

EVALUATING DIGITAL ADVERTISING EFFECTIVENESS USING MARKETING ANALYTICS AND DATA MODELLING: A DASHBOARD-BASED STUDY OF SWIGGY IN BANGALORE

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ABSTRACT

The quick growth of food technology platforms in Indian cities has made digital advertising a key part of demand generation strategy. The present research analyses the effectiveness of digital advertisement campaigns of Swiggy in Bangalore using marketing analytics techniques and modelling approaches. The primary data was collected from 113 Swiggy users using structured Likert-scale surveys while secondary data was collected from public dashboards of Swiggy and related reports. This research evaluated the following five factors of campaign effectiveness: Ad Reach and Impressions, Click Through Rate (CTR), Conversion Rate, Customer Acquisition Cost (CAC) and Return On Ad Spend (ROAS). Descriptive statistical analysis along with Pearson Correlation test was used in this process. We have created visualisations based on public dashboards to observe changes in performance of various campaigns over the period of research. It is found that Conversion Rate ($r = 0.784$) predicts the likelihood of conversion better than any other variable. The second and third most important factors are ROAS ($r = 0.772$) and Ad Reach ($r = 0.761$) respectively. Personalised targeting as well as discounted creatives performed consistently better than generic reach campaigns. The findings contribute towards digital marketing analytics literature with a novel approach using dashboards. It also provides useful insights to campaign planners at Swiggy.

Keywords: Consumer Ordering Behaviour, Conversion Rate, Dashboard Analytics, Digital Advertising, Food Technology Platforms, Marketing Data Modelling, Return on Ad Spend, Swiggy.

I. INTRODUCTION

India's food delivery market has undergone a structural change in recent years due to the combination of high smartphone ownership, inexpensive mobile internet connections, and the habituation of urban consumers to convenience in food ordering. The city of Bangalore stands out among others in India as being technologically advanced and home to many of India's highest income, technology-oriented consumers, which explains why this city has become a focal point for food aggregator companies such as Swiggy and Zomato. Both of these firms have used multi-channel digital advertising effectively to attract new consumers, to re-engage previous users, and to increase the average order value among their existing users. Digital advertising in the food delivery segment differs from traditional advertising in at least two significant ways. One is the reduction in buying time, as consumers seeing push notifications for offers to order at discounted prices might do so within minutes or seconds before the discount ends. The other is the fact that not only does the application act as a channel for advertisements but also as the point of sale and data source, providing a seamless process where the exposure, interaction, and conversion stages are easily traceable. The Indian food technology sector is really important for business. Not many people have studied how well digital advertising works in this area. Most of the research that has been done looks at how advertising works in online shopping or how people feel about digital advertising but it does not look at how those feelings affect the performance of the advertising platforms. There are few studies that use information from surveys and data from dashboards to get a complete picture. This paper tries to fix that by using two types of information: surveys to see how consumers react to advertising and dashboard data to see how the advertising performs on the platform. By using both types of information we can get an understanding of how well digital advertising works than we could with just one

type of information. The Indian food technology sector and digital advertising are closely. This paper will look at the connection between the two. Digital advertising, in the food technology sector is the main focus of this study. The Indian food technology sector and digital advertising effectiveness will be examined in detail.

The city of Bangalore is a place to look at this. People who work in Bangalore are mostly in technology, finance and professional services. This means that people in Bangalore are really good at using things they use apps a lot and they are willing to look at promotional content. But there are a lot of companies that deliver food in Bangalore so it is not easy to get people to notice ads. To be successful ads have to be shown to the people be interesting and relevant and not cost too much. An analysis of Swiggy's advertising practices in Bangalore can help in the identification of elements that are unique to Bangalore as well as factors that could apply across different contexts with regard to digital advertising on apps such as Swiggy. The residents of Bangalore are customers of Swiggy and other online food delivery services, meaning that it is imperative for Swiggy to be effective in its advertising strategy. Swiggy needs to ensure that its advertisements reach the target audience in Bangalore and that they attract the interest of prospective customers. It is imperative for Swiggy to be effective in its advertising strategy in order to be competitive in a market environment characterized by numerous food delivery applications.

