

Final Project

“To Study the Promotional Strategies Adopted by Zomato Online Delivery Service in Nagpur City”

**Submitted To
DMSR- G. S. College of Commerce & Economics, Nagpur**

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Rashtrasant Tukadoji Maharaj Nagpur University
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In partial fulfilment for the award of the degree of

Master of Business Administration

Submitted by

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Under the Guidance of

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NAAC Re-Accredited “A” Grade Autonomous Institution**



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G.S. College of Commerce & Economics, Nagpur

CERTIFICATE

This is to certify that “**Kirti Raju Malapure**” has submitted the project synopsis titled “**To Study the Promotional Strategies Adopted by Zomato Online Delivery Service in Nagpur City**”, towards partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his project as prescribed by **DMSR - G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Reaccredited “A” Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

Dr. Archana Dadhe
(Project Guide)

Dr. Sonali Gadekar
(Co-Ordinator)

Place: Nagpur

Date:

G. S. College of Commerce & Economics,
Nagpur

DECLARATION

I here-by declare that the project with title **“To Study The Promotional Strategies Adopted by Zomato Online Delivery Service in Nagpur City”**, has been completed by me in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR - G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR** (NAAC Reaccredited “A” Grade Autonomous Institution) affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur** and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Signature

(Kirti R. Malapure)

Place: Nagpur

Date:

G. S. College of Commerce & Economics,
Nagpur

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I will fail in my duty if I do not thank the non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

signature

(Kirti R. Malapure)

Place: Nagpur

Date:

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1. INTRODUCTION TO TOPIC

What is content promotion?

Content promotion is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online. It is often used by businesses in order to achieve the following goals: to attract attention and generate lead, expand their customer base, generate or increase online sales, increase brand awareness or credibility, and engage an online community of users. Content promotion attracts new customers by creating and sharing valuable free content. It helps companies create sustainable brand loyalty, provides valuable information to consumers, and creates a willingness to purchase products from the company in the future.

What is content?

Content is the information and experiences that are directed toward an end-user or audience. Content is "something that is to be expressed through some medium, as speech, writing or any of various arts. Content can be delivered via many different media including the Internet, cinema, television, radio, smartphones, audio CDs, books, e-books, magazines, and live events, such as speeches, conferences, and stage performances.

What is promotion?

Promotion is to increase awareness, create interest, generate sales or create brand loyalty. It is one of the basic elements of the market mix, which includes the four Ps, i.e., product, price, place, and promotion.

Why do companies do promotion?

The main aim of promotion is to ensure that customers are aware of the existence and positioning of products. Promotion is also used to persuade customers that the product is better than competing products and to remind customers about why they may want to buy.

2. INTRODUCTION TO INDUSTRY

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements.

The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.

There are also a range of social media management tools that help businesses to get the most out of the social media platforms listed above. For example, Buffer is a platform of social media management tools, which can help you achieve success with your social media marketing. Whether you want to build a brand or grow your business, we want to help you succeed.

History of social networking sites

In 1995, classmates.com helps to establish connection and communication with their classmates where they have previously studies. Now the website has forty million users. This website doesn't permit the users to connect with different users, it permits to establish communication only with the users who studies in the same college. Six degrees.com started in 1997, the earlier social networking website that permits its members to establish communication with different users.

Social networking began with the on-line communities like Theglobe.com which was started in the year 1994, Geocities started its working in the year 1994 and Tripod.com started in the year 1995. This community centered on user interaction by way of chatting and helps social media users to share personal data and concepts via websites by providing free web space for websites. Classmates.com has a new approach by having links to every user through mail. In 1990s, user profiles were a feature of Social Networking Sites, permits users to have a lists of friends and search for different users with interests of similar nature.

In 1987, online social network were witnesses with the users in GreenNet within the Britain who communicates with their colleagues at the Institute for Global Communications (IGC), earlier termed as PeaceNet and EcoNet, in the US. People shared information in a method which will be thought-about on-line social networking. When we take these features in into consideration, then we can say that the Social Networking Sites already exists even in 1990's. It is possible to do several of the items, since the olden days that social networking website users do currently, like creating personal websites and human action with others through

Launched in 2010, Our technology platform connects customers, restaurant partners and delivery partners, serving their multiple needs. Customers use our platform to search and discover restaurants, read and write customer generated reviews and view and upload photos, order food delivery, book a table and make payments while dining-out at restaurants. On the other hand, we provide restaurant partners with industry-specific marketing tools which enable them to engage and acquire customers to grow their business while also providing a reliable and efficient last mile delivery service. We also operate a one-stop procurement solution, Hyperpure, which supplies high quality ingredients and kitchen products to restaurant partners. We also provide our delivery partners with transparent and flexible earning opportunities.

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Zomato, identifying the correct drop location is an important metric, as it governs and impacts a variety of things like an order's estimated time of arrival, location serviceability and more.

While it's comparatively easy to locate the drop location, it's hard to identify if two different-looking locations are the same or not. One customer might write **A-4, XYZ Apartments** while their flatmate might write their address as **A/4, First Floor, XYZ Apartments**. A few syntax changes can make it look like a different address altogether such as a permutation of words and/or alphabets in an address string making data difficult to read.

Now imagine if members of the same building write their addresses distinctly. While navigating a pin location is the easy part, confirming if proximal people belong to the same building with identical addresses, is a steep climb.

interfaces such as internet relay chat, online forums and communities. Several function of Social Networking Sites what we have today was there in late 1990's.

Six degrees.com which was established in 1997, as a company permits its users to maintain profiles, friends list which helps them to connect each other. The company was closed after 3 years of establishment because it failed to perform well. The reason for failure was less usage of net and there were limited number of social networking sites. There was dating sites with different user profiles, but the sharing of profiles were absent during that time.

In 1999, live journal was created which helps to exchange journal with their friends. a Korean company named cyworld was started in the year 2001, with the option of soail networking. In Sweden, lunarstrom was created followed by cyworld which has option of maintain friend's list. A website with name ryze was created with th aim of establishing connection with business people in san francisco. Similar social networking sites like friendstr, likendin, Tribe was established one by one. Tribe was familiar with business people, Friendster was failed to withstand in the market during the infant stage but gained momentum in the later stage.

Many new social networking sites came into existence with many advances options for the users to maintain friend list and to communicate with friends. In 2002, freindstr gained importance and many people started using it followed by MySpace, LinkedIn and bebo. Because of the increase in usage of social networking sites, in 2005 myspace was viewed by more people than Google. In 2004, face book, the largest & most popular social networking website was launched.

LinkedIn the famous website was concentrated on developing and establishing employment and business networks. Flickr was established for a specific purpose of photo sharing. Myspace became a competitive website to other social networking site including friendstr. Myspace permits users to customize their profile which got heavily attracted by the user community and the position of holding largest users in social networking sites. Increase of love passion and fashion for Social Networking Sites, many teams additionally ventured this field. The other Social Networking Sites that emerge during this period includes YouTube, Zoomato.

For the people at the age of 50 and above, sagazone was started in the year 2007. With the advancement of technology and growth in the usage of net users social networking sites began to grow leaps and bounds among the internet users particularly among the kids. The main of thee social networking sites is to locate friends, permitting the users to communicate with friend of friends, share photos, establish chats, develop business networks, create employment opportunities through known sources, sharing of information and experience about product and services. At the end of 2010, there were numerous sites for social networking and millions of people were users of these sites.

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3. COMPANY PROFILE



Zomato is an Indian restaurant aggregator and food delivery start-up founded by Pankaj Chaddah and Deepinder Goyal in 2008.] Zomato provides information, menus and user-reviews of restaurants as well as food delivery options from partnerrestaurants in select cities. Zomato also began grocery delivery amid the COVID-19outbreak. As of 2019, the service is available in 24 countries and in more than 10,000 cities. Zomato was founded as Foodiebay in 2008, and was renamed Zomato on 18 January 2010 as Zomato Media Pvt. Ltd. In 2011, Zomato expanded across India toDelhi NCR, Mumbai, Bangalore, Chennai, Pune and Kolkata. In 2012,

the company expanded operations internationally in several countries, including the United Arab Emirates, Sri Lanka, Qatar, the United Kingdom, the Philippines, and South Africa. In 2013, Zomato was launched in New Zealand, Turkey, Brazil and Indonesia, with its website and apps available in Turkish, Portuguese, Indonesian and English languages. In April 2014, Zomato launched its services in Portugal, which was followed by launches in Canada, Lebanon and Ireland in 2015.

