

A Comparative Study of Brand Promotion Strategies of Zomato and Swiggy in the Indian Food Delivery Market

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Abstract

Brand promotion strategies play a significant role in increasing customer awareness, strengthening brand image, attracting new customers, and improving market competitiveness in the online food delivery industry. This study focuses on analyzing the brand promotion strategies adopted by Zomato and Swiggy to understand how digital marketing, advertising campaigns, promotional offers, customer engagement, and technological innovations influence customer preferences and brand loyalty. The research aims to evaluate the effectiveness of various promotional strategies such as social media marketing, influencer marketing, online advertisements, discount offers, referral programs, customer relationship management, and mobile application marketing practices used by Zomato and Swiggy. In the highly competitive online food delivery market, both companies extensively use technology-driven marketing strategies and digital communication platforms to attract customers and improve customer satisfaction. The research is based on both primary and secondary data collected from customers, company reports, journals, websites, and online marketing publications. The findings indicate that promotional campaigns, digital advertisements, personalized offers, and customer engagement activities significantly influence customer purchasing behavior and brand preference. The study concludes that effective brand promotion strategies, technological innovation, customer-centric marketing practices, and strong digital communication systems play a major role in improving customer loyalty, market performance, and long-term business growth in the online food delivery industry.

Keywords: Brand Promotion Strategy, Digital Marketing, Food Delivery Platforms, Zomato, Swiggy, Consumer Behavior, Brand Awareness, Customer Engagement, Social Media Marketing, Promotional Campaigns, Customer Retention, Online Food Delivery Services.

I. Introduction

The rapid expansion of digital technology and smartphone usage has significantly transformed the way consumers search for, select, and purchase food. Online food delivery platforms have emerged as an important part of the modern service economy by connecting customers, restaurants, and delivery partners through digital applications. Factors such as convenience, variety of food choices,

promotional offers, delivery speed, discounts, and ease of payment have increased consumer dependence on these platforms. Previous research has shown that customer preferences in food delivery are influenced by a combination of service quality, convenience, perceived value, and overall satisfaction [1], [2].

In India, the online food delivery sector has developed into a highly competitive market, with Zomato and Swiggy becoming two prominent platforms. Their competition extends beyond the basic delivery of food

and includes brand visibility, promotional campaigns, customer engagement, app-based offers, social-media communication, and personalized marketing. Comparative research on Zomato and Swiggy indicates that consumers evaluate the platforms based on their experiences, preferences, service attributes, and perceived benefits [4]. Similarly, studies of Indian online food delivery services have identified several factors that influence customer satisfaction and purchasing decisions, demonstrating the importance of understanding consumer expectations when developing marketing strategies [3], [5], [6].

Brand promotion has become particularly important because customers are exposed to a large amount of digital advertising and promotional content every day. Food delivery companies use social-media campaigns, festival-based promotions, discount schemes, influencer communication, app notifications, loyalty initiatives, and creative advertising to attract and retain customers. Social-media marketing can contribute to brand equity by creating meaningful consumer experiences and communicating brand value [9]. Research on online social-media marketing also suggests that promotional activities can influence customer responses and shape how consumers interact with brands [10]. Therefore, promotional strategy is no longer limited to conventional advertising but increasingly involves continuous digital interaction with consumers.

Consumer engagement is another important dimension of modern brand promotion. Customers who interact with a brand through social-media platforms, reviews, comments, shares, and other digital activities can develop stronger relationships with that brand. Hollebeek, Glynn, and Brodie established the importance of consumer brand engagement in social media and demonstrated its relevance to understanding consumer-brand interactions [8]. Further research indicates that engagement through social-networking sites can contribute to brand loyalty, suggesting that active digital interaction may have implications beyond immediate purchases

[11]. For Zomato and Swiggy, maintaining customer engagement through entertaining content, interactive campaigns, personalized communication, and timely responses can therefore become an important competitive advantage.

