

A Project Report on
**“Comparative Study On Branding Strategies of Online
Ordering and Delivering Platform Of Food Industry With
Reference Of Zomato & Swiggy”**

Submitted to
Department of Management Sciences & Research (DMSR)
G.S. College of Commerce and Economics, Nagpur
(An Autonomous Institution)

Affiliated to:
Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfilment for the award of the degree of
Master of Business Administration

Submitted by
Ms. Sayali Thakare

Under the Guidance of
Prof. Shubhangi Jepulkar

Department of Management Sciences and Research,
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NAAC Accredited “A” Grade Institution



Academic Year 2023-24

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited "A" Grade Institution**



Academic Year 2023-24

CERTIFICATE

This is to certify that **Ms. Sayali Thakare** has submitted the project report titled, "**Comparative Study On Branding Strategies of Online Ordering and Delivering Platform Of Food Industry With Reference Of Zomato & Swiggy** ", under the guidance of **Prof. Shubhangi Jepulkar** towards the partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination.

It is certified that she has ingeniously completed her project as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

Prof. Shubhangi Jepulkar
(Project Guide)

Dr. Madhuri .V. Purohit
(MBA Coordinator)

Place: Nagpur

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NAAC Accredited "A" Grade Institution**



Academic Year 2023-24

DECLARATION

I, **Sayali Thakare** here-by declare that the project with title “**Comparative Study On Branding Strategies of Online Ordering and Delivering Platform Of Food Industry With Reference Of Zomato & Swiggy** ” has been completed by me under the guidance of **Prof. Shubhangi Jepulkar** in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR, G. S.College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

This project was undertaken as a part of academic curriculum and has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Ms. Sayali B. Thakare

Place: Nagpur

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**Department of Management Sciences and Research,
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Academic Year 2023-24

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. Praveen J. Mustoor**, Principal, G. S. College of Commerce & Economics, Nagpur.

I tender my sincere regards to the Coordinator, **Dr. Madhuri V. Purohit** for giving me guidance, suggestions and invaluable encouragement which helped me in the completion of the project.

I am extremely thankful to my Project Guide **Prof. Shubhangi Jepulkar** for her guidance throughout the project.

I would like to thank **Dr. Archana Dadhe** for her constant support & guidance throughout the project.

Last but not the least, I am very much thankful to all those who helped me directly and indirectly in successful completion of my project.

Ms. Sayali B. Thakare

Place: Nagpur

Date:

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CHAPTER-I

INTRODUCTION

Introduction

The online food delivery industry has witnessed remarkable growth in recent years, driven by changing consumer preferences, technological advancements, and the convenience offered by these services. The rise of smartphones, mobile applications, and the gig economy has facilitated the rapid expansion of this industry.

The concept of online food delivery involves customers placing orders for food from restaurants or cloud kitchens through online platforms or mobile applications. These platforms then coordinate with delivery partners, who pick up the orders from the respective restaurants and deliver them to the customers' doorsteps.

The growth of the online food delivery industry can be attributed to several factors:

- 1. Convenience:** Consumers, especially in urban areas, are increasingly seeking convenient solutions for their dining needs due to their busy lifestyles. Online food delivery platforms offer the convenience of ordering food from the comfort of their homes or offices, eliminating the need to dine out or cook.
- 2. Variety and accessibility:** These platforms provide customers with a wide range of dining options, including multiple cuisine types and price ranges, making it easier to access diverse food choices from various restaurants in their vicinity.
- 3. Technological advancements:** The proliferation of smartphones, mobile applications, and digital payment solutions has made it easier for customers to place orders and pay for their food online, driving the growth of the online food delivery industry.
- 4. Changing consumer preferences:** The younger generation, particularly millennials and Generation Z, have embraced the convenience and technology-driven nature of online food delivery services, contributing to the industry's growth.
- 5. COVID-19 pandemic:** The restrictions imposed during the COVID-19 pandemic led to a surge in demand for online food delivery services, as people preferred contactless and safe

delivery options while adhering to social distancing measures.

The online food delivery industry has witnessed significant investments from major players, as well as the emergence of numerous start-ups and aggregator platforms. Key players in the industry include Zomato, Swiggy, Uber Eats, Grubhub, DoorDash, and many more, depending on the region.

Overall, the online food delivery industry has disrupted the traditional dining experience and continues to grow rapidly, driven by evolving consumer preferences, technological innovations, and the increasing demand for convenience and accessibility.

In today's dynamic business landscape, establishing a meaningful and resonant brand identity is paramount for long-term success. This is where a well-defined brand strategy comes into play. A brand strategy is a meticulous plan that outlines how a business will position itself in the market, connect with its target audience, and create a lasting impact.



Brand strategies play a crucial role in the highly competitive online food delivery market.

Here are some key reasons why brand strategies are important in this industry:

1. Differentiation and competitive advantage: With numerous players operating in the market, a strong brand strategy helps companies differentiate themselves from competitors and establish a unique identity. It enables them to communicate their unique value proposition and stand out in a crowded market.

2. Brand recognition and recall: A well-defined brand strategy creates strong brand recognition and recall among consumers. In an industry where customers have multiple options, a recognizable and memorable brand can significantly influence their choice of delivery platform.

3. Building customer loyalty: Brand strategies focused on delivering exceptional customer experiences and creating emotional connections with customers can foster brand loyalty. This is particularly important in the online food delivery industry, where customer retention and repeat business are critical for long-term success.

4. Influencing customer perception: Brand strategies shape customers' perceptions of the company, its values, and the quality of its services. Positive brand perceptions can lead to increased trust, credibility, and a willingness to pay premium prices, which is essential in a price-sensitive market.

5. Attracting and retaining partners: Online food delivery platforms rely heavily on restaurant partners and delivery personnel. A strong brand strategy can attract and retain quality partners by projecting a positive image, reliability, and a mutually beneficial relationship.

6. Market positioning: Brand strategies help companies position themselves in the market based on factors such as price, quality, service, or target audience. Effective positioning allows companies to capture specific market segments and communicate their value proposition effectively.

7. Expansion and growth: As online food delivery platforms aim to expand into new markets or introduce new services, a strong brand strategy can facilitate smoother market entry and acceptance among new customers.

In a rapidly evolving and competitive market like online food delivery, brand strategies are essential for companies to establish a unique identity, build customer loyalty, attract partners, and ultimately drive growth and profitability.

Zomato and Swiggy are the two leading players in the online food delivery market in India.



Zomato's Branding Strategies

Zomato's social media team has been actively posting creative content on trending topics and responding regularly. This is what has helped them to stay connected and expand users. Their clear philosophy and communication strategies contribute to its positive image among the users. Zomato is popular for its content which is largely appreciated and shared by people. This gives them more visibility among the target groups and reflects strong brand position and brand image. The strategic significance of brand positioning has been presented by Kotler (1994) who places positioning in his STP concept (Segmenting, Targeting, Positioning). This can be viewed in the pattern in which Zomato functions.

Targeting and Segmentation - Zomato's target audience includes people between 18 to 35 years of age who have access to smartphones and are comfortable in using apps. (Shastri, 2021). They have reached the target segment where working professionals want food to be delivered at their doorstep and dine out, for which Zomato offers desirable services. They use light and relatable infographics that the audience can relate with. They also target current/ trending topics in news, this adds to the better retention in the minds of the target group.

Current Affairs- Relating with the elements of timing of sharing relevant content according

to festivals, seasons etc. they share things that bring humour appeal. Connectivity with the audience- They also connect with the target audience through titles of popular shows. They understand the use of robust branding strategies to involve shows that are most talked-about so that their content trends among the users.

Social media marketing- has shown great impact by distributing merits and demerits of media techniques on Zomato. Their ad campaigns are creative and catch audience attention. They also put efforts in Search Engine Optimization and attract organic traffic using organic keywords. Zomato uses Google Adwords, targeting keywords related to food, online food ordering, restaurants, and targeting users who are looking for ordering food online. It uses social media platforms like Twitter, Facebook, Instagram and likes to target users through it. Only 2% of its total revenue comes from online food orders. Restaurant advertising contributes to 72% .

Brand Positioning- Zomato has positioned itself as a platform that brings restaurants, suppliers, consumers, food suppliers, and logistics partners together. Zomato targeted itself among the youth to become their most preferred option before ordering food or going for dine-in. With Zomato sharing ratings and reviews, it became mandatory to check these everytime whether ordering food or eating out. The company which was primarily known for restaurant reviews gradually expanded into other areas of food tech business like online ordering and delivery of food, table bookings, and developing applications software for managing the operations of restaurants. A study reveals that online reviews and star ratings available on Zomato significantly impact the willingness to purchase Zomato uses its blog as its mouthpiece to share all the updates. They advertise, give discounts on food ordering and cash backs that attract the consumers.

Key parts of their strategy are- creating attention grabbing content using images and graphics, using current affairs like controversies, crisis situations, current news in the content.

They have been able to engage customers and provide them with personalised customer service, making use of debatable content to attract attention and crisp social media posts.

Branding strategy of Swiggy

- **Segmentation:** Swiggy under demographic segmentation mainly targets the younger generation. The segmentation ages include the teenagers, who would find it very convenient for food to be delivered to their doorstep, the next target group are the college-going students

and the ones who work at the office and find it difficult to commute to their favourite restaurant. The focus, however, has been on the millennial customers and all the brand- building efforts have been made to make Swiggy their go-to-app when it comes to food delivery. Under behavioural segmentation, it has found a market segment who looks for convenience when it comes to food and prefers staying at home and having a quick meal. The psychographic segmentation targets the customer who believes that it is better to have food delivered to them than go all the way to the restaurant and avoid all the traffic in the city. Swiggy targets people who want to live a convenient lifestyle.

- **Targeting:** Swiggy has been able to cater to a huge target audience and these audiences have varied characteristics, ages, and behavior. Looking at India's market size, Swiggy has a great population to target but its main and ideal target audience is the ages of 18-35. These are the people who are college students, working professionals or entrepreneurs who have a good lifestyle and are living in posh localities.