II. REVIEW OF LITERATURE

The basis for measuring the effectiveness of digital advertising stems from the hierarchy-of-effects framework established by Lavidge and Steiner (1961). According to their theory, the advertising process proceeds through successive cognitive, affective, and conative processes and culminates in purchasing behavior. Although much research has sought to challenge the hierarchy of effects model, the basic tenet that exposure, attitude development, and action are different phenomena continues to be considered important today.

According to Chaffey and Ellis-Chadwick (2019), there are five key performance indicators to measure the effectiveness of digital advertising. These include reach, engagement, click-through rate, conversion rate, and return on investment. Amongst these five KPIs, Chaffey and Ellis-Chadwick argue that conversion rate and return on ad spend have the most significant strategic importance since they link spending on ads to revenues.

According to Bart et al. (2005), the effectiveness of internet advertising is strongly contingent upon product category involvement and the nature of the website where the advertisement is featured. For food delivery services, there are moderately high levels of involvement but highly compressed decision-making periods. Therefore, placing an ad within the application is a better predictor of conversion success than any other display advertising method. This is consistent with the findings of the current research regarding the superior effectiveness of in-app advertisements over social media ads.

Goldfarb and Tucker (2011) provided early evidence that online advertising effectiveness is highly sensitive to targeting precision, with ads matched to demonstrated user intent generating substantially higher click-through and conversion rates than broad demographic targeting. In the food delivery sector, this manifests as the demonstrated superiority of personalised, order-history-driven recommendations over generic promotional banners. Swiggy's machine learning-driven recommendation engine, which surfaces restaurant suggestions based on past order patterns and current browsing context, operationalises this targeting logic at scale.

Li and Leckenby (2004) examined the interactive features of online advertising and found that ads enabling direct user action (click-to-purchase, swipe-to-redeem) consistently outperformed passive display formats on both engagement and conversion metrics. The push notification format used by Swiggy, which allows a single tap to open a pre-populated cart, represents a structural implementation of this principle. Pavlou and Fygenson (2006) extended the Technology Acceptance Model to online purchasing contexts and established that perceived usefulness of the ad and consumer trust in the platform are both significant predictors of purchase intention, providing theoretical grounding for the study's inclusion of ad relevance as a survey construct.

In the Indian context, Kapoor and Vij (2018) examined mobile advertising effectiveness among urban consumers and found that informational content, entertainment value, and personalisation are the three most significant determinants of positive consumer response. Discount orientation, however, was identified as a double-edged factor: highly effective in the short term for driving first-time conversions, but potentially corrosive to long-term perceived value if applied without restraint. This finding is directly relevant to Swiggy's reliance on discount-heavy acquisition campaigns and the sustainability questions they raise. Sharma and Sheth (2004) and subsequent B2C digital marketing scholars have consistently affirmed that data modelling

techniques, particularly regression and correlation analyses applied to campaign dashboards, provide more actionable managerial guidance than attitudinal surveys alone, reinforcing the methodological choice made in this study.

III. OBJECTIVES OF THE STUDY

1. To identify and examine the principal dimensions of digital advertising effectiveness as perceived by Swiggy users in Bangalore.
2. To analyse the dominant factors driving consumer ordering behaviour in response to Swiggy's digital advertising campaigns.
3. To measure the statistical relationship between each advertising effectiveness dimension and observed consumer ordering behaviour.
4. To evaluate Swiggy's marketing analytics dashboard as a tool for real-time campaign performance monitoring and data-driven decision-making.
5. To construct a data modelling framework that integrates survey-based and dashboard-based evidence for a comprehensive assessment of campaign effectiveness.
6. To formulate actionable recommendations for Swiggy's digital marketing and campaign planning teams based on study findings.

IV. RESEARCH METHODOLOGY

4.1 Research Design

This study used a design to look at the current state of digital advertising and how it affects what consumers do. The goal was to get a picture of digital advertising effectiveness and its relationship with consumer behaviour. We did not try to change any variables to see how it would affect the results. We got our data from two sources: a survey of consumers and information that Swiggy made available to the public. The consumer survey was structured to get answers from people. We also looked at Swiggys analytics dashboard outputs and their performance reports. By using these two types of data we could compare what consumers think with the numbers that Swiggy reports. This helps make our findings more reliable and gives a picture of digital advertising effectiveness and its relationship, with consumer behaviour.

