

Change in the ways of promotion and advertising - with reference to Zomato and Swiggy

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ABSTRACT

While talking about the Promotion and Advertisements, what comes to our mind is the creativity of the Marketing team of the concerned company, the way they bring their product or services in the customers' sight. My purpose of doing this research is the curiosity of knowing the change in the ways companies promote their product and services among the customers. I have gone through several researches, basically they have mentioned the role of promotion and advertising, Impact of Promotions and Advertisements, Promotion and advertisement as a whole, types of it, etc., but no one has talked about how it changed in the modern era. The way earlier promotion and advertisements were, is now completely transformed. It's not only on newspapers or television; it is at every place where people's eyesight can reach. It's not only about the jingles, but the pickup lines which attract you and make you curious about the product. It was the time, when the ways to promote or advertise was limited to the medieval mediums, as television, radio, newspaper, hoardings, pamphlets etc., whereas now, this has crossed the boundaries and mixed the creativity, imaginations and technology to it. From creative and attractive hoardings to AI based pop-ups.

INTRODUCTION

The reach of Promotional activities and the exposure of advertisement have shown immense growth in sales of the products and services. The people themselves claimed that many times the advertisement or promotional activities pull them to purchase stuff or avail any services. The discussion of earlier researchers about the role of promotion and advertisements, impacts of these and their explanations about the two terms have been a great help in knowing several things, but the drastic change which have been spotted in today's era can't be ignored at any part. The people should know about it, and I am sure this would make them also curious to know about the changes.

OBJECTIVE OF THE STUDY

Promotions and advertisements are a really important part of Marketing. Promotion as a whole in marketing refers to ways of marketing communication used to inform the target audience about the benefits of the product, services, briefing them and making them aware about the brand. Advertisements are part of promotions. Since I have witnessed the change in promotion and advertising, I can say that this, including me, makes a lot of people curious about the methods they use to attract the audience towards them. Therefore, I chose the topic "Change in the ways of Promotion and Advertisements" to do this research, so that I myself can know the impact of the change, and can know the change more closely. The needs of this study are:

- 1. To create Market awareness about creativity in promotions and advertising**
- 2. To let people understand the Competitiveness arising due to promotional strategies**
- 3. To grab customer's attention towards promotion and advertising**
- 4. To appreciate creative minds applied in advertising of new gen**
- 5. To study contrast in old and modern ways**
- 6. To study the Impact on the sales of the company due to promotion and advertising**

LITERATURE REVIEW

Svetlana Frolova in 2014, in her research "THE ROLE OF ADVERTISING IN PROMOTING A PRODUCT", focused majorly on the role advertising plays in promotion of a product. Her key points relied on "Advertising, marketing, product life cycle, consumer buying behavior", she mainly wanted us to know how advertisements have been the major part of

Promotions, and how it helped in Marketing, how this increased the life cycle of a product and affected the consumer buying behavior from it. Svetlana precisely explained about:

- advertising,
- how to plan an advertising campaign,
- concept of product life cycle, and its stages,
- selection of spreading methods, and
- the effectiveness of advertising.

Gil Appel, Lauren Grewal, Rhonda Hadi, and Andrew T. Stephen in 2019, in their research on “The future of social media in marketing” focused only on a part of advertising through social media, which is now taking place in the world of promotion. They majorly focused on the explanation of social media, how it will be used in the promotions and advertisements, what is its immediate future etc. When we are talking about the modern ways of advertisement these researchers only showed us the study of the use of social media in marketing of a product or services.

Carl F. Mela, Sunil Gupta and Donald R. Lehmann during 1997 in their research “The long term impact of promotion and advertising on consumer brand choice” focused only on the impact of promotions and advertising when a consumer chooses a product or a brand. Their study addressed two major questions:

- Do consumers’ response to marketing mix variables, such as price, change over a long period of time?
- If yes, are these changes associated with changes in manufacturers’ advertising and retailers’ promotional policies?

Using these results, the authors drew implications for manufacturers’ pricing, advertising, and promotion policies. They actually wanted to know the long term impact of promotions and advertising with the hypothesis that consumers become more price and promotion sensitive over time because of reduced advertising and increased promotion.

So, eventually everyone did research on the part of promotion or its role, or its impact but no one altogether gave the idea of the changes this field is taking place, how is this change working. In my research I will be filling this gap and will be talking about this change.

RESEARCH METHODOLOGY

The purpose of the research methodology is to describe the research procedure. This includes the overall design, sampling procedure, data collection method and analysis procedure. This section is important because it is hard to discuss methodology without using technical terms. This study was made based on primary data. Distributing the questionnaire to the respondents in order to collect the data.

