

Advertisements from Food Delivery Apps and Its Impact among the IT Professionals of Kochi

¹ Stephen Thomas, ² Dr. S. Dinesh Babu

¹ Stephen Thomas, Research Student, M. Phil in Visual Media and Communication, Department of Visual Media and Communication Amrita School of Arts and Sciences, Amrita VishwaVidyapeetham, Kochi, India.

² Dr. S. Dinesh Babu, Assistant Professor (Sr. Gr) and Head, Department of Visual Media and Communication Amrita School of Arts & Sciences, Amrita VishwaVidyapeetham, Kochi, India

Abstract

The study aims in identifying the impact of advertisements from food delivery apps through mobile phones among the IT professionals of Infopark, Kochi(Kerala). The quantitative research is based on the purchasing tendency of food from mobile apps such as Swiggy and Zomato among others by the IT Professionals at Infopark, Cochin. Responses from 250 IT Professionals working in 410 IT Companies were subjected to quantitative analysis. A survey was conducted among these IT Professionals using a specific questionnaire. The findings are: A majority of people who watch food advertisements buy them based on offers & discounts, product brands, and those that come with a cheap & affordable price value. The consumer behaviour of IT professionals at Infopark, Kochi is evident from this survey. The survey showcased that majority of IT professionals prefer to order from either Swiggy or Zomato. These apps are good with their marketing strategies that target consumer behaviour through engaging advertisements. In this new era of digital marketing, consumer behaviour dictates the success or failure of online food catering apps. These apps on mobile platforms such as Swiggy and Zomato perform well by generating adequate revenue through offers & discounts, catering to good food brands, and offering an affordable price value. Consumer behaviour theories should be known to those who market their apps with advertisements using social media platforms. Assessing consumer behaviour through surveys & quantitative analysis helps with staying ahead of the pack in a competitive marketplace.

Keywords: Mobile Apps, Food delivery Apps, Consumer Behaviour, IT professionals, Digital Marketing

Introduction

A research study is being conducted to understand the impact of advertisements by food delivery apps. These companies market & function through mobile apps in the social media platform. Consumer behaviour is a key element that these apps target to achieve, and they therefore consider the target audience as mere commodities so as to make profits. It is of no surprise that marketing in the current era is a delicate balance between elements of art & science. For instance, BigBasket store in India saw a 900% surge in orders due to their effective marketing (Zafar and Perpu, 2020).

Creative expressions attract potential consumers & marketing campaigns that execute such a theme and gets noticed instantly. Various scientific insights help marketers design campaigns targeting a specific niche of people (Ohio University, 2020). For instance, Infopark at Kochi is filled with a lot of IT Professionals, thereby being a hub of various software firms. Food catering apps such as Swiggy, Zomato, and Food Panda target this group through skilful & innovative ads that keep them hooked. Attracting the customers through advertisements on social media by offering good discounts seems to be a wonderful strategy that is being engaged by all food catering apps/companies. Swiggy&Zomato seems to be masters when it comes to marketing strategies,

evident by their popularity, which is reflected in the research.

For determining consumer behaviour, marketers use four types of behaviour-models. The Theory of Reasoned Action showcases the importance of pre-existing attitudes in the decision-making process. A consumer takes a specific action, only if the desired outcome is productive or in this case: able to fulfil his/her hunger, food cravings, or a wish to try new cuisine/food items. Herein, the marketers associate this specific consumer behaviour with a positive result. This theory highlights the importance of moving consumers through a sales pipeline. The EKB (Engel, Kollet, and Blackwell) Model expands on the Theory of Reasoned Action through a 5-step process. Consumers use these steps when making a purchase. Input: Consumers absorb most of the marketing materials seen on social media platforms & television. Once the information gets collected, the data is processed. Herein, the consumers input the past food-purchasing experiences from their favorite restaurants through these apps and expectations (Ohio University, 2020). The same study shows that consumers then move to a decision-making stage after a period of thought. The decision of food purchase gets made on rational insight. Certain process variables and external influences affect the decision-making phase of the consumers. Under this EKB model, the input stage is most valuable from a marketer's point of view. Also, effective marketing becomes a factor in case of external influences. Motivation-Need Theory forms the third behavioral model. This theory gets used by marketers for creating an artificial need for consumers. Most of the consumer behaviour-based theories are rationale-based. However, the Hawkins Stern Theory focuses on the impulse-buying nature of consumers. This theory presents an ocean of opportunities for marketers (Ohio University, 2020). Consumer behaviour theories predict how customers react to a particular product. These theories are useful to marketers of food catering apps/companies such as Swiggy, Zomato, and Food Panda. The food catering companies target the IT Professionals of Infopark, Kochi among others through consumer-behaviour influencing marketing tactics. All advertisements by the food catering apps in social media on mobile phones focus on triggering the buying nature of consumers. Consumer behaviour gets used as a medium for this process.