- **Positioning:** Swiggy has made the food delivery not just an extended arm of restaurants and has profited well out of this business. The main positioning strategy of Swiggy is an app that helped customers get the food they want, wherever they want. All the marketing efforts made by Swiggy have helped create an image that Swiggy makes life convenient and easy for its customers and promises the best customer experience and aims to keep every customer both partner restaurants and the customers satisfied with the services. It is positioned to revolutionize the way people eat their food. It has the motto that "no customers go hungry" and helps customers connect with their favourite restaurants with a click of a button.

CHAPTER-II

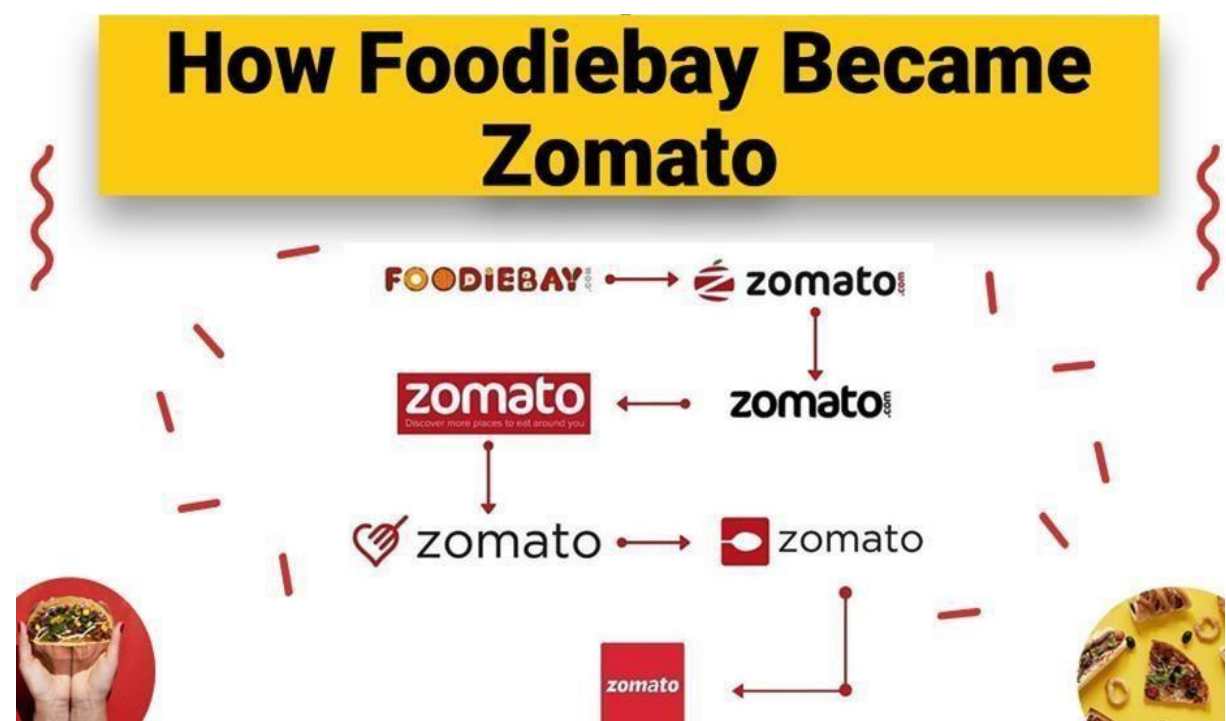
COMPANY PROFILE

zomato

Trade name	zomato
Formerly	FoodieBay (2008–2010)
Company type	Public
Traded as	BSE: 543320 NSE: ZOMATO
ISIN	INE758T01015
Industry	Online food ordering
Founded	July 2008; 15 years ago
Founders	Deepinder Goyal Pankaj Chaddah
Headquarters	Gurgaon, Haryana, India
Area served	India
Key people	Deepinder Goyal (CEO & MD)
Services	Food delivery ★ Table reservation
Revenue	₹12,114 crore (US\$1.5 billion) (FY24) ^[1]
Operating income	▲ ₹291 crore (US\$36 million) (FY24) ^[1]
Net income	₹351 crore (US\$44 million) (FY24) ^[1]
Owners	Info Edge (13.71%) ^[2] Antfin Singapore (4.3%) ^[3] Deepinder Goyal (4.24%)
Number of employees	6,173 (2023) ^[4]
Subsidiaries	Blinkit Hyperpure
Website	zomato.com

ZOMATO HISTROY

Zomato was founded as **FoodieBay** in 2008 by **Deepinder Goyal and Pankaj Chaddah** who worked for Bain & Company. The website started as a restaurant-listing-and-recommendation portal. They renamed the company Zomato in 2010 as they were unsure if they would "just stick to food" and alsoto avoid a potential naming conflict with eBay.



Zomato logo in 2012

With the introduction of .xxx domains in 2011, Zomato also launched zomato.xxx, a site dedicated to food porn. Later in 2011, Zomato officially launched an online ticketing platform for events.

In 2011, it expanded across India to Delhi NCR, Mumbai, Bangalore, Chennai, Pune, Ahmedabad and Hyderabad. In 2012, it expanded operations internationally in several countries, including the United Arab Emirates, Sri Lanka, Qatar, the United Kingdom, the Philippines, and South Africa. In 2013, it expanded to New Zealand, Turkey, Brazil, and

Indonesia, with websites and apps available in Turkish, Portuguese, Indonesian, and English languages. In April 2014, it was launched in Chile and Portugal, which was followed by launches in Canada, Lebanon, and Ireland in 2015.

In January 2015, Zomato acquired Seattle-based restaurant discovery 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 an effort to expand its business beyond restaurant listing, Zomato started its food delivery service in India in 2015, initially partnering with companies such as Delivery and Grab to fulfill deliveries from restaurants that did not have their own delivery service.

In April 2015, Zomato acquired the American online table reservation platform Nex Table, which was subsequently renamed Zomato Book. In January 2016, it launched Zomato Book's table reservation feature on its application in India. In April 2015, it acquired cloud-based point of sale (PoS) company Maple Graph Solutions, and, in April 2016, launched its own version of PoS for restaurant owners called Zomato Base, comprising menu and inventory management, payment system, and analytics. Later that year, Zomato acquired Sparse Labs (renamed Zomato Trace) and integrated the latter's real-time delivery location tracking technology on its food delivery platform.

Zomato's logo from 2016 to 2018

In February 2017, the firm announced plans to launch Zomato Infrastructure Services, a cloud kitchen infrastructure service to help partner restaurants expand their presence without incurring any fixed costs. Later that year, it introduced a paid membership program called Zomato Gold using which subscribers could get offers and discounts on dining and food delivery at Zomato's partner restaurants.

In 2018, Zomato shut down operations of Zomato Infrastructure Services. The company then acquired WOTU and rebranded it as Hyperpure to supply food ingredients such as grains, vegetables and meat to restaurants from its warehouses. In December 2018, Zomato launched its annual multi-city food and entertainment carnival called Zomaland.

In March 2019, Zomato sold its UAE food delivery business to Talabat. In September 2019, the firm laid off almost 10% of its workforce (540 people) tending to back-end activities like customer service, merchant and delivery partner support functions.

In April 2020, due to a fall in food delivery and rising demand for online grocery ordering amid the COVID-19 pandemic, Zomato began delivering groceries and essentials under a service named Zomato Market in 80+ cities across India. In April 2020, it introduced contactless dining at its partner restaurants. In May 2020, Zomato also began delivering alcohol in West Bengal, Jharkhand and Odisha after obtaining the permission of the governments in these states. In May 2020, Zomato further laid off 520 employees due to the COVID-19 pandemic.

A concert at 2020 Zomaland in Bangalore.

Zomato closed operations of Zomato Market in June 2020 as demand for food delivery recovered and grocery delivery business "was not scalable". In April 2021, it pulled out of alcohol delivery service citing poor unit economics and scalability.

In July 2021, Zomato went public, opening its initial public offering at a valuation of over US\$8 billion.

In November 2021, Zomato ceased its services in all countries except India and the United Arab Emirates.

