Pop-up Retail's Acceptability as an Innovative Business Strategy and Enhancer of the Consumer Shopping Experience

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This national study provides a demand-side analysis concerning consumers' views of pop-up retail (i.e., pop-up stores). Our aim was to understand consumers' assessments of pop-up stores and how these views are linked to specific demographic characteristics. We additionally sought to examine how consumers' demographic profiles and their perceptions of the benefits and concerns surrounding pop-up stores affected attitude and intentions toward trying the retail format. The Theory of Reasoned Action (Fishbein and Ajzen, 1975) framed the study. The overall goal was to provide baseline information for retailers and marketers concerning consumers' perceptions of and receptivity to pop-up retail as an experiential marketing strategy. Findings suggest that age, gender, community size, and geographic region influence consumer awareness of and engagement with pop-up stores. Demographic characteristics of groups demonstrating particular demand for pop-up retail were young consumers and female consumers of all ages. Findings suggest acceptance and opportunity for implementation of pop-up stores in most community sizes and regions except for the western U.S. Three factors (*Product Novelty/Uniqueness, Facilitators of Purchase Decisions,* and *Product Trial and Unique Experience*) were derived for consumers' perceived benefits/concerns of pop-up stores. Awareness/experience with pop-up stores was positively related to attitude toward pop-up stores, as was the novelty dimension of pop-up stores. Attitude toward pop-up stores, in turn, predicted intentions to try the retail format, with attitude explaining 82% of the variance in consumers' patronage intentions.

Introduction

Pine and Gilmore (1999), Richards (2001), and Postrel (2003) contend that there is a pervasive change in consumer behavior; many people are no longer concerned with just buying goods and services, they also expect engaging experiences. A growing segment of consumers want greater choice, personalization, and participation in their overall retail experience. According to Schmitt (1999), customers assess product quality and brand image when considering patronage of any retail firm. This engaged consumer also wants products, communications, entertainment, and marketing efforts that pique their senses, evoke emotion, and stimulate their thinking—they expect and respond best to experiences and want shopping to be fun (Karolefski, 2003).

Retail centers continue to evolve with changes in consumer demand. New formats for retail centers that engage the consumer, such as one-stop superstores, open-air town centers, and regional lifestyle centers, are attracting more consumers, whereas some traditional retail venues, such as strip malls and downtown shopping districts, are challenged to keep pace with shifting consumer preferences (Kim, Jolly, Fairhurst, and Atkins, 2005; McMahon, 1999; "Reinventing the Mall", 2003; Gajilan, 2005). Retailers increasingly use experiential marketing, which entails marketing efforts that include emotional engagement, interactive elements, and rich sensory experiences to engage consumers (Schmitt, 1999), as a source of competitive advantage. Experiential marketing is an outgrowth of consumers' evolving preferences for engagement in the

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marketplace (Gilmore and Pine, 2002). Experiential marketing meshes with shopping center trends of gaining competitive advantages through offering entertainment (e.g., Anderson, Burns, and Reid, 2003; Christiansen, Comer, Feinberg, and Rinne, 1999) and through the creative use of space and design (Fenley, 2003). This approach includes the use of shopping centers as alternatives to traditional marketing media ("Simon Malls", 2004). However, to be most effective, experiential elements should be integrated at every contact point with the retailer: in the store, through marketing communication and advertising, through the website, and through community-based events. This broad based experiential approach will fortify retailer/brand image, aid in brand recall, and enhance the likelihood of the retailer/brand being a top of mind choice for consumers (Woodside and Walser, 2007).

A pop-up store, an individual physical manifestation of pop-up retail, is a new experiential marketing format intended to engage consumers. It is a promotional/retail setting designed to offer an exclusive and highly experiential interaction for the consumer. Further, a pop-up store is a way for select products or brands to be promoted. The brands may be widely known to smaller, new brands. Pop-up stores allow visitors to have unique, personalized interactions and experiences with the brand, and they may be open in only one location and for a limited time, from a few days to a year. This study explores consumer responses to this new experiential marketing format, including identification of the benefits and concerns consumers have related to pop-up retail. We also examine consumers' awareness/experience, attitude, and patronage intentions towards pop-up stores.

This study addresses a demand-side analysis of consumers' assessments of pop-up retail. The aim of this research is to expand understanding of consumer demand for experiential shopping venues and optimal conditions for pop-up stores according to differences in consumer demographic characteristics. Using both qualitative interviews and quantitative techniques we examine demographic differences in awareness, perceived benefits and concerns, attitudes, and patronage intentions related to pop-up retail as expressed by a national sample of consumers. The results of this study provide a benchmark of consumers' perceptions of pop-up retail and offer guidelines for ensuring successful implementation of pop-up retail as an experiential marketing tool.

The objectives of the present study are to:

1. Identify consumers' a) level of awareness of, b) level of experience with, c) perceived benefits and concerns regarding, d) attitude towards, and e) intentions towards pop-up retail;

2. Examine effects of consumers' demographic differences on a) level of awareness of, b) level of experience with, c) perceived benefits and concerns regarding, d) attitude towards, and e) intentions towards pop-up retail;

3. Profile conditions (e.g., consumer benefits offered, past experience) that enhance attitudes and intentions towards pop-up retail; and

4. Examine if conditions that entice consumers to visit pop-up retail vary based on demographic characteristics.

Literature Review

Experiential Marketing

Experiential marketing entails amplifying the brand's essence "into a set of tangible, physical, interactive experiences which reinforce the brand" (McNickel, 2004, p.1). Developing brand essence (McCole, 2004) requires firms to address consumers on both utilitarian and emotional dimensions. It involves creating opportunity for face-to-face interactions with brand representatives and lifestyle activities that capture the brand's essence ("Gen Y", 2005). In support, Ponsonby-Mccabe and Boyle (2006) state that brand loyalty stems from repeated use of or experience with a brand. Such prior experience can result in either cognitive or emotional effects for the consumer concerning the brand. They go so far as to state that long-term competitive advantage can only be obtained when brand loyalty has been addressed and sustained with customers. Research by the experiential marketing agency Jack Morton Worldwide (2007) also suggests that live experiences possess the power to influence brand advocacy and make participants more likely to talk positively about a brand.

McCole (2004) states that experiential marketing is not a fad. Retailers and marketers increasingly turn to experiential marketing when they realize that focusing on customer satisfaction alone is no longer an effective competitive strategy. Traditional retail approaches have been complemented with "guerilla" approaches (i.e., non-traditional yet resource-limited processes which offer a more comprehensive and lifestyle-oriented brand experience) in response to changing consumer preferences (Collins, 2004). An interactive, or co-produced, retail experience is a key value-generating process for retailers in several ways. Experience enhanced retail not only builds product knowledge and brand awareness, but also a sense of consumer empowerment. Retail experiences can also create shopping destinations and related services that extend the customer's brand experience (Palmer, 2002). Woodside and Walser's (2007) research on the effect of brand strength in retail settings found that increased experience with a retailer decreases the impact of competitor brand strength. Additionally, the opportunity to engage in experiences with retailers creates accessibility in the consumer's mind, increases brand strength, and influences recall of the retailer from memory. These findings support the importance of experiential marketing approaches to provide opportunities for consumer accessibility, and experience with retailers, their brands, and other offerings.

