

## Digital Marketing Strategies and Consumer Purchase Decisions: Empirical Evidence from Zomato

James Hussain, PhD<sup>1</sup>, Faiyaz Hussain, PhD<sup>2</sup>

<sup>1</sup>Adjunct Faculty, Patna University, Patna, India

<sup>2</sup>Lecturer, D.N.S. Regional Institute of Co-operative Management (Under Ministry of Cooperation, Government of India), Patna University, India

### Abstract

*In the evolving digital economy, companies increasingly leverage online marketing tools to influence consumer purchase decisions. This study investigates the impact of four key digital marketing strategies—Search Engine Optimization (SEO), personalized marketing, push notifications, and social media engagement—on consumer buying behavior, with Zomato as a case study. A quantitative approach was adopted, involving 300 active Zomato users, and data were analyzed using multiple regression analysis. Results reveal that all four strategies significantly affect purchase decisions, with push notifications and personalized marketing exerting the strongest influence. However, multicollinearity among predictors suggests overlapping effects that require advanced analytical techniques for more accurate modeling. This research contributes to both academic and industry discourse by offering actionable insights for enhancing digital engagement in app-based services.*

**Keywords:** Digital Marketing, Consumer Purchase Behaviour, Online Food Delivery, Zomato, Empirical Analysis

### Introduction

In the digital era, marketing has transitioned from traditional mass communication to interactive, technology-driven strategies that offer real-time consumer engagement. The proliferation of smartphones, internet penetration, and social media platforms has enabled businesses to reach consumers more efficiently and persuasively. Digital marketing strategies have thus become central to influencing consumer behavior and driving purchasing decisions. Among these strategies, Search Engine Optimization (SEO), personalized marketing, push notifications, and social media marketing are widely adopted by digital-first businesses. Each plays a distinct role in capturing consumer attention and guiding their journey from awareness to action. The online food delivery sector in India exemplifies this transformation. Zomato, a leading platform in this space, utilizes a comprehensive mix of digital strategies to attract and retain customers. Despite widespread adoption of such tools, limited empirical research exists on their differentiated impacts within app-based services. This study aims to fill this research gap by analyzing how specific digital marketing strategies affect consumer purchase decisions, using Zomato as a case study. The findings provide both theoretical and practical insights for marketers operating in digitally saturated environments.

### Theoretical Framework

This research is grounded in the Consumer Decision-Making Process Model, which outlines the psychological and behavioral stages that individuals go through before making a purchase: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Digital marketing strategies influence this process by: SEO: Enhancing discoverability during the information search phase. Personalized Marketing: Guiding evaluation and increasing perceived value. Push Notifications: triggering purchase decisions through timely prompts. Social media: Affecting both evaluation and post-purchase behavior through user reviews, peer influence, and brand engagement. This theoretical underpinning allows for a structured analysis of

how each strategy contributes to consumer behavior, both individually and in combination.

### Literature Review

Recent studies emphasize the evolving role of digital marketing in shaping consumer decisions, particularly in app-based and e-commerce platforms. Mogaji et al. (2021) emphasize that personalized marketing using artificial intelligence (AI) significantly enhances customer engagement and conversion rates. AI-driven personalization enables platforms like Zomato to tailor offerings based on user history, increasing satisfaction and repeat purchases. Nguyen et al. (2022) analyzed the influence of SEO in food delivery platforms and found a strong correlation between high visibility in search engine results and trust formation among users. They suggest that SEO not only drives traffic but also boosts credibility and purchase intent. According to Patel and Gupta (2023), push notifications—when optimized for timing and relevance—can substantially increase app engagement and sales. However, excessive or irrelevant notifications can lead to user churn, highlighting the importance of strategic balance. Social media's interactive nature contributes to community building and brand loyalty. A study by Zhang et al. (2020) demonstrated that user-generated content and peer reviews on platforms like Instagram significantly affect brand perception and buyer decisions. Furthermore, Khan and Rana (2023) suggest that cross-platform digital marketing strategies that integrate social media, personalized messaging, and SEO create a holistic consumer journey that leads to stronger behavioral outcomes. These recent contributions reinforce the need for platform-specific research and validate the importance of examining each tool's distinct and combined impact on consumer behavior in online services.