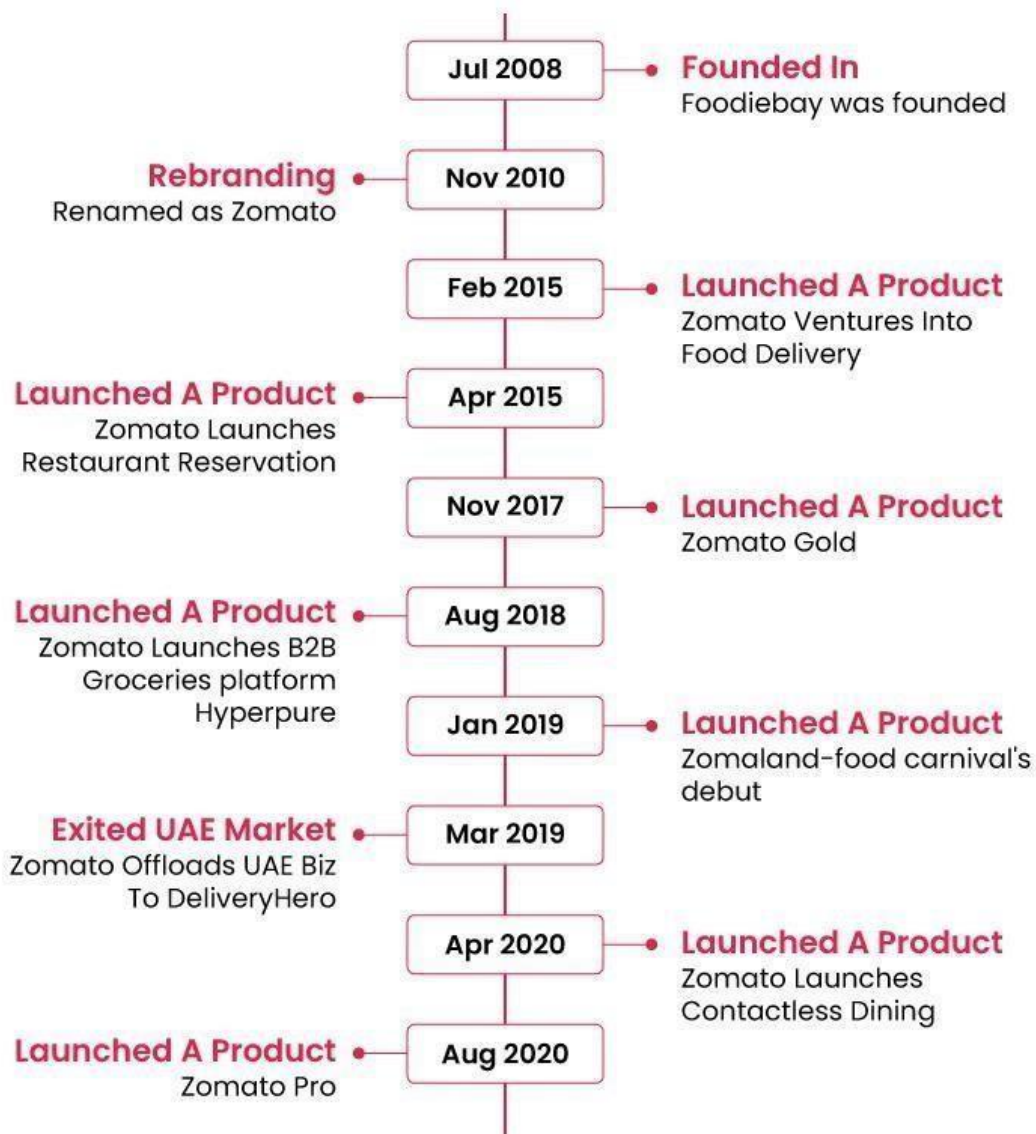
In April 2022, Zomato launched a pilot of 10-minute food delivery in Gurgaon called Zomato Instant. In June 2022, Zomato announced the acquisition of quick-commerce company Blinkit for US\$568 million.

In August 2022, Zomato launched a service called Intercity Legends in Delhi NCR that allowed users to have food delivered from famous restaurants in other cities within a few days. In November 2022, Zomato introduced Zomato Pay feature, which allowed users to make payments at partner restaurants and avail offers, and partner restaurants to promote themselves.

Circa February 2023, Zomato ceased operations in Australia, while announcing that their operations in India and the UAE were continuing.

In June 2023, Zomato launched a feature that enabled users to build carts from up to four restaurants and place the order together. In October 2023, the company started offering hyperlocal package delivery service on a separate app called Xtreme

A Timeline Of Zomato's Product Launches & Other Milestones





Company type	Private
ISIN	INE00H001014
Industry	Online food ordering Q-commerce
Founded	August 2014; 9 years ago
Founders	Sriharsha Majety Nandan Reddy Rahul Jaimini
Headquarters	Bangalore, Karnataka, India
Area served	580+ cities across India
Key people	Sriharsha Majety (CEO) Rahul Bothra (CFO) Madhusudhan Rao (CTO)
Services	Food delivery Online grocery ▲ Courier
Revenue	₹8,625 crore (US\$1.1 billion) (FY23) ^[1]
Net income	₹-4,179 crore (US\$-520 million) (FY23) ^[1]
Owners	Prosus (31%) SoftBank (8%) Accel (6.3%) ^[2]
Number of employees	6,000 (2023) ^[3]
Subsidiaries	InsanelyGood Dineout
Website	www.swiggy.com

In 2011, Sriharsha Majety and Nandan Reddy designed an e-commerce website called Bundl to facilitate courier service and shipping within India. Bundl was halted in 2014 and rebranded to enter the food delivery market. Majety and Reddy approached Rahul Jaimini, formerly with Myntra, and founded Swiggy in August 2014.

By 2015, Swiggy expanded its food delivery operations from just Bangalore to eight Tier 1 cities across India. At the time, the food delivery sector was in turmoil as several notable startups, such as Foodpanda (later acquired by Ola Cabs), TinyOwl (later acquired by Zomato) and Ola Cafe (later closed) were struggling.

In January 2017, Swiggy started its cloud kitchen chain called "The Bowl Company". In November 2017, Swiggy started a kitchen incubator business called Swiggy Access, opening a network of ready-to-occupy kitchens for its restaurant partners. By 2019, over 1,000 Swiggy Access kitchens were operational, according to a TechCrunch report.

In mid-2018, Swiggy was operational in 16 Indian cities, which increased to 500 cities in 2019, matching the scale of rival Zomato.

In early 2019, Swiggy expanded into general product deliveries under the name Swiggy Stores, sourcing items from local stores. In September 2019, Swiggy launched the instant pickup/dropoff service Swiggy Go, allowing customers to send document or parcel deliveries. In April 2020, it rebranded Swiggy Go as Swiggy Genie. During the COVID-19 pandemic, it began doorstep delivery of alcohol in the states of Jharkhand, West Bengal and Odisha.

In May 2020, Swiggy laid off 1,100 employees during the COVID-19 pandemic. The pandemic also resulted in the shut down of more than three-fourths of its cloud kitchens.

A Swiggy delivery partner swapping the battery of his electric scooter

A Swiggy delivery partner swapping the battery of his electric scooter

In August 2020, Swiggy launched its instant grocery delivery service called Instamart using a network of dark stores. In early 2021, the company closed Swiggy Stores and expanded its operations under Instamart.

In 2023, it sold Swiggy Access kitchens to Kitchens@ in a share-swap deal.

In January 2024, Swiggy laid off 400 employees.

In April 2024, Swiggy converted itself into a public limited company and confidentially filed for an initial public offering.



CHAPTER-III
LITERATURE REVIEW

Competitive branding strategies of Zomato and Swiggy in the food delivery market

Authors: Jain, A., & Kalra, M. (2020)

Journal: Journal of Business Strategy

Summary: This study compares the branding strategies of Zomato and Swiggy in the highly competitive Indian food delivery market. It explores their positioning, marketing campaigns, customer acquisition strategies, and efforts to differentiate their brands.

Brand personality of Zomato and Swiggy

Authors: Mishra, R., & Shukla, A. (2019)

Journal: Journal of Brand Management

Summary: This paper conducts a comparative analysis of the brand personalities of Zomato and Swiggy, examining how they have built distinct brand identities and associations in the minds of consumers through their marketing and branding efforts.

Gamification strategies in food delivery apps

Authors: Srivastava, S., & Gupta, A. (2019)

Journal: Journal of Interactive Marketing

Summary: This study explores the use of gamification strategies by Zomato and Swiggy in their mobile apps and marketing campaigns. It analyzes how these platforms leverage game elements, rewards, and challenges to enhance user engagement and brand loyalty.

Brand extension strategies of Zomato and Swiggy

Authors: Bhatia, M., & Singh, R. (2021)

Journal: Journal of Brand Strategy

Summary: This paper examines the brand extension strategies of Zomato and Swiggy, focusing on how they have expanded their product and service offerings beyond food delivery to strengthen their brands and capture new market segments.

Employer branding initiatives of Zomato and Swiggy

Authors: Sharma, A., & Kapoor, R. (2020)

Journal: Journal of Human Resource Management

Summary: This study investigates the employer branding strategies adopted by Zomato and Swiggy, analyzing how they position themselves as attractive employers and build their brands to attract and retain top talent.

Brand storytelling by Zomato and Swiggy

Authors: Ghosh, A., & Sanyal, S. (2021)

Journal: Journal of Brand Storytelling

Summary: Summary: This study analyzes the brand storytelling efforts of Zomato and Swiggy, examining how they use narratives, storytelling techniques, and content marketing to connect with customers, build brand identity, and create emotional connections.

Customer experience management strategies of Zomato and Swiggy

Authors: Mishra, S., & Das, P. (2020)

Journal: Journal of Customer Experience Management

Summary: This paper investigates the customer experience management strategies adopted by Zomato and Swiggy, focusing on how they design and deliver exceptional customer experiences across various touchpoints to enhance brand loyalty and advocacy.

Branding strategies of food delivery apps

Authors: Gupta, R., & Agarwal, S. (2019)

Journal: Journal of Brand Management

Summary: This comparative study examines the overall branding strategies of Zomato and Swiggy, analyzing their positioning, brand identities, marketing campaigns, and efforts to build brand equity and differentiate themselves in the competitive food delivery market.

Brand crisis management strategies of Zomato and Swiggy

Authors: Arora, S., & Gupta, R. (2020)

Journal: Journal of Crisis Management

Summary: This paper examines the brand crisis management strategies employed by Zomato and Swiggy, exploring how they respond to and manage brand-related crises, controversies, and negative publicity to protect their brand reputations and maintain customer trust.

Brand co-creation strategies of Zomato and Swiggy

Authors: Mathur, R., & Gupta, S. (2019)

Journal: Journal of Brand Co-creation

Summary: This paper explores the brand co-creation strategies of Zomato and Swiggy, examining how they involve customers, partners, and other stakeholders in the process of brand development, innovation, and value creation.

Brand authenticity and consumer trust

Authors: Singh, K., & Kaur, J. (2021)

Journal: Journal of Brand Authenticity

Summary: This paper explores the concepts of brand authenticity and consumer trust in the context of Zomato and Swiggy, examining how these brands build and maintain authenticity and trust through their branding and marketing efforts.

CHAPTER-IV
RESEARCH METHODOLOGY

PROBLEM STATEMENT

In the rapidly evolving online food delivery industry, effective branding is crucial for sustaining market leadership and fostering customer loyalty. Zomato and Swiggy, as leading platforms in this sector, must continuously refine their branding strategies to stand out in a competitive market, engage customers, and adapt to changing consumer preferences and technological advancements.