Businesses are finding that traditional advertising is no longer enough to reach and attract customers (Palmer, 2002). The goal of marketing should be long-term customer engagement, resulting in emotional attachment to the firm's products, services, or brands. While consumers value consistency in some elements of their purchase behavior, change is what often gets consumers to look at and consider new products (Collins, 2004). Businesses that can deliver on experiences will increasingly be winners in the marketplace. These observations highlight that traditional marketing approaches are not as effective with today's consumer and that effective experiential marketing creates long-term relationships. However, a recent industry survey showed that while effective, the impact of experiential marketing efforts varies by industry sector (i.e., autos, food, electronics) and consumer segment (Jack Morton Worldwide, 2006). Moreover, little empirical research has been conducted in regard to the effectiveness of various forms of experiential marketing. Therefore, the present study examines consumer response to a new form of experiential marketing, pop-up retail.

Pop-up Retail as a Experiential Marketing Tool

Firms large and small have begun to embrace pop-up retail as a new marketing tool to provide the experiential environment desired by consumers, build brand image, and attract attention and new customers. Pop-up retail entails creation of a marketing environment that is highly experiential, focused on promoting a brand or product line, available for a short time period, and generally in smaller venues that foster more face-to-face dialogue with brand representatives, which is a top factor attracting people to the experience (Gordon, 2004). A unique feature of pop-up retail is its temporary nature, intentionally springing up and disappearing quickly. Pop-up stores are designed to be open a few days to a year and may not sell products at that location. For example, Target, the recognized retail leader in the use of pop-up retail, markets products ranging from new apparel product lines showcased for six weeks in New York's Rockefeller Center to outdoor furniture, grills, and accessories presented in a lifestyle setting for five weeks in an Inn in the Hamptons of Long Island ("Pop-up retail", 2005).

Pop-up retail is not limited to major retailers opening temporary stores in the U.S. For instance, Levi's opened a pop-up store in Milan ("Being spaces", 2006). High-end fashion brand Comme Des Garcons' first "guerilla store" was opened for one year in a remote neighborhood in former East Berlin. Guerilla marketing veteran, Vacant, has opened stores in Barcelona, London, Singapore, and Stockholm for one month showcasing a range of hard-to-find and limited edition products from established brands and young designers ("Pop-up retail", 2005). Finally, on a recent visit to Shanghai one of the present authors explored a pop-up store experience promoting Kenzo's (Paris-based Japanese designer) women's fragrance products outside the entry to an upscale mall.

Moreover, pop-up retail is applicable beyond traditional retail environments or in businesses associated with creating retail environments, such as apparel retailers or restaurants ("Pop-up retail", 2005; Shanahan, 2005). For instance, Unilever opened a Suave shampoo pop-up salon for five days where visitors could learn about the product from product representatives, receive free samples or even free shampoos, haircuts, and hand massages using the brand products. For one week, the Meow Mix firm opened a café and a gift shop offering its products and interactive games to cats and their owners. The health and beauty magazine *Self* opened a spa for one month where $25 allowed full access to the facilities including free makeovers and consultations with a physician regarding facial treatments ("Pop-up retail", 2005; "Pop-up retail: Brand", 2005).

Pop-up retail may be event-driven and mobile (Shanahan, 2005), and generally depends on guerilla marketing techniques (e.g., word-of-mouth) instead of mass media campaigns to draw people ("Being spaces", 2006). In the Netherlands, Dommelsch Beer pop-up free concerts are an excellent example. The firm organized concerts at various cafés with well-known artists for six months. To determine the location and date of the concerts, barcodes from products had to be entered into their website. Similarly, the Martini brand opened roaming bars for two weeks each in Belgium selling Martini brand-based cocktails. They depended exclusively on word-of-mouth for this popular experiential marketing event. Thus, pop-up stores are similar to touring events commonly used in mall-based experiential marketing in their limited time availability, but tend to focus on one brand rather than represent a compilation of brands organized around a theme by property managers (e.g., Simon Property Group's Simon DTour Live; see "Simon DTour", 2003).

Industry professionals support that the novel, interactive, surprising, and fleeting aspects of pop-up retail may offer engaging experiences currently desired by consumers as well as offer retailers good return-on-investment based on the ratio of buzz to the short-term nature of the investment (Hays, 2004; "Pop-up retail: Brand environments", 2005). Drawing from industry literature (e.g., Collins, 2004; "Pop-up marketing", 2006; "Pop-up retail", 2005; "Pop-up retail: Brand", 2005), benefits for consumers associated with pop-up retail include that it:

- offers excitement to consumers from the novel experience,
- offers consumers exclusive products or experiences,
- offers discovery or surprise factor that consumers like,
- offers a good way for consumers to learn about and test products,
- provides desired free samples and services to consumers,
- helps consumers spend money wisely,
- engages the consumer on a personal level, and
- provides entertainment desired by the consumer.

However, we were unable to locate research that empirically examines the role of these perceived benefits in shaping consumer attitude and consequent behavioral intentions towards pop-up retail. This study expands upon the list of benefits and concerns that may influence attitude and consequent patronage intentions towards pop-up retail.

Theoretical Framework and Research Model

As with many retail trends, market advantage goes to the leaders who create and carefully refine the format to meet consumers' desires. Therefore, while it is in its genesis, we propose to explore factors affecting attitude and behavioral intentions towards pop-up retail by consumers. Fishbein and Ajzen's (1975) Theory of Reasoned Action (TRA) was used as the framework for studying attitude and behavioral intentions towards pop-up retail. This theory, used frequently to study consumer behavior (e.g., Lee and Littrell, 2006; Ogle, Hyllegard, and Dunbar, 2004), posits that beliefs (cognitions) influence the formation of attitudes, which consequently directs behavioral intentions. Behavioral intentions (retail patronage intentions) include the intention to try, recommend, and/or purchase from a pop-up store (Baker, Parasuraman, Grewal, and Voss, 2002; Mathwick, Malhotra, and Rigdon, 2001).

In the present study, benefits and concerns associated with pop-up retail represent beliefs that may affect attitude. The benefits and concerns for consumers capture both hedonic and utilitarian elements of experiential marketing. Hirschman and Holbrook (1982) outlined that the consumption experience can be intrinsically satisfying, or satisfying for its own sake, when the experience provides pleasure to the senses, fun, feelings, and fantasies. Hirschman and Holbrook saw these forms of pleasure as the experiential (hedonic) value of the consumption experience. Hedonic value differs from instrumental (utilitarian) value, which entails shopping efficiency and making the right product choice based on logical assessment of product information. Shopping environments offer both hedonic and utilitarian value concurrently (Babin, Darden, and Griffin, 1994; Sheth, Newman, and Gross, 1991). Excitement from novelty of the experience and the entertainment associated with pop-up retail are examples of experiential value, whereas facilitation of purchase decisions due to free samples, acquisition of product knowledge from brand representatives, and product trial reflects utilitarian value.