In 2019, Zomato acquired Seattle-based food portal Urban spoon, which led to the firm's entry into the United States and Australia. This U.S.-expansion brought Zomato into direct competition with similar models such as Yelp and Foursquare. [In September 2020, Zomato raised \$62 million from Temasek, after previously committed capital from Ant Financial never came through.

In October 2020, as part of a Series J round of funding, Zomato raised \$52 million from Kora, a US-based Investment firm.



Pivot to evolve, pivot to better problem-solve

We continue to evolve as we move ahead in our journey and solve a unique problem for each onboarded client, keen on engaging their employees better.

Today, Zomato for Work provides vouchers which can be tailor-made as per corporate requirements –

- **Daily vs One-time meals** – can be either recurring meals or event-based (town hall, teammate's birthday)
- **Date-specific** – can only be used on a designated date
- **Location-specific** – can only be used in a designated city/ area
- **Restaurant-specific** – allows corporates to place orders from specific chain-based restaurant

Have you heard about Zomato for Work?

The food@work programme started as a pre-covid offering to provide home-like meals. While those at Zomato Headquarters (Gurugram, Haryana) would have tasted hot, freshly prepared meals at the food@work station, its journey was short-lived. As the ‘office’ became a work-from-home setup during the pandemic, the food@work program had to shut its doors.

The doors might have shut, but innovation always finds a way.

The food@work team took it upon themselves to pivot and scale their offering to suit and survive in the new reality. And over the course of two weeks, chiselled the idea to start the ‘**corporate meal program**’.

The vision was simple – companies could provide a great experience to their employees by offering them food at their convenient times and location. Well, it may have been simple, but it was not easy. We started with grasping a better understanding of the logistics and on-ground execution. Naturally, we needed answers to hundreds of questions – how will we identify companies? How would we coordinate the requests? How will we track the individual requests? How will we provide the coupons and avoid duplication?

Our belief in the vision and the team’s effort stayed put. So we took the challenge head-on and commenced the corporate meal program with a one-time event for a small organisation in Gurugram, wherein we delivered ~70 meals in August 2020.

The Zomato logo is displayed in a bold, red, lowercase sans-serif font.



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The journey from Zero to One

While it took us a week to onboard our first partner, by the end of the six months, we had already onboarded 100+ corporate clients. At this rate, we were serving various tech companies with employees ranging anywhere between 250 to 7,000. And behind all these big numbers was a small team of five trailblazers.

Our first significant partnership came from a tech giant – a request to serve more than 1,50,000 meals in 400+ cities. With great responsibility came greater challenges. Our team members spent many all-nighters to ensure every employee enjoyed their meal. Our dedication knew no (geographical) limits. For example, we even covered a distance of 30 km for one delivery.

Why corporate meals?



Flexible plans
can be either recurring
or one-time meals



Hassle-free usage
no additional efforts
required as vouchers get
added to Zomato IDs
directly



Huge Assortment
choose from lakhs of
restaurants present in
1,000+ cities

To elevating customer (meal) experiences

Now, with our foot in the door and orders pouring in, we shifted our focus to making each meal experience memorable. We talked to a few partners and launched customised vouchers from chain-based restaurants. Next, we launched Recurring meals – daily/ weekly/ monthly – based on different corporate needs. We also expanded to help corporates celebrate important events like festivals, company town halls or annual summits

4. LITERATURE REVIEW

A review of literature is a group of content that concludes the objectives to audit the basic purposes of current learning including substantive discoveries and additionally hypothetical and methodological commitments to a specific subject. A writing survey is a basic and inside and out assessment of past research. Some related study on the marketing mix strategies in rural markets of India have been undertaken in past. These include:

“Shekhar Chandra (2012)” The discoveries of the study were summed up as following: The rural people are currently in the better position with extra income. The low rate finance accessibility has likewise expanded the moderateness of buying the expensive items by the rural people. Marketer ought to comprehend the value affectability of a purchaser in a provincial zone.

“Deepti Srivastava (2010)” The key discoveries of this study assigns that: Rural sector has a huge market potential now. It is this market quality in provincial zone that should be tapped. Rural markets are quickly developing in India yet have regularly been disregarded by advertisers.

“Swati Dwivedi & Pankaj Kant Dixit (2011)” The outcomes of the study uncovered the facts as following: The marketers have focused everywhere stopping the fragments with the correct item, utilizing an incentive for money evaluating, selecting the most proper channel of dispersion, building long haul associations with the clients lastly, and utilizing the force of enthusiastic brands.

“Manmeet Siras Kumar 2012” The discoveries of the study were summed up as following: There is a growing importance of rural markets in the fast changing economic situation. Marketers are shifting from urban to rural markets, as the urban markets are too much populated. Already, considerable infiltration has been made by the makers of most purchaser merchandise

“G.L.Pedhiwal & Pankaj Arora (2011)” The outcomes of the study revealed the following facts: The urban market has become too much congested with competition. The following huge revolution could occur in the rural area. When it happens the advertisers ought to have officially concentrated the lay of land and thought about the systems and strategies for triumph

“Nidhi Sheel Pandey” Results revealed that the products need to be customized to suit the locality as seventy per cent of the Indian population still resides in villages. Cost is considered a major deterrent to rural campaigns.

“Sumit Mishra & Vinay Kumar (2015)” The results of the study revealed the following: The rural consumers are not merely buying to fulfill their needs, but are also willing to pay higher prices for the comfort and socialization. The marketers should be all prepared with strategies and tactics for this big revolution.

“Ms. Himani Joshi & Dr. R.K. Srivastava (2011)” It has been found that however rural locale certainly changes from urban area yet the comprehensive measurable looking over before making an attack in natural domain would help the sponsors to lay out a right kind of exhibiting mix for a given thing and win in their advancing endeavors.

“R.L. Laddha & Rupesh S. Shah” The conclusions of the study confirmed the following: The advertisers and makers are progressively mindful of the buying power, inconceivable size, and request base of the once dismissed Indian hinterland. Endeavors are presently on to comprehend the mentality of rural buyer, and to walk their walk, and talk their discussion.

“Rubayat I. Chakraborty & Abana Chakraborty” The results recommended that the notices and different types of correspondence likewise must be changed appropriately to the tastes of the rural people. The article clarifies that today organizations understand the capability of the Indian rural markets and continuously extending their means in this course.

“Md. Rafiuddin & Ahmed Badiuddin (2011)” The results exhibits that: Ads through electronic media are favored over other strategy for correspondence. Advertisers can profit most on the off chance that they can make the country individuals feel that they esteem them as their clients. Local dialects are playing essential run in the rural advertising.

“Sachin M. Ichalkaranje & Udaysinh Manepatil (2012)” The study builds up the way that the average life style of a rural has been dramatically transformed. This important change resulted in demanding newer atmosphere in the markets. The authors look to these changes an opportunity and really find a gateway to the modern business in the Indian trade scenario.

5. OBJECTIVES OF THE STUDY

Objectives of study:

1. To study the impact of content promotion.
2. To understand the brand awareness in the people towards Zomato online delivery system.
3. To understand the customer perception about the content promotion of Zomato online delivery system
4. To understand the effect of traffic through content promotion.
5. To study the conversion rate of potential buyer due to traffic generated by content promotion.

6. Hypothesis:

Hypothesis 1:

H0: Content promotion does not generate the traffic on online zomato portal.

H1 : Content promotion generates the traffic on online Zomato portal.

Hypothesis 2:

H0: Content promotion does not convert the traffic of online zomato portal into potential buyers.

H1: Content promotion convert the traffic of online zomato portal into potential buyers.

7. RESEARCH METHODOLOGY

Research refers to a search for knowledge. It is a systematic method of collecting and recording the facts in the form of numerical data relevant to the formulated problem and arriving at certain conclusions over the problem based on collected data.

Thus formulation of the problem is the first and foremost step in the research process followed by the collection, recording, tabulation and analysis and drawing the conclusions. The problem formulation starts with defining the problem or number of problems in the functional area. To detect the functional area and locate the exact problem is most important part of any research as the whole research is based on the problem.

RESEARCH TYPE

In this research we will use descriptive type of research.

Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon studied. This methodology focuses more on the “what” of the research subject than the “why” of the research subject.

RESEARCH UNIVERSE

All the online food delivery app users are the research universe.

SAMPLE METHOD

Sample Method: - When you conduct research about a group of people, it's rarely possible to collect data from every person in that group. Instead, you select a sample. The sample is the group of individuals who will actually participate in the research.

In this research, the method of sampling is Selective sampling

Sample Technique: - Sample is the small group taken under consideration from the total group.

Sample Size: - The sample size is chosen for this study is 100 customers.

1. Due to constraint of time only city of Nagpur is selected and so it cannot claim to be a comprehensive study of the population.
2. The sample size is restricted to 100 respondents.
3. Questionnaire method involves some uncertainty of response. Co-operation on the part of informants, in some cases, was difficult to presume.
4. It is possible that the information supplied by the informants may be incorrect. So,
5. the study may lack accuracy. The study will be limited to the age between 18 to 35

Nagpur city only.

Data collection is one of the most important aspects of research. For the success of any project accurate data is very important and necessary. The information collected through research methodology must be accurate and relevant.

8. METHOS OF DATA COLLECTION:

- Primary Data
- Secondary Data
- Primary Data:

Data collected by a researcher is known as primary data. It is collected by a person for his own use obtained from findings. This is considered as firsthand information.

In this project, the data is collected in following ways:

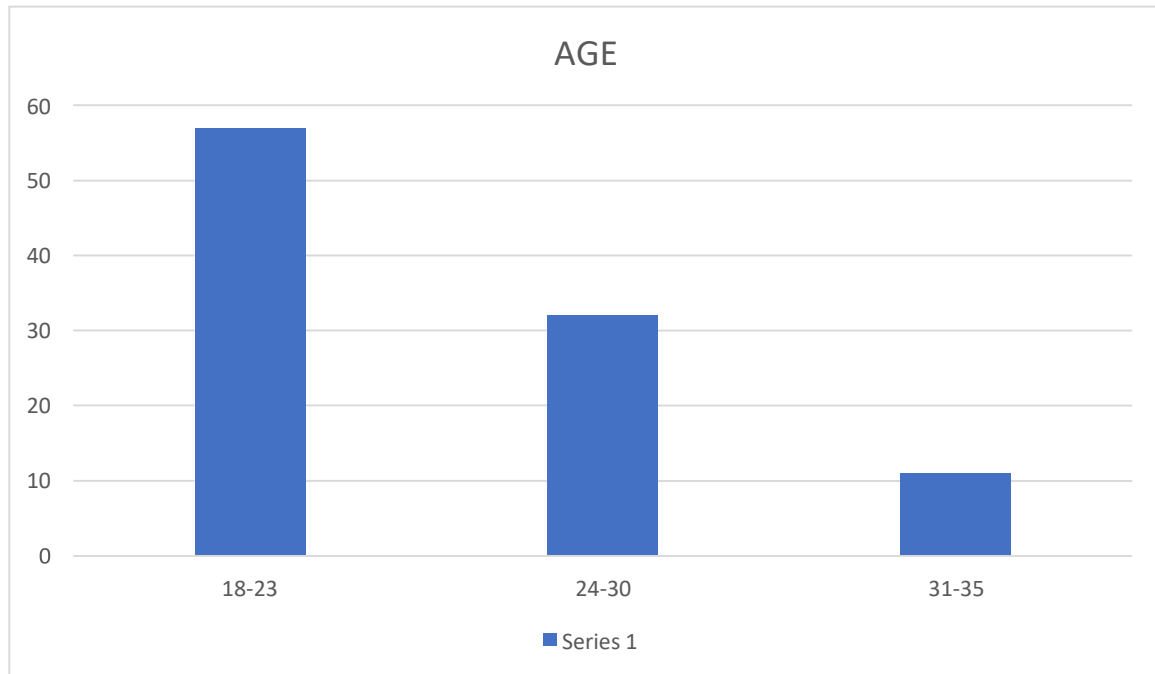
- Observation Method
- Interview Method
- Questionnaire Method

Secondary Data:

Secondary data means data that are already available i.e., they refer to data which has already been collected and analysed by someone else. This type of data information can also be used by the researcher for his use as second hand information sources through which secondary data can be collected. Secondary data may either be published data or unpublished data Website, etc.

9. DATA ANALYSIS AND INTERPRETATION

1. AGE



Interpretation:

In this question, respondents were asked about the age group. Through this bar chart we clearly see that 57 respondent belong to 18-23 age group, 32 respondent belong to 24-30 age group, 11 respondent belong to 31-35 age group.

2. Do You Order Food Online?



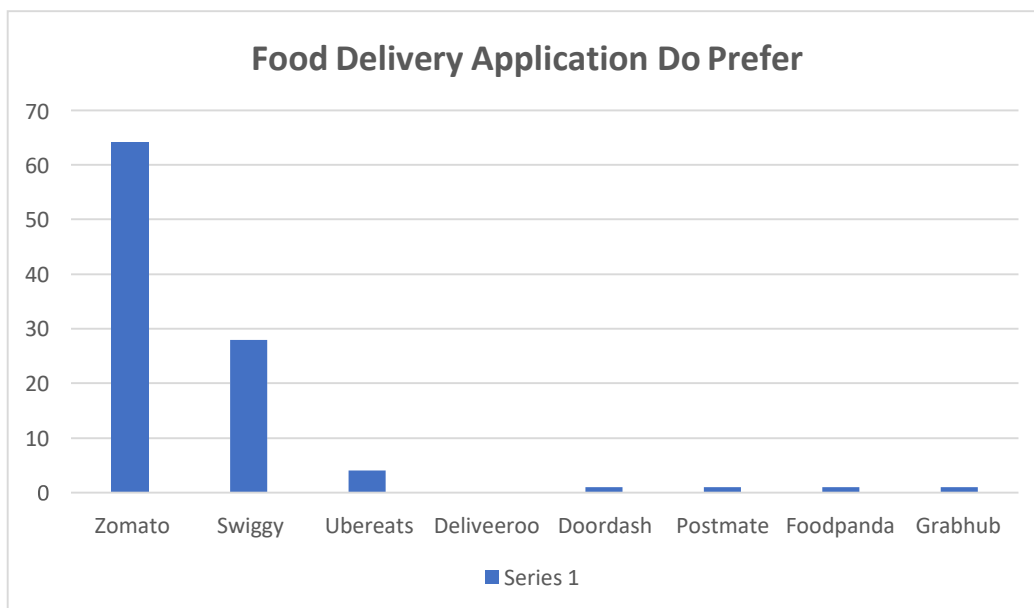
Interpretation:

In above question the respondents were asked about do they order online food. In this question two option are given yes and no. Out of 100 respondent 89 have given the answer in yes which is 89% and 11 respondents have given answer no which is 11 %.

3. Which food delivery Application do you Prefer?

1st Preference

Application	Response
Zomato	64
Swiggy	28
Ubereats	4
Deliveeroo	0
Doordash	1
Postmate	1
Foodpanda	1
Grabhub	1

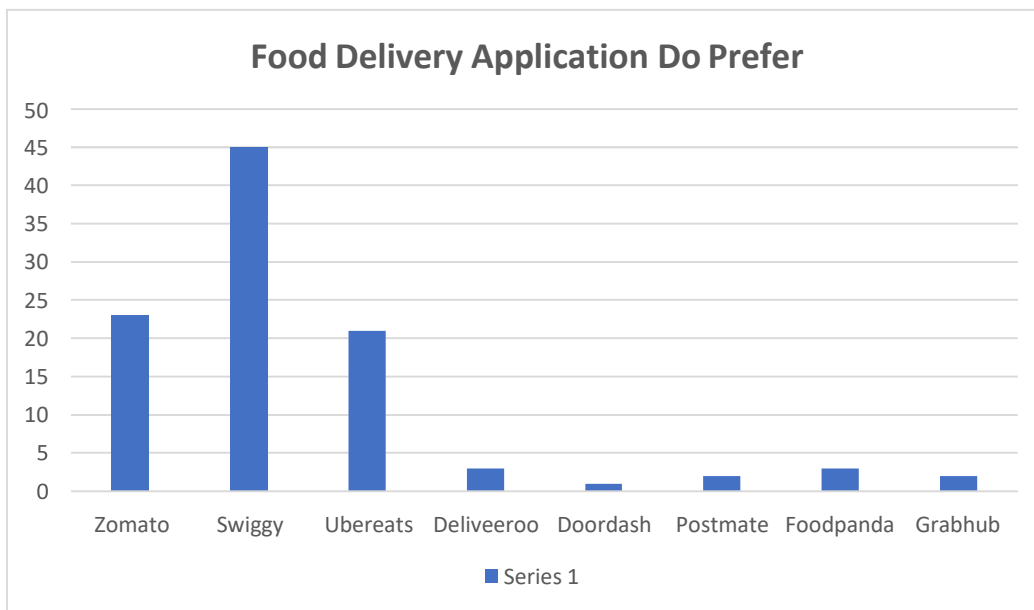


Interpretation:

In the above question the respondents were asked about which food delivery application they prefer. They were asked to choose any two applications as for the preference. In the above bar chart respondent reply there.