The main factors that influence a purchase include mode of initiation, the efficacy of communication, brand perception, time constraints, financial limitations, social norms, and purchase motivation. Consumer buying behavior depends on AIDA (Attention, Interest, Decision, and Action). Food catering apps are using the principles of marketing & human psychology to drive sales and achieve targets of selling food to the most number of consumers (Neon, 2020).

To understand the food purchasing behaviour of IT Professionals in Infopark, Kochi, the researcher devised a survey with 10 questions based on 2 hypotheses. The survey was done using a sample size of 250 IT Professionals working in 410 IT Companies.

The main aim of the survey was to identify two questions, they are –

- Does social media ads on food products significantly influence the consumer?
- What are the significant factors that influence the purchase decision of the consumer the ads on food products on Social Media?

Literature Review

The food catering/delivery apps engage their customers with credible & useful reviews (Shaheen et al., 2019). Advertisements are an effective marketing tool that works wonders. This phenomenon works because they are predominantly based on consumer-behaviour theories. As we discussed, most of the consumer behaviour theories are rationale-based. Some of these theories are impulse-based as well. Food catering apps/companies use advertisements to market their products well on the social media platform accessible via mobile phones. Integrated brand messages brought in by advergaming get used for brand promotion by well-known brands including Swiggy&Zomato. These messages influence customers to buy food products from these food catering apps by increasing the purchasing tendency of consumers (Vashisht et al., 2018).

The emergence of online food delivery apps & online platforms is one of the notable phenomenon concerning the food industry of India. This emerged due to unprecedented e-commerce & m-commerce development. It further intensified due to the proliferation of smart technologies & smartphones. Smartphones bring in real-time connectivity via mobile applications resulting in growing popularity. Consumer's behaviour & attitude change concerning the perceived risks, and benefits of food catering/delivery apps. The behavioural intentions of customers get referred to as a cultural tendency. A direct & significant relationship gets established between the risks or benefits perceived by the users and their behavioural intentions related to purchasing certain products or food (Gupta & Duggal, 2020).

Social media ads significantly influence the consumer-behaviour & may trigger the impulse-buying phenomenon. Swiggy & Zomato lure customers with intelligent and attractive ads, which can sway customers in buying products from their apps. They are active in the business each day due to the social media advertisements they showcase on online platforms, and on their websites. They also offer attractive discounts daily, depending on the consumer's preference. The discount offers attract customers with low prices. A study by Upadhyay et al (2019) shows that the customers of food delivery apps always keep searching for high-quality food that carries discounts. The food-catering apps provide the best offers and discounts for such consumers. Ordering food online through an app is a novel concept, which is popular among people from all walks of life. Five main factors highlight a positive aspect of this concept. These factors include customer convenience, secured payment architecture, strategy for referral coupons, payment preference of the customers, and discount by portals. All these factors were extracted after a study conducted in South India including Kochi based on data from food catering/delivery apps such as Swiggy, Zomato, Licious, Grofers, Food Panda, and Freshmenu (Srivalli, 2020). A survey conducted on consumer perception of online food catering/delivery apps in Kochi highlighted that compared to elder people, youngsters are more inclined to order from these apps. This inclination stems from the ease & convenience of obtaining the desired, and delicious food. The faster delivery & many restaurant options influence the preference of food catering apps by the youngsters. While ordering food, the majority of the people prefer restaurants to provide cutlery & packaging. Thus, it is safe to say that the ad campaigns by food catering apps influence the young IT professionals at Infopark, Cochin, than their older/many senior colleagues (Singh and Nair, 2020).

The quality of service & apps is considered while ordering food through an online platform on the mobile phone. This factor contributes to a successful food catering/delivery business. The quality of service gets influenced by the time taken to deliver food at the doorstep of the customers, the quality of food served by restaurants, the quality of information passed on to customers, and the way customer complaints get handled by the service provider. Also, the quality of mobile applications has an impact on the trust of customers in food delivery apps (Reddy and Aradhya, 2020).

Methodology

Various analytical methods were used to conduct the study on the influence of ads on social media in mobile platforms by online food catering companies. In the present work, this was carried out based on a survey of *IT professionals at Info Park, Cochin*. The research questions were: how do the advertisements affect the food habits of the professionals? And what are the theoretical foundations of the art of influencing people through social media Ads? The researcher used a theoretical framework based on the media impact theory of the audience namely the Stimulus-Organism-Response Model (S-O-R Model). A Qualitative method was used as the methodology. The data required for the analytical study was collected through a survey of 250 IT professionals at Info Park, Cochin with the help of a questionnaire model. Profiling of these professionals was made as name, age and gender. Google forms based on random sampling technique was aided for this data collection from the online platform. Data interpretation and tabulation was performed with the help of graphs, Google sheets and column charts.

