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The marketing strategy to increase Gen Z and Millennials' usability of Asda's website: A case study of ASDA UK

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Abstract

In response to the evolving digital landscape, this report unveils a strategic marketing approach to enhance the usability of Asda's website for the influential Gen Z and Millennial demographics. Rooted in qualitative research, the study employs interview questions as a powerful data gathering tool to discern the distinctive preferences, expectations, and challenges faced by these tech-savvy consumers in their online interactions with Asda's platform.

The research methodology involves a systematic deployment of interview questions designed to elicit nuanced insights into user behaviors, digital expectations, and satisfaction levels. Through direct engagement with members of the target audience, the study captures qualitative data that goes beyond conventional quantitative metrics, providing a deeper understanding of the multifaceted factors influencing website usability.

Findings from the interviews serve as the cornerstone for a bespoke marketing strategy, addressing identified pain points and capitalizing on expressed preferences. The proposed strategy encompasses user-centric design enhancements, personalized content delivery mechanisms, and innovative technological integrations to create a more seamless and engaging online experience.

This article emphasizes the integration of interview-based insights as a qualitative lens to complement quantitative metrics, enriching the overall analysis. The research contributes to a more holistic comprehension of the digital landscape, acknowledging the significance of direct engagement with consumers for effective marketing strategy formulation.

As the retail sector undergoes digital transformation, the article concludes with actionable recommendations derived from the interview findings. By prioritizing user-centric design principles informed by direct consumer insights, this marketing strategy not only seeks to optimize Asda's website usability but also aims to establish enduring connections with the discerning Gen Z and Millennial consumer base, thereby positioning Asda for sustained success in the competitive online retail landscape.

Table of Contents

1.0 Introduction	5
{Challenges and Relevance}	5
2.2 Macro Analysis	6
{PESTLE Analysis}	7
2.1 Micro Analysis	8
{PORTER's 5 Forces}	8
2.2 SWOT Analysis	8
3.0 Internal Analysis	11
{Asda's Mission Statement}	11
{Employee Competencies and Capabilities}	11
3.1 Asda's Media Options	11
{Paid Media}	11
{Owned Media}	11
{Earned Media}	12
4.0 Future Marketing Plan	12
4.1 Marketing Plan Objectives	12
4.2 The Functionality of Asda's Website	13
4.4 Buyer Persona for Asda	16
4.4 Current Trends and Issues that Necessitate Asda's Website Improvement for Gen-Z and Millennials	16
4.5 How Asda can Improve Website Usability and Interactivity for Gen Z and Millennial	16
{ Mobile-optimized design }	17
{ Simple and intuitive navigation }	17

{Personalization}	15
{Interactive features}	16
{Fast page loading speed}	17
{Chat box}	17
{Testimonials and Reviews}	17
{Games and Competitions}	18
5.0 Data Collection Instrument	18
5.1 Interview Questions	18
6.0 References	19
7.0 Bibliography Images	22
8.0 Appendices	23

1.0 Introduction:

In the British retail market, Asda Stores Limited is one of the most powerful players. A British supermarket company with its corporate headquarters in Leeds, England, Knottingley, west of Yorkshire, England UK, was founded in 1949. As of 2021 (according to the Asda website), the company had an estimated 633 locations. By 2022 (according to the Asda website), it had a whopping 145,000 employees working under its brands, and its brand was worth 2.61 billion dollars (according to statista.com, 2023). Asda's depots for distribution across the UK are 25, and three of them are outsourced to Wincanton PLC. Asda announced an autonomous delivery vans trial in September 2021 using the UK as a base of autonomous mobility startup. The grocery company offers a wide range of retail services, from groceries to general products, financial services, medicine, assistance for insurance, mobile network provider, and even its own line of apparel branded as George. Asda is renowned for the variety of goods and services it provides as well as its claims of relatively low prices, which have been the focus of its recent and old advertisements. Asda's campaign has majorly been on the claim that it sells products and offers services at relatively cheaper prices to its other competitors in the retail industry, an example is Customers were encouraged to tap their trouser pockets twice, simulating a coin chinking, to show that Asda's low pricing left some change in their pockets after a purchase, as part of the company's paid media "Asda price" campaign that ran on television in 1977. Paula Wilcox, Julie Walters, James Bolam, and even retired football player Michael Owen appeared in the commercial, which was still relevant for many years. The huge grocery chain mainly relies on its website to present its reputation, credibility, and the variety of products it provides to the general public. On other social media sites, it has left an intriguing impression. (Asda website 2022) has about 2.1 million Facebook fans and nearly 600,000 Instagram followers. Its goods and services are sure to appeal to a wide range of people, and they even let customers shop online and via the store's app.

