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Personalized Promotion on Consumer Spending Patterns in Online Food Delivery Services

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Abstract

This study examined the influence of personalized promotions on consumer spending patterns in online food delivery services. Specifically, it investigated how discount offers and coupons, tailored recommendations, time-sensitive or event-based promotions, push notifications and rewards, and loyalty programs affect purchase frequency, order value, platform preference, engagement, and consumer loyalty. The study was anchored on the Input-Process-Output model, where references and respondents served as inputs, survey formulation and assessment procedures served as the process, and a proposed strategic promotional plan served as the output. A quantitative descriptive-correlational research design was used. The study involved ninety respondents from Sta. Mesa, Manila, selected through purposive sampling because they had experience using online food delivery services and personalized promotions. Data were gathered using a validated survey questionnaire and analyzed through percentage, weighted mean, Likert-scale interpretation, and Pearson correlation. The findings showed that the respondents were largely young adult users of online food delivery platforms, with GrabFood emerging as the most preferred application and most respondents spending within a moderate range per order. Personalized promotions were found to influence spending behavior, with tailored recommendations identified as the strongest promotional driver because they matched consumers' preferences and encouraged product discovery. Discount offers and coupons affected the timing of purchases, while time-sensitive and event-based promotions moderately influenced urgency and purchasing decisions. Push notifications and rewards increased promotional awareness and app engagement, while loyalty programs encouraged platform preference and customer retention. The study also found a very strong positive relationship between personalized promotions and consumer spending patterns, with correlation values ranging from approximately 0.9986 to 0.9998, leading to the rejection of the null hypothesis. A major challenge identified was app fatigue, particularly when consumers received excessive or poorly timed promotional alerts. The study concludes that personalized promotions significantly influence consumer purchasing behavior and can strengthen customer engagement, sales performance, and platform loyalty when properly designed. It recommends improving AI-driven recommendation systems, using dynamic and personalized coupon structures, strengthening loyalty programs, improving notification relevance, and designing campaigns for broader consumer segments. The study aligns with SDG 8 on Decent Work and Economic Growth, SDG 9 on Industry, Innovation and Infrastructure, and SDG 12 on Responsible Consumption and Production. Its sustainability impact lies in supporting economic, technological, and consumer-welfare sustainability by promoting data-driven, responsible, and efficient digital marketing practices in online food delivery services.

Keywords: Consumer Spending Patterns, Discount Offers and Coupons, Loyalty Programs and Rewards, Online Food Delivery Services, Personalized Promotions, Push Notifications, Tailored Recommendations, Time-Sensitive Promotions

1. Introduction

The growth of online food delivery services is linked to digital transformation, smartphone use, urbanization, changing lifestyles, and the demand for convenient food access. Food delivery platforms increasingly rely on data analytics and machine learning to predict consumer behavior and create targeted promotional offers. Personalized promotions are designed around user preferences, past purchases, spending habits, and engagement patterns to encourage repeat purchases, larger order values, and continued platform use. However, the influence of personalized promotions is not entirely straightforward. While such strategies may increase customer engagement and purchasing activity, they may also contribute to impulsive buying, overconsumption, privacy concerns, consumer manipulation, promotional fatigue, and possible profit-margin issues for businesses. This study therefore focuses on whether personalized promotions genuinely increase consumer spending or merely shift purchasing behavior without producing long-term value. Several studies highlight the role of personalization in digital consumer behavior. Santiago and Villanueva (2025) discussed how personalized online advertisements enhance consumer interest by aligning promotional content with individual preferences, online behavior, and perceived needs. Dela Peña et al. (2025) emphasized that personalized advertising strengthens loyalty by making consumers feel valued and understood, thereby supporting repeat purchases and sustained engagement. Sario et al. (2024) explained that AI-driven personalization increases engagement when promotional messages reflect consumers' lifestyles, identities, and personal values. Marie (2024) also noted that tailored social media marketing, influencer-based promotions, and customized content influence consumer buying decisions by increasing brand familiarity, credibility, and emotional connection.

