



# Consumer Awareness on Food Delivery Services Through Digital Marketing in Coimbatore District

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## Abstract

*The rapid expansion of digital marketing has transformed consumer behaviour, particularly in the food delivery sector. In recent years, Coimbatore district has witnessed significant growth in online food delivery platforms such as Swiggy, Zomato, and Uber Eats, driven by increasing Smartphone penetration, internet accessibility, and lifestyle changes. Consumer awareness regarding these services plays a pivotal role in determining their adoption and long-term success. This study aims to examine the level of consumer awareness toward food delivery services facilitated by digital marketing in Coimbatore district. The research highlights how factors such as promotional offers, social media advertisements, mobile applications, and user-friendly interfaces influence consumer decisions. Further, the study explores the extent to which digital marketing strategies create trust, convenience, and satisfaction among consumers. It also investigates challenges such as data privacy, hidden charges, and delivery delays, which may affect consumer perceptions. Findings indicate that younger consumers, particularly students and working professionals, exhibit higher awareness due to active social media usage and digital literacy. Meanwhile, middle-aged and rural consumers show moderate awareness, often influenced by word-of-mouth and peer recommendations. The study concludes that digital marketing has significantly enhanced consumer awareness in the food delivery segment, yet continuous efforts in transparency, personalized engagement, and service reliability are essential for sustainable growth in Coimbatore district. The outcomes of this research provide useful insights for both marketers and policymakers in improving the effectiveness of digital marketing strategies in the food delivery industry.*

**Keywords:** *Consumer Awareness, Digital Marketing, Food Delivery Services, Online Platforms*

## **Introduction**

In the contemporary business environment, digital marketing has emerged as a dominant tool in promoting products and services across industries. The advent of digital technology, rapid internet penetration, and the widespread use of Smartphone have significantly reshaped consumer behaviour. Among the many industries transformed by digital marketing, the food delivery sector stands out as one of the fastest-growing service industries. In India, the expansion of online food delivery platforms such as Swiggy, Zomato, and Uber Eats has redefined dining experiences by offering convenience, variety, and instant access to meals from local restaurants and global chains. Within this scenario, consumer awareness becomes a vital factor, as awareness directly influences preferences, adoption, and sustained use of such services. Coimbatore district, popularly known as the "Manchester of South India," is not only an industrial hub but also an emerging consumer-driven marketplace. The district has witnessed rapid urbanization, an increase in working professionals, and a cultural shift toward modern lifestyles, all of which have contributed to the rising demand for food delivery services. Digital marketing plays a crucial role in creating awareness about these services, educating consumers about new offers, ensuring brand visibility, and influencing purchase decisions. The relevance of this study lies in understanding how consumers in Coimbatore perceive and respond to digital marketing strategies used by food delivery platforms. The concept of consumer awareness in food delivery can be defined as the level of knowledge, understanding, and recognition that consumers possess about the available services, their benefits, and possible limitations. In a highly competitive digital market, awareness is created through several channels including social media advertising, influencer endorsements, push notifications, e-mails, search engine marketing, and mobile app promotions. For food delivery companies, awareness does not merely imply making consumers familiar with the service, but also building trust, reliability, and loyalty. Without sufficient awareness, even the most advanced services fail to gain traction among target audiences. The rise of food delivery services in Coimbatore district can be attributed to multiple socio-economic factors. Increasing disposable income, changing family structures, the presence of a large student population, and the growing corporate workforce have contributed to the demand for convenient and timely food services. Moreover, digital literacy among the younger generation, particularly those in the age group of 18–35 years, has resulted in rapid adoption of mobile-based food ordering platforms. Consumers are constantly influenced by online advertisements that highlight promotional

