

Impact Of Moment Marketing On Consumer Behaviour - A Case Study Of Zomato

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Abstract:

Background: This research investigates the concept of moment marketing, which involves leveraging trending news, events, and magical moments to capture attention on social media and digital platforms. Specifically, the study focuses on exploring the impact of moment marketing on consumer behaviour within the context of Zomato, a popular online food delivery service.

Materials and Methods: The research is conducted in the city of Hyderabad and Secunderabad, located in Telangana, India. By employing an explanatory approach, this study aims to assess the effectiveness of moment marketing as a tool for attracting customers and benefiting organizations. The target audience consists of consumers of online food delivery services, particularly Zomato, and was selected through a simple random sampling method. Both primary and secondary data sources were utilized in this research, with primary data collected through a well-structured questionnaire distributed to consumers, while secondary data was obtained from the official company website and other reputable sources.

Results: Research data suggests Swiggy is more popular than Zomato in India's online food delivery market, but both effectively reach a wide audience through social media but zomato has strong moment marketing than other food delivering companies.

Keywords: Moment Marketing, Marketing Strategy, social media, Food Delivery Companies

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I. Introduction

Moment marketing can be defined as marketing tool based on trending news, events, magical moments used by brands and organizations mostly to gain attention on social media and digital platforms. The aim of the marketing tool is to connect with their prospective consumers emotionally. Moment marketing helps in influencing people at large and gain new customers. The concept is not very old but it is becoming an important aspect of digital marketing. With the growth of social media platforms like Instagram, Facebook, Twitter, YouTube, etc and with the human tendency to want something new every time the watch an advertisement, this concept is the saviour for every marketer. The development in the field of moment marketing is quite good but the biggest challenge is to stay updated and try to possibly connect every event to your brand or marketing campaigns. Brands have started using humour to connect with their followers and advertise accordingly.

The concept of Moment marketing is a developing one, and every brand is using it as a marketing tool regardless of proper research. One of the major issues with moment marketing is there is no surety on whether the consumer would react to their message positively or negatively. There is a large target audience and individuals perceive advertisements differently. The problem to be addressed by this study is to understand how an individual reacts to moment marketing strategies and whether it is a progressive or regressive marketing tool.

The global online food delivery industry is a rapidly growing sector that has been transforming the way people order and consume food. The industry has been largely driven by the increasing penetration of the internet and the proliferation of smartphones, which have made it easier for consumers to order food online and for restaurants to offer delivery services. According to a report by Statista, the global revenue of the online food delivery market is projected to reach USD 154.3 billion by 2023. The online food delivery industry can be broadly categorized into two types: platform-based and restaurant-owned. Platform-based delivery services are provided by third-party companies such as Uber Eats, Grubhub, and Door Dash, which act as intermediaries between customers and restaurants. On the other hand, restaurant-owned delivery services are offered by the restaurants themselves through their own websites or mobile apps.

One of the major factors driving the growth of the online food delivery industry is convenience. Online food ordering allows customers to order food from the comfort of their homes or offices, saving time and effort. Moreover, with the rise of contactless delivery options, customers can receive their orders without any physical interaction with the delivery personnel, which has become especially important during the COVID-19 pandemic. Another key factor contributing to the growth of the industry is the expanding range of options and

variety of cuisines available for online delivery. With the proliferation of food delivery apps and platforms, customers now have access to a wider range of restaurants and cuisines than ever before. This has also enabled smaller and independent restaurants to reach a larger audience and expand their customer base.

However, the online food delivery industry also faces several challenges. One of the major challenges is the high commission fees charged by third-party delivery platforms, which can cut into the profit margins of restaurants. This has led to some restaurants opting to offer their own delivery services instead of relying on third-party platforms. Additionally, the industry is highly competitive, with numerous players vying for market share. This has led to intense price competition and a focus on customer acquisition rather than profitability. The online food delivery industry in India is one of the fastest-growing segments in the e-commerce industry. Bengaluru is the largest regional market with 30% of the industry, followed by Delhi- NCR, Mumbai, and Hyderabad. Mobile applications were the leading way to access the online food delivery platforms in 2020, while online prepaid methods accounted for 80%. Platform-to-customer delivery type accounts for nearly three-fourths of the market.

