Factors Influencing Young Consumers' Impulse Intentions Toward Visiting Pop-Up Stores in South Africa

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ABSTRACT

Consumers are constantly seeking out new and memorable experiences. This study empirically examines how external factors, such as the characteristics of innovation (relative advantage, trialability, observability, low complexity, compatibility) and exterior store design, and internal factors (positive mood, hedonic motivations, consumer innovativeness) affect young consumers' impulse intention toward visiting pop-up stores in the South African context. Survey data was collected from a convenient sample of 461 students from two universities in South Africa via a self-administered questionnaire. Multiple regression analysis revealed that (a) external factors related to the characteristics of innovation (i.e., compatibility and low complexity), (b) exterior store design, and (c) the internal factor, consumer innovativeness, had a significant influence on consumers' impulse intentions to visit pop-up shops. The study examined pop-up retail through the lens of impulse behaviour in an emerging market. The study contributes to the understanding of factors influencing the success of pop-up stores in emerging markets. In particular, the understanding of the factors that lead to impulse intentions towards pop-up retail, which has been overlooked in research.

JEL classification: M30, M31, O30

Keywords: pop-up stores, impulse intention, innovation characteristics, exterior design, positive mood, hedonic motivations, consumer innovativeness

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1. INTRODUCTION

Pop-up stores have been used widely around the world to do more than to sell products. A pop-up store is an experiential retail format focused on "consumer-brand interaction" within a temporary setting (Warnaby et al., 2015, p. 303). These innovative stores rely on unconventional retail approaches and strategies (Zogaji et al., 2019), such as unusual spaces or vacant venues (e.g., transformed busses, boats, vending machines or converted cargo containers), together with the intentional strategy to only stay open for a limited period to fuel consumer interest and excitement (Niehm et al., 2007; Warnaby et al., 2015).

Pop-up retail has become a staple marketing strategy for retailers across different product categories, retail channels, and locations (Alexander et al., 2018). The experiential nature of a pop-up store makes it a versatile retail format. For example, online retailers use it to experiment with physical stores, build relationships with consumers, and create excitement around their brands, products, and services (Zogaji et al., 2019). Additionally, pop-up stores have become an important tool for retailers to accomplish their marketing and branding objectives (Pomodoro, 2013; Taube & Warnaby, 2017). International (i.e., France, Italy, South Korea, UK, and the USA) retailers have successfully used pop-up stores in developed economies for communicating brand image, creating brand awareness and engagement, promoting limited collections, introducing new products, gathering customer insight, and testing market concepts (Alexander et al., 2018; Chen & Fiore, 2017; De Lassus & Anido Freire, 2014; Pomodoro, 2013; Ryu 2011; Surchi, 2011; Warnaby et al., 2015). Similarly, various international retailers (e.g., Nike, Puma and TopShop) have used this retail format to launch their brands and promote the opening of new stores in South Africa (Cherryflava, 2008; "Topshop comes to South Africa!", 2012). Even though pop-up stores were introduced into South Africa over ten years ago, limited research exists related to consumer behaviour toward these stores. The South African retail landscape is an economic driver for growth and vastly differs from developed economies (W&RSETA, 2020). It consists of various upcoming consumer markets spread between urban and rural areas, organised by informal and formal retailers with varied retail formats, assortment offerings, and price and brand strategies (Hugo et al., 2016). Therefore, the level of participation by South African consumers in pop-up retail may differ extensively from consumers in developed countries, where pop-up retail has taken hold. The increased use of pop-up retail globally coupled with the numerous benefits offered by this experiential format stresses the need to explore the consumer response to the pop-up phenomenon in an emerging market context such as South Africa.

Pop-up stores' temporary and surprising nature often requires that consumers act without prior planning and make quick or impulsive decisions to participate in the pop-up experience (Retief et al., 2018). A deliberate "hype" is created around the opening of pop-up stores and the fleeting nature of the store creates a sense of urgency among consumers to visit it while they still can (Bahadur, 2010; De Lassus & Anido Freire, 2014; Henkel & Toporowski, 2021; Marciniak & Budnarowska, 2009). While impulse behaviour occurs quickly without earlier planning (Virvilaite et al., 2011), certain external factors or retail settings controlled by the retailer and internal factors related to aspects of the consumer trigger impulse behaviour (Kim, 2003). Due to its relative newness, the characteristics of innovation (i.e., relative advantage, trialability, observability, low complexity, and compatibility) might influence a consumer's intention to visit a pop-up store (Rogers, 2003). As pop-up stores depend on unique and novel designs to attract the consumer (De Lassus & Anido Freire, 2014; Pomodoro, 2013), the store's exterior design might play a vital role in enticing a consumer to visit it on impulse. Pop-up stores are also rich in sensory stimulation and consist of interactive elements that satisfy a consumer's desire for memorable shopping experiences (Niehm et al., 2007). The need to experience what pop-up stores offer may be motivated by internal consumer factors such as positive mood, hedonic motivation, and consumer innovativeness (Kim et al., 2010; Retief et al., 2018).