This study aims to analyze and compare the branding strategies of Zomato and Swiggy to understand their impact on brand positioning, customer engagement, market share, and overall business success.

- Investigate how Zomato and Swiggy position their brands in the competitive food delivery market.
- Examine the unique value propositions they offer to differentiate themselves from competitors.
- Analyze the use of digital marketing and social media platforms by Zomato and Swiggy to enhance brand visibility and customer interaction.
- Study the impact of collaborations with restaurants, delivery partners, and other stakeholders on the branding strategies of Zomato and Swiggy.
- Examine how Zomato and Swiggy adapt their branding strategies in response to market changes, technological advancements, and evolving consumer preferences.

NEED OF THE STUDY

1. Analyze the current trends and demand in the food industry.
2. Study the strategies employed by Zomato and Swiggy to attract users and retain customers.
3. Understanding how zomato and swiggy differentiate themselves in a competitive market.
4. Analyzing how these brands build customer loyalty and trust.
5. Examining the impact of digital marketing on their brand visibility and engagement

OBJECTIVES

1. To assess Zomato and Swiggy's customer engagement and delivery experience strategies.
2. To evaluate the effectiveness of the digital and social media strategies of the two brands.
3. To Examine collaborations with restaurants, delivery personnel, and other stakeholders.
4. To Evaluate Zomato and Swiggy's adaptability to market changes and consumer preferences.
5. To Investigate sustainability initiatives and social responsibility roles of Zomato and Swiggy.

HYPOTHESIS OF STUDY

(H0): There is no significant difference in the satisfaction levels of customers by the branding strategies of Zomato and Swiggy.

(H1): There is a significant difference in customer satisfaction levels by the branding strategies of Zomato and Swiggy.

LIMITATIONS OF STUDY

- Lack of comprehensive data on the effectiveness of specific branding initiatives.
- Reliance on publicly available information due to limited access to internal data and strategies.
- Rapidly evolving industry dynamics, potentially rendering findings outdated quickly.
- Challenges in quantifying intangible aspects of branding, like brand identity and emotional connections.
- Difficulty isolating the impact of branding strategies from other influential factors.
- In some cases, participants refused to fill the questionnaire.

RESEARCH METHODOLOGY

A research methodology describes the techniques and procedures used to identify and analyze information regarding a specific research topic. It is a process by which researchers design their study so that they can achieve their objectives using the selected research instruments. It includes all the important aspects of research, including research design, data collection methods, data analysis methods, and the overall framework within which the research is conducted.

Sources of Data Collection

Primary source

The Primary data for this study was collected through questionnaire.

Secondary source

Secondary data was collected from external sources like Websites, Journals etc.

Research Approach

Survey Method: Purposive sampling

Purposive sampling is highly efficient in determining the useful respondents who provide useful information regarding topics in a survey. Therefore, flexibility in the selection of respondents along with effective strategic data collection to maintain authenticity is important aspects for which purposive sampling has been chosen here. Purposive sampling is effective enough in achieving an accurate outcome from any small population.

Method of Data Collection

Primary Data Collection:

- The Primary data was collected through questionnaire.
- Qualitative and Quantitative methods are also used for collection of data.

Secondary Data Collection

The secondary data was collected from magazines, newspapers, books, journals, etc.

Types of Questionnaires to be used

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of question and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic.

Basic introduction:

The questionnaire begins with small and simplified description regarding the questionnaire – Title and description of the topic.

Personal details:

The actual questionnaire begins here where the participants are asked about their personal details such as their name, age, gender and occupation.

Research related questions:

The next set of questions in the questionnaire consists of the questions related to public where the participants are asked on their general opinion on food delivery through Zomato & Swiggy application.

Likert scaling questions:

The Likert scaling questions include moderate options in its scale.

Suggestion questions:

The last and final questions in the questionnaire focus on the suggestion questions of the participants regarding the questionnaire.

Measure Scale to be used

Likert scale would be appropriate to measure respondents' attitudes and perceptions regarding the branding strategies of Zomato and Swiggy

Define Universe

The universe for this project refers to the scope of examining and comparing the branding strategies employed by Zomato and Swiggy, focusing on their online ordering and delivery platforms within the food industry.

Sample Size

The sample size was 100 for this research project.

Sampling techniques to be used

The Convenience sampling techniques was used for selecting samples.

Convenience sampling:

A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach.

Data Analysis Tools

Various data analysis tools can be utilized to gather, analyze, and visualize data effectively such as:

- Tables
- Pie-charts

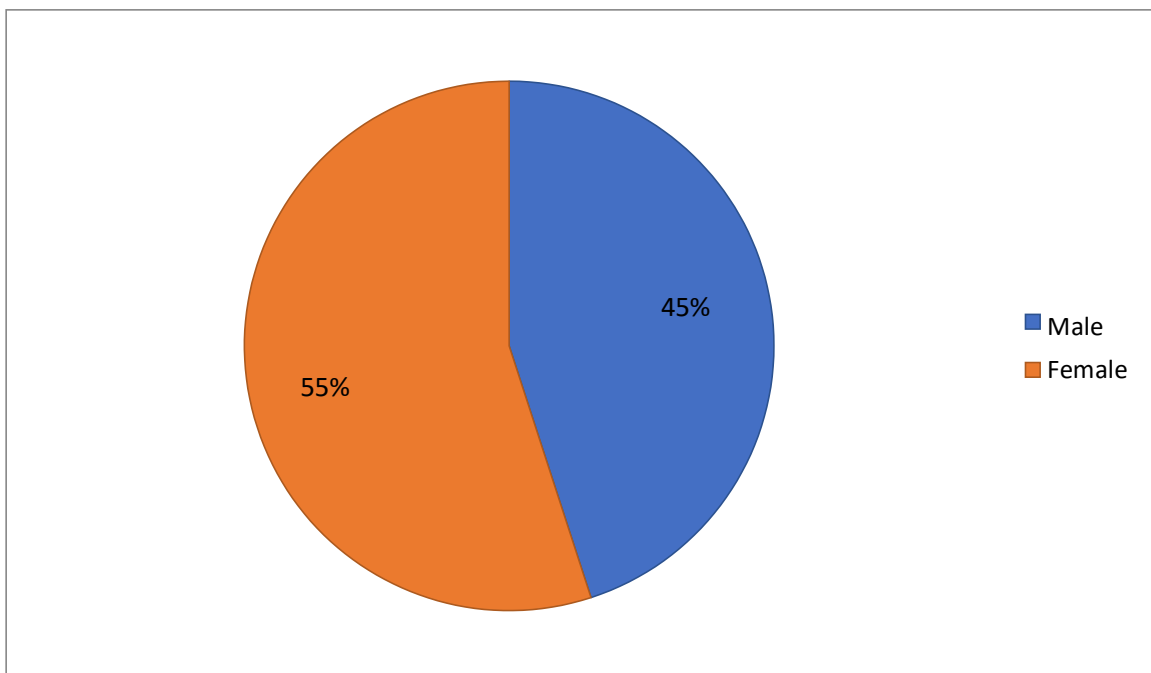
Detail description about to be used Method or Algorithm:

- Surveys or questionnaires can be administered to customers or users to gather data on their perceptions, preferences, and experiences with the branding of these two platforms.
- Content analysis can be employed to systematically examine the branding elements, messaging, and communication strategies used by Zomato and Swiggy across various platforms.
- Competitive analysis frameworks, such as SWOT (Strengths, Weaknesses, Opportunities, Threats) can be applied to assess the competitive landscape and positioning of the brands.
- Comparative analysis techniques can be used to identify similarities and differences in the branding approaches of Zomato and Swiggy, and to evaluate their relative strengths and weaknesses.
- Social media analytics can be utilized to monitor and analyze the online conversations, sentiment, and engagement levels related to the branding of these platforms

CHAPTER-V
DATA ANALYSIS & INTERPRETATION

ON THE BASIS OF GENDER

GENDER	NO OF RESPONDENTS	PERCENTAGE
MALE	45	45%
FEMALE	55	55%
TOTAL	100	100%



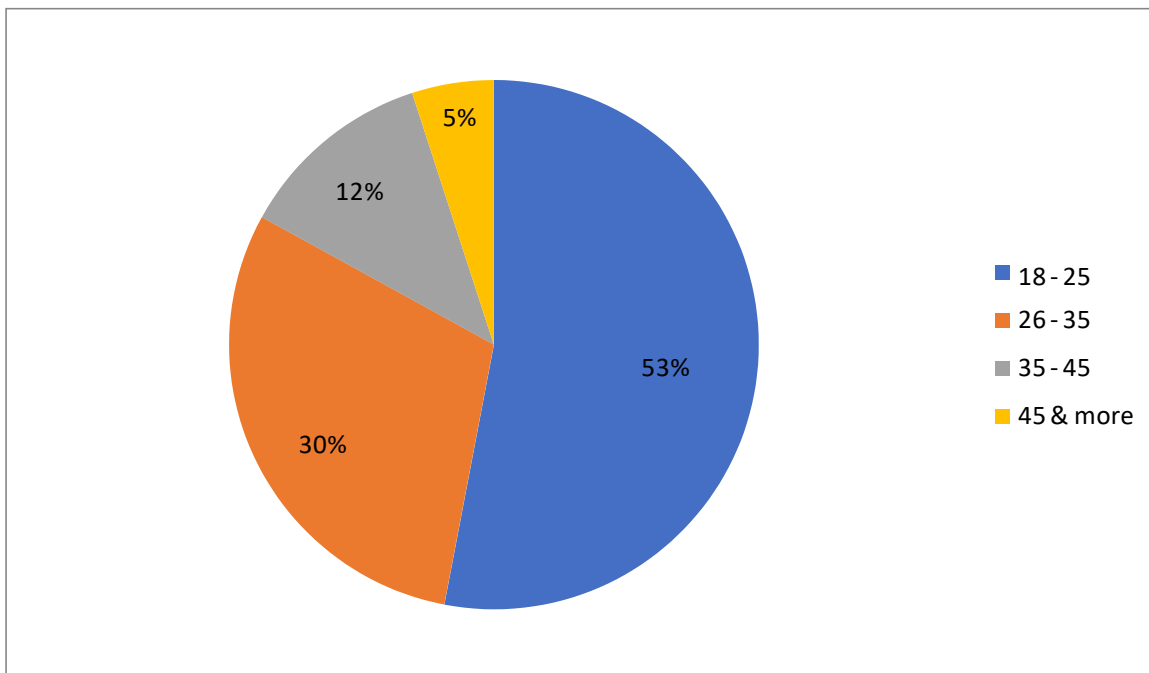
INTERPRETATION:

From the above table, it is interpreted that 55% of the respondents are Female and 45% of the respondent are male.

