

## **A STUDY ON INFLUENCE OF FOOD BLOGGERS ON ZOMATO AND SWIGGY ORDERS**

Ms. Prachi Ahuja<sup>1</sup>, Dr. Geeta Nair<sup>2</sup>

<sup>1</sup>Assistant Professor, Accountancy, H.R College of Commerce & Economics,  
Maharashtra, India.

<sup>2</sup>Professor, Economics, H.R College of Commerce & Economics, Maharashtra, India.

---

### **ABSTRACT**

**This study delves into the way food bloggers shape consumer behavior within the burgeoning online food delivery industry, focusing specifically on platforms like Zomato and Swiggy. In today's digital landscape, food bloggers have emerged as influential tastemakers, shaping preferences and purchase decisions through curated content and authentic storytelling. Leveraging a quantitative research approach, information was gathered through an online questionnaire dispersed among a varied group of participants. Statistical analysis revealed significant differences in Zomato and Swiggy orders between individuals who follow food bloggers and those who do not, highlighting the persuasive power of influencer recommendations. While both platforms showed a strong association with following food bloggers, the influence appeared more pronounced for Zomato orders. These findings underscore the importance for businesses to recognize and harness the impact of food bloggers in driving user engagement and sales on online food delivery platforms. Collaborative efforts between food delivery platforms, restaurants, and food bloggers present opportunities to enhance customer experience, increase brand visibility, and ultimately thrive in the competitive digital marketplace.**

**KEYWORDS: Food Blogger, Online Food Delivery, Online Ordering, Profitability, Swiggy, Social Media Influence, Zomato.**

---

## I. INTRODUCTION

In the contemporary digital landscape, the rise of online food delivery platforms has revolutionized the way consumers engage with culinary experiences. Platforms like Zomato and Swiggy have emerged as dominant players in this space, offering convenience and accessibility to a wide array of dining options at the tap of a screen. Concurrently, the proliferation of social media platforms has facilitated the ascent of food bloggers as influential tastemakers within the food and beverage industry. With their visually appealing content and engaging narratives, food bloggers hold sway over a vast audience of eager consumers seeking culinary inspiration and recommendations. Consumer actions within the realm of online food delivery are profoundly influenced by a myriad of factors, with food bloggers playing a pivotal role in shaping preferences and purchase decisions. Through their curated content and authentic storytelling, food bloggers establish trust and credibility with their followers, positioning themselves as authorities in the realm of gastronomy. Their reviews, recommendations, and culinary adventures serve as valuable resources for consumers navigating the vast landscape of dining options available on platforms like Zomato and Swiggy. Influencer marketing has risen as a dominant force in the digital age, with brands and businesses acknowledging the significance of the immense potential of collaborating with social media influencers in this regard to reach and engage target audiences. Food bloggers, with their engaged followers and niche expertise, are particularly sought after by restaurants, food delivery platforms, and culinary brands looking to amplify their online presence and drive sales.

Collaborations between food bloggers and brands often result in sponsored content, promotional campaigns, and product placements, leveraging the influencer's reach and credibility to enhance brand visibility and consumer engagement. Social media's influence on consumer behavior cannot be overstated, with platforms like Instagram, Facebook, and Twitter serving as virtual hubs of culinary exploration and discovery. Food bloggers leverage these platforms to share visually captivating content, including mouthwatering food photography, insightful reviews, and engaging stories about their culinary experiences. Through strategic use of hashtags, geotags, and user-generated content, food bloggers extend their reach and amplify their impact, driving engagement and fostering a sense of community among their followers. Online ordering has become increasingly intertwined with social media culture, as consumers turn to platforms like Zomato and Swiggy to discover new dining experiences and connect with their favorite food bloggers. The seamless integration of social media features within these platforms allows users to

share their dining experiences, rate and review restaurants, and interact with fellow food enthusiasts.

Food bloggers, with their influential presence on social media, serve as catalysts for consumer engagement and interaction, driving traffic to restaurants and boosting sales for food delivery platforms. As the digital landscape continues to evolve, the role of food bloggers in shaping consumer behavior and driving online ordering habits is poised to expand. By understanding the intricacies of influencer marketing, social media influence, and online consumer behavior, businesses can effectively leverage the power of food bloggers to enhance brand visibility, drive sales, and foster meaningful connections with consumers in the dynamic world of online food delivery.