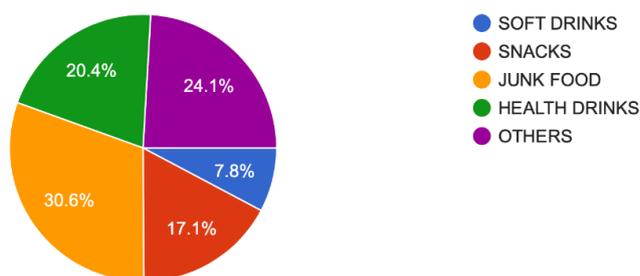
The survey was done on the professionals at the Kochi, info park campus.

Analysis & Findings

The survey showcased 67.1% of IT professionals in Infopark, Cochin preferred food ads compared to clothe ads (30.6%), gadgets (42%), and others (50.9%). They were found to be food savvy wishing to try new cuisines or food styles. Out of all the IT Professionals in Infopark, Cochin, 30.6% preferred Junk Food, 24.1% preferred other cuisines, 20.4% preferred health drinks, 17.1% preferred snacks, and 7.8% preferred soft drinks according to our survey. It shows a healthy food cultural diversity among the IT professionals in Infopark, Cochin.

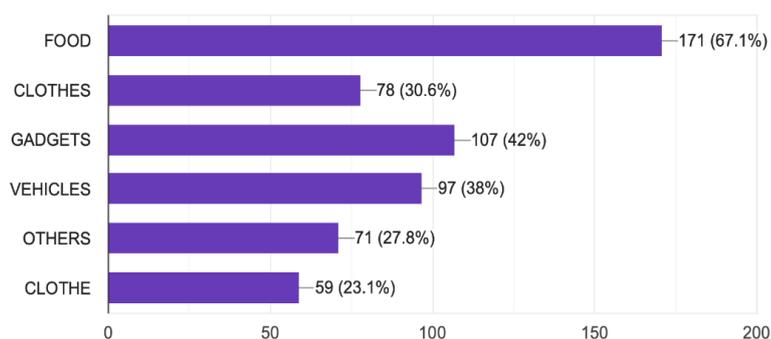
WHAT KIND OF FOOD?

245 responses



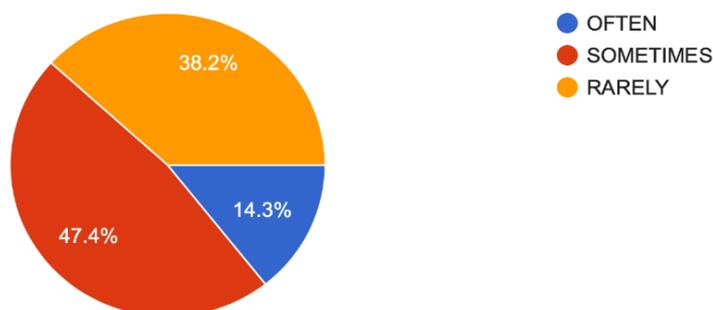
WHAT KIND OF ADVERTISEMENTS

255 responses



HOW OFTEN YOU ORDER FOOD?

251 responses

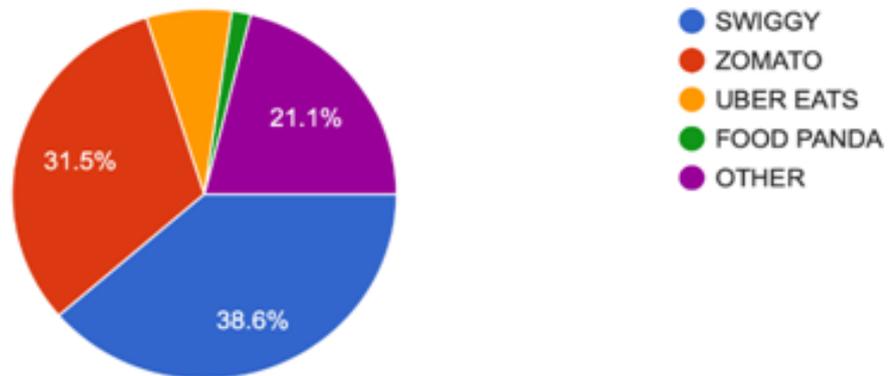


These IT professionals ordered food according to their convenience. 47.4% of them ordered
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sometimes, 38.2% ordered rarely, while 14.3% ordered food more often than others. Only a small percentage of IT Professionals ordered from food apps in their mobile phones regularly.

WHICH ONLINE CATERING COMPANY YOU ORDER FROM?