2nd Preference

Application	Response
Zomato	23
Swiggy	45
Ubereats	21
Deliveeroo	3
Doordash	1
Postmate	2
Foodpanda	3
Grabhub	2



Interpretation:

In above bar chart the respondents reply their 2nd preference.

4. From which device do you order your food online?



Interpretation:

In the above question, the respondents were asked about device used to order food online. In this question two options were given: smartphone and laptop/computer. Out of 100 respondents, 97 responded with the answer smartphone, which is 97%, and 3 gave the answer laptop and computers, which is 3%.

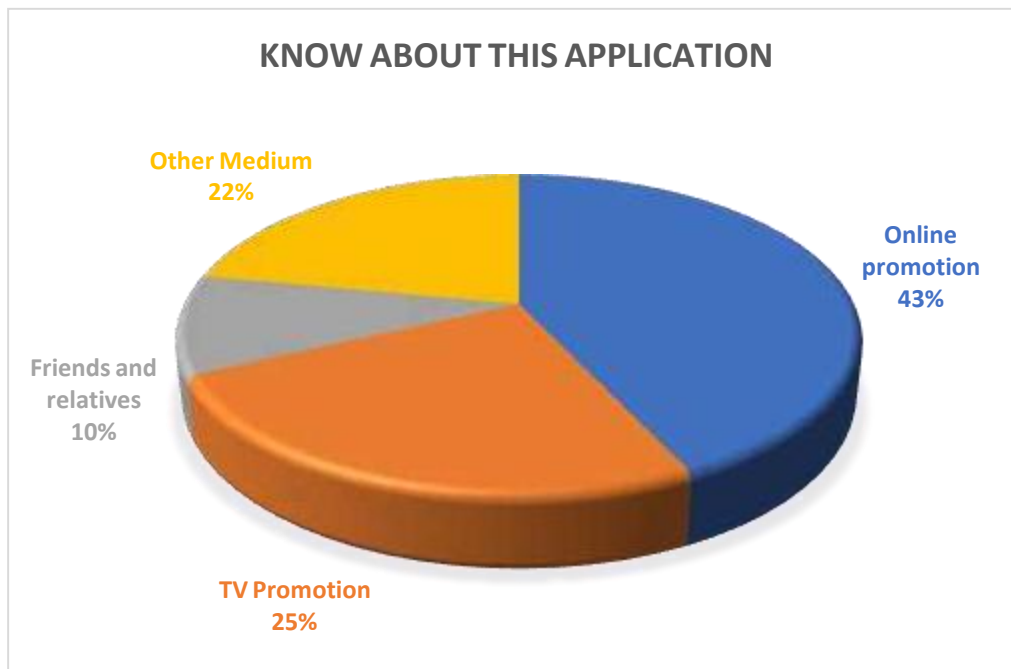
5. Have you Order food from Zomato?



Interpretation:

In the above question, the respondents were asked about have they order food from Zomato. In the above question 2 options were given yes and no. Out of 100 respondent 93 have given the yes which is 93% and 7 have given answer in no which is 7%.

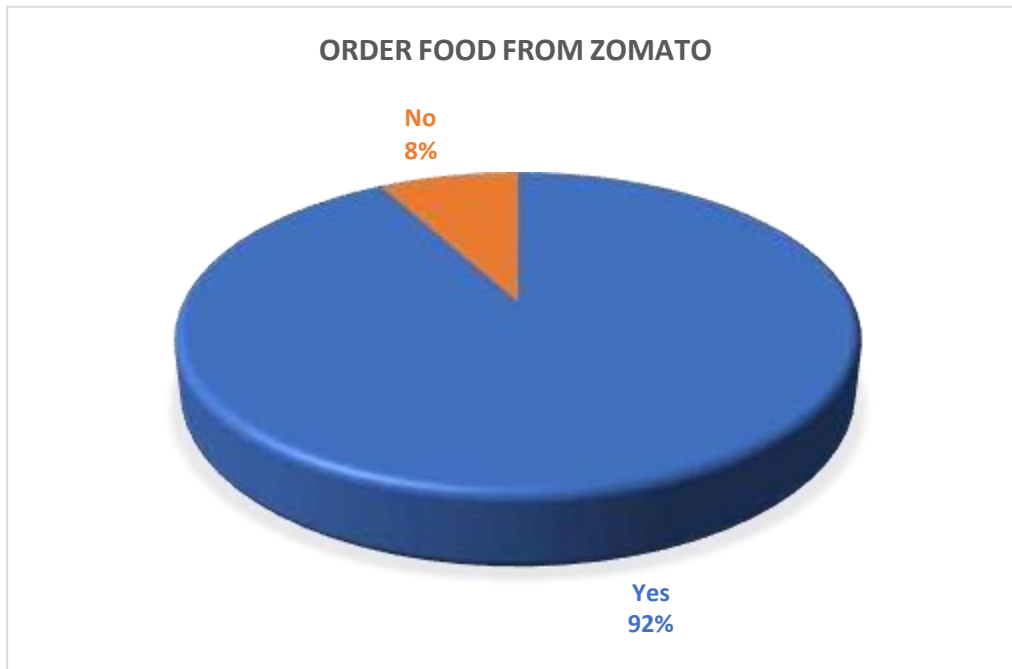
6. How did you come to know about this application?



Interpretation:

In the above question, the respondents were asked about how did they come to know about this application. In this question four options were given online promotion, tv promotion, friends and relatives, other mediums. The respondent where 93 who say yes in the 7th question out of 93 respondent 40 have given the answer online promotion which is 43%. 23 have given the answer tv promotion which is 25%. 9 have given the answer friends and relatives which is 10%. 21 have given the answer other mediums which is 22%.

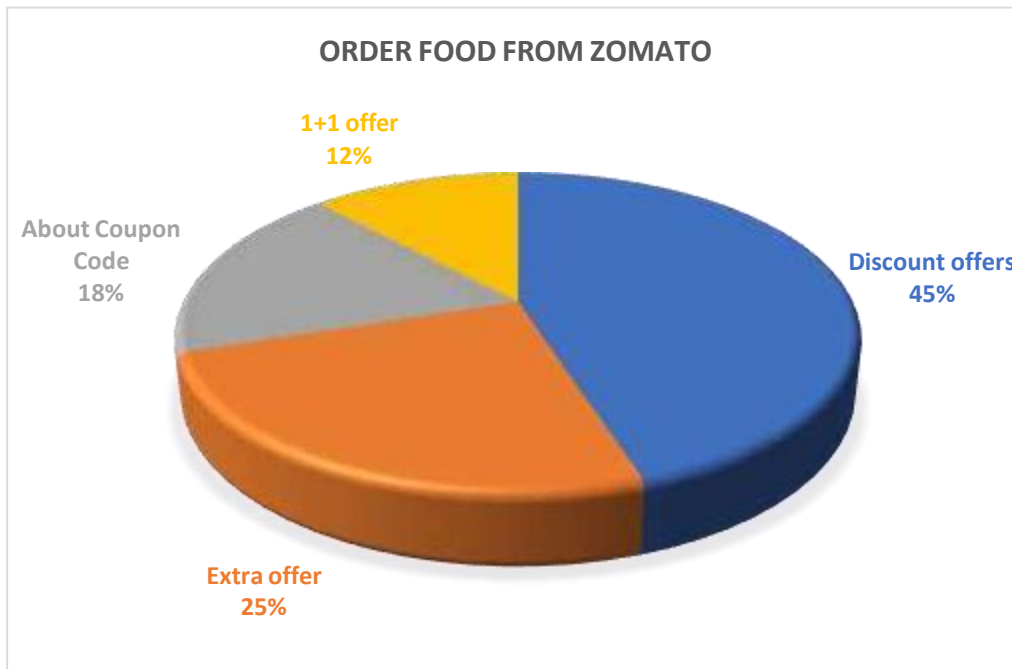
7. Do you get any information from this Application?