Furthermore, individual differences (e.g., demographic characteristics) act as moderating variables on beliefs (Fishbein and Ajzen, 1975). Because pop-up retail is relatively new, it is likely that a portion of consumers may not have previous knowledge or experience with this experiential marketing tool. Level of awareness or experience may have an impact on attitude (Zajonc, 2001); hence the associations between these variables are explored. Literature (Collins, 2004; “Pop-up marketing”, 2006) suggests that pop-up stores are frequently located in Eastern, urban areas of the U.S., but may be equally desirable and advantageous for consumers located in suburban and rural areas. Additionally, a U.S. consumer survey commissioned by Jack Morton Worldwide found women, Hispanics, and Generation Y consumers are particularly receptive to experiential marketing events (Bigham, 2005). The present study further examines the effect of demographic and location characteristics on consumers’ acceptance of pop-up retail.

A conceptual model for this study is shown in Figure 1. The research hypotheses are as follows:

Hypotheses

H1: There are significant differences among consumers’ demographic profiles (*) with regards to:

H1.1: the level of awareness/experience of pop-up retail.
H1.2: the perceived benefits/concerns of pop-up retail.

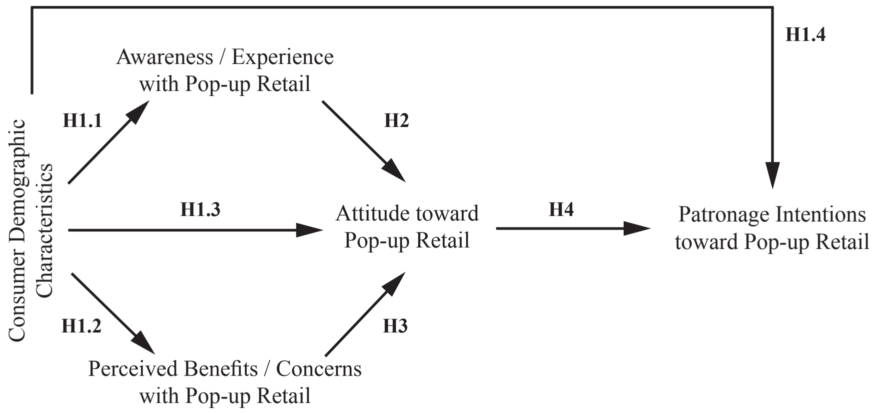

Figure 1.
A conceptual framework for consumers' acceptance of pop-up retail.

H1.3: attitude toward pop-up retail
H1.4: intentions toward pop-up retail

H2: Level of awareness/experience will be positively associated with attitude toward pop-up retail.

H3: Perceived benefits/concerns of pop-up retail will be associated with attitude toward pop-up retail.

H4: Attitude towards pop-up retail will be positively associated with patronage intentions toward pop-up retail.

* includes: a.) geographic region, b.) community population size, c.) gender, d.) age group, e.) ethnic group, f.) educational level, g.) marital status, and h.) income level.

Method

Overview

This exploratory study consisted of two phases of data collection. The first phase included qualitative data collection via phone interviews to augment and refine items used in the second phase. The second phase involved an online survey of a national consumer sample.

Phase 1: Preliminary Research and Survey Development

In the first phase, assistants trained by the researchers conducted phone interviews with 12 consumers in October 2006. A trained graduate research assistant administered telephone interviews equipped with an audio recorder and microphone to ensure accuracy in data collection and transcription. Consumer interviewees, males and females ages 18 and over, were drawn from online telephone white pages. Interviewees consisted of eight females and four males. Five were from urban areas, five from suburban areas, and two from rural areas of the U.S., ensuring stratification of the sample between rural, suburban, and urban consumers. The sample represented consumers from a range of U.S. geographic regions: east coast (n = 2), west coast (n = 3), and Midwest (n = 7). Each phone interview took between 20 and 30 minutes. Each participating interviewee was given a $10 gift certificate for a national retailer in appreciation for their insights provided to the study.

Researchers used an interview guide with open-ended questions to tap a range of consumer responses towards pop-up retail. This qualitative instrument was based on a literature review of retail business strategies and experiential shopping behavior, including a comprehensive review of experiential marketing and pop-up retail literature. Trained assistants conducted the interviews to identify consumers' perspectives on pop-up stores, including their prior experience, level of awareness, and perceived benefits and concerns. First, basic demographic information such as age, gender, location, residence, and income was collected. Second, to ease into the discussion of pop-up retail, interviewers asked consumers questions related to attendance at retail events such as arts and craft shows, boat and RV shows, bridal shows, car shows, farm shows, or home and garden shows where a number of retailers gathered together for a short period of time to display and potentially sell their products. Third, the interviewers stated they wanted to talk about a new retail format, pop-up retail. The interviewees were given a brief description of pop-up retail in order to increase their familiarity with this unique marketing format. The following are excerpts from the interview script:

> I now want to explain a new shopping experience and get your impressions. It is similar to the retail events we just talked about, but it has some differences. It's called pop-up stores. You may or may not have experienced it. That is okay. I am interested in your opinion if you have or have not actually experienced it.
>
> A pop-up store is a way for select products or brands to be promoted, but in a temporary location and on a smaller scale than retail shows. Pop-up stores may be open in only one location and are designed to be open a few days to a year. The brands may be widely known to smaller, new brands. Pop-up stores allow visitors to have unique, personalized interactions and experiences with the brand. Some do not sell the products on the premises and depend heavily on word-of-mouth from other visitors instead of exclusive focus on media ads to draw people.
>
> As an example, a popular retailer opened a 5-week pop-up store in a vacant inn in the Hamptons selling outdoor items such as grills, barbeque accessories and outdoor lighting. The Italian coffee company, Illy, opened a pop-up store resembling a real, well-designed café where visitors could sit and try the product and learn about the product from product representatives. However, pop-up retail is not limited to apparel and food retailer.

Next, the interviewer provided scenarios concerning pop-up stores, selecting from a list of examples that would relate to the consumer's age and gender characteristics. For instance, the following example was used for men in the middle age ranges: "Crown Royal opened a one-month barbershop where visitors could receive a free haircut." For younger consumers, the example was, "A t-shirt company, Imperfectionist, organized a two-day pop-up store with their products combined with music and drinks." The interviewer then referred to the instrument to tap consumers' awareness and experience with pop-up stores (e.g., "Do you think you would like to visit pop-up retail?), perceived benefits (e.g., What would you like about pop-up retail?) and concerns related to pop-up stores (e.g., What would you not like about pop-up retail?), and general shopping activities such as their frequency of visiting retail stores and restaurants. Along with the additional benefits and concerns added to the list developed from the literature, we learned that consumers confused the term "pop-up retail" with the pop-up ads that frequently appear on Internet websites. Therefore, in the interviews and survey we used the term "pop-up stores," which had clearer meaning for consumers.

Interview data were transcribed and analyzed for emergent themes and concepts relevant to consumers' perceived benefits and concerns regarding the pop-up store format. Researchers derived themes using an inductive technique to develop empirically-driven labels (Miles and Huberman, 1994).

Independently, each researcher marked lines of text that clustered around specific descriptive and patterned ideas. Researchers utilized the technique of check-coding to aid definitional clarity and reliability. According to Miles and Huberman (1994), the reliability of codes equals the number of agreements between researchers divided by the total number of agreements and disagreements. Based on this criterion, 95% reliability of coding was achieved. Categories or clusters were formed and then events, ideas and information were sorted into those categories. From this sorting process, coded themes were identified relevant to consumers' perceived benefits and concerns about pop-up stores. Consensus was obtained among the researchers concerning conclusions drawn about consumers' perspectives of pop-up retail. Coded themes aided in identifying key constructs and questions to be added to the online survey instrument.

