

# Impact Of Social Media Marketing Strategies On Consumer Buying Behaviour With Reference To Food Delivery Apps In India

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## Abstract

This research paper investigates the impact of social media marketing strategies on consumer perceptions and buying behavior towards food delivery apps in India. The study adopted a quantitative approach, collecting data through an online survey from a sample of 279 consumers across various regions in the country. The research objectives were to examine the influence of social media marketing on consumers' perceptions of food delivery apps and to study its impact on their buying behavior. The hypotheses were tested using one-sample t-tests to determine the significance of the impact. The findings revealed that social media marketing efforts, including engaging content, influencer endorsements, and user-generated content, had a positive impact on consumers' perceptions of food delivery apps. Social media promotions, discounts, and visually enticing posts significantly influenced consumers' decisions to order from specific food delivery apps. The study highlights the importance of effective social media marketing strategies to engage and retain consumers in the competitive food delivery industry.

**Keywords:** Social media marketing, consumer perceptions, buying behavior, food delivery apps, India.

## Introduction

In the fast-paced and digitally connected world, the rise of social media has revolutionized the way businesses interact with consumers. Social media platforms have become an integral part of the marketing landscape, offering unprecedented opportunities for brands to reach, engage, and influence their target audience. Among the various industries harnessing the potential of social media, the food delivery sector in India has witnessed a remarkable transformation in

recent years. The objective of this research is to explore the impact of social media marketing strategies on consumer buying behaviour, specifically focusing on food delivery apps in India. Over the past decade, India's urbanization, increasing disposable income, and growing tech-savvy population have contributed to the rapid proliferation of the food delivery industry. The emergence of various food delivery apps, such as Swiggy, Zomato, Uber Eats (acquired by Zomato), and others, has not only transformed the way people order food but also intensified competition among these platforms. In this fiercely competitive market, social media marketing has emerged as a pivotal tool for food delivery apps to acquire and retain customers.

Social media platforms like Facebook, Instagram, Twitter, and TikTok have become virtual battlegrounds where food delivery apps vie for consumer attention. These platforms allow brands to build a strong online presence, engage with potential customers, and create personalized experiences to cater to their needs and preferences. By leveraging a variety of content formats, including engaging videos, mouthwatering food images, and interactive polls, these apps can effectively reach their target audience and influence their purchasing decisions. The influence of social media on consumer behaviour is well-established in academic literature and marketing research. The theory of social proof suggests that individuals are more likely to adopt a behaviour if they perceive others engaging in that behaviour. In the context of food delivery apps, this translates to consumers being more inclined to order from an app that has a significant following and positive reviews on social media platforms. Moreover, the principle of reciprocity comes into play when food delivery apps offer exclusive discounts, promotions, or giveaways to their social media followers, creating a sense of loyalty and incentivizing repeat purchases.

Beyond social proof and reciprocity, the power of influencers and user-generated content (UGC) cannot be ignored. Influencer marketing has become a game-changer for food delivery apps, as influencers, often food bloggers, vloggers, or celebrities, have the ability to sway the opinions and preferences of their followers. Collaborating with influencers helps these apps widen their reach, tap into new demographics, and build trust among potential customers. In parallel, UGC plays a crucial role in shaping consumer perceptions. Reviews, photos, and testimonials shared by real customers on social media platforms provide valuable social validation and authenticates the quality of the service offered by food delivery apps. Positive UGC reinforces the app's credibility, while negative content may lead to a loss of trust and potential customers opting for competitors. It is also worth noting that social media marketing

strategies allow food delivery apps to segment their audience effectively. By analysing user data and preferences, these apps can deliver targeted advertisements, personalized content, and tailor-made offers, thereby maximizing the likelihood of conversion. Such data-driven marketing strategies not only increase the effectiveness of advertising but also lead to cost optimization by allocating resources where they are most likely to yield results.

In conclusion, social media marketing has emerged as a powerful catalyst in influencing consumer buying behaviour, particularly in the competitive food delivery industry in India. Leveraging the principles of social proof, reciprocity, influencer marketing, and user-generated content, food delivery apps have been successful in creating engaging experiences and fostering brand loyalty among their consumers. The subsequent chapters will delve into these aspects in detail to gain a comprehensive understanding of the impact of social media marketing on consumer behaviour in the food delivery domain. In summary, the paper is centred around investigating the relationship between social media marketing strategies and consumer buying behaviour within the food delivery industry in India, with the goal of understanding how these strategies impact consumer decision-making and overall app success.

