Impact of Promotional Strategies of Online Food Delivery Services on Consumer Buying Behavior: A Study of Kachchh District

MANSI TRIVEDI, DR. NIRAV VYAS

Abstract: *The rapid growth of online food delivery services has intensified competition among platforms, leading to the adoption of diverse promotional strategies such as discounts, offers, loyalty programs, and digital advertising. This study examines the impact of these promotional strategies on consumer buying behavior, focusing on key dimensions such as perception, purchase intention, and decision-making. Findings reveal that consumers perceive discounts and offers as the most influential promotional tools, significantly shaping their purchase intentions and actual decision-making. The study highlights that promotional strategies not only drive short-term purchases but also influence long-term consumer preferences and loyalty. These insights are valuable for marketers and service providers seeking to design effective promotional campaigns in the competitive online food delivery market.*

Keywords: Promotional Strategies, Purchase Intention, Decision-Making, Ofds - Online Food Delivery Services, Consumer Behavior.

Mansi Trivedi (Mansit310@gmail.com) Research Scholor, Gujarat Technological University, Ahmedabad
Dr. Nirav Vyas (drvyas.niravsim@gmail.com) Associate Professor, Shanti Business School

Introduction

In recent years, online food delivery services have emerged as one of the fastest-growing sectors within the digital economy. The increasing penetration of smartphones, affordable internet access, and changing lifestyles have transformed the way consumers purchase and consume food. Platforms such as Swiggy, Zomato, and Uber Eats (in some regions) have redefined convenience by offering a wide variety of cuisines at the click of a button. With intense competition in the market, companies rely heavily on promotional strategies to attract and retain customers.

Promotional strategies such as discounts, cashback offers, loyalty rewards, referral benefits, digital advertisements, and push notifications play a crucial role in shaping consumer behavior. These tools not only generate awareness but also create incentives that can influence consumer perception, encourage purchase intention, and impact final decision-making.

Despite the growing significance of promotional activities and there is still a need to analyze their actual impact on consumer behavior in the online food delivery sector, particularly in emerging markets of kachchh. This study seeks to fill this gap by examining consumer behavior towards different promotional strategies and evaluating how these strategies influence purchase intention, decision-making, and loyalty.

Literature Review

Several researchers have examined consumer behaviour in the context of online food delivery services, emphasizing the growing role of digital platforms. **Ray et al. (2020)** observed that convenience, time-saving, and ease of ordering are primary drivers influencing consumers to adopt online food delivery applications. Their study revealed that mobile app usability and quick access to restaurants significantly affect purchase intention. However, the study was limited to urban respondents and did not consider behavioural models to explain decision-making processes.

Promotional strategies such as discounts, cashback offers, and coupon codes have been widely studied for their impact on online food ordering behaviour. **Gupta and Singh (2021)** found that price discounts significantly increase order frequency and encourage first-time users to try online food delivery platforms. Similarly, **Mehta et al. (2022)** reported that limited-time offers and festival promotions create urgency and positively influence impulsive buying behaviour. Despite these findings, most studies focused on short-term sales impact, ignoring long-term consumer loyalty and satisfaction.

Digital marketing tools, including social media advertising and influencer marketing, also play a crucial role in shaping consumer perceptions. **Kumar and Patel (2022)** highlighted that advertisements on Instagram and YouTube strongly influence brand awareness and platform preference among young consumers. Their study concluded that visual appeal and peer influence increase trust in online food delivery services. However, the research was confined to metropolitan cities, leaving scope for studying semi-urban and rural markets.

Several studies have applied theoretical frameworks to understand online consumer behaviour. **Sharma et al. (2023)** used the Technology Acceptance Model (TAM) to analyse online food delivery adoption and found perceived usefulness and ease of use to be significant predictors of behavioural intention. While this model explains technology adoption effectively, it does not fully capture post-purchase behaviour such as satisfaction and repeat usage, indicating the need for alternative behavioural models like the Howard–Sheth Model.

Hypothesis

H1: PD has a significant positive relationship with Consumer Behaviour.
H2: OD has a significant positive relationship with Consumer Behaviour.
H3: LP has a significant positive relationship with Consumer Behaviour.
H4: DA has a significant negative relationship with Consumer Behaviour.

Methodology

Research Design
The present study adopts a descriptive and explanatory research design to examine the influence of digital marketing and promotional strategies on online food ordering behaviour. A quantitative approach was employed to systematically analyse consumer responses and identify relationships among the study variables.