Majority 55% of the respondents of my study are female.

ON THE BASIS OF AGE

AGE GROUP	NO OF RESPONDENTS	PERCENTAGE
18 - 25	53	53%
26 - 35	30	30%
35 - 45	12	12%
45 & more	5	5%
TOTAL	100	100%



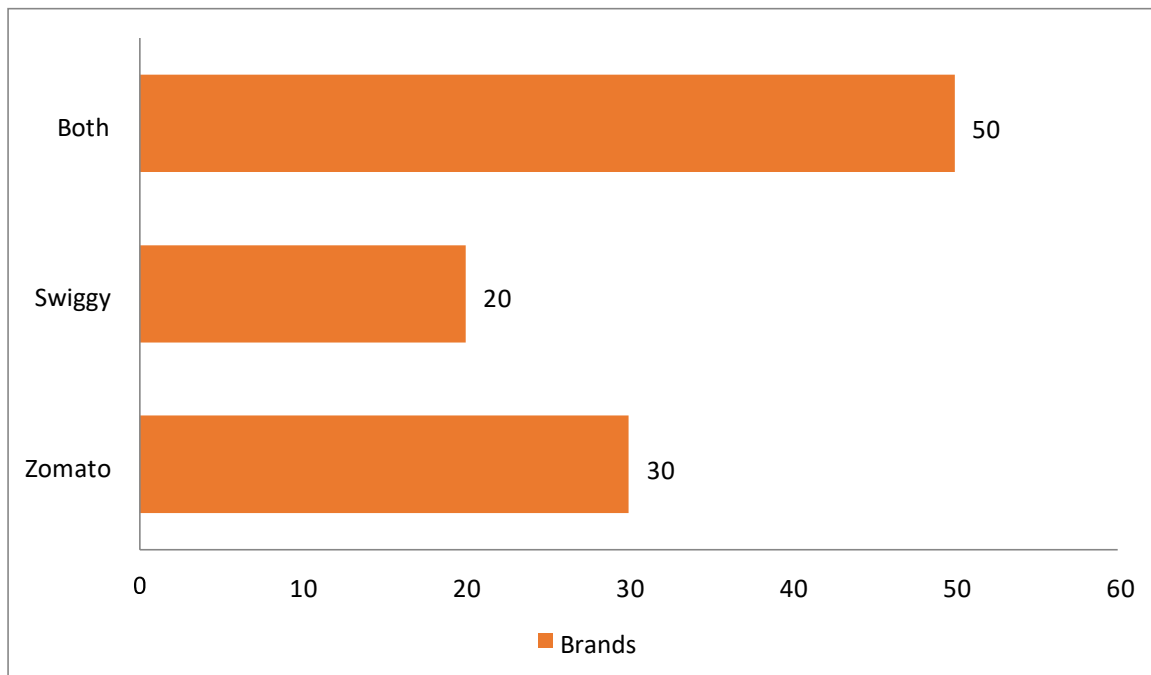
INTERPRETATION:

From the above table, it is interpreted that 53% of the respondent are between 18 - 25 age; 23% respondent are 26-35 age; 12% respondent are 35-45 age and 5% respondent are 45 & more age group people.

Majority 53% of the respondent are aged between 18-25.

Which of the following brands have you heard of?

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Zomato	30	30%
Swiggy	20	20%
Both	50	50%
TOTAL	100	100%



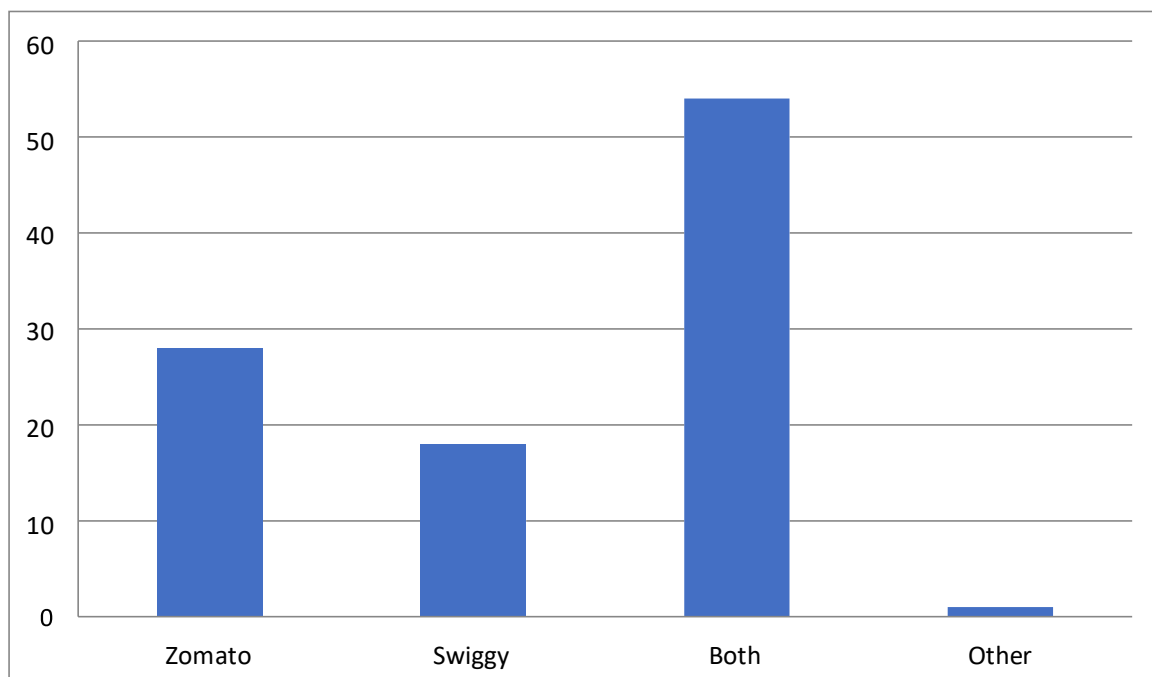
INTERPRETATION:

From the above table, it is interpreted that 30% respondents have heard about the zomato
20% respondents have heard about the swiggy and 50% respondents have heard about both
the brands

Majority 50% respondents have heard about both the brands.

Which online food ordering and delivery platform do you use more frequently?

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
ZOMATO	28	28%
SWIGGY	18	18%
BOTH	54	54%
OTHER	-	-
TOTAL	100	100%

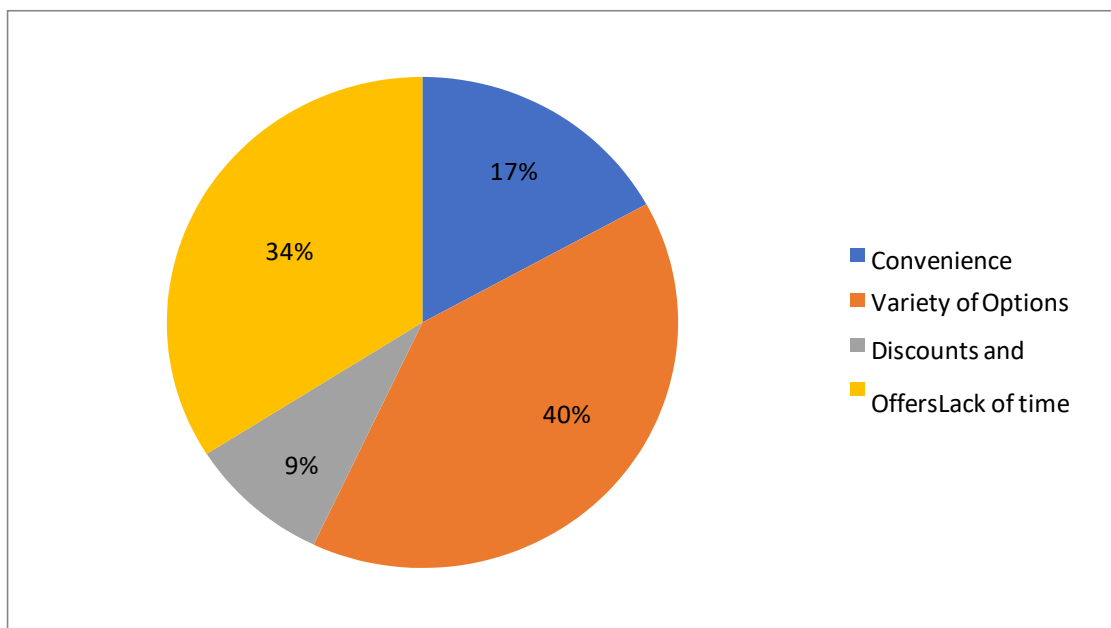


INTERPRETATION:

From the above table, it is interpreted that 28% of respondents have used zomato for ordering the food while 18% respondents used swiggy to ordered there food online and 54% respondents used both the platforms to order there food.

What is your primary reason for using online food ordering and delivery platforms?