Electronic word-of-mouth (e-WOM) also plays a significant role in the food delivery industry because consumers frequently depend on ratings, reviews, recommendations, and online opinions before making purchasing decisions. The credibility and presentation of e-WOM messages can influence consumers' attitudes toward a brand [12]. A systematic review of e-WOM and branding further highlights the relationship between online consumer communication and brand-related outcomes [13]. Consequently, customer reviews and online discussions surrounding Zomato and Swiggy can influence brand perception, trust, and future purchase intentions.

Perceived value is equally important in determining how consumers evaluate food delivery applications. Customers generally compare the benefits received from a platform with the costs involved, including delivery charges, food prices, waiting time, and other associated expenses. Research on food delivery applications demonstrates the importance of perceived value in understanding consumer perceptions and responses [14]. This makes promotional mechanisms such as coupons, free-delivery offers, subscription benefits, cashback, and limited-period discounts particularly relevant to the competitive strategies of Zomato and Swiggy.

Against this background, the present study, "A Comparative Study of Brand Promotion Strategies of Zomato and Swiggy in the Indian Food Delivery Market," focuses on examining how the two leading platforms promote their brands and engage with consumers. The study seeks to understand the promotional approaches adopted by Zomato and Swiggy, the role of digital and social-media marketing, consumer engagement, perceived value, and e-WOM in strengthening brand presence, and the differences in consumer responses toward

their promotional activities. By comparing these dimensions, the study aims to provide a clearer understanding of how effective brand promotion can influence consumer preference and competitive positioning in India's rapidly evolving online food delivery market [4], [9], [10], [14].

II. Research Objectives

- To study the concept and importance of brand promotion strategies in the online food delivery industry.
- To analyze the brand promotion strategies adopted by Zomato and Swiggy.
- To examine the impact of digital marketing and social media advertising on customer awareness and brand preference.
- To evaluate the effectiveness of promotional campaigns, discount offers, and referral programs used by Zomato and Swiggy.
- To study the influence of influencer marketing and online advertisements on customer purchasing behavior.
- To analyze customer perceptions regarding the promotional activities and services provided by Zomato and Swiggy.
- To examine the role of customer relationship management and personalized offers in improving customer satisfaction and loyalty.
- To understand the impact of mobile applications and technological innovations on customer engagement and online food ordering behavior.
- To identify the strengths and challenges associated with the brand promotion strategies of Zomato and Swiggy.
- To suggest suitable measures for improving brand promotion effectiveness, customer satisfaction, and business growth in the online food delivery industry.
- promotion strategies adopted by Zomato and Swiggy in the online food delivery industry.
- The research is analytical in nature as it involves interpretation and evaluation of promotional activities, customer engagement practices, and digital marketing strategies used by both companies.
- Both primary and secondary data were used for conducting the study.
- Primary data was collected through questionnaires, online surveys, interviews, and discussions with customers using Zomato and Swiggy food delivery services.
- Secondary data was collected from company reports, journals, websites, research articles, online marketing publications, and food delivery industry reports.
- The study mainly focuses on analyzing brand promotion strategies such as social media marketing, influencer marketing, online advertisements, discount offers, referral programs, customer relationship management, and mobile application promotions.
- Convenience sampling method was used for selecting respondents for the study.
- A sample size of 50 respondents was selected for collecting opinions regarding promotional activities and services of Zomato and Swiggy.
- The collected data was classified and organized systematically using tables and statistical methods.
- Percentage analysis, comparative analysis, graphs, and charts were used for interpretation and presentation of data.
- The study focused on analyzing factors such as customer satisfaction, customer engagement, online promotional campaigns, personalized offers, mobile application usage, and digital communication strategies.
- The research period covered the collection and analysis of customer responses and marketing information for selected months.
- Graphs and charts were used for better understanding and visual representation

III. Research Methodology

- The study is based on a descriptive research design to analyze the brand

of customer opinions and brand promotion effectiveness.

- The methodology helped in understanding the effectiveness of brand promotion strategies in influencing customer awareness, brand preference, and online food ordering behavior.
- The study also focused on evaluating the role of technological innovation and digital marketing practices in improving customer loyalty and business performance.
- Certain limitations were faced during the study due to limited time, changing customer preferences, and restricted access to confidential company marketing data and customer analytics.