4.2 Population and Sampling

The people we looked at were Swiggy users in Bangalore who had ordered food at once in the last three months. They also had to remember seeing a Swiggy ad during that time. We did not have a list of all Swiggy users so we chose people in a way that was easy for us. We sent them questionnaires from February to April 2024. We got 125 questionnaires back. Some of them were not filled out completely. So we threw those away. Kept 113 that were good. This means that 90.4 percent of the people we asked answered our questions, which's enough, for the kind of analysis we wanted to do with Swiggy users and their responses. We were looking at Swiggy users. How they reacted to Swiggy advertisements.

4.3 Measurement Instrument

The survey looked at five things to see how well ads work: how many people see the ads and how times they see them how many people click on the ads how many people buy something because of the ads, how much it costs to get new customers and how much money the ads bring in. Each of these things was measured by asking people to answer a questions on a scale from 1 to 5 where 1 means they strongly disagree and 5 means they strongly agree. There was also a section that asked people about how they order things like how they order and if ads influence their orders. We tested the survey with 18 people to make sure the questions were clear and easy to understand. The survey seems to be working because the results showed that it is consistent with a score of 0.88, which is good. The survey instrument is, about advertising effectiveness and advertising effectiveness is what we are trying to measure. We used advertising effectiveness to see how well the ads work. We looked at advertising effectiveness in different ways.

4.4 Dashboard-Based Secondary Data

I got the information from a few places. I looked at Swiggy Partner Dashboard to see how the restaurants were doing. I also checked out what investors said in their presentations and what some other people who watch the industry said in their reports. These people are from Redseer Strategy Consultants and the Internet and Mobile Association of India. I looked at this information from 2023 to 2024. I checked some things on the Swiggy Partner Dashboard. I wanted to know the value of the things people bought through Swiggy for each campaign. I also wanted to know how much it cost to get each customer. I looked at how many people clicked on the ads after they saw them. I checked to see how many people used the coupons that Swiggy gave them. I did this for the campaigns that were just, in Bangalore. I used this information to make sure what people told me in the survey was true and to understand it better. I used the Swiggy Partner Dashboard information and the other reports to help me understand the survey results.

4.5 Statistical Methods

We used SPSS version 26 to do all the number crunching. We looked at things like means and standard deviations for all the questions in the survey to see what matters most when it comes to advertising effectiveness. We did something called Pearson correlation analysis to see how each part of advertising effectiveness is related to what consumers do when they order something. We also used linear regression to figure out if each question can really predict what consumers will do. We made sure that all the results were reliable by checking if they were significant at the five percent level, which means the results are not just happening by chance. To make sense of the data over time we used Microsoft Power BI Desktop to create graphs that show how things changed during the study period. This helped us to see the trends, in the data.

V. DATA ANALYSIS AND INTERPRETATION

5.1 Respondent Profile

Table 1 summarises the demographic and usage profile of the 113 respondents included in the final analysis.

Table 1: Demographic and Usage Profile of Respondents

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	94	83.2
	Female	19	16.8
Age Group	Below 25 years	18	15.9
	25 – 35 years	51	45.1
	36 – 45 years	29	25.7
	Above 45 years	15	13.3
Occupation	Student / Young Professional	28	24.8
	Salaried Employee	46	40.7
	Business Owner / Self-Employed	27	23.9
	Freelancer / Gig Worker	12	10.6
Monthly Income	Below Rs. 25,000	24	21.2

	Rs. 25,001 – Rs. 50,000	47	41.6
	Rs. 50,001 – Rs. 1,00,000	29	25.7
	Above Rs. 1,00,000	13	11.5
Order Frequency	Daily	41	36.3
	3 – 5 times per week	38	33.6
	Once or twice per week	24	21.2
	Occasionally	10	8.8

Men make up a part of the people we looked at. 83.2 Percent of them. This is much what we see in other studies about food delivery apps in India, where men use these apps more than women. Most of the people are between 25 and 35 years old which is 45.1 percent. This tells us that young people who work in cities are the ones who use Swiggy a lot. The people we looked at mostly have jobs that pay a salary, which's 40.7 percent. This means that the people who see ads, on Swiggy usually have an income and like to save time not just look for cheap things. We also see that 41.6 percent of the people make between Rs. 25,001 And Rs. 50,000 Per month. This is the kind of money that Swiggy aims for with its prices. When we look at how people order food we see that they do it a lot. 36.3 Percent of the people order food every day and 33.6 percent order food three to five times a week. This shows that the people we looked at use Swiggy a lot and see its ads often.

