

A Study of Communication Challenges Faced by Consumers While Using Advertised Food Delivery Platforms on Social Media

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Abstract

The emergence of food delivery services has changed how people get their meals, and social media is now a vital tool for marketing and customer interaction. Nevertheless, even if these platforms are convenient, users frequently run into communication issues that detract from their overall experience. This study examines the main challenges that customers encounter when using food delivery services that are advertised on social media, such as inaccurate information, slow customer service responses, opaque pricing and delivery schedules, and inefficient complaint handling. This study identifies the communication gaps between food delivery platforms and their users by examining case studies, social media interactions, and customer reviews. According to the results, increasing customer happiness can be achieved by being more responsive, giving clearer information, and utilizing chat assistance powered by artificial intelligence. This study adds to the expanding body of knowledge regarding the digital consumer experience and makes suggestions for how meal delivery firms might improve their communication tactics.

Keywords-Relationship Marketing, Customer Loyalty, Social media Engagement.

Introduction

The way people obtain meals has been completely transformed by the explosive expansion of food delivery services, which provide convenience, variety, and smooth transactions. For these platforms, social media has emerged as a crucial marketing tool that enables businesses to interact with potential

clients through interactive content, promotions, and targeted ads. Social media advertising has increased consumer reach, but it has also brought up a number of communication issues that have an effect on user experience. Social media is frequently used by customers to research food delivery services, including menu selections, costs, special offers, and delivery schedules. Disparities between the content that is promoted and the actual services that are provided, however, can cause annoyance and discontent. Common issues include misleading advertisements, delayed responses from customer service representatives, difficulty in resolving complaints, and a lack of transparency in policies. Furthermore, automated chatbots and pre-scripted responses sometimes fail to address specific customer concerns, leading to further dissatisfaction.

The purpose of this study is to look into the communication difficulties that customers encounter when using meal delivery services that are advertised on social media. The study will pinpoint important issue areas and make recommendations for potential fixes by examining customer experiences, reviews, and online interactions. Food delivery businesses must comprehend these issues if they hope to increase client contentment, foster brand loyalty, and strengthen their communication tactics in general.

Relationship Marketing

Definition

Relationship marketing is a strategy focused on building long-term customer relationships rather than just individual transactions. It emphasizes customer loyalty, engagement, and satisfaction to encourage repeat business. This approach contrasts with traditional marketing, which primarily seeks to acquire new customers.

Key Elements of Relationship Marketing

1. **Customer Retention** – Focuses on keeping existing customers satisfied to ensure repeat business.
2. **Personalization** – Tailoring products, services, and communication to meet individual customer needs.
3. **Customer Engagement** – Creating meaningful interactions through social media, loyalty programs, and personalized communication.
4. **Trust and Commitment** – Establishing brand credibility through consistent service and transparent communication.
5. **Customer Feedback and Service** – Actively listening to customers and addressing their concerns to enhance satisfaction.

Graph: Relationship Marketing Model

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Below is a basic relationship marketing model represented in a diagram:



This model demonstrates how businesses build long-term relationships with customers by ensuring satisfaction, leading to retention, loyalty, and ultimately turning customers into brand advocates.

Literature Review

Relationship marketing has evolved as a strategic approach aimed at building long-term customer relationships rather than focusing solely on one-time transactions. According to Grönroos (1994), relationship marketing is centered on creating, maintaining, and enhancing relationships with customers through mutual exchange and fulfillment of promises. Kotler and Keller (2012) further emphasize that businesses benefit from relationship marketing by increasing customer loyalty and lifetime value, leading to sustainable competitive advantage.

Social media platforms have transformed relationship marketing by enabling direct interaction between businesses and consumers. Research by Kaplan and Haenlein (2010) highlights that social media fosters customer engagement, allowing businesses to respond to queries, address concerns, and personalize marketing efforts. Mangold and Faulds (2009) also emphasize that social media serves as both a communication and promotional tool, influencing consumer perceptions and brand trust. Despite the advantages of social media marketing, consumers often encounter communication challenges when using food delivery platforms. Studies (Liu et al., 2020) reveal that common issues include misinformation, delayed customer service responses, and automated chatbots failing to resolve specific concerns. Gensler et al. (2013) argue that inconsistencies between advertised promotions and actual services contribute to consumer dissatisfaction, leading to negative word-of-mouth.

Customer satisfaction plays a crucial role in relationship marketing. According to Parasuraman, Zeithaml, and Berry (1988), service quality dimensions—such as responsiveness, reliability, and empathy—significantly influence customer satisfaction and retention. In the context of food delivery platforms, Wang et al. (2021) found that transparent communication and quick problem resolution are key factors in maintaining customer loyalty. Research suggests several strategies to mitigate communication challenges in food delivery services. Pavlou and Gefen

(2004) propose that trust-building mechanisms, such as customer reviews and transparent policies, can improve communication effectiveness. Moreover, AI-driven chatbots with advanced natural language processing (NLP) capabilities have been recommended by Huang and Rust (2018) to enhance customer service responsiveness.