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The purpose of this study is to investigate the effects of the external factors, comprised of the characteristics of innovation (relative advantage, trialability, observability, low complexity, and compatibility) and exterior store design; along with internal factors, specifically positive mood, hedonic motivations, and consumer innovativeness, on a South African consumer's impulse intention to visit pop-up stores. Although consumers in an emerging market context, such as South Africa, might find this novel retail medium interesting, their level of participation in this innovative format may differ extensively from consumers in developed countries, where pop-up retail is well established. A better understanding of impulse behaviour toward pop-up stores will give retailers and marketers guidelines on how to take advantage of this innovative retail format in South Africa. Understanding how internal and external factors influence impulse intentions may support the development of pop-up store strategies, including store location and design, and target market identification to attract consumers to pop-up stores and engage with brands on a more permanent basis.

First, this paper presents the theoretical framework and relevant literature to conceptualise this research. Second, the research methodology employed is discussed. Third, the preliminary data analysis results and hypothesis testing through multiple regression analysis are presented. The paper concludes with a discussion and implications for retailers considering an experiential retailing approach, the limitations of the study and recommendations for future research.

2. THEORETICAL FRAMEWORK AND LITERATURE REVIEW

2.1. Impulse behaviour model

Consumer decision-making is usually considered a rational process to solve a problem (Schiffman & Kanuk, 2010), as opposed to impulse behaviour, which is unplanned and entails a rapid decision-making process aimed at getting things done quickly (Park, 2002; Rook & Gardner, 1993). Kim's (2003) impulse behaviour model, based on Churchill and Peter's (1998) model of planned consumer buying behaviour, was used as a theoretical framework in the present study. The impulse behaviour model proposes that external factors outside the consumer and controlled by the retailer (i.e., marketing cues, retail setting) and internal states within the consumer (i.e., mood, hedonic goals) (Silvera et al., 2008; Rook, 1987) initiate impulse behaviour (Dawson & Kim, 2009; Kim, 2003). By using Kim's (2003) impulse behaviour model and acknowledging pop-up stores as an innovation, the authors proposed two sets of factors that may affect a consumer's impulse intention to visit pop-up stores:

(a) external factors such as the characteristics of innovation and exterior store design, (Dawson & Kim, 2009; Rogers 2003), and
(b) internal factors within the consumer, such as positive mood, hedonic motivations, and consumer innovativeness (Kim et al., 2010; Silvera et al., 2008; Rook, 1987).

This framework was used to explore the factors affecting consumers' impulse intention to visit pop-up stores in South Africa. Figure 1 denotes the proposed conceptual model for the study.

2.2. External factors affecting impulse behaviour

2.2.1. Characteristics of the innovation

The innovative and novel nature of pop-up retail was supported by the diffusion of innovation theory of Rogers (2003). An innovation is an idea, practice, or object perceived as new by an individual (Rogers, 2003). This theory suggests that the characteristic of the innovation will influence a consumer's intention to adopt the innovation as well as behaviour towards it (Foxall & Goldsmith, 1994). According to Rogers (2003), these characteristics are relative advantage,

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trialability, observability, complexity and compatibility. All five characteristics may affect a consumer's impulse intention to visit pop-up stores.

Relative advantage refers to the degree to which an innovation is perceived as better than existing alternatives (Shimp, 2003). Key benefits (e.g., hedonic and utilitarian) of the pop-up store experience have been found to affect a consumer's intention to patronage these stores (Chen & Fiore, 2017; Kim et al., 2010; Niehm et al., 2007). While they last, the exciting and entertaining nature of pop-up stores as well as the social prestige that can be gained (Chen & Fiore, 2017) through visiting the store and purchasing products (Keller, 2011) give pop-up stores a relative advantage over other stores.

Trialability is the extent to which consumers can test an innovation on a limited basis before committing to it (Shimp, 2003). The trialability of an innovation is positively related to its acceptance rate, as it serves as an intermediated trial for innovators in their decision to adopt the innovation (Rogers, 2003). Retailers rely on pop-up stores as a medium to experiment with a store, test a market and provide consumers with an opportunity to test the products or interact with knowledgeable brand experts (Niehm et al., 2007; Warnaby et al., 2015). These trial opportunities reduce the perceived risk and enhance consumer decisions (Kim et al., 2007). This limited trial period of pop-ups may motivate consumers to act immediately because they know the same experience may not reoccur.

Observability is the degree to which the positive aspects of pop-up retail (e.g. exclusive brands, limited edition products, or sneak previews) are visible to other people (Shimp, 2003). Pop-up retail depends routinely on visitors' social media postings of their pleasurable experiences in the store (Sheehan, 2019), which enhances observability. Park (2002) found that when the reward of an object is more visible, consumers tend to feel the urge to accept it instantly rather than delay it.

Complexity is the perceived difficulty associated with innovation (Shimp, 2003). The lower the complexity, the higher the adoption rate (Rogers, 2003). Pop-up stores commonly employ knowledgeable brand representatives who communicate information to consumers and highlight the "core brand attributes" (Surchi, 2010). In doing so, they aim to make the shopping experience more enjoyable while interacting with consumers (Rudkowski et al., 2020) and thus also succeed in diminishing complexity. Virvilaite et al. (2011) found that shop assistants who provide information, show different alternatives, and interact with consumers stimulate their impulse behaviour.