Data Analysis Procedure

The data shown in the report consist of both primary and secondary data. The primary data consist of the responses from various respondents which are derived through the use of questionnaires. The secondary data is derived from various journals, magazines and research papers. Primary data is uploaded on MS EXCEL to formulate it properly and so that proper graphs and charts could be presented and decrease the paper work in the report.

Limitations

1. Convenient sampling is used in this project.
2. Less numbers of customers are taken as samples in this project i.e. 50 respondents approx.
3. Information collected is ineffective for consideration due to a smaller number of samples.
4. Respondents unwilling to provide personal information

The data I have used in this research is mostly the primary data which includes questionnaires and in the secondary data I have used screenshots of the posts which brands update online. All the questions in the questionnaire are basically based on a generic format, the segment I targeted was of age above 18 years, and the data contains people from all kinds of occupations - students, working professionals, doctors etc. All the content of secondary data is just the screenshots and no numeric data have been used for secondary purposes.

The sample size used in this research is 100 people, the survey was conducted online.

INTRODUCTION OF THE COMPANIES

ZOMATO

Talking about Zomato, it is an Indian Multinational restaurant aggregator and food delivery company founded by Deepinder Goyal and Pankaj Chaddah in 2008. Zomato actually provides all related information about restaurants, their menus and the reviews of the users related to food, restaurant and the delivery partner who delivered it at the user's doorsteps. Till 2019, the company has diversified its services to 24 countries and in more than 10,000 cities.

Zomato was actually founded as FoodieBay in 2008, later it was renamed as Zomato Media Pvt. Ltd. Talking about the expansion:

- 2011 - Expanded across India from Delhi NCR, Mumbai, Bangalore, Chennai, Pune, Ahmedabad and Hyderabad.
- 2012 - Expanded internationally in countries like the United Arab Emirates, Sri Lanka, Qatar, the United Kingdom, the Philippines and South Africa.
- 2013 - Moved on with expansion in New Zealand, Turkey, Brazil and Indonesia, with their website and app being available in Turkish, Portuguese, Indonesian and English languages.
- 2014 - launched in Portugal
- 2015 - was carried forward by launches in Canada, Lebanon and Ireland. Also with this company acquired Seattle-based food portal Urbanspoon, through which the gate towards the United States and Australia opened (competitors in US - Yelp and Foursquare).
- 2017 - launched Zomato Infrastructure services, to help restaurants elaborate their presence without incurring fixed cost.
- 2018 - became a Unicorn
- 2020 - due to high rise in demand for online groceries, the firm launched Zomato Market, also introduced no contact dining. In the same year, drew praise for introducing a menstruation leave policy.
- 2021 - started initial public offering

Having such a grip on trending issues and upcoming opportunities, Zomato has always proved in gaging those at the right time and right place. This makes Zomato stand out in its marketing

SWIGGY

In 2013, Sriharsha Majety and Nandan Reddy, designed an e-commerce website called Bunde for courier services and shipping within India, but due to halt it was rebranded as Swiggy. Swiggy is also an Indian online food ordering and delivery providing platform. It was founded in July, 2014, based in Bangalore and is operating in more than 500 Indian cities (as of 2021). With food delivery it also provides groceries on demand under the name Instamart and also an instant package delivery service called Swiggy Genie.

From 2015 to 2021, its revenue increased from 0.11 crores to 2,145 crores. Swiggy though staying across India have brought many expansion to its services in India - from a food delivery option to the solution for sending package delivery nearby, to the online groceries. Swiggy has made a lot of things easier for the citizens.

With this Swiggy have also adopted the promotion and strategies used by Zomato. Using its own customers for attracting them and then being active on social media for every trending issue. Reacting creatively to all ongoing issues grabs customer's attention to the brand, and this is what makes Zomato and Swiggy, eye-catching brands.

ZOMATO & SWIGGY'S PROMOTION STRATEGIES

The reach of Promotional activities and the exposure of advertisement have shown immense growth in sales of the products and services. The people themselves claimed that many times the advertisement or promotional activities pull them to purchase stuff or avail any services. The discussion of earlier researchers about the role of promotion and advertisements, impacts of these and their explanations about the two terms have been a great help in knowing several things, but the drastic

change which have been spotted in today's era can't be ignored at any part. The people should know about it, and I am sure this would make them also curious to know about the changes.

In the early stages of Zomato, it started with a Search Ad Campaign using Google Adwords. The things it targeted were the keywords related to food, online ordering, restaurant's name and many more such words. The audience it targeted were those who wanted their food delivered at their door steps. With all of these, it started promoting zomato on facebook and instagram.