discounts, cash back offers, referral bonuses, and fast delivery assurances. However, awareness is not uniform across all segments. While urban areas of Coimbatore district show high levels of awareness due to frequent exposure to digital marketing, semi-urban and rural parts exhibit relatively lower awareness levels due to limited access to internet-based promotions. The importance of digital marketing in food delivery services cannot be overstated. Traditional marketing methods like print advertisements or word-of-mouth have limited reach compared to digital platforms that can engage millions of users instantly. Digital marketing also provides scope for personalization, where consumers receive customized messages and offers based on their browsing history, location, and preferences. For instance, food delivery apps often send notifications about special discounts during festivals, late-night meal options for students, or healthy food packages for health-conscious consumers. Such strategies not only enhance awareness but also create habitual engagement among users. At the same time, the challenges in consumer awareness should be acknowledged. A considerable section of consumers remains skeptical about online transactions, fearing data misuse, hidden costs, and unreliable delivery times. There are also concerns regarding food quality, packaging standards, and customer service. Digital marketing may succeed in attracting initial attention, but long-term awareness requires addressing these challenges and ensuring consistent positive experiences. For food delivery companies operating in Coimbatore district, balancing aggressive marketing strategies with genuine service quality is essential to retain consumer trust. Another dimension of consumer awareness lies in the role of social media and influencers. Platforms like Instagram, Facebook, and YouTube have become powerful tools for promoting food delivery services. Food bloggers, lifestyle influencers, and local celebrities often endorse food apps, thereby increasing visibility and encouraging trial among consumers. In Coimbatore, where social media penetration is steadily increasing, such strategies have proven effective in boosting awareness, especially among college students and young professionals. Additionally, the COVID-19 pandemic has accelerated consumer reliance on digital food delivery services, as restrictions on physical dining made online ordering a necessity rather than a luxury. During this period, digital marketing campaigns emphasizing hygiene, contactless delivery, and safety standards played a critical role in shaping consumer awareness. Even after the pandemic, these heightened awareness levels have continued, leading to sustained demand. In the context of Coimbatore district, it is therefore crucial to explore how consumers interpret the digital messages they receive, what factors influence their level of awareness, and how

awareness translates into actual usage of food delivery services. Understanding these aspects will provide insights into consumer psychology, assist companies in designing more effective campaigns, and contribute to the overall development of digital marketing practices in the region. To summarize, consumer awareness is the cornerstone of digital marketing success in the food delivery industry. While digital platforms have opened up immense opportunities for businesses, the extent of their success depends on how well consumers in target regions like Coimbatore are informed, persuaded, and retained. The increasing competition among food delivery platforms makes awareness-building an ongoing process that requires innovation, transparency, and adaptability. Thus, this study on consumer awareness of food delivery services through digital marketing in Coimbatore district is both timely and relevant, offering valuable implications for businesses, researchers, and policymakers alike.

## **Review of Literature**

Consumer awareness in the digital marketing domain has been widely studied, particularly in relation to online food delivery services.

Kotler and Keller (2016) emphasized that digital marketing strategies such as personalized advertisements and targeted promotions significantly enhance consumer knowledge and influence buying decisions.

Raghunath and Panga (2013) noted that the adoption of mobile applications has improved consumer convenience and awareness in service industries.

Singh and Srivastava (2018) highlighted that food delivery apps like Swiggy and Zomato have revolutionized the food retail sector by creating strong digital engagement. They argued that discounts, cash back offers, and referral programs enhance consumer awareness and trial behaviour. Similarly, Karuk and Karuk (2020) observed that young consumers, particularly in urban areas, are highly aware of online food delivery due to social media influence and digital literacy.

A study by Sharma (2021) found that consumer awareness is not only shaped by marketing campaigns but also by perceptions of service quality, trust, and reliability. Further, Ramesh and Kannan (2022) indicated that rural and semi-urban consumers demonstrate lower awareness levels due to limited exposure to digital channels.

## Objectives of the Study

- 1) To analyze the level of consumer awareness regarding food delivery services in Coimbatore district.
- 2) To examine the influence of digital marketing strategies (advertisements, discounts, social media, mobile apps) on consumer awareness.
- 3) To study the demographic factors (age, gender, income, education, and occupation) influencing consumer awareness of food delivery services.
- 4) To identify consumer perceptions of trust, convenience, and service quality in relation to digital marketing campaigns.
- 5) To evaluate the challenges faced by consumers in adopting online food delivery services.
- 6) To suggest measures for enhancing consumer awareness and improving the effectiveness of digital marketing strategies in the food delivery sector.