## II. REVIEW OF LITERATURE

- **Klassen (2018)** analyzed engagement metrics and identified effective strategies for each platform. Results show that photos and videos are commonly used, with different strategies yielding varying levels of interaction on Facebook and Instagram. Positive messaging and tailored content are recommended for enhancing engagement on social media channels.
- **Vinaik, A., Goel, R., Sahai, S., & Garg, V. (2019)** explored consumer preferences and behaviors related to mobile food ordering applications. Through a survey-based approach, the study examines consumer awareness, the factors influencing app selection, and user expectations. Key findings reveal that convenience, easy payment methods, a variety of food options, and customer service significantly drives app usage. The research highlights common challenges consumers face, such as delivery times and service quality, and suggests improvements for new app features. This study underscores the pivotal role of technology in transforming the food service industry, providing valuable insights for app developers and marketers.
- **Hepworth, A. D., Kropczynski, J., Walden, J., & Smith, R. A. (2019)** conducted a study that delves into the structure of social relationships between food bloggers on Twitter, aiming to uncover insights into their potential influence on consumer eating behavior. Data from Twitter profiles of 44 food bloggers were analyzed, revealing forms of social capital, preserving resources, and sameness within the network. Results showed variable centrality measures across different blogger subcategories, with some demonstrating denser ties within their niche. The study also found positive associations between Twitter use, Popularity and

Outreach. These findings highlight the importance of understanding influencers' motivations and information dissemination practices on social networking sites like Twitter.

- **Chen, H. S., Liang, C. H., Liao, S. Y., & Kuo, H. Y. (2020)** investigated the factors influencing consumer behavior towards online food delivery services. Through structural equation modeling (SEM) and an extensive survey of 1082 valid responses, the study finds that consumer subjective norm, attitude, and perceived behavioral control has a positive impact on utilitarian and hedonic values. These values, in turn, significantly enhance purchase intentions. These insights provide food delivery platforms with a strategic framework to enhance consumer engagement and leverage key behavioral drivers for sustainable business growth.
- **Reddy, C. S., & Aradhya, G. B. (2020)** investigated the elements that contribute to the rapid growth of virtual food delivery apps. Utilizing secondary data from previous studies, the research identifies key drivers such as customer convenience, diverse payment options, variety of food choices, and time-saving benefits. The study highlights how advancements in information technology and changing demographics have transformed customer interactions with sellers, emphasizing the importance of flexibility, cost benefits, and secure transactions. The authors propose a conceptual model to further explore these dynamics and predict future trends in the digital food delivery industry.
- **Gunden, N., Morosan, C., & DeFranco, A. L. (2020)** introduced a novel conceptual model to elucidate how consumers are influenced by information on online food delivery systems. Analyzing data from 333 users, the research reveals that consumer focus on money saving strongly impacts two of them utilitarian and hedonic browsing behaviors. Utilitarian web surfing shows no significant impact on persuasion, hedonic browsing and social influence emerge as potent predictors.
- **Puspita, G. T., & Hendrayati, H. (2020)** investigated the influence of food blogger reviews on Instagram on consumer purchase decisions with respect to culinary options in Indonesia. Through a sample of 100 Instagram users from Bandung, the study employs multiple linear regression analysis to assess the impact of food blogger reviews. Findings reveal that food blogger reviews significantly influence consumer purchasing decisions in Bandung, as evidenced by both t-score test and F-score test results. This study puts light on the role of Instagram, in forming consumer behavior in the culinary domain, offering insights for businesses and marketers in the food industry.