The food delivery market has undergone significant change, as evidenced by the fact that in 2016, online penetration of the overall food delivery market surpassed 30 percent. As the market matures, rates are anticipated to rise significantly, eventually reaching 65 percent annually (Carsten Hirschberg et al, 2016). The sector has a lot of new players, such as Food Panda, which is here to stay (Shiyin Chan, 2015).

Objectives

1. To identify common communication challenges encountered by consumers when interacting with food delivery platforms through social media advertisements.
2. To analyze the impact of communication issues on consumer satisfaction, trust, and brand perception.
3. To evaluate the effectiveness of existing customer support mechanisms (e.g., chatbots, social media responses, complaint resolution).
4. To examine the role of social media advertising in shaping consumer expectations versus actual service delivery.

Research Methodology

Research Methodology

This study employs a mixed-method approach, combining both qualitative and quantitative research methods to explore communication challenges faced by consumers while using advertised food delivery platforms on social media.

Research Design

A **descriptive research design** is adopted to analyze consumer experiences, communication challenges, and their impact on customer satisfaction. This study gathers primary data through surveys and interviews while also analyzing secondary data from online consumer reviews and social media interactions.

Data Collection Methods

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Sampling Method and Sample Size

- A **random sampling** technique will be used to select consumers who have interacted with advertised food delivery platforms on social media.
- A sample size of approximately **300 respondents** will be targeted for the survey, ensuring diverse demographic representation.
- Around **10–15 in-depth interviews** will be conducted with frequent users and customer service representatives.

Findings & Discussion

The findings achieved based on data analysis for each of the objectives of the study are as mentioned below:

- **Determine methods to improve customer loyalty through the utilization of social media. Customer loyalty can be improved by utilizing social media through the following:**

Utilization of Facebook and other social media platforms: It is evident from the responses that consumers establish connections with companies via social media, with Facebook serving as the primary platform for these interactions. The cross-tabulation also indicates that the utmost number of users, 105, utilize Facebook to receive updates. The utilization of social media, particularly Facebook, has the potential to cultivate customer loyalty and attract potential consumers.

Frequent offers and contests: The majority of clients follow businesses because they are interested in the deals and competitions they host. Additionally, using the cross-tabulation It is recommended that the greatest number of users receive information regarding new offers made by the business. Users primarily connect with businesses on all platforms for information, contests, and interaction in addition to offers. Therefore, improving communications on social media, particularly Facebook, can increase outcomes and make other social media platforms more active.

- ☐ **Discount-Based Offers:** Percentage discounts, BOGO (Buy One Get One), cashback deals.
- ☐ **Loyalty Rewards:** Points-based systems for repeat purchases.
- ☐ **Referral Bonuses:** Incentives for referring new customers.
- ☐ **Seasonal Promotions:** Holiday and festival-themed discounts.
- ☐ **Limited-Time Flash Sales:** Urgency-driven offers.
- ☐ **Social Media Contests:** Giveaways, user-generated content challenges, quiz-base contests.
- ☐ **Gamified Offers:** Spin-the-wheel, scratch cards, mystery discounts.

Apart from above offers, company need to focus on best practices, that is under Consumer Protection Laws. That is- Truth in Advertising: Ensure marketing messages are honest, clear, and not misleading (e.g., Federal Trade Commission (FTC) Act in the U.S., Consumer Protection Act in India).

Best Practices

- **Clear Terms & Conditions:** Transparency to build trust.
- **Segmented Targeting:** Offer relevant deals based on customer preferences.
- **Urgency & Scarcity:** Limited-time offers encourage quick action.
- **Tracking & Analytics:** Measure success rates and optimize strategies.
- **User Engagement:** Encourage participation through interactive elements.

Regular Communication and Answering of Questions on Social Networking Sites: Frequent Interaction & Query Handling via Social Networking Sites: Social media can allow the company to engage with clients and create connections with them through interactions over social media. While focusing on the mentioned deals and competitions, the majority of the content might be shared to increase the consumers' interests in other areas. Identify the elements that customers value most while dealing with the business: The study's respondents were asked to score their interactions with the company on six criteria: prompt delivery, quality, timely information, handling of queries, follow-up, and ease of use.

Channels for Frequent Interaction

- **Social Media:** Active engagement on Facebook, Instagram, Twitter, LinkedIn.
- **Live Chat Support:** AI chatbots + human support for 24/7 assistance.
- **WhatsApp & SMS:** Quick responses for common queries.
- **Email Support:** Personalized responses to customer concerns.
- **Phone Support:** Toll-free numbers for urgent issues.
- **Community Forums:** A space for customers to interact & resolve issues collectively.