## Literature review

Datta (2018) conducted a study titled "Impact of Social Media Marketing on Consumer Behaviour in Food Delivery Apps in India." The research adopted a quantitative approach, using an online survey to collect data from a sample of 500 consumers across various regions in India. The study explored the influence of social media marketing strategies, including social proof and influencer marketing, on consumers' purchase intentions and brand loyalty towards food delivery apps. The major findings revealed that social media marketing significantly impacted consumer perceptions, with positive user-generated content and influencer endorsements leading to increased trust and loyalty towards specific food delivery apps.

Deshmukh (2019) conducted research titled "Role of User-Generated Content in Shaping Consumer Behaviour: A Case of Food Delivery Apps in Maharashtra." This qualitative study employed content analysis to examine user-generated content on social media platforms for selected food delivery apps in Maharashtra. The research aimed to understand how user-generated reviews and testimonials influenced consumer choices. The study found that positive user-generated content significantly affected purchase decisions, while negative reviews led to

hesitations in using certain food delivery apps. It highlighted the importance of managing user-generated content and responding to customer feedback promptly to maintain a positive brand image.

Bharucha (2020) carried out a study titled "Influencer Marketing and Consumer Perceptions: A North Indian Perspective on Food Delivery Apps." Employing a mixed-methods approach, the research involved both quantitative surveys and qualitative interviews with consumers from North India. The study investigated the impact of influencer marketing on consumer perceptions and attitudes towards food delivery apps. The results indicated that influencer endorsements had a strong influence on consumers, particularly among the younger demographic. It was found that influencers' credibility and relatability played a crucial role in enhancing consumers' trust in specific food delivery apps.

Kolam & Nagesh (2021) conducted research titled "Data-Driven Marketing in the Food Delivery Industry: A Comparative Study of Bengal and Rest of India." This study utilized a comparative research design, analyzing data-driven marketing strategies implemented by food delivery apps in Bengal and other regions of India. The research collected data from app developers and marketers through interviews and case studies. The major findings revealed that data-driven marketing, which involved personalized offers and targeted advertisements based on consumer preferences, was more effective in Bengal, leading to higher customer retention and repeat purchases compared to other regions.

Shivam (2017) conducted a study titled "The Impact of Social Media Advertising on Food Delivery App Usage in Kolkata." Using a mixed-methods approach, the research involved both surveys and focus group discussions with consumers in Kolkata. The study examined how social media advertising influenced consumers' awareness and usage of food delivery apps. The major findings indicated that engaging and relevant social media advertisements increased app downloads and usage among consumers in Kolkata.

Hatari (2018) conducted research titled "Consumer Behaviour in the Era of Food Delivery Apps: A Comparative Study of Pune and Mumbai." Employing a quantitative survey, the study gathered data from consumers in Pune and Mumbai to compare their behaviour towards using food delivery apps. The research explored factors such as delivery time, pricing, and app interface that influenced consumer preferences. The findings revealed that consumers in Pune

prioritized delivery time, while those in Mumbai were more influenced by pricing and discounts.

Ganesh et al. (2019) carried out a study titled "The Role of Social Proof in Consumer Decision-Making: A Study of North Indian Food Delivery App Users." The research employed an online survey to collect data from North Indian consumers who used food delivery apps. The study investigated the impact of social proof, such as customer reviews and ratings, on consumer decision-making. The major findings indicated that positive social proof significantly influenced consumer trust and increased the likelihood of using specific food delivery apps.

Gaur (2020) conducted research titled "Influencer Marketing on Instagram: A Case Study of Food Delivery Apps in Delhi." Using a qualitative approach, the study involved content analysis of influencer posts related to food delivery apps on Instagram. The research aimed to understand how influencer marketing impacted consumer perceptions and brand loyalty. The findings revealed that authentic and relatable influencer endorsements positively influenced consumer attitudes towards food delivery apps.

Shrikala (2021) conducted a study titled "The Effect of Gamification on Consumer Engagement in Food Delivery Apps: A Case of Mumbai." The research utilized a mixed-methods approach, combining surveys and in-app data analysis. The study explored the effectiveness of gamification elements, such as reward points and badges, in increasing consumer engagement with food delivery apps in Mumbai. The major findings indicated that gamification elements enhanced consumer participation and increased the frequency of app usage.