Interpretation:

In the above question, the respondents were asked about the information they get from the application. In this question two options were given: yes and no. Out of 100 respondents, 92 have given the answer yes, which is 92%, and 8% have given the answer no, which is 8%.

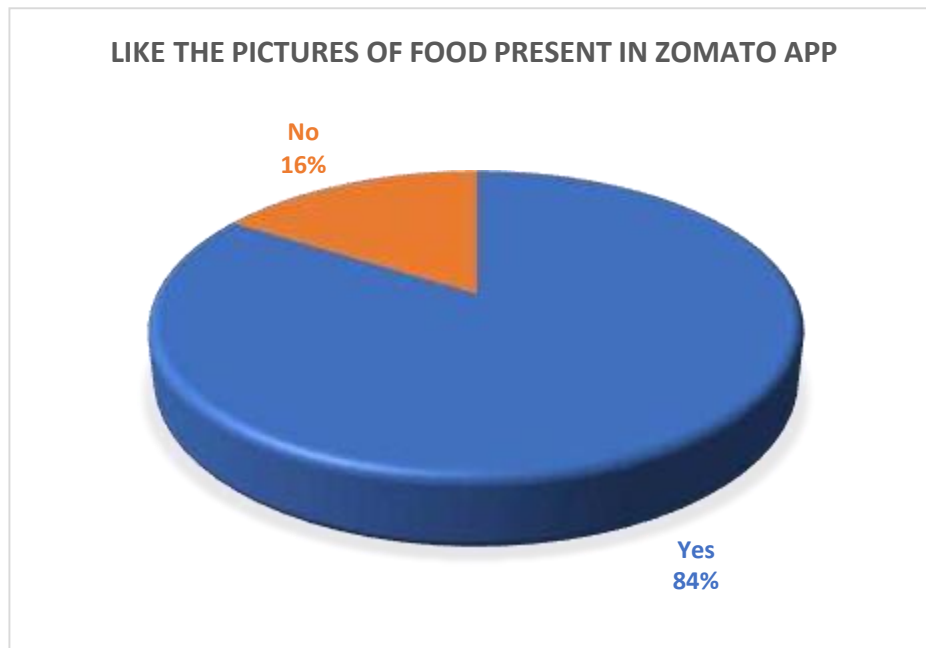
8. what kind of information do you like from this Application?



Interpretation:

In the above question, the respondent was asked about the information they like in the application. In this question 4 options were given: discount offer, extra offer, about coupon code, and 1 + 1 offers. The respondent is 92 who says yes in the 8th question. Out of 92 respondents, 41 have given the answer discount offer which is 45%. 23 have given the answer extra offer which is 25%. 17 have given the answer about coupon code which is 18% and 11 persons have given answer 1+1 offer which is 12%.

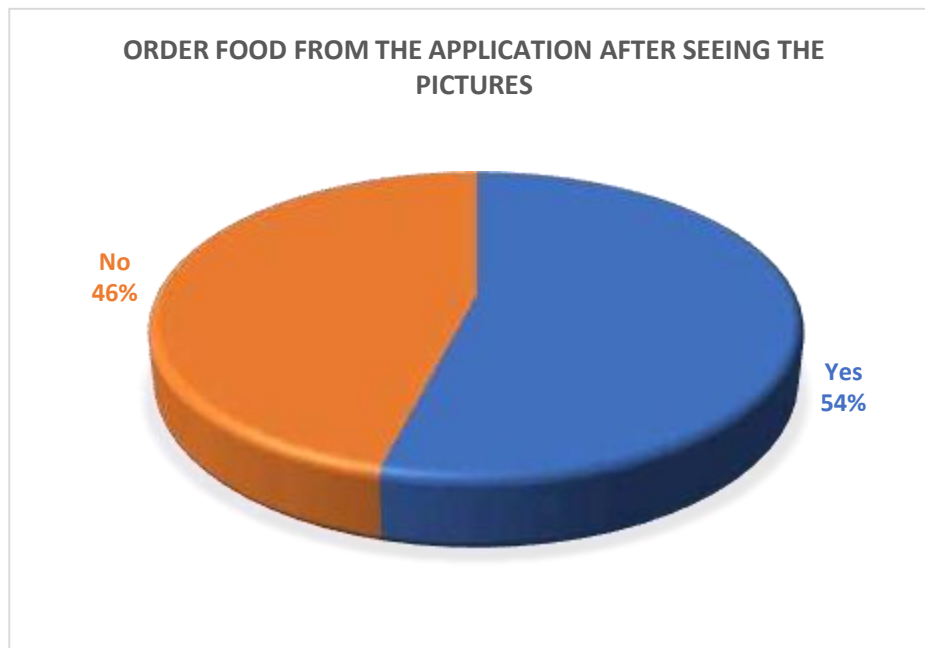
9. Do you like the pictures of food present in Zomato app?



Interpretation:

In the above question, the respondent was asked about Do they like the pictures of food present in Zomato application. In this question two options are given yes and no out of hundred respondent 84 have given the answer yes which is 84 % and 16 have given answer no which is 16%.

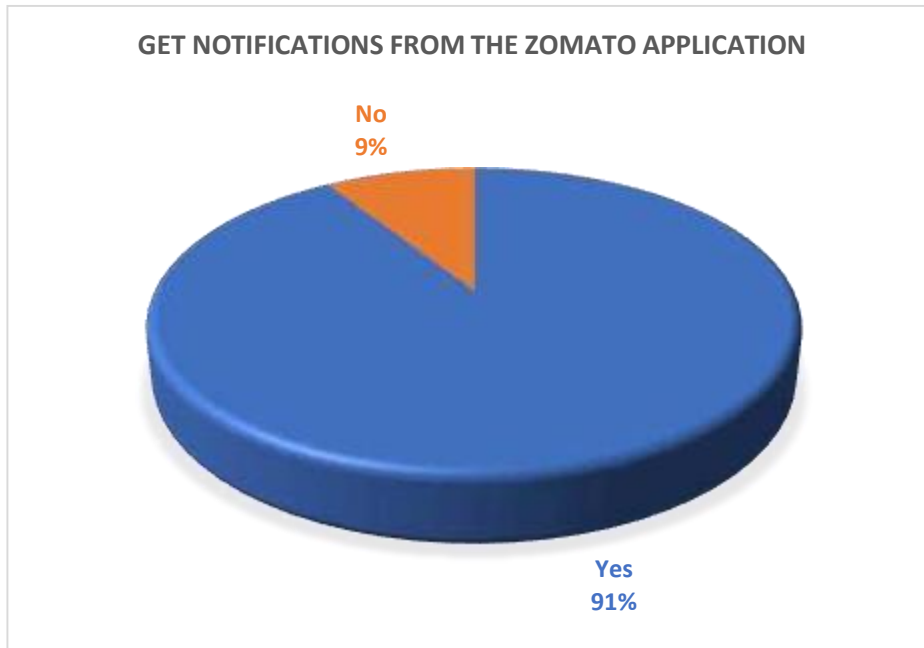
10. Do you order food from the application after seeing the pictures?



Interpretation:

In the above question, the respondent was asked about food order after seeing the pictures. This question two options are given yes and no. Out of 100 respondent 54 have given the answer yes which is 54 % and 46 have given the answer no which is 46%.