Efficient Query Handling Strategies

- **Automated Chatbots:** Instant replies for common queries.
- **FAQ Sections:** Self-service options to reduce repetitive inquiries.
- **Ticketing System:** Proper tracking & priority-based issue resolution.
- **Response Time Optimization:** Set internal SLAs (e.g., reply within 24 hours).
- **Personalized Responses:** Address customers by name & acknowledge their concerns.
- **Follow-ups:** Ensure customer satisfaction after resolving issues

Though, every element has a significant impact on the relationships, timely delivery accounts for the largest number of relationships formed between the business and the buyer. Businesses must continue to deliver on schedule and ensure customer happiness and goodwill. However, as they also affect the

interface, other variables should also be considered. The service's value should be increased, the sequence should reach the customer on time, the doubt management should be well-planned and satisfied, the customer follow-up should be at a high level, and the services' usability should be improved to encourage additional interactions.

Keep an eye on the offerings of the industry leader: The majority of responders supported online meal ordering through Swiggy and Zomato. The two leading companies in the sector, Swiggy and Zomato, have expanded significantly in recent years. In addition to attracting significant investment, they are enhancing and growing the industry for the future.

Prioritize acquiring the loyalty of new customers: According to the research, more consumers have lately begun placing orders during the last six to twelve months, and they intend to stay connected for a long time. Boost social media usage: With the right usage of social media, the clientele can grow and become more devoted. Using social media to engage with customers in general is a useful strategy for gaining new clients. Customers can be engaged through social media by viewing a dynamic feed that caters to their interests. Additionally, there are several methods, such as using a chatbot to improve the customer experience by addressing consumer complaints.

Use of Social Media for Promotion: By showcasing consumer feedback and ratings of the services, social media can also be used as a marketing tool. Positive evaluations can increase client loyalty and grow the clientele. Use of Social Media for Promotion: By showcasing consumer feedback and ratings of the services, social media can also be used as a marketing tool. Positive evaluations can increase client loyalty and grow the clientele.

Testing Customer Engagement with the Company in the Current Scenario:Customer Engagement Can Be Tested via:

Customer interaction: The customers evaluated the elements that influenced their interactions with the business. Although the company's and customers' contact level is influenced by quality, timely information, query management, follow-up, and ease of use, the most important interaction level is attained through the timely delivery component. Effect of resolving grievances on satisfaction: The existence of general consumer satisfaction is also demonstrated by the t-test. Additionally, there isn't much of a correlation between fixing issues and customers' general pleasure. social media use, particularly on

Facebook. Social media is being used to display customer interaction and the elements that entice users to interact with it.

Offers and competitions have been identified as the elements that entice customers to follow and interact with businesses on social media. Facebook is the most popular social media network, followed by Instagram, and many customers are observed interacting with businesses on these platforms. Consumers are drawn to the deals and competitions in the company's dynamic feed. Facebook Use for **Communication:** It is evident from the cross-tabulation that Facebook is the most effective medium for establishing a relationship with customers on social media. The majority of young people (those between the ages of 18 and 25) have placed online food orders and communicated with .

Present Situation: Swiggy and Zomato are currently the most popular food ordering and delivery services. The company's customer relations policy is good, according to the consumers who have grown the most in the last six to ten months. They are also pleased that the companies' concerned employees are taking notice of and addressing their issues. In order to help businesses improve their relationships with customers, the engagement has increased and needs to be sustained and increased further.

Suggestions Resolving Grievances or Issues: Observing the company's attention to the consumer and his comments is always crucial. Therefore, it is imperative that grievances be addressed, and businesses should concentrate on this as well. Chatbots should be available to assist with time management, and customer service lines should be easy to access. More deals, more competitions, and an educational feed: Facebook is a popular platform for communicating with customers, so businesses should concentrate on providing them with additional incentives to engage in order to foster relationships. To win the loyalty of their current and future clients, they need be innovative in their relationship-building.

Improved Delivery Time: According to studies, quicker delivery times are crucial and valuable to customers. As such, businesses should prioritize improving delivery times to increase their business success and clientele. This should be taken into account in order to raise consumer satisfaction levels as well. Increase visibility on Instagram and other social media platforms: because there is a lack of client outreach on these channels. Businesses can think about using these to connect with customers on this platform and gain a larger and larger percentage of customers. Make the most of Facebook: According to the answers, Facebook is the most popular social media tool for connecting.

Conclusion

Due to easily availability of internet connectivity and other affordable mobile data pack. That offers to access the Internet for availing facilitation to the customers. As soon as technology reached to the common people the marketing apps are invented by the technocrats made easy the life of common people in many terms. The above discussion is also analysing the common people purchasing capacity. In order to buy food at their convenience, people are shifting from traditional methods to digital platforms and online food ordering apps. Consumers are also interacting with the business on social media, with Facebook and Instagram being the most popular sites. Customers are drawn to the business's engaging and dynamic social media feed, as well as the numerous educational promotions and competitions that businesses run there. Additionally, people are spending time interacting with the business on social media.

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