Promotional strategies also influence spending frequency and purchase value. Obiso et al. (2025) suggested that targeted discounts and platform-based incentives affect how often consumers buy and how much they spend, particularly among younger Filipino consumers active online. Lavitoria (2024) found that TikTok promotional content, including usefulness, informativeness, interactivity, impulsiveness, and influencer marketing, significantly affects Generation Z purchase intention. Tumapon (2023) emphasized that social media marketing, SEO, mobile marketing, and content marketing help businesses increase brand awareness and customer engagement. Acob (2022) showed that online advertisements influence buying engagement through factors such as brand affinity, content quality, circle of influence, and transparency. Sta. Maria-Simbre (2024) discussed how online food businesses relied on digitization and online selling during the COVID-19 pandemic to manage disruptions, reduce costs, and recover sales. Foreign literature further supports the growth and relevance of online food delivery services. Huynh (2023) described the expansion of food delivery applications in Ho Chi Minh City and their contribution to employment, restaurant adoption, and local economic growth. Lwin (2023) noted that digital technology, social media, work-from-home culture, and consumer familiarity among Millennials and Gen Z increased demand for food delivery platforms. Lin et al. (2024) explained that the pandemic pushed the food and beverage industry to adopt digital technologies and strengthen service quality to maintain customer satisfaction and loyalty. Potes (2022) emphasized that food delivery apps transformed the food market by giving consumers convenient access to restaurants anytime and anywhere. Alih (2024) linked e-commerce growth, mobile device use, consumer experience, perceived value, word-of-mouth, loyalty, and consumer attitude to food delivery app usage.

Locally, the study focuses on active users of online food delivery platforms in Sta.Mesa, Manila. The target respondents are 90 active users of online food delivery services, including students/customers, managers/owners, Grab/Food Panda riders, and employees. The study is limited to individuals who have used online food delivery platforms and have experienced personalized promotions. Nationally, the study is relevant to Philippine digital marketing and online food delivery practices because platforms such as GrabFood, Foodpanda, and similar services use promotions to increase consumer engagement, sales, and loyalty. The study may help students/customers make more informed food-ordering decisions, assist online food delivery companies in improving promotional strategies, guide managers and partner merchants in designing offers, and support future researchers studying consumer behavior, digital marketing, and e-commerce trends. Globally, online food delivery services expanded rapidly during and after the COVID-19 pandemic, supported by mobile technology, digital payments, and changing consumer preferences. Lin et al. (2024) explained that food delivery platforms affected consumer behavioral intentions during the pandemic through service-quality dimensions, consumer satisfaction, repurchase intention, and continued platform use. Meyyammai (2024) discussed how food delivery apps use user data such as search history, past orders, and payment behavior to create personalized promotions that increase engagement, retention, and purchase intent. Setiawan et al. (2021) emphasized that satisfaction and loyalty in online food delivery services are influenced by emotional motivation and value-oriented factors. Hao and Chon (2022) explained that personalization reduces decision fatigue and cognitive load by presenting options aligned with customer preferences. Hussein, A., Kassem, M., & Tleis, M. (2024) stressed that psychological and service-related factors shape online food delivery adoption.

The study is anchored on the Input-Process-Output (IPO) Model. The input includes references such as these, journals, magazines, and internet sources, as well as respondents composed of students/customers, managers/owners, Grab/Food Panda riders, and employees. The process involves formulating and validating the survey questionnaire, assessing personalized promotions, measuring customer retention and repeat purchases, examining cross-selling and upselling effectiveness, and identifying findings for a promotional plan. The output is a proposed strategic promotional plan for online food delivery services. The related literature also supports the use of consumer-behavior frameworks. Lin et al. (2024) adopted the Stimulus–Organism–Response framework, where store product quality, delivery personnel quality, and delivery platform quality influence consumer satisfaction, which then affects repurchase intention and continued platform use. Setiawan et al. (2021) used an extended Theory of Planned Behavior approach to explain satisfaction and loyalty in online food delivery services.

