



Retailer Collage:

What is Your Relationship to Your Favorite Retailer?

Janna Parker, James Madison University

Hyunju Shin, Georgia Southern University



Janna Parker

June 2, 2015 · 2

I'm teaching some online courses this summer. I'm grading one of my favorite assignments today: collages that represent their relationships with favorite retailers.



Like



Comment



Share



You, Karen Hood Hopkins, Debra Zahay Blatz and 19 others



Janna Parker No one will ever have a better assignment than you Josh Harrison. I'm going to save yours as an example for future classes. I still can't believe you attached real snakeskin.

June 2, 2015 at 4:09pm · Like



Hyunju Shin Janna, please share the assignment instruction with me! I am always on the lookout for a fun assignment.

June 2, 2015 at 5:01pm · Like · 1



Josh Harrison Haha. I did whatever it took to build brownie points for future job references

June 2, 2015 at 5:19pm · Like · 1



Jennifer Circe-Plante Sounds interesting! 😊

June 2, 2015 at 5:59pm · Like · 1



Janna Parker Josh I gave you a good reference the other day.

June 2, 2015 at 6:19pm · Like · 1



Janna Parker Hyunju I will send it to you when I am back at my computer.

June 2, 2015 at 6:39pm · Unlike · 1



Janna Parker Jennifer It is really fun to grade. Most students really get into collage assignments. A lot of marketing professors use these.

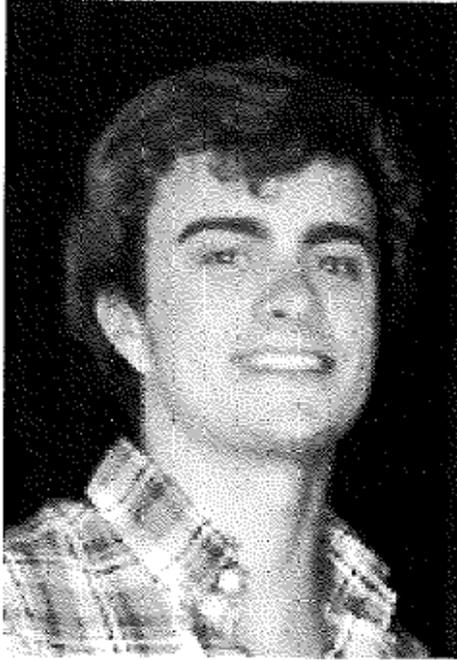
June 2, 2015 at 6:43pm · Like

Collage Method

- **Collages:** an expressive projective technique that allows consumers to convey their experiences, feelings, emotions, ideas about brands, consumption motives, or product usage by combining various different materials such as images, photographs, or words to create a collection of various things (Belk et al., 1997; Costa et al., 2003; Koll et al., 2010)
 - The collage method is often combined with in-depth (Belk et al., 2003) or focus group interviews (Costa et al., 2003) or a short explanation of the collages in a verbal (Havlena and Holak, 1996; Koll et al., 2010) or a written (Belk et al., 1997) form to explicate their meanings.

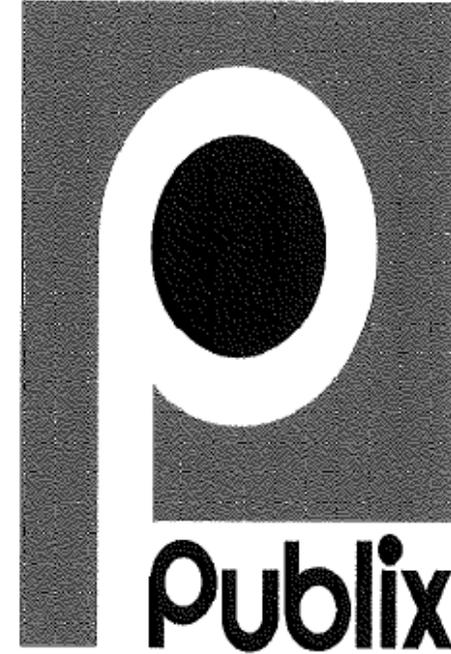
Retailer Collage

1. Creating a personal collage that represents each student's relationship to a retailer of the student's choice
2. Discussing completed collages (collection of memories associated with the retailer) in class