5.2 Descriptive Analysis of Advertising Effectiveness Dimensions

Table 2 presents mean scores and standard deviations for all advertising effectiveness items included in the survey instrument.

Table 2: Descriptive Statistics — Digital Advertising Effectiveness Dimensions

Advertising Dimension	Survey Item	Mean	Std. Dev.
Ad Reach & Impressions	Daily active user exposure to Swiggy ads	4.47	0.61
	Banner and push notification visibility	4.39	0.67
Click-Through Rate (CTR)	Social media ad frequency and placement	4.31	0.72
	Relevance of promotional content to user needs	4.28	0.70
	Personalisation of discount-based ads	4.35	0.66
Conversion Rate	Response to time-limited offers (flash sales)	3.94	0.82
	Ad-to-order conversion via app landing pages	4.19	0.75

Customer Acquisition Cost (CAC)	Coupon redemption rate post-ad exposure	4.26	0.71
	Referral-linked order placement	3.82	0.89
	Perceived value of first-order discounts	4.08	0.78
	Effectiveness of Swiggy One membership promotions	4.14	0.74
	Awareness generated through influencer tie-ups	3.71	0.91
Return on Ad Spend (ROAS)	Revenue attributed to campaign-linked orders	4.41	0.64
	Dashboard-tracked ad spend vs. GMV contribution	4.36	0.68
	Restaurant partner ROI from featured listings	4.22	0.73

Swiggy ads exposure on average accounts for the most substantial score among all, with the average being 4.47. It is obvious from these results that users are familiar with Swiggy promotions with a high degree of frequency, mainly due to in-app ads and push notifications. The second and third scores from the list of average values prove that the advertising activities of Swiggy are conducted on multiple channels: banner/push notifications (4.39) and social media ad frequency (4.31). From the perspective of the CTR cluster, the most successful type of ad content is a personalized discount ad (4.35), followed by the relevance of the content to the audience (4.28), whereas the least successful ones include time-limited flash sales (3.94). In the category of the CTR cluster, the coupon redemption rate is the strongest indicator, having an average value of 4.26. In the ROAS section, the GMV contribution from campaigns through the dashboard (4.36) and the revenue contributed by campaign-related orders (4.41) score very high, which reflects Swiggy's ability to calculate ad spend and revenue generation efficiently and effectively. The lowest item rating was recorded in the influencer tie-up section (3.71), implying that influencer-led advertisements have not been converted into sales as efficiently as online ads.

5.3 Consumer Behaviour Analysis

Table 3 presents the distribution of responses across five dimensions of consumer ordering behaviour in relation to advertising exposure.

Table 3: Summary of Consumer Ordering Behaviour Responses

Behaviour Dimension	Category	Frequency (%)
Primary Ad Channel Influencing Order	In-app banner/push notification	38.9%
	Instagram / Facebook sponsored ad	27.4%
	Google search ad	18.6%
	SMS / WhatsApp campaign	15.0%

Primary Motivation to Click an Ad	Discount or cashback offer	54.0%
	Free delivery promotion	22.1%
	New restaurant recommendation	14.2%
	Seasonal or event-based promotion	9.7%
Decision Process for Ad-Triggered Order	Immediate order (within 5 minutes of seeing ad)	44.2%
	Considered order (within same day)	33.6%
Satisfaction with Ad Relevance	Deferred (next day or later)	22.1%
	Highly relevant – reflects past orders	46.0%
	Moderately relevant	35.4%
	Rarely relevant	18.6%

The role of in-app banners and push notification advertising as the primary channel of conversion takes center stage at 38.9%, supporting the theory that the closed-loop ecosystem enjoyed by Swiggy creates a distinct structural advantage when compared to off-platform advertising mediums. Instagram and Facebook ads contribute significantly towards driving conversions in terms of advertising share, accounting for a share of 27.4% owing to the need to remind consumers via social media targeting in-between ordering instances. The main reason why consumers click on advertisements is due to discounts/cash back offers at 54%. Promotional activities offering free delivery services come second in the list at 22.1%, confirming once again the domination of monetary stimuli over any informational ones. Orders placed immediately after seeing an advertisement within five minutes account for 44.2% of responses, implying that more than half of ad-induced purchases made happen almost instantly. Such a high ratio of instant purchasing behavior will inevitably have its impact on how messages should be designed and what offers they should be conveying – the message has to be strong enough for consumers to act before the interest shifts elsewhere. The fact that 46.0% of respondents find advertisements by Swiggy very relevant to their previous experiences proves the success of the platform’s machine learning personalization algorithms.

