

Chapter-20

MARKETING STRATEGY OF ZOMATO DURING COVID-19

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INTRODUCTION

The Covid -19 resulted in social distancing, avoidance of touch, strict sanitization and home confinement in India for a considerable period to avoid its spread. Work from home put additional work pressure on working people – a large sector in India, especially because daily helps were not allowed. For basic needs as well as for change of taste people resorted to e-business help for home delivery. Online food delivery is a process of online ordering food from nearby eateries for the convenience of getting food delivered at their doorstep. This avoids personal visit to the eateries. This study tries to explore the marketing strategy of Zomato to survive during covid-19 pandemic.

Zomato, a forerunner in the online food delivery sector in India (Panigrahi, Ashok,2019), during Covid 19, faced initial challenges like any other food industry. Online business progression made electronic food delivery organizations reliable for people who need to get food passed close on to home. The focus is on our essential point revolves around the impact of Coronavirus on electronic food movement. Customer needs have become lumped most central necessities, increasing interest for hygiene and staples things taking off, The factors that affect decisions are also changing as a "area" design speeds up the quick spread of Covid 19 has made the customers watchful about mentioning food on the web.

This will provide you the ideal result for online food mentioning structure fulfilled People know about Swiggy Zomato. They are creating food delivery applications nowadays. They give incredible changes in accordance with the clients from different areas, spots and clients' close by astounding taste.

Key words: Online Business, Food Industry, Customers, Covid 19, Zomato.

LITERATURE REVIEW

Yadav, N. and Goyal, S. (2022) in their case study delineated the quandary faced by Deepinder Goyal, the founder and CEO of the Zomato company during Covid 19 while struggling to survive amidst competitors on the one hand and Challenges thrown by the Covid-19 pandemic on the other. The researcher explored the survival and growth strategies devised by the CEO. In July 2021, the company announced Initial Public offer which on the one hand raised the probability of profitability for the share holders and on the other hand, helped build confidence of people in the company.

Deeksha Shetty and Jayadatta S(2020) studied the impact of Covid-19 on purchasing pattern of consumers on online food ordering from Zomato which is facilitated by

technology and involves less physical interaction. The researchers tried to understand the influencing strategies of Zomato during Covid 19.

The information available on <https://www.zomato.com/blog/covid-19-initiatives> talks about **Contactless Delivery** during the lockdown due to Covid-19 pandemic. They advertised that this will ensure safe and hygienic delivery.

The website <https://www.talkwalker.com/blog/zomato-marketing-strategy>, mentions that effective communication is the heart of Zomato's marketing strategy. Their voice, their tone, their novelty of communication helps them capture the market.

OBJECTIVES OF THE RESEARCH

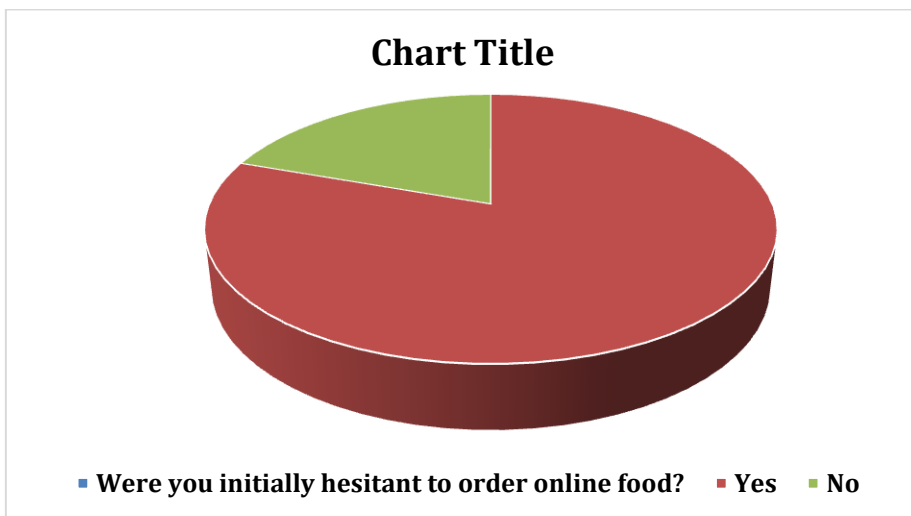
- Investigate consumers' attitude towards marketing administrative efforts made by Zomato
- To comprehend consumers' attitude toward marketing strategies of Zomato during Covid 19

METHODOLOGY

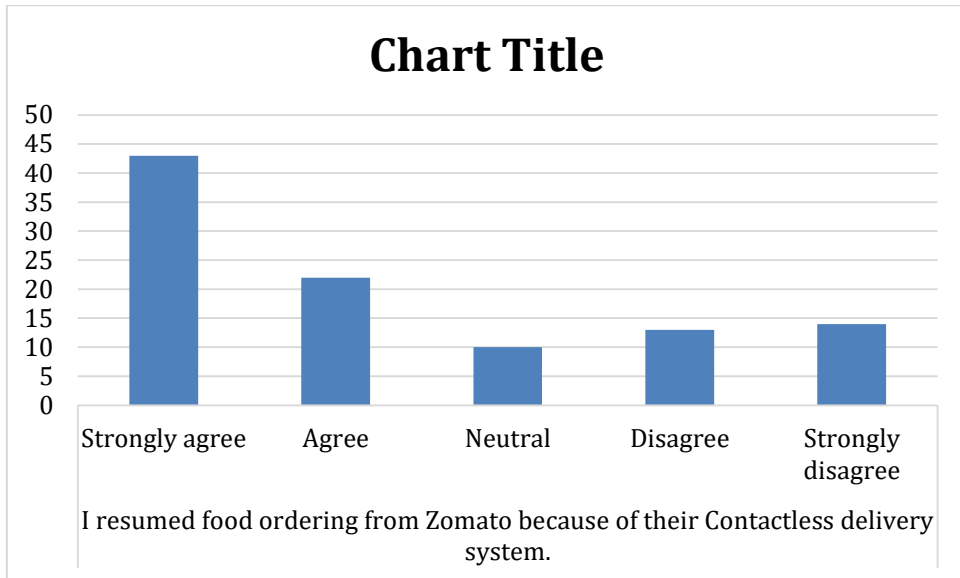
Empirical Study is conducted. A questionnaire was prepared and data was collected from the students of Sharda university. Total 132 responses were received. Out of this, 102 responses were valid. Piechart and graph analysis is done.