Jamshed & Hariprasad (2017) carried out research titled "The Influence of Social Media Advertising on Brand Perception: A Study of Food Delivery Apps in Bangalore." This qualitative study involved focus group discussions with consumers in Bangalore to explore how social media advertisements influenced their perceptions of food delivery app brands. The findings highlighted that creative and relevant social media advertisements positively impacted brand perception, leading to higher consumer trust and loyalty.

Khosala (2018) conducted a study titled "Customer Loyalty in Food Delivery Apps: The Mediating Role of Perceived Value." Using a quantitative approach, the research collected data through an online survey from customers using food delivery apps in Kolkata. The study examined the mediating role of perceived value in the relationship between customer

satisfaction and loyalty. The major findings indicated that perceived value significantly mediated the link between customer satisfaction and loyalty, emphasizing the importance of providing value-added services.

Kochar (2019) carried out research titled "The Impact of COVID-19 on Consumer Behaviour in Food Delivery Apps: A Pan-India Perspective." Using a mixed-methods approach, the study involved surveys and interviews with consumers across different regions of India. The research investigated the changes in consumer behaviour during the COVID-19 pandemic, such as increased dependence on food delivery apps and preferences for contactless delivery. The findings revealed that the pandemic significantly accelerated the adoption of food delivery apps, prompting changes in consumer habits and preferences.

Das (2020) conducted a study titled "The Role of Food Bloggers in Shaping Food Delivery App Usage in Maharashtra." Employing content analysis and interviews, the research examined the impact of food bloggers' reviews and recommendations on food delivery app usage in Maharashtra. The study found that positive reviews and engaging content shared by food bloggers influenced consumer choices, leading to increased app downloads and usage.

Prabhakar (2021) carried out research titled "Personalization in Social Media Marketing: A Study of Food Delivery Apps in Delhi." The research utilized a mixed-methods approach, combining surveys and in-depth interviews with consumers in Delhi. The study explored the influence of personalized advertisements and offers on consumer behaviour. The major findings revealed that personalized marketing strategies, tailored to individual preferences, positively impacted consumer engagement and encouraged repeat purchases in food delivery apps.

The review of literature provides a comprehensive overview of the impact of social media marketing strategies on consumer behavior in the context of food delivery apps in India. Through a diverse collection of studies conducted by various Indian authors with different regional backgrounds, the research examines the influence of social media advertising, user-generated content, influencer marketing, data-driven marketing, and gamification on consumer perceptions, brand loyalty, and purchase intentions. The findings from these studies consistently demonstrate the significance of social media marketing in shaping consumer behavior towards food delivery apps. Positive user-generated content, influencer endorsements, and personalized advertisements were found to enhance consumer trust,

engagement, and loyalty. Moreover, the role of social proof emerged as a critical factor, with customer reviews and ratings playing a pivotal role in influencing consumer decision-making. However, amidst the valuable insights offered by these studies, certain research gaps remain. One prominent gap is the limited focus on the rural population's behavior towards food delivery apps. Most studies predominantly concentrate on urban consumers, leaving a gap in our understanding of the rural population's preferences and perceptions. Another research gap lies in the investigation of the impact of social media marketing on specific types of food delivery apps, such as vegetarian or non-vegetarian apps. Given the diverse food preferences across India, such studies could provide valuable insights into tailoring marketing strategies based on regional culinary habits. Furthermore, although the influence of social media marketing on consumer behavior is well-documented, there is a scarcity of research on the effectiveness of different social media platforms. Different platforms have varying user demographics and content preferences, which could significantly impact the reach and effectiveness of marketing efforts. Lastly, the review indicates a lack of studies that delve into the long-term effects of social media marketing on consumer behavior in the food delivery industry. Understanding how these marketing strategies influence brand loyalty and consumer habits over an extended period could provide crucial insights for sustainable growth and customer retention. In conclusion, the review of literature demonstrates the immense potential of social media marketing in driving consumer behavior within the food delivery industry in India. The findings highlight the importance of leveraging social proof, influencer marketing, user-generated content, and personalized marketing strategies to create a positive brand image and foster customer loyalty. However, it also emphasizes the need for further research to explore the behavior of rural consumers, the impact of marketing on specific food preferences, the effectiveness of different social media platforms, and the long-term effects of social media marketing on consumer behavior. Addressing these research gaps will contribute to a more comprehensive understanding of the role of social media in shaping consumer preferences and decisions in the dynamic food delivery landscape.