### Research Methodology

This study employed a descriptive and quantitative research design to evaluate the influence of selected digital marketing strategies on consumer purchase decisions. Sampling Method: Convenience sampling was used to collect data from 300 active Zomato users across various Indian cities via an online survey administered through Google Forms. Data Collection: Primary data were gathered using a structured questionnaire, and secondary data included reviews of Zomato's digital campaigns, industry reports, and academic sources. Variables: Independent Variables: SEO, Personalized Marketing, Push Notifications, Social Media Marketing Dependent Variable: Consumer Purchase Decision Data Analysis Tools: SPSS 26.0 was used to conduct descriptive statistics, reliability testing (Cronbach's Alpha), and multiple linear regression analysis. Multicollinearity Consideration: High Variance Inflation Factor (VIF) values indicated multicollinearity among predictors. To address this, future studies should consider advanced modeling techniques such as Ridge Regression or Principal Component Analysis (PCA) to isolate independent effects. In this study, results were interpreted cautiously while acknowledging this limitation. This methodology ensures systematic data analysis and provides a valid framework for evaluating digital marketing effectiveness in the context of Zomato. Data Analysis and Interpretation, the collected data from 300 active Zomato users were analyzed using SPSS 26.0, applying descriptive statistics, reliability analysis, and multiple linear regression. Descriptive Statistics Mean scores for the independent variables ranged from 2.59 (SEO) to 3.36 (Digital Marketing overall), indicating moderate agreement among respondents on the perceived influence of these strategies. Standard deviation values (ranging between 1.05 and 1.39) reflect moderate variability, suggesting a representative distribution of consumer perceptions. Reliability Analysis, Cronbach's Alpha coefficient was calculated to test internal consistency of the measurement scale. The overall alpha value was 0.982, indicating excellent reliability. Each item—SEO, personalized marketing, push notifications, and social media—demonstrated strong item-total correlation, confirming that the variables consistently measure the intended construct of digital marketing influence. Regression Model Summary, Multiple linear regression was employed to test the hypotheses. The model summary yielded an R value of 0.958 and an R<sup>2</sup> value of 0.917, suggesting that 91.7% of the variation in consumer purchase decision can be explained by the four digital marketing strategies. The adjusted R<sup>2</sup> (0.916) confirms the model's stability. Model R R<sup>2</sup> Adjusted R<sup>2</sup> S t d . Error of Estimate 1 0.958 0.917 0.916 0.391

### ANOVA Results

The analysis of variance ( $F = 819.648$ ,  $p < 0.001$ ) confirms that the overall model is statistically significant. This indicates that the combination of the four marketing strategies meaningfully predicts consumer purchase decisions.

**Coefficients and Interpretation Predictor**

B	$\beta$	Sig.	VIF	SEO	0.181	0.188	3.623	0.000	9.587
Personalized Marketing	0.361	0.280	5.648	0.000	8.789				
Push Notifications	0.335	0.321	5.568	0.000	11.913				
Social Media Marketing	0.225	0.196	3.152	0.002	13.878				

All four independent variables significantly influence consumer purchase decisions ( $p < 0.05$ ). Among them, push notifications had the highest standardized impact ( $\beta = 0.321$ ), followed by personalized marketing ( $\beta = 0.280$ ), social media marketing ( $\beta = 0.196$ ), and SEO ( $\beta = 0.188$ ).