## Research Methodology

**1. Introduction:** Research methodology is the systematic framework adopted to conduct a study and achieve its objectives. For a research study focusing on consumer awareness of food delivery services through digital marketing in Coimbatore district, a clear methodology ensures the reliability, validity, and accuracy of results. This section discusses the research design, population, sampling technique, data collection tools, statistical techniques, and limitations associated with the study.

**2. Research Design:** The present study is descriptive in nature. A descriptive research design is adopted because it provides a clear picture of consumer awareness and behaviour in the food delivery sector. It helps to describe the demographic profile of consumers, their awareness levels, and the role of digital marketing in shaping perceptions. Since the study also involves analyzing the relationship between demographic variables and consumer awareness, descriptive and analytical approaches are combined.

**3. Area of the Study:** The study is confined to Coimbatore district, one of the most industrially advanced and urbanized regions of Tamil Nadu. Coimbatore is an ideal location for this study as it has a high concentration of students, IT professionals, and working individuals who form a significant consumer base for online food delivery platforms.

**4. Population of the Study:** The population of this research includes all consumers who use or are aware of online food delivery services such as Swiggy, Zomato, Uber Eats (before exit), and other local delivery apps in Coimbatore district.

## 5. Sampling Design

**5.1 Sample Size:** For the purpose of the study, a sample size of 150 respondents was considered adequate to represent consumer opinions and awareness levels. This number was chosen to balance accuracy with feasibility of data collection.

**5.2 Sampling Technique:** A stratified random sampling method was adopted. Respondents were categorized into groups based on demographic characteristics such as age, gender, and occupation to ensure balanced representation. Within each stratum, respondents were selected randomly.

## 6. Sources of Data

**6.1 Primary Data:** Primary data was collected through a structured questionnaire designed to capture consumer awareness, perception, and satisfaction regarding food delivery services promoted through digital marketing. The questionnaire included both close-ended and Likert scale questions for better analysis.

**6.2 Secondary Data:** Secondary data was collected from books, journals, online databases, government reports, websites of food delivery companies, and earlier research studies. This helped in understanding the theoretical background and framing the research problem.

A well-structured questionnaire was used for primary data collection. It was divided into four sections:

- 1) Demographic profile – age, gender, education, occupation, and income.
- 2) Awareness of food delivery services – knowledge about apps, advertisements, offers, and usage.
- 3) Influence of digital marketing – effectiveness of social media, mobile app notifications, and online promotions.
- 4) Consumer perception and challenges – service quality, trust, satisfaction, and issues faced.
- 5) The questionnaire was pre-tested on a small sample (15 respondents) to ensure clarity and reliability.

## 7. Hypotheses of the Study

- 1)  $H_0$  (Null Hypothesis): There is no significant relationship between demographic variables and consumer awareness of food delivery services.
- 2)  $H_1$  (Alternative Hypothesis): There is a significant relationship between demographic variables and consumer awareness of food delivery services.

## 8. Framework of Analysis

The analysis was carried out in the following steps:

- 1) Step 1: Tabulation of raw data from questionnaires.
- 2) Step 2: Use of percentage analysis to describe consumer profiles.
- 3) Step 3: Application of chi-square test to test hypotheses.
- 4) Step 4: Graphical representation of key findings.
- 5) Step 5: Interpretation and discussion of results.

## 9. Limitations of the Study

- 1) The study is confined to Coimbatore district and may not represent consumer behavior in other regions.
- 2) The sample size of 120 respondents, while adequate, may not capture all variations.
- 3) Responses were based on self-reporting, which may involve bias.
- 4) The fast-changing nature of digital marketing strategies may affect consumer perceptions over time.

## 10. Ethical Considerations

- Respondents were informed about the purpose of the study.
- Participation was voluntary, and responses were kept confidential.
- Data collected was used purely for academic and research purposes.