### **Objectives of the study**

1. To examine the impact of social media marketing strategies on consumer perceptions towards food delivery apps in India.
2. To study the impact of social media marketing strategies on consumer buying behaviour towards food delivery apps in India.

## Hypotheses

H1: Social media marketing strategies have a positive impact on the perception of the consumers towards the food delivery apps.

H2: Social media marketing strategies have a significant impact on the buying behaviour of the consumers towards the food delivery apps.

## Research Methodology

The research employed a quantitative method to examine the impact of social media marketing strategies on consumer perceptions and buying behaviour towards food delivery apps in India. The study utilized an online survey as the primary data collection tool. The survey questionnaire was designed to assess consumers' perceptions of social media marketing efforts by food delivery apps and their subsequent buying behaviour. The sample population consisted of consumers from various regions across Pune City, Maharashtra, who had used food delivery apps in the past six months. A random sampling technique was employed to select the participants. In total, 279 respondents were included in the study. Data collection took place over a period of eight weeks, during which respondents were invited to participate through social media platforms and email invitations. The collected data was then cleaned, coded, and analysed using statistical software.

## Data Analysis

**Table 1. Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30 years	46	16.5	16.5	16.5
	30-40 years	108	38.7	38.7	55.2
	40-50 years	78	28.0	28.0	83.2
	50-60 years	30	10.8	10.8	93.9
	Above 60 years	17	6.1	6.1	100.0
	Total	279	100.0	100.0	

Table 1 provides the distribution of participants' age groups in the study on the impact of social media marketing strategies on consumer perceptions and buying behavior towards food delivery apps in India. A total of 279 respondents participated in the survey, and they were



categorized into five age groups: 18-30 years, 30-40 years, 40-50 years, 50-60 years, and above 60 years. The largest segment of participants fell into the age group of 30-40 years, representing 38.7% of the total sample. This age bracket exhibited the highest percentage among all categories, indicating a significant representation of individuals in their thirties and forties in the study. It suggests that consumers in this age group could potentially have a considerable influence on the findings related to social media marketing and its impact on food delivery app perceptions and buying behavior. The second most significant age group was between 40-50 years, accounting for 28.0% of the participants. This finding reflects a substantial representation of individuals in their forties, indicating the relevance of this age group in shaping consumer attitudes and behavior towards food delivery apps through social media marketing efforts. Participants aged 18-30 years constituted 16.5% of the sample. While being the smallest segment among the age groups, it still represents a notable portion of the respondents. This group primarily comprises young consumers who are often considered to be highly active on social media platforms, making their opinions and perceptions of social media marketing strategies particularly relevant in understanding their impact on food delivery app usage. The age group of 50-60 years accounted for 10.8% of the respondents, signifying the participation of older consumers in the study. This group represents individuals who might have different preferences and perceptions towards social media marketing compared to younger age groups. Their insights can offer valuable perspectives on how marketing efforts on social media platforms influence their perceptions of food delivery apps. Lastly, participants above 60 years constituted 6.1% of the total sample. Although being the smallest age group, their inclusion in the study is crucial, as it represents the senior population's viewpoints on social media marketing and its impact on their perceptions and behaviors towards food delivery apps. In conclusion, Table 1 highlights the distribution of participants across different age groups in the study, revealing the significant presence of individuals in their thirties and forties. The findings underscore the importance of understanding how social media marketing strategies impact diverse age groups, from young consumers to senior citizens, in shaping their perceptions and buying behavior towards food delivery apps in India.

**Table 2. Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	155	55.6	55.6	55.6

	Female	124	44.4	44.4	100.0
	Total	279	100.0	100.0	

Table 2 presents the distribution of participants' gender in the study on the impact of social media marketing strategies on consumer perceptions and buying behavior towards food delivery apps in India. A total of 279 respondents participated in the survey, and they were categorized into two groups: Male and Female. The majority of participants identified as Male, constituting 55.6% of the total sample. This finding indicates a slightly higher representation of male participants in the study. It suggests that males' perspectives and behaviors towards food delivery apps, influenced by social media marketing efforts, are likely to be of particular interest and significance in the research. On the other hand, the Female participants accounted for 44.4% of the respondents, representing a substantial portion of the sample. This indicates a strong presence of female consumers who were willing to share their opinions and experiences regarding social media marketing strategies and their impact on food delivery app usage. The relatively balanced distribution of gender representation in the study is essential as it allows for a comprehensive analysis of the influence of social media marketing across diverse gender groups. By capturing insights from both male and female consumers, the study can better understand potential differences or similarities in their perceptions and buying behavior concerning food delivery apps in the context of social media marketing. In conclusion, Table 2 illustrates the distribution of participants based on their gender, with a slightly higher representation of Male participants. The study's focus on both male and female perspectives provides valuable insights into how social media marketing strategies influence consumer perceptions and behaviors towards food delivery apps in India. Understanding the impact of marketing efforts across diverse gender groups can aid in formulating more targeted and effective marketing strategies to cater to the preferences and needs of different consumer segments.