Data analysis:-

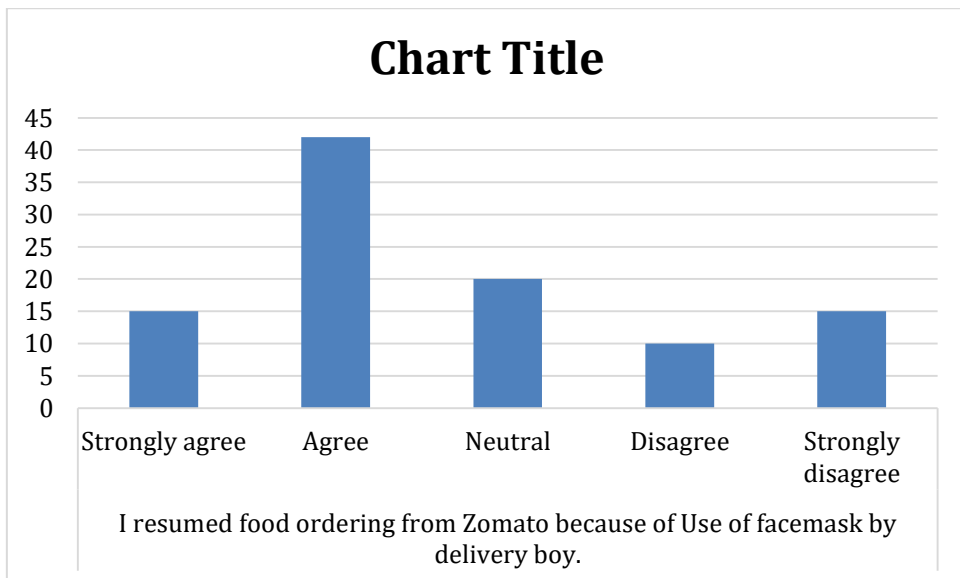
Were you initially hesitant to order online food?



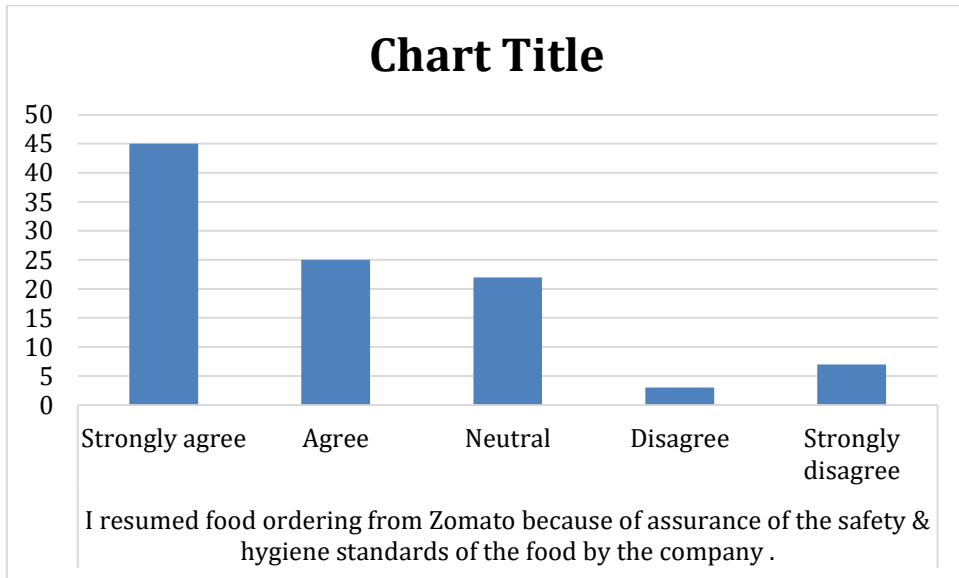
I resumed food ordering from Zomato because of their Contactless delivery system



I resumed food ordering from Zomato because of Use of facemask by delivery boy.



I resumed food ordering because of assurance of safety and hygiene standards by the co,



CONCLUSION OF THE REFERENCES

We figured out a straight forward survey for this exploration to evaluate Zomato's current situating on the lookout and its relationship with purchaser and found out the people behaviour towards Zomato is encouraging even in covid-19 and people were satisfied with the Zomato strategy due covid-19

1. Deeksha Shetty and Jayadatta S (2020). A Study on Impact of Covid-19 on Buying Behaviour of Consumer on Online Food Delivery with Reference to Zomato. International E Conference on Adapting to the New Business Normal - The way ahead. December 3-4, 2020 Mysuru, India.
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3. <https://www.zomato.com/blog/covid-19-initiatives>
4. <https://www.talkwalker.com/blog/zomato-marketing-strategy>