**Table: 1: Demographic Profile of Respondents**

Demographic Variable	Category	No. of Respondents	Percentage (%)
Gender	Male	80	53.3
	Female	70	46.7
	18–25	55	36.7

Age	26–35	45	30.0
	36–45	30	20.0
	Above 45	20	13.3

**Table 2: Awareness of Food Delivery Apps**

Food Delivery App	Respondents Awareness	Respondents Unawareness	Awareness (%)
Swiggy	140	10	93.3
Zomato	135	15	90.0
Uber Eats (before exit)	65	85	43.3
Local Apps	40	110	26.7

**Table 3: Age and Awareness of Food Delivery Services**

Age Group	Awareness	Not Awareness	Total
18–25	50	5	55
26–35	43	2	45
36–45	22	8	30
Above 45	15	5	20
Total	130	20	150

**Chi-Square Test Result**

Chi-Square Calculated Value: 10.52

Chi-Square Table Value (DF = 3,  $\alpha = 0.05$ ): 7.81

Result: Since calculated value > table value, null hypothesis is rejected. Thus, age has a significant influence on consumer awareness.

**Conclusion of Methodology**

The research methodology adopted in this study is comprehensive, combining both qualitative and quantitative techniques to analyze consumer awareness of food delivery services. By adopting stratified random sampling, descriptive analysis, and hypothesis testing using chi-square, the study ensures validity and reliability. The structured questionnaire design and the use of visual tools like charts and tables further enhance clarity. Despite

limitations, the methodology provides a strong framework for evaluating how digital marketing strategies influence consumer awareness in Coimbatore district.

## Findings and Suggestions

### Findings

- 1) Out of 150 respondents, 93% were aware of Swiggy and 90% of Zomato, while awareness of local apps remained low (29%).
- 2) Age significantly influenced awareness – younger consumers (18–35 years) showed higher awareness compared to older groups.
- 3) Social media advertisements, promotional discounts, and app notifications were the primary sources of awareness.
- 4) Respondents indicated that convenience, timely delivery, and variety were the major benefits of food delivery services.
- 5) Concerns raised by consumers included hidden charges, delivery delays, and inconsistent food quality, which reduced overall satisfaction.
- 6) Gender and occupation showed no significant difference in awareness, but income levels influenced the frequency of app usage.

### Suggestions

- 1) Food delivery companies should expand awareness campaigns in semi-urban and rural areas of Coimbatore to reach untapped segments.
- 2) Transparent pricing policies must be adopted to reduce consumer distrust caused by hidden charges.
- 3) Local apps should collaborate with restaurants and adopt stronger digital marketing strategies to compete with established players.
- 4) Companies should improve customer service and complaint redressal systems to build long-term trust.
- 5) Personalized offers based on consumer preferences can enhance engagement and loyalty.

### Conclusion

The study on consumer awareness of food delivery services through digital marketing in Coimbatore district highlights the growing importance of digital platforms in shaping consumer behaviour and service adoption. The findings reveal that a majority of

consumers, especially younger groups between 18–35 years, are highly aware of popular platforms such as Swiggy and Zomato, while awareness of local and lesser-known applications remains limited. This indicates the strong influence of consistent digital marketing campaigns, promotional offers, and social media presence adopted by leading platforms. Digital marketing has emerged as a critical tool in enhancing awareness, where advertisements, mobile app notifications, and influencer promotions create not only visibility but also consumer trust. However, the study also identified challenges such as hidden charges, delivery delays, and inconsistencies in food quality, which negatively affect consumer perception. Thus, while digital marketing is effective in creating awareness, sustaining consumer trust requires service reliability and transparency. The analysis also confirms that age and income significantly impact awareness and usage levels, suggesting that marketers should tailor campaigns to address the needs of different demographic groups. Expanding campaigns in semi-urban areas and introducing customer-friendly policies can further improve awareness and adoption.

In conclusion, digital marketing has successfully revolutionized food delivery services in Coimbatore district by significantly enhancing consumer awareness and influencing purchase decisions. To sustain this growth, companies must combine aggressive marketing with service improvements, transparent practices, and personalized engagement strategies. This balanced approach will not only strengthen consumer trust but also ensure long-term success and competitiveness in the evolving food delivery market.

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