- **Bun, S., & Alversia, Y. (2020)** analyzed how incentives offered to customers and influence of food bloggers affect customer engagement metrics on Instagram. The findings give light on the effectiveness of various strategies in driving Consumer interaction in the food domain industry through social media platforms like Instagram.
- **Tandon, A., Kaur, P., Bhatt, Y., Mäntymäki, M., & Dhir, A. (2021)** explored the factors driving consumer purchase intentions towards food delivery apps (FDAs). The study examines the impact of FDA visibility and various consumption values on purchase intentions. Based on responses from 355 FDA users in the USA, analyzed using structural equation modeling, the study finds that visibility significantly influences all consumption values, which in turn partially mediate the relationship between visibility and purchase intentions. Consumer attitude positively affects purchase intentions and moderates the influence of visibility and preference value on these intentions.
- **Mohite, S. H., Beharay, A., Tiwari, A. S., Rawal, P., & Mishra, U. M. (2022)** conducted a study which provides valuable insights into branding strategies of two leading virtual food delivery platforms, Zomato and Swiggy. The study delves into the importance of branding in modern business and aims to analyze the differences in branding approaches between these platforms to facilitate business growth. Through a thorough examination of various branding strategies such as personal, corporate, service-oriented, social media-based and product-based branding, the study sheds light on the unique strategies employed by Zomato and Swiggy. While Zomato boasts a substantial customer base of 11.2 million, indicative of its strong international presence, Swiggy is noted for its branding advantage. However, Zomato excels in social media branding, demonstrating its competitive edge in this aspect.
- **Khan, S., & Priya, M. S. (2022)** explored the evolving landscape of promotion and advertising strategies employed by companies, with a focus on the food delivery giants Zomato and Swiggy. The research delves into the transformation of promotional techniques in the modern era, emphasizing the shift from traditional mediums like television, radio, and newspapers to a more diverse and technologically advanced approach. While earlier promotions were limited to conventional platforms, contemporary methods integrate creativity, imagination, and technology, utilizing AI-based pop-ups and innovative pickup lines to capture consumer attention. Through this investigation, the study aims to shed light on the dynamic nature of promotional strategies and their impact on consumer behavior in the digital age.

- **Dey, Chellaswamy, K. P., & Sorab, D. S. (2022)** explored how YouTube advertisements for online food ordering apps influence the purchase behavior of Gen X and Gen Y in Bengaluru, India. Data collected from 260 respondents using a simple random sampling technique reveal that these ads have a positive impact on both generations. However, the influence is stronger on Gen X. Simple percentage analysis and correlation analysis indicate that informativeness directly affects both generations' purchase behavior, while attractiveness, app choice, price, discounts, cuisine preference, and temptation are indirectly related through informativeness. The study suggests that online food ordering companies should adopt innovative strategies to better attract Gen Y.
- **Kameria, D., Apoorva, Y. G., & Jain, T. (2022)** investigated how digital advertising influences customer behavior within the online food delivery sector, focusing on Zomato and Swiggy. Using a sample size of 100 participants, the researchers explored factors such as brand awareness, sensory-stimulated advertising, and overall satisfaction. Findings reveal that advertising significantly impacts consumer perceptions and purchase decisions, with Zomato's ads being particularly effective in shaping positive consumer attitudes. The study highlights the importance of social media promotions and suggests that brands like Swiggy can enhance customer engagement through tailored marketing strategies and high-quality content.
- **Vishwakarma, V. K., Pandey, P., & Kapur, S. (2023)** explored the role of digital marketing in influencing consumer choices of eateries and beverage venues in Lucknow. They find that while young-aged adults are primarily influenced by marketing through food delivery apps like Swiggy and Zomato, middle-aged adults are more swayed by marketing through websites and online reviews. Understanding these age-specific preferences is crucial for tailoring effective digital marketing strategies for restaurant businesses.
- **Mudgal, R., & Rana, P. (2023)** explored the changes and tactics of leading online food delivery platforms. It highlights the transformative impact of technology-driven services, with Zomato gaining traction as a comprehensive food directory since its inception in 2008, while Swiggy emerged in 2014 as a streamlined food aggregator. The authors emphasize key strategies like Swiggy's robust delivery network and Zomato's effective crisis management. The study evaluates their responses to challenges, including the Covid-19 pandemic, and assesses their impact through a SWOT analysis, offering a comprehensive understanding of the industry dynamics.



### **III. RESEARCH GAP**

A notable research gap exists in understanding the nuanced influence of food bloggers specifically on consumer activities on online food delivery platforms like Zomato and Swiggy. While extensive literature explores the broader impact of social media influencers on consumer choices, there remains a dearth of empirical evidence focusing on the distinct dynamics of these platforms. Investigating how food bloggers shape consumer decisions on Zomato and Swiggy is pivotal for comprehensively understanding the role of influencer marketing in the online food delivery industry.