Compatibility refers to the extent to which an innovation fits into a person's way of doing things (Rogers, 2003). A new product or service will be more compatible or readily adopted if it matches the past consumption practice of consumers (Moore & Benbasat, 1991; Shimp, 2003). Previous practice provides a standard against which an innovation can be measured to increase compatibility (Rogers, 2003). Pop-up stores also contain elements found in traditional stores, such as product displays, fitting rooms, and branded signage. Furthermore, the location is selectively chosen in high foot traffic areas to intercept consumers (Moore, n.d.).

Based on the discussion, it is hypothesised that impulse intentions toward visiting pop-up stores will be positively affected by each of these five characteristics of innovation:

H1a: Relative advantage is positively related to a consumer's impulse intention to visit pop-up stores.
H1b: Trialability is positively related to a consumer's impulse intention to visit pop-up stores.
H1c: Observability is positively related to a consumer's impulse intention to visit pop-up stores.
H1d: Low complexity is positively related to a consumer's impulse intention to visit pop-up stores.
H1e: Compatibility is positively related to a consumer's impulse intention to visit pop-up stores.

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2.2.2. Exterior store design

A unique shopping environment has been found to be influential in consumers' store selection (Hines & Bruce, 2007). According to Summers and Herbert (2001), the store environment might be more influential in triggering impulse intentions than the products offered. Retailers, for this reason, sometimes open pop-up stores in unconventional structures, such as transformed shipping containers, vending machines, tour buses, riverboats, and other innovative venues to surprise consumers (Surchi, 2010). These stores are mostly mobile, and retailers often relocate them to guarantee consistent innovation (Niehm et al., 2007; Ryu, 2011). Pop-up stores have been recognised as retail environments that are innovative and stimulating because of their design (Bahadur, 2010; Vervilaite et al., 2011). Novel exteriors, unconventional venues, and locations of pop-up stores may pique curiosity and increase the urge to visit the store on impulse. Therefore, it is hypothesised that:

H2: The exterior store design of a pop-up store will be positively related to a consumer's impulse intention toward visiting pop-up stores.

2.3. Internal factors affecting impulse behaviour

2.3.1. Positive mood

Mood can be defined as a long-lived, stable emotional state that influences consumers' cognitive strategies and processing (Zhang et al., 2016). Mood is often influenced or caused by specific emotions that are object-driven (Zhang et al., 2016). Ozer and Gultekin (2015) identified that pre-purchase mood positively impacts a consumer's impulse behaviour. A positive mood can diminish the need to seek additional information and evaluate alternatives during the decision-making process before making a decision (Park, 2002). Therefore, a consumer's positive mood is likely to drive their impulse intentions (Ahmad et al., 2020), and it is expected that:

H3a: Positive mood will be positively related to a consumer's impulse intention toward visiting pop-up stores.

2.3.2. Hedonic motivations

Hedonic motivations relate to multi-sensory, fantasy and emotional aspects of consumption, "where consumers are motivated by the shopping experience itself as fun, enjoyable, and entertaining, regardless of whether a purchase is planned or made" (Workman, 2010). Consumers shop for a variety of non-economic reasons, such as "retail therapy" (Hausman, 2000), entertainment, fantasy, social interaction, and emotional pleasure (Arnold & Reynolds, 2003). Pop-up retail offers hedonic benefits by providing products, services, and experiences that evoke fun and reflect a specific lifestyle and individuality (Kim et al., 2007). Arnold and Reynolds (2003) identified six hedonic motivations related to shopping: adventure, social, gratification, idea, role, and value shopping. Pop-up stores provide highly innovative environments with the latest trends, a feeling of shopping in another universe, distraction from everyday activities and stress, as well as opportunities where consumers can engage in activities with other consumers or friends (Niehm, et al., 2007; Pomodoro, 2013). Kim (2003) found that impulse behaviour is frequently motivated by hedonic motivations such as fun, novelty and surprise. Other studies have found that hedonic consumption positively affects impulse behaviour (Hausman, 2000; Silvera et al., 2008). Because hedonic motivations serve as drivers for a consumer's impulse behaviour, and pop-up stores may provide desired hedonic experiences, it is proposed that:

H3b: Hedonic motivations will be positively related to a consumer's impulse intention toward visiting pop-up stores.