Swiggy and Zomato are the two giants of the food delivery industry in India, with over 65% of the industry. Both companies have expanded their delivery fleets, with Zomato having 74,000 delivery agents and Swiggy having over 90,000. Both companies are expanding their businesses to smaller towns and cities, and are seeking to raise fresh funds in 2020 to maintain their dominant positions. Swiggy raised USD 1 billion in December 2018. Online food ordering is a convenient way to order food, either through a restaurant or fast-food chain's own website or mobile application. Cuisines like fast food, Indian, Chinese, and Italian are available.

II. Objectives of the Study

- To understand the role of moment marketing on consumers buying behaviour.
- To understand the taste and preferences of consumers with respect to moment marketing.
- To provide suggestions to companies on adoption of moment marketing strategies

III. Scope of the Study

The scope the study is confined to the city of Hyderabad and Secunderabad, Telangana, India. The study was conducted during the time of February-March 2023. The study is limited to impact of Moment marketing on consumers done by Zomato only and does not include the competitors.

IV. Literature Review

Kara A, Kayank E & Kucukemroglu (1995) investigated Marketing strategies for fast-food restaurants: a customer view. The main goal of the investigation was to see whether fast food joints of the same franchise running in two different countries can use the same marketing strategies. Data was collected using questionnaire. There is a difference in the US and Canada consumer of fast food. Khoe K, Rowe

S J & Lim H C (2007) prepared A Study on International Marketing Strategies for Korean Traditional Food. The central idea of the research was to identify new ways of marketing traditional Korean Food. Secondary data was used to find out Key Success Factors. The result stated the KSF to promote Korean Foods were the Quality of product and image.

Belz FM & Riediger B S (2009) investigated Marketing Strategies in the Age of Sustainable Development: Evidence from the Food Industry. The Objective of the investigation was to help companies develop sustainable marketing strategies for the food industry. The Methodology used for the investigation was a primary data was collected from over 3500 food processing companies. By the end of the study the authors could identify four strategies which could help the companies achieve their objective.

Notta A & Vlachvei A (2010) studied Changes in Marketing Strategies during Recession. The main aim of the study was to study changes in marketing strategies by food industry companies of Greece. A one to one interview structure was designed for collecting data. The result of the study was that recession effected marketing strategies directly.

Fan H & Zeng L (2011) studied Implementation of Green Marketing Strategy in China - A Study of the Green Food Industry. The main focus of the research was to focus on consumer behaviour towards green marketing strategies done by green food industry companies. A lot of time was spent on interacting with the target consumers to make data available.

Andreea NN (2012) investigated Labeling in Food Industries – a Marketing Strategy. The aim of investigation was to put forward the role of labelling in the marketing of the product. The Researcher concluded that neither the children nor their parents are aware about healthy food and right quantity of nutrients. Hence labelling becomes an important aspect to market your product.

Porralla C.C, Stantonb J.L and Manginc J.P.L(2016) investigates whether Is the Economic Crisis Changing Marketing Strategies? Evidence from the Food Industry. The objective of the study was to examine how the global economic crisis has changed the marketing strategies of companies from the food industry. The

data was collected from Mintel database and further analysed by the researchers. In the end they concluded that the economic imbalance has led to an immense disturbance in the marketing tools used by the food industry companies.

Amorim, I. D. da S. P. de. (2018) studied Experiencing AR in retail: The influence of moment marketing and avatars on consumer behaviour. The research was focused on finding out the effects of using an assistant during shopping, with the help of technology on buyer pattern. The author developed a mobile application to help the customers inside the supermarket and used moment marketing strategies and collect data on consumer behaviour. After the study it was concluded that though it is a developing concept it yet does not affect buying behaviour at large.

Hussain S (2018) researched on Brand Image and Customer Loyalty Through Sensory Marketing Strategies - A Study on International Fast Food Chain Restaurants. The primary focus of the research was on analysis of sensory elements on brand image and customer loyalty. To analyse the concept over 300 responses were taken from 3 major fast food joints. The detailed analysis on the topic would be of great help to various food joints to connect the sensory marketing tools to brand image and customer loyalty.

