

Service Times and Competition in Israel's Online Grocery Market



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This study focuses on the online grocery market in Israel, examining how leading supermarket chains, particularly Shufersal, respond to local fluctuations in demand and competition levels. Analyzing daily data from 172 markets across Israel over a three-year period, we first demonstrate that each supermarket chain sets uniform prices across all its local markets. However, these chains tend to offer shorter service times in more competitive markets and on days with lower demand. We then investigate Shufersal's response to the entry of an online supermarket rival into a local market where Shufersal already operates. Our findings reveal that Shufersal shortens service times on low-demand days and in markets where it was a monopoly before the entry. Conversely, in high-demand periods and in already competitive markets, we observe no significant change in Shufersal's service times. These results indicate that, in the absence of price flexibility, retailers leverage service time to exercise market power, although the extent of this responsiveness is moderated by operational considerations.

Is a Picture Worth a Thousand Words? The Secrets of the Science of Representations as a Subtle and Powerful Tool in Marketing



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One of the central dilemmas marketers face is choosing the appropriate format for promoting a product. The current review article demonstrates that the answer to this question depends on the psychological distance (desired or existing) between the product and the consumers. The article analyzes a range of studies showing that visual messages are more effective for products perceived as close in terms of location, time, or social context, whereas verbal messages are more effective for products perceived as distant. The studies suggest that this alignment influences information processing as well as consumer preferences and attitudes. Additionally, it indicates that the perception of psychological distance between the consumer and the brand can be dynamically altered using different media types. Finally, the research highlights an asymmetry in our ability to represent information visually versus verbally: people can form visual imagery without producing "inner speech," but not vice versa. In conclusion, the current article underscores the importance of understanding the relationship between visual and verbal representations and the perception of psychological distance in products and services. By aligning marketing media with the psychological distance of the product, advertisers can create more targeted, relevant, and effective marketing messages that better achieve their goals.