The literature establishes that online food delivery platforms, digital marketing, personalized advertisements, social media promotions, service quality, perceived value, convenience, and loyalty programs influence consumer engagement and purchasing behavior. From the related literature and studies given by Lin et al. (2024), Meyyammai (2024), Setiawan et al. (2021), Hao and Chon (2022), Hussein et al. (2024), Huynh (2023), Lwin (2023), Potes (2022), Alih (2024), Lavitoria (2024), Tumapon (2023), Acob (2022), and Sta. Maria-Simbre (2024), online food delivery service growth has been accelerated by the pandemic, mobile technology, digital marketing, and changing consumer lifestyles. Despite these findings, the specific relationship between personalized promotions and consumer spending patterns remains underexplored in the context of online food delivery services in Sta.Mesa, Manila. The study addresses this gap by examining discount offers and coupons, tailored recommendations, time-sensitive/event-based promotions, push notifications and alerts, and loyalty programs and rewards as personalized promotion variables. It also examines consumer spending patterns through purchase frequency, order value or spending amount, product/menu choices, promotion engagement, and platform preference. The study further tests whether a significant relationship exists between personalized promotions and consumer spending patterns and uses the findings as the basis for an enhanced promotional plan.

This study aligns with SDG 8 – Decent Work and Economic Growth because online food delivery services contribute to business growth, restaurant sales, employment opportunities, and platform-based work. Huynh (2023) noted that food delivery platforms generated revenue, created jobs, and supported local economic activity. Lwin (2023) also connected food delivery growth with online business opportunities and reduced unemployment during economic downturns. The study also supports SDG 9 – Industry, Innovation and Infrastructure because it examines data-driven promotional systems, digital platforms, mobile applications, personalized marketing, and algorithmic recommendations. Meyyammai (2024) emphasized that food delivery apps use user data to tailor promotional messages, while Hao and Chon (2022) described personalization as a marketing approach that matches content, products, and experiences with customer preferences. SDG 12 – Responsible Consumption and Production is also relevant because the study considers both the positive and negative effects of personalized promotions. It does not only examine increased spending and engagement but also recognizes possible impulsive buying, overconsumption, promotional fatigue, and ethical concerns related to consumer manipulation and data privacy. This makes the research relevant to more responsible promotional design in digital food services. SDG 17 – Partnerships for the Goals applies because the study involves interconnected stakeholders: customers, online food delivery companies, partner merchants, managers, riders, employees, and future researchers. The proposed promotional plan may support more coordinated, evidence-based decision-making among platform operators, merchants, and consumers.

The study contributes to socio-economic sustainability by examining how personalized promotions affect spending behavior, platform preference, customer loyalty, sales activity, and business competitiveness in online food delivery services. Findings may help businesses design promotional strategies that increase engagement without relying on excessive or poorly timed promotions. It contributes to technological and digital sustainability by focusing on the responsible use of data analytics, tailored recommendations, push notifications, loyalty systems, and personalized promotional tools. Since online food delivery platforms depend on digital interaction, the study may guide more efficient and consumer-sensitive marketing practices. The study also supports public and consumer welfare sustainability by helping users understand how tailored promotions influence their ordering decisions. This is important because personalized offers may encourage informed purchasing, but they may also trigger impulsive spending or app fatigue when promotions are excessive. Finally, the study contributes to institutional and business sustainability by providing a basis for an enhanced promotional plan. Online food delivery companies, managers, and partner merchants may use the findings to improve customer satisfaction, optimize promotional strategies, protect long-term loyalty, and avoid practices that reduce consumer trust or weaken profitability.

2. Material and methods

2.1 Research Design

The study employed a quantitative research method using a descriptive-correlational design to assess the impact of personalized promotions on consumer spending patterns in online food delivery services. This design was used to describe the respondents' profile and determine the relationship between personalized promotions and consumer spending behavior. Creswell (2021) defines descriptive-correlational research as a design that describes the attitudes, opinions, behaviors, or characteristics of a population while measuring the degree of association between two or more variables. Since the study did not manipulate variables, the design was appropriate for analyzing trends, patterns, and relationships involving discount offers, rewards, tailored recommendations, and other personalized promotional strategies.

2.2 Locale of the Study

The study was conducted in Sta.Mesa, Manila. This location served as the source of the respondents who had experience using online food delivery services and receiving personalized promotions. The study covered the period from November 2025 to August 2026, including the distribution of survey questionnaires, data collection, and statistical analysis.