Thamaraiselvan N., Jayadevan G. R. & Chandrasekar K. S. (2019) investigated on Digital Food Delivery Apps Revolutionizing Food Products Marketing in India. The point of major focus of this investigation was to evaluate the relevance and development of food delivery applications and to check the need of such applications for top fast food joints spread across India. No data was collected and entire investigation was based on secondary data already available to the researchers. With the growth and development of western culture in India there is seen an immense growth in the use of food delivery applications in the Indian subcontinent.

Rudawska E (2019) investigated Sustainable marketing strategy in food and drink industry: a comparative analysis of B2B and B2C SMEs operating in Europe. The main contribution of this research was to gauge a better understanding of marketing strategy used by SME in food and drinks industry. Primary data collection was done with the help of a survey. The findings suggested that both B2B and B2C companies used sustainable marketing strategies to some extent.

Yang M and Babenskaite G (2019) studied Mukbang Influencers: Online eating becomes a new marketing strategy. Mukbang in Korean means live eating. The study is aimed at analysing use of mukbang influencing by small scale e commerce Chinese food industry. Data was collected by interview method. The conclusion of the research was that though it is an emerging concept yet people lack knowledge.

Wood B, Williams O, Nagarajan V & Sacks G (2021) studied Market strategies used by processed food manufacturers to increase and consolidate their power: a systematic review and document analysis. The study was mainly focused at developing an understanding of innovative ideas used by food manufacturers as marketers to consolidate their position. An in depth analysis of documents of data content database were done. The major finding of the analysis was unhealthy diets were the leading cause of major diseases.

V. Research Methodology

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. It describes research design, sampling design, data source and mode of analysis. The Survey was sent to 100 People out of which 73 responded.

A. Research Design

The research is an explanatory study on effectiveness of moment marketing to as a marketing tool to attain customers with maximum benefit to an organization.

B. Sampling Design

The sampling of target audience for this study has been done on the basis of simple random sampling of Consumers of online food delivery services (mainly Zomato).

C. Data Sources

The research is based on both primary and secondary data. The primary data has been collected by consumers by the means of a well-structured Questionnaire which was circulated. Secondary data has been collected from official company website and other authentic and well-known websites.

VI. Data Analysis

Table 1

Income Level	%
Less than 25,000 per month	44%
25,000 - 50,000 per month	11%
50,000 - 75,000 per month	8%
More than 75,000 per month	23%
Student/No Income	14%

Source: Computed by the Researcher

Out of the total respondents the income level of more than 44% is less than Rs25,000 per month. About 11% respondents have an income level between Rs25,000 – Rs50,000 per month. 8% of the crowd has an income level between Rs50,000 – Rs75,000. 23% of the total respondents have an income level which is above Rs75,000. There are also a set of people which constitute to about 14% who do not have an income or are students.

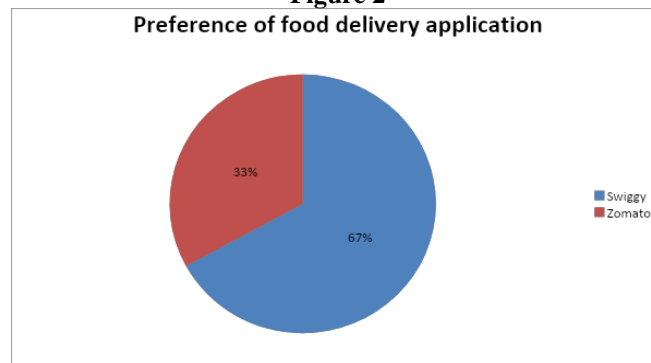
Figure 1



Source: Computed by the Researcher

97% respondents purchase food online via food delivery applications. Only 3% of people do not purchase food online for their own reasons. Based on the research, 40% of the respondents reported making online food purchases through food delivery apps on a weekly basis. 35% reported making such purchases a few times a month, while 25% reported doing so rarely. This indicates that a significant proportion of respondents use food delivery apps to purchase food online on a regular basis, with weekly and monthly usage being the most common. On the other hand, a sizeable minority reported using these apps rarely, suggesting that there may be room for growth in this market as more people become comfortable with ordering food online.