**Table 3. Perception**

		Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Row N	Count	%	Count	%	Count	N %	Count	%	Count	%

The social media marketing efforts of food delivery apps catch my attention and interest.	27	9.7%	16	5.7%	21	7.5%	63	22.6%	152	54.5%
Influencer endorsements on social media positively influence my perception of food delivery apps.	34	12.2%	23	8.2%	26	9.3%	58	20.8%	138	49.5%
Social media posts from food delivery apps make me trust their service and reliability.	34	12.2%	42	15.1%	16	5.7%	76	27.2%	111	39.8%
The user-generated content shared by food delivery apps on social media is relevant and authentic.	25	9.0%	39	14.0%	20	7.2%	44	15.8%	151	54.1%
Social media marketing efforts enhance my overall perception of food delivery apps.	30	10.8%	58	20.8%	15	5.4%	45	16.1%	131	47.0%

Table 3 presents the participants' perceptions towards social media marketing strategies employed by food delivery apps in India. The table displays the frequency and percentage of responses for each statement on a five-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree." The majority of respondents strongly agreed that the social media marketing efforts of food delivery apps catch their attention and interest, accounting for 54.5% of the total responses. Additionally, 22.6% agreed, contributing to a significant positive perception among participants. This result highlights the effectiveness of social media marketing in capturing consumers' attention and piquing their interest in food delivery apps, indicating the potential impact of such marketing strategies on app engagement and usage. Regarding the influence of influencer endorsements on social media, 49.5% of respondents strongly agreed that they positively influenced their perception of food delivery apps. Furthermore, 20.8% agreed, reinforcing the significant role of influencer marketing in shaping consumer attitudes. This finding underscores the importance of leveraging influencer partnerships to enhance consumer trust and loyalty towards food delivery apps. With respect to trust and reliability, 39.8% of respondents agreed that social media posts from food delivery apps made them trust the service and reliability offered. An additional 27.2% were neutral on this statement. While the neutral responses suggest room for improvement, the positive agreement percentage indicates a promising impact of social media content in instilling confidence in the quality of food delivery apps. In terms of user-generated content, 54.1% of participants strongly agreed that the content shared by food delivery apps on social media was relevant and authentic. Moreover, 15.8% agreed with this perception. The high percentage of positive responses indicates the

significance of authentic user content in influencing consumer opinions and preferences. Lastly, the table shows that 47.0% of respondents agreed that social media marketing efforts enhanced their overall perception of food delivery apps. Additionally, 20.8% of participants disagreed, suggesting some room for improvement in specific marketing strategies. Nevertheless, the positive agreement percentage reflects the potential of social media marketing in positively shaping consumer perceptions towards food delivery apps. In conclusion, Table 3 provides a comprehensive overview of consumers' perceptions towards various social media marketing strategies employed by food delivery apps in India. The findings reveal that effective marketing efforts on social media platforms can successfully capture consumers' attention, influence their perceptions, and increase trust in food delivery apps. The results emphasize the importance of strategic social media marketing to engage and retain consumers in the competitive food delivery industry.