Almost the same strategies were used by Swiggy for its promotion. These giants targeted social media just because the youth can be targeted easily there. With this even the audience who spend their time online are the ones who want to make their work as easy as possible, and getting food delivered easily at home that too on discounted price was a win-win situation for them.

Later on these companies started their attractive pop-up experiment. Through their application, from morning to evening they kept on popping up innovative messages customized for the user- for eg:- "Saman, busy since morning? Take a break and eat something". This makes users feel connected with the brand and creates an urge to click on the pop-up.

DATA ANALYSIS & INTERPRETATION

The data used here is to know about the effects of promotion and advertisements on consumers, what do they like about it etc. This data is primarily collected by an online survey through questionnaires. And the data is of 100 customers from different professions and age groups.

I have asked several questions which are mentioned further, and the objective of asking these questions are:

- The types of consumers using these platforms
- What is it that influences them to use these applications?
- Do the customers like the advertising and promotion strategies of Zomato & Swiggy?
- Are they appreciating the change in promotion and advertisement strategies?
- Are they accepting social media as the new promotional connection?
- Do they encourage the upcoming changes in ways of promotion and advertising?

FINDINGS

Zomato and Swiggy was a part of my research but the main focus was on depicting the change in the ways of promotion and advertising. I had an idea of the change but the research made it more interesting and knowledgeable for me. The findings I have from the entire research are:

1. There is a major difference in traditional and modern ways of promotion and advertising.
2. People appreciate and encourage the creativity they are finding in the advertisement they come across.
3. Making customers a part of your promotion will always make them feel special.
4. When the Brand already has enough to express, they don't need to endorse actors or famous people.
5. The ideas of promotions should grab the attention, and not the celebrities.
6. Print media and audio media are not that much eye catching till the time it would be extremely creative.
7. The major platform to promote your brand is Social media, and after this, any online platform would work better than physical platforms.
8. Social media gives Brand the highest and wide reach to the customer.
9. Creative direct pop-ups on mobile phones creates good customer engagement.
10. Always be updated with the trends and trending topics, never leave a chance to amuse your audience.

LIMITATIONS

Every topic has its own advantages and disadvantages. Advantages are always looked up, but what should actually get focus is the limitations. So, the topic of change in the ways of advertising and promotion which I choose, do involve its own limitations. They are:

- Never ever hurt the sentiments of your customer or audience.
- Never use any negative topic to promote yourself.
- Never make fun of any critical topic through your engaging posts.
- Avoid inequality, racism, injustice kind of topics in your promotions.
- Never use any bad character, this would hamper your image.

RECOMMENDATIONS

As the changes in the ways of promotions and advertising we have talked about in the entire research, the one thing to keep in mind is that the change should be positive, because having a negative impact is never a Brand's agenda. So, few things I would like to recommend at the end are:

1. Always stay updated with your promotional and advertising strategies.
2. Never leave any chance to throw a good opinion through your promotions.
3. Always try to take the lead in using trending topics.
4. Customer's attention should always be a Brand's priority.
5. Choose the best platform to promote where you can engage the highest number of people.

CONCLUSION

While I was doing the research about this topic, I myself realized the fact that I never got attracted to any kind of promotions before. Those Coca Cola and Thumbs Up advertisements were the ones that, being a child I used to get fascinated at, but other than that I never used to waste my time in watching advertisements, but nowadays I feel curious to see the new creativity by all the brands. Zomato's loving messages make me take screenshots and post it on my instagram and whatsapp stories. For me it is fun, but for them these are creating a fan base and ultimately they are gaining sales through this.

These social media advertisement techniques have taken Promotion to another level - the posts, stories, videos created by brands give rise to buzz all over the social media platforms. It is not necessarily to be made and posted on every platform, rather you post it on one platform and making it viral will bring it to all social media channels.

Being at a viewer's point I can say that these strategies adapted by Zomato, Swiggy, Paytm and other brands have been a game changer in the advertising industry. And as other brands too are adapting it so advertisements have taken customers' heart now. Even they let customers participate as a part of their conversation, and thus this should be adopted by all the industries.

Hereby, I conclude from my entire research that the huge change which we have got to see from the traditional approach to the modern approach have changed the level of customer engagement. To sell a product the priority is to have your customers support you, and this approach makes a Brand's audience fall in complete connection with them. The Brands establish trust and belief amongst the customer and make them feel happy, special and secure. In the coming future this will reach another height of creativity for sure.

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