Publix

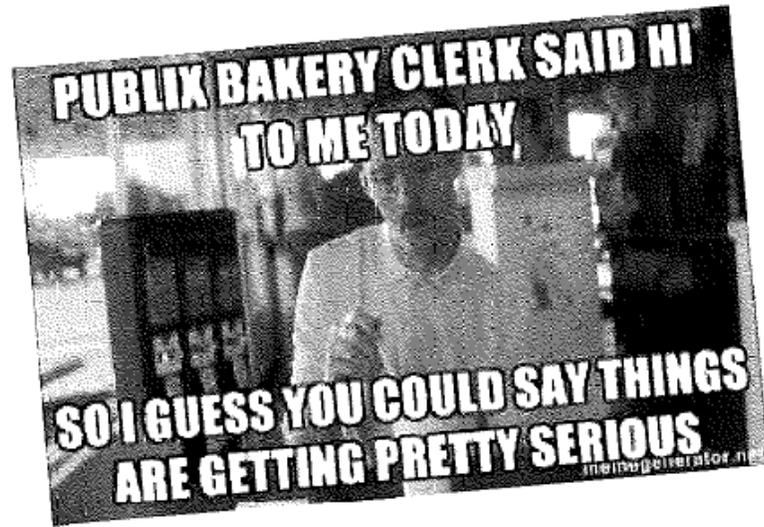
John Staton



Publix®

Publix, to me, is a grocery store that stands out above all others. Ever since I was little and too young to go to school I remember running errands with my mom to the same Publix every Sunday after church to get that weeks groceries. It used to be a 20 minute drive back then but later we moved and now Publix is not even 2 minutes outside of my neighborhood, so we make trips more frequently. This is the Publix in my hometown Augusta, Georgia.





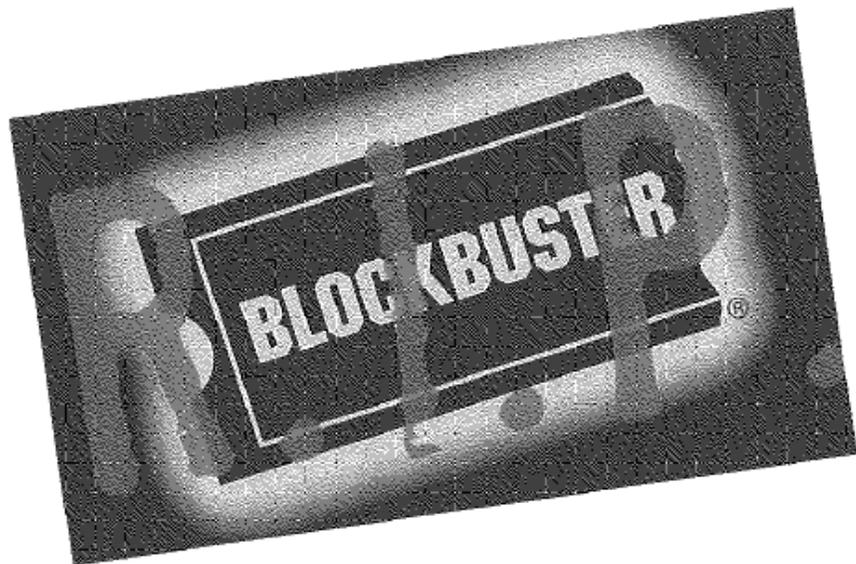
The number one way that my mom knew would get us to come grocery shopping, when me and my brothers were little, was if she told us we could get a Publix Bakery cookie at the end. What Publix does is give little kids free cookies fresh out of the oven if because they bake their cookies, bread, cakes, and other pastries daily in the store. This is a good example of involvement between management and the customer because busy moms know they can get their kids to do something normally boring because they will be rewarded with a free, delicious treat from the bakery; making their lives that much less stressful. In exchange for the free cookie it is almost a guarantee they will bring their business back to Publix.



The Publix pharmacy has been my families pharmacy for years due to their reliability and convenience. So not only does Publix take care of my family's nutritional needs but also our medical as well.



Here is a picture of the Publix deli which is absolutely delicious. They serve Boar's Head products (cheese, bread, meats, condiments) which is top of the line for when making a sandwich. This alone attracted me once I started driving in high school for a sandwich after practice. Typically, I would get two; one for right then and the other one for lunch the next day. This was in the back of the store so sometimes on the way back I would pick up a drink, chips or something else small because of my appetite and wanting to eat everything I saw. This is Publix doing a terrific job at product placement. Thankfully Boar's Head got moved into the Gus mart on campus because before then Statesboro as a whole didn't have it because there is no Publix.



On the same shopping strip as Publix, there is a Papa John's and what used to be a Blockbuster. When I was little and before OnDemand and Netflix every Friday my mom would go get Coke from Publix, my dad would get pizza from Papa John's and me and my two brothers would pick out a movie in blockbuster and wait for them to come back and pay for it. These memories were very special to my youth.

Applying to

- Classes: Marketing Principles, Retailing, Services Marketing, and Brand Management
- Marketing Concepts covering: the types of retailers, The 7 Ps of Service Marketing (Service Marketing Mix), value co-creation in Service-Dominant (SD) logic, relationship marketing, retailer (brand) image, a collage research method, and the role of marketing strategies in general

Outcomes

- Increased engagement with, comprehension of, topics covered in lecture.