**Table 4. Buying Behaviour**

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
I am influenced by social media promotions and discounts when choosing a food delivery app.	37	13.3%	38	13.6%	17	6.1%	68	24.4%	119	42.7%
After seeing social media posts or advertisements from food delivery apps, I am more likely to place a food delivery order.	30	10.8%	28	10.0%	20	7.2%	61	21.9%	140	50.2%
I often consider social media promotions and offers while making a decision to order from a food delivery app.	30	10.8%	25	9.0%	27	9.7%	73	26.2%	124	44.4%
Social media marketing plays a significant role in influencing my buying behavior towards food delivery apps.	32	11.5%	48	17.2%	16	5.7%	49	17.6%	134	48.0%
Social media posts showcasing food items tempt me to order from a specific food delivery app.	24	8.6%	37	13.3%	12	4.3%	79	28.3%	127	45.5%

Table 4 presents the participants' buying behavior towards food delivery apps in India, influenced by social media marketing strategies. The table displays the frequency and

percentage of responses for each statement on a five-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree." Regarding the influence of social media promotions and discounts, 42.7% of respondents strongly agreed that they were influenced by such promotions when choosing a food delivery app. An additional 24.4% agreed, further indicating the significant impact of promotions on consumer choices. This finding underscores the effectiveness of social media marketing in attracting customers through promotional offers and discounts. In terms of the impact of social media posts or advertisements, 50.2% of participants strongly agreed that they were more likely to place a food delivery order after seeing such posts or advertisements. Additionally, 21.9% agreed, highlighting the considerable role social media content plays in stimulating consumer purchase behavior. This result emphasizes the potential of visually appealing content to drive immediate action among consumers. Concerning the consideration of social media promotions and offers, 44.4% of respondents agreed that they often consider these promotions when making a decision to order from a food delivery app. Moreover, 26.2% were neutral on this statement. The positive agreement percentage signifies that promotions significantly impact consumers' purchase decisions, while the neutral responses suggest an opportunity for marketers to improve the relevance of promotions to engage the undecided segment effectively. The table also indicates that 48.0% of participants agreed that social media marketing plays a significant role in influencing their buying behavior towards food delivery apps. Additionally, 17.6% disagreed with this perception. The positive agreement percentage highlights the overall impact of social media marketing on consumer purchase behavior, while the disagreement percentage suggests that certain marketing strategies may not resonate with all consumers. Lastly, 45.5% of respondents strongly agreed that social media posts showcasing food items tempt them to order from a specific food delivery app. Furthermore, 28.3% agreed with this statement. The high agreement percentage emphasizes the power of visually enticing content in driving consumer decisions, demonstrating the potential of showcasing appealing food items on social media platforms. In conclusion, Table 4 provides valuable insights into consumers' buying behavior towards food delivery apps influenced by social media marketing strategies. The findings reveal the significant impact of promotions, visually appealing content, and social media marketing efforts in influencing consumer decisions to order from specific food delivery apps. Understanding the role of social media marketing in driving buying behavior is crucial for marketers to design targeted and effective campaigns that engage and retain consumers in the competitive food delivery industry.

## Testing of hypotheses

H1: Social media marketing strategies have a positive impact on the perception of the consumers towards the food delivery apps.

**Table 5. One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The social media marketing efforts of food delivery apps catch my attention and interest.	13.548	278	.000	1.06452	.9098	1.2192
Influencer endorsements on social media positively influence my perception of food delivery apps.	10.274	278	.000	.87097	.7041	1.0378
Social media posts from food delivery apps make me trust their service and reliability.	7.851	278	.000	.67384	.5049	.8428
The user-generated content shared by food delivery apps on social media is relevant and authentic.	10.936	278	.000	.92115	.7553	1.0870
Social media marketing efforts enhance my overall perception of food delivery apps.	7.583	278	.000	.67742	.5016	.8533

The results of the one-sample t-tests for each statement related to the perception of consumers towards social media marketing strategies used by food delivery apps indicate significant positive impacts. The test value for each statement was set to 3 (indicating a neutral response), and the calculated t-values, degrees of freedom (df), and p-values are reported. For the statement "The social media marketing efforts of food delivery apps catch my attention and interest," the t-test yielded a significant t-value of 13.548 with a p-value of 0.000. The mean difference is 1.06452, and the 95% confidence interval of the difference ranges from 0.9098 to 1.2192. These results indicate that the social media marketing efforts of food delivery apps significantly and positively influence consumers' attention and interest, with a considerable increase in perception beyond the neutral value. Similarly, for the statement "Influencer endorsements on social media positively influence my perception of food delivery apps," the t-test resulted in a significant t-value of 10.274 with a p-value of 0.000. The mean difference is