Addressing this research gap holds significant impacts on businesses within the online food delivery realm. By elucidating the specific impact of food bloggers on Zomato and Swiggy orders, companies can refine their marketing strategies to better leverage influencer partnerships and optimize their online presence. Understanding how food bloggers influence consumer decisions can inform the development of more effective promotional campaigns and engagement tactics, ultimately enhancing brand visibility and driving sales on these platforms. Consequently, bridging this gap in knowledge will not only advance scholarly understanding but also provide actionable insights for businesses seeking to capitalize on the growing influence of influencer marketing in the digital age.

### **IV. OBJECTIVES OF STUDY**

- A.** To ascertain whether there is a significant difference in Zomato orders among individuals who follow food bloggers and those who do not.
- B.** To ascertain whether there is a significant difference in Swiggy orders among individuals who follow food bloggers and those who do not.
- C.** To assess whether the influence of following food bloggers differs between Zomato and Swiggy orders.

## V. RESEARCH METHODOLOGY

The research methodology used a quantitative approach to analyze the impact of food bloggers on consumer orders within the domain of online food delivery platforms, focusing on Zomato & Swiggy. Information was gathered via an online survey distributed using Google Forms to a varied group of participants. Sampling ensured representation across different demographics, while Likert-scale items assessed the extent of participants' exposure to food bloggers and their ordering behavior on Zomato and Swiggy. Statistical analysis, including descriptive and inferential techniques, was conducted to examine relationships between variables and test hypotheses. Ethical considerations were addressed, ensuring participant confidentiality and voluntary participation. Limitations consisted of possible sampling biases and dependence on self-reported data. Overall, the research methodology provided a robust framework for investigating the influence of food bloggers on online food ordering behavior, yielding insights that contribute to understanding consumer preferences and marketing strategies in the digital age.

### A. Hypotheses

- a. H01: There is no significant difference in Zomato orders between individuals who follow food bloggers and those who do not.
- b. Ha1: There is a significant difference in Zomato orders between individuals who follow food bloggers and those who do not.
- c. H02: There is no significant difference in Swiggy orders between individuals who follow food bloggers and those who do not.
- d. Ha2: There is a significant difference in Swiggy orders between individuals who follow food bloggers and those who do not.

## VI. DATA ANALYSIS AND INTERPRETATION

Data collection for this study involved distributing a questionnaire via Google Forms to participants. The questionnaire included inquiries regarding respondents' age and gender, and was designed to gather demographic information relevant to the study along with questions aligned with research objectives. The Google Form allowed for convenient and efficient data collection, as responses were automatically recorded and compiled into a dataset for analysis. In total, the questionnaire received 90 responses, with participants comprising 47 females and 43 males. The



age distribution of respondents ranged across different age groups, with the majority falling between 18 to 25 years, followed by 26 to 40 years, and smaller proportions in the age categories of 18 years or below, and 40 years and above. The Table 1 shows the age distribution.

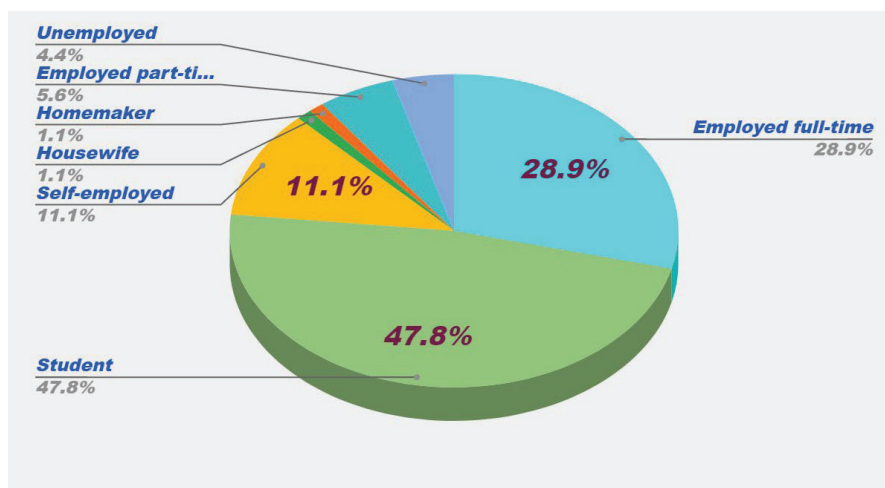
**Table 1: Gender & Age (Primary Data)**