Challenges and Relevance:

Asda's challenge is anchored on the improvement of website usability for GenZ and Millennials, and it is relevant to this study because the Gen Z population constitute a major portion of Asda's target audience. Hugh (1997) reports that Asda stores provide a wide range of products and services that are perfectly suited to the unique characteristics and preferences of its target market, which includes Boomers, Gen Xers, Millennials, Gen Z, and Gen Alpha. However, Gen Z consumers are predicted to account for over 50% in retail market (Kansara 2018), and they interact more with the website and contribute heavily to conversions through their engagements, visibility, and are constantly attached to how well the website addresses the availability and sales of the products they are looking for through Asda's website and other media options. In essence, the Gen Z population in Asda requires a reasonable level of personalization and customization to put their website

preference into perspective. Much focus of Asda's effort should be channeled to accommodate the peculiarities of the Gen Z and Millennials since Asda heavily relies on its website and other media options for its publicity and price campaigns. (Dudovskiy 2012) noted the importance in the inclusion of communication technology to capture the scope and interest of a target market. (Brüseke 2016) also analyzed the influence of privacy perception on online shoppers, which contributes to the overall website experience of Asda.

My personal reasons for being interested in Asda stem from a perspective of competitive advantage and service delivery. I've heard customers talk widely about Tesco's website exposure and the online friendliness it offer its customers, this motivated me to explore how Asda cheap price claims have influenced consumer engagement and how its website usability and check out has been able to capture the interest of the Gen Z and Millennial.

Fig 1:



<https://www.marketingweek.com/asda-rolls-out-loyalty-scheme/>

2.0 Macro Environment:

Kiichi Tokunoka et al 2012 observed that the reports of micro data reveals that macroeconomic factors can offer explanations to corporate investment, they suggested that a major role of business environment is to revive corporate investment. In this report, a PESTLE framework was adopted to offer insights to the practices and factors that affect the operations of Asda, and therefore provide suggestion on better performance and sales. An understanding of this PESTLE analysis shows how the brand has been impacted as represented below.

Political:

The rise of globalization from 1980s gave new chances for firms to shift their activities to other nations and contributed to their structural power in ways that enable them to influence or fight the government through policies, 2021 Feldman and Morgan. Data protection laws and regulations that protect users' personal information and online privacy have effects on Asda's operations. The government's digital policies and initiatives that encourage businesses to improve their online presence are also opportunities to help the brand expand.

Economic:

Supermarkets are pushing local produce lines and purchasing more organic food from the UK as a response to the expansion of direct marketing and alternative agricultural food networks. 2008 Gill Seyfang. The availability and affordability of high-speed internet access for users to access the website puts the brand to generate sales traffic. Economic conditions that influence consumers' purchasing power and behavior such as recessions places the brand in tight position.

Socio-cultural:

Consumer behaviour has changed as a result of historical occurrences including the COVID-19 pandemic, the Great Depression, and the 1918 flu epidemic, according to Zwanka & Buff 2020. Food brands in the UK have developed a bonding mechanism with Mushtaq and Jackson 2021 through customer service relationships. The changing demographics of the target audience, such as the increasing proportion of Gen Z and Millennials affect a brand's marketing plan. The trend towards online shopping and the increasing importance of e-commerce is also an opportunity for Asda to seize through its media options.

Technological:

The bulk of learning activities have been transformed into online learning by developing an android-based learning media application in accordance with the circular letter of Kemendikbud/Dikti No. 1 of 2020 addressing the prevention of the spread of COVID-19, in order to increase target audience engagement. The availability of new technologies and tools to improve website usability and interactivity enables brands to reach a wider audience of customers and expand sales capacity (Hitt et al 2016). The threat of cyber attacks and online security risks puts Asda in a position to upgrade and safeguard the organization policy on company data and consumers' information.

Legal:

Anti-competitive agreements between corporations are forbidden by the competition act of 1998. Businesses are not permitted to fix prices or terms of trade, limit production to reduce competition, segregate clients or markets, or do any other of the aforementioned things (Office of Fair Trading, 1998). According to the Consumer Right Act (UK PUBLIC GENERAL ACTS, 2015), products must be suitably described, functional for their intended use, and of adequate quality. For Asda to survive, compliance with e-commerce rules and regulations, data protection laws, and consumer protection laws are essential. Additionally, Asda may be held accountable for any unfavorable effects of the website on users, such as cyberbullying, hazardous content, and other issues.

Environmental:

The UK government has committed to promoting organic food in schools and hospitals as part of its efforts to create a sustainable food and farming system. This will help organic farming flourish. Seyfang 2008. The UK government is promoting shops to source more organic goods by valuing and acknowledging the social and economic advantages of organic farming, in addition to the environmental advantages. (Department of the Environment, Farming, and Rural Affairs of the UK, 2007). The environmental impact of e-commerce, such as packaging waste and carbon emissions is an indication to Asda to explore eco-friendly options in waste disposal and environmental safety (Hitt et al 2016).

2.1 Micro Environment:

Porter's Five Forces:

This study can evaluate the competitive forces at play in the market and Asda's position on the consequences of various market factors by taking a more analytical look at Porter's five forces analysis.