2.3 Respondents of the Study

The respondents consisted of ninety (90) individuals who were directly involved in or knowledgeable about online food delivery services. These included fifty-four (54) customers, representing 60% of the respondents; eighteen (18) Grab/Food Panda riders, representing 20%; nine (9) managers or business owners, representing 10%; and nine (9) employees, representing 10%. The respondent group was selected to provide data on consumer spending habits, promotional engagement, and experiences with online food delivery platforms.

2.4 Sample and Sampling Procedure
The study used a non-probability sampling technique, specifically purposive sampling. This method allowed the researcher to intentionally select respondents who possessed the characteristics required for the study. Only individuals who had completed at least one transaction using an online meal delivery service and had experienced personalized promotions were included. This sampling procedure ensured that the selected respondents could provide relevant quantitative data on personalized marketing and consumer spending habits.

2.5 Research Instrument
A survey questionnaire was used as the main instrument for data collection. The questionnaire was structured into four sections. The first section gathered the respondents' demographic and spending-related profile, including age, gender, occupation, monthly income, frequency of online food orders, order value or spending amount, product or menu choices, and engagement with promotions. The second section assessed personalized promotions in terms of discount offers and coupons, tailored recommendations, time-sensitive or event-based promotions, push notifications and alerts, and loyalty programs and rewards. The third section examined the relationship between personalized promotions and consumer spending patterns. The fourth section served as the basis for formulating an enhanced promotional plan. The questionnaire underwent content validation to ensure accuracy, clarity, and relevance to the objectives of the study. Experts in marketing, business research, and statistics reviewed the instrument based on item appropriateness, wording clarity, relevance to the variables, and alignment with the Statement of the Problem. Their comments and suggestions were used to revise unclear statements, improve consistency, and strengthen the organization of the questionnaire. After revision, the instrument was finalized and considered valid for data collection.

2.6 Data Gathering Procedure
The researcher first secured formal permission to conduct the study before administering the questionnaire to the selected respondents. The survey questionnaire was then distributed through an online platform, and links were sent to qualified participants. Only respondents who were willing to participate were included in the study. After the questionnaires were completed, the responses were retrieved from the online database, collated, tallied, and prepared for statistical processing. The researcher also consulted a statistician for the treatment, analysis, and interpretation of the gathered data. The final results were then presented in textual form for the manuscript.

2.7 Data Analysis Techniques
The gathered data were analyzed using percentage, weighted mean, Likert scale interpretation, and Pearson r. Percentage was used to determine the proportion of respondents according to demographic profile and online food delivery usage. Weighted mean was used to measure the average responses of the participants regarding personalized promotions and their perceived effect on spending behavior. The Likert scale was used to interpret the level of agreement or extent of evidence in the respondents' answers. Pearson r was used to determine the significant relationship between personalized promotions and consumer spending patterns in online food delivery services.

3. Results and Discussion

3.1 Respondent Profile

3.1.1 Age Distribution
The results showed that most respondents belonged to the 21–23 age group, representing 50.00% of the total respondents. This was followed by respondents aged 18–20 at 31.11%, 24–26 at 12.22%, 27–30 at 4.44%, and 31 years old and above at 2.22%. The findings indicate that the respondents were mostly young adults in their early twenties. This age concentration suggests that online food delivery services are commonly used by younger consumers. This supports Lwin (2023), who stated that Gen Z and Millennials are the primary demographic driving the rise of online delivery cultures. It also complements Obiso et al. (2025), which found that targeted digital promotional incentives produce higher engagement when directed at highly online younger populations.

3.1.2 Gender Distribution
The findings showed that female respondents slightly outnumbered male respondents, with females comprising 48.89% and males comprising 47.78%. A small portion, or 3.33%, preferred not to disclose their gender. This indicates that the study had a relatively balanced gender distribution. This balanced representation reduces demographic bias in assessing algorithmic marketing and personalized promotions. Santiago and Villanueva (2025) explained that personalized promotions are designed to match individual preferences and consumer needs. Since digital triggers may appeal differently across gender groups, Meyyammai (2024) emphasized the need to capture diverse consumer segments when examining personalized promotional strategies.

