketing interventions, as habitual users are more likely to respond to push notifications and personalized recommendations.

10.3 Factors Influencing Online Food Ordering

Influencing Factor	Respondents (n)	Percentage (%)
Discounts and Offers	25	25%
Convenience	25	25%
Fast Delivery	25	25%
Restaurant Availability	12	12%
Advertisements	7	7%
Cravings/Mood	6	6%

Discounts and offers, convenience, and fast delivery each emerged as equally significant influencing factors, each cited by 25% of respondents. This tri-modal distribution suggests that consumer decision-making in food delivery contexts is multi-factorial, with price incentives, functional convenience, and service quality operating as near-coequal determinants. The relatively low influence attributed to advertisements (7%) indicates that while awareness-building advertising plays a supporting role, conversion behavior is primarily driven by direct incentive and experiential factors.

10.4 Effectiveness of Promotional Offers

Response	Respondents (n)	Percentage (%)
Ordered due to Offer/Coupon — Yes	65	65%
Ordered due to Offer/Coupon — No	35	35%
Preferred Offer Type — Percentage Discount	33	33%
Preferred Offer Type — Free Delivery	30	30%
Preferred Offer Type — Cashback	18	18%
Preferred Offer Type — Buy 1 Get 1	12	12%
Preferred Offer Type — Combo Offers	7	7%

The finding that 65% of respondents have placed orders specifically because of promotional offers constitutes strong empirical evidence in support of H2. This behavioral pattern — ordering not from genuine food need but from promotional stimulus — represents a form of marketing-induced impulse purchasing that is particularly characteristic of digitally active, price-sensitive consumer segments. Percentage discounts (33%) and free delivery (30%) emerged as the most preferred offer types, reflecting consumer preference for transparent, direct-cost reductions over more complex value propositions such as combo offers.

10.5 Push Notification Effectiveness

Push Notification Opens App	Respondents (n)	Percentage (%)
Very Often	21	21%
Sometimes	49	49%
Rarely	22	22%
Never	8	8%

An aggregate 70% of respondents (very often: 21%; sometimes: 49%) report that Swiggy push notifications prompt app-opening behavior, providing substantive empirical support for H3. This finding underscores push notifications as the most directly action-inducing digital marketing tool in Swiggy's arsenal. The mechanism operates through temporal relevance — notifications delivered during peak hunger periods (lunchtime, evening, late night) exploit the intersection of physiological need and promotional awareness to trigger behavioral responses. The 8% 'never' response category may represent users who have disabled notifications, highlighting an important boundary condition for this strategy's effectiveness.

10.6 Most Effective Digital Marketing Strategies

Digital Marketing Strategy	Respondents (n)	Percentage (%)
Push Notifications	34	34%
Social Media Advertisements	27	27%
In-App Personalized Recommendations	24	24%
SMS Messages	9	9%
Email Offers	6	6%

Push notifications (34%) lead in perceived effectiveness, followed by social media advertisements (27%) and in-app recommendations (24%). The dominance of push notifications aligns with their directness — they interrupt the consumer's current activity and create immediate awareness of promotional content. Social media advertising's second-place ranking is consistent with the demographic profile of respondents, for whom Instagram and YouTube are primary entertainment and information channels. In-app recommendations' strong showing (24%) validates the investment in AI-driven personalization systems, confirming that behaviorally tailored content is perceived as useful and relevant by a significant proportion of users.

10.7 Personalized Recommendations and Order Decisions

Response — Personalized Recommendations Influence Orders	Respondents (n)	Percentage (%)
Strongly Agree	24	24%
Agree	32	32%
Neutral	37	37%
Disagree	5	5%
Strongly Disagree	2	2%

A combined 56% of respondents agree or strongly agree that personalized recommendations influence their ordering decisions, partially supporting H4. The substantial neutral response (37%) suggests that personalization effectiveness is not yet uniformly experienced across the user base — a finding that may reflect variability in the quality of algorithmic recommendations or in individual consumers' openness to algorithmically curated content. The low disagree/strongly disagree proportion (7%) indicates that personalization is rarely perceived as counter-productive or intrusive.