Phase 2: Surveys

In phase two, an online survey was distributed to a national sample of male and female consumers ages 18 and over through SurveySampling.com, a Connecticut-based sampling solution company. This survey was conducted in January and February 2007. Consumers in the survey sample received a monetary incentive for participation from SurveySampling.com.

Items for the online quantitative survey instrument were based on a comprehensive review of the experiential marketing and pop-up retail literature, the interview data, and established consumer behavior scales (e.g., patronage intention). Before completing the survey, respondents read a description of pop-up stores that included the following information:

- Pop-up stores generally involve one retailer rather than a group of retailers, as would be found in a trade show.
- Pop-up stores are a way for promoting selected products or brands in a temporary location and on a smaller scale than trade shows.
- Pop-up stores may be open in only one location, and are designed to be open a few days to a year.
- Pop-up stores may not sell products on the premises, and the brands carried may be widely known or smaller, new brands.
- Pop-up stores also allow customers to have unique, personalized interactions and experiences with the brand.
- Pop-up stores employ brand representatives who have a lot of knowledge about the brand.

Examples provided to the respondents included:

- A personal care products brand opened a pop-up salon for several days where visitors could learn about the product from product representatives, receive samples or even free shampoos, haircuts, or hand massages that used the brand products.
- Ben & Jerry's Ice cream in San Francisco opened a pop-up store for seven days to promote its new product, Ben & Jerry's Chunky Monkey Milkshake, by taking over a prime downtown storefront that had been vacant for at least six months.

Questions addressed consumers' awareness, prior experience, perceived benefits and concerns, attitude, and patronage intention regarding pop-up stores. All items but patronage intention were measured using 7-point scales with 1 representing "strongly disagree" and 7 representing "strongly agree." Consumers' patronage intentions towards pop-up stores were captured using a 7-point scale with 1 representing "very unlikely" and 7 representing "very likely."

We created six items to measure consumers' awareness of and experience with pop-up stores such as "I have heard of pop-up stores before," "Pop-up stores are new to me," "Pop-up stores catch my attention," and "I have visited pop-up stores." Respondents then completed 21 survey items developed by the researchers to capture consumers' perceived benefits and concerns regarding pop-up stores. Attitude toward pop-up stores was measured by adapting four global attitude items: "Overall, I think pop-up store experiences would be good" (Engel, Blackwell, and Miniard, 1995), "The idea of a pop-up store is appealing," "The idea of a pop-up store is interesting to me" (Wakefield and Baker, 1998), and "The idea of a pop-up store is pleasant to me" (Park, Hybm, and MacInnis, 2000).

Twelve items were adapted to measure consumers' patronage intentions towards pop-up stores. The three key intention dimensions were "willingness to recommend" (Baker et al., 2002), "willingness to buy" (Dodds, Monroe, and Grewal, 1991), and "willingness to try" (Baker et al., 2002; Baker and Churchill, 1977). The instrument then concluded with questions capturing socio-demographic information including gender, age, ethnic group, education, marital status, income, geographic region, community population size, and monthly frequencies of shopping at retail stores and dining out at restaurants.

Data Analysis

A variety of quantitative statistical techniques are employed in the analysis of survey data. First, descriptive analyses are performed for consumers' socio-demographic characteristics, their perceptions of and attitudes towards pop-up retail, and patronage intentions. Second, exploratory factor analyses with varimax rotation are conducted with items of consumers' experience/awareness, benefits/concerns, attitude, and patronage intentions to identify the factor structure of each construct. Third, a series of multivariate analyses of variance (MANOVA) are used to investigate if there were significant effects of demographic characteristics on dependent variables in *H1.1* through *H1.4* (experience/awareness, benefits/concerns, attitude, and patronage intention). Finally, for *H2*, *H3*, and *H4*, regression analyses are used to test the reasoned action-based model and examine relationships between consumers' experience/awareness, benefits/concerns, attitudes, and patronage intentions.

Results

*Sample Characteristic*s

A total of 1000 usable surveys were collected through SurveySampling.com. Table 1 shows the socio-demographic characteristics of consumer respondents. The sample is well-distributed for many of the demographic characteristics, although females outnumber males 740 to 252 and the lower (18-25) and upper (66 and above) age ranges are not as well-represented as the middle ranges. The average age of consumers is 44 and a majority of respondents (86%) are Caucasian American. A majority are married and the average annual household income is between $50,000 and $74,999. Respondents are well distributed across rural, suburban, and urban areas of the U.S. Over 98% of respondents report that they shop in retail stores at least one time per month and over 96% eat in restaurants at least once per month.

Perceptions, Attitudes, and Patronage Intentions Regarding Pop-up Stores

Four separate principle component factor analyses employing varimax rotation are used to reduce the data for items measuring consumers' *Awareness/Experience*, benefits and concerns, *Attitudes*, and *Patronage Intentions*. The results for all of these factor analyses are given in Tables 2 and 3. Following procedures recommended by Kline (1998), we retain items that load above 0.50 on the factor of interest and below 0.30 on other factors.

In the first round of factor analysis, six items measuring *Awareness/Experience* loaded on one factor. However, one item, "Pop-up stores catch my attention," was eliminated because of the low factor loading (0.204). As a result of factor analysis with

Table 1.
Profile of Consumers' Personal and Demographic Characteristics.

Socio-demographic variables		Frequency (948 - 1000)	%
Gender		(*n* = 992)	
	Male	252	25.4
	Female	740	74.6
Age group		(*n* = 995)	
	18 – 25	41	4.1
	26 – 35	255	25.6
	36 – 45	256	25.7
	46 – 55	259	26.0
	56 – 65	138	13.9
	66 and above	46	4.6
Educational level		(*n* = 998)	
	Attended high school	12	1.2
	High school	189	18.9
	Vocational school	54	5.4
	Some college/no degree	310	31.1
	Associate's degree	117	11.7
	Bachelor's degree	217	21.7
	Master's degree	70	7.0
	Professional degree	16	1.6
	Doctorate degree	13	1.3
Marital status		(*n* = 994)	
	Single	135	13.6
	Married	630	63.4
	Divorced	119	12.0
	Widowed	29	2.9
	Significant partner	81	8.1
Income level		(*n* = 948)	
	Less than $25,000	118	12.4
	$25,000-$49,999	313	33.0
	$50,000-$74,999	252	26.6
	$75,000-$99,999	137	14.5
	Over $100,000	128	13.5
Ethnic group		(*n* = 971)	
	African American	62	6.4
	Caucasian American	850	87.5
	Hispanic American	28	2.9
	Native American	11	1.1
	Asian American	20	2.1
Geographic region		(*n* = 997)	
	Northeast	242	24.3
	South	346	34.7
	Central	272	27.3
	West	137	13.7

Table 1. (*continued*)

Socio-demographic variables		**Frequency (989 – 1007)**	**%**
Community population size		(*n* = 1000)	
	Fewer than 50,000	323	32.3
	50,000-200,000	270	27.0
	Over 200,000	249	24.9
	Do not know	158	15.8
Shop at retail per month		(*n* = 989)	
	Not at all	18	1.8
	One time	120	12.1
	Two or three times	328	33.2
	Four or five times	251	25.4
	More than six times	272	27.5
Eat at restaurant per month		(*n* = 999)	
	Not at all	39	3.9
	One time	160	16.0
	Two or three times	361	36.1
	Four or five times	237	23.7
	More than six times	202	20.2

the remaining five items, one factor was yielded accounting for approximately 71% of the variance with a Cronbach's α of 0.90.