IV. Review Of Literature

Chandrasekhar, Gupta and Nanda (2019)

Chandrasekhar, Gupta, and Nanda (2019) conducted a comparative study of online food delivery services and examined how consumer perceptions influence their choice of food delivery platforms. The study considered services such as Swiggy, Zomato, and Foodpanda and focused on factors affecting consumer decision-making. The findings indicated that consumer perception plays an important role in determining preferences among competing food delivery services. The study provides a useful foundation for comparing Zomato and Swiggy because brand perception and customer preference are closely connected with the effectiveness of promotional strategies.

Bagla and Khan (2017)

Bagla and Khan (2017) investigated customer expectations and satisfaction with online food ordering portals in India. The research examined popular platforms including Zomato and Swiggy and identified factors responsible for the increasing popularity of online food ordering. The study found that lack of time, food variety, rewards, and cashback offers were important factors influencing consumers. It also highlighted the need for online food platforms to understand customer expectations and provide attractive

promotional benefits. These findings are particularly relevant to the present study because discounts, rewards, and promotional offers form an important part of brand promotion strategies used by food delivery companies.

Khan and Maqbool (2024)

Khan and Maqbool (2024) examined the factors influencing customer satisfaction with online food delivery services in India. Their research focused on understanding the different service-related factors that shape customers' experiences and satisfaction. The study indicates that customer satisfaction is influenced by the overall quality and convenience associated with online food delivery. The findings are useful for the present research because promotional campaigns may attract customers initially, but continued satisfaction with the service can determine whether customers remain connected with the brand. Thus, promotional strategy needs to be supported by satisfactory service delivery.

T. M. and A. A. M. (2024)

The study by T. M. and A. A. M. (2024) specifically compared Zomato and Swiggy based on consumer preferences in Karaikudi. The research examined how consumers evaluate the two major food delivery applications and identified differences in their preferences. Such comparative research is important for understanding the competitive position of Zomato and Swiggy in the Indian market. The study provides a direct basis for the present research because both platforms compete for customer attention through pricing, promotional offers, service features, digital communication, and brand-building activities.

Sharma and Khatri (2024)

Sharma and Khatri (2024) analyzed consumer views and satisfaction regarding online food delivery services. Their research emphasized the importance of understanding customer opinions and experiences when evaluating food delivery platforms. The study suggests that consumer satisfaction is influenced by multiple characteristics of online food delivery services rather than by a single factor. This supports the need to examine

brand promotion together with customer perception, service experience, convenience, and value when comparing Zomato and Swiggy.

SU and Patel (2024) SU and Patel (2024) studied customer decisions and satisfaction in the online food delivery market, focusing on consumers in Anand city, Gujarat. The research examined the factors influencing customers' decisions when selecting online food delivery services. The study is relevant to the current research because consumer decision-making is an important outcome of promotional activities. Promotional offers, perceived benefits, convenience, and service experience can collectively influence whether consumers choose one food delivery brand over another.

Polke, Tripathi and Chandra (2022/2023) Polke, Tripathi, and Chandra examined the demand and supply aspects of food delivery applications such as Zomato and Swiggy in India. Their work highlighted the growing importance of app-based food delivery services and the competitive environment surrounding these platforms. The study provides a broader market perspective for understanding the expansion of Zomato and Swiggy. It is useful to the present research because effective brand promotion must be considered within the larger competitive structure of India's online food delivery industry.

Hollebeek, Glynn and Brodie (2014) Hollebeek, Glynn, and Brodie (2014) developed and validated a framework for measuring consumer brand engagement in social media. They conceptualized brand engagement through cognitive processing, affection, and activation and examined how consumers interact with brands in social-media environments. Their findings showed that consumer involvement can act as an antecedent of brand engagement, while self-brand connection and brand usage intention can emerge as important consequences. This study is highly relevant to Zomato and Swiggy because both brands use social media extensively to create customer interaction, strengthen brand identity, and encourage continued engagement.