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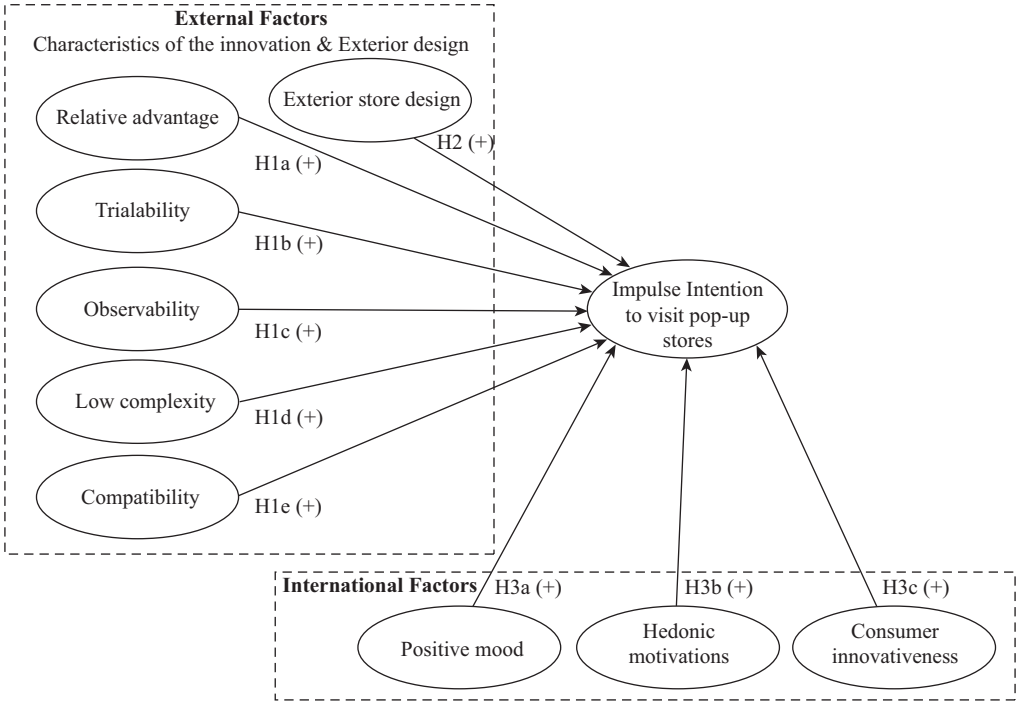
2.3.3. Consumer innovativeness

Consumer innovativeness is a tendency to seek out and buy new products or services earlier than most other consumers (Foxall & Goldsmith, 1994). Consumers with high innovativeness predispositions act differently than other consumers; they are more likely to search for novel situations, have a positive attitude towards change (Shimp, 2003), are more venturesome, and have the capacity to cope with high levels of risk and uncertainty (Park & Stoel, 2002; Rogers, 2003). In addition, consumers with a high level of innovativeness prefer complex, intricate, and information-rich environments (Foxall & Goldsmith, 1994). Because they are easily bored in environments that do not supply a certain level of arousal, they are constantly looking for new and exciting shopping experiences that can stimulate their hedonic desires (Foxall & Goldsmith, 1994; Kim et al., 2010; Shimp, 2003). The novel store format offered by pop-up stores may attract consumers with high consumer innovativeness because it appeals to their need for uniqueness, risk propensity, and the need to be the first to try new products and services. Therefore, this study hypothesised that:

H3c: Consumer innovativeness will be positively related to a consumer's impulse intention toward visiting pop-up stores

Figure 1
Conceptual model of proposed relationships for consumers' impulse intention to visit pop-up stores



3. METHODOLOGY

3.1. Sample

A non-probability sampling procedure was used for data collection. Consumer innovators are more educated, higher in social status and younger than later adopters (Shimp, 2003). Therefore, a convenience sample of college students was deemed suitable for the study. A total of 461 usable, self-administered paper-based questionnaires were completed by students enrolled in economic and business management programmes at two universities in Pretoria, South Africa. These

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universities attract students from across South Africa. Table 1 presents the demographic profile of the sample. The sample comprised 75% of female students and 25% of male students. Their ages ranged between 17 and 31 years.

Table 1
Demographic profile of the sample

	Frequency	Percentage (%)
Gender		
Female	346	75
Male	115	25
Age		
17–20	246	54
21–25	198	43
>25	15	3
*n = 459		

3.2. Survey instrument and procedure

An exploratory survey research design was followed to investigate consumers' impulse intention to visit pop-up stores. The survey design provided a quantitative approach to test the hypotheses developed for this study. The biggest advantage the quantitative approach provided was the great amount of data that could be collected followed by measurement procedures, which resulted in numerical data that could be statistically analysed to test the hypotheses (Creswell, 2003).

The survey consisted of a PowerPoint presentation and a questionnaire. First, the PowerPoint presentation was presented to the students to familiarise them with the pop-up retail concept as well as the immersive and novel nature of store formats. The PowerPoint included a definition of pop-up retail and an explanation of why pop-up retail is used. Visual examples of different pop-up store formats (e.g., busses, vacant store spaces, vending machines and shipping containers) were presented in the presentation (Appendix A). Students were then asked to complete the questionnaire that consisted of two sections of questions. An expert panel consisting of eight faculty members in the field of apparel, merchandising, and retail established that the images of pop-up stores to be included in the measurement instrument were representative of pop-up retail. The panel members used the provided definitions and descriptions of pop-up retail to select the images most representative of pop-up stores. The first section of questions tapped on demographic information pertaining to age, gender and population group. The second section contained reliable scales that were adapted to measure the constructs in the conceptual model (see Figure 1). For the external factors, Moore and Benbasat's (1991) scales were adapted to measure the characteristics of the innovation (relative advantage, trialability, observability, low complexity, and compatibility) related to pop-up stores; and scale items from Niehm et al. (2010) and Kim (2003) were adapted to tap on the response to exterior store design of pop-up stores. The internal factor, positive mood, was measured with adapted scale items from Kim (2003). Arnold and Reynolds' (2003) hedonic motivations scale was used to measure hedonic motivations, and items from Manning et al.'s (1995) consumer innovativeness scale were adapted to measure consumer innovativeness. At least three items for each of the nine variables were included, resulting in a total of 59 items in section 2. A seven-point Likert-type scale, ranging from 1 = strongly disagree to 7 = strongly agree, was used for all items in the second section. The instrument, consisting of the PowerPoint

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and survey items, was pilot tested by 29 students to ensure the understandability and clarity of all items. The final questionnaire was then administered in university classes to the selected sample.