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Convenience	17	17%
Variety of Options	40	40%
Discounts and Offers	9	9%
Lack of time to cook	34	34%
Total	100	100%



INTERPRETATION:

From the above table, it is interpreted that reasons for ordering the food online is;

17% respondents order food for the convenience

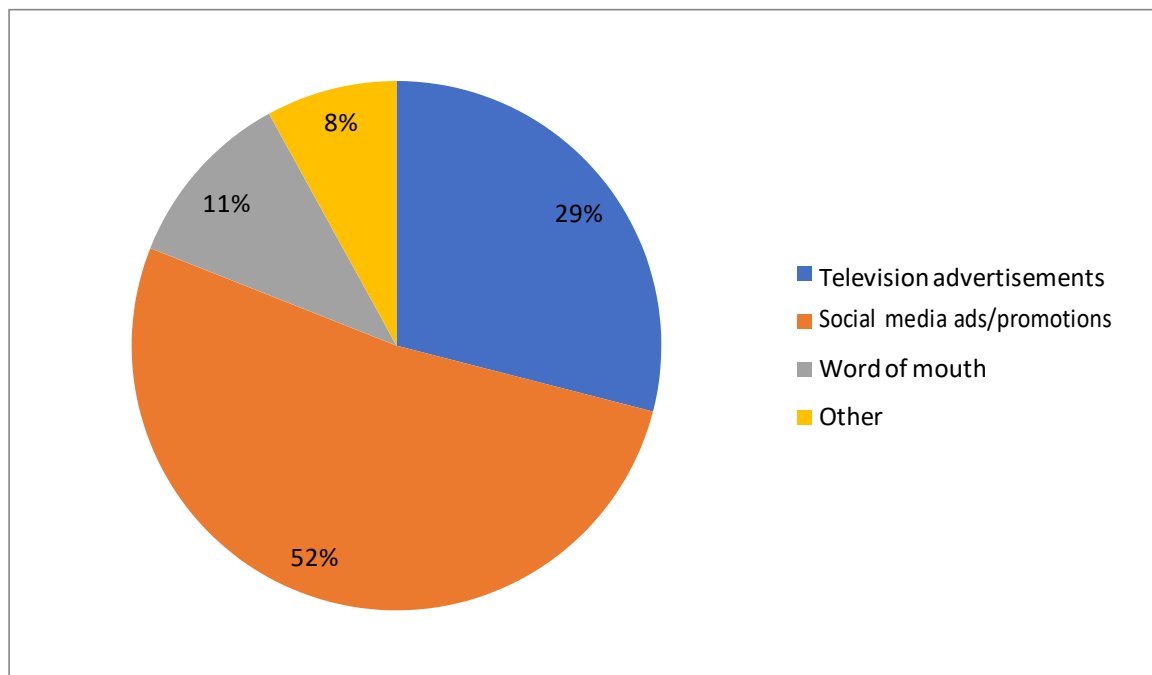
40% respondents order food for variety of options

9% respondents order food for discounts and offers &

34% respondents order food for lack of time to cook

How did you first become aware of Zomato and Swiggy?

PARTICULAR	NO OF RESPONDENTS	PERSENTAGE
Television advertisements	29	29%
Social media ads/promotions	52	52%
Word of mouth	11	11%
Other	8	8%
TOTAL	100	100%



INTERPRETATION:

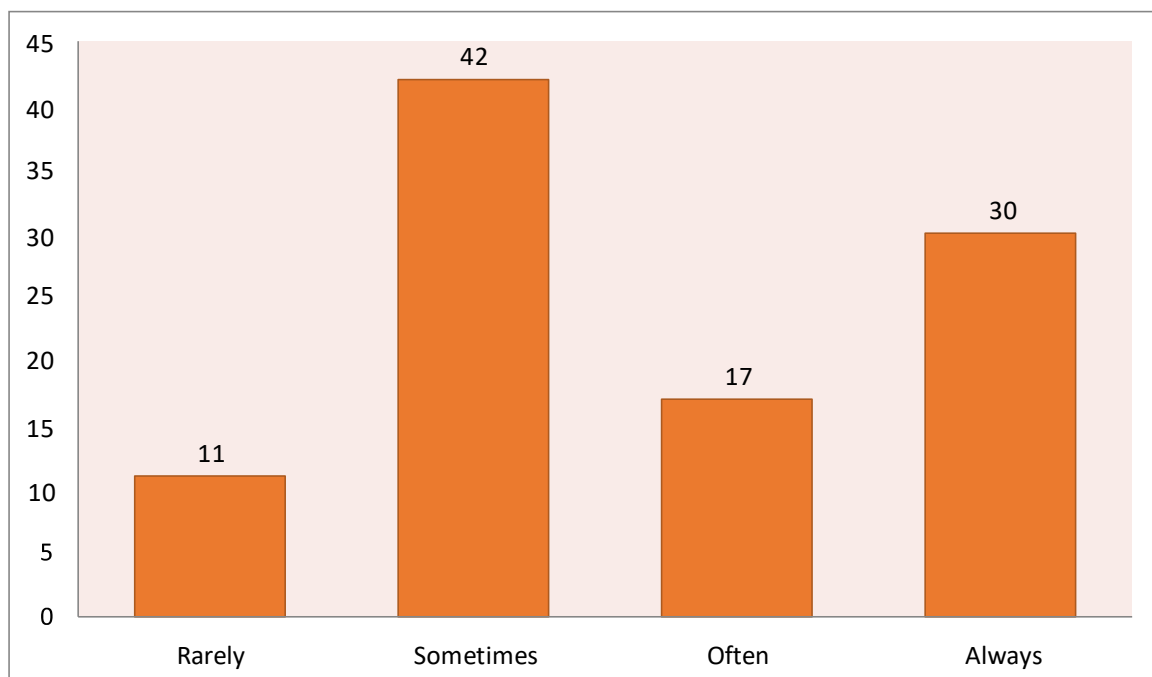
From the above table, it is interpreted that respondents are aware through various sources such as:

29% from Television advertisements, 52% from Social media ads/promotions, 11% from word of mouth & 8% from other

Majority 52% respondents aware from social media ads and promotions.

Please rate how frequently you encounter online advertisements for zomato?

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Rarely	11	11%
Sometimes	42	42%
Often	17	17%
Always	30	30%
TOTAL	100	100%



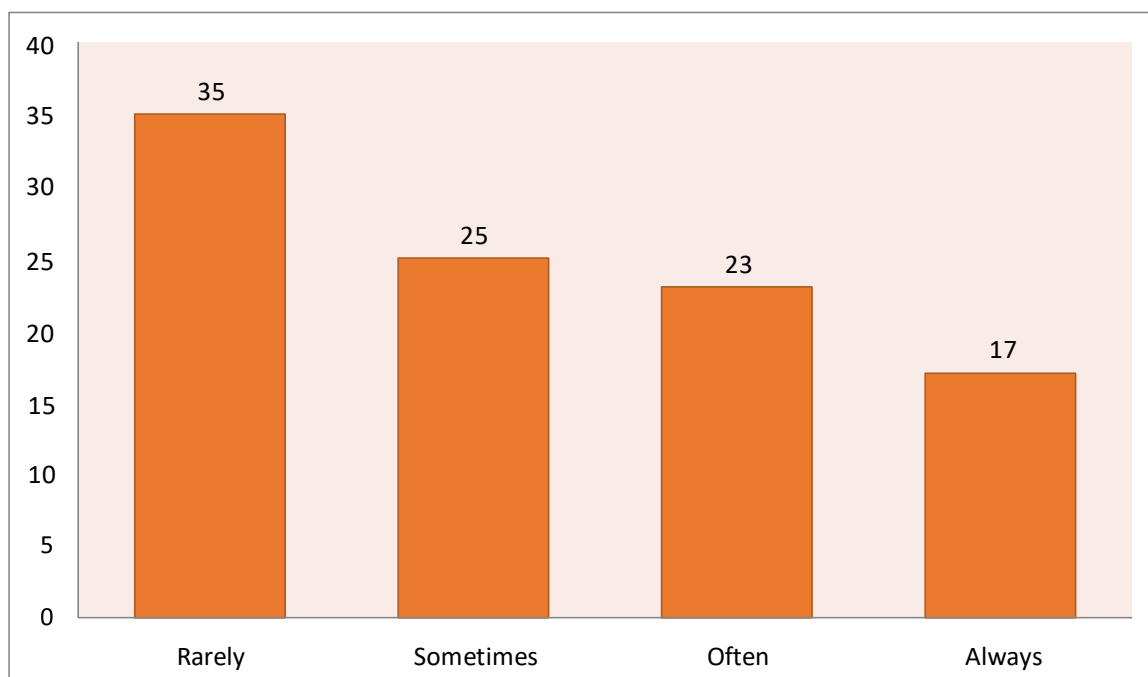
INTERPRETATION:

From the above table, it is interpreted that respondents encounter online advertisement for zomato; Rarely 11%, Sometimes 42%, Often 17% and Always 30%

Majority the respondents encounter the online advertisement of zomato sometimes 42%

Please rate how frequently you encounter online advertisements for Swiggy?