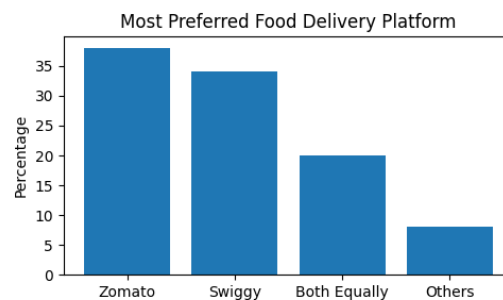
Zollo, Filieri, Rialti and Yoon (2020)

Zollo, Filieri, Rialti, and Yoon (2020) investigated the relationship between social-media marketing activities and consumer-based brand equity. The study examined how consumer benefits and brand experience mediate the relationship between social-media marketing and brand equity. Using data from social-media brand communities, the researchers found that several consumer benefits contribute to the relationship between social-media marketing and brand equity. They also found that emotional and rational brand experiences influence important brand outcomes such as loyalty, awareness, and perceived quality. This study provides strong theoretical support for examining the role of social-media promotion in the brand-building strategies of Zomato and Swiggy.

Upadhyay, Paul and Baber (2022)

Upadhyay, Paul, and Baber (2022) examined the effect of online social-media marketing efforts on customer responses. Their study focused on how digital marketing activities influence consumers' reactions to brands. The research is significant for the present study because food delivery companies increasingly depend on social-media platforms to communicate offers, create awareness, generate engagement, and influence purchase decisions. The findings support the idea that social-media promotion can be an important component of a company's broader brand promotion strategy.

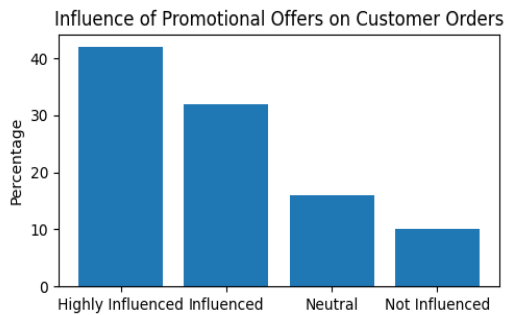
V. Data Analysis & Inferences



Interpretation:

The graph represents customer preference towards online food delivery platforms.

Zomato is slightly more preferred with 38%, followed by Swiggy at 34%. 20% of respondents use both platforms equally, while 8% prefer other platforms. The findings indicate that both companies maintain strong market presence and customer engagement in the online food delivery industry.



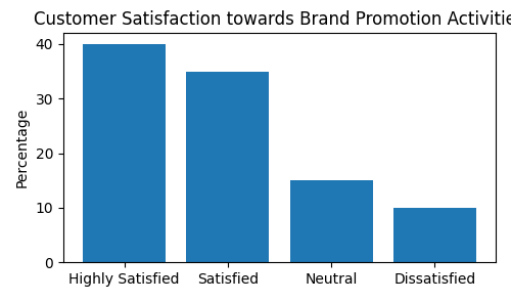
Interpretation:

The graph shows the influence of promotional offers and discounts on customer ordering behavior. Most respondents are either highly influenced or influenced by offers such as cashback, coupons, and free delivery. The findings indicate that promotional strategies significantly increase customer attraction and online food ordering frequency.



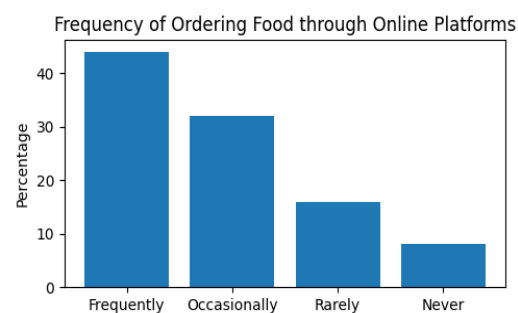
Interpretation:

The graph represents the most effective brand promotion strategies adopted by Zomato and Swiggy. Social media advertisements are considered the most effective strategy followed by referral programs and influencer marketing. The findings indicate that digital marketing platforms play a major role in improving customer awareness and brand visibility.