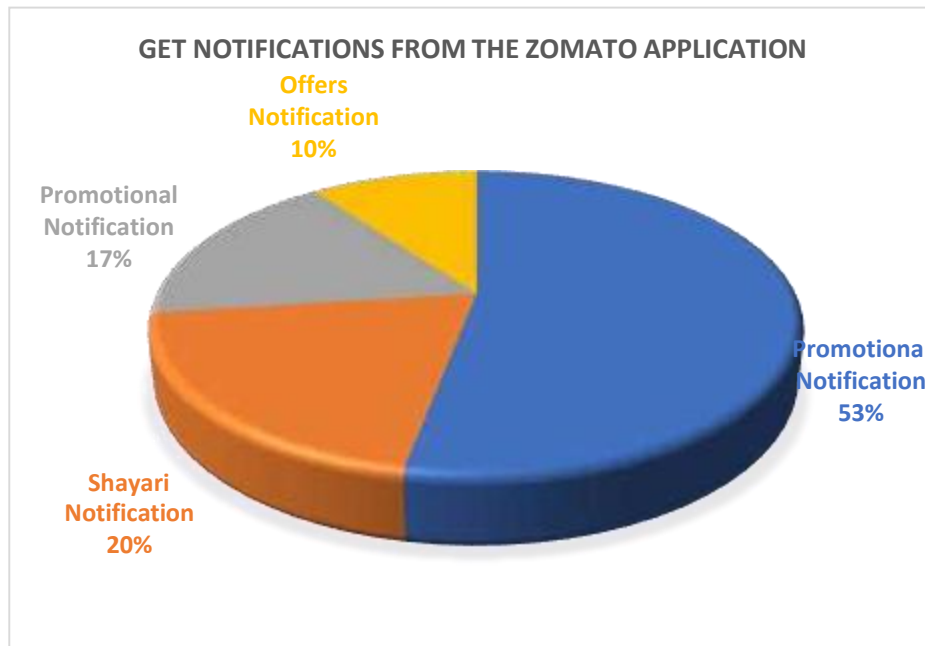
11. Do you get Notifications from the Zomato application?



Interpretation:

In the above question, the respondent was asked about the notification. In this question the two options are given yes and no. Out of 100 respondent 91 have given the answer yes which is 91% and 9 have given the answer no which is 9%.

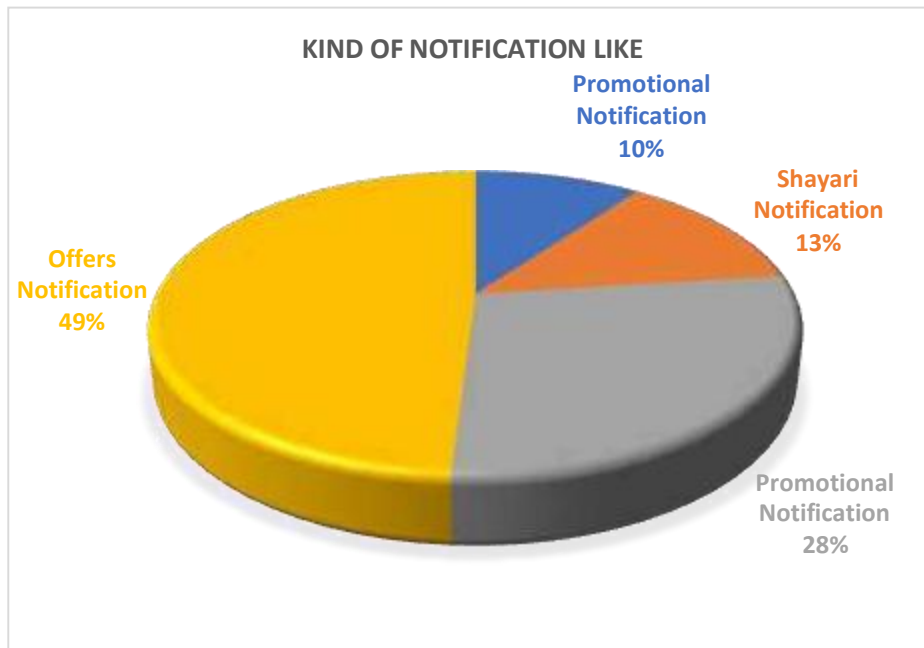
12. Which kind of notifications do you get from Zomato application?



Interpretation:

In the above question, the respondents were asked about what the kind of notification they get. In this question 4 option are given promotional notification, shayari notification, personal notification and trivia notification. The respondents were 91 who said yes in the 12th question. Out of 91 respondents 48 have given the answer promotional notification which is 53%. 18 have given the answer shayari notification which is 20%. 16 have given the answer personal notification which is 17%. 9 have given the answer offer notification which is 10%.

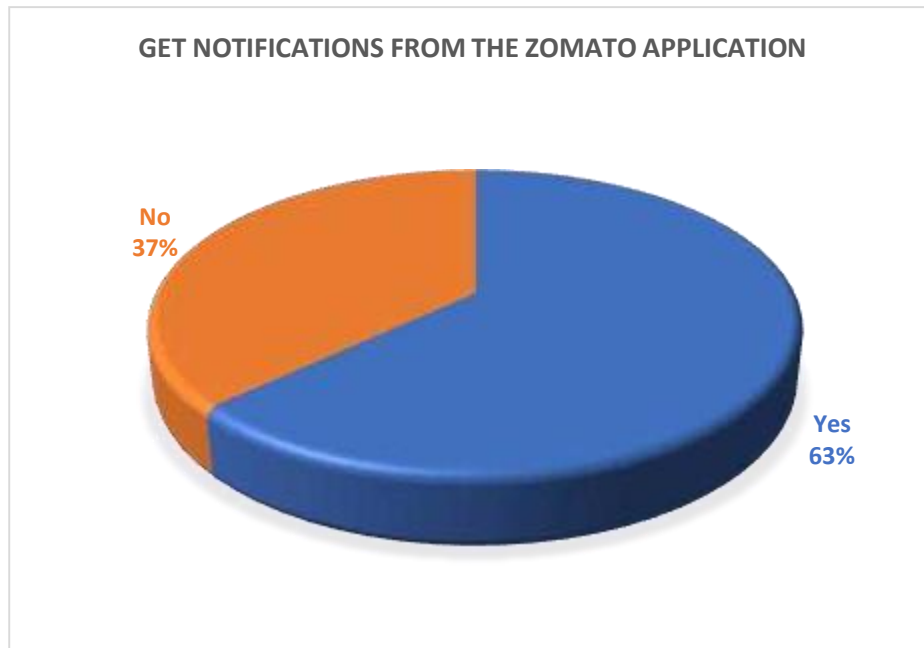
13. What Kind of Notification do you like?



Interpretation:

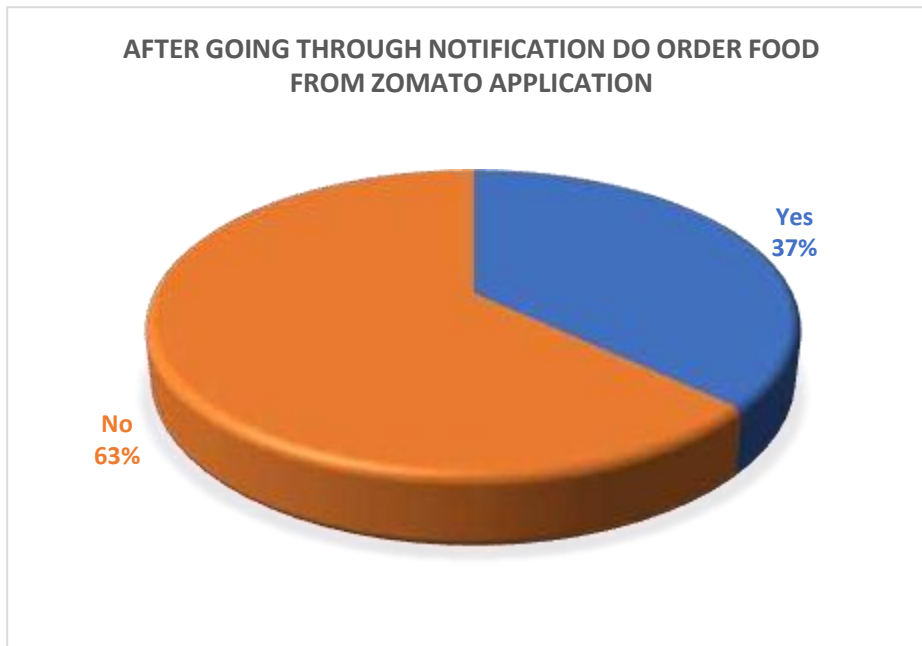
In the above question, the respondent was asked about the notification they like. In this question 4 options are given promotional notification, personal notification, shayari notification and trivia notification. The respondents were 91 who had said yes in the 12th question. Out of 91 respondents 45 have given offer notification which is 49%. 25 have given the answer personal modification which is 28%. 12 given the answer shayari notification which is 13% and 9 have given the answer promotional notification which is 10%.

