






# Effectiveness of Digital Marketing on Instagram: A Study on EatSure Multi-Brand Cloud Kitchen

Neha Itty Jose Paul<sup>1\*</sup>, Manohar Sajnani<sup>2</sup>, and Kshitiz Sharma<sup>3</sup>

<sup>1</sup> Research Scholar, Amity Institute of Travel and Tourism, Amity University, Noida, Delhi, India

<sup>2</sup> Professor and Dean, Faculty of Hospitality and Tourism, Amity University, Noida, Delhi, India

<sup>3</sup> Professor, Marketing & Strategy, Entrepreneurship, ABBS School of Management, Bengaluru, India

\*Corresponding author: [neha.paul1@s.amity.edu](mailto:neha.paul1@s.amity.edu)

**Abstract.** Cloud kitchens otherwise known as virtual, ghost and dark kitchens have especially gained momentum in the restaurant business. On a global scale cloud kitchen business is expanding exponentially with the Gross Merchandise Value projected to quintuple to \$2.3 billion by 2025 which is a sharp rise from \$180 million as of 2018, according to the report [1]. This is a case study on EatSure multi-brand cloud kitchen which operates over 18 brands, its unique selling point is that customers can make multiple orders from different food brands in one single delivery. This paper studies the marketing methods employed by EatSure on Instagram. This exploratory research uses qualitative methodology by using the qualitative data analysis software Atlas.t to identify the marketing strategies utilized by EatSure on Instagram and to examine the impact of the marketing strategies on the customer. The findings of this study identified a diverse range of marketing strategies employed to attract customers, in addition to this the comments of the users were further analyzed to determine the impact of marketing plans and service methods to ensure customer satisfaction. The implications of this study will help in managerial and marketing decisions of multi-brand cloud kitchens.

**Keywords:** Multi-brand Cloud Kitchen, Digital Marketing, Instagram.

## 1 Introduction

A cloud kitchen is unique as it does not have the physical setup of a restaurant, here only the kitchen exists and food is ordered by customers using delivery applications online through food aggregators such as Zomato, Swiggy, EatSure, and so on. There are various types of cloud kitchens designed and this study explores the multi-brand cloud kitchen model. A multi-brand cloud kitchen is defined as; a "Multi-brand Cloud Kitchen where multiple cuisines/brands operate within a single kitchen"[2]. There is a lack of a physical restaurant for customers to see and develop awareness of there is a need to identify methods of marketing the many brands of a multi-brand cloud kitchen. The need for a cloud kitchen to have a strong digital presence using a website, and social media platform, is essential to attract and retain customers [3, 4, 5].

The cloud kitchen promotes its products via a plethora of digital marketing platforms such as social media hubs such as YouTube, Instagram, Facebook, WhatsApp, and Twitter. Thus, social media marketing is crucial as many targeted customers are predominantly users of these sites and

© The Author(s) 2024

M. Sharma et al. (eds.), *Proceedings of the International Conference on Innovation and Regenerative Trends in Tourism and Hospitality Industry (IRTTHI 2024)*, Advances in Economics, Business and Management Research 285,

[https://doi.org/10.2991/978-94-6463-437-2\\_18](https://doi.org/10.2991/978-94-6463-437-2_18)

targeted marketing can be made to attract the preferred and potential customers. The main means of customer interactions on social media is through the number of likes, shares, and comments according to Shahbaznezhad et al., (2021) [6] in addition, these social media platforms also enable business accounts to gain information via professional dashboards that give details of the insights on customers interaction on the social media page created. Therefore, for businesses social media pages are a means of getting customer feedback, this would help organizations have a space for their clients to share reviews and opinions and even address quality-based problems customers face [7,8]. The data availed can be used to enhance the quality of the products and services rendered by the company, to understand better the concept, this research paper focuses on studying the company EatSure and its marketing on the social media site Instagram.