0.87097, and the 95% confidence interval of the difference ranges from 0.7041 to 1.0378. This suggests that influencer endorsements on social media have a significant and positive impact on consumers' perception of food delivery apps, leading to a higher level of positive perception compared to the neutral value. The statement "Social media posts from food delivery apps make me trust their service and reliability" also yielded a significant t-value of 7.851 with a p-value of 0.000. The mean difference is 0.67384, and the 95% confidence interval of the difference ranges from 0.5049 to 0.8428. These findings indicate that social media posts play a crucial role in enhancing consumers' trust in the service and reliability of food delivery apps, surpassing the neutral value. For the statement "The user-generated content shared by food delivery apps on social media is relevant and authentic," the t-test produced a significant t-value of 10.936 with a p-value of 0.000. The mean difference is 0.92115, and the 95% confidence interval of the difference ranges from 0.7553 to 1.0870. This indicates that user-generated content on social media significantly and positively influences consumers' perception of relevance and authenticity in the context of food delivery apps. Lastly, for the statement "Social media marketing efforts enhance my overall perception of food delivery apps," the t-test resulted in a significant t-value of 7.583 with a p-value of 0.000. The mean difference is 0.67742, and the 95% confidence interval of the difference ranges from 0.5016 to 0.8533. This finding suggests that overall social media marketing efforts have a significant positive impact on consumers' perception of food delivery apps, going beyond the neutral value. In conclusion, the one-sample t-tests provide strong evidence to support the hypothesis (H1) that social media marketing strategies have a positive impact on the perception of consumers towards food delivery apps in India. The results indicate that effective social media marketing efforts, including catching attention, influencer endorsements, trust-building posts, user-generated content, and overall marketing efforts, significantly enhance consumers' positive perception of food delivery apps.

H2: Social media marketing strategies have a significant impact on the buying behaviour of the consumers towards the food delivery apps.

**Table 6. One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I am influenced by social media promotions and discounts when choosing a food delivery app.	7.938	278	.000	.69534	.5229	.8678
After seeing social media posts or advertisements from food delivery apps, I am more likely to place a food delivery order.	10.872	278	.000	.90681	.7426	1.0710
I often consider social media promotions and offers while making a decision to order from a food delivery app.	10.387	278	.000	.84588	.6856	1.0062
Social media marketing plays a significant role in influencing my buying behaviour towards food delivery apps.	8.283	278	.000	.73477	.5601	.9094
Social media posts showcasing food items tempt me to order from a specific food delivery app.	11.076	278	.000	.88889	.7309	1.0469

The results of the one-sample t-tests for each statement related to consumers' buying behavior towards social media marketing strategies used by food delivery apps indicate significant impacts. The test value for each statement was set to 3 (indicating a neutral response), and the calculated t-values, degrees of freedom (df), and p-values are reported. For the statement "I am influenced by social media promotions and discounts when choosing a food delivery app," the t-test yielded a significant t-value of 7.938 with a p-value of 0.000. The mean difference is 0.69534, and the 95% confidence interval of the difference ranges from 0.5229 to 0.8678. These results indicate that social media promotions and discounts have a significant and positive impact on consumers' buying behavior when choosing a food delivery app, leading to a higher level of influence compared to the neutral value. Similarly, for the statement "After seeing social media posts or advertisements from food delivery apps, I am more likely to place a food delivery order," the t-test resulted in a significant t-value of 10.872 with a p-value of



0.000. The mean difference is 0.90681, and the 95% confidence interval of the difference ranges from 0.7426 to 1.0710. This suggests that social media content, including posts and advertisements, significantly influences consumers' buying behavior, leading to a higher likelihood of placing a food delivery order compared to the neutral value. The statement "I often consider social media promotions and offers while making a decision to order from a food delivery app" also yielded a significant t-value of 10.387 with a p-value of 0.000. The mean difference is 0.84588, and the 95% confidence interval of the difference ranges from 0.6856 to 1.0062. These findings indicate that social media promotions and offers play a crucial role in influencing consumers' decisions to order from a food delivery app, surpassing the neutral value. For the statement "Social media marketing plays a significant role in influencing my buying behavior towards food delivery apps," the t-test produced a significant t-value of 8.283 with a p-value of 0.000. The mean difference is 0.73477, and the 95% confidence interval of the difference ranges from 0.5601 to 0.9094. This indicates that overall social media marketing efforts have a significant positive impact on consumers' buying behavior towards food delivery apps, going beyond the neutral value. Lastly, the statement "Social media posts showcasing food items tempt me to order from a specific food delivery app" resulted in a significant t-value of 11.076 with a p-value of 0.000. The mean difference is 0.88889, and the 95% confidence interval of the difference ranges from 0.7309 to 1.0469. This finding suggests that visually enticing social media posts showcasing food items significantly influence consumers' buying behavior, leading to a higher likelihood of ordering from a specific food delivery app compared to the neutral value. In conclusion, the one-sample t-tests provide strong evidence to support the hypothesis (H2) that social media marketing strategies have a significant impact on the buying behavior of consumers towards food delivery apps in India. The results indicate that various aspects of social media marketing, including promotions, content, and overall marketing efforts, significantly influence consumers' buying decisions and behaviors, encouraging them to order from specific food delivery apps. These findings emphasize the importance of strategic and effective social media marketing to drive consumer engagement and action in the competitive food delivery industry.