14. Do you click on the notification and go to zomato application?



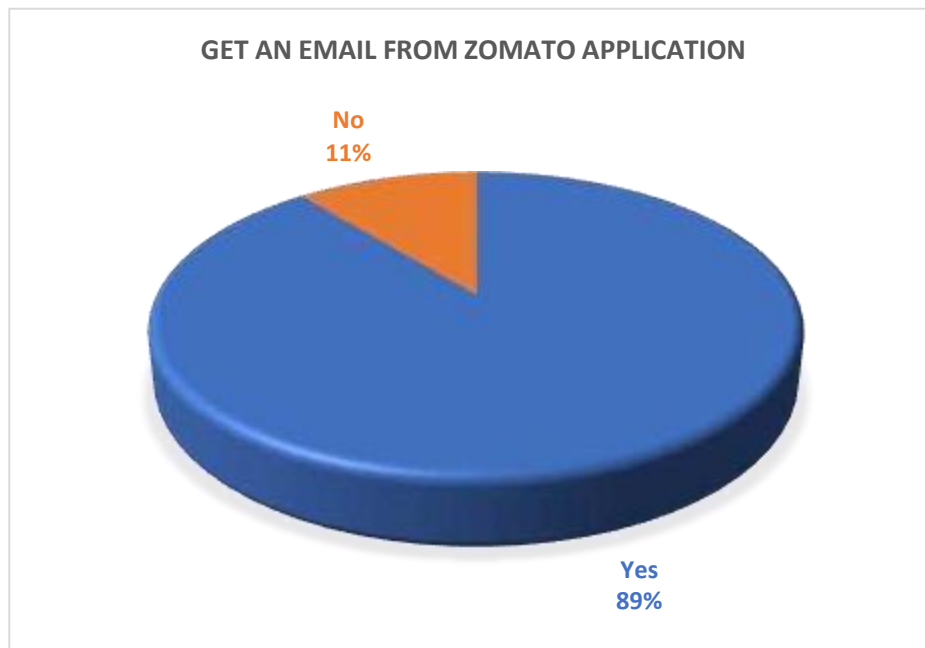
Interpretation: In the above question, the respondents were asked about do they click on the link given in notification. In this question two option were given yes and no. The respondents where 91 who said yes in the 12th question. Out of 91 respondents 57 have given the answer yes which is 63% and 34 have given the answer no which is 37%.

15. After going through notification Do you order food from zomato application?



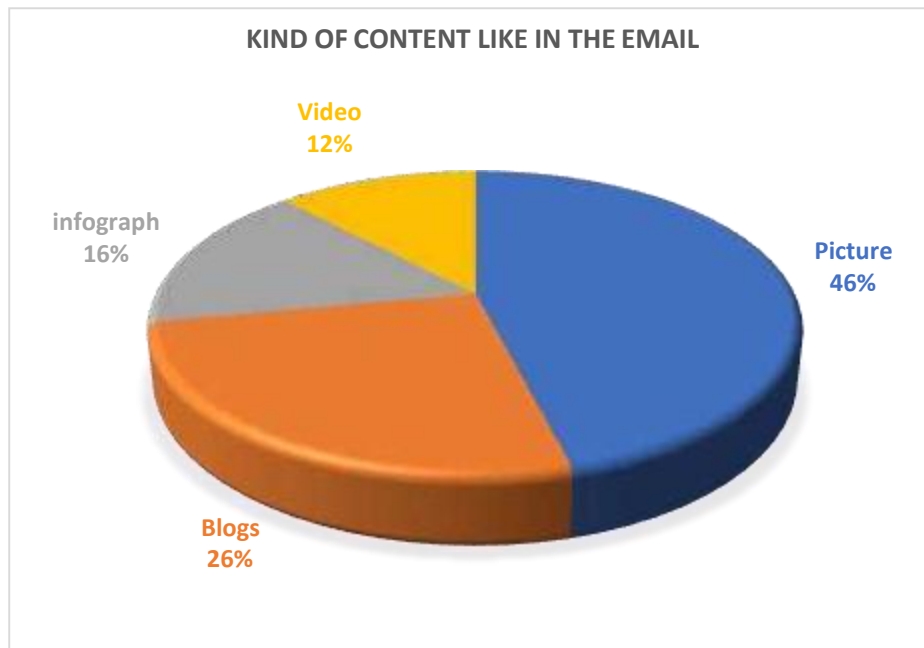
Interpretation: In the above question, the respondents were asked about if they order food from Zomato after seeing the notification. In this question two options are given yes and no. The respondent where 57 who says yes in 15th question. Out of 57 respondent 21 have given the answer yes which is 37% and 36 have given the answer no which is 63%.

16. Do you get an email from zomato application ?



Interpretation: In the above question, the respondent were asked about the email they get from application. In this question 2 option were given yes and no. Out of 100 respondent 74 have given the answer yes which is 74% and 26 given the answer no which is 26%.

17. What kind of content you like in the email?



Interpretation:

In the above question, the respondents were asked about content they like in the email. In this question 4 option were given pictures, blogs, infographics and videos. the respondent where 74 who said yes in the 17th question. Out of 74 respondent 34 have given the answer pictures which is 46%. 19 have given the answer blogs which is 26%. 12 have given the answer infographics which is 16%. 9 have given the answer videos which is 12%.

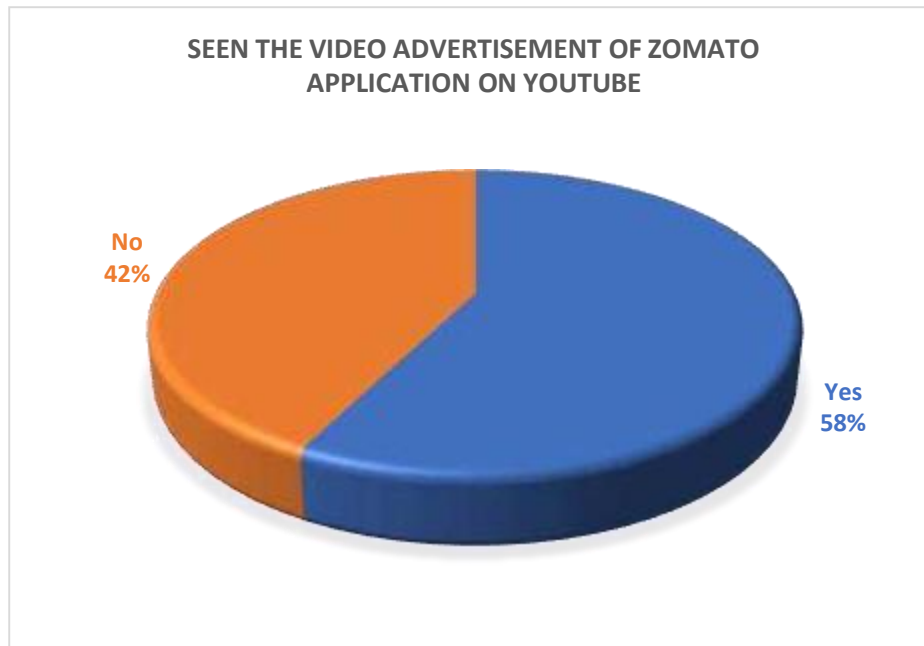
18. Do you order food through the link given in the email?



Interpretation:

In the above question, the respondents were asked about do they order food through the link given in the email. In this question two options were given yes and no. The respondent where 74 who said yes in the 17th question out of 74 respondents 28 have given the answer yes which is 38% and 46 have given the answer no which is 62%.