4. RESULTS

4.1. Exploratory and confirmatory factor analysis

Exploratory factor analysis (EFA) was done to reduce the number of items, assess the construct validity, and explore the underlying factors affecting impulse intention to visit pop-up stores. The statistical software package IBM©SPSS©26 was deployed to conduct the EFA using principal axis factoring with Kaiser-Meyer-Olkin (KMO) as the extraction method and varimax rotation. Item analysis was done to verify whether items correlated significantly to continue the factor analysis process (KMO acceptable between 0.5 and 1.0; Bartlett's test of sphericity, significant at a level $p < 0.5$) (Malhotra, 2010). Factors with an Eigenvalue ≥1, a factor loading of >0.3, and with no cross-loadings were included (Zeynivandnezhad et al., 2019). As factor loadings are sensitive to the sample size and samples over 300 can use a smaller factor loading threshold (Mazzocchi, 2008:219), a cut-off point of 0.30 was deemed suitable as the sample size was 461 (Yong & Pearce, 2013). From the initial 59 items, 33 items were retained.

Nine factors were retained through the EFA. From the characteristics of the innovation constructs, Factor 1: Compatibility and Factor 2: Low complexity remained. Trialability was divided into two factors, Factor 3: Trialability of products and Factor 4: Trialability of pop-up stores. The remaining factors (Factor 5: Exterior of store design, Factor 6: Positive mood, Factor 7: Hedonic motivations, Factor 8: Consumer innovativeness, and Factor 9: Impulse intention) followed the structure proposed by the original scales/items. The nine factors explained 59.30% of the total variance. Descriptive statistics varied: mean scores ranged from 3.61 (Trialability of pop-up stores) to 6.30 (Exterior store design), and the standard deviation ranged between 0.80 (Exterior store design) and 1.73 (Trialability of pop-up stores). Cronbach's α confirmed the internal consistency of the constructs that emerged through the EFA. The Cronbach's α values for all constructs exceeded the recommended ≥ 0.70 threshold (Hair et al., 2014). Table 2 presents the nine factors with their factor loadings, eigenvalues, variance explained, Cronbach's α values, and descriptive statistics.

Confirmatory factor analysis (CFA) was subsequently performed using IBM©AMOS©26 to establish whether the data fitted the proposed measurement model. CFA, using a maximum likelihood estimation procedure, was utilised to test and validate the factor structure of the set of factors (Mazzocchi, 2008). The measurement model had a model fit of CMIN = 881,76, df = 43, CMIN/DF = 2.06, $p < 0.0001$, NFI = 0.87, CFI = 0.94, TLI = 0.92, RMSEA = 0.05. Compared to the suggested goodness-of-fit cut-off values (i.e., CMIN/DF < 2 (very good)/ < 5 (acceptable), $p < 0.0001$; NFI > 0.90 (acceptable); CFI > 0.90 (acceptable); TLI > 0.90 (acceptable); RMSEA < 0.08 (acceptable)), the measurement model produced an acceptable model fit (Hair et al., 2014). CFA confirmed the factor structure from the EFA for the model.

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Table 2
Exploratory factor analysis and descriptive statistics

Factor structure	Factor loading	Eigenvalue	Variance explained	*a*	*Mean*	*Std. dev.*
Factor 1: Compatibility						
Pop-up retail… fits into my lifestyle	0.68	32.24	8.72	0.92	5.07	1.45
is compatible with all aspects of the way I like to shop	0.77					
is compatible with my current life situation	0.78					
fits well with the way I like to shop	0.74					
Factor 2: Low complexity						
Pop-up stores provide… locations that are easily found	0.88	3.78	5.81	0.80	5.21	1.27
accessible locations	0.86					
signage that clearly tells you what brands are offered	0.36					
Factor 3: Trialability of products						
Pop-up stores… would not take much effort to try out	0.39	4.34	6.23	0.76	5.48	1.08
would allow consumers to spend time just looking without having to buy	0.74					
would allow consumers to just see what they are all about	0.67					
offer an opportunity to test products before committing to buying them	0.57					
Factor 4: Trialability of pop-up stores						
I have… the opportunity to try out pop-up stores	0.67	3.19	5.27	0.75	3.61	1.73
an idea where I can go to try out pop-up retail in future	0.81					
no difficulty visiting pop-up stores since they are similar to regular stores	0.60					
Factor 5: Exterior store design						
I would visit a pop-up store because it… looks interesting	0.76	7.32	7.71	0.80	6.30	0.80
is eye-catching	0.74					
is in interesting locations or venues	0.52					
has unusual exterior looks	0.52					
Factor 6: Positive mood						
Visiting a pop-up store would… lift my mood.	0.71	4.10	6.18	0.85	5.29	1.22
excite and thrill me.	0.68					
make me feel happy and cheerful.	0.69					
Factor 7: Hedonic motivations						
I would visit a pop-up store because it… is an experience that is an experience I don't want to miss	0.45	4.81	6.41	0.75	5.09	1.11
is somewhere I can shop with my friends and family to socialise	0.71					
is something to experience with my friends	0.64					
is an escape from reality	0.32					
is somewhere I could go to spoil myself	0.45					
Factor 8: Consumer innovativeness						
I like to… visit stores with new and exciting products and services	0.69	6.04	7.46	0.82	5.81	1.02
visit stores that give a lot of new information about products or services	0.62					
seek out new product experiences	0.83					
look for stores that are different and unusual when I hear about them	0.53					
Factor 9: Impulse intention						
I might… spontaneously visit pop-up stores	0.80	3.55	5.52	0.85	5.68	1.13
without planning feel like experiencing a pop-up store	0.57					
have difficulty controlling my willingness to visit a pop-store when I spot one	0.59					