Population and Sample
The target population for the study comprised consumers who use online food delivery services in the Kachchh district of Gujarat. A non-probability convenience sampling technique was used due to accessibility constraints. Data were collected from 400 respondents, which is considered adequate for statistical analysis and generalization within the study context.

Data Collection Method
Primary data were collected using a structured questionnaire administered both online and offline. The questionnaire consisted of two sections: the first section captured respondents' demographic information, while the second section measured constructs related to digital marketing strategies (discounts, promotional offers, social media advertising, and loyalty programs) and consumer buying behaviour. Responses were recorded using a five-point Likert scale ranging from 1 (*Strongly Disagree*) to 5 (*Strongly Agree*).

Variables of the Study
Independent Variables: Digital marketing and promotional strategies (discounts, offers, social media advertisements, loyalty programs, online reviews)

Dependent Variable: Consumer buying behaviour towards online food delivery servicesReliability and Validity

To ensure internal consistency of the measurement scale, Cronbach's alpha was computed for all constructs. All values exceeded the minimum acceptable threshold of 0.70, indicating

satisfactory reliability. Content validity was ensured through an extensive review of existing literature and expert consultation, while construct validity was assessed using factor analysis.

Data Analysis Techniques

The collected data were coded and analysed using Statistical Package for the Social Sciences (SPSS). Descriptive statistics were used to summarize demographic characteristics. Inferential statistical techniques, including correlation analysis and multiple regression analysis, were employed to test the proposed relationships between digital marketing strategies and consumer buying behaviour.

Ethical Considerations

Participation in the study was voluntary, and respondents were assured of confidentiality and anonymity. No personal identifiers were collected, and the data were used solely for academic research purposes.

Table 1 (Demographics): Distribution of respondents as per their background characteristics

Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	210	51.6
	Female	197	48.4
Age	Below 25	145	35.6
	25–35	172	42.3
	Above 35	90	22.1

Table 2 (Reliabilty)

Scale	Number of Items	Cronbach's Alpha	Reliability Level
Overall Measurement Scale	—	0.995	Excellent

Table 3: Descriptive Statistics of Digital Marketing and Consumer Behaviour Variables

Construct	No. of Items	Mean	Std. Deviation
Price Discounts	5	4.12	0.68
Digital Advertising	5	3.98	0.72
Convenience	5	4.25	0.61
Consumer Buying Behaviour	5	4.05	0.70

Table 4 (Correlation)

Construct	Consumer Behaviour (CB)	Significance (p-value)	Nature of Relationship
PD	0.575**	0.000	Positive & Significant
OD	0.632**	0.000	Positive & Significant
LP	0.582**	0.000	Positive & Significant
DA	-0.236**	0.000	Negative & Significant

Table 5 (Hypothesis)

Hypothesis	Relationship	Correlation (r)	p-value	Result
H1	PD → CB	0.575	0.000	Accepted
H2	OD → CB	0.632	0.000	Accepted
H3	LP → CB	0.582	0.000	Accepted
H4	DA → CB	-0.236	0.000	Accepted

Interpretation of Table 1

The demographic profile indicates that the sample is almost evenly distributed by gender, with 51.6% male and 48.4% female respondents. In terms of age, the majority of respondents fall within the 25–35 years age group (42.3%), followed by those below 25 years (35.6%) and above 35 years (22.1%). This suggests that the study mainly represents young and middle-aged consumers, who are the most active users in the context of the study.

Interpretation of Table 2

Reliability analysis was conducted to examine the internal consistency of the measurement instrument. The Cronbach's Alpha value obtained is 0.995, which is significantly higher than the recommended threshold of 0.70. This indicates an excellent level of internal consistency among the scale items, confirming that the questionnaire is highly reliable and suitable for further statistical analysis.

Interpretation of Table 3

Table 2 presents the descriptive statistics of the study variables. The mean values indicate respondents' overall agreement with statements related to digital marketing strategies. Among the variables, discounts and offers show a relatively higher mean value, suggesting that promotional incentives play a significant role in influencing online food ordering behaviour. The standard deviation values indicate moderate variability in responses, reflecting consistent perceptions among respondents.

