

A Framework to Effectively use Social Media as A Marketing Strategy for Swiggy

Mr. A. Prasanth¹ and Mr. C. Abinesh²

Assistant Professor, Department of Management Sciences¹

Student II MBA, Department of Management Sciences²

Hindusthan College of Engineering and Technology, Coimbatore, India

Abstract: *Social media has become an integral part of marketing strategies for businesses across various industries. Swiggy, a food delivery platform, can benefit greatly from social media marketing to increase its reach and customer base. To effectively use social media as a marketing strategy. A focus on social listening, which involves monitoring conversations about Swiggy on social media platforms and addressing customer queries and complaints in a timely and personalized manner.*

Keywords: Integral part of marketing strategies, Effectively use social media as a marketing strategy, Monitoring conversations about Swiggy

I. INTRODUCTION

Swiggy is a leading food delivery platform in India that has revolutionized the way people order food. With the rise of social media platforms, it has become crucial for businesses to have a strong social media strategy in order to reach their target audience and promote their brand. A well-planned social media strategy can help Swiggy engage with its customers, build brand awareness, and drive sales. In this context, Swiggy can adopt a multi-pronged social media strategy that encompasses different platforms and caters to different segments of its audience. This strategy can include creating engaging content, using social media influencers, leveraging user-generated content, responding promptly to customer queries and complaints, and running targeted ads. By there implementing of a comprehensive social media strategy, In there swiggy they can noy only focus on its brand image and customer engagement but also gain its customer preference and behaviours . Overall, a well-planned social media strategy can help Swiggy stay ahead of its competitors and drive growth in the highly competitive food delivery market. wigggy, being a leading food delivery platform in India, understands the significance of social media in engaging with its customers and building its brand. A well-crafted social media strategy can help Swiggy enhance its customer base, drive sales, and establish a loyal following. The social media strategy for Swiggy would focus on creating engaging content that resonates with its target audience, building a strong online presence, and leveraging social media channels to improve customer experience.

1.1 STATEMENT OF THE PROBLEM

- **Limited reach:** Despite being a popular brand, Swiggy's social media presence may not be reaching a wider audience. But only few more only using to aware in swiggy.
- **Low engagement:** Swiggy's social media posts may not be generating sufficient engagement and interaction from its followers.
- **Inconsistent content:** Swiggy's social media content may lack consistency in terms of messaging and branding, leading to a fragmented brand image.
- **Negative feedback:** Social media platforms can also be a platform for customers to leave negative feedback, which can harm Swiggy's reputation if not addressed effectively. This also affected their brand image in there society.

1.2 OBJECTIVE OF THE STUDY

- To provide fast, convenient and reliable food delivery service to its customers and saving their time.

- To meet a variety of clients needs by doing just that. This raises the possibility of customer retention in addition to helping to draw in new customer.
- To enhance logistics and forming partnerships with restaurants, swiggy was able to gain a presence in the market.
- Adverting enhancing in brand recognition and in the new customers in market.
- A flawless customer experience throughout the order and delivery procedures. Additionally, it provides services for a digital wallet and faster delivery executives.

1.3 SCOPE OF THE STUDY

- **Target audience:** Identify the target audience for social media marketing efforts based on factors such as age, location, interests, and behaviours. Understanding the target audience will help in creating content that resonates with them.
- **Content strategy:** Develop a content strategy that aligns with the objectives and target audience. The content should be engaging, informative, and relevant to the target audience. It should also be consistent with Swiggy's brand image and values.
- **Social media channels:** Identify the social media channels that are most relevant to the target audience and align with Swiggy's objectives. The most popular social media channels in India include Facebook, Instagram, Twitter, and YouTube.
- **Measurement and analysis:** Establish metrics to measure the effectiveness of social media marketing efforts, such as engagement rates, reach, and conversions. Use this data to continuously improve the content strategy and social media channels.
- **Crisis management:** Develop a crisis management plan for social media, including a process for addressing negative feedback, customer complaints, and other potential issues. This plan should ensure that Swiggy maintains a positive brand image on social media.

II. RESEARCH METHODOLOGY

The primary data collection is done with questionnaire technique. The number of respondents include both the male and female.

2.1 Research Design

A research which is used here is "Descriptive research". This study uses Survey methods with closed ended question.

2.2 Information Required:

Demographic profiles of the respondents.

On which the swiggy people are we;; aware about. Whether they are get the respective benefits in their services.