Figure 2

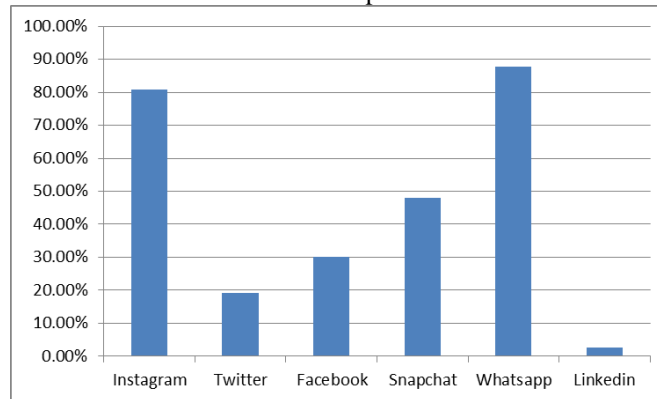


Source: Computed by the Researcher

The figure shows the percentage of respondents who prefer using different food delivery applications, with 67% preferring Swiggy and 33% preferring Zomato. Based on the table, a clear majority of respondents (67%) prefer using Swiggy as their food delivery application of choice, while the remaining 33% prefer Zomato. This indicates that Swiggy is more popular among the respondents surveyed, possibly due to its wider range of restaurant options or its user-friendly interface. However, it's important to note that these results may not be representative of the larger population, as they only reflect the preferences of the respondents surveyed.

Figure 3

Social Media Platforms respondents are active on



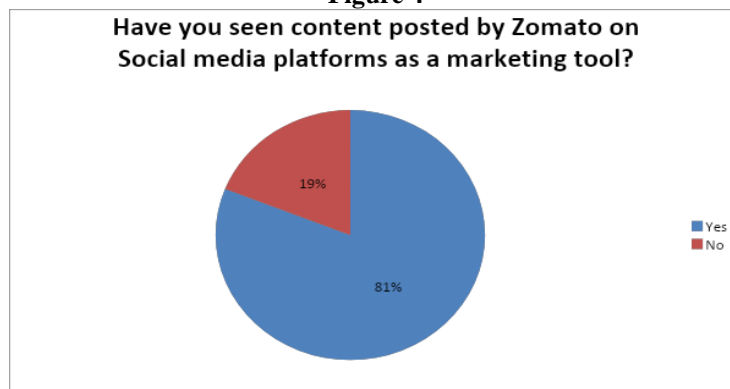
Source: Computed by the Researcher

Based on the figure, a large majority of respondents (80.8%) reported being active on Instagram, making it the second most popular social media application among the respondents surveyed. WhatsApp was the most popular application, with 87.7% of respondents reporting being active on it. Snapchat was the third most popular application, with 47.9% of respondents being active on it. Facebook was fourth with 30.1% of respondents being active on it. Only a small percentage of respondents (19.2%) reported being active on Twitter. LinkedIn was the least popular social media application among the respondents, with only 2.7% reporting being active on it.

A majority of respondents (78%) reported that they do not follow food delivery services companies on social media. Only 22% of the respondents reported that they do follow food delivery services companies on social media. This suggests that food delivery services companies may not have a very large following on social media platforms among the respondents surveyed. However, it's important to note that these results may not be representative of the larger population, as they only reflect the preferences of the respondents surveyed. Just over a third of the respondents (34%) reported that they like the content posted by food delivery services companies online. Only a small percentage of respondents (12%) reported that they do not like this content. However, a majority of respondents (53%) reported that they are undecided about whether they like this content or not, indicating that they may need more information or exposure to this content to form an opinion. Overall, these results suggest that food delivery services companies may have some work to do in terms of creating content that resonates with their target audience, as a significant proportion of respondents are undecided about whether they like this content or not.

Figure 4

Have you seen content posted by Zomato on Social media platforms as a marketing tool?



