

Consumer insight - My favorite retail shop

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CoP-PRA

Applicable courses

Consumer behavior, Campaign planning, service marketing, or introductory marketing or advertising course

Duration

One lesson (3 hours)

Consumer insights often come from well-designed consumer research. Most consumers have their favorite brands for different product categories. For service brands, consumers rely on their experience with the brands to form their evaluation of service quality. The purpose of this assignment is to collect consumers' perception of service quality through the attributes of their favorite retail shop experience. The assignment develops students' interviewing skills, and their ability to draw consumer insights from data. They will also learn the format of a transcription. Students will be required to work in pairs and conduct interviews with one another.

Before the class, each student will take two photos of his or her favorite retail shop and bring these photos to the class. The first photo must show the exterior layout of the retail shop, while the second photo must show a specific element inside the shop. The shop should be a retail that the student has visited within the past twelve months. Photos downloaded from the Internet are not acceptable. See the following examples:



Exterior of the store



Interior of the store

During the class, students will work in pairs (international students must pair with a local student) to conduct interviews in English with one another while following the interview protocol (Appendix 1). Students should ask follow-up questions whenever appropriate, such as “please give an example to illustrate” or “please tell me more”. Follow-up questions are not new questions loosely related to the topic. They should be used whenever the interviewee gives vague or ambiguous answers. Each

interview should be at least 18 minutes and no longer than 22 minutes, including the introduction and the ending. This suggested duration of interview should allow rich data while conserving class time.

Afterwards, following the assignment template (Appendix 2), students will transcribe their interviews. A transcript is a narrative account of the entire conversation, including the self-introduction, questions, follow-up questions, and answers from the interviewee.

In this assignment, students only participate in the data collection of a research project. A data set collected from the adolescents was published in Yip, Chan, and Poon (2012). Therefore, the data set collected from university students can be benchmarked with Yip et al. (2012) in terms of favorite store types (i.e. Table 1) and reasons for being “my favorite retail shop” (i.e. Table 2). This can be done collectively in a subsequent class where students code the type of favorite stores and the attributes of the shop according to the categories listed in Table 1 and Table 2. New categories can be added.

The data collated can be used to form the basis of a research paper or presentation. The instructor can invite students to participate in the literature review and co-author with them.

Equipment

To complete this blended learning assignment in the class, students will need to bring a laptop, a mobile phone for recording, and an ear piece for transcription.

Ethical approval

The instructor needs to apply for approval from the university’s Research Ethics Committee before data collection. At the beginning of the class, the instructor will inform students their responsibilities in gathering, storing, and using potentially confidential data.

Suggested class time allocation

Briefing of the assignment; proper ways of gathering, storing, and using research data; introducing the literature and the workflow: 20 minutes

Interviewing session 1 with set up: 30 minutes

Break: 10 minutes

Interviewing session 2 with set up: 30 minutes

Break: 10 minutes

Transcription with the two photos embedded: 50 minutes

Upload files to Moodle: 10 minutes

Requirements on format

Format: Double line spacing, font Times New Roman size 12.

File name: favoriteshop_studentID.doc;

Assessment rubric

Criteria	5	4	3	2
Interview write-up presents the answers to all of the questions in the instructions Possible points = 10	Interview write-up presents an excellent record of the answers to all of the questions in the instructions.	Interview write-up presents the answers to all of the questions in the instructions.	Interview write-up presents the answers to more than half of the questions in the instructions.	Interview write-up presents the answers to less than half of the questions in the instructions.
Interview write-up shows that at least three follow-up questions were asked Possible points = 10	Interview write-up shows that at least three especially insightful follow-up questions were asked.	Interview write-up shows that at least three follow-up questions were asked.	Interview write-up shows that at least two follow-up questions were asked	Interview write-up shows that at least one follow-up questions were asked.
Assignment is done according to the format requirement and submitted online and on time Possible points = 5	Assignment is not only neat but is exceptionally creative. It is submitted online and on time.	Assignment is neatly done. It is submitted online and on time.	Assignment is neat for the most part. It is not submitted online and is late.	Assignment is not neat. It is not submitted online and is late.
Interviewees' demographics and duration of interview was between 18-22 minutes Possible points = 5	Complete demographics and right duration	Incomplete demographics or duration too long/too short	No demographics or duration too long/too short	No demographics and duration too long/too short