2.3 Research Plan:

- Data source: primary
- Research Approach: Survey method
- Research Instrument: Questionnaire

2.4 Sampling Method

- **Identify the target audience:** The first step is to identify the target audience for Swiggy Sampling. This could be people who live or work in the area, food bloggers, or anyone who is interested in trying new food.
- **Choose the right social media platforms:** Once the target audience has been identified, it's important to choose the right social media platforms to reach them. For example, Instagram and Facebook are great platforms for reaching younger audiences, while LinkedIn may be better for targeting professionals.

- **Create engaging content:** The content created for social media should be engaging and visually appealing. This could include photos of the food being offered, behind-the-scenes footage of the chefs preparing the food, or customer testimonials.
- **Use hashtags:** Hashtags can be used to make it easier for people to find Swiggy Sampling content on social media. Some popular hashtags include #SwiggySampling, #FreeFood, and #Foodie.
- **Partner with influencers:** Influencers can help promote Swiggy Sampling by sharing their experience with their followers on social media. It's important to choose influencers who have a following that aligns with the target audience.
- **Run social media ads:** Running ads on social media can help reach a wider audience and increase brand awareness. Ads can be targeted based on location, interests, and other demographics.
- **Monitor and analyze results:** It's important to monitor social media activity and analyze results in order to make adjustments and improve future campaigns.

2.5 Limitation of the Study

- Limited sample size
- Lack of standardization
- Lack of user feedback
- Time-bound nature of the study
- Inaccessibility of proprietary information

2.6 Methods of Collection

This study uses both primary data and as well as secondary data.

Primary Data

The data collected through the surveys and interviews will be analysed using qualitative and quantitative methods, depending on the type of data collected. The analysis will be guided by the research objectives and the specific research questions being investigated. The findings will be presented in a report that will include both descriptive and inferential statistics, as well as qualitative analysis of the open-ended responses.

Secondary Data

- Academic journals and publications related to the use of social media marketing strategy.
- Industry publications, blogs, and online forums related to swiggy social media strategy.
- Company websites and marketing materials related to swiggy strategy.
- Case studies and success stories of the use of swiggy social media strategy.

III. LITERATURE REVIEW

Serhat Murat Alagoz & Haluk Hekimoglu (2012), opined that e-commerce is dynamically growing worldwide, the food industry is also indicating an increased growth. They have suggested the Technology Acceptance Model (TAM) as a base to study the acceptance of online food ordering apps. Their analysis of data stated that the attitude towards online food ordering is due to the ease and usefulness of online food ordering process and also vary according to their innovativeness against information technology, their trust in e commerce websites and few external influences.

Ashoutosh bhargve (2013) said that Foodpanda an online food ordering apps has been launched in the Indian market since May 2012. Foodpanda first major move was acquisition of TastyKhana, which was started in Pune in year 2007. With acquisition of TastyKhana and JUST EAT, it is now available in over 200 cities and delivery partner with over 12,000 restaurants. JUST EAT which was launched in Denmark in 2001 and was listed publicly on the London Stock Exchange is also mentioned. Their Indian venture was come as Hungry Bangalore in 2006. It was reintroduced in 2011 when JUST EAT acquired a majority share in the business. Today, the company partners with over 2,000 restaurants.

H.S. Sethu & Bhavya Saini (2016), their idea was to analyze the student's perception, behavior and satisfaction of online food ordering and delivery applications. Their study shows that online food ordering apps secure their time due to easily availability. It is also found that visibility of their favourite food at any point of time and always access to internet ,free data are the main reasons for using the apps.

According to **Sheryl E. Kimes (2011)**, his study found that perceived control and convenience associated with the online food ordering services were important for both users and non-users. Nonusers need more personal attention and also had high uncertainty towards.

According to **Leong Wai Hong (2016)**, the technological advancement in many industries has changed the business model to grow. Efficient systems can help improve the productivity and profitability of a restaurant. The use of online food delivery system is believed that it can lead the restaurants business grow from time to time and will help the restaurants to facilitate major business online.

According to **Varsha Chavan, et al, (2015)**, the use of smart phone mobile interface for consumers to view order and follow has helped the restaurants in delivering orders from consumers immediately. The increase in uses of smart phones and computers are giving platform for service industry. Their Analysis concluded that this process is convenient, effective and easy to use, which is expected to better day by day in coming times.

