



A Study on Social Media Analytics and its Impact on Brand Positioning of Pista House Restaurant in Hyderabad Using Swiggy and Zomato

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DOI - 10.5281/zenodo.21451325

Abstract:

Social media platforms and online food delivery applications have significantly transformed the restaurant industry by influencing consumer perceptions and brand positioning. Restaurants now rely on digital platforms such as Swiggy and Zomato to promote their services, gather customer feedback, and analyze consumer behavior. Social media analytics helps restaurants understand customer preferences, reviews, ratings, and engagement levels, which play a crucial role in shaping brand image and market positioning. This study examines the impact of social media analytics on the brand positioning of Pista House restaurant in Hyderabad using platforms like Swiggy and Zomato. The research focuses on how customer reviews, ratings, and online visibility influence consumer perceptions and purchasing decisions. Primary data was collected through a questionnaire survey from 50 respondents who regularly use food delivery platforms. Secondary data was gathered from research journals, websites, and online reports. The findings reveal that online ratings, customer reviews, and digital engagement significantly influence brand positioning and customer trust in restaurants. The study concludes that effective use of social media analytics helps restaurants strengthen their brand image and improve customer satisfaction.

Keywords: Social Media Analytics, Brand Positioning, Online Reviews, Food Delivery Platforms.

Introduction:

The rapid growth of digital technology has transformed the way businesses interact with customers. In the restaurant industry, social media and online food delivery platforms have become powerful marketing tools that influence consumer choices and brand perception. Social media analytics refers to the process of collecting, analyzing, and interpreting data from digital platforms to understand customer behavior and market trends. Restaurants use these insights to improve service quality, marketing strategies, and brand positioning.

Pista House is one of the popular restaurants in Hyderabad known for its traditional

Hyderabadi cuisine and bakery products. With the increasing use of online food delivery platforms like Swiggy and Zomato, the restaurant receives significant digital engagement through ratings, reviews, and customer feedback.

Problem Statement:

Online food delivery platforms play an important role in shaping the reputation and brand positioning of restaurants. Understanding how social media analytics influences customer perceptions and brand image is essential for restaurants to maintain competitiveness in the market.

Literature Review:

Kaplan and Haenlein (2010) explained that social media platforms significantly influence consumer behavior and brand communication strategies.

Mangold and Faulds (2009) stated that online customer reviews and digital word-of-mouth play an important role in shaping brand reputation.

Hudson et al. (2016) found that social media engagement improves brand awareness and customer loyalty.

Hajli (2014) highlighted that customer reviews and online ratings strongly influence purchasing decisions in digital marketplaces.

Luca (2016) emphasized that online reviews on platforms such as food delivery apps significantly affect restaurant sales and brand positioning.

Objectives of The Study:

1. To analyze the role of social media analytics in restaurant marketing.
2. To examine the impact of Swiggy and Zomato reviews on the brand positioning of Pista House.
3. To evaluate customer perceptions influenced by online ratings and feedback.

Research Questions:

1. How do social media analytics influence restaurant brand positioning?
2. Do customer reviews on Swiggy and Zomato affect consumer decisions?
3. How important are online ratings in shaping the reputation of Pista House restaurant?

Research Methodology:

1. Research Design:

The study uses a **descriptive research design** to analyze the influence of social media analytics on brand positioning.

2. Sample Size:

The sample size for the study is **50 respondents** who regularly use Swiggy and Zomato for food orders.

3. Sample Area:

The research was conducted in **Hyderabad city**.

4. Data Collection:

Primary Data:

- Questionnaire survey among customers using Swiggy and Zomato.

Secondary Data:

- Research journals
- Websites
- Food delivery platform reports
- Books related to digital marketing

5. Sampling Technique:

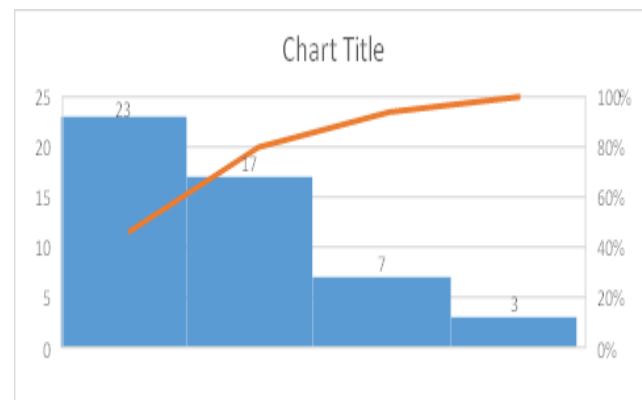
The study uses **convenience sampling technique** for selecting respondents.

Data Analysis:

Table 1: Influence of Online Reviews on Restaurant Choice

Opinion	Respondents	Percentage
Highly Influential	20	40%
Influential	18	36%
Neutral	7	14%
Not Influential	5	10%

Graph 1



(Bar chart showing influence of online reviews)

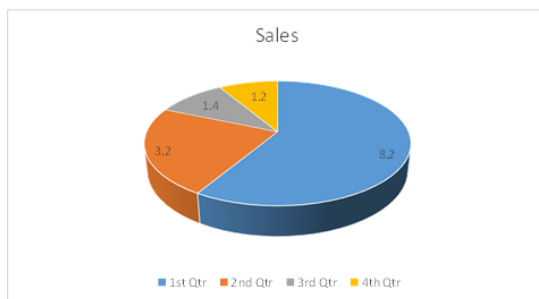
Interpretation:

The results show that **76% of respondents believe online reviews significantly influence their choice of restaurants**. This indicates that digital feedback plays an important role in shaping consumer preferences.

Table 2: Factors Influencing Brand Positioning on Food Apps

Factor	Respondents	Percentage
Customer Ratings	16	32%
Customer Reviews	14	28%
Food Quality Images	10	20%
Promotional Offers	6	12%
Other Factors	4	8%

Graph 2



(Pie chart showing factors influencing brand positioning)

Interpretation:

The data shows that **customer ratings and reviews are the most influential factors** in determining the brand positioning of restaurants on food delivery platforms.

Findings:

1. Social media analytics plays an important role in restaurant marketing.
2. Online reviews strongly influence customer

decisions.

3. Customer ratings significantly affect brand reputation.
4. Swiggy and Zomato platforms help restaurants reach a wider audience.
5. Positive reviews improve brand image and customer trust.
6. Visual content such as food images also influences customer perception.
7. Promotional offers attract customers but reviews remain the most important factor.
8. Restaurants that actively respond to reviews build stronger customer relationships.

Suggestions:

1. Pista House should regularly monitor online reviews and customer feedback.
2. The restaurant should maintain high service quality to ensure positive ratings.
3. Social media analytics tools should be used to analyze customer preferences.
4. Customer complaints should be addressed quickly to maintain brand reputation.
5. Digital marketing strategies should focus on improving online engagement.
6. Attractive food images and promotional campaigns can improve visibility on food apps.

Conclusion:

Social media analytics has become an important tool for understanding customer behavior and improving brand positioning in the restaurant industry. The study reveals that online platforms such as Swiggy and Zomato play a significant role in shaping the brand image of restaurants like Pista House. Customer reviews, ratings, and digital engagement strongly influence consumer decisions and restaurant reputation. By effectively utilizing social media analytics, restaurants can improve customer satisfaction, enhance brand visibility, and

strengthen their competitive position in the market.

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