Note: N = 461

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4.2. Hypothesis testing through multiple regression model

Multiple regression analysis was performed to test the hypothesised relationships. The regression model also established the antecedents most predictive of impulse intention to visit pop-up stores. Impulse intention toward visiting pop-up stores was entered as the dependent variable and the independent variables were compatibility, low complexity, trialability of products, trialability of pop-up stores, exterior store design, positive mood, hedonic motivations, and consumer innovativeness. Theoretically, all the independent variables were assumed to positively impact impulse intention toward visiting a pop-up store. The R^2 of 0.45 indicated that about 44.5% of the dependent variable (impulse intention toward visiting a pop-up store) could be explained by using the combination of the independent variables as predictors. The associated F-test ($F = 45.30$, $p < 0.001$) confirmed that the model is appropriate and fits the collected data well.

The variance inflation factor (VIF) and tolerance values were checked in the predictor variables to eliminate the possibility of multicollinearity between factors ensuring that the independent variables are not highly correlated with one another (Mazzocchi, 2008). Tolerance values above 0.1 for all the independent variables (ranging between 0.55 and 0.86) indicated low multicollinearity and confirmed that there were no multicollinearity problems among the independent variables (O'Brien, 2007). The VIF values of the independent variables ranged between 1.34 and 1.81, which is below the threshold (<4), confirming that high multiple correlations exist, and the likelihood of multicollinearity is low (O'Brien, 2007).

Table 3
Multiple regression analysis

Coefficients[a]	Unstandardised Coefficients		Standardised Coefficients	*t-value*	Sig. *p*-value	Collinearity Statistics	
	β	Std. Error	*βeta*			Tolerance	VIF
Compatibility	0.20	0.03	0.26**	5.54	**0.000**	0.55	1.81
Low complexity	0.10	0.03	0.11*	2.93	**0.003**	0.74	1.34
Trialability of products	0.05	0.04	0.05	1.20	0.230	0.61	1.63
Trialability of pop-up stores	–0.03	0.02	–0.04	–1.26	0.206	0.86	1.16
Exterior store design	0.24	0.06	0.17**	3.97	**0.000**	0.65	1.52
Positive mood	0.07	0.04	0.07	1.72	0.086	0.58	1.71
Hedonic motivations	0.08	0.04	0.08	1.84	0.065	0.55	1.81
Consumer innovativeness	0.18	0.04	0.17**	3.93	**0.000**	0.65	1.52

Notes: [a]Dependent Variable: Impulse intention to visit; Significant at $^{**}p < 0.001$, $^{*}p < 0.01$

The effects of the external and internal factors were examined with standardised regression coefficients (b-values), t-values, and p-values from the multiple regression analysis (Table 3). The regression results indicated that the external factors compatibility ($b = 0.26$, $t = 5.54$, $p < 0.001$) and exterior store design ($b = 0.17$, $t = 3.97$, $p < 0.001$) are significant predictors of impulse intention toward visiting pop-up stores. *H1e-compatibility* and *H2-exterior store design* were supported at $p < 0.001$. *H1d* posited that *low complexity* would have a positive effect on a consumer's impulse intention toward visiting pop-up stores. Results were $b = 0.11$, $t = 2.93$, $p = 0.003$ and provided support for H1d at $p < 0.01$. Regarding internal factors, *H3c* postulated that consumer innovativeness would affect a consumer's impulse intention toward visiting pop-up stores. Results were significant for *H3c-consumer innovativeness* ($b = 0.17$, $t = 3.93$, $p < 0.001$),

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confirming the positive effect of this internal factor on impulse intention toward visiting pop-up stores. The remaining external factors related to the characteristics of innovation (i.e., trialability of products and trialability of pop-up stores) and internal factors (i.e., positive mood and hedonic motivations) were not statistically significant in predicting a consumer's impulse intention toward visiting a pop-up store.