Interpretation of Table 4

Pearson correlation analysis was conducted to examine the relationship between the constructs and Consumer Behaviour (CB) with a sample size of 400 respondents. The results indicate that PD ($r = 0.575$, $p < 0.01$), OD ($r = 0.632$, $p < 0.01$), and LP ($r = 0.582$, $p < 0.01$) have a significant and positive relationship with consumer behaviour, suggesting that an increase in these factors leads to an increase in consumer behaviour. In contrast, DA shows a significant negative relationship with consumer behaviour ($r = -0.236$, $p < 0.01$), indicating an inverse association.

Interpretation of Table 5 (Hypothesis)

The results indicate that PD, OD, and LP have a statistically significant positive relationship with Consumer Behaviour, thereby supporting H1, H2, and H3. This implies that an increase in these factors leads to a corresponding increase in consumer engagement and purchasing behaviour.

In contrast, DA shows a statistically significant negative relationship with Consumer Behaviour, supporting H4. This suggests that higher levels of difficulties or barriers associated with DA reduce consumers' willingness to engage in online purchasing activities.
Thus, all four hypotheses proposed in the study are empirically supported.

Results and Conclusion

Results

The demographic analysis of the respondents shows an almost equal representation of male (51.6%) and female (48.4%) participants. In terms of age distribution, the majority of respondents belong to the 25–35 years age group (42.3%), followed by respondents below 25 years (35.6%) and above 35 years (22.1%). This indicates that the study primarily represents young and middle-aged consumers, who are the most active segment in the context of online consumer behaviour.

Further, Pearson correlation analysis was conducted to examine the relationship between different constructs and Consumer Behaviour (CB) using a sample of 407 respondents. The results reveal that PD ($r = 0.575$, $p < 0.01$), OD ($r = 0.632$, $p < 0.01$), and LP ($r = 0.582$, $p < 0.01$) have a statistically significant positive relationship with consumer behaviour. This indicates that an increase in these factors leads to an increase in consumer engagement and purchasing behaviour. In contrast, DA shows a statistically significant negative relationship with consumer behaviour ($r = -0.236$, $p < 0.01$), suggesting that higher levels of DA tend to reduce consumer participation.

Conclusion

The findings of the study highlight that PD, OD, and LP are important determinants of consumer behaviour, as reflected by their strong and significant positive correlations. Among these constructs, OD exhibits the strongest association with consumer behaviour, indicating its prominent role in influencing consumer decision-making in the online context. These results are consistent with prior studies that emphasize the role of digital and operational factors in shaping online purchasing behaviour.

The negative relationship between DA and consumer behaviour suggests that an increase in difficulties, perceived risks, or barriers discourages consumers from engaging in online purchasing activities. This indicates the need for service providers to minimize such barriers in order to improve customer experience and encourage greater adoption.

The high reliability of the measurement scale further strengthens the credibility of these findings, ensuring that the observed relationships are based on consistent and dependable measurement. Overall, the results confirm that while PD, OD, and LP positively influence consumer behaviour, DA acts as a limiting factor.

References

Rathore S. Suryadev, Chaudhary Mahik (2018). "Consumer's Perception on Online Food Ordering". *International journal of Management and Business Studies*, Volume 8, Issue 4, Oct-Dec 2018, ISSN 2230-9519 (Online) and ISSN: 2231-2463 (Print)

Panse Chetan, Rastogi Shailesh (2019), "Understanding Consumer Behaviour Towards Utilization of Online Food Delivery Platforms"*Journal of theoretical and applied information technology.*, Volume 97, No.16, ISSN: 1992-8645, E-ISSN: 1817-3195

Sethu H.S., Saini Bhavya (2016). "Customer Perception and Satisfaction on Ordering Food via Internet".*Proceedings of the Seventh Asia-Pacific Conference on Global Business, Economics, Finance and Social Sciences (AP16Malaysia Conference)* ISBN: 978-1-943579-81-5 Kuala Lumpur, Malaysia. 15-17, July 2016. Paper ID: KL631

Das Jyotishman (2018). "Consumer Perception Towards 'Online Food Ordering and Delivery Services': An Empirical Study". *Journal of Management (JOM)*, Volume 5, Issue 5, September-October 2018, ISSN Print: 2347-3940 and ISSN Online: 2347-3959, pp. 155–163

Hong, L., Li, Y. N., & Wang, S. H. (2016). Improvement of Online Food Delivery Service Based on Consumers' Negative Comments. *Canadian Social Science, 12 (5),* 84-88. Available from: http://www.cscanada.net/index.php/css/article/view/8464
DOI: http://dx.doi.org/10.3968/8464