Competitive Rivalry:

Sainsbury's, Waitrose, Tesco, and Iceland are some examples of UK websites. Porter's five forces, which outline what to watch out for, where to look, when to look, what to look for, and when to look out for rising trends and new products, also include a trajectory for identifying competing companies. The competitive rivalry can better be understood in relation to the market share Asda controls in comparison to its competitors, Asda's biggest rivals in the market are Tesco, Sainsbury, and Morrisons. Asda controls 13.9% market share, Tesco controls 37% of market share, Sainsbury controls 17%, and Morrison controls 8.9% of market share. However in terms personnel, Asda competes favorably with other giants. What makes Asda stand out is evident in its price campaigns through the claims that it sells goods and offers services at relatively cheaper prices to its competitors.

Buyer Power:

Due to Asda's price campaigns and its competitors' somewhat higher product prices, consumers have a considerable amount of negotiating power. To keep its consumers' loyalty, Asda must continue to provide high-quality goods and services at reasonable costs. Because consumers are primarily and consistently looking for quality and reasonable products, Asda must continue with its low price promotions while keeping quality at the same time to assure ongoing patronage and an equilibrium buying power.

Supplier Power:

There is a decently significant number of providers in the UK. In essence, Asda stores continue to have access to goods. Continuous supply ensures that things are available when needed, while shortages result in scarcity, which distorts the entire process.

Threats of Substitutes:

The grocery market is extremely cutthroat and oversupplied. In order to keep customers loyal, Asda must essentially make it a point of necessity that the quality of its USP, products, and services, are of the highest levels. Asda needs to make sure that product standards are consistently followed and keep an eye out for emerging trends because there are many readily available alternatives at other retailers.

Threat of New Entrants:

As rivals selling comparable goods and services may erode Asda's market share, risks from new competitors remain unavoidable. As a result, Asda must continue to promote its history, reputation, and quality as well as develop an unrivalled service sector. The danger of new competitors always inspires established brands to develop strategies to raise the bar and keep customers loyal.

2.2 SWOT Analysis of Asda:

Hitt et al 2017 observed that the situation analysis of organizations can be conducted using SWOT analysis. In this report, this situation analysis has been streamlined to focus on Asda's website improvement for Gen-Z and Millennials. The SWOT analysis therefore represents how ASda has been able to take advantage of its strength in the market, explored its opportunities, handled its weaknesses, and dealt with its threats.

Strengths:

- Strong brand recognition and customer loyalty posture of Asda.
- Target Gen Z consumers are predicted to account for over 50% in retail market (Kansara 2018)
- Established e-commerce platform and infrastructure.
- Access to customer data and insights to inform website improvement.

Weaknesses:

- Limited personalization and customization features compared to competitors.
- Website design and user interface may not be optimized for mobile users.
- Lack of interactive features to engage users.

Opportunities:

- Rising interest in e-commerce and internet purchasing.
- Increasing importance of user experience and website usability in online shopping.
- Potential for partnerships and collaborations with technology companies to improve website interactivity.

Threats:

- The internet shopping market is highly competitive.
- The move to more online shopping throughout lockdowns could have a lasting effect on for physical stores (Hipwell 2020)
- Cyber security risks and data breaches that may damage the brand reputation.
- Changing consumer preferences and trends that may require frequent website updates.

3.0 Internal Analysis:

Asda's Mission Statement:

The company's objective is to "provide our customers with high-quality products at competitive prices while delivering exceptional customer service," according to ASDA (2023). Asda is committed to creating a welcoming and inclusive shopping experience for all, and strives to build long-lasting relationships with customers based on trust and respect. Asda also takes its responsibility to the environment and the communities it serves seriously, and is committed to reducing its environmental impact and giving back through charitable initiatives. Through its goods, services, and beliefs, ASDA is committed to enhancing the quality of life for both its clients and the communities it supports.

Asda's Employee Competencies and Capabilities:

The success of ASDA is significantly influenced by the skills and abilities of its employees. As described by Wheelen and Hunger (2017), the McKinsey 7S framework divides staff competences and capabilities into seven categories: strategy, structure, systems, style, staff, skills, and shared values. ASDA's strategy is focused on delivering high-quality products at competitive prices, while its structure is designed to support its large retail operations. The company has implemented advanced systems to support its supply chain and distribution network, and its leadership style is characterized by a commitment to employee development and training. The personnel of ASDA is made up of a varied set of people with a variety of abilities, including operational management, customer service, and product knowledge. The business places a high priority on employee training and development, which helps to guarantee that employees have the abilities and know-how required to be successful in their positions.

The commitment to sustainability, social responsibility, and community involvement round out ASDA's common principles. The company's activities, as well as its interactions with clients and staff, are a reflection of these principles.