IV. ANALYSIS & FINDINGS OF STUDY

4.1 Percentage Analysis

- Majority of 41.2% respondents are 20 – 30 aged people.
- Majority of 73.5% respondents are male
- Majority of 44.1% respondents are urban.
- Majority of 38.2% respondents are 40000-50000 their present income.
- Majority of 90.2% respondents peoples are order food in online.
- Majority of 40.2% respondents peoples are one year food order in swiggy.
- Majority of 57.8% respondents peoples are weekly ordered food in online.
- Majority of 41.2% respondents peoples are lunch order in online food.
- Majority of 54.9% respondents peoples are order food over the web browser.
- Majority of 52% respondents peoples are money spend on ordering food per time.
- Majority of 50% respondents peoples are disagree while swiggy save your time.
- Majority of 41.2% respondents office staffs are oftently using swiggy.
- Majority of 59.8% respondents people are knowing about swiggy in internet.
- Majority of 52% respondents peoples are order food in online portal.
- Majority of 40.2% respondents peoples are improve their variety of restaurant in swiggy.
- Majority of 44.1% respondents people are convenient to order food on swiggy.
- Majority of 34.3% respondents people are rate about swiggy offer.
- Majority of 40.2% respondents people are giving rating to swiggy satisfied.
- Majority of 40.2% respondents people are comfortable to swiggy offers.

4.2 CHI-SQUARE TEST

Age * which meal you typically order food online

Null hypothesis (Ho)

There is no significance relationship between age and order meal through online

Null hypothesis (H1)

There is significance relationship between age and order meal through online

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
2.Age * 9.which meal you typically order food online	102	100.0%	0	.0%	102	100.0%

Chi-Square Tests

	value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.924(a)	9	.218
Likelihood Ratio	9.833	9	.364
N of Valid Cases	102		

Interpretation

As per the above table, it is inferred that the P value is $0.363 > 0.05$. Hence Null hypothesis (Ho) is Accepted. There is no significant relationship between age and order meal through online.

V. SUGGESTIONS

- The food delivery service providers can employ more staff to enlighten the customers about the procedure and advantages of the delivery service.
- They can gain their customer stratification and preference to understand the customer interview and survey to be conduct.
- Promote the food delivery service by relying on the digital marketing, analyze their social media marketing, advertisement marketing to assess of the effectiveness of their strategies will be improved in the swiggy services.
- Swiggy the created lot of poster the are increases engagement on social media. The YouTube videos review will be given more reason to order food in swiggy. They are adverting in the Facebook and google will be help to improve their strategy.

VI. CONCLUSION

In their social media marketing strategy the swiggy will be created poster will be in the unique way this will be helps the swiggy growth in the recent years. In the social media integration allows the customer to share their photo and videos of their favourite dishes with their family and friends. Social media make it easy to promote their food apps in the regular basic in social media. The customer and the can utilized the social media is the powerful tool to experiences the customer benefits. In the swiggy will be provide many offers and discount the will be change their selling strategy. It is estimated that around 69% of customers order meals online using their mobile devices. In the modern world the people are order food online in mobile. This will be majority help the restaurant to developed their future growth. The mobile technology for the food services, gain more visibility and enhance the brand value. Over 60%-70% of men and women today buy online meals because major chain restaurants such as Swiggy, swiggy and many more offer online meal ordering options so that they can receive food at their doorstep. The feature that attracts consumers the most is Doorstep Delivery at any place at anytime. Consumers are mostly motivated when they receive any Rewards & Cashbacks followed by loyalty points or benefits. The factors that block customers to try the online food delivery apps are Bad Past Experience, reviews, and word of mouth. By giving consistent and effective services this concept with innovation can be successfully grow. In future companies can target Tier 2 cities for expansion of business as these cities are also having numbers of working youngsters.

BIBLIOGRAPHY

- [1]. Aaker, D. A. (2012). Building strong brands. Simon and Schuster.
- [2]. Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of computer-mediated Communication*, 13(1), 210-230.
- [3]. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice*. Pearson UK.
- [4]. Constantinides, E., & Fountain, S. J. (2008). Web 2.0: Conceptual foundations and marketing issues. *Journal of Direct, Data and Digital Marketing Practice*, 9(3), 231-244.
- [5]. Evans, D. (2012). *Social media marketing: An hour a day*. John Wiley & Sons.
- [6]. Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833-5841.
- [7]. Hootsuite. (2020). Social media trends for 2021. Retrieved from <https://blog.hootsuite.com/social-media-trends/>
- [8]. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59-68.
- [9]. Kotler, P., & Keller, K. L. (2016). *Marketing management*. Pearson Education Limited.
- [10]. Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357-365.
- [11]. Swiggy. (2021). About Us. Retrieved from <https://www.swiggy.com/about-us>
- [12]. Swiggy. (2021). Swiggy for Business. Retrieved from <https://www.swiggy.com/business>
- [13]. Trout, J., & Ries, A. (2013). *The 22 immutable laws of marketing: Violate them at your own risk!* Profile Books.