5.4 Correlation Analysis

Table 4 presents Pearson correlation coefficients between each advertising effectiveness dimension and consumer ordering behaviour.

Table 4: Pearson Correlation — Advertising Effectiveness vs. Consumer Ordering Behaviour ($n = 113$, $***p < 0.001$)

Advertising Effectiveness Dimension	Pearson r (vs Consumer Ordering Behaviour)	p-value
Ad Reach & Impression Frequency	0.761	0.000***
Click-Through Rate (CTR)	0.728	0.000***
Conversion Rate	0.784	0.000***

Customer Acquisition Cost Efficiency	0.643	0.000***
Return on Ad Spend (ROAS)	0.772	0.000***

Conversion rate tops the list at $r = 0.784$, indicating that the ability of the ad campaign to convert a potential user's experience from viewing to clicking on the order button is the single strongest influence on consumers' ordering behavior. The above conclusion is supported by descriptive statistics, which show that close to half of the respondents ordered a product or service immediately after viewing the advertisement. In third place, but closely following Conversion rate, is ROAS, $r = 0.772$ and Ad reach, $r = 0.761$, which again prove that both the profitability of spending on advertisements and reaching consumers independently influence ordering outcomes. Click-through rate, $r = 0.728$ shows how successful advertisements can be in engaging consumers' attention, and their high correlation suggests that ads able to elicit positive reactions and generate consumer activity lead to ordering outcomes. The efficiency of CAC ($r = 0.643$), although the least among the five correlation coefficients, is still highly significant, which means that the customers who believe the promotions by Swiggy during the acquiring stage (first-order discounts and Swiggy One trial) are truly valuable would be more inclined to create order habits.

5.5 Dashboard-Based Performance Modelling

The secondary information related to the dashboard data regarding the market of Bangalore for the period between January and March 2024 supports the survey results. The average GMV increase for the campaign period was 18.3 percent higher than that for non-campaign periods within the app promotion period. In comparison, the GMV increase for social media promotions initiated outside the app and active during the same period was 11.2 percent higher than non-campaign GMV. The CPA of new users generated by push notifications in the app (Rs. 142 per user) was 38 percent lower than the CPA of Instagram sponsored ads users (Rs. 229 per user). The average coupon redemption rate for personalized offers based on customers' previous orders was 31.4 percent compared to a general offer code, which had a redemption rate of only 14.7 percent, which is twice as high as the survey results indicated. The visualization of trends in the dashboard also shows that ROAS is highest in the evening meals period from 6:00 to 9:00 PM and weekends from midday onwards.

VI. MAJOR FINDINGS

1. Conversion Rate is the strongest predictor of consumer ordering behaviour ($r = 0.784$). The ability of an advertisement to translate user exposure into a completed order within the app ecosystem is the single most commercially valuable advertising effectiveness dimension for Swiggy in Bangalore.
2. Return on Ad Spend (ROAS) ranks second in its correlation with ordering behaviour ($r = 0.772$) and is strongly validated by dashboard data showing 18.3 percent GMV uplift during campaign periods, confirming that advertising spend translates into measurable revenue at the platform level.
3. Ad Reach and Impression Frequency ($r = 0.761$) demonstrates that the breadth of user exposure, particularly through in-app placements, remains a necessary condition for conversion, even as targeting precision becomes more important.
4. Personalised advertisements matched to users' order histories achieve coupon redemption rates more than twice those of generic promotional offers (31.4 percent vs. 14.7 percent), establishing personalisation as the primary creative effectiveness lever available to Swiggy's marketing team.
5. In-app banner and push notification advertising is the dominant ad-to-order conversion channel (38.9%), outperforming Instagram, Google Search, and SMS campaigns. The structural advantage of the closed-loop app environment is a defining feature of Swiggy's advertising effectiveness.
6. Discount and cashback offers remain the primary motivation for clicking advertisements (54.0%) and for immediate order placement. The high proportion of impulse conversions (44.2% ordering within five minutes of ad exposure) establishes that Swiggy's advertising triggers near-instantaneous purchase decisions for a large segment of its active user base.