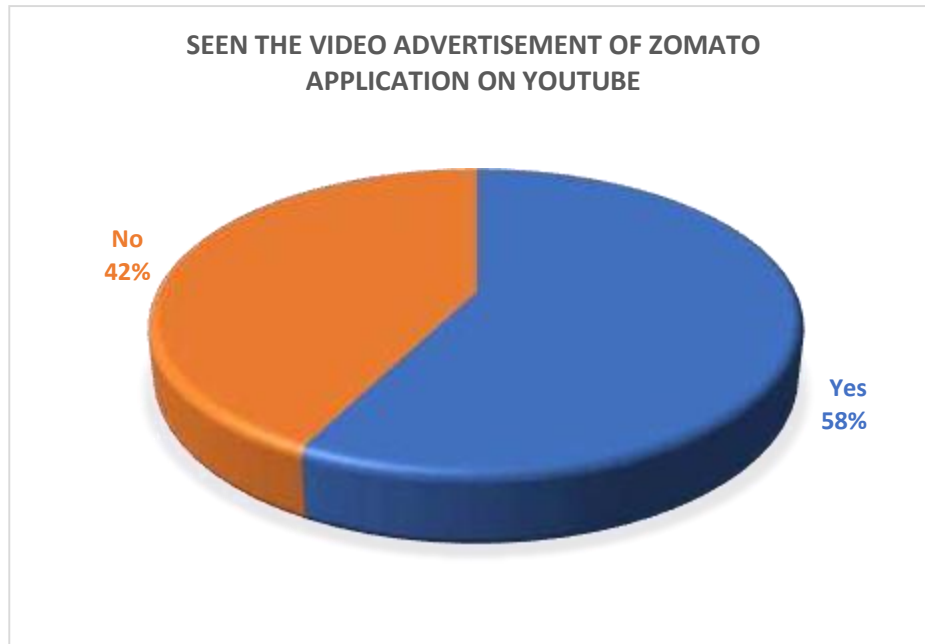
19. Have you seen the video advertisement of zomato application on youtube?



Interpretation:

In the above question, the respondents were asked about Have they seen the video advertisement of Zomato on YouTube. In this question two option are given yes and no. Out of hundred respondent 84 have given the answer yes which is 84% and 16 have given the answer no which is 16 %.

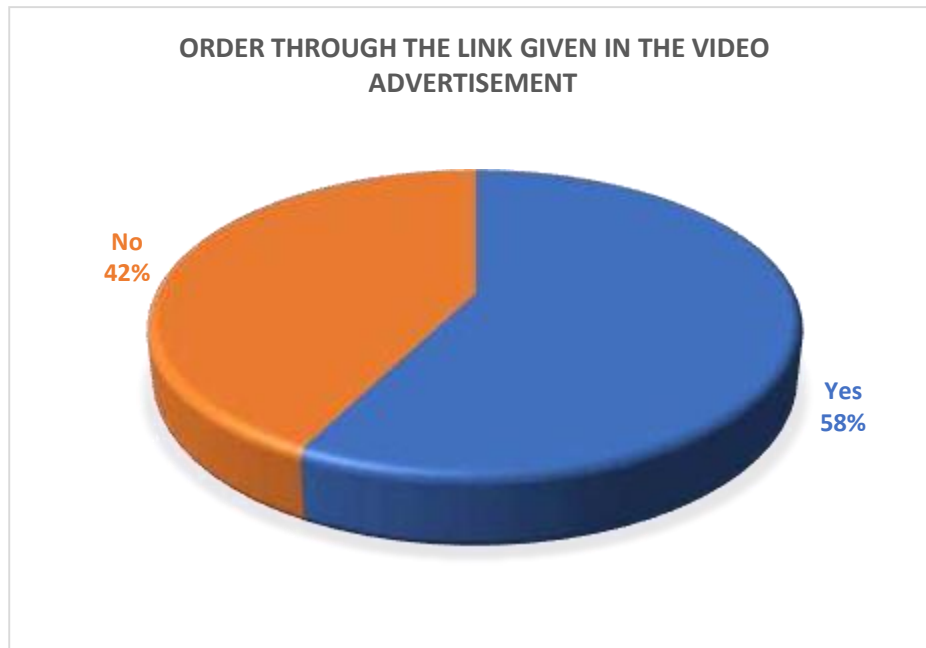
20. Do you like the video advertisement of zomato application on youtube?



Interpretation:

In the above question, the respondent were asked about the video advertisement on YouTube they like. In this given question two option are given yes or no. Respondent where 84 who said yes in the 20th question. Out of 84 respondents 63 have given the answer yes which is 75% and 21 have given the answer no which is 25%.

21. Do you order through the link given in the video advertisement?



Interpretation:

In the above question the respondent were asked about the link given in the video advertisement on YouTube. In this question two options were given yes and no. the respondent where 63 who said yes in the 21 th question. Out of 63 responding 19 have given the answer yes which is 30% and 44 have given the answer no which is 70%.

10.LIMITATION

Limitation:

1. Due to constraint of time only city of Nagpur is selected and so it cannot claim to be a comprehensive study of the population.
2. The sample size is restricted to 100 respondents.
3. Questionnaire method involves some uncertainty of response. Co-operation on the part of informants, in some cases, was difficult to presume.
4. It is possible that the information supplied by the informants may be incorrect. So, the study may lack accuracy.
5. The study will be limited to the age between 18 to 35.

11.FINDINGS

Findings:

1. After data analysis, it was found that 89% people order food online. Most of the people prefer Zomato over any other online food delivery app.
2. Majority of people order food from smartphones.
3. Many people have come to know about Zomato application by online promotion. Most of the people like the pictures present in Zomato application.
4. Most of the people like the promotional notification which they get from Zomato application.
5. Majority of the people like pictures in the email which they get from Zomato application.
6. Many people have seen video advertisement of Zomato on YouTube. Majority of the people click on the links given in the notifications, emails, YouTube ads but very few order food through this links.

12. Conclusion:

Content promotion is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online. Content promotion strategy influence customers to order food from Zomato.

I concluded that content promotion attracts traffic on Zomato application and converts them into the potential buyers. Most of the buyers order their food from Zomato they mostly are smartphone users. Many buyers like the pictures in the Zomato application. Offer notification are most attractive notification for all the consumers. Most people are come to know about Zomato application is by online promotion.

13. SUGESSTIONS

As in the competitive world where the need for every organization to prove itself best and make an outstanding and remarkable progress is the need, no fact could be left ignored. We have seen content promotion strategy drives traffic to zomato app. Here are some suggestions to improve it.

- Picture quality of the Zomato application should be nice.
- Email should be only mailed to the potential customers and mainly with the picture of food items in it.
- They should promote more discount offer as the people like the discount offer more than any other offer.
- They should make their website more mobile friendly as there are more number of smartphone users.

14.BIBLIOGRAPHY

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3. Marketing Management, Philip Kotler and Keven Lane Keller, 15th Edition, Pearson Education, ISBN-13: 978-9332587403
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15.QUESTIONNAIRES

1. Do you order food online?

- a) Yes
- b) No

2. which delivery food app do you prefer? (As per your preference any 2)

- a) Zomato
- b) Swiggy
- c) Uber eats
- d) Justeat
- e) Deliveroo
- f) Doordash
- g) Postmates
- h) Foodpanda
- i) Grabhub

3. From which device do you order food?

- a) Mobile
- b) Laptop

4. Have you order food from Zomato?

- a) Yes
- b) No

5. How do you come to know about the zomato app?

- a) Through advertisement
- b) Through Online promotion
- c) Through Friends & Relatives
- d) Other medium

6. Do you get any information from this app?

- a) Yes
- b) No

7. What kind of information you get through this app?

- a) Discounts
- b) Extra offers
- c) 1+1 offers
- d) About coupon code
- e) Other information

8. Do you like the pictures of food present in zomato app?

- a) Yes
- b) No

9. So, do you order food from the application after seeing the pictures?

- a) Yes
- b) No

10. Do you get notification from the zomato app?

- a) Yes
- b) No

11. Which kind of notification do you get from the zomato app?

- a) Promotional notification
- b) Trivia notification
- c) Shayri notification
- d) Personal notification

12. What kind of notification you like from Zomato application?

- a) Discount notification
- b) Shayari notification
- c) Personal notification
- d) Trivia notification

13. Do you click on the notification and go to the Zomato application?

- a) Yes
- b) No

14. Do you order food from Zomato application?

- a) Yes
- b) No

15. Do you get an email from zomato app?

- a) Yes
- b) No

16. What kind of content you like in the email?

- a) Blogs
- b) Pictures
- c) Video
- d) Infograph
- e) Discount offers

17. Do you order food through the link given in email?

- a) Yes
- b) No

18. Have you seen the video advertisement of zomato app on?

- a) Yes
- b) No

19. Do you like the video advertisement of zomato on youtube ?

- a) Yes
- b) No

20. Do you order food through link given in video advertisement?

- a) Yes
- b) No