3.1 Asda's Media Options:

Paid Media: The most efficient media outlets Asda has used price marketing. The brand's target audience is ageless. According to Hugh (1997), the generations span from the Boomers to the GenXers to the Millennials, Gen Z, and Gen Alpha. This is a result of the wide range of goods and services it provides. Supermarkets freely acknowledge that prices set by rivals have a significant impact on their own pricing (Competitors Commission 2000).

Owned Media: Asda owns a variety of social media sites where it posts information about new goods and services in addition to its website, where it promotes its credibility and image. Additionally, it has a reliable delivery system, a media application, and an online store where potential clients can shop.

Earned Media: The world's largest grocery chain in Britain interacts with potential consumers by posting updates on new items and services on its website and other social media platforms, and it encourages visitor feedback and comments.

4.0 Future marketing Plan

4.1 Marketing plan Objectives:

The enhancements of Asda's website's accessibility and interaction for Gen Z and Millennials will be the main focus of this study on the retailer's marketing strategy. Despite the fact that Asda provides a wide array of retail goods and services for all perceived target audiences, regardless of age, gender, or social status, a sizable portion of the brand's clientele is actively engaging with and using the brand through various online mediums (website and social media pages). In essence, it makes sense to put in a respectable amount of work to enhance the channels that are responsible for the brand's online exposure.

Asda's SMART goals are the following, which were inspired by Dave Chaffey and Fiona Ellis-Chadwick's 2012 list of SMART components for organisational objectives:

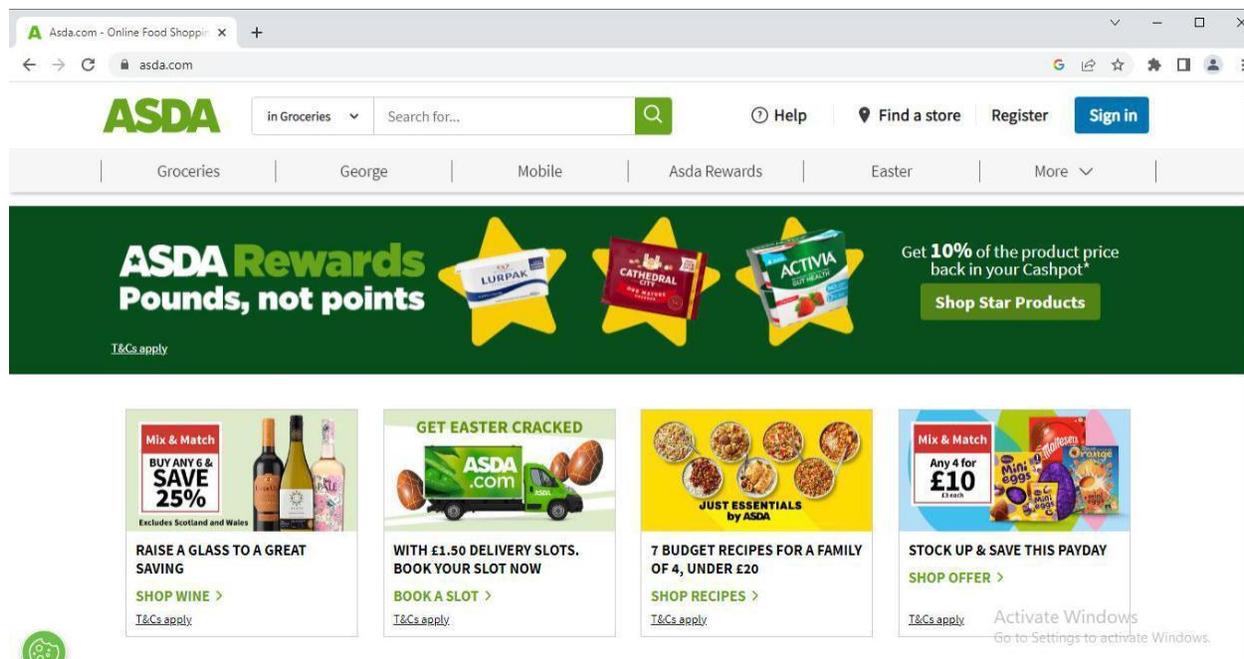
- Customising digital tools and navigations to address and solve practical issues and open up particular chances.
- Measuring digital content's conversion in order to take feedback and high-performance records into account.
- To effect change for the better, content must show a believable amount of action and reaction.
- Consistency between the content and the overall marketing plan.
- Establishing deadlines for pursuing and attaining the stated goals.

4.2 Functionality of Asda's website (An Empirical analysis):

This section examines the current state, navigation, and functionality of Asda website, and how it appeals to user experience. The landing page of Asda is characterized with informative marketing. Sanaei and Sobhani (2018) noticed that businesses engaged in this pattern of marketing obtain competitive advantages over rivals due to the modern reality of people and media investments through the usage of information technology in e-business marketing. The goal of the landing page is to keep visitors informed about good deals and sales while also creating a personalised gateway where they can sign-in and register with the company.

Customised content is also provided to appeal to the emotions of potential customers. The website also uses search engine optimization tool to help visitor navigate and get a clear picture of the information about the products they are searching for, and uses the same tool to broaden the varieties of products it offers, while also tracking the product preference of the visitors based on the products they are searching. The landing page provides catchy information about Asda's available product and services based on discounted prices, location, events, and popularity. The landing page offers navigation tool into the varieties of Asda's products and services, ranging from groceries, to its

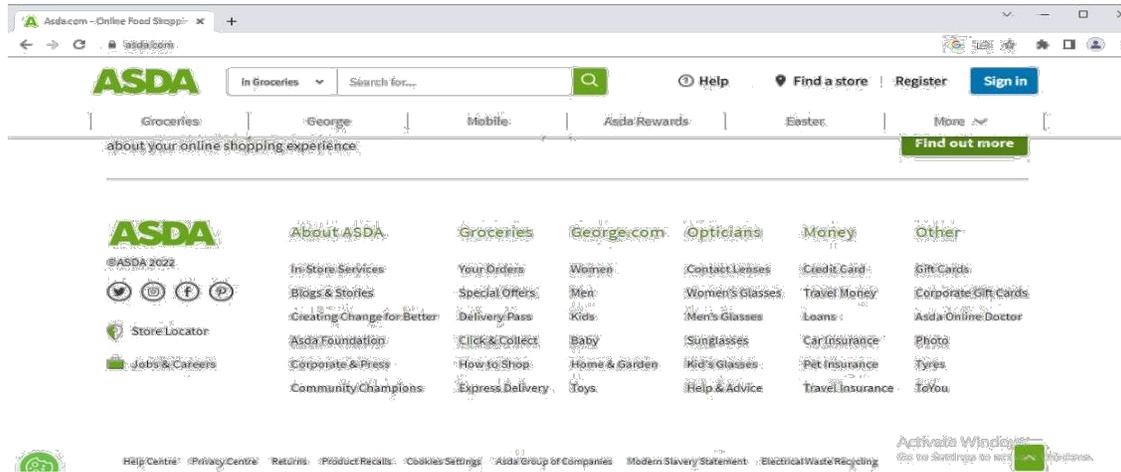
clothing brand and reward plans. Asda's also includes special sales opportunities in relation to events and festivities. The website also helps potential visitors discover the nearest Asda store to them, so as to enjoy the discounted offers of its retail products and also take advantage of the many services Asda offers. The vocal point of Asda's campaigns from inception has been based on price, Asda claims to offer services and sell retail products relatively cheaper than its other competitors. Same cheap price claims are seen on the website to appeal and remind potential visitors of the advantage of shopping with Asda.



<http://www.asda.com>

The landing page also provides links to other media platforms owned by the brand (Instagram, Twitter, Face book, etc), creates links to know more about the brand, identified Asda's charitable organization, and gives a hint on the varieties of products and services it offers based on categories. However, Sanaei and Sobhani 2018 noted that an e-marketing investment may still

fail on the basis of conversions. They emphasised that because the e-marketing environment is dynamic, the organization's strategy creation and implementation must also be dynamic.



<http://www.asda.com>

Asda's media options cut across its paid, owned and earned media for its campaigns, and has largely extent has put efforts into the promotion of its services and the sale of its retail products. The massive British grocery chain connects potential customers by posting updates on new items and services on its website, Facebook, Instagram, and Twitter accounts, as well as other media outlets, and it encourages feedback from users. Asda engages 575,000 followers on Instagram, 2.04 million followers on Facebook, and 520,000 followers on Twitter.



<http://twitter.com/asda/>



Asda

@Asda · Company

Shop on Website

asda.com

Home About Videos Photos More

GENERAL

2,089,364 people like this

2,038,261 people follow this

57,292 people checked in here

Company · Supermarket

See more of Asda on Facebook

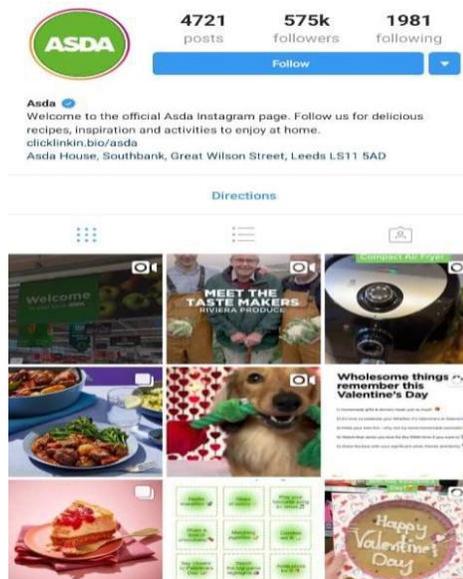
Log in

or

Create new account

Activate Windows
Go to Settings to activate Windows.

<http://facebook.com/Asda/>



ASDA Instagram profile page showing 4721 posts, 575k followers, and 1981 following. The bio includes the text: "Welcome to the official Asda Instagram page. Follow us for delicious recipes, inspiration and activities to enjoy at home. clicklinkin.bio/asda Asda House, Southbank, Great Wilson Street, Leeds LS11 5AD". The grid features various food and lifestyle images, including a "MEET THE TASTE MAKERS" video, a "Wholesome things remember this Valentine's Day" post, and a "Happy Valentine's Day" cake.

<https://www.instagram.com/asda/?hl=en>

4.3

Buyer Persona for Asda

Two independent buyer personas were provided in the appendix of this report to give better insights to the preferences of Asda products in relation to their personalities as a target audience. Both individuals fit in perfectly into the category of audience this report aims to study and are also sensitive to prices of product. Both personas depend heavily on online reception to purchase their products and as such, are sensitive to website usability and convenience. Their purchase decisions are shaped by their website usability experience and the availability of varieties of choices they can select from.

4.4 Current trends and issues that necessitate Asda's website improvement for Gen-Z and Millennials:

More than half of Gen Z consumers and 44% of millennials stated they would move to a rival if a retailer's website doesn't match their expectations, according to research by Accenture (Accenture, 2019). Therefore, in order to stay competitive and retain these crucial consumer groups, Asda must increase the usability and interactivity of its website.

One current trend that impacts Asda's website improvement is the increasing importance of user experience and website usability in online shopping. "More than a third of all cart abandonments are caused by a poor checkout flow," claims a Baymard Institute study (Baymard Institute, 2018). This highlights the need for a seamless and intuitive website design that enables users to navigate easily and complete transactions without obstacles.

Another trend is the shift towards mobile-first design and optimization, as more consumers use mobile devices to access websites and make purchases. As stated in an eMarketer analysis, "Mobile devices will account for nearly three-quarters of e-commerce sales by 2021" (eMarketer, 2019). Asda may need to ensure that its website is optimized for mobile users and incorporates mobile-specific features, such as voice search and mobile payments.

Additionally, Asda may need to address cybersecurity risks and data breaches, which can damage its brand reputation and erode consumer trust. According to a report by Risk Based Security, "2019 saw a 54% increase in the number of reported breaches, with over 7.9 billion records exposed" (Risk Based Security, 2020). Asda may need to implement robust cyber security measures to protect users' personal information and prevent data breaches.

4.5 How Asda can improve website usability and interactivity for Gen Z and Millennial.

Mobile-optimized design:

Asda should ensure that its website is mobile-optimized as Gen Z and Millennials heavily rely on mobile devices to access the internet. According to a study by Pew Research Center, 98% of Gen Z owns a smartphone, and 91% of Millennials own a smartphone (Perrin, 2019).

Simple and intuitive navigation:

The website should have an easy-to-use navigation structure that is clear and basic. 84% of users claimed they would leave a website if they found it difficult to browse, according to a Nielsen Norman Group survey (Nielsen, 2020).

Personalization:

Asda should incorporate personalization features such as personalized product recommendations and customized content based on the user's browsing history. According to a study by Salesforce, 52% of Millennials said that they would switch brands if a company didn't personalize communications to them (Salesforce, 2019).

Interactive features:

The website should have interactive features such as product videos, 360-degree product views, and user-generated content to keep users engaged. According to a study by eMarketer, 47% of Millennials said that they were more likely to make a purchase if they could watch a video about the product (eMarketer, 2020).

Fast page loading speed:

Slow-loading websites can be annoying for users; thus, Asda should make sure that its website has a quick page load time. In accordance with a Google study from 2018, 53% of smartphone consumers leave websites that take longer than three seconds to load.

Chat box:

Online consumers seek assistance from virtual reference services via email, phone, text, and live chat, according to (Fan et al. 2017). Asda should make use of this feature to make its service more accessible, effective, and efficient and to increase its relationship with its target market. Technologies have made it possible for additional features to be added to library websites.

Testimonies and reviews:

This has a particular relevance to conversion. The establishment of a testimonials section on websites, according to Shin et al. 2023, has the potential to influence target customers' purchasing decisions and increase conversion rates through the assessment of various online shopper experiences. Although (Shin et al. 2023) paid special attention to testimonials and reviews that were complimentary, testimonials that voiced critiques might also be helpful in planning how Asda can improve the quality of its goods and services.

Games and Competitions:

While examining the effect an application of games, (Birke et al 2011) observed that games application to website could bring about a positive motivational effect. By using playful components from a game setting, they observed through his "Game based open innovation," is a creative and collaborative behavior, and produces beneficial results. (Birke et al 2011) expressed that the fascinating engagement resulting from the application of gaming ideas into website has the tendency of increasing the rate of conversion.

5.0 Data Collection Instrument

In order to gather information for this report's marketing strategy to increase Gen Z and Millennials' usability of Asda's website, interview questions will be employed as the data gathering tool. The questions a researcher asks depend on what they want to learn, according to Leech, B.L., in 2002. The objective of the interview, the subject of the study, and the intended audience must all be kept in mind when creating interview questions. The creation of interview questions must, first and foremost, be compatible with the research's goals, which centre on enhancing Gen Z and Millennials' use of the Asda website. In order to fully examine the subject, it is also crucial to think about who you will interview and create a list of open-ended questions with them. After we have compiled a list of inquiries, we must edit them to make sure they are precise and succinct. Before carrying out the actual interview, it is a good idea to try the questions on a small group of individuals to check if they are successful. Then, after completing a few interviews, we may review the questions again and make any required changes. These techniques can be used to develop interview questions that are effective and help us obtain important information about how to make Asda's website more user-friendly for Generation Z and Millennials. The steps in the process are to define the interview's objective, choose the research topic, identify the target audience, brainstorm potential questions, refine them, test the questions in an interview, and then reassess them.

5.1 Interview Questions

1. What is your age bracket?
2. Can you tell us about your experience using ASDA's website?
3. How easy or difficult was it for you to navigate through the website?
4. Did you find the website layout visually appealing and modern?
5. Were you able to easily find the products you were looking for?
6. How was your experience using the search function on the website?
7. Did you encounter any issues while placing an order on the website?
8. How was the checkout process? Was it straightforward or confusing?
9. Did you find the product descriptions and images to be helpful and accurate?
10. Were there any features or functionalities missing from the website that you would have liked to see?
11. How likely are you to recommend ASDA's website to a friend or colleague?
12. How would you describe yourself in terms of being tech-savvy? Would you say you're an early adopter or someone who prefers to stick to what they know?

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7.0 Bibliography Images

Asda picture: <https://www.marketingweek.com/asda-rolls-out-loyalty-scheme/>

Asda website: <http://www.asda.com>

Asda website: <http://www.asda.com>

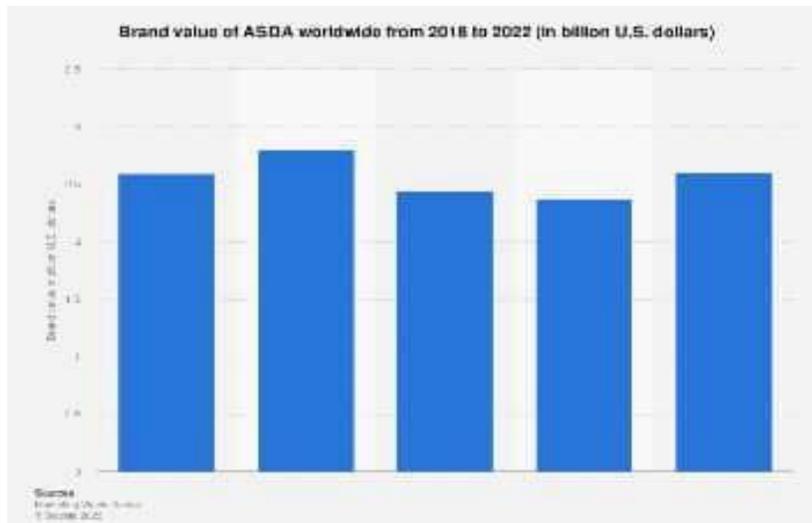
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Asda Face book: <http://facebook.com/Asda/>