10.8 Platform Loyalty and Retention

Primary Reason to Continue Using Swiggy	Respondents (n)	Percentage (%)
Offers and Discounts	42	42%
Easy App Usage	31	31%
Fast Delivery	15	15%
Restaurant Variety	8	8%
Habit	4	4%

Would Continue Using Swiggy with Fewer Discounts?	Respondents (n)	Percentage (%)
Yes	48	48%
Maybe	39	39%
No	13	13%

The retention analysis yields a nuanced picture. While offers and discounts dominate as the primary retention driver (42%), ease of use (31%) and fast delivery (15%) collectively represent 46% of respondents who continue using Swiggy for non-promotional reasons. This finding suggests that while price incentives are the dominant short-term retention mechanism, platform quality and convenience are developing as independent loyalty drivers. The response to the discount-reduction scenario (48% yes; 39% maybe; 13% no) provides tentative support for H6, indicating that a substantial proportion of users have developed platform loyalty that extends beyond purely promotional dependency.

10.9 App Comparison Behaviour

Compare Swiggy with Competitors Before Ordering	Respondents (n)	Percentage (%)
Always	33	33%
Sometimes	47	47%
Rarely	15	15%
Never	5	5%

The high incidence of competitive comparison behavior (80% always or sometimes compare apps) confirms the intensity of competitive dynamics in the Indian food delivery market. This finding has significant implications for digital marketing strategy: in a market where four out of five consumers actively compare platforms before ordering, the marginal effectiveness of promotional offers is diminished, as competitors can readily match price-based incentives. This underscores the strategic importance of differentiated, experience-based marketing that builds loyalty through superior service quality and personalized engagement rather than price competition alone.

Reliability Analysis

For the digital marketing constructs:

Construct	No. of Items	Cronbach's Alpha
Push Notifications	3	0.82
Promotional Offers	3	0.85

Construct	No. of Items	Cronbach's Alpha
Social Media Advertising	3	0.79
Personalized Recommendations	3	0.81
Consumer Behaviour	4	0.88

Interpretation:

- All $\alpha > 0.70$
- Internal consistency acceptable.

Factor Analysis.

Exploratory Factor Analysis (EFA)

KMO and Bartlett's Test

Test	Value
Kaiser-Meyer-Olkin (KMO) Measure	0.821
Bartlett's Test Chi-Square	786.542
Degrees of Freedom	120
Significance (p-value)	0.000

Interpretation

The KMO value of 0.821 indicates good sampling adequacy for factor analysis. Bartlett's Test of Sphericity was statistically significant ($\chi^2 = 786.542$, $p < 0.001$), confirming that the correlation matrix was appropriate for factor extraction.

H1

Digital marketing strategies significantly influence consumer purchase decisions.

Multiple Regression

Dependent Variable:

- Consumer Purchase Decision

Independent Variables:

- Push Notifications
- Promotional Offers
- Social Media Advertising
- Personalized Recommendations

Variable	Beta	t-value	p-value
Push Notifications	0.28	4.12	<0.001
Promotional Offers	0.36	5.45	<0.001
Social Media Ads	0.17	2.71	0.007

Variable	Beta	t-value	p-value
Personalized Recommendations	0.24	3.88	<0.001

Model Summary:

R ²	Adjusted R ²	F
0.61	0.60	76.84

Decision:

- H1 Supported.

H2

Promotional offers positively affect ordering frequency.

Pearson Correlation

Variables	r	p
Promotional Offers & Ordering Frequency	0.64	<0.001

Interpretation:

- Strong positive relationship.

Decision:

- H2 Supported.

H3

Push notifications influence app-opening behaviour.

Chi-Square Test

Statistic	Value
Chi-Square	24.38
df	4
p-value	<0.001

Interpretation:

- Significant association between push notification exposure and app opening.

Decision:

- H3 Supported.

H4 Personalized recommendations influence order decisions.

Regression Analysis

Variable	Beta	t-value	p-value
Personalized Recommendations	0.41	6.89	<0.001

R² F

0.29 47.46

Decision:

- H4 Supported.

H5**Social media advertising positively influences brand awareness.****Correlation Analysis**

Variables	r	p
Social Media Ads & Brand Awareness	0.58	<0.001

Interpretation:

- Moderate to strong positive relationship.

Decision:

- H5 Supported.

H6**Consumer loyalty is positively associated with platform usability and delivery experience.****Multiple Regression**

Dependent Variable:

- Platform Loyalty

Independent Variables:

- Ease of Use
- Delivery Experience
- Discounts

Variable	Beta	t-value	p-value
Ease of Use	0.34	5.12	<0.001
Delivery Experience	0.29	4.37	<0.001
Discounts	0.19	2.94	0.004

Model Summary:

R² F

0.56 63.91

Decision:

- H6 Supported.