3.1.3 Occupation

The results showed that students made up the largest group of respondents at 60.00%, followed by employed individuals at 30.00% and self-employed respondents at 10.00%. No respondents were recorded as unemployed. This shows that the sample was dominated by students. The dominance of students may influence spending behavior because this group is generally budget-conscious but digitally active. This aligns with Lwin (2023), who identified students as a major demographic seeking convenience through food delivery applications. Obiso et al. (2025) also noted that students, despite constrained budgets, are highly responsive to online platform promotions because of their frequent digital activity.

3.1.4 Frequency of Online Food Orders

The results showed that most respondents ordered online food 2–3 times a month, representing 60.00% of the total sample. This was followed by respondents who ordered once a week at 21.11%, 2–3 times a week at 11.11%, almost daily at 6.67%, and once a month at 1.11%. This indicates moderate use of online food delivery services. The moderate ordering frequency suggests that respondents had enough exposure to food delivery platforms and promotional messages to evaluate their influence. This supports Cho et al. (2019), who stated that recurring usage habits of online food delivery consumers are shaped by convenience and practical utility. Venkatesh et al. (2012) also pointed out that regular platform interaction forms a continuous behavioral habit loop, making consumers repeatedly exposed to targeted promotions and push notifications.

3.1.5 Average Spending per Order

The findings showed that most respondents spent ₱200–₱400 per order, representing 45.56% of the total sample. This was followed by respondents spending ₱400–₱600 at 27.78%, below ₱200 at 14.44%, and ₱600–₱800 at 12.22%. No respondent reported spending above ₱800, indicating moderate spending behavior among the respondents. The results suggest that respondents are price-sensitive but still willing to spend within a practical range for the convenience offered by online food delivery services. This finding supports Obiso et al. (2025), who noted that young adult and student consumers often operate within constrained budgets. Additionally, promotional offers and discounts may encourage purchases by making online food delivery services more affordable and appealing to budget-conscious consumers.

3.1.6 Preferred Online Food Delivery Platform

The results showed that GrabFood was the most preferred platform, used by 58.89% of respondents. Foodpanda followed with 37.78%, while ShopeeFood accounted for 1.11% and other platforms accounted for 2.22%. This indicates that GrabFood dominated the platform preference of the respondents. This platform dominance reflects the competitive local online food delivery market, where major providers use digital incentives and tailored applications to attract users. Obiso et al. (2025) noted that major online food delivery providers compete through platform-based incentives. Meyyammai (2024) also emphasized that brand visibility and consumer trust are psychological drivers that increase responsiveness to app-based promotional interfaces.

3.2 Assessment of Personalized Promotions

3.2.1 Discount Offers and Coupons

The results showed that discount offers and coupons obtained an overall weighted mean of 3.27, interpreted as Moderately Evident. The highest-rated indicator was that respondents waited for discount offers before placing an order, with a weighted mean of 3.37. The lowest-rated indicator was that respondents tended to spend more when using personalized coupons, with a weighted mean of 3.21. This indicates that discounts influence the timing of purchases more strongly than excessive spending. The findings show that consumers are attracted to promotions that provide perceived value and savings. This supports Meyyammai (2024), who emphasized that targeted and customized promotions significantly enhance consumer engagement and purchase intention in online food delivery services.

3.2.2 Tailored Recommendations

The findings showed that tailored recommendations obtained an overall weighted mean of 3.29, interpreted as Moderately Evident. The highest-rated indicator was that recommended food choices matched respondents' preferences, with a weighted mean of 3.37. The lowest-rated indicator was that respondents often purchased items from the recommended list, with a weighted mean of 3.16. This indicates that recommendations are viewed as relevant, but they only moderately lead to actual purchases. The findings show that consumers appreciate recommendations aligned with their preferences and previous purchases. This supports Sario et al. (2024), which explained that AI-driven personalized promotions increase consumer engagement when recommendations align with consumers' lifestyles, interests, and preferences, resulting in stronger motivation to purchase products and services online.

3.2.3 Time-Sensitive and Event-Based Promotions

The results showed that time-sensitive and event-based promotions obtained an overall weighted mean of 3.24, interpreted as Moderately Evident. Respondents most strongly agreed that they received special offers during holidays or special events, with a weighted mean of 3.28. The lowest-rated indicator was that limited-time promotions encouraged them to order immediately, with a weighted mean of 3.19. This indicates that event-based promotions are noticed but only moderately create urgency. The findings show that consumers respond to special-event promotions, although these promotions do not strongly push immediate purchasing. This supports Obiso et al. (2025), which stated that targeted digital promotions and platform-based incentives influence purchasing frequency and consumer spending behavior, particularly among active online consumers who respond to promotional campaigns and limited-time offers.