### **1.1 EatSure the Multi-Brand Cloud Kitchen**

EatSure is a multi-brand company that offers its products on various platforms offline as a multi-brand cloud kitchen and with a few brands sold in a dine-in restaurant format. The parent brand EatSure operates 19 brands under its umbrella, Behrouz Biryani, Oven Story Pizza, Fassos, Biryani Blues, Lunchbox, The Good Bowl, Slay Coffee, Fassos Signature- Wraps And Rolls, The Briyriyani Life, Sweet Truth, Friangi Bakes, Pure Veg Meals By Lunchbox, The Bakers Dozen, Dairy Day, Nirulas, Veg Daawat By Behrouz, Mad Over Donuts and Momoz, these are the listed brands of EatSure as mention in the website [9].

EatSure is a food company which is based on food delivery, owned by Rebel Foods Private Limited and operated by Rebel Marketplace India Private Limited incorporated under the Companies Act, 2013. The company operates via multiple channels a website and a mobile application run under the banner EastSure and the same service is available on food aggregator companies such as Zomato and Swiggy. The company offers its customers a range of popular restaurants that serve food while maintaining safety measures according to EatSure homepage[9]. According to the URL[10], the "company also has its direct-to-consumer (D2C) channel, which it enables through EatSure – its food delivery app. It operates over 450 cloud kitchens in India and other international markets" also.

To keep up with competition in the field of the restaurant business multi-brand cloud kitchen model is one such means of running the business. There are various advantages and disadvantages of operating a multi-brand cloud kitchen. The URL[1] elucidates that a multi-brand cloud kitchen bears no extra charges for running its business by using many brands under the same kitchens since its "equipment, chimneys, refrigerators, counters are shared by all brands". Also, since customers have changing preferences the concept of multi-brands can offer customers a whole new range of cuisines to try. In addition to this if all brands are available in one company there is a chance that the customers can become more loyal to the parent brand. It can expand even with each brand having a unique individuality and help in gaining more popularity, increasing the businesses' profits. This increase in popularity would benefit the company with increased customers. Touching upon the challenges of the multi-brand cloud kitchen managing several brands can be difficult as the brand may dilute and focus on a single brand may not be long-term. Operational difficulties with the inflow of multiple orders can be difficult to manage. Marketing these brands can also be a challenge and very extensive, hence this paper delves into understanding how marketing is conducted by these brands and studies its effectiveness.

### **1.2 EatSure on Instagram**

The social media page Instagram is a site that enables users to post pictures and short video content [11]. On a global scale India is ranked with the highest active number of Instagram users with a total of 224 million [12] and the number is predicted to increase to a total of 314.76 million

users in 2027 [13]. Hence, the importance of studying the implications of Instagram is relevant to numerous businesses to reach out and connect with their customers. Currently, EatSure has an official Instagram account verified with the blue tick, under the name of 'eatsurenow' with 1,67,370 followers Eatsurenow: Instagram (2023) [14]. This paper is aimed at investigating the marketing campaign made on this Instagram account.

## 2 Literature Review

The power of social media in consumer engagement is extensive with a single advertisement posted on Instagram reaching an audience of 849 million [15]. Social media therefore has a great influence on consumers, according to the studies conducted [16,17] social media influencers on Instagram and YouTube affect customer behaviour. The findings demonstrated that YouTubers and Instagrammers also known as influencers were seen as reliable information sources and consumers consider them to be trustworthy. Positive YouTube reviews and Instagram photos also influence the purchasing decisions of customers.

This study [18] had similar findings and discovered that viral video content on social media platforms like Instagram had a positive impact on the purchase intentions of consumers. Similarly, the study [19] found that there is a profound impact of social media on consumer behaviour and purchase decisions hence marketing and promotion of goods and services are also impacted. According to the research paper [20], it was established that Instagram is a beneficial platform for especially new businesses to use as a marketing platform, and the same can be used in even EatSure multi-brand cloud kitchens, therefore calling for the need for this study. Many new and old businesses are still learning how to use social media to benefit marketing their businesses and are struggling to learn the ropes [21], the current paper identifies this research gap and will aid in giving inputs to analyse the effectiveness of current Instagram marketing tactics used by EatSure.