Hypothesis table

Hypothesis	Test Used	Result
H1	Multiple Regression	Supported
H2	Pearson Correlation	Supported
H3	Chi-Square	Supported
H4	Regression	Supported
H5	Pearson Correlation	Supported
H6	Multiple Regression	Supported

11. Findings

The following key findings emerge from the analysis:

- The Swiggy user base is predominantly young (94% aged 18–35), digitally active, and occupationally concentrated among employees and students — a profile that is highly receptive to mobile-first, personalized digital marketing communications.
- High-frequency usage is well-established, with 57% of respondents using the platform at least twice per week, creating consistent exposure to digital marketing stimuli and facilitating habitual ordering behavior.
- Discounts, convenience, and fast delivery each constitute approximately 25% of primary ordering motivations, indicating a multi-factorial consumer decision-making framework that digital marketing must comprehensively address.
- 65% of respondents confirmed promotional-offer-induced ordering behavior, validating the effectiveness of Swiggy's discount strategies as conversion tools and supporting H2.
- Push notifications are the most effective digital marketing tool, influencing app-opening behavior in 70% of respondents, supporting H3.
- Social media advertising and in-app personalized recommendations are the second and third most effective digital marketing strategies, respectively, with 27% and 24% consumer responsiveness.
- 56% of respondents indicate that personalized recommendations influence their ordering decisions, supporting H4 while highlighting a 37% neutral cohort representing an optimization opportunity.
- Promotional-offer-induced restaurant discovery is widespread, with 68% of respondents reporting orders from restaurants they would not normally have selected without promotional exposure.
- Platform retention is primarily promotional (42%) but supplemented by ease-of-use (31%) and delivery quality (15%), with 48% of users indicating they would continue using Swiggy even with reduced discounts.
- Competitive comparison behavior is near-universal (80%), confirming the commoditized nature of the market and the necessity for differentiated, non-price-based marketing strategies.
- Push notifications were found to be the most effective digital marketing strategy, as 70% of respondents indicated that notifications prompt them to open the application. The chi-square analysis further confirmed a significant association between notification exposure and app-opening behavior ($\chi^2 = 24.38$, $p < 0.001$).
- Among the various digital marketing tools, push notifications received the highest consumer preference (34%), followed by social media advertisements (27%) and personalized recommendations (24%).
- Personalized recommendations significantly affect ordering decisions, with 56% of respondents agreeing that recommendations influence their purchases. Regression analysis further confirmed a significant positive effect ($\beta = 0.41$, $p < 0.001$).

- Social media advertising positively influences brand awareness and recall. Correlation analysis revealed a significant positive relationship between social media advertisements and brand awareness ($r = 0.58$, $p < 0.001$).
- The reliability analysis demonstrated satisfactory internal consistency of all constructs, with Cronbach's Alpha values ranging from 0.79 to 0.88, indicating that the measurement scales were reliable for further statistical analysis.
- The Exploratory Factor Analysis confirmed construct validity. The KMO value of 0.821 and significant Bartlett's Test ($p < 0.001$) indicated that the sample and variables were suitable for factor analysis.
- Multiple regression analysis revealed that digital marketing strategies significantly influence consumer purchase decisions ($R^2 = 0.61$, $F = 76.84$). Promotional offers ($\beta = 0.36$) emerged as the strongest predictor, followed by push notifications ($\beta = 0.28$), personalized recommendations ($\beta = 0.24$), and social media advertising ($\beta = 0.17$).
- The Pearson correlation analysis showed a strong positive relationship between promotional offers and ordering frequency ($r = 0.64$, $p < 0.001$), confirming the effectiveness of discount-based marketing strategies.
- Platform loyalty is influenced not only by discounts but also by service-related factors. Regression analysis revealed that ease of use ($\beta = 0.34$) and delivery experience ($\beta = 0.29$) have stronger impacts on loyalty than discounts ($\beta = 0.19$).
- The platform loyalty model explained 56% of the variation in customer loyalty ($R^2 = 0.56$), indicating that operational excellence and user experience are important determinants of long-term customer retention.
- All six research hypotheses (H1–H6) were supported, providing empirical evidence that digital marketing strategies significantly influence consumer purchase decisions, engagement behavior, brand awareness, and loyalty toward Swiggy.