5. DISCUSSION

This study confirmed that young South African consumers perceived pop-up stores as a retail format that offers a shopping experience they would enjoy and remember and may visit impulsively. Because of the temporary nature of pop-up retail, it requires an instantaneous reaction from consumers. Previous studies on impulse behaviour (Iram & Chacharkar, 2017; Kim, 2003) have found that a memorable experience encourages consumers to bypass the search and evaluation phases of the decision-making process resulting directly in the decision phase.

The findings confirmed that particular external factors related to the characteristics of the innovation and the exterior store design and internal factors related to consumer innovativeness influence a consumer's impulse intention toward visiting pop-up stores. In terms of external factors, only two characteristics of the innovation (e.g., compatibility and low complexity) positively affected impulse intention to visit pop-up stores. The statistical significance of compatibility in the present study supports Shimp's (2003) perspective that acceptance of an innovation is positively affected if it matches a consumer's consumption practices. Moreover, Gilboa and Rafaeli (2003) identified that the more complex a retail setting is, the less likely it is that approach tendencies might occur. Complex retail environments can even result in creating unpleasant feelings among consumers (Gilboa & Rafaeli, 2003). Retailers should thus ensure that the pop-up store environment contains enough familiar elements and maintain a low level of complexity to increase impulse intentions and create a pleasant experience.

Exterior store design was found to be predictive of a consumer's impulse intention to visit pop-up stores. This finding supports Underhill's (1999) suggestion that nearly all unplanned behaviour is because consumers see something that promises an enjoyable experience; this includes observable features such as store location, exterior design and store environment. Something that one finds interesting usually leads to curiosity and an intention to find out what it is all about (Erdis & Cant, 2015). These findings also validate other studies done by Gilmore et al. (2001) and Hines and Bruce (2007), who determined that the look and feel of a store are important in store choice and that an unusual exterior look of a store is influential in a consumer's decision to visit a store. This is especially true for younger consumers as Bäckström and Johansson (2006) found that the exterior store design is of amplified importance in a retail setting among younger consumers. Store designs should be eye-catching, aesthetically pleasing, and explorative with moderate complexity to attract innovative consumers. However, unique venues should be compatible with the shopping habits of consumers while giving them a memorable experience that distinctively sets them apart from their traditional shopping trips.

Regarding internal factors, consumer innovativeness was the only significant factor in predicting consumers' impulse intention toward visiting pop-up stores. This aligns with Kim et al.'s (2010) and Niehm et al.'s (2007) studies that found high consumer innovativeness to have a direct effect on a consumer's attraction to and acceptance of pop-up retail. These consumers relish the hedonic contributions pop-up retail offer in terms of introducing new/unique products and stimulating shopping experiences. Consumers with high consumer innovativeness tendencies are more prone to be venturesome (Rogers, 2003) and can cope with intricate and multifaceted environments (Foxall & Goldsmith, 1994). Therefore, they may make spur of the moment decisions to visit pop-up stores when encountered.

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In conclusion, the findings provide support for the effectiveness of pop-up retail as an experiential marketing strategy in an emerging market context. Pop-up retail may play a decisive role in the marketing environment and impulse intention of young consumers. Taking into consideration that South Africa has a relatively young population with a median age of only 26, in comparison to that of other countries (Egan, 2021), pop-up retail as an innovative marketing strategy may involve great benefits for the South African retail industry in terms of creating brand awareness and communicating with potential customers. It will be most effective for consumers with high levels of consumer innovativeness who are constantly seeking out new products, ideas, experiences, and information and who are more likely to engage in impulse behaviour aiming to satisfy these needs. Although the impact of positive mood and hedonic motivations were not significant predictors of impulse intention, pop-up retail might change (lift) negative moods and provide pleasurable experiences (Pomodoro, 2013) that could lead to a positive assessment of the brand or store. Retailers should further stress the non-economic rewards of pop-up retail and make shopping fun by using elements such as music, interactivity, unique scenery, styling tips, and in-store advice. According to a Global Consumer Sentiment survey conducted during 2022, South African consumers are more pessimistic about personal finances than consumers in other emerging economies (Hattingh & Ramlakan, 2022), which suggests the importance of touting non-economic rewards of pop-up retail as these consumers might be more reluctant to spend money. Their pop-up retail experience may enhance the image of and trust in the brands which will make reluctant consumers more willing to purchase from the brand in the long run.

6. CONCLUSIONS AND IMPLICATIONS

If retailers employing pop-up store strategies want to increase traffic to their temporary stores, they should focus on: (a) compatibility, (b) low complexity, (c) store exterior design, and (d) consumer innovativeness, as these factors positively affect impulsive intention. Placing pop-up stores in high traffic areas to reach large numbers of passers-by (Surchi, 2011) is a sound strategy related to observability. Central or trendy locations (Russo Spena et al., 2011) are important, as are placements that are convenient and unexpected, surprising consumers at the same time (Surchi, 2011). More importantly, retailers should incorporate interactive and visible social elements to attract consumers into their stores. For instance, many pop-up stores include interactive spaces found to enhance shared experiences and socialisation (Russo Spena et al., 2012), including online postings that increase observability to a wider audience. Retailers who incorporate elements that match a consumer's lifestyle and taste or include traditional retail elements but with an unconventional twist (e.g., virtual fitting rooms, interactive sales points or celebrity brand ambassadors) may be more successful in attracting customers to their pop-up stores. Another dimension of compatibility is the degree to which it meets a need (Rogers, 2003). To attract consumers to pop-up stores, retailers should pay attention to aspects that satisfy a consumer's need for new and unusual shopping experiences. Employing retailtainment (simultaneously offering retail and entertainment elements) may be an effective means of building a sense of compatibility. In support, Pomodoro (2013) suggested combining social or community events (e.g., jazz concerts or art exhibitions) with brand experiences in a pop-up space as a potentially effective element of a pop-up retail strategy.