*Multicollinearity Assessment*, Variance Inflation Factor (VIF) values for all predictors exceeded the threshold of 10 in some cases (e.g., social media VIF = 13.878), indicating a high degree of multicollinearity. This suggests that the predictors may share overlapping variance, making it difficult to isolate their individual effects precisely. While the overall model remains statistically robust, future research should consider using Ridge Regression or Principal Component Analysis to mitigate this issue and achieve clearer variable separation.

## Findings

The analysis yielded several significant findings regarding the influence of digital marketing strategies on consumer purchase decisions in the context of Zomato: All four strategies—SEO, personalized marketing, push notifications, and social media—exert a statistically significant and positive influence on consumer purchase decisions. Push notifications emerged as the most influential predictor ( $\beta = 0.321$ ), indicating their effectiveness in triggering timely consumer responses and encouraging spontaneous purchases. Personalized marketing also showed a strong impact ( $\beta = 0.280$ ), reinforcing the importance of tailored recommendations and user-centric content in enhancing engagement and conversions. Social media marketing ( $\beta = 0.196$ ) and SEO ( $\beta = 0.188$ ) contributed positively, though their influence was relatively lower compared to the other two variables. The high overall explanatory power of the regression model ( $R^2 = 0.917$ ) highlights the collective effectiveness of digital strategies in shaping online consumer behavior on Zomato. However, high VIF values confirmed multicollinearity, suggesting overlapping effects among the digital strategies. This could obscure the distinct impact of each individual predictor.

## Conclusion

This study demonstrates that digital marketing strategies are critical drivers of consumer purchase decisions on app-based food delivery platforms such as Zomato. The findings confirm that push notifications and personalized marketing are particularly effective in motivating consumers to complete purchases. Social media and SEO also contribute meaningfully by enhancing visibility, engagement, and trust. Despite the statistical strength of the model, the presence of multicollinearity suggests that some strategies may be interrelated, limiting the clarity of individual effects. Addressing this issue through advanced analytical methods would strengthen the precision of future evaluations. In practical terms, marketers in the digital food delivery sector should continue to prioritize personalization and push-based strategies while integrating social media and SEO into a holistic, data-driven campaign framework. These efforts will enhance user engagement, retention, and conversion rates.

## References

Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing* (7th ed.). Pearson Education

Limited.

- Kapoor, K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2018). Advances in social media research: Past, present and future. *Information Systems Frontiers*, 20(3), 531–558. <https://doi.org/10.1007/s10796-017-9810-y>
- Khan, I. A., & Rana, M. (2023). Cross-channel integration in digital marketing: Implications for consumer engagement. *International Journal of Digital Business*, 9(1), 25–39.
- Kumar, V., & Reinartz, W. (2016). Creating enduring customer value. *Journal of Marketing*, 80(6), 36–68. <https://doi.org/10.1509/jm.15.0414>
- Mogaji, E., Olaleye, S., Ukpabi, D. C., & Nguyen, T. H. (2021). AI in digital marketing: The effects of personalization and data privacy on consumer engagement. *Journal of Consumer Marketing*, 38(4), 457–471.
- Nguyen, L. T., Pham, M. T., & Le, V. D. (2022). The impact of SEO on consumer trust in food delivery platforms. *Journal of Internet Commerce*, 21(2), 130–148.
- Patel, A., & Gupta, R. (2023). Push notification strategy in mobile commerce: A consumer behavior perspective. *Asian Journal of Marketing*, 17(1), 43–59.
- Tiago, M. T. P. M. B., & Verissimo, J. M. C. (2014). Digital marketing and social media: Why bother? *Business Horizons*, 57(6), 703–708. <https://doi.org/10.1016/j.bushor.2014.07.002>
- Zhang, X., Wang, Y., & Li, Q. (2020). The role of social media in consumer decision-making: Evidence from user-generated content. *Journal of Interactive Marketing*, 50, 45–59.
- Statista. (2024). *Online food delivery market in India – statistics and facts*. Retrieved from <https://www.statista.com>
- Zomato. (2024). *About us*. Retrieved from <https://www.zomato.com>