Asda Instagram: <https://www.instagram.com/asda/?hl=en>

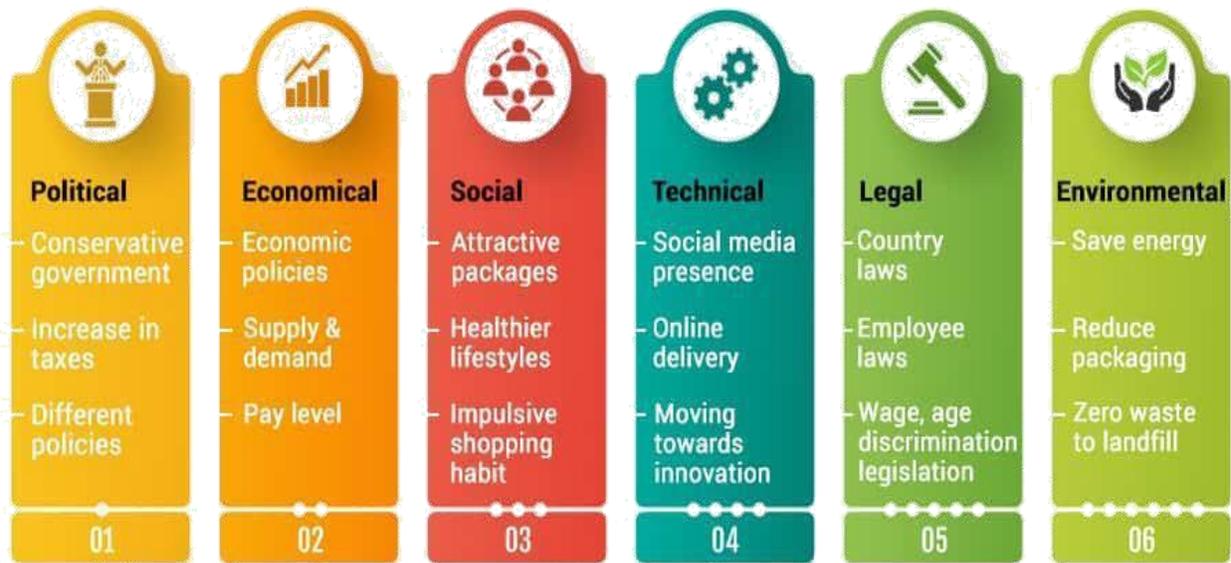
8.0 Appendices

Asda's brand value



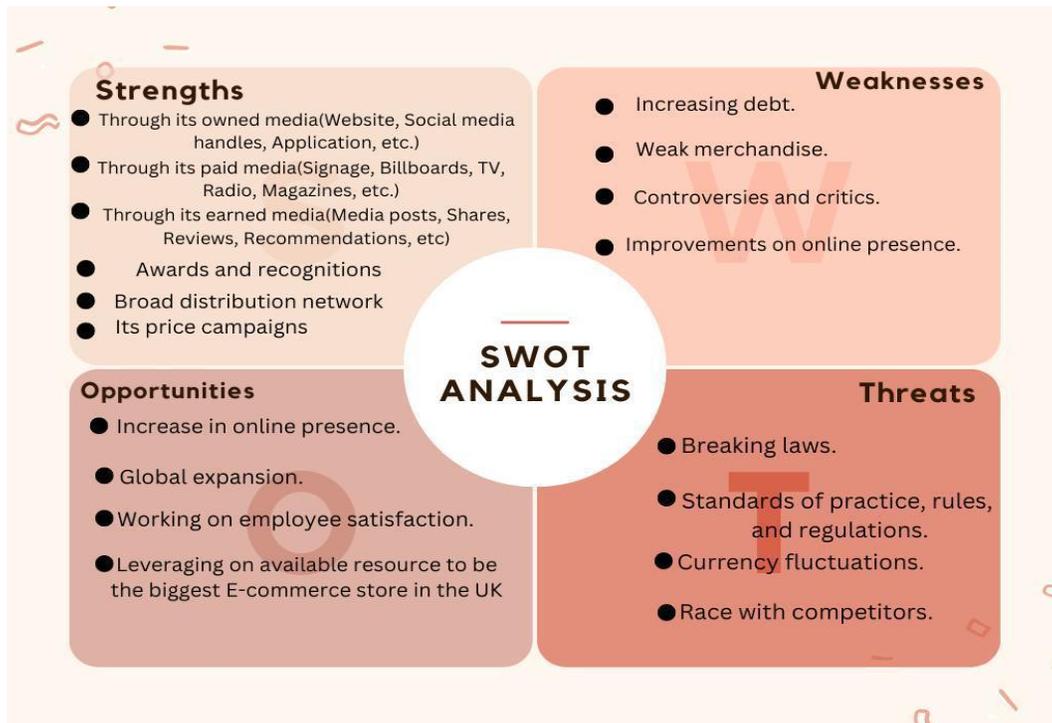
<https://www.statista.com/statistics/1337838/asda-brand-value/>

PESTLE Analysis



<https://peachyessay.com/sample-essay/external-environment-asda-strategic-marketing-analysis/>

SWOT Analysis of Asda



Competitor's analysis of Asda



Lora Wilfred

Demographic info

Age

24

Location

Leeds, UK

Family Status

Married

Education level

College

Income level

25000

+ Add field

Bio

Lora is a busy university student who is always on the lookout for affordable and convenient grocery shopping options. She values quality products at reasonable prices, as she is on a tight budget with limited disposable income. She is tech-savvy, always connected to social media, and often seeks out online deals and discounts.

Frustrations (pain points)

Lora is on a tight budget and is looking for affordable options. I may feel frustrated if the prices of products at ASDA are too high for her to afford.

Brands and influencers

Lora may be influenced by recommendations from social media influencers she follows. She may be more likely to purchase products that are promoted by influencers who align with her values and interests.

Factors influencing buying decisions

Lora values convenience and wants a shopping experience that is quick and easy. She may prefer products that are easy to find in-store or online and can be purchased quickly without hassle.

Quote

Buying experiences and values.

Motivations (goals)

Looking for affordable grocery options that offer good value for money. She is attracted to promotions, discounts, and loyalty rewards programs, and is likely to compare prices and read reviews online before making a purchase. She is also conscious of sustainability and prefers brands that align with her environmental values. She appreciates convenience and efficiency, whether it's through a seamless online shopping experience or a quick in-store visit.

Communication

Channels

Facebook, Instagram, Twitter

Content types and formats

Video, Image

+ Add field