3.2.4 Push Notifications and Rewards

The findings showed that push notifications and rewards obtained an overall weighted mean of 3.23, interpreted as Moderately Evident. The highest-rated indicator was that respondents received push notifications about discounts and promos, with a weighted mean of 3.25. The lowest-rated indicator was that push notifications reminded respondents to order food, with a weighted mean of 3.20. This indicates that notifications increase awareness but only moderately encourage ordering. The findings show that promotional notifications increase consumer awareness and interaction with food delivery applications. This supports Marie (2024), who highlighted that customized promotional content and digital marketing strategies strengthen consumer engagement by increasing familiarity and encouraging consumers to interact more frequently with online platforms and promotional messages.

3.2.5 Loyalty Programs and Rewards

The results showed that loyalty programs and rewards obtained an overall weighted mean of 3.26, interpreted as Moderately Evident. The highest-rated indicator was that respondents preferred food delivery apps with loyalty programs, with a weighted mean of 3.33. The lowest-rated indicator was that respondents tried to accumulate points to get rewards, with a weighted mean of 3.21. This indicates that loyalty programs support platform preference, but they only moderately motivate point accumulation. The findings show that reward systems contribute to customer retention and platform preference. This supports Dela Peña et al. (2025), which emphasized that personalized promotions and reward systems help build consumer loyalty, improve satisfaction, and encourage repeat purchasing behavior through continuous engagement with digital platforms.

3.3 Relationship Between Personalized Promotions and Consumer Spending Patterns

The findings revealed a very strong positive relationship between personalized promotions and consumer spending patterns in online food delivery services, with r-values ranging from approximately 0.998643 to 0.999812. The relationship covered discount offers, personalized recommendations, promotional notifications, timing of promotions, and perceived relevance. All indicators were statistically significant, leading to the rejection of the null hypothesis. This result indicates that as promotional strategies become more personalized and strategically delivered, consumers are more likely to increase purchase frequency, spending amount, order volume, impulse buying, and brand-switching behavior. This supports Meyyammai (2024), who emphasized that targeted and customized promotions significantly enhance consumer engagement and purchase intention in online food delivery services.

4. Conclusion & Recommendations

Personalized promotions positively influence consumer spending patterns in online food delivery services by encouraging more frequent orders, increasing spending, shaping platform preference, and strengthening customer engagement. Discount offers and coupons influence purchase timing, tailored recommendations affect food choices and encourage exploration of new restaurants, time-sensitive and event-based promotions create urgency, and loyalty rewards support consumer retention. Push notifications and promotional alerts increase awareness and engagement but may also cause app fatigue when excessive. Overall, personalized promotions improve customer experience, consumer loyalty, and marketing effectiveness, helping online food delivery businesses sustain competitiveness in a rapidly evolving digital market.

Online food delivery service providers should continue improving personalized promotion strategies by developing targeted discounts based on customer purchasing history, preferences, and ordering frequency; strengthening recommendation systems through customer data analytics and artificial intelligence; maximizing time-sensitive and event-based promotions during peak periods and special occasions; and maintaining transparency and balance to prevent excessive dependence on discounts. Collaboration among delivery platforms, partner restaurants, marketing professionals, and technology developers is recommended to improve promotional quality, customer experience, operational efficiency, and profitability, while future researchers may examine other factors such as consumer trust, application usability, delivery efficiency, pricing strategies, social media influence, demographic differences, platform comparisons, and the long-term effects of personalized promotions on loyalty and spending behavior.

Compliance with ethical standards

The authors declare no conflict of interest. This study complied with recognized ethical standards for human-participant research by ensuring voluntary participation with informed consent, the right to withdraw without penalty, and strict confidentiality through anonymous, secure, and aggregated data handling. Given the focus on psychological well-being, procedures were non-invasive, and safeguards were observed to minimize discomfort, with guidance to appropriate support services when needed, and required institutional permissions were secured for instrument use and access to academic records.

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