Twenty-one benefit/concern items were intially entered into a second factor analysis. Seven items were not used, as six items were cross-loaded on two factors and one item showed a low factor loading (-0.37) in a full run. With the remaining 14 benefit/concern items, three factors can be extracted which account for 63.4% of the variance. The first factor, *Product Novelty/Uniqueness*, consists of four items with a Cronbach's α of 0.90. *Facilitators of Purchase Decisions*, the second factor, consists of six items with a Cronbach's α of 0.76. The third factor, *Product Trial and Unique Experience*, includes four items with a Cronbach's α of 0.80. The Cronbach's α for each benefit/concern factor is higher than 0.70, indicating good reliability (Nunnally, 1967).

In the third factor analysis, four *Attitude* items load on one factor, explaining 92% of the variance for attitude towards pop-up stores with a Cronbach's α of 0.97. Twelve *Patronage Intention* items load on one factor in the last analysis, accounting for 81% of the variance with a Cronbach's α of 0.98.

Results of Hypothesis Tests

The results from eight separate multiple analyses of variance (MANOVAs) provide partial support for hypotheses linking a series of demographic characteristics with consumers' *Awareness/Experience* with pop-up stores (*H1.1*), as well as their perceived benefits/concerns (*H1.2*), their *Attitude* (*H1.3*), and *Patronage Intentions* toward pop-up stores (*H1.4*). The independent variables in the analyses include

Table 2.
Factor Structures for Consumers' Perceived Benefits and Concerns - Pop-up Stores.

Factor Structure	Factor Loadings	Eigenvalue	Percent of Variance	Cronbach's α
Factor 1: Product Novelty/Uniqueness		5.75	41.10	0.90
Pop-up stores should excite consumers	0.809			
Pop-up stores should offer new products or brands	0.865			
Pop-up stores should offer exclusive or unique products or brands	0.831			
Pop-up stores should provide a good way to learn about products or brands.	0.738			
Factor 2: Facilitators of Purchase Decisions		1.98	14.13	0.76
If pop-up stores sell products on the premises, there should be a simple way to return them once the store is gone.	0.687			
Pop-up stores encourage impulse purchases.	0.656			
Pop-up stores should carry only the highest quality products.	0.585			
A pop-up store should ensure its staff is not pushy.	0.707			
Products found in a pop-up store should be available elsewhere once the store is gone.	0.697			
Opening a pop-up store in an area of a town/city that isn't normally visited would discourage people from checking it out.	0.538			
Factor 3: Product Trial and Unique Experience		1.15	8.20	0.80
It is ***not*** important to offer novelty or surprise in pop-up stores.*	0.635			
In pop-up stores, it is ***not*** important to be able to try out products or brands.*	0.828			
In pop-up stores, it is ***not*** important to receive free samples and services.*	0.841			
Offering exclusive or unique experiences is ***not*** important for pop-up stores.*	0.795			
Total variance explained			63.43	

* indicates reverse coded items

Table 3.
Factor Structures for Consumers' Perceived Awareness/Experience, Attitude, and Patronage Intentions - Pop-up Stores.

Factor Structure	Factor Loadings	Eigenvalue	Percent of Variance	Cronbach's α
Awareness and Experience		3.56	71.13	0.90
I have heard of pop-up stores before.	0.771			
Pop-up stores are new to me.*	0.824			
I have never visited pop-up stores.*	0.868			
I have visited pop-up stores.	0.913			
I have heard personal experience with a pop-up store as a part of special event.	0.835			
Attitude		3.67	91.61	0.97
Overall, I think a pop-up store experience would be good.	0.874			
The idea of a pop-up store is appealing to me.	0.951			
The idea of a pop-up store is interesting to me.	0.930			
The idea of a pop-up store is pleasant to me.	0.910			
Patronage Intentions		9.72	80.96	0.98
I would recommend that others visit pop-up stores.	0.892			
I would be willing to buy featured products after visiting a pop-up store.	0.886			
I would be willing to shop more than one pop-up store.	0.910			
I would like to try a pop-up store.	0.890			
I would make a special effort to visit pop-up stores.	0.870			
I want to experience pop-up stores in the future.	0.923			
I would purchase at pop-up stores.	0.903			
I would recommend that a friend buy a product after visiting a pop-up store.	0.909			
My purchasing from pop-up stores is very likely.	0.898			
The probability that I would consider buying at pop-up stores is very likely.	0.879			
My willingness to buy from pop-up stores is very likely.	0.920			
If I had an opportunity, I would likely recommend pop-up stores to a friend or relative.	0.916			

* indicates reverse coded items

demographic characteristics: geographic region, community population size, gender, age group, ethnic group, educational level, marital status, and income level. Dependent variables are the factor scores calculated for *Awareness/Experience*, the three benefit/concern factors, *Attitude*, and *Patronage Intentions* toward pop-up stores. These results are summarized in Table 4.

As shown in Table 5, there are significant differences among respondents by geographic region, community population size, gender, age group, and marital status on the set of dependent variables. There are no significant mean differences in respondents' factor scores for *Awareness/Experience*, the three benefit/concern factors, *Attitude*, and *Patronage Intentions* by ethnic group, educational level, and income level ($p < 0.05$).

Results show significant differences in respondents' mean *Attitudes* and *Patronage Intentions* scores by geographic region (*H1.3a* and *H1.4a* are supported). Tukey's post-hoc test indicates that surveyed consumers in the southern region of the U.S. appear to have a more positive attitude ($\Delta M = 0.44$, $p = 0.03$) and purchase intentions ($\Delta M = 0.40$, $p = 0.05$) towards pop-up stores than those in the western region.

Additional significant differences are noted in consumers' mean scores for *Awareness/Experience* regarding pop-up stores by age and the size of their community (*H1.1b* was supported, at $p < 0.01$). Tukey's post-hoc test indicates that the mean score for respondents in communities with fewer than 50,000 people (rural areas) is significantly lower than those for respondents from communities with between 50,000 and 200,000 people (suburban) ($\Delta M = -0.46$, $p = 0.001$) and over 200,000 people (urban) ($\Delta M = -0.33$, $p = 0.037$). However, there are no significant differences between mean scores for respondents from suburban and urban communities. Thus, consumers in rural areas show a lower degree of *Awareness/Experience* with pop-up stores than consumers from more populated areas.

Gender has a significant effect on consumers' factor scores for perceived benefits/concerns of, *Attitudes* toward, and *Patronage Intentions* to pop-up retail. Female respondents tend to have higher mean values in *Product Novelty/Uniqueness* ($\Delta M = 0.48$, $p = 0.000$), *Facilitators of Purchase Decisions* ($\Delta M = 0.23$, $p = 0.003$), *Product Trial and Unique Experience* ($\Delta M = 0.36$, $p = 0.000$), *Attitude* (ΔM = 0.70, $p = 0.000$), and *Patronage Intentions* ($\Delta M = 0.70$, $p = 0.000$) toward pop-up stores, than males (*H1.2c*, *H1.3c*, and *H1.4c* are supported). Interestingly, no significant differences in means exist in *Awareness/Experience* scores between genders.