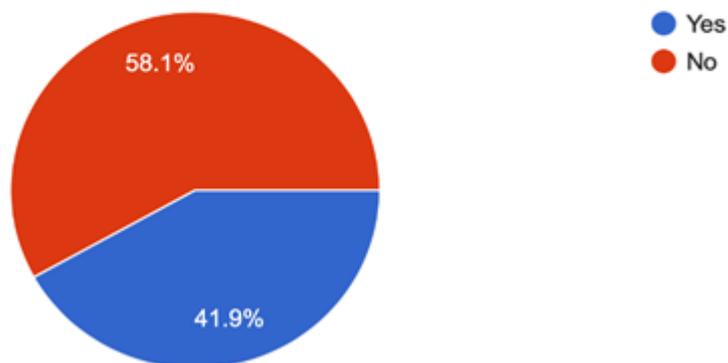
251 responses



Our survey highlights that 38.6% of the IT Professionals in Infopark, Cochin preferred Swiggy, 31.5% preferred Zomato, and 21.1% preferred other food catering apps. The rest preferred Uber Eats & Food Panda. Thus, Swiggy&Zomato were found to be the two best food catering/delivery apps on mobile phones or social platforms utilized by the IT professionals for ordering food online.

WHETHER YOU ORDER THE FOOD AFTER WATCHING THE ADS

253 responses



Although, 58.1% of the IT Professionals just order the food without watching any related, ads,41.9% of them prefer to watch the food ads before ordering. These might be for a better understanding of what to order. It showcases an element of consumer-behaviour.

WHAT ARE THE ELEMENTS THAT PROMPT YOU TO BUY THE PRODUCTS

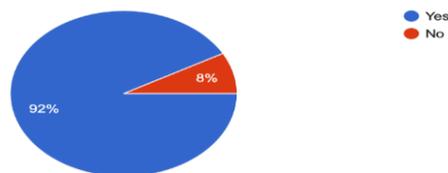
257 responses



Around 25.3% of the IT Professionals look for offers & discounts, 24.9% prefer product brand, 19.1% prefer affordable prices, 12.5% prefer content quality of ads, and 8.2% prefer assurance of promptness of food delivery. About 5% prefer celebrity endorsement & the rest 5% prefer origin of products.

DO YOU WATCH ONLINE ADVERTISEMENTS ?

261 responses



Our survey highlights that around 92% of the IT Professionals watch online ads.

Discussion

A survey was conducted to identify the impact of ads by food catering/delivery apps on the IT Professionals at Infopark, Kochi. Around 250 IT Professionals from 410 companies participated for the survey. The aim of the research was the following: Factors that influence the purchase decision of the IT Professionals in the field of Online Catering Companies. Research Background: Today's youth deal purchases using online transactions. It saves time by being prompt while getting to eat the desired food from his/her favourite restaurant. The key terms we focus on include social media, advertisements, online advertisements, online food catering companies, and IT Professionals. The survey was conducted to satisfy a research problem, which is as follows. Plenty of factors influence the buyers to make purchase decisions. It varies as per the cultural, educational & professional context of each buyer. The research focuses on factors that influence purchase decisions. Thus, the research focuses on many variables like video-ads patterns, BGM of ads, and celebrity endorsements among others. Research objectives: Preferred factors that influence these IT Professionals to use a particular food catering app for buying their favorite/desirable food items. This information would help content creators to excel in their production for influencing prospective customers. The theoretical framework used: Uses & Gratification Theory, and Consumer Behavior Theory.

Conclusion

A survey was conducted among the IT Professionals in Infopark, Kochi on the impact of advertisements that influence the purchasing of food from food-catering/delivery apps like

Swiggy&Zomato. Consumer behavior theory was executed in detail to understand the idea behind these professionals relying on an app for food purchases. Four theories based on consumer behavior theory were looked upon. It is clear that all food catering/delivery apps market their products based on these consumer behavior theories. They urge people to order food online by nudging them through attractive ads as well as celebrity endorsements. Restaurants also speak on behalf of these apps & the fast-paced world just eats all up before placing orders for their favorite/desirable food in Swiggy, Zomato, and other related apps.

People order food for their convenience & to try new cuisines. Apps like Swiggy, Zomato, Licious, Food Panda, Freshmenu, Bigbasket, and related ones prompt their customers through discounts & attractive offers. All apps provide daily offers & discounts, which urge people to try new food at affordable prices. The researcher conducted this survey at Infopark because the IT Professionals are a busy bunch of people who keeps themselves occupied with work the majority of the 24 hours they get in a day. The food catering apps help in quenching their hunger & the wish to try new or desirable food items at affordable prices. The use of ads in a world that won't stop running is quite significant as they help these IT Professionals to choose what they want when it comes to food. Concluding, it is understood that advertisements impacts the IT Professionals by helping them decide the kind of food they want to taste on a given day. Social media platforms in mobile phones in form of food catering apps, Facebook, WhatsApp, and Instagram help IT Professionals save considerable time while choosing the food that is desirable to them (Bhagwat and Goutam 2013).

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