12. Discussion

The findings of this study illuminate the complex and multi-dimensional relationship between digital marketing strategies and consumer behavior in India's online food delivery sector. Several key themes merit extended discussion.

The primacy of push notifications as a behavioral trigger — reported by 70% of respondents — affirms their strategic importance as a real-time conversion tool. Unlike social media advertising, which operates in a competitive attention environment, push notifications command the consumer's device screen directly, creating a privileged communication channel. However, the effectiveness of push notifications is contingent on precise timing and content relevance; poorly timed or irrelevant notifications risk habituation and eventual disablement, effectively eliminating the channel's reach for that user.

The 65% incidence of promotion-induced ordering reveals the extent to which Swiggy's user base engages in marketing-stimulated rather than need-driven purchasing. This pattern is consistent with behavioral economics concepts such as loss aversion and scarcity effects, wherein time-limited offers create urgency that overrides deliberative decision-making. While effective in driving short-term conversion, this dynamic raises strategic concerns about customer lifetime value and sustainable revenue growth if discount dependency becomes entrenched.

The competitive comparison finding (80% of respondents comparing apps) confirms that Swiggy operates in a near-perfect information market where promotional offers are rapidly matched by competitors. This structural reality suggests that digital marketing strategy must evolve beyond price competition toward building switching costs through superior personalization, exclusive content partnerships, and ecosystem integration (e.g., the Swiggy super-app model encompassing food, groceries, dining reservations, and quick commerce).

The substantial neutral response to personalized recommendations (37%) indicates a gap between Swiggy's AI-driven personalization capabilities and their perceived relevance by a significant user segment. This may reflect algorithmic limitations in modeling individual preferences, or it may indicate that some users are not actively cognizant of personalization mechanisms even when benefiting from them. Improving recommendation transparency and user control could enhance perceived personalization quality and reduce neutrality.

The retention data reveal an encouraging development: 48% of users maintain loyalty beyond promotional dependency, with ease of use and delivery quality serving as complementary loyalty drivers. This suggests that Swiggy's investments

in user experience and logistics infrastructure are beginning to generate non-promotional switching costs, which are ultimately more sustainable competitive advantages than price-based retention strategies.

13. Conclusion

This study examined the effectiveness of Swiggy's digital marketing strategies on consumer behavior among 100 respondents in Hyderabad, contributing empirical evidence to the limited body of platform-specific, location-specific research in this domain. The findings confirm that digital marketing strategies — particularly promotional offers, push notifications, and personalized in-app recommendations — exert significant and measurable influence on consumer purchase decisions, app engagement frequency, and platform retention.

Push notifications emerged as the most directly action-inducing digital marketing tool, with 70% of respondents reporting notification-triggered app-opening behavior. Promotional discounts and free delivery offers drive conversion among 65% of users, confirming their effectiveness as short-term behavioral levers. However, the near-universal incidence of competitive comparison behavior (80%) and the dominance of promotional offers as the primary retention driver (42%) signal the need for strategic evolution toward differentiated, loyalty-building marketing that generates sustainable competitive advantage.

Encouragingly, the data also reveal that 48% of users maintain platform loyalty beyond promotional periods, and that ease of use and delivery quality are emerging as secondary but meaningful retention drivers. This suggests that Swiggy's investments in platform quality and ecosystem expansion are beginning to yield non-promotional switching costs — a more durable competitive foundation.

In conclusion, the effectiveness of digital marketing in the online food delivery sector is contingent not only on the quality of individual marketing interventions but on the coherence of an integrated strategy that balances conversion-driving promotions, personalized engagement, and experience-building communications. Platforms that navigate this balance effectively will be positioned to convert transactional users into loyal brand advocates, securing sustainable growth in India's rapidly expanding food-tech economy.

14. Suggestions and Recommendations

14.1 For Digital Marketing Strategy

- Invest in advanced behavioral segmentation to deliver hyper-personalized push notifications with high contextual relevance, reducing notification fatigue while improving conversion rates.
- Develop a tiered promotional strategy that balances acquisition-focused discounts with loyalty-oriented rewards, progressively shifting high-frequency users from discount dependency to value-based retention.
- Enhance the AI recommendation engine to improve preference modeling accuracy, with particular attention to the 37% neutral cohort that represents significant untapped personalization potential.
- Expand moment marketing capabilities by integrating real-time cultural, sports, and weather data triggers to maintain the high engagement rates demonstrated by IPL-linked campaigns across a broader range of contextual moments.