Source: Computed by the Researcher

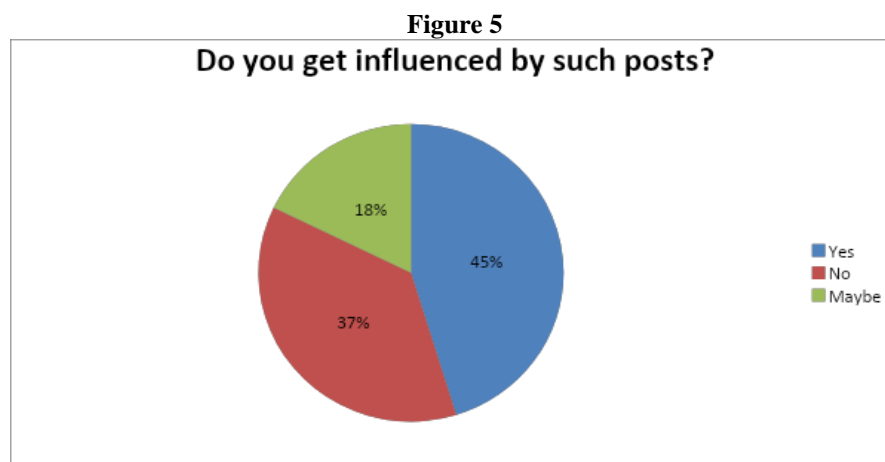
A large majority of respondents (81%) reported that they have seen content posted by Zomato on social media platforms as a marketing tool. Only 19% of the respondents reported that they have not seen such content. This suggests that Zomato has been effective in using social media as a marketing tool to reach a large audience, with the majority of the respondents surveyed having seen this content. It also indicates that social media is an important channel for Zomato to reach potential customers and promote their brand.

Overall, the results suggest that while a majority of respondents find the content posted by Zomato at least somewhat relevant, there is still room for improvement in terms of creating content that resonates with a

wider audience. This could involve better targeting of the content to specific audiences or more effective use of social media platforms to promote the brand and engage with customer.

Based on the research, nearly half of the respondents (48%) gave moment marketing by Zomato a rating of 3, indicating that it has at least some impact on them. However, a significant minority of respondents (34%) gave moment marketing by Zomato a rating of 1 or 2, indicating that it has little to no impact on them. Only a small percentage of respondents (18%) gave moment marketing by Zomato a rating of 4 or 5, indicating that it has a significant impact on them. These results suggest that while moment marketing by Zomato has some impact on a majority of the respondents surveyed, there is still a significant proportion of respondents who are not particularly affected by this type of marketing. This may suggest that Zomato could benefit from exploring other types of marketing strategies to reach a wider audience and drive engagement with their brand.

Based on the responses given, a majority of users (85%) indicated that they do like humorous content or memes used as a moment marketing tool. A small percentage (7%) indicated that they do not like it, while another group (8%) responded with "maybe," indicating that their preference may depend on the specific context or type of content being shared. Overall, the majority preference for humorous content and memes suggests that these types of marketing tactics can be effective in capturing audience attention and engagement.



Source: Computed by the Researcher

45% of users indicated that they do get influenced by humorous content or memes used as a moment marketing tool. However, a slightly larger percentage of users (37%) indicated that they do not get influenced by such posts. A smaller group (18%) responded with "maybe," suggesting that the degree of influence may depend on various factors such as the specific content being shared, their current mood or mindset, and other contextual factors.

Overall, the fact that less than half of the respondents indicated being influenced by such posts suggests that while humorous content and memes can be effective in capturing attention and engagement, they may not always directly translate into significant behavioral changes or purchase decisions. However, it's important to note that the degree of influence may vary depending on the specific audience and the marketing goals of the brand or organization using these tactics. It's also important to note that the specific factors influencing these ratings may vary among users and could be influenced by factors such as personal experiences with the brand or marketing tactics, cultural context, and individual preferences.

Overall, the fact that a majority of users rated Zomato's moment marketing as a 3 or higher in terms of giving the company an upper hand over its competitors suggests that this marketing strategy is likely effective in distinguishing the brand from its competitors and strengthening its market position.