COUNT of Age (in years)	Gender		
Age (in years)	Female	Male	Grand Total
18 to 25 years	21	24	45
18 years or below	5	4	9
26 to 40 years	15	10	25
40 years and above	6	5	11
<b>Grand Total</b>	<b>47</b>	<b>43</b>	<b>90</b>

Source: Compiled by Author Using SPSS

A. Further, the data presents a breakdown of respondents' occupations, with various categories represented. Among the 90 respondents, the majority, accounting for 43 (or 47.8%) individuals, identified as students. Employed full-time respondents constituted the second largest group, comprising 26 (or 28.9%) individuals. Self-employed individuals represented 10 (or 11.1%) respondents, while 5 (or 5.6%) identified as employed part-time. Additionally, there were 4 (or 4.4%) respondents who were unemployed, and 1 (or 1.1%) respondent each classified as a homemaker and a housewife. This breakdown provides insights into the occupational diversity of the surveyed population, with students constituting the largest group as shown in the chart 1.

**Chart 1: Count of Occupation**



Source: Compiled by Author

B. In testing Hypothesis 1, as shown in the Table 2, a t-test was conducted to analyze the difference in Zomato orders among individuals who follow food bloggers and those who do not. The analysis revealed a statistically significant difference ( $t(88) = 5.18, p < 0.001$ ), supporting the rejection of the null hypothesis ( $H_0$ ). The table 3 shows that the Individuals who follow food bloggers exhibited significantly higher Zomato order scores ( $M = 4.12, SD = 1.00$ ) compared to those who do not follow food bloggers ( $M = 2.97, SD = 1.05$ ), with a mean difference of 1.15 ( $SE = 0.223$ ). This suggests that food bloggers on social media influence buying decisions on Zomato, aligning with the alternative hypothesis ( $H_a$ ) and emphasizing the importance of food bloggers in shaping consumer behavior in the online food delivery industry.

**Table 2: Independent Samples T- Test Results**

		<b>Statistic</b>	<b>df</b>	<b>p</b>	<b>Mean difference</b>	<b>SE difference</b>
<b>Zomato Orders</b>	<b>Student's t</b>	<b>5.18</b>	<b>88.0</b>	<b>&lt; .001</b>	<b>1.15</b>	<b>0.223</b>

Source: Compiled by Author Using SPSS

**Table 3: Group Descriptives**

	<b>Group</b>	<b>N</b>	<b>Mean</b>	<b>Median</b>	<b>SD</b>	<b>SE</b>
<b>Zomato Orders</b>	<b>1</b>	<b>57</b>	<b>4.12</b>	<b>4.00</b>	<b>1.00</b>	<b>0.133</b>
	<b>2</b>	<b>33</b>	<b>2.97</b>	<b>3.00</b>	<b>1.05</b>	<b>0.182</b>

Source: Compiled by Author Using SPSS

C. Similarly in testing Hypothesis 2, as shown in the Table 4, a t-test was conducted to analyze the difference in Swiggy orders among individuals who follow food bloggers and those who do not. The analysis yielded a statistically significant difference ( $t(88) = 3.73, p < 0.001$ ), leading to the rejection of the null hypothesis ( $H_0$ ). The table 5 shows that the Individuals who follow food bloggers demonstrated significantly higher Swiggy order scores ( $M = 3.79, SD = 1.26$ ) compared to those who do not follow food bloggers ( $M = 2.82, SD = 1.04$ ), with a mean difference of 0.971 ( $SE = 0.260$ ). Based on these findings, it appears that food bloggers on social media have a notable impact on shaping purchasing choices on Swiggy, thus lending

support to the alternative hypothesis (Ha2). This underscores the impact of food bloggers in shaping consumer behavior across various online food delivery platforms.