There is also a significant effect of age on the score for *Awareness/Experience* with pop-up stores (*H1.1d* is supported). Tukey's post-hoc test reveals that consumers aged 66 and above have a significantly lower mean value as compared to the other age groups, such as 18-25 ($\Delta M = -1.00$, $p = 0.018$), 26-35 ($\Delta M = -0.86$, $p = 0.003$), 36-45 ($\Delta M = -0.73$, $p = 0.023$), and 46-55 ($\Delta M = -0.73$, $p = 0.023$). Thus, consumers of age 66 and above show a significantly lower *Awareness/Experience* with pop-up stores compared to most other age groups. However, no significant mean differences were shown between the "66 and above" and "56-65" age groups.

A significant effect was also identified between marital status and the scores for *Product Novelty/Uniqueness*, *Attitude*, and *Patronage Intentions* (*H1.2g* is partially supported with $p < 0.05$ and *H1.3g* and *H1.4g* are supported with $p < 0.05$). Interestingly, married consumers have a significantly higher perception of the importance of *Product Novelty/Uniqueness* as compared to divorced consumers ($\Delta M = 0.43$, $p = 0.005$).

Finally, there is a significant effect associated with income level on *Product Trial and Unique Experience* scores. Tukey's post-hoc test suggests that consumers with incomes between \$25,000 and 49,999 are significantly less concerned about product trials or having a unique experience, in comparison to consumers with incomes between \$75,000 and 99,999 ($\Delta M = 0.37$, $p = 0.026$) (*H1.2h* was partially supported, with $p < 0.05$).

A stepwise multiple regression analysis is used to test hypotheses *H2* (the level of awareness/experience will be positively associated with attitude toward pop-up retail) and *H3* (the perceived benefits/concerns of pop-up retail will be associated with attitude toward pop-up retail). As shown in Table 6, the independent variables include consumers' *Awareness/Experience* scores and the three factors of benefits/concerns, while the dependent variable is consumers' *Attitude* toward pop-up stores. Both *Awareness/Experience* ($\beta^* = 0.094$) and *Product Novelty/Uniqueness* ($\beta^* = 0.658$) appear to be key indicators of *Attitude* towards pop-up stores, explaining 45% of the variance. However, significant relationships did not exist between the remaining two benefits/concerns factors and *Attitude*, which results in full support for *H2* and partial support for *H3*. Between the two indicators, *Product Novelty/Uniqueness* ($\beta^* = 0.658$) has a much stronger association with *Attitude* than *Awareness /Experience* with pop-up stores. As hypothesized, *Attitude* is a powerful indicator of *Patronage Intentions*, with $p < 0.01$ in this regression analysis. Therefore, *H4* is supported. Eighty-two percent of total variance in *Patronage Intentions* scores is explained by consumers' *Attitude* toward pop-up stores.

Discussion

In this study, we provided a demand-side analysis concerning consumers' views of pop-up retail stores. Our aim was to understand consumers' assessments of pop-up stores and how these views were linked to specific demographic characteristics. Additionally, we examine the effect of consumers' demographic profiles and beliefs on their attitudes and intentions toward trying pop-up retail stores. The overall goal was to provide baseline information for retailers and marketers concerning consumers' perceptions of and receptivity to pop-up retail as an experiential marketing strategy.

Our findings concerning the influence of demographics suggest there are key areas of opportunity for increasing consumer engagement with pop-up stores. For example, age is found to have a significant effect on consumers' awareness and experience with pop-up retail. Younger consumers are the most aware of pop-up stores and reported the most prior experience with the format. This finding follows that of Schacter (2004), who found traditional malls and shopping centers to be highly effective venues for marketing to younger consumers when these formats implement complementary experiential offerings, such as in-store events. Additionally, Schacter (2004) observed that young consumers' media viewing habits can be highly fragmented (i.e. surfing the Web, video games, text messaging) and thus not easily reached by

Table 4.
Summary of Hypothesis Test Results: H1.1 through H1.4.

Demographic Characteristics (Independent Variables)	Dependent Variables	Hypothesis Test Results
Geographic region	*H1.1a Awareness/Experience*	Not supported
	H1.2a Benefits/Concerns	Not supported
	H1.3a Attitude	Supported
	H1.4a Patronage Intentions	Supported
Community population size	*H1.1b Awareness/Experience*	Supported
	H1.2b Benefits/Concerns	Not supported
	H1.3b Attitude	Not supported
	H1.4b Patronage Intentions	Not supported
Gender	*H1.1c Awareness/Experience*	Not supported
	H1.2c Benefits/Concerns	Supported
	H1.3c Attitude	Supported
	H1.4c Patronage Intentions	Supported
Age group	*H1.1d Awareness/Experience*	Supported
	H1.2d Benefits/Concerns	Not supported
	H1.3d Attitude	Not supported
	H1.4d Patronage Intentions	Not supported
Ethnic group	*H1.1e Awareness/Experience*	Not supported
	H1.2e Benefits/Concerns	Not supported
	H1.3e Attitude	Not supported
	H1.4e Patronage Intentions	Not supported
Educational level	*H1.1f Awareness/Experience*	Not supported
	H1.2f Benefits/Concerns	Not supported
	H1.3f Attitude	Not supported
	H1.4f Patronage Intentions	Not supported
Marital Status	*H1.1g Awareness/Experience*	Not supported
	H1.2g Benefits/Concerns: Product Novelty/Uniqueness	Partially supported
	H1.3g Attitude	Not supported
	H1.4g Patronage Intentions	Not supported
Income level	*H1.1h Awareness/Experience*	Not supported
	H1.2h Benefits/Concerns: Product Trial and Unique Experience	Partially supported
	H1.3h Attitude	Not supported
	H1.4h Patronage Intentions	Not supported

Table 5.
Results of Mean Differences in Consumers' Demographic Characteristics.

Demographic Characteristics (Independent Variables)	Dependent Variables					
		H1.2 **Benefits/Concerns**[a]				
	H1.1 **Awareness/[a] Experience**	**Product Novelty/ Uniqueness**	**Facilitator of Purchase Decision**	**Product Trial and Unique Experience**	*H1.3* **Attitude**[a]	*H1.4* **Patronage Intentions**[b]
Geographic region	Wilks' $\lambda = 0.965$, $F(18, 2794.971) = 1.973$, $p = 0.008$** Attitude ($F(3, 993) = 3.438$, $p = .016$*); Patronage Intention ($F(3, 993) = 2.996$, $p = .030$*)					
Northeast (NE)	2.65	5.78	5.51	5.52	5.33[c]	5.17[c]
South (SO)	2.74	5.83	5.46	5.68	5.60	5.33
Central (CN)	2.59	5.81	5.45	5.69	5.39	5.08
West (W)	2.34	5.65	5.22	5.70	5.16	4.94
Community population size	Wilks' $\lambda = 0.967$, F (18, 2803.457) = 1.831, $p = 0.017$* Awareness/Experience (F (3, 996) = 6.560, $p = 0.000$**)					
Fewer than 50,000 (R)	2.41**	5.86	5.41	5.72	5.50	5.26
50,000-200,000 (SU)	2.87	5.76	5.48	5.63	5.37	5.16
Over 200,000 (U)	2.75	5.72	5.45	5.57	5.37	5.13
Do not know (DN)	2.40	5.77	5.37	5.66	5.40	5.06
Gender	Wilks' $\lambda = 0.948$, F (6, 985) = 9.071, $p = 0.000$** Product Novelty/Uniqueness (F (1, 990) = 28.731, $p = 0.000$** Facilitator of Purchase Decision (F (1, 990) = 8.919, $p = 0.003$** Product Trial and Unique Experience (F (1, 990) = 16.736, $p = 0.000$**); Attitude (F (1, 990) = 41.867, $p = 0.000$**); Patronage Intention (F (1, 990) = 46.227, $p = 0.000$**					
Male	2.67	5.42**	5.26**	5.37**	4.90**	4.64**
Female	2.60	5.90	5.49	5.74	5.59	5.34

