



Case Analysis

Defining an Interactive Space - Countdown, New Zealand

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Presented By:

Darshit - 1509515

Dhiraj - 1503658

Jasjeet - 1493704

Qadeer - 1412238

Real Virtualization

- Real virtuality is a system by which the concept of physical appearance and existence is captured and transformed into virtual images which makes it look like a reality.
- The basic idea of real virtuality is to try, feel, connect and experience the reality in virtual form through the principles and concept of digitalisation.



Real Virtuality Culture - Online Food Retail

▶ Market Dynamics

- Defining customer experience - More Engaging
- Decision making - Real virtuality - An enabler to convert "consumers" to become "customers".
- Detailing - Product insights, freedom of selection, wide range and options.

▶ Community Engagement

- Enquire online before buying - emerging habit
- Power of Social media: Countdown followership
 - Around 350K on Facebook
 - 5k on Youtube
 - Approx 10K on LinkedIn
- Consumer inclination towards highly personalized experience - email, relevant post and messages.



PNG File

▶ Organizational Strategy

- Countdown digitalising - Retail(core function) - Commitment towards going digital all out.
- Data driven Business Strategy.
 - Countdown switched from 24 hr store to open till 11pm.
- Countdown Changing Marketing strategy.
 - MyCountdown program: 6-month periods are planned, reviewed monthly, monitored and discussed weekly

Value creation in Marketspace

- Marketspaces are intangible in nature
- User experience/service are pivotal aspects on basis of which customers make buying decisions
- Availability of detailed information of products for customers
- Digital footprint left behind by the customers enables Countdown to take decisions about consumer behaviour
- Customer's physical proximity to the store is no longer essential to make a purchase
- Better liquidation of inventory - supply can be done from any location as per demand
- Competitive pricing, prompt support, discount offers, cash backs and loyalty points - value propositions of Marketspace.

Marketspaces are different from Marketplaces

- Marketplaces are tangible in nature
- Physical location, appearance and presentation are important aspects while buying from a marketplace
- Lack of subject matter expertise in marketplaces affects buying decisions
- Limited opportunities to capture details about customers behaviour and feedback
- Customers buying decisions can be influenced by the physical availability of the product
- Customer relationship management is highly dependant upon the ability of the store representatives

Interactive Home Shopping (IHS)

Continuous two-way communication with the business/seller

Quick response time

Response contingency

Home based - anywhere other than physical store

▶ Advantages

- Access to customers by 24/7
- Low facilities/storage cost
- Product comparison initiation - consideration set
- Inventory management

▶ Disadvantages

- Individual user experience depends upon the quality of the transaction - external factors may affect
- Lack of privacy of personal information
- Less social interaction

References

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