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Rarely	35	35%
Sometimes	25	25%
Often	23	23%
Always	17	17%
TOTAL	100	100%



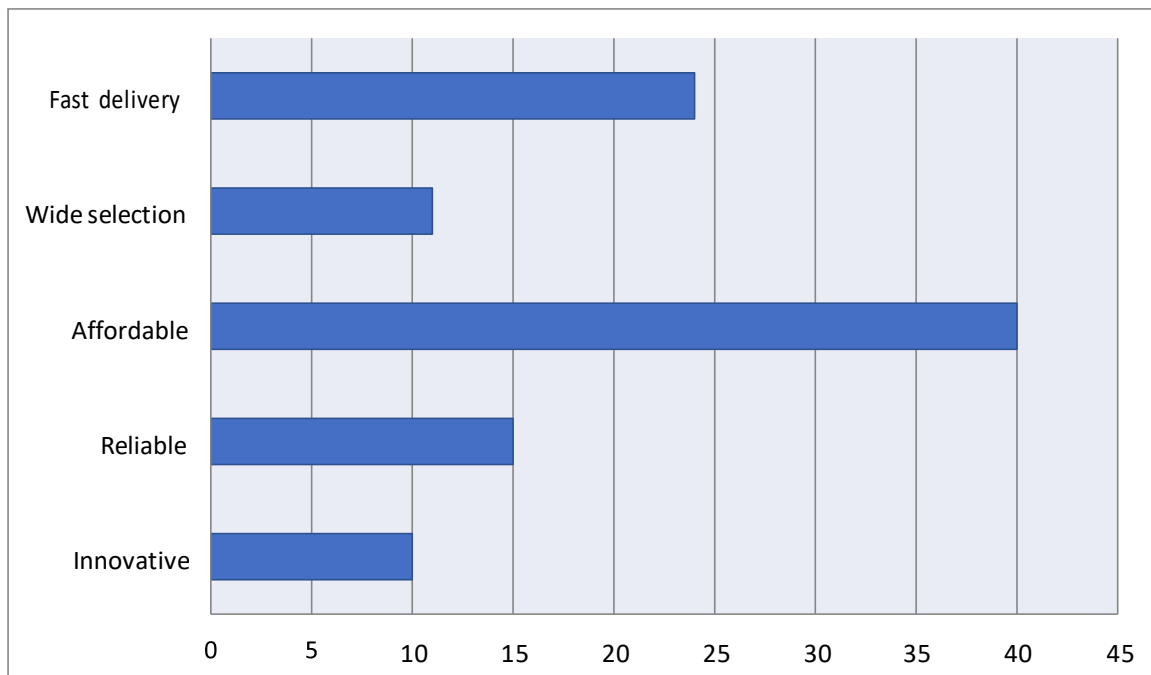
INTERPRETATION:

From the above table, it is interpreted that respondents encounter online advertisement for Swiggy; Rarely 35%, Sometimes 25%, Often 23% and Always 17% Majority the respondents encounter the online advertisement of Swiggy Rarely 35%.

Which platform do you associate more with the following attributes?

(For zomato)

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Innovative	10	10%
Reliable	15	15%
Affordable	40	40%
Wide selection	11	11%
Fast delivery	24	24%
TOTAL	100	100%



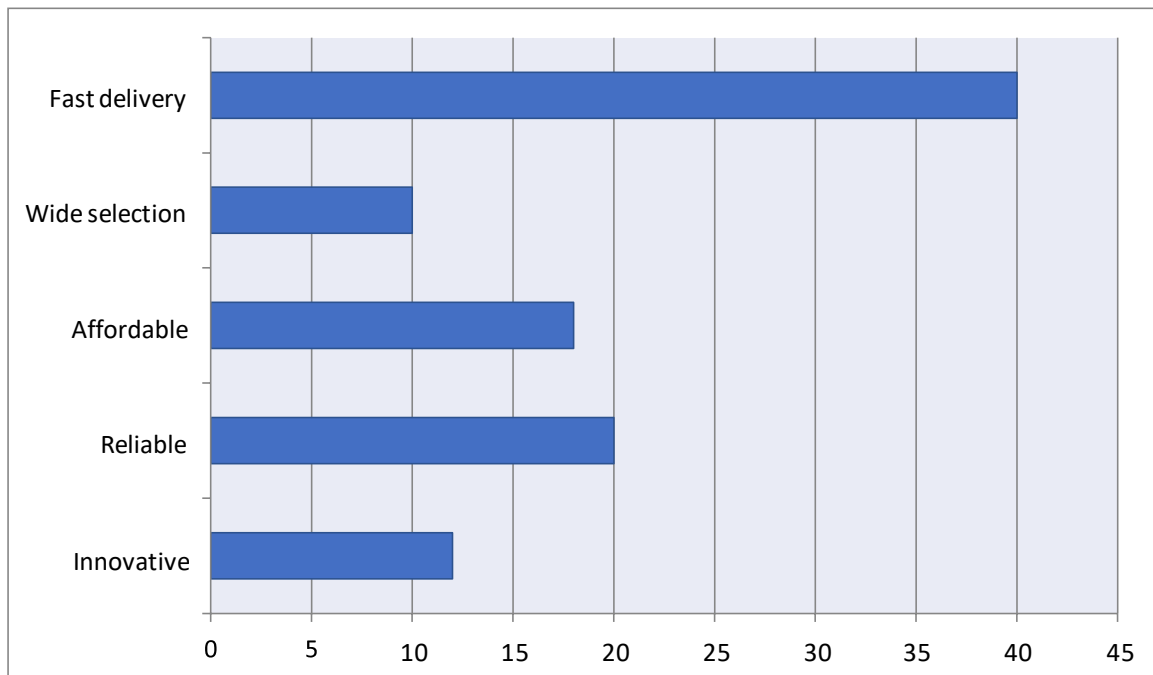
INTERPRETATION:

From the above table, it is interpreted that respondents are associated more with zomato the attributes are Innovation 10%, Reliable 15%, Affordable 40%, Wide selection 11%, Fast delivery 24%.

Mejority the respondents are associated with zomato for Affordability i.e 4

**Which platform do you associate more with the following attributes?
(For Swiggy)**

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Innovative	12	12%
Reliable	20	20%
Affordable	18	18%
Wide selection	10	10%
Fast delivery	40	40%
TOTAL	100	100%



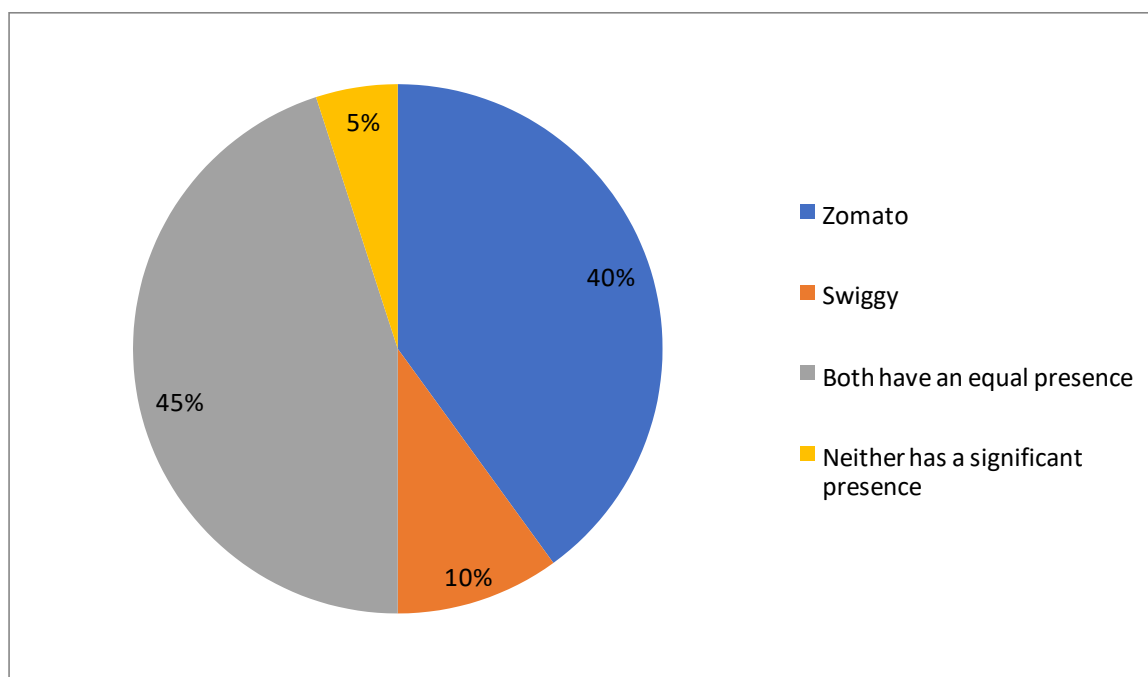
INTERPRETATION:

From the above table, it is interpreted that respondents are associated more with swiggy the attributes are Innovation 12%, Reliable 20%, Affordable 18%, Wide selection 10%, Fast delivery 40%.

Mejority the respondents are associated with swiggy for fast delivery i.e 40%

In your opinion, which platform has a stronger brand presence

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Zomato	40	40%
Swiggy	10	10%
Both have an equal presence	45	45%
Neither has a significant presence	5	5%
TOTAL	100	100%



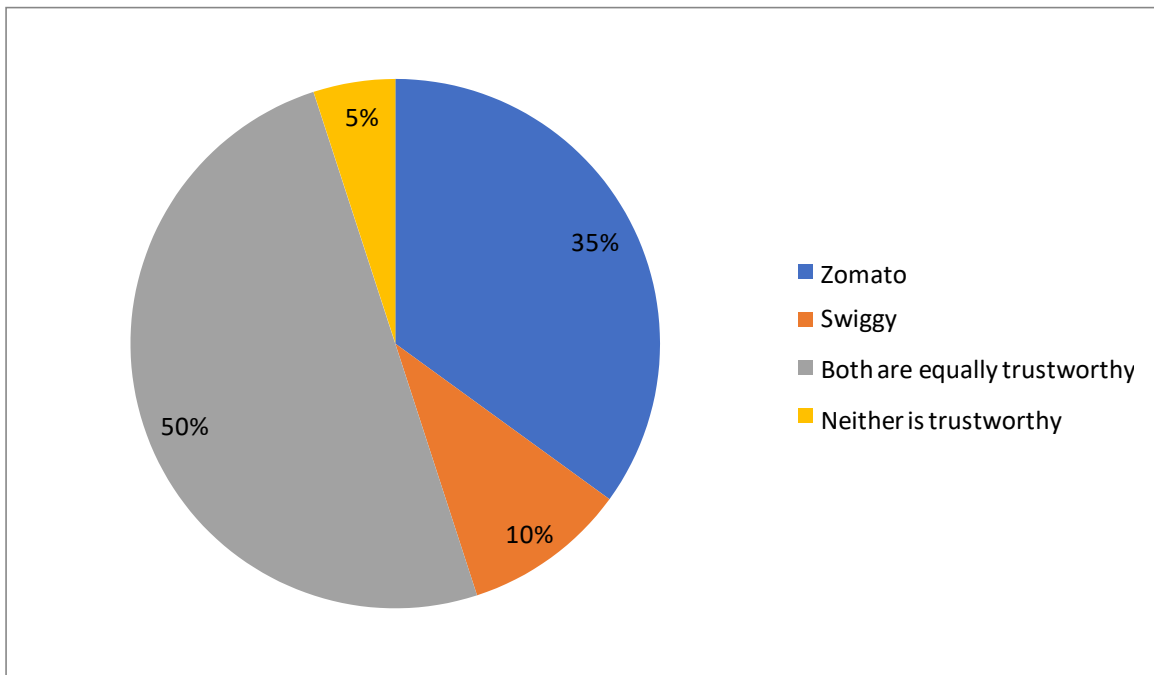
INTERPRETATION:

From the above table, it is interpreted that respondents feel that the following platform have the strong brand presence such as; zomato 40%, swiggy 10%, both have an equal presence 45% and neither has a significant presence 5%

Majority the respondent feel that Both have an equal brand presence i.e 45%

Which platform do you find more trustworthy and reliable?