As such, pop-up retailers should ensure that the store is inventive and offers an information-rich shopping environment that will fascinate consumers with high levels of consumer innovativeness. Incorporating technology to enhance the pop-up experience (e.g., artificial intelligence, augmented reality and retail apps) is a concept likely to appeal to consumer innovators because of its novel and unique nature.

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This study identified factors that retailers need to consider increasing impulse intentions in pop-up stores and provided guidelines for retailers to successfully implement the factors, thereby contributing managerially. From a theoretical perspective, the study adds value to the existing body of knowledge based on consumer decision-making and in particular, impulse intentions towards novel retail formats.

7. LIMITATIONS AND FUTURE RESEARCH

This study focused on college-aged consumers who were currently residing in Pretoria, but who originated from all parts of South Africa. Whereas the sample was appropriate because of the likelihood of including respondents representing the full range of consumer innovativeness and good fit with the age of consumers frequently targeted for pop-up stores, it is not representative of all South African consumers. Further studies should examine the moderating effect of age and consumer innovativeness to determine if one or both affect impulse intentions toward visiting pop-up stores. Moreover, because consumer innovativeness may vary by product category (Schiffman & Kanuk, 2010), future studies should examine the impact of product-specific innovativeness on impulse intentions toward relevant pop-up stores. Regional cultural differences within South Africa (Jacobs & Maree, 2018) also suggest that the studies within the South African context should use a representative sample of the country to account for cultural and population differences. The present study focused on impulse intentions towards pop-up stores, represented by images and a description of the venue. Surveying actual visitors to real pop-up stores may yield different results. Results would allow the development of a more realistic model based on behaviour instead of intentions. Finally, future studies could focus on different forms of pop-up retail (e.g., converted buses, cargo containers, vacant storefronts) and locations (e.g., busy downtown areas, tourist locations) in the South African market to determine the most effective formats to use locally.

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APPENDIX

Appendix A
Description of the PowerPoint slide show

Slide 1	Title of the presentation: Young consumers' impulse intentions towards apparel pop-up retailers
Slide 2	**What is pop-up retail?** • First introduced in 2003 and only moved to South Africa in 2007. • It entails the opening of a store which is located in a **unique venue** (tour bus, shipping container, riverboat, vending machine, etc.) and situated in a **specific targeted area**. • These stores have a **limited lifespan** and are known to be open for a few days to months before they disappear. • The opening is mostly **unannounced** and retailers depend on other consumers to spread the information through word-of-mouth messages. • These stores do not necessarily sell products but offer the customers the opportunity to fit and order products they are interested in or only take part in exciting shopping experiences. • The products offered in these stores differ from those in the traditional branches – offering consumers exclusive products and experiences.
Slides 3-10	Images that represent examples of different types of pop-up stores. A short caption was provided with each image to explain the format of the pop-up store.

	Description of the image presented on the slide	Descriptive caption
Slide 3	A well-known sports brand launching new skating gear to loyal customers in a converted old minibus. The outside is branded with prints and an interesting merchandise display replaces the inside of the minibus.	A sports brand promoting its new skateboard clothing range via an old minibus that has been customised with prints inspired by a skating legend.
Slide 4	A triple-level pop-up city made out of various shipping containers painted and branded in the colours of a well-known sports brand.	A pop-up city.
Slide 5	A pop-up store hosted in a single-level shipping container with graffiti on the outside and silver helium balloons floating on the rooftop.	A transportable pop-up store, located in a shipping container where people could buy items through vending machines, interact with celebrities and bid on limited-edition charity bears designed by a famous fashion designer.
Slide 6	Pop-up store space advertised on the display window at a vacant store location in a shopping mall.	Pop-up stores in vacant spaces in shopping malls.
Slide 7	A pop-up store that looks like an iceberg.	This is a pop-up store that looks like an iceberg. Retailers use it as a temporary store to preview new collections and increase sales by offering limited edition stock to its customers during winter. The store has a solar H20 heating system, is lit well and has projectors surrounding the inside walls, also showing off merchandise.
Slide 8	A modified shipping container that has movable parts fitted with chandeliers, technology and modern furniture.	A convertible pop-up store that opens up and folds back up into a container by the press of a button.
Slide 9	A popular shoe brand hosting a pop-up store where people are busy creating their own flip-flops.	A pop-up kiosk where people could design their own flip-flops.
Slide 10	Excited consumers lining up in front of a vending machine with sneakers in it.	A vending machine in the middle of a busy sidewalk where people could buy clearly branded sports sneakers in a matter of minutes.
Slide 11	Thank you for participating note: Your participation will enable me to do this study. I truly appreciate your time and effort.	

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