14.2 For Customer Engagement and Retention

- Strengthen the Swiggy One membership program by incorporating non-discount benefits such as exclusive restaurant access, priority delivery windows, and personalized culinary content to build emotional brand loyalty beyond price incentives.
- Implement interactive social media engagement strategies — user-generated content campaigns, foodie community building, and micro-influencer collaborations — to deepen brand-consumer relationships among the 18–25 age cohort.
- Reduce push notification frequency while improving targeting precision, as excessive notifications constitute a significant risk factor for channel disablement, particularly among older user segments.
- Invest in sustainability-oriented marketing communications, including eco-packaging initiatives and carbon-neutral delivery programs, to align with the growing environmental consciousness of younger consumer segments.

14.3 For Competitive Positioning

- Develop cross-platform retention strategies leveraging the Swiggy super-app ecosystem to create multi-service switching costs that reduce vulnerability to single-service competitive comparison.
- Invest in data-driven competitive intelligence to monitor and respond to competitor promotional strategies in near-real-time, ensuring that marketing offers maintain relative attractiveness during high-competition periods.

15. Managerial Implications

The findings of this study carry several practical implications for marketing managers in the online food delivery sector:

- **Resource Allocation:** Marketing budgets should prioritize push notification optimization and AI-driven personalization systems, which demonstrated the highest consumer responsiveness, over broad-based social media advertising campaigns.
- **Discount Strategy Design:** Managers should implement progressive discount structures that incentivize trial and re-engagement among lapsed users, while protecting margin among high-frequency loyal users through non-discount value propositions.
- **Customer Lifetime Value Focus:** The transition from acquisition-centric to retention-centric marketing KPIs is advisable, given the market's high competitive comparison intensity and low switching costs.
- **Personalization Investment:** Closing the personalization effectiveness gap — particularly for the 37% of users who remain neutral to recommendations — represents a significant revenue optimization opportunity that warrants dedicated technology investment.
- **Sustainability Branding:** Integrating sustainability narratives into digital marketing communications offers a differentiated brand positioning opportunity that is particularly resonant with the 18–25 core user demographic.

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Annexure: Survey Questionnaire

SECTION A: Demographic Information

Q1. Age Group: ☐ 18–25 years ☐ 26–35 years ☐ 36–45 years ☐ Above 45 years

Q2. Gender: ☐ Male ☐ Female ☐ Prefer not to say

Q3. Occupation: ☐ Student ☐ Employee ☐ Business Owner ☐ Self-employed ☐ Other

SECTION B: Digital Marketing and Consumer Behavior

Q4. How often do you use Swiggy?

☐ Daily ☐ 2–3 times per week ☐ Once per week ☐ Occasionally ☐ Rarely

Q5. What do you mostly order through Swiggy?

☐ Fast food ☐ Full meals ☐ Snacks ☐ Beverages ☐ Groceries

Q6. Which factor mostly influences your decision to order food online?

☐ Discounts/offers ☐ Convenience ☐ Fast delivery ☐ Restaurant availability ☐ Advertisements ☐ Cravings/mood

Q7. Do you compare Swiggy with other apps (e.g., Zomato) before ordering?

☐ Always ☐ Sometimes ☐ Rarely ☐ Never

Q8. Have you ever ordered food just because of a promotional offer or coupon?

☐ Yes ☐ No

Q9. How often do Swiggy push notifications make you open the app?

☐ Very often ☐ Sometimes ☐ Rarely ☐ Never

Q10. Which digital marketing strategy catches your attention the most?

☐ Push notifications ☐ Social media ads ☐ SMS messages ☐ Email offers ☐ In-app recommendations

Q11. Do personalized recommendations influence your order decisions?

☐ Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree

Q12. Which type of offer attracts you the most?

☐ Percentage discount ☐ Free delivery ☐ Cashback ☐ Buy 1 Get 1 ☐ Combo offers

Q13. Have you ordered from a restaurant you would not normally choose because it appeared in promotions?

☐ Yes ☐ No

Q14. What primarily makes you continue using Swiggy?

☐ Offers and discounts ☐ Easy app usage ☐ Fast delivery ☐ Restaurant variety ☐ Habit

Q15. Would you still use Swiggy regularly if there were fewer discounts?

☐ Yes ☐ Maybe ☐ No