However, the fact that not all users rated it highly suggests that there may be room for improvement or that certain marketing tactics may be more effective for some audiences than others. Additionally, it's important to consider that other factors beyond moment marketing, such as the quality of the product or service and pricing, may also influence customers' decisions and perceptions of the brand. The mixed response to these personal notifications suggests that while they may be effective in cheering up some users, they may not be universally effective in improving users' mood or engagement. It's important for brands to be mindful of the potential impact of their marketing tactics on different audiences and to use a variety of approaches to reach and engage users effectively.

The fact that a majority of users expressed concern about the potential impact of the marketing on people's health suggests that there is a need for brands and organizations to be mindful of the potential health consequences of their marketing tactics and to balance their marketing efforts with considerations for promoting

healthy behaviors and lifestyles. However, it's important to consider that the impact of marketing on individuals' health may be complex and multifactorial, and may be influenced by various contextual and individual factors beyond the marketing messages themselves.

VII. Findings

About 58% of the target audience has either no income or have an average monthly income of less than Rs25,000 per month, which indicates major population has very less income to spend ie the purchasing power is quite less. On the contrary to income level 97% of the people are purchase food online via various platforms. Out of which 40% people order online food on a weekly basis. About 25% people have a rare frequency of purchasing food online. According to the study, 67% of the target population prefers purchasing food from Swiggy than from Zomato. The target population is quite active on Social media. When they were asked about the social media platforms they are active on the response was almost 80% - 90% of the population were active on WhatsApp and Instagram. 78% of the people did not follow any of the food delivery giants social media handles, yet 34% people liked the content posted by these companies on their social media handle which the respondents came across while scrolling through their social media handles. About 81% of the population is aware about the various posts and reels that Zomato uses on Social media as a marketing Platform Most of the people have a neutral opinion on the relevancy of the content posted by Zomato on Social media platforms. But majority of people were in a way or the other influenced or impacted by the moment marketing done by Zomato. It is said that "Laughter is the best medicine." The importance of humour has increased because it's quite difficult to get a smile on someone's face. It was a common belief among the population that humorous content and memes which were used as a marketing tool had quite a good response among the general public. A major share of the population believes that Zomato has been effectively using the moment marketing tool to convince customers on purchasing the project. It gives Zomato an upper hand over its competitors. The personalized notification received by customers on a daily basis is what attracts the customers to use Zomato. The major share of population believes that moment marketing done by Zomato is effecting the overall health of the entire population.

VIII. Suggestions

Increase the promotion of healthy food options to encourage healthier eating habits among customers. Reduce the number of notifications sent to avoid overwhelming customers. Provide better offers to attract and retain customers in a competitive market. Adopt a more aggressive approach to marketing by offering enticing deals and promotions to stand out in the market. Focus on improving the quality of food delivery services to enhance customer satisfaction. Create engaging and relevant marketing content that appeals to all customers. Offer more deals and promotions while reducing delivery charges to improve affordability for customers. Minimize delivery charges to make it more affordable for customers. Improve delivery speed to enhance the overall customer experience. Enhance moment marketing strategies to increase brand visibility and customer engagement.

IX. Conclusion

Based on the research data collected, it can be inferred that Swiggy is more popular among online food delivery platforms than Zomato, despite a high percentage of people purchasing food online in India. It is noteworthy that both companies have managed to reach a large audience through their social media platforms, even among those who do not follow them. This indicates that their marketing strategies are effective in reaching a broader mass of people.

Another key finding from the research is that moment marketing has proven to be a successful tool for these online food delivery companies in India. This marketing technique focuses on delivering targeted and personalized marketing messages to potential customers at the right moment, such as during festivals or special events. This approach has been highly effective in engaging customers and driving sales for these companies.

Additionally, the research suggests that the pandemic has led to a growing demand for healthy food options among consumers, presenting a challenge for these online food delivery companies. As people become more conscious of their health and well-being, they are increasingly looking for healthier food options. Therefore, these companies need to focus on providing more healthy food options and promoting them effectively to capture this growing market segment.

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