**Table 4: Independent Samples T- Test Results**

		<b>Statistic</b>	<b>df</b>	<b>p</b>	<b>Mean difference</b>	<b>SE difference</b>
<b>Swiggy Orders</b>	<b>Student's t</b>	<b>3.73</b>	<b>88.0</b>	<b>&lt; .001</b>	<b>0.971</b>	<b>0.260</b>

**Source: Compiled by Author Using SPSS**

**Table 5: Group Descriptives**

	<b>Group</b>	<b>N</b>	<b>Mean</b>	<b>Median</b>	<b>SD</b>	<b>SE</b>
<b>Swiggy Orders</b>	<b>1</b>	<b>57</b>	<b>3.79</b>	<b>4.00</b>	<b>1.26</b>	<b>0.167</b>
	<b>2</b>	<b>33</b>	<b>2.82</b>	<b>3.00</b>	<b>1.04</b>	<b>0.182</b>

**Source: Compiled by Author Using SPSS**

In assessing whether the influence of following food bloggers differs between Zomato and Swiggy orders, we found that individuals who follow food bloggers demonstrated significantly higher order scores on both Zomato and Swiggy compared to those who do not follow food bloggers. The results indicated statistically significant differences in Zomato and Swiggy orders between the two groups, indicating that food bloggers on social media exert influence on buying decisions across both platforms. However, upon closer examination, it became apparent that the magnitude of this influence varied between Zomato and Swiggy. While individuals who follow food bloggers showed higher order scores on both platforms, the difference in order scores between those who follow food bloggers and those who do not was more pronounced for Zomato compared to Swiggy. This suggests that the impact of following food bloggers may be more substantial in driving Zomato orders than Swiggy orders. Several factors may contribute to this observed difference in the influence of food bloggers between Zomato and Swiggy. For instance, differences in platform design, user interface, promotional strategies, or user demographics may affect the extent to which individuals are influenced by food bloggers' recommendations on each platform. It is evident that the influence of following food bloggers manifests differently across these platforms.

## VII. FINDINGS

Study aimed to investigate the influence of food bloggers on Zomato & Swiggy orders among 90 participants. Analysis of the data revealed compelling findings regarding the impact of following food bloggers on online food ordering behavior. Descriptive results indicated a diverse sample, with participants spanning various age groups and occupations. Notably, Most respondents identified themselves as students, with full-time employees and self-employed individuals following closely behind.

Further analysis revealed significant differences in Zomato orders between individuals who follow food bloggers and those who do not, as evidenced by higher order scores among the former group. Similarly, the analysis indicated a significant disparity in Swiggy orders between these two groups, with participants who follow food bloggers displaying notably higher order scores compared to their counterparts.

## VIII. CONCLUSION

These findings underscore the profound influence of food bloggers on consumer behavior within the online food delivery industry. The results suggest that individuals who follow food bloggers are more inclined to place orders on both Zomato and Swiggy platforms, indicating the persuasive power of food bloggers' recommendations. Moreover, the study highlights the nuanced nature of this influence, with Zomato orders showing a particularly strong association with following food bloggers.

These insights underscore the importance for businesses functioning within the realm of online food delivery sector to recognize and harness the impact of food bloggers in shaping consumer decisions. By understanding and leveraging this influence effectively, platforms like Zomato and Swiggy can enhance user engagement and drive sales, ultimately contributing to their success in the competitive online marketplace.

## IX. SUGGESTIONS

- A. Food delivery platforms such as Zomato and Swiggy should collaborate with popular food bloggers to create curated lists or featured recommendations, enhancing user experience and increasing customer engagement.

- B. Restaurants and food establishments should leverage the influence of food bloggers by partnering with them for sponsored content or promotions, thereby increasing visibility and driving traffic to their establishments.
- C. Marketing teams for food delivery platforms and restaurants should target audiences who are more likely to be influenced by food bloggers' recommendations.
- D. Food Delivery Platform can offer special promotions or discounts for customers who mention seeing their establishment or menu items featured by popular food bloggers, leveraging the influencer's reach to attract new patrons.
- E. Zomato and Swiggy could create partnerships with food bloggers to host exclusive events or dining experiences, providing unique opportunities for users to engage with both the platform and the influencer.