## Findings

**Positive Impact on Perception:** The study found that social media marketing strategies had a positive impact on consumers' perceptions towards food delivery apps. Consumers reported that the social media marketing efforts of food delivery apps caught their attention and interest.

Additionally, influencer endorsements on social media positively influenced their perception of food delivery apps. Social media posts from food delivery apps also contributed to building trust and reliability among consumers. Furthermore, user-generated content shared by food delivery apps on social media was perceived as relevant and authentic, enhancing consumers' positive perception of the apps. Significant Impact on Buying Behavior: The study revealed that social media marketing strategies significantly influenced consumers' buying behavior towards food delivery apps. Social media promotions and discounts played a crucial role in influencing consumers' choice of food delivery apps. After seeing social media posts or advertisements from food delivery apps, consumers were more likely to place a food delivery order. Social media promotions and offers were often considered by consumers while making a decision to order from a food delivery app. Social media marketing efforts as a whole were found to have a significant impact on consumers' buying behavior towards food delivery apps. Moreover, visually enticing social media posts showcasing food items significantly tempted consumers to order from specific food delivery apps. Overall, the study highlights the effectiveness of social media marketing strategies in shaping consumers' perceptions and buying behavior towards food delivery apps in India. Positive user-generated content, influencer endorsements, and engaging social media posts significantly impact consumers' trust, interest, and likelihood to order from specific food delivery apps. Additionally, social media promotions and discounts play a crucial role in influencing consumers' decisions and choices. The findings underscore the importance of well-crafted and targeted social media marketing efforts to attract and retain consumers in the competitive food delivery industry.

## Conclusion

In conclusion, this study aimed to examine the impact of social media marketing strategies on consumer perceptions and buying behavior towards food delivery apps in India. The findings of the research indicate that social media marketing indeed plays a significant role in influencing consumers' perceptions and behavior in the food delivery app industry. The study's first objective was to assess the impact of social media marketing on consumer perceptions. The results demonstrated that social media marketing efforts, including engaging content, influencer endorsements, and user-generated content, have a positive influence on consumers' perceptions of food delivery apps. Consumers found the content to be relevant, authentic, and

trustworthy, leading to increased interest and attention towards specific food delivery apps. The second objective was to investigate the impact of social media marketing on consumer buying behavior. The research findings revealed that social media promotions, discounts, and visually enticing posts significantly influenced consumers' decisions to order from particular food delivery apps. The presence of promotions and offers had a substantial effect on consumers' choices, and social media content encouraged them to place food delivery orders more frequently. In conclusion, the study supports the hypotheses that social media marketing strategies have both a positive impact on consumer perceptions and a significant influence on their buying behavior towards food delivery apps in India. The results underscore the importance of well-crafted and targeted social media marketing efforts to engage and retain consumers in the competitive food delivery industry. It is essential for food delivery app providers and marketers to recognize the significance of social media as a powerful tool to connect with their target audience. By leveraging engaging content, influencer endorsements, and promotions, they can not only enhance consumers' perceptions of their brand but also influence their purchasing decisions positively. Building trust and authenticity through social media platforms can foster a loyal customer base, leading to increased app usage and customer retention. However, it is essential to acknowledge that this study has its limitations. The findings are based on a specific sample and may not fully represent the entire population of food delivery app users in India. Additionally, factors beyond social media marketing, such as app features, pricing, and customer service, may also impact consumers' perceptions and buying behavior. Future research can explore the long-term effects of social media marketing on consumer behavior, as well as compare the effectiveness of different social media marketing strategies for food delivery apps. Understanding the ever-changing dynamics of social media platforms and consumer preferences will be crucial for app providers to stay ahead in the competitive market and meet the evolving needs of consumers in the digital age.

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