Interpretation:

The graph indicates customer satisfaction regarding promotional campaigns and marketing activities of Zomato and Swiggy. Most customers are satisfied due to attractive offers, engaging advertisements, and personalized promotions. The findings highlight the effectiveness of customer-centric marketing strategies in improving customer loyalty.



Interpretation:

The graph represents how frequently customers order food using Zomato and Swiggy platforms. Most respondents order food frequently or occasionally due to convenience, promotional offers, and easy mobile application usage. The findings indicate that effective promotional strategies and technological convenience positively influence online food ordering behavior.

VI. Findings

- Zomato and Swiggy effectively use brand promotion strategies to improve customer awareness and market presence.
- Zomato is slightly more preferred by customers compared to Swiggy, although both companies maintain strong customer engagement in the online food delivery industry.

- Promotional offers such as cashback, discounts, coupons, and free delivery significantly influence customer ordering behavior.
- Social media advertisements are considered the most effective brand promotion strategy used by both companies.
- Referral programs positively influence customer attraction and encourage repeated online food orders.
- Influencer marketing and online promotional campaigns improve brand visibility and customer engagement.
- Most customers are satisfied with the promotional activities and marketing strategies adopted by Zomato and Swiggy.
- Personalized offers and customer-centric marketing practices positively influence customer loyalty and satisfaction.
- Mobile applications and digital communication systems improve customer convenience and online ordering experience.
- Attractive advertisements and creative promotional content increase customer interest and brand preference.
- Customers frequently use online food delivery platforms due to convenience, technological ease, and promotional benefits.
- Digital marketing platforms help companies improve customer interaction and strengthen customer relationships.
- Technology-driven marketing practices improve operational efficiency and customer engagement.
- Social media campaigns and online advertisements significantly contribute to brand recognition and market competitiveness.
- Customer satisfaction is highly influenced by delivery efficiency, promotional offers, and service quality.
- The study indicates that effective brand promotion strategies significantly contribute to customer loyalty, business growth, market competitiveness, and long-term success in the online food delivery industry.

VII. Conclusion

The study on the brand promotion strategies of Zomato and Swiggy concludes that effective promotional strategies play a significant role in improving customer awareness, customer engagement, brand loyalty, and business growth in the online food delivery industry. The analysis revealed that digital marketing, social media advertisements, influencer marketing, referral programs, discount offers, and personalized promotions strongly influence customer preferences and online ordering behavior. Both companies effectively use technology-driven marketing strategies, mobile applications, and digital communication platforms to attract customers and strengthen their market position. The study also found that promotional campaigns, cashback offers, and free delivery services positively influence customer satisfaction and increase online food ordering frequency. Most customers expressed satisfaction with the promotional activities and customer-centric services provided by Zomato and Swiggy due to convenience, attractive offers, and efficient service quality. Overall, the study highlights that innovative marketing strategies, customer engagement activities, and technological advancements are essential for maintaining competitive advantage and achieving long-term success in the highly competitive online food delivery market.

- Brand promotion strategies play an important role in improving customer awareness and business growth in the online food delivery industry.
- Zomato and Swiggy effectively use digital marketing and promotional campaigns to attract customers.
- Social media advertisements are highly effective in improving brand visibility and customer engagement.
- Promotional offers such as discounts, cashback, and free delivery strongly influence customer ordering behavior.
- Referral programs positively contribute to customer acquisition and repeated online orders.

- Influencer marketing improves customer attention and strengthens brand image.
- Personalized offers and customer-centric marketing strategies improve customer satisfaction and loyalty.
- Mobile applications and digital communication systems improve customer convenience and online ordering experience.
- Customers frequently use online food delivery platforms due to convenience, fast service, and attractive promotional benefits.
- Technology-driven marketing practices improve customer interaction and operational efficiency.
- Creative advertising campaigns and online engagement activities strengthen customer relationships and brand preference.
- Customer satisfaction is highly influenced by service quality, delivery efficiency, and promotional activities.
- Digital communication platforms help companies maintain strong market presence and competitive advantage.
- Technological innovation and digital transformation positively influence business performance in the food delivery sector.
- The study concludes that effective brand promotion strategies, customer engagement practices, and innovative digital marketing techniques are essential for achieving long-term growth and success in the online food delivery industry.