## X. REFERENCES

- I. Bun, S., & Alversia, Y. (2020, December). Incentives and food blogger influence on customer engagement through Instagram. In *The International Conference on Business and Management Research (ICBMR 2020)* (pp. 21-28). Atlantis Press.
- II. Chantavoraluk, S. (2020). Factors that affect to customer's buying decision toward social media influencers (food blogger).
- III. Chen, H. S., Liang, C. H., Liao, S. Y., & Kuo, H. Y. (2020). Consumer attitudes and purchase intentions toward food delivery platform services. *Sustainability*, 12(23), 10177.
- IV. Gunden, N., Morosan, C., & DeFranco, A. L. (2020). Consumers' persuasion in online food delivery systems. *Journal of Hospitality and Tourism Technology*, 11(3), 495-509.
- V. Hanjeerapanya, P., & Patterson, P. G. (2017). *The impact of food bloggers on Instagram when choosing a restaurant in Bangkok* (Doctoral dissertation, Thammasat University).
- VI. Hepworth, A. D., Kropczynski, J., Walden, J., & Smith, R. A. (2019). Exploring patterns of social relationships among food bloggers on Twitter using a social network analysis approach. *Journal of Social Structure*, 20(4), 1-21.
- VII. Khan, S., & Priya, M. S. (2022). Change in the ways of promotion and advertising-with reference to Zomato and Swiggy. *Eduzone: International Peer Reviewed/Refereed Multidisciplinary Journal*, 11(1), 8-12.

- VIII. Klassen, K. M., Borleis, E. S., Brennan, L., Reid, M., McCaffrey, T. A., & Lim, M. S. (2018). What people “like”: Analysis of social media strategies used by food industry brands, lifestyle brands, and health promotion organizations on Facebook and Instagram. *Journal of medical Internet research*, 20(6), e10227.
- IX. Kusumaningrum, D. A., Wachyuni, S. S., & Nathania, S. (2019). The influence of blogger food content in selecting healthy culinary (A Case Study: Food Blogger “Anak Jajan”). *Tourism Scientific Journal*, 4(2), 168-185.
- X. Mohite, S. H., Beharay, A., Tiwari, A. S., Rawal, P., & Mishra, U. M. (2022). Comparative Study on A Branding Strategy of Online Ordering and Delivery Platforms of Food Industry with Reference of Zomato & Swiggy. *Journal of Positive School Psychology*, 6(3).
- XI. Mudgal, R., & Rana, P. (2023). Comparison Of Two Most Popular Food Delivery Apps in India: A Case Study of Swiggy And Zomato. *International Journal of Research in Social Sciences*, 13(02).
- XII. Puspita, G. T., & Hendrayati, H. (2020, February). Food blogger review on Instagram as an alternative for helping consumer purchase decision. In the 3rd *Global Conference On Business, Management, and Entrepreneurship (GCBME 2018)* (pp. 16-20). Atlantis Press.
- XIII. Reddy, C. S., & Aradhya, G. B. (2020). Driving forces for the success of food ordering and delivery apps: a descriptive study. *International Journal of Engineering and Management Research*, 10.
- XIV. Tandon, A., Kaur, P., Bhatt, Y., Mäntymäki, M., & Dhir, A. (2021). Why do people purchase from food delivery apps? A consumer value perspective. *Journal of Retailing and Consumer Services*, 63, 102667.
- XV. Vinaik, A., Goel, R., Sahai, S., & Garg, V. (2019). The study of interest of consumers in mobile food ordering apps. *International Journal of Recent Technology and Engineering*, 8(1), 3424-3429.
- XVI. Vishwakarma, V. K., Pandey, P., & Kapur, S. (2023). A Comparative Study of Young-Aged Adults And Middle-Aged Adults Consumers Usage Of Digital Marketing Platforms In The Selection Of Food And Beverage Outlets. *PUSA Journal of Hospitality and Applied Sciences*, 9(1), 38-46.
- XVII. Weber, P., Ludwig, T., Brodesser, S., & Grönwald, L. (2021, May). “It’s a Kind of Art!”: Understanding Food Influencers as Influential Content Creators. In *Proceedings of the 2021 CHI Conference on Human Factors in Computing Systems* (pp. 1-14).