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Zomato	35	35%
Swiggy	10	10%
Both are equally trustworthy	50	50%
Neither is trustworthy	5	5%
TOTAL	100	100%



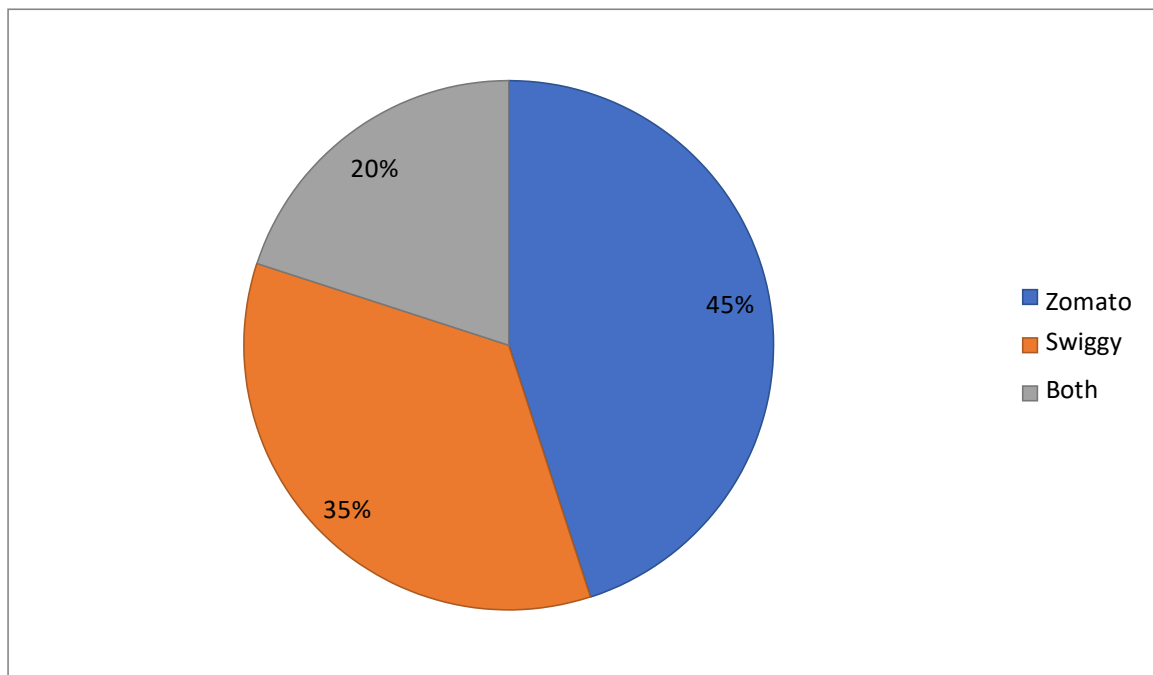
INTERPRETATION:

From the above table, it is interpreted that respondents feel that the following platform are more trustworthy and reliable such as; zomato 35%, swiggy10%, Both are equally trustworthy 50%, neither is trustworthy 5%

Majority the respondents feel that Both(zomato & swiggy) are equally trustworthy i.e 50%

What do you think which brand has the most effective branding strategies?

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Zomato	45	45%
Swiggy	35	35%
Both	20	20%
TOTAL	100	100%



INTERPRETATION:

From the above table, it is interpreted that respondents think that following brands have effective brand presence such as; zomato 45%, swiggy 35%, and both 20%

Majority Zomato have the effective brand presence i.e 45%

CHAPTER-VI
FINDINGS & SUGGESTIONS

FINDINGS

- In this study it can be found that most of the people who order food online are between the age group of 18-25 i.e. 53% of the total.
- It can be observed that most of the people who order food online are females with 55%
- It is found that 50% respondents have heard about both the brands.
- It is found that 54% respondents used both the platforms to order there food.
- It is found that 40% respondents order food for variety of options
- Majority 52% respondents aware from social media ads and promotions.
- It can be observed that the respondents encounter the online advertisement of zomato sometimes 42%
- It can be observed that the respondents encounter the online advertisement of Swiggy Rarely 35%.
- Mejority the respondents are associated with zomato for Affordability i.e 40%
- Mejority the respondents are associated with swiggy for fast delivery i.e 40%
- Majority the respondent feel that Both have an equal brand presence i.e 45%
- It is observed that the respondents feel that Both (zomato & swiggy) are equally trustworthy i.e 50%
- It is found that Zomato have the effective brand presence i.e 45%

SUGGESTIONS:

- Optimize delivery networks to reduce delivery times and enhance customer satisfaction.
- Both company's should try to reach to people of other age groups.
- Implement advanced AI chatbots for 24/7 customer support, helping users with order tracking, resolving issues, and providing instant assistance.
- Partner with food bloggers, chefs, and influencers to reach a wider audience and build credibility.
- Integrate voice assistant technologies like Alexa or Google Assistant to enable voice-activated ordering.
- Partner with fitness and health apps to offer healthy meal options and promote wellness.
- Both the company should focus more on attractive advertisement, discounts
- Coupon code has to be provided on advertisement media channels to attract the customers with limited budgets.

CHAPTER-VII
CONCLUSION

CONCLUSION

- Branding is an essential strategy for an organization, especially for online food delivery companies through which the growth of a business can be possible.
- The primary analysis of the data indicates that the online branding of both Swiggy and Zomato is good enough to attract potential customers.
- Zomato's branding strategy focuses on creating a diverse range of offerings and expanding its global footprint to enhance customer engagement and market share.
- Swiggy's branding strategy prioritizes speedy delivery, a wide variety of restaurant options, and innovative customer service features to maintain a competitive edge.
- Both Zomato and Swiggy leverage strong digital marketing campaigns and strategic partnerships to boost brand visibility and customer loyalty.
- Effective utilization of technology and adaptability to market trends are key drivers in the success of Zomato and Swiggy's branding strategies.

HYPOTHESES TESTING

(H0): There is no significant difference in the satisfaction levels of customers by the branding strategies of Zomato and Swiggy.

(H1): There is a significant difference in customer satisfaction levels by the branding strategies of Zomato and Swiggy.

From the above research study of **“Comparative study on branding strategies of online ordering and delivering platform of food industry with reference of Zomato and Swiggy”** it is found that Null Hypothesis (H0) : There is no significant difference in the satisfaction levels of customers by the branding strategies of Zomato and Swiggy is rejected as there is a difference in the satisfaction levels of customers.

CHAPTER –VIII
REFERENCES

References

Research Papers:

Competitive branding strategies of Zomato and Swiggy in the food delivery market Authors, Jain, A., & Kalra, M. (2020) Journal; Journal of Business Strategy.

Brand personality of Zomato and Swiggy; Authors: Mishra, R., & Shukla, A. (2019) Journal; Journal of Brand Management.

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Links:

<https://www.zomato.com/blog/h1-fy2020-report>

<https://www.academia.edu/>

<https://www.semanticscholar.org/>

<https://scholar.google.com/>

CHAPTER - IX
ANNEXURE

QUESTIONNAIRE

1. Basis of Gender?

- a. Male
- b. Female

2. Basis of age group?

- a. 18-25
- b. 26-35
- c. 35-45
- d. 45 & more

3. Which of the following brands have you heard of?

- a. Zomato
- b. Swiggy
- c. Both

4. Which online food ordering and delivery platform do you use more frequently?

- a. Zomato
- b. Swiggy
- c. Both equally
- d. Other

5. What is your primary reason for using online food ordering and delivery platforms?

- a. Convenience
- b. Variety of options
- c. Discounts and offers
- d. Lack of time to cook

6. How did you first become aware of Zomato and Swiggy?

- a. Television advertisements
- b. Social media ads/promotions
- c. Word of mouth
- d. Other

7. Please rate how frequently you encounter online advertisements for Zomato?

- a. Rarely
- b. Sometimes
- c. Often
- d. Always

8. Please rate how frequently you encounter online advertisements for Swiggy?

- a. Rarely
- b. Sometimes
- c. Often
- d. Always

9. Which platform do you associate more with the following attributes? (For Zomato)

- a. Innovative
- b. Reliable
- c. Affordable
- d. Wide selection
- e. Fast delivery

10. Which platform do you associate more with the following attributes? (For Swiggy)

- a. Innovative
- b. Reliable
- c. Affordable
- d. Wide selection
- e. Fast delivery

11. Which platform do you find more trustworthy and reliable?

- a. Zomato
- b. Swiggy
- c. Both are equally trustworthy
- d. Neither is trustworthy

12. In your opinion, which platform has a stronger brand presence?

- a. Zomato
- b. Swiggy
- c. Both have an equal presence
- d. Neither has a significant presence

13. What do you think which brand has the most effective branding strategies ?

- a. Zomato
- b. Swiggy
- c. Both