7. Customer Acquisition Cost efficiency ($r = 0.643$), while the weakest of the five correlations, remains statistically significant. The cost per acquisition via in-app push notifications (Rs. 142) is 38 percent lower than via Instagram advertising (Rs. 229), confirming meaningful inter-channel efficiency differences.
8. Influencer-based advertising records the lowest mean score (3.71) across the entire instrument, indicating that this channel has not yet achieved the conversion efficiency of direct digital formats in Bangalore's food delivery market.

VII. SUGGESTIONS

1. Swiggy's team behind their advertising campaigns needs to concentrate on conversion rate optimisation in app as the first priority advertising goal. A/B testing landing pages, pre-filled carts, and one tap checkout process are recommended to decrease friction between ad exposure and orders placed as conversion rate is the best indicator of Swiggy customers' ordering propensity revealed in this research.
2. Swiggy's personalisation platform must become an inherent part of its advertising arsenal. The fact that personalized coupons have proven twice as efficient as regular promo codes suggests that investing in a machine-learning approach pays off in terms of improving ad efficiency.
3. Temporal targeting technique needs to be incorporated into campaign planning model by Swiggy. Since the dashboard data show that ROI in relation to ROAS is maximum from 6:00 p.m. to 9:00 p.m. on working days and afternoons of weekends, campaign budget allocation becomes more precise.
4. Swiggy's off-platform advertising campaigns via Instagram and Facebook channels need to be used as brand awareness tools and retargeting campaigns only. The fact that cost per user is much higher via these platforms (\$ 87 as opposed to Push notifications) implies that campaign budget should focus on in-app conversions only.
5. influence marketing collaborations must undergo thorough evaluation relative to platform conversion rates before budget allocations. The poor score for the effectiveness of influencer marketing on brand awareness in this study indicates that influencer marketing spending should depend on proven CTR and conversion results rather than reach measures alone.
6. The Swiggy analytic dashboard must be updated to enable CAC analysis in real-time by type of campaign and micro-location in Bangalore, allowing the campaign manager to allocate budgets accordingly based on changing CAC rates during campaigns.
7. Advertising campaigns aimed at retention need to be considered together with acquisition campaigns in order to mitigate the dangers that arise from first order acquisition campaigns with heavy discount offers.

VIII. CONCLUSION

The current research utilizes descriptive statistics, Pearson's correlation analysis, and data modeling through dashboards for both primary data collected from 113 active customers of Swiggy using a survey tool as well as secondary data from platform performance reports for the purpose of creating a complete evaluation of the advertising effectiveness of Swiggy. This approach helps fill an apparent gap in the current research in the linking of consumer experience and platform results.

In all instances, Conversion Rate has been identified as the critical factor of advertising effectiveness, which is a result of the competitive nature of Swiggy's closed loop application environment. ROAS and Ad Reach follow closely, affirming that both the financial productivity of campaign spend and the breadth of user exposure are necessary conditions for sustained advertising effectiveness. The near-instantaneous purchase response reported by nearly half the sample, combined with dashboard evidence of GMV uplift exceeding 18 percent during campaign periods, confirms that digital advertising is not merely an awareness-building investment for Swiggy but a direct and measurable revenue generation mechanism.

Personalisation emerges as the single most actionable lever available to Swiggy's marketing team. The two-fold superiority of personalised over generic promotional redemption rates, validated independently through both survey and dashboard data, provides compelling evidence that targeting investment yields returns that easily justify the analytical infrastructure required to sustain it. The significantly more affordable cost per

acquisition via in-app push notifications compared to social advertising on an external platform provides further justification for focusing on conversion-oriented marketing within the company's owned environment.

However, there are also some sustainability issues associated with the findings of the study. The strong focus on discount/cash back incentives as the primary motivators for clicking on advertisements (54.0%) and completing transactions brings into question the sustainability of Swiggy's advertising efforts, considering that such a promotional approach might be merely incentivizing transaction behavior rather than fostering long-term customer relationships. Future studies need to examine how acquired customers behave post-campaign. Further extending the above framework to study similar markets in India, involving voice advertising and connected television advertisements, in addition to investigating the effect of the moderating variables of restaurant diversity and delivery time reliability on the effectiveness of advertising, will greatly contribute to the knowledge of platform-based digital marketing.

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