VIII. Future Scope

The future scope of the study “A Comparative Study of Brand Promotion Strategies of Zomato and Swiggy in the Indian Food Delivery Market” is broad because the Indian online food-delivery sector continues to evolve through digitalization, changing consumer preferences, and increasing competition. Future researchers can examine how promotional strategies change as platforms expand beyond traditional food delivery into quick-commerce, dining, grocery, and other consumer services. The Indian online food-

delivery market is also expected to expand further, particularly through greater penetration in Tier-2 and Tier-3 cities, creating new opportunities for studying regional differences in brand promotion and consumer behaviour.

Future studies can focus more deeply on AI-based personalization and data-driven marketing. Zomato and Swiggy can use customers' previous orders, search behaviour, location, preferred cuisines, spending patterns, and ordering times to provide personalized recommendations and promotional offers. Researchers can investigate whether personalized advertisements and recommendations generate stronger customer engagement and purchase intention than conventional mass promotional campaigns. The growing use of AI-driven recommendations and technology-enabled delivery systems makes this an important area for future research.

Another important area is the growing role of social-media marketing and influencer promotion. Future research can compare the effectiveness of Instagram reels, memes, influencer collaborations, YouTube content, user-generated content, and festival campaigns used by Zomato and Swiggy. Researchers can measure engagement through likes, comments, shares, views, sentiment, and conversion into actual orders. Recent research on the sector also indicates that social-media communication has become an important mechanism for consumer engagement and brand differentiation.

The study can also be extended to examine consumer behaviour across different demographic and geographic groups. Future researchers may compare students, working professionals, families, and senior consumers, or examine differences between metropolitan, Tier-2, and Tier-3 cities. Such research could identify whether price discounts, convenience, brand reputation, delivery speed, loyalty programmes, or social-media promotions have different levels of influence among different consumer segments.

Future research can further investigate the relationship between promotional offers and customer loyalty. Discounts and cashback may increase short-term orders, but excessive dependence on price-based promotion may not necessarily create long-term brand loyalty. Therefore, future studies can examine whether customers remain loyal because of promotional benefits or because of service quality, trust, convenience, application experience, restaurant variety, and perceived value.

Another promising area is quick-commerce and faster food-delivery models. Competition is increasingly moving toward speed, convenience, and new consumption occasions. Future researchers can investigate whether rapid-delivery services influence brand preference and whether consumers are willing to pay more for faster delivery. The expansion of quick-delivery models creates a new dimension for comparing the promotional positioning of Zomato and Swiggy.

Future studies should also consider brand reputation, food safety, sustainability, and customer trust as components of brand promotion. Promotional communication can attract customers, but negative experiences related to hygiene, delivery practices, or service quality can quickly affect brand perception through social media and online reviews. Recent industry developments show that food safety and regulatory scrutiny are becoming increasingly important, making trust-related brand communication an important future research area.

Finally, future researchers can develop a longitudinal comparative study that tracks Zomato and Swiggy over several years. Instead of examining promotional strategies at a single point in time, researchers could measure changes in advertising approaches, social-media engagement, customer loyalty, promotional spending, brand awareness, and market positioning periodically. Such research would provide a stronger understanding of how both brands adapt their promotional strategies in response to technological developments, competitive

pressure, and changing Indian consumer behaviour.

Overall, the future scope lies in moving from a simple comparison of promotional activities toward a more comprehensive examination of AI-driven marketing, personalized promotions, social-media engagement, influencer marketing, customer loyalty, regional consumer behaviour, quick commerce, sustainability, trust, and long-term brand equity. These areas can provide deeper insights into how Zomato and Swiggy can build stronger and more sustainable brands in India's evolving digital food-delivery ecosystem.

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