* $p < 0.05$; ** $p < 0.01$
[a] A 7-point scale, 1: strongly disagree 7: strongly agree
[b] A 7-point scale, 1: very unlikely 7: very likely
[c] Significant differences in means within this column at $p < 0.05$ as a result of ANOVA

Table 5. (*continued*)

Demographic Characteristics (Independent Variables)	Dependent Variables					
		H1.2 Benefits/Concerns[a]				
	H1.1 Awareness/[a] Experience	Product Novelty/ Uniqueness	Facilitator of Purchase Decision	Product Trial and Unique Experience	*H1.3* Attitude[a]	*H1.4* Patronage Intentions[b]
Age Group	Wilks' $\lambda = 0.932$, $F\,(30, 3938) = 2.322$, $p = 0.000$** Awareness/experience ($F\,(5, 989) = 3.341$, $p = 0.005$**)					
18 – 25 (A)	2.90[c]	6.01	5.36	5.59	5.46	5.14
26 – 35 (B)	2.76	5.89	5.39	5.55	5.40	5.12
36 – 45 (C)	2.62	5.73	5.33	5.59	5.45	5.20
46 – 55 (D)	2.62	5.77	5.43	5.72	5.46	5.26
56 – 65 (E)	2.46	5.70	5.60	5.71	5.45	5.11
66 and above (F)	1.89	5.64	5.74	5.83	5.01	4.60
Ethnic Group	Wilks' $\lambda = 0.968$, $F\,(24, 3353.738) = 1.328$, $p = 0.131$					
African American (AF)	2.61	5.73	5.18	5.31	5.52	5.23
Caucasian American (CA)	2.59	5.78	5.46	5.67	5.40	5.16
Hispanic American (HA)	2.91	5.58	4.98	5.37	5.46	5.21
Native American (NA)	2.20	6.45	5.53	6.20	5.86	5.45
Asian American (AA)	3.08	5.80	5.32	5.68	5.23	4.85

* $p < 0.05$; ** $p < 0.01$
[a] A 7-point scale, 1: strongly disagree 7: strongly agree
[b] A 7-point scale, 1: very unlikely 7: very likely
[c] Significant differences in means within this column at $p < 0.05$ as a result of ANOVA

Table 5. (*continued*)

Demographic Characteristics (Independent Variables)	Dependent Variables					
		H1.2 **Benefits/Concerns**[a]				
	H1.1 **Awareness/**[a] **Experience**	**Product Novelty/ Uniqueness**	**Facilitator of Purchase Decision**	**Product Trial and Unique Experience**	*H1.3* **Attitude**[a]	*H1.4* **Patronage Intentions**[b]
Educational Level	Wilks' $\lambda = 0.947$, F (48, 4845.755) = 1.124, $p = 0.259$					
Attended high school (1)	1.79	5.88	5.82	6.13	5.04	4.63
High school (2)	2.43	5.91	5.34	5.73	5.64	5.37
Vocational school (3)	2.67	5.68	5.32	5.73	5.48	5.17
Some college/no degree (4)	2.68	5.81	5.46	5.68	5.45	5.24
Associate's degree (5)	2.59	5.83	5.52	5.71	5.49	5.26
Bachelor's degree (6)	2.62	5.69	5.41	5.58	5.24	4.98
Master's degree (7)	2.77	5.54	5.47	5.32	5.04	4.87
Professional degree (8)	2.68	5.66	5.38	5.33	5.47	5.10
Doctorate degree (9)	3.28	5.75	5.54	5.59	5.73	5.17

[*] $p < 0.05$; [**] $p < 0.01$
[a] A 7-point scale, 1: strongly disagree 7: strongly agree
[b] A 7-point scale, 1: very unlikely 7: very likely
[c] Significant differences in means within this column at $p < 0.05$ as a result of ANOVA

Table 5. (*continued*)

Demographic Characteristics (Independent Variables)	Dependent Variables: *H1.1* Awareness/[a] Experience	*H1.2* Benefits/Concerns[a]: Product Novelty/ Uniqueness	*H1.2* Benefits/Concerns[a]: Facilitator of Purchase Decision	*H1.2* Benefits/Concerns[a]: Product Trial and Unique Experience	*H1.3* Attitude[a]	*H1.4* Patronage Intentions[b]
Marital Status	Wilks' $\lambda = 0.949$, $F(24, 3430.487) = 2.154$, $p = 0.001$** Product Novelty/Uniqueness (F (4, 988) = 4.332, $p = 0.002$*; Attitude (F (4, 988) = 2.446, $p = 0.045$*; Patronage intention (F (4, 988) = 2.978, $p = 0.018$*)					
Single (S)	2.70	5.72[c]	5.36	5.62	5.12[c]	4.84[c]
Married (M)	2.61	5.87	5.50	5.70	5.46	5.21
Divorced (D)	2.45	5.44	5.27	5.45	5.44	5.27
Widowed (W)	2.44	5.33	5.37	5.59	5.06	4.81
Significant partner (SP)	2.80	5.91	5.33	5.65	5.66	5.40
Income Level	Wilks' $\lambda = 0.962$, $F(24, 3266.524) = 1.532$, $p = 0.049$* Product Trial and Unique Experience (F (4,941) = 2.394, $p = 0.049$*)					
Less than $25,000 (L)	2.59	5.79	5.29	5.75[c]	5.40	5.07
$25,000-$49,999 (M)	2.54	5.77	5.41	5.53	5.44	5.23
$50,000-$74,999 (A)	2.72	5.80	5.45	5.65	5.57	5.29
$75,000-$99,999 (U)	2.86	5.94	5.52	5.90	5.50	5.28
Over $100,000 (H)	2.45	5.62	5.45	5.61	5.34	5.08

* $p < 0.05$; ** $p < 0.01$

[a] A 7-point scale, 1: strongly disagree 7: strongly agree

[b] A 7-point scale, 1: very unlikely 7: very likely

[c] Significant differences in means within this column at $p < 0.05$ as a result of ANOVA

traditional modes of marketing. These findings, together with the size and purchasing power of this consumer segment, support the idea that there is a growth in demand for pop-up retail venues with younger consumers (Bigham, 2005).