Total: 30 points

Remarks

- This assignment can be set up as an ordinary take-home assignment. However, using it as an in-class assignment will mean that students will not need to recruit interviewees. This assignment was administered in a General Education course named “Chinese as consumers: Marketing to the youth”, available to students of all academic backgrounds. As many students lack research interviewing experience, practicing interviewing skills in class may help build this experience in a controlled environment with an instructor present to assist and answer questions.
- If the instructor chooses to involve students in data analysis, they can update the two Tables published in the journal articles (as in Appendix 3) together with the students in the class. They can then compare the results of their interviews of university students with those of adolescents.
- The assignment can easily be adopted by service marketing course to collect data about my favorite travel destination, or my favorite banking and finance service provider

Published work from students' data

Yip, T., Chan, K. and Poon, E. (2012) Attributes of young consumers' favorite retail shops: A qualitative study, *Journal of Consumer Marketing*, 29(7), 545-552.

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Appendix 1 – Interview protocol

Self-introduction:

I am a student of the Hong Kong Baptist University and we are conducting a study on “My favorite retail shop”. I understand that you have taken two photos of your favorite retail shop, one outside and one inside. The following questions have no right or wrong answer. All we want to know is what you think and what you feel. The information collected will be used strictly for teaching and learning purposes. Is this clear? Shall I begin now?

1. I understand that you have taken two photos of your favorite retail shop that you have visited in the past six months, one outside and one inside. Would you please show the photos to me now? Can you describe the first photo and the second photo?
2. Please describe this shop, including its name, location, and the products that it sells or the services that it delivers.
3. Why do you like this particular shop? Any more reasons that you like it? (encourage the interview to elaborate on the reason as much as possible)
4. Can you tell me a story about your visit to this shop? (this should refer to a specific experience and not refer to general impression)
5. Please let me know your age, sex, the country you are from, and your number of years in Hong Kong. (do not record the name of the interviewee.)

This is the end of the interview. Thank you very much for your time in answering the questions.

The duration of the interview: _____ minutes _____seconds.

Appendix 2 – Transcript template

Please use this template for your transcript. Please **keep the questions in blue** and in the right number. Please do not assign a question number for your follow up questions. To indicate follow up questions, you can put them in bracket [...] or add an initial of FQ, indicating follow-up questions, or label them as 1.1, 1.2, 1.3 etc.

Transcript

Your student ID:

Self-introduction: I am a student of the Hong Kong Baptist University and we are conducting a study on “My favorite retail shop”. I understand that you have taken two photos of your favorite retail shop, one outside and one inside. The following questions have no right or wrong answer. All we want to know is what you think and what you feel. The information collected will be used strictly for teaching and learning purposes. Is it clear? Shall I begin now?

1. I understand that you have taken two photos of your favorite retail shop that you have visited in the past six months, one outside and one inside. Would you please show the photos to me now?

(Insert Photo 1 and photo 2 here)

2. Please describe this shop, including its name, location, and the products that it sells or the services that it delivers.
3. Why do you like this particular shop? [Any more reasons that you like it?]
4. Can you tell a story about your visit to this shop?
5. Please let me know your age, sex, the country you are from, and your number of years living in Hong Kong.

The duration of the interview: _____ minutes _____ seconds

Appendix 3 – Two tables from the published journal article that students’ work can be compared with.

Table 1 - Type of favorite store

Table 1 Summary of results for “my favorite retail shop”

Type of store

Bookshop

Beauty and cosmetics

Convenience store

Entertainment

Fashion and clothing

Fashion and casual wear

Executive wear

Sportswear

Bags and accessories

Food services

Dessert and ice cream

Fast food restaurant

Café or Western restaurant

Japanese restaurant

Noodle shop

Chinese restaurant

Snack and confectionery store

Take-away snacks and drinks

Street food stall

Furniture and lifestyle store

Gifts and toys

Supermarket

Table 2 Reasons for being “my favorite retail shop”

Reasons

People

Customer-salesperson contact (e.g. friendliness, helpfulness, personal attention of the employees)

Not being monitored by the employees

Knowledge of the employees or salespersons

Appearance/attractiveness of the employees or salespersons

Right kind of consumers in the shop

Physical evidence

Attractive décor and color scheme

Cozy setting

Attractive window display and organized interior layout

Atmospherics (air-conditioning, background music, lighting)

Clean and tidy environment

Spacious environment

Place

Proximity to school/work/home

Accessibility

Opening hours

Price

Affordable prices

Perceived good value

Process

Free to stay as long as I wish

Efficiency

Self-help service format

Product

Excellent product quality

Variety of choices