The journal article [22], mentions that new and relevant tools like using artificial intelligence to process large consumer data sourced through social media websites such as Facebook and Instagram, have changed the process of digital marketing. Therefore, identifying that new techniques are needed to analyse and plan social media marketing with special reference to Instagram have to be adopted in marketing on social media, this research paper is aimed are fill this research gap in the avenue of multi-brand cloud kitchens.

The study of the effectiveness of digital marketing on social media is essential since digital platforms create demand and value of time which is beneficial to users and businesses [23]. Thereby, with the multitude of users on social media site Instagram it is a source pool of customers for businesses to sell products to.

One of the major essentials of digital marketing on social media is the customization of marketing campaigns where advertisements can be directed to a targeted audience [24]. The main aim of any company is to attract potential customers and sell the products and services to them, hence a potential marketing campaign is essential and a social media team for marketing campaigns is crucial [7] and hints that against ignoring social media engagement, which can reportedly harm a company's image. Hwang et al. [25] assessed the impact of positive and negative reviews on social media and found that negative reviews can enable a better system of functioning and enhance the performance of the company. Dellarocas et al. [26] studied new product development that will need to investigate how older products were received by clients through reviews. Cheung et al. [27] investigated the importance of reviews of customers and their relevance to a company. Hence, the current study is integral as social media plays an important role in consumer behaviour trends which aids in marketing and promotions decisions.

### 3 Statement of the Problem

With close inspection of the literature as mentioned above, both marketing on social media is effective and essential to a company, customer comments and reviews are important to the future planning of the business whether it is used for new product launches or for designing effective marketing campaigns. Hence, the paper studies the Instagram users' comments on the EatSure Instagram page to understand the reception of the marketing posts on the customers.

In addition, this paper identifies two major research questions:

- What are the marketing strategies used by EatSure on Instagram?
- How does the social media marketing on Instagram influence customers of EatSure?

### 4 Research Objectives

The main objectives of the study are:

- To identify the marketing strategies used by EatSure on the social media application Instagram.
- To examine the impact of the marketing strategies on the customer.

### 5 Research Methodology

As the research is an exploratory study and research is broadly divided into two research objectives the main focus of the study is to identify the first objective by secondary research methods through data collected from research papers, journals, social media posts, newspaper articles, and blogs the second objective through Qualitative Methodology to access the effectiveness of marketing strategies.

EatSure has an official Instagram account verified with the blue tick, under the name of 'eatsurenaw' with 1,66,058 followers as of 8th June 2023. For this study, a total of 71 Instagram posts from 5th January 2023 to 4th June 2023 were analysed and the comments of each post were analysed using the qualitative data analysis software Atlas.ti. Here various comments on the Instagram posts were used for the study and constructs were coded and analysed thoroughly where themes were identified and the findings of the study were developed.

### 6 Findings of the Study

**The findings of this study are presented by addressing the research questions developed:**

#### 6.1 What are the Marketing Strategies used by EatSure on Instagram?

Following were the various observations made on the aspects of marketing methods used by the 'eatsurenaw' page on Instagram it was observed that multiple means were used for promotion as follows:

##### **Use of Free Delivery, Discounted Pricing and Discount Codes**

One of the most common posts on the Instagram page 'eatsurenaw' was that which showcased discount options that ranged from the promotion of food orders from multiple restaurants in a single order and getting all the food delivered together, free delivery, free dishes and a 50% off alternatively there were other posts that offered free delivery in addition to use of code: RCB to get flat ₹150 off. Other discounts offered were, in collaboration with the company Simpl where customers could avail additional 15% Cashback up to ₹100, along with 30% OFF on orders above

₹199, by using the code FIRSTBITE and pay using Simpl. In addition to this were other options of availing a flat 20% off, flat INR125 off and 60% off were offered during the study period.

### **Marketing through Social Media Influencers**

The page showcased the collaboration with various social media influencers under the paid and unpaid banner for the means of promotion. The most viewed reel post on Instagram was with the influencer Danish Sait with 1.1 million views based on the RCB podcast. Another promotion was with the India Premier League (IPL) team Royal Challengers Bangalore (RCB) in collaboration with the influencer 'TheKurtaGuy' An episode called 'Bangalore Bites with EatSure' was released this was part of the EatSure being the Official Food Delivery Partner of 'royalchallengersbangalore' Bengaluru as on RCB & Food Ft. @TheKurtaGuy | Bangalore Bites W/ EatSure - Part 1, n.d. Various social media influencers such as 'Vadiraj', 'Udaalpavvya' and 'Sneha\_Shenoy' promoted EatSure food court via Instagram reels [14].

### **Gamification through Contests Alerts**

The 'eatsurenow' page on Instagram held various contests such as the 'Navratri Special contest' and 'World Pizza Day contest alert' where selected winners would win free food. These contests were aimed at promoting other brands of EatSure and prompted users to follow the Instagram pages of the multi-brands of Lunch Box and Oven Story.

### **Title Sponsorship during India Premier League (IPL) Cricket Matches**

EatSure was the Official Food Delivery Partner of 'royalchallengersbangalore' a team of the IPL cricket match and had various marketing campaigns held to promote the company according to [www.ETBrandEquity.com](http://www.ETBrandEquity.com), (2023) [28].

### **Drive Customer Engagement**

Launch of posts on Question boards were four posts were uploaded on the Instagram page taking in famous locations of Bangalore city that prompted users to answer these questions and engage with the page. Another means of customer engagement was through posts with questions such as "How many food items do you see? Comment below". And lastly, the Instagram page expands the reach of the post by use of hashtags.

### **Distribution of Freebies**

The page showcases posts on the distribution of free tickets to customers for the cricket match of the India Premier League (IPL) team Royal Challengers Bangalore (RCB). Here customers on checkout could use the discount code: TICKETS and enrol to win free tickets and signed RCB merchandise. Five members who won were then announced on the Instagram page. On the occasion of Mother's Day, the offer was with the order of any dessert customers got a special Mother's Day card.

### **Promotion via Podcast**

EatSure also was in association with Royal Challengers Bangalore (RCB) as its official food delivery partner and in collaboration launched eight podcasts with interviews of RCB cricket players and representatives.

### **Celebration of Special Occasions, Festivals, National and International Commemorative**

## **Days**

Various special days were celebrated with posts on Mother's Day, Ramadan, Navratri Festival Feast, International Women's Day, Holi, Valentine's Day, Rose Day, and Shivarathri. On a select few of these days, special offers were also given.

## **EatSure - Food Court on a Mobile Application Marketing Campaign**

Few posts on the launch of the dine-in food court in Pune were posted.

### **Use of Combative Advertisement**

Suggestive advertisements hinting at two popular fast-food brands were posted, it showcased a picture with the comment, "Burgers so good, even the king & the clown wanna try it! You should try it too" It was listed with the promotion of getting a free Coke with any burger, every day and a special Wednesday-only offer of buy one get one free promoting the food brand Wendy's Burgers.

## **6.2 How does the Social Media Marketing on Instagram Influence Customers of EatSure?**

EatSure's official Instagram account, under the name of 'catsurenw' had 71 Instagram posts from 5<sup>th</sup> January 2023 to 4<sup>th</sup> June 2023 that were adopted for the study and the comments of each post were analyzed. It was found that on the Instagram page, photo posts ranged from the lowest of 102 likes to the highest of 1,37,186 likes, whereas the video content of reels was played from the lowest of 9929 views to the height of 6.9 million views. It was identified that the results of the study are in tandem with the research [14,15,16] where positive and negative comments would help the company better devise new and improved means of marketing and service planning. The codes were developed on the qualitative data analysis software Atlas.ti and the themes were broadly categorized and discussed as follows:

### **Positive Customer Feedback**

The users of Instagram would comment directly in response to the photo posts and video posts of reels that were uploaded and it was observed that many customers would respond with positive comments and feedback on the service they receive and on the quality of the food order with the food ordered ID. All the comments on the pages were processed and the feedback, comments, and emotions of the customers were assessed and coded as follows: Excitement, Love, Nostalgia, Gratitude, Humour, Celebration, and Festivity. In addition to these other codes were also derived such as Brand Loyalty, Cricket Team Supporters, Good Response from Customer Support, Sports, Food Cravings, and Food Delivery Services.

From content analysis, it was found that the posts were positively received especially the IPL promotion many customers liked and commented and were well engaged with the content promoted on the page. Even posts on special days were well received by the audience. Therefore, the main finding is that many of the Instagram posts were received positively and led to customers developing emotional attachments to the brand, good feedback was received on customer service and even commented on showing return purchasing, enhanced food craving, and brand loyalty. The most common posts that had positive reactions were based on festivals, celebrations, and sporting events and the company can explore future marketing strategies in these avenues.

## **Negative Customer Feedback**

The users' comments on photo posts and video posts of reels that were uploaded were processed in detail and coded various negative feedback and comments were identified and themed as follows: Frustration, Negative Experience, Ineffective communication, Service problem, Anger, Blame, Feeling unsafe or threatened, Apology, Constraints on Resolution, Customer Dissatisfaction, Ethics, Negative opinion, Unreliability, Scam suspicion, Disappointment, Criticism, Unsatisfactory Product Quality.

The paper observed that more than positive feedback there was more negative feedback on comparison, where unsatisfied customers tend to leave negative feedback on the social media page of EatSure. But, on deeper assessment, it was found that of the large number of critical feedback given by customers only a few comments have mentioned the order ID hence enhancing the dependability of the comments. Though the order ID is missing from most negative feedback and the reliability of those comments questionable the question does arise of whether this amount of negative feedback might impact the overall brand image of EatSure as the comments can be viewed by future potential customers also. In addition to this, it was also observed that much of the negative feedback was verbatim repetitive on different posts, by the same users.

This could imply that users could harbour personal anger against the brand. In many instances, the brand has made official comments such as, "That is certainly not the experience we intend for our customers, and we do apologize as you did not have a pleasant experience. Kindly DM your Order ID and contact number so that we can fix this for you." This showcases that the brand is reverting to customer complaints with an apology" 'eastsurenow' page on Instagram (2023)[14]. This manner of comments saw a positive response and also ensured customers of a resolution to their issues. Many of the other comments were based on the quality of food, unreliability of delivery, rude delivery service, and bad experience of customer service, which can be taken as a means to improve the product and service quality of the business.

## **Non-Related Content**

Much of the data retrieved from comments were also coded as follows: Misleading, Offensive Content, Marketing Spam, Customer Feedback with Unreliable Source, Profanity, and Scam Suspicion. It was observed that many Instagram users commented on irrelevant data that was completely unrelated to the food brand 'eastsurenow' it ranged from various spam-related content such as promoting other non-related Instagram pages and other brands pages. These were not further used in the study.

## **7 Analysis and Discussion**

This study identified six major outcomes of using Instagram as a tool in digital marketing of the multi-brand cloud kitchen EatSure.

### **7.1 Diverse Marketing Approach on a Single Digital Platform**

EatSure utilizes multiple approaches to sell its products on Instagram, including product promotions with social media influencers, video posts, contest alerts, celebrative days, sponsorship and more showcasing diversity in its marketing approach aimed at engaging its audience effectively. It was also identified that the social media platform Instagram is also favourable to employing these multiple marketing approaches, this is useful for other Multi-Brand Cloud Kitchens too. Hence, it was identified that even on one platform such as Instagram

a variety of promotional methods were employed to engage the customers. Future researchers can explore marketing diversity in promotion channels and its influence on consumers this is crucial information to marketers.

## **7.2 Customer Satisfaction and Retention**

To retain the loyalty of present customers and attract future consumers it is essential to adopt various measures. Firstly, food quality has to be consistent with maintaining high food quality standards this is essential for customer satisfaction. Most of the reactions of customers on the Instagram page were with feedback on quality issues of the food, addressing this is essential. Secondly, swift delivery of food was also a major feedback where timely and correct food delivery orders were met with customer expectations. Thirdly, it was identified that food delivery personnel whether it is third-party food delivery partners or in-house food delivery partners have to maintain professionalism, and politeness and handle food with care as this contributes to a positive customer experience. Lastly, the research paper identifies that ensuring consistency in service and product quality can be enhanced by enabling customer support training with proper training for customer support agents which will better customer satisfaction.

## **7.3 Promotional Strategy Link to Enhanced Customer Engagement**

This research paper identified that consumers were targeted with various promotional strategies to attract customer engagement on the EatSure Instagram page. Instagram is a source of direct and indirect interactions with potential and existing customers and to expand the brand identity of EatSure multi-brand cloud kitchen unique promotional approaches were adopted such as free delivery, discounted pricing, and discount codes therefore utilizing these promotions can attract customers and drive sales. On the other hand, collaborating with social media influencers on Instagram positively impacts brand perception and value. The introduction of gamification through contests also engaged customers through contest alerts which leads to brand interaction and loyalty. Other strategies of promotion such as associating title sponsorship with popular events like the Indian Premier League (IPL) can increase brand visibility and reach a wider audience. Distribution of freebies can incentivize customers to engage with the brand. Leveraging podcasts for promotion provides another avenue to reach potential customers. Lastly, celebration marketing by marking special days, festivals, and commemorative occasions through marketing campaigns fosters a positive brand image.

## **7.4 Specific Campaign Management**

The launch of EatSure-Foodcourt on an App launch showcases specific marketing campaigns that target tech-savvy customers and enhance brand visibility. In addition to this combative advertisement tactics can effectively position the brand against competitors.

## **7.5 Handling Customer Feedback**

Management of customer feedback on social media platforms will leverage the brand credibility, here positive feedback can be used as testimonials to enhance brand value. On the other hand, even negative feedback has to be addressed promptly and effectively to demonstrate commitment to customer satisfaction and improvement. Negative content on social media age of the brands can influence consumers buying decisions. Non-related content has to be tracked and reported on Instagram as it can tarnish the brand image and ensure that the brand message remains focused and relevant to the audience.



## 8 Managerial and Theoretical Implications

This study identified that social media such as Instagram is indeed a measuring yardstick for identifying customer standpoint of the company's product and services it was observed that there is a need for delivery executive training, good control of food quality and safety, ensure that food reaches the customers on time and reduction in delivery delays. Many comments were based on the wrong product being delivered and it is crucial to ensure that the right food is to be delivered. There were also posts based on incorrect orders. The use of colour coding for vegetarian and non-vegetarian food would also be useful as many customers mentioned that ethically they were affected as they were vegetarian and non-vegetarian food was delivered and consumed. Effective customer support centres should cater to customers efficiently. Spam content is also to be managed so that the page is well presented to the clients, irrelevant posts could be blocked and maintained by a social media team.

According to the URL[10], EatSure saw "its losses increase 55% in FY22 to Rs 564 crore from Rs 364 crore in the previous fiscal on the back of increasing expenses which jumped 86% to Rs 1,429 crore", one of the main reasons is expansion and marketing costs, with several discounts given to customers could impact the company further, new and improved means of marketing can be targeted to minimize advertising costs.

Concerning theoretical implications, further research is essential to identify the management of spam and non-related data on social media and the relevance of comments. Another area of investigation can expand to the impact of negative comments based on spam and nonrelated content impacting the brand image of the company.

## 9 Conclusion

This paper focused on the effectiveness of Digital Marketing on Instagram. The study was aimed at EatSure the multi-brand cloud kitchen, the paper identified that there are multiple means that the company uses to sell its products and is diverse in its approach to marketing to its audience successfully. On studying the comments on the posts made on Instagram it can be identified that few measures can be taken to ensure that customers are happy with the services and products rendered and can be retained or lend to a possibility of becoming loyal customers. Consumers look for quality food products which are delivered swiftly, hence special attention to food quality standards, correct food delivery upon order, polite food delivery personnel and training for customer support agents would have a positive impact on customers. Promotion using tools such as free delivery with discounted pricing and discount codes would be effective in attracting customers, use of Social Media Influencers is also seen to have a constructive impact on customer's reception to the brand and positively impacts brand value other such means of marketing to the customer that is effective are gamification through contests alerts, title sponsorship during major events, distribution of freebies, promotion via podcast and celebration of days, festivals, national international commemorative days via marketing campaign these also show a positive impact on customers perception of the brand and can lead to long term brand commitment.

**The authors have no competing interests to declare that are relevant to the content of this article.**

## References

1. Singh, S.: The road ahead is dotted with cloud kitchens, <https://hospitality.economictimes.indiatimes.com/news/restaurants/the-road-ahead-is-dotted-with-cloud-kitchens/86452645>, (2021).
2. Sundar, S.: Multi brand Cloud Kitchens: concept, benefits & how to manage it? - Gofrugal, <https://www.gofrugal.com/blog/multi-brand-cloud-kitchens/>.
3. Jain, S.: How to promote your cloud kitchen?, <https://blog.petpooja.com/how-to-promote-your-cloud-kitchen/>.
4. S, A.: Cloud Kitchen Marketing: All you need to know [in 2024], <http://www.maxsemo.com/cloud-kitchen-marketing/>.
5. McCarthy, D.: 4 Proven Ways to increase the sales of your Cloud Kitchen Brand, <https://www.posist.com/restaurant-times/cloud-kitchen/scaling-cloud-kitchen-business/effective-ways-to-increase-cloud-kitchen-sales.html>.
6. Shahbaznezhad, H., Dolan, R., Rashidirad, M.: The role of social media content format and platform in users' engagement behavior. *Journal of Interactive Marketing*. 53, 47–65 (2021). <https://doi.org/10.1016/j.intmar.2020.05.001>.
7. Kapoor, K.K., Tamilmani, K., Rana, N.P., Patil, P.P., Dwivedi, Y.K., Nerur, S.: Advances in social Media Research: past, present and future. *Information Systems Frontiers*. 20, 531–558 (2017). <https://doi.org/10.1007/s10796-017-9810-y>.
8. Phang, C.W., Kankanhalli, A., Tan, B.C.Y.: What Motivates Contributors vs. Lurkers? An Investigation of Online Feedback Forums. *Information Systems Research*. 26, 773–792 (2015). <https://doi.org/10.1287/isre.2015.0599>.
9. Order food online from India's best food delivery service | EatSure, <http://www.eatsure.com/terms>.
10. Goenka, T.: Rebel Foods losses up 55% in FY22; revenue more than doubles, <http://www.financialexpress.com/industry/rebel-foods-losses-up-55-in-fy22-revenue-more-than-doubles/2913503/>, (2022).
11. Wortham, J.: Facebook to buy Photo-Sharing service Instagram for \$1 billion, <https://archive.nytimes.com/bits.blogs.nytimes.com/2012/04/09/facebook-acquires-photo-sharing-service-instagram/>.
12. Statista: Countries with the most Instagram users 2024, <http://www.statista.com/statistics/578364/countries-with-most-instagram-users/>.
13. Statista: Instagram users in India 2019-2028, <https://www.statista.com/forecasts/1138743/instagram-users-in-india>.
14. Instagram, <http://www.instagram.com/eatsurenw/>.
15. Ric, T., Benazić, D.: From social interactivity to buying: an instagram user behaviour based on the S-O-R paradigm. *Ekonomika Istraživanja/Ekonomika Istraživanja*. 35, 5202–5220 (2022). <https://doi.org/10.1080/1331677x.2021.2025124>.
16. Młodkowska, B.: Influencers on Instagram and YouTube and their impact on consumer behaviour. *Journal of Marketing and Consumer Behaviour in Emerging Markets*. 2019, 4–13 (2019). <https://doi.org/10.7172/2449-6634.jmcbem.2019.1.1>.
17. Kumar, R., Singh, P.: IMPACT OF INFLUENCER MARKETING ON CONSUMER PURCHASE BEHAVIOUR IN INDIA. *Indian Scientific Journal of Research in Engineering and Management*. 06, (2022). <https://doi.org/10.55041/ijrsrem15974>.
18. Razali, G., Nikmah, M., Sutaguna, I.N.T., Putri, P.A.N., Yusuf, M.: The influence of viral marketing and social media marketing on Instagram adds purchase decisions. *Cemerlang*. 3, 75–86 (2023). <https://doi.org/10.55606/cemerlang.v3i2.1096>.
19. Dhingra, A.: Impact of social media on consumer behaviour and preference. *International Journal for Multidisciplinary Research*. 5, (2023). <https://doi.org/10.36948/ijfmr.2023.v05i02.2171>.
20. Thomas, S., Verma, S.: EFFECTIVENESS OF SOCIAL MEDIA MARKETING: A COMPARATIVE STUDY OF FACEBOOK & INSTAGRAM. *EPRA International Journal of Economics, Business and Management*. 22–27 (2023). <https://doi.org/10.36713/epra12433>.
21. Gani, M.H.A., Mulok, A.H.A., Subramanian, U.: The Influence Of Social Media Marketing On Consumer Behavior in Brunei. (2022). <https://doi.org/10.1109/icitsi56531.2022.9970931>.
22. Khatri, M.: How Digital Marketing along with Artificial Intelligence is Transforming Consumer Behaviour? *International Journal for Research in Applied Science and Engineering Technology*. 9,

- 523–527 (2021). <https://doi.org/10.22214/ijraset.2021.36287>.
23. Dara, S.: Effectiveness Of Digital Marketing Strategies. . International Journal for Innovative Research in Multidisciplinary Field. 9, (2010).
  24. Keel, A., Natarajan, R.: Celebrity Endorsements and Beyond: New avenues for celebrity Branding. Psychology & Marketing. 29, 690–703 (2012). <https://doi.org/10.1002/mar.20555>.
  25. Hwang, Y., Yuan, S., Weng, J.-H.: A study of the impacts of positive/negative feedback on collective wisdom—case study on social bookmarking sites. Information Systems Frontiers. 13, 265–279 (2009). <https://doi.org/10.1007/s10796-009-9186-8>.
  26. Dellarocas, C., Gao, G., Narayan, R.: Are consumers more likely to contribute online reviews for hit or niche products? Journal of Management Information Systems. 27, 127–158 (2010). <https://doi.org/10.2753/mis0742-1222270204>.
  27. Cheung, C.M.-Y., Sia, C., Kuan, K.K.Y.: Is This Review Believable? A Study of Factors Affecting the Credibility of Online Consumer Reviews from an ELM Perspective. Journal of the Association for Information Systems. 13, 618–635 (2012). <https://doi.org/10.17705/1jais.00305>.
  28. www.ETBrandEquity.com: Brand Equity | Latest advertising and marketing industry information and updates: ET BrandEquity, <https://www.etbrandequity.com/>.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