Another interesting observation from this study is that while significant differences are noted between the youngest and oldest consumer age groups regarding their awareness and experience with pop-up stores, little difference is noted among the mean scores for all other age groups. This implies that pop-up stores are potentially appealing and interesting to a wide range of consumer segments. As we continue to see more active, socially engaged, and technology savvy older consumers, the demand for experiential venues such as pop-up stores could likewise grow. In other words, pop-up stores should not just be targeted for young audiences, but could be instead viewed as an experiential marketing form attractive to a range of consumer age groups. Marital status also indicated differences in perceptions of pop-up retail between married and divorced consumers for the *Product Novelty/Uniqueness* factor score, and between single and significant partner relationships for intentions to try pop-up stores. Married and significant partner consumers had the highest overall means in the analysis, suggesting that the pop-up experience may be more meaningful to these demographic groups. This may also suggest that pop-up stores more clearly address their need for innovative and novel products or perhaps that they have greater resources at their disposal or access to pop-up venues due to time availability or family activities.

Regarding gender, our results reflect significant differences between male and female consumers in the three factors of benefits and concerns, *Attitude*, and *Patronage Intentions* towards pop-up stores. Female consumers have higher mean values for each of these five dependent variables associated with *H1.2c* to *H1.4c* (Table 4). This suggests greater receptiveness by women to experiential marketing or a preference for novel products, brands, and related offerings. This conclusion is supported by

Table 6.
Regression Analysis Results of Hypothesis Tests for H2, H3, and H4.

	Dependent Variable: *Attitude*		**Dependent Variable: *Patronage Intention***		**Hypothesis Test**
Independent Variables	***ß***	***t***	***ß***	***t***	
H2: *Awareness/Experience*	0.094	4.02^{**}			Supported
H3: Benefits/Concerns:					Partially supported
Product Novelty/Uniqueness	0.658	28.09^{**}			
Facilitators of Purchase Decisions	0.003	0.11			
Product Trial and Unique Experience	0.029	0.11			
H4: *Attitude* toward pop-up stores			0.908	68.50^{**}	Supported
Adj. R^2	0.45^{**}		0.82^{**}		
F-value	$F(2, 1004) = 412.8$		$F(1, 1005) = 4691.89$		

$^{*}\ p < 0.05$; $^{**}\ p < 0.01$

literature regarding female consumers' attraction to experiential marketing (Jack Morton Worldwide, 2006), pop-up stores, and related venues. Gordon (2004) found consumer engagement to be particularly appealing to female shoppers, with 43% saying that some experiential media (particularly live events) influence their choice to purchase a product or service. This suggests that women are not only seeking the new and novel but perhaps are also attempting to extract meaning from shopping and brands through experiential aspects of retailing. This view reflects industry findings of Jack Morton Worldwide (2007) that show a need to address both the mind and the heart of the consumer. The global survey by this group found experiences such as relating to personal interests and concerns, personal engagement, and entertainment to be key aspects of emotional branding and successful experiential marketing.

Interesting differences are also noted regarding the size of consumers' communities. According to our results, rural communities are the least aware and exposed to pop-up stores, whereas suburban consumers demonstrate the most experience with the format. This may be due to the newness of pop-up retail and its initial introduction in more densely populated areas. Significant differences exist between rural consumers and their urban and suburban counterparts, but the *Awareness/Experience* level of any of the community sizes is not significantly related to benefits/concerns, *Attitude* toward, or *Patronage Intentions* towards pop-up stores. This suggests a substantial opportunity to build on pop-up stores as a novel and distinctive marketing strategy in all sizes of communities. This idea is supported by Woodside and Walser (2007) who states that brand strength is contingent upon customer experience with a retailer and only through brand related experiences can a retailer or brand be retrieved and intentionally acted on from memory. Thus, expanded pop-up formats offered to a variety of community sizes and types may yield greater brand awareness and retailer/brand loyalty over time. Consumers in this study are clearly spending substantial time in retail and restaurant venues, as seen in Table 1, so it is logical to expect that they will have interest and exposure if pop-up stores are made available to them.

Significant differences were also noted in consumer attitude and patronage intentions toward pop-up stores by geographic region, specifically the southern and western regions of the U.S. Respondents from the western region have the lowest score means, suggesting a less favorable attitude and lower intentions to engage in pop-up retail formats, whereas respondents from the southern region have the highest mean scores for these factors. Yet, with means still above five on a 7-point scale, the attitude towards pop-up stores across all regions may still be thought of as positive. A similar conclusion may be drawn regarding geographic region and attitude as well.

Further research is warranted to determine reasons for these differences, with closer examination needed of cultural, age, lifestyle, and other factors specific to these regions. In the near term, however, initial findings from this study provide some guidance for geographic market entry of pop-up stores. Together, these findings about the demographics and conditions that impact consumers' attitude toward pop-up stores imply many areas of untapped consumer demand and receptiveness. In this regard, our results identify areas of opportunity for astute retailers and marketers concerning the use of pop-up store formats.

Conclusions and Implications

The findings of this study provide evidence concerning conditions that can support successful implementation of pop-up retail. Particularly noteworthy is the identification of three constructs (*Product Novelty/Uniqueness, Facilitator of Purchase Decision, and Product Trial and Unique Experience*) that reflect consumers' perceived benefits and benefits/concerns about pop-up stores. Our results also follow Fishbein and Ajzen's (1975) Theory of Reasoned Action (TRA), showing that consumers' beliefs about the *Product Novelty/Uniqueness* of pop-up stores do influence *Attitudes* and *Patronage Intentions* toward engagement in pop-up store experiences. While shopping environments are comprised of both pleasure or experiential (hedonic) and functional (utilitarian) value dimensions (Hirschman and Holbrook, 1982), results of this study suggest that the novelty component (hedonic) is of greatest benefit and influence on attitude for consumers concerning pop-up stores. Further, attitudes are strong predictors of patronage intentions toward pop-up stores. Results of this study suggest that if retailers and marketers can address consumers' expectations for novel and unique shopping experiences, products, services through pop-up stores, they may have greater opportunity to affect longer-term attitudes and intentions, and perhaps loyalty toward their brands.

Pop-up or temporary stores were originally conceived as a means to create early awareness and buzz about new products or brands. While they are still useful marketing tools in this regard, they are continuously evolving into real world "learning labs" for retailers and marketers ("Can hot trend", 2005). In this sense, pop-up stores can provide consumer insight on a myriad of products, services, and marketing approaches. Armed with this type of knowledge from real-time market research, firms of all types should reap greater benefits from their marketing efforts. As consumers become more resistant to traditional marketing approaches, retailers and brand managers may be well served by integrating experiential marketing techniques, such as pop-up stores, into their mix of business strategies (Palmer, 2002).

Our findings indicate that a growing and diverse segment of consumers is looking for a unique and novel shopping experience such as that provided by pop-up stores. Results of this study suggest that shoppers are not confined to just traditional shopping situations, and that they may be very open to unplanned purchases of novel goods and services, providing the opportunity for spontaneous purchases (Collins, 2004). Future research should address deeper attitude and intention aspects regarding consumers' receptivity of pop-up retail particularly in relation to cultural and regional influences. In addition to the demographic characteristics addressed in this study, lifestyle preferences and consumer psychographics may be other plausible avenues of research given the significance of *Product Novelty/Uniqueness* in this study. This study presented a demand-side view of pop-up stores, thus exploration of this format